

PRIVATELY BUILDING PROGRAMME THROUGH BUSINESS ACTIVITIES AND PEOPLE'S BUDGETING IN NIGHTS CLASS II A KARAWANG, WESTERN JAWA

Chazizah GUSNITA^{1*}, Elistania ELITANIA², Devit SETIONO³

¹⁻³ *Universitas Budi Luhur*

**chazizah.gusnita@budiluhur.ac.id*

ABSTRACT

Lapas Kelas II A Karawang is one of the Technical Executive Units (UPT) in the Kanwil of the Ministry of Law and Human Rights of West Java, with the tasks and functions of building the prisoners and students of rehabilitation by the mandate of the Marketing Act No. 12 of 2012. Public participation is necessary for implementing the rehabilitation system, both by cooperating in the construction and being willing to re-accept prisoners who have completed their sentences. The various problems faced in various social institutions in Indonesia are the construction of women prisoners who can actualize themselves through entrepreneurial and spiritual activities. It is no longer used as a punishment but to help the prisoners realize their sins.

Keywords: Prison, prisoners, construction, marketing, technology

1. INTRODUCTION

In line with the provisions outlined in Law No. 12 of 1995 on Marketing, the system encompasses a series of law enforcement strategies designed to promote awareness among individuals within society regarding their transgressions. Its primary objective is to encourage self-correction and deter the recurrence of criminal activities. By fostering recognition within the community, this system aims to facilitate active participation in societal development and enable individuals to lead honourable lives. The purpose of construction is to stimulate prisoners to reflect upon their actions and encourage them to become law-abiding citizens who uphold moral, social, and religious values. This aims to create a secure, organized, and harmonious community. Act No. 12 of 1995 on Market Requirements governs this endeavour's legal framework. The successful implementation of such a system necessitates the active involvement of the general public, either through collaborative efforts in its development or through a receptive disposition towards reintegrating people who have fulfilled their service obligations. The system's primary objective is to safeguard the general public against potential instances of illegal behaviour perpetrated by individuals within the construction industry. Hence, within the framework of the socialization system, individuals undergo spiritual and physical development while also being granted the freedom to engage in worship, establish connections with external entities such as family and other individuals, access quality education, and acquire information via print or electronic media.

The Marketing Institute (Lapas) is an establishment that serves as both a building institution and a law enforcement institution, and it is an integral component of the Integrated Criminal Justice System. The Marketing Institute serves as a law-enforcement agency and plays a strategic role in developing an autonomous, accountable, competent, and esteemed Human Resources (HRM) department. The convicts undergo a process of socialization aimed at fostering their personality development and independence, with the ultimate goal of reintegrating them into a positive, self-assured, autonomous, engaged, and fruitful society. Within the broader framework of the institute of socialization, one notable subcategory pertains to social counselling and care. This subdivision is responsible for facilitating the development of autonomy and spirituality, which subsequently serves as a foundational phase in cultivating individuals within civil society. For instance, through engaging in morning gymnastics and participating in personal activities, the objective is to enhance the psychological and emotional well-being of the incarcerated individual, preparing them for subsequent programming and fostering personal growth in the future.

Furthermore, civil society establishes various skill programs, including agricultural enterprise units, organic rice management, beauty salons, and other vocational training initiatives. Regrettably, the concern above is prevalent in numerous corporate establishments within Indonesia. Specifically, marketing items within correctional facilities needs to align with societal industry standards, indicating a suboptimal state of marketing development. Moreover, the civilian population is preoccupied with personal matters originating from outside Lapas, such as instances of domestic violence (KDRT) and similar concerns. Hence, it is imperative to foster spiritual development within the populace of the urban area.

The efficacy of personality development endeavours, encompassing both spiritual and entrepreneurial domains, is scrutinised when women are convicted, yet attaining their acquired skills remains unfinished. Women in the construction industry also exhibit a distinct inclination for certain construction programs. The human resources responsible for operating the program are not merely adapting to the current quantity. Potential challenges may arise

in the event of increased demand for unit production. Marketing a product or business unit has significant challenges, as ineffective marketing strategies might result in reduced output and eventual product obsolescence.

