Dean of Faculty of Social Sciences and Humanities State Islamic University Sunan Kalijaga

Excellencies,
University Presidents,
Keynote Speakers,
Deans,
Lectures,
Presenters,
Ladies and Gentlemen,
Assalamu'laikum Wr. Wb

Gratitude for Allah’s love, abundance of mercy and compassion so that the 2019 Annual International Conference on Social Sciences and Humanities (AICoSH) can run pretty well. First of all, as Dean and Committees, on behalf of the Faculty of Social Sciences and Humanities, UIN Sunan Kalijaga Yogyakarta, I am delighted to extend my thanks for those who get involved in this event, such as committees and reviewers. I also welcome all keynote speakers, conference speakers and participants to the conference scheduled to be held at the Faculty of Social Sciences and Humanities, UIN Sunan Kalijaga Yogyakarta in Indonesia, on June 25-27, 2019.

The conference is organized around the major theme of the industry 4.0 examined more deeply in relation to identity, religion, social sciences and humanities. Understanding the various roles of religion, identity, social transformation in the era of industry 4.0 is the goal of the conference. Additionally, it aims to obviously provide a unique opportunity for researchers, practitioners, policy makers, and participants in general to answer some of the current challenges of the industry 4.0 related to religion in particular and social science as well.

In this case, we would like to offer an alternative reading on the development of social sciences and religious studies to openly face the most challenging phase of life with notion of so-called millennial and artificial intelligence. Indonesia as the largest Muslim country and Yogyakarta in particular will be promising locus which confidently highlights academic discourses and references of cultural production for the country.

Finally I wish all conference participants and organizers a very pleasant and interesting time in Yogyakarta and forward my best wishes to all of you.

Wassalamu’alaikum Wr. Wb
The international conference held in Yogyakarta on 25-27 June 2019 was facilitated by UIN Sunan Kalijaga Yogyakarta and supported by all participants and a number of parties involved. Participants present from Indonesia, Singapore, the Philippines, and India.

The issue raised with the theme “Revolution 4.0: Religiosity, Identity and Social Transformation” began with increasing global awareness of various types of social change due to the presence of 4th generation technology and its impact. The interconnected world increases the interaction of various parties involved in it. UIN Sunan Kalijaga, especially the Faculty of Social Sciences and Humanities (FISHUM), has an interest in contributing to ideas and thoughts to better understand the world in this era with its various aspects.

Writing contributors in this process is expected to contribute to existing intellectual narratives, especially the social aspects and humanities, which are often affected in real life. The big theme as stated in the previous paragraph was further developed into three scientific groups developed in FISHUM, namely psychology, science of communication and sociology with various sub-themes that are currently popular.

The committee thanked all those who helped so plentifully that this event could be held successfully. Special thanks to Prof. Drs. KH Yudian Wahyudi, MA, Ph.D as Rector of UIN Sunan Kalijaga, Dr. Mochamad Sodik as Dean of the Faculty of Social Sciences and Humanities, the main speakers consisted of Prof. Ronald A. Lukens-Bull, Prof. Macrina Morados, Prof. Noor Aisha, Prof. Drs. Koentjoro, M.BSc., Ph.D, Prof. Dr. Ibu Hamad, M.Sc, Dr. Azhar Ibrahim, and all participants who have participated.

We also thank to reviewers for writing sent by all participants so that they can present this proceeding in front of readers. In addition, we also want to express our appreciation to all the committees that have allocated time, thought and energy for the implementation of this event.

The first AICoSH is expected to be followed by the next AICoSH which is planned to be held every year. Participation and support from all parties is certainly expected.

Finally, the committee apologized profusely for all the shortcomings in the implementation of this year's AICoSH. Hopefully we can contribute better to the upcoming AICoSH agenda.
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The author suggests that students should control themselves during the use of Instagram. This effort can be done i.e. also keep instructing the students to use Instagram within reasonable or decent limits. However, as the prevention effort, teachers should act by forbidding handphones around the school area, thus, of the students of Wahidin Vocational High School – Cirebon City experienced medium or decent satisfaction level. and followers among students of Wahidin Vocational School – Cirebon City is still normal or decent, because most Based on the research result, the level of Instagram use toward the satisfaction of students in getting like, comment, and followers on Instagram toward the satisfaction of students in getting like, comment, and followers among the students of Wahidin Vocational High School – Cirebon City. According to the research result and the conclusion described in prior by the author, the recommendations are as follows: recommended by the company are through the advertising media that they use and who is the figure who will star in the advertisement. To be considered by the company is to develop and innovate to be able to provide beauty products, the need to display visual advertising is one thing that must be considered. A large number of internet users has triggered companies to make the best use of digital media in a broad and planned manner. There were recorded 143.26 million people in 2017 from the total population of Indonesia 262 million people. This shows that 54.68% of the population in Indonesia has used the internet. Digital media’s accessibility makes companies have to plan every content in digital media in order to attract the attention of prospective customers. Celebrity endorsement is one of the company’s needs in implementing its product marketing communication strategy, especially beauty products in increasing brand awareness or simply attracting attention. One of the biggest users of celebrity endorsers is through social media like Instagram. Further research was conducted with a follower population of one of the beauty product brands, with descriptive quantitative methods the results showed that the significance value of the variable celebrity endorser of 0.000 was smaller than alpha 0.05, which meant that there was a significant influence of variable celebrity endorsers on brand awareness of beauty products. The need for celebrity endorsement is inseparable from its role as the giver of testimonials, spokesperson, brand image associations and persuasive communicators in marketing communication of beauty products, especially in the era of industrial revolution 4.0. Keywords: Celebrity endorser, brand awareness, beauty products, marketing communication

Introduction
At present, the cosmetics industry has a huge influence on the economy in Indonesia. Cosmetics has become one of the primary needs of women in Indonesia to beautify themselves every day. As time goes on, the cosmetics industry in Indonesia is also starting to innovate to not only target its products for women, but also for men and children. This makes the cosmetics industry one of the highest growth industries [3], which grew by 6.35% and rose to 7.36% in the first quarter of 2018. Cosmetics are a series of beauty tools in the form of powder, creams, lotions, and the like that function to beautify the face, skin and so on which are commonly used by women. In deciding good cosmetics, the most important thing is that cosmetics are suitable for users, have sufficient security and do not use prohibited ingredients. Besides that, a cosmetic must have good quality and production and use materials with specifications that are in accordance with cosmetics. Along with the trends that exist in a society where women and men begin to pay attention to care and beauty materials with specifications that are in accordance with cosmetics. Along with the trends that exist in a society where women and men begin to pay attention to care and beauty products for the face to the body as a primary need, so the cosmetics industry in Indonesia is always increasing. Indonesia can promise cosmetics producers to develop their markets because Indonesia is one of the potential cosmetic product markets [3]. Viva Cosmetics is one example of a leading cosmetics company in Indonesia that has been established since 1962. Viva Cosmetics is known for its products that have very affordable prices and are suitable for women in the tropics because Indonesia is a country with a tropical climate. Viva Cosmetics is also the first domestic cosmetic brand that lists “Made in Indonesia” in its products. Viva Cosmetics maintains its consistent commitment to quality and professionalism by launching a range of cosmetic products such as facial care products, body care, hair care to make up products. Similar to other companies, Viva Cosmetics is also always required to always develop and innovate to be able to sell its products in large quantities and make their products sellable in the market. In this modern age, one of the strategies used by companies is to create promotional strategies that adjust to existing technological developments. Promotion is a way to advertise a product that aims to sell to consumers. To attract consumers, the things that need to be considered by the company are through the advertising media that they use and who is the figure who will star in the advertisement [6].
Promotional activities through social media in this era have also become a good alternative for the company. Since the emergence of a social media platform called Instagram in 2010, everything and information can be published to all people easily and interestingly. Starting from sharing photos and videos, doing live broadcasts to doing business. According to the survey results obtained from WeAreSocial.net and Hootsuite in January 2018, Instagram is the social media platform that has the seventh highest number of users in the world. The total number of Instagram users in the world has reached 800 million. In Indonesia alone, there are more than 45 million active users of Instagram, the population of Instagram users is increasing every year. Because of the many users, Instagram social media in Indonesia can be one of the effective social media for the marketing process, one of which is promotion not only by ordinary people but also assisted by famous celebrities, public figures, and influential people throughout the world. Since 2011 Indonesia has entered the 4.0 industrial revolution. This is marked by an increase in connectivity, interaction, boundaries between humans and machines and other resources that are increasingly centered through information technology.