The female inhabitants of the subordinate Lapas Karawang continue to face psychological limitations stemming from their previous legal entanglements in light of considering the diverse challenges that exist and strategizing for post-departure activities. Most individuals in question contemplate the prospect of remaining entrenched in the obscurity of historical times, as they perceive it to be the sole milieu capable of accommodating their presence rather than assimilating into contemporary society. The inclusion of spiritual building is highly essential in this program. The spiritual edifice additionally fosters self-awareness among individuals, enabling them to recognize their societal duties and position by established norms. The experience above fostered a subsequent development of self-awareness regarding the potential for leading a fulfilling existence within a communal setting. The PKM team further organized a knowledge-sharing session targeting female community members. This activity has traditionally been conducted through observations and interactions with non-military individuals. The builders exhibit enthusiasm in sharing information regarding the encountered challenges and anticipate a resolution upon their reintegration into society.

The PKM team at Budi Luhur University comprises individuals from two distinct scientific disciplines: social sciences, which includes the Criminology Studies Programme and the International Relations Sciences Study Programme, and the Information Technology Science Programme, which collaborates with the Information Systems Studies program based on computer education. In the domains above, the respective teams engage in various activities. For instance, two members of the social sciences team partake in intellectual endeavours through sharing sessions. Simultaneously, one member of the information technology team assumes responsibility for educating others about using e-commerce for marketing purposes within the enterprise unit.

Female inmates are limited to engaging in intellectual discourse alone with their fellow citizens. Additional activities, such as livestock rearing and culinary practices, as depicted in the images, have also been undertaken. However, similar to cattle, the allocation of it to society remains suboptimal. The food business finds itself amidst a multitude of challenges, particularly during the ongoing COVID-19 pandemic. Numerous communities employ third-party platforms such as Gojek or Grab to facilitate the delivery of food orders. This technology has the potential to be used by those involved in the marketing and distribution of culinary meals, serving as a means of enhancing their skill development. It can be harnessed by individuals from various backgrounds, including those with no specialized training, to further their expertise in this field. The citizens can independently manage their financial affairs and utilize the application within the established structure. However, it is imperative to consider the utilization of this technology. The PKM team operates under the guidance of officers to offer comprehensive education to both people and accompanying officers. The primary objective is to foster personal growth among citizens by integrating entrepreneurial and spiritual components.

One of the primary roles of the Penitentiary Institution is to fulfil the construction function, which involves the implementation of the penitentiary system as a means of facilitating criminal reform, previously referred to as imprisonment. The penal facility serves as a means of rehabilitating convicts, recognizing their inherent worth as human beings and their roles as individuals and members of society. The team conducted PKM activities that involved the development of personality and spiritual growth through a two-day program consisting of sharing sessions and educational modules focused on e-commerce marketing.

Based on the comprehensive table outlining the various challenges and corresponding solutions provided above, this activity would not only facilitate the acquisition of knowledge among participants of the PMM but also foster the development of the desired abilities. This particular aptitude culminates in attaining financial gains within a lawful commercial venture that may be concurrently managed. The participation of women as active members of the economic system can support their reintegration into society. In addition to the financial benefits, the involvement of women in small and medium enterprises (SMEs) also contributes to fostering confidence and preventing female leaders from being exposed to adverse circumstances that may lead to poverty.

The efforts undertaken by the CPM (Crime Prevention Movement) are indicative of extensive studies conducted in the field of violent crimes against women and children. This research encompasses visual criminology, Indonesian prison sociology, penology, criminal psychology, and gender studies. Routine PKM activities have been conducted for several correctional facilities, including the Nusakambangan Correctional Facility, Sand White Correctional Facility, Permisian Correctional Facility, and Stone Correctional Facility. In addition, it is worth noting that prior PK initiatives were also implemented at Lapas Anak Tangerang. The potential for future development of the PKM in the past is contingent upon addressing the existing array of challenges.