There were recorded 143.26 million people in 2017 from the total population of Indonesia 262 million people. This shows that 54.68% of the population in Indonesia has used the internet.

Discussion

Viva Cosmetics also uses social media as a promotional activity, one of which is through Instagram. Viva Cosmetics joined Instagram since May 22, 2014, and has followers of more than 52,000 followers. Some Instagram accounts of celebrities, public figures and influencers have a considerable impact on Instagram social media, this is because many of them are role models for other Instagram users. Some small to large brands or online shops on Instagram are willing to do sponsorships or pay more to use endorser services such as famous or rising celebrities to increase sales and brand awareness. Many of today’s Instagram users follow the lifestyle of their idols (endorser), through which many brands or online shops can make a profit by paying the endorser to promote or advertise their products.

To increase the attractiveness of consumers to buy a product, endorsers can help the company. But to give the appropriate message, the company must choose the right endorser in delivering the advertisements made. In delivering the message, the selection of the endorser will have a rapid impact on brand awareness and brand recognition.

The use of endorser communicators who have characteristics will influence the consideration of decision making. In the buying process and directly, consumers will consider it and it can affect purchasing decisions. Therefore, consumers basically have the freedom to make decisions. Consumers also have an interest in the endorsers of certain products, so that they will indirectly use the products promoted by the endorser. Conversely, if consumers do not have an interest in endorsers, consumers will not use the products promoted by the endorser. This is a problem for companies, especially in the selection of endorsers for their products.

A figure in an advertisement can have a strong influence on consumers in making a purchase of products or services and brand selection. An endorser is a resource that is used to advertise a product or service in an advertisement [4]. Endorsers or figures can be used to attract consumers by becoming a powerful marketing tool.

According to Hudori in [7] endorsers are divided into several types, including:

1. Celebrity endorsers, namely people who are known by the public at large and can influence others because of their achievements, be it movie stars, singers, models or comedians.
2. Expert endorsers, namely professional athletes who have skills and knowledge in certain fields. This advertising star is expected to provide confidence that the product and the message that has been delivered can be trusted by the prospective customer.
3. Lay endorser, which is a non-celebrity advertising star. To deliver a message about a product, this lay endorser makes use of someone who is not a celebrity.
4. Died endorser, namely advertising star who has died.

According to Rossiter in [4] celebrity endorsers must have 4 characteristics called the VisCAP model, namely:

1. Visibility or popularity is the level of a celebrity admired by society. The indicator of Visibility is the level of popularity, level of admiration, and intensity of uploading photos.
2. Credibility is a perception problem that can change depending on one’s perception. There are 2 characteristics of celebrity endorser credibility, namely expertise and trustworthiness (honesty).
3. Attractiveness is a characteristic that can be seen by society in a person, not just physical attraction. Attractive, elegant, beautiful/handsome, lifestyle, and intelligence are indicators of attraction.
4. Power: is the ability of celebrities to be able to attract the attention of consumers

The research focused on Instagram social networking media because Instagram is a social networking media that is becoming a trend and is widely used by the people of Indonesia. This research only focuses on consumers who follow Instagram Viva Cosmetics (followers) in Indonesia.

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The R-value of 0.410 shows that the relationship of independent variables (endorser) has a positive and strong relationship with the dependent variable (purchase decision). So the more the value of R approaches 1 the stronger the relationship between the independent variable and the fixed variable.

Adjusted R Square is 0.164 or equal to 16.4%, which means that the ability of the independent variable to explain the dependent variable in this study is 16.4%. Adjusted R Square value or determination coefficient value of 0.164 shows a percentage of independent ability (endorser) in explaining the dependent variable (purchase decision) of 16.4%. While the remaining 83.6% is influenced by other variables not discussed in this study. The magnitude of the influence does not depend on the independent variables but is seen from the correlation coefficient or the relationship between the independent variable and the dependent variable. Viewed from getting closer to 1 or getting closer, the independent variable will have more influence.