2. METHOD

The crew consistently engages in community service activities in multiple Lapas. The current period was dedicated to continuing the MBKM program activities previously established in the Lapas Class IIA Karawang. Furthermore, several students enrolled in the Criminology program have already conducted Community Service Learning (CSL) activities in Lapas Class II A Karawang. The PKM activities, which involve the conversion of MBKM to students, constitute a sustainability program for the entire semester of 2021/2022. The PKM activities were organized into two distinct sessions by the team. The initial session entails identifying and engaging with individuals within the community. This activity constitutes a sharing session that is an integral component of the spiritual development program, as it will be executed through worship and self-disclosure. The subsequent session entails an instructive endeavour aimed at the occupants of the establishment, focusing on the marketing strategies employed by the business division. This session involves executing the personality development program inside the organizational units. In this context, individuals are trained to enhance their creative skills in marketing business units through e-commerce and online apps. The PKM team uses a multi-stage methodology, which can be outlined as follows:

1. Empirical Observations and Scholarly Discourse
Before engaging in PKM activities, the team and students performed observations and talks with Kalapas Lenggono Budi, either through online means or in person in Lapas Class II A Karawang.
2. A Trip to Lapas
The PKM team engaged in educational activities by providing direct instruction to the inmates at Lapas and conducting on-site visits to observe various building projects undertaken by the local community.
3. The Facilitation of Session Sharing and E-commerce Education Endeavours
This initiative facilitates consultations for female citizens, addressing various personal concerns that have been effectively resolved, enabling women to have a fulfilling life in Lapas through spiritual activities.

The PKM team will proactively assemble display materials, including PowerPoint presentations, supplementary equipment such as microphone projectors, and engaging visual aids such as captivating images or movies about mental health. A student participant will join every PKM team. Two Project Knowledge Management (PKM) teams will conduct a knowledge-sharing session with members of the public, during which one team member will present e-commerce education. The activity above also facilitates utilising pre-existing sound systems offered by the group of eight. Students who support others will be acknowledged for participating in the MBKM program, which entails the conversion of six credit-bearing courses (SKS) and the Student Learning Outcome Indicator (SKPI). The individuals in question are students currently enrolled in their sixth semester of academic study. They comprehensively understand crime studies, gender studies, and other fields related to feminist theory and intersectionality.

3. RESULTS AND DISCUSSION

The scheduled event is set to occur on Thursday, June 2, 2022, commencing at 09.00 and concluding at noon. The venue for this event is Lapas Class II A Karawang, located at Suronto Kunto No. 110, in the East Karawang District of Karawang District, West Java. The study involved 30 participants, with 10 serving as officers. The exercise above is executed during two simultaneous sessions. The women's block is characterized by various events that mostly involve sharing sessions focused on spirituality. Lapas Class II A Karawang officers engaged in activities hosted at Sahardjo Hall, which included an exhibition session showcasing the development of enterprise units through e-commerce. The spiritual sharing session commenced with the reception of the PKM team representatives from Budi Luhur University by the chairman of the Chazizah Gusnita team, M.Krim, and representatives from Layas Class II A Karawang, namely Subud Pramuditya, Amd. IP, SH, Assistant Director and Associate of Layas Nursing Class II a Karawang.

Each session of the exhibition had a duration ranging from 15 to 30 minutes. Subsequently, a question-and-answer dialogue ensued. During the question-and-answer session, the PKM team, comprised of multiple students, provided HVS papers and idols to the attendees. The participants were requested to provide information regarding any challenges encountered by female individuals throughout their time on the premises. Consequently, many female individuals expressed their longing for familial connections. Several individuals expressed remorse for the consequences that befell them of the offences they had perpetrated. Additionally, a subset of individuals experiences a sense of confinement within the context of the criminal investigation.

Based on the perspectives expressed by the women in the study, the leadership of Chazizah Gusnita and Elistania demonstrated a multifaceted approach to addressing the women's concerns, encompassing spiritual, gender-related, and criminological dimensions. This inquiry pertains to how one can effectively channel their yearning into constructive energy, thereby manifesting it inside the confines of a correctional facility. Additionally, residing in the basement is likely to result in feelings of monotony and fatigue. Hence, it is anticipated that female individuals can

effectively engage in and comprehend diverse construction undertakings taking place on-site, starting from the early hours of the day, with the cultivation of apples, to the establishment of the agricultural facility that gained prominence as the central focus of Lapas Class II. Karawang is a regency located in West Java, Indonesia.