The significance of celebrity endorsers is 0.000. This value is smaller than 0.05 so that it can be stated that the independent variable celebrity endorser partially has a significant effect on the dependent variable (purchase decision).

Judging from the results of the calculation of the data that has been done, it can be seen that Viva Cosmetics is a cosmetic brand that is intended for the middle to lower classes. Viva Cosmetics has a brand image that illustrates that Viva Cosmetics is a cosmetic brand suitable for the tropics for women in Indonesia. So far, Viva Cosmetics has used Star Irawan and Fatya Biya as endorser communicators for Viva Cosmetics.

Through a questionnaire that has been distributed to 402 respondents, it can be concluded that followers or followers of Viva Cosmetics Instagram social media accounts that as many as 365 people or 90.9% of respondents are women. As many as 270 people or 67.2% of respondents are the majority aged 16-25 years. A total of 155 people or 38.8% of respondents work status are students. A total of 219 people or 55.3% of respondents often use YouTube’s social media platform besides using Instagram. 382 people or 95% of respondents have used products from Viva Cosmetics. 182 people or 45.1% of respondents bought products from Viva Cosmetics at a cosmetics store. And as many as 128 people or 32.7% of respondents knew information about Viva Cosmetics through a friend’s recommendation.

Most followers or followers of the Viva Cosmetics Instagram account are women between the ages of 16 and 25 with jobs as students who have used products from Viva Cosmetics and bought them at cosmetics stores and find out information about Viva Cosmetics through friends’ recommendations. Followers or followers of Viva Cosmetics’ Instagram account, besides Instagram, they use the YouTube social media platform as the most.

To be able to advertise a product, the use of celebrities functions as [4]:

1. Testimonials, which are instrumental in giving testimony to the products used by using these products in their daily lives
2. Endorsement, which is a role to provide encouragement and reinforcement
3. Actor, which is acting as an actor in an advertisement
4. Spokesperson, namely as a company spokesperson to represent a brand.

Testimonials are one of the requirements for a beauty product. This is because customers will be more interested in seeing tangible evidence of the impact of using these beauty products. Furthermore, celebrity endorsers also act as actors in a beauty product advertisement to become brand image associations. Therefore, companies must pay attention to the celebrity endorser chosen to represent their beauty products. Errors in the use of celebrity endorsers will make the brand image wrong in society.

Celebrity endorsers also answer the need for an endorsement process that is giving encouragement and reinforcement or in the language of marketing communication often referred to as a persuasive communicator. This role becomes very important because it relates to purchasing decisions.

Based on research conducted that celebrity endorsers have an influence on purchasing decisions is important to discuss. Purchasing decisions are a series of choices that must be made by consumers before making a purchase [1]. Purchasing decisions are decisions that are influenced by social class, family, opinions of the family, a culture that will
form an attitude or self-perspective where consumers will make purchases [2].

The Purchasing Decision Process gradually starts with [5]:
1. Problem Recognition. The process of problem recognition is the time when consumers feel that there are problems or needs triggered by themselves and the environment.
2. Information Search. At this stage, consumers are looking for information about products needed through several places, both online and offline.
3. Alternative Assessment. At this stage, consumers evaluate products through two stages, the first being consumers want to meet a need. The second is that consumers want to get the function of the product.
4. Purchase Decision. After looking at a number of things that have been obtained, consumers have a perception of the brands that are in demand for a purchase. In this stage, consumers also know the amount, place, time, and how to buy it.
5. Post Purchase Behavior. The last stage is when the consumer has purchased the product needed, the consumer will evaluate the product, whether the product to be purchased is suitable or not, whether the consumer will still buy the product again in the future or not.

The need to use celebrity endorsers has even begun since the first process, namely the introduction of the products. Many adverts for beauty products always begin with skin and/or facial problems that are often experienced by the user community. This can be displayed by the celebrity endorser used.

Conclusion
Based on research conducted on Instagram social media with followers of the Viva Cosmetics account as respondents, it can be concluded that Celebrity endorsers on Instagram social media have a significant influence on the decision to purchase Viva Cosmetics products.