Under the supervision of the students, the PKM teams proceeded to distribute sheet masks to the female residents, thereby fulfilling the tasks associated with the activities conducted within the premises of this building. Not all individuals engaged in construction activities can utilize sheet masks due to makeup on their faces, necessitating a preliminary step of facial cleansing. Women typically cleanse their faces less than 15 minutes after using a sheet mask. The activities are located in this vicinity. During the e-commerce session, the commencement of the live training involves delivering a presentation, which is subsequently succeeded by a question-and-answer discourse. The following is a summary of the second session:

Table 1. Rundown Spiritual Session Sharing Activities and Events

| Waktu | Kegiatan | Keterangan | Tempat |
|---------------|---|-------------------------|--------------------|
| 09.00 – 09.30 | Persiapan kegiatan | Tim PKM | Blok Wanita |
| 09.30 – 09.35 | Pembukaan | MC | |
| 09.35 – 09.40 | Sambutan ketua tim PKM sekaligus do'a bersama | Dosen | |
| 09.40 – 09.45 | Sambutan pejabat lapas | Pejabat Lapas | |
| 09.45 – 09.50 | Pemberian souvenir dari timPKM | Dosen dan Pejabat Lapas | |
| 09.50 – 09.55 | Foto bersama sekaligus penutupan | MC dan Dokumentasi | |
| 09.55 – 10.00 | Persiapan ke ruang kegiatan masing-masing | Tim PKM | |
| 10.00 – 12.00 | Sharing Session | Tim PKM | |

Table 2. Rundown E-Commerce Events

| Waktu | Kegiatan | Keterangan | Tempat |
|--------------|---|--------------------------|----------------------|
| 09.55 –10.00 | Persiapan ke ruang kegiatan masing-masing | Tim PKM | AULA SAHARDJO |
| 10.00 –12.00 | Pemaparan Materi Sosialisasi E-Commerce | Tim PKM | |
| | Sesi Tanya Jawab | Tim PKM dan Para Petugas | |
| | Foto Bersama | Sie Dokumentasi | |

As per the stipulations outlined in Article 2 of Law No. 12 of 1995, the primary objective of the educational system is to cultivate a well-rounded civil society. This entails fostering a comprehensive understanding of one's fallibility, promoting self-improvement, and preventing the recurrence of transgressions. By doing so, individuals can gain acceptance within their communities and actively contribute to advancing a virtuous and accountable citizenry. Active participation in community affairs is vital for a citizen to contribute to societal progress. This entails involvement in community-building initiatives and a readiness to reintegrate with fellow citizens, ensuring a sense of belonging and minimizing distractions. The PKM team of Budi Luhur University, with members from many disciplines like Criminology, International Relations, and Information Systems, engages in activities of service and commitment in alignment with the Tridharma principles of higher education.

The Marketing Institute undertakes construction activities grounded in the principles of Pancasila to create an environment conducive to fostering marketing-oriented citizens. According to Article 5 of Law No. 12 of 1995, the construction system of the municipality is established with the principles of governance, equal treatment, education, training, respect for dignity, and human dignity. It emphasizes that the deprivation of independence is the sole form of suffering. This devotional activity is a component of building the eighth element in compliance with legal regulations. Constructing barriers or restrictions for convicts is commonly referred to as socialization. A reconstruction officer executed the construction. As to Article 7, Paragraph 1 of the Marketing Act, the designated personnel of the marketing agency assumes the role of a functional law enforcement officer responsible for carrying out tasks related to the construction, security, and guidance of individuals associated with the construction agency. The objective of the structure, as stipulated in Article 2 of the Law of Marketing, is to cultivate the individuals residing within the building into active members of society.

It is advisable to maintain vigilance regarding errors, rectify them promptly, and refrain from engaging in repeated unlawful activities. By doing so, individuals can reintegrate into the communal setting, actively contribute to its progress, and lead an honourable existence as law-abiding and accountable members of society.

The attainment of a high standard of civil society is contingent upon fulfilling individuals' material and metaphysical requirements. The structure's occupants will experience increased satisfaction if they maintain a sense of being under surveillance, both within the building's surroundings and through the attentiveness of their family members. The building management and regulatory authority grant authorization for the family and relatives of each resident to visit and assess the well-being of their family members or relatives who have acquired residency within the building. These visits are organized in advance.

Nevertheless, due to the circumstances arising from the COVID-19 epidemic, an in-person meeting was conducted. Family gatherings have transitioned to virtual meetings. Hence, during the sharing session, female citizens expressed dissatisfaction with their desire for familial connection. A prototype of a face-to-face meeting between families and the occupants of the building has recently been conducted in the Kanwil DKI Jakarta district. This contrasts with other locations, such as Karawang, where regulatory measures persist throughout the ongoing COVID-19 outbreak.

4. CONCLUSION

The activities of the PKM, carried out by the team of lecturers and students from Budi Luhur University, were met with great excitement by the participants. This included female citizens, officers, and the Class II Kalapas A Karawang Lenggono Budi. Throughout the event, the civilian participants exhibited a high level of engagement and actively participated in the various activities. Despite their central position, the individuals involved in the masking activities display a desire to engage in the exchange of inquiries and get amusement collectively. From this perspective, it is evident that the participants see the construction process targeting female inhabitants as acceptable. Despite being women, the residents still want to participate in other activities organized by the next Budi Luhur University PKM team.

The development of PKM operations is still feasible within the confines of Class II A Lapas of Karawang. The ground-based construction program can be optimized by techniques such as crocodile planting. Aloe vera is a plant species commonly used for its medicinal properties. As is often acknowledged, aloe vera has gained significant popularity as a skincare product due to its beneficial effects on skin and hair health. Several well-known brands from South Korea, recognized for its ginseng production, have already established significant manufacturing operations for aloe vera products. Aloe vera is also cultivated in Indonesia by many brands, including Wardah and other companies. The crocodile tongue plants found in Lapas Class II A Karawang are well-adapted for therapeutic purposes and are specifically cultivated for skincare applications. In prospective scenarios, it is plausible for female individuals to implement skincare infrastructure, with the potential for effectively promoting the outcomes within the community.

REFERENCES

- Muhammad, A. E. (2018). Efektivitas Pembinaan Kemandirian Narapidana Di Lembaga Pemasyarakatan Wirogunan Yogyakarta. *EMPATI: Jurnal Ilmu Kesejahteraan Sosial*, vol. 7, no. 1, pp. 21-26.
- Peraturan Menteri Hukum dan Hak Asasi Manusia Republik Indonesia No. M. HH 05.OT.01.01 2011 tentang Perubahan atas keputusan menteri kehakiman No.M.01-PR.07.03 Tahun 1985 tentang Organisasi dan Tata Kerja Lembaga Pemasyarakatan. Indonesia. (1995).
- Undang - Undang Pemasyarakatan No. 12 Tahun 1995 tentang Pemasyarakatan.
- Khotimah, K. (2016). Proses Pembinaan Warga Binaan Pemasyarakatan di Lembaga Pemasyarakatan Kelas II A Wirogunan Yogyakarta. Skripsi.
- Krisyanto. (2011). Perilaku Narapidana di Lembaga Pemasyarakatan Kelas II A Pekalongan. Skripsi

- Nugraha, M. (2017). Pola Pembinaan di Lapas Paledang Bogor sebagai Pelaksana Sistem Pemasyarakatan. *YUSTISI*, v ol.2, no.4, pp. 15-27.
- Pemasyarakatan.com. Dipetik 12 2, 2021, dari Pembinaan di Lembaga Pemasyarakatan: <https://www.pemasyarakatan.com/pembinaan-di-lembaga-pemasyarakatan> Prasetyo, D. B. (2020, Januari 18).
- Times Indonesia. (2021). Dari Reintegrasi Sosial: Sebuah Metronom Penegakan Hukum yang "Hilang": <https://www.timesindonesia.co.id/read/news/> Sistem Database Pemasyarakatan. (2021). SDP Analisis. <http://202.62.9.35/analisis/public/grl/harian> (diakses pada 19 Maret 2022