In achieving the purchase decision process of celebrity endorser beauty products have begun to play a role since the initial process of introducing products. Celebrity endorsers play an important role in the marketing of beauty products to the stage of purchasing decisions. Errors in the use of celebrity endorsers will influence purchasing decisions and even the brand image expected by the company.

The need for celebrity endorser is inseparable from its role as the giver of testimonials, spokespersons, brand image or needs triggered by themselves and the environment.

Purchase Decision. After looking at a number of things that have been obtained, consumers have a perception of the brands that are in demand for a purchase. In this stage, consumers also know the amount, place, time, and how to buy it.

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At this stage, consumers evaluate products through two stages, the first being consumers want to meet a need. The second is that consumers want to get the function of the product.

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References

INTRODUCTION

If we look at daily life in the midst of the government, which is developing in various sectors which are always highlighted are issues around poverty, high unemployment, high prices of basic necessities, road damage, traffic jam, high education costs, etc. However, only a small number of citizens or a small number of citizens question about environmental damage. They are generally environmental activists, academics who are concerned about environmental issues, mass media activists, outside of these actors, they have almost no concern to respond about environmental problems.

While on the other hand, some citizens also respond to development policies like there is no problem. Just say, if a hospital is built in the middle of the city, the community generally will judge positively because it facilitates access to services. The community does not care where the hospital waste will be disposed of. Likewise, if the government builds a modern market by destroying city parks, there is no protest from the community, as if there were no problems with environmental issues. Another example, in the middle of the city there are still rubber factories which when they do the production process their smell can be smelled as far as a 2 km radius, people are ignorant and do not care about pollution of rubber factory waste or we can see, when heavy rains it becomes an opportunity for the community to throw garbage into the river; like innocence and not thinking about the adverse effects on environmental issues.

The explanation above is only a part of the environmental problems we are facing now in the country. The phenomenon of environmental damage and public indifference to environmental problems is a major issue in Indonesia and on the top of that is a global issue.1

Efforts to solve environmental problems are responded by the government. Institutionally, the government has formed a ministry of forestry and the environment or at the regional government level specifically formed by the forestry and environmental department, whose purpose is to overcome, prevent and anticipate the occurrence of environmental damage. However, the issue of environmental issues has not received serious attention by the regional heads and their bureaucratic apparatus. This fact can be seen from determining the priority scale in the preparation of

1) According to Dr. Christine, forestry expert from Unila, 75 % of the forest in Lampung are damaged, also reported environmental destruction on Sebalang Ketibung South Lampung due to exploitation allegedly carried out by PT Tanjung Slaki. Water pollution, waste pollution, etc, are also part of the problem of environmental damage in Lampung. Lampung Post, July 12, 2013

ENVIRONMENTAL ISSUES IN STRUCTURAL APPROACH

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Abstract-Environmental issues in Indonesia up to now have not been able to be effectively handled by the government, so that environmental issues remain categorized as prime issues both at the regional and national levels. Meanwhile, although environmental issues being the main issue, the government is serious in dealing with environmental problems, but a paradox occurs because the government is also interested in exploiting the environment to increase income. This research is a library research, data, information and conceptual ideas were collected from various literatures such as scientific journals, books, research reports and various news media. This data and information then analyzed by qualitative methods and presented in a descriptive-analytical form.

The results of this study indicated that environmental problems were more likely to result from structural problems. State decisions will tend to benefit the investors because the country's life is closely related to the process of capital accumulation.

The implication is that the role of the government will tend to prioritize profitabiliy under the pretext of increasing income rather than improving environmental problems. The role of the government is to minimize environmental damage such as the necessity to conduct an environmental impact assessment (in Indonesia it is called AMDAL), provide strict licensing, or tighten the implementation of spatial planning, as well as appeals that companies and communities do not damage the environment, only symbolically and formally, even behind the process of rent-seeking practices.

Keywords: Environment, Structural, Rent Seeking

INTRODUCTION

If we look at daily life in the midst of the government, which is developing in various sectors which are always highlighted are issues around poverty, high unemployment, high prices of basic necessities, road damage, traffic jam, high education costs, etc. However, only a small number of citizens or a small number of citizens question about environmental damage. They are generally environmental activists, academics who are concerned about environmental issues, mass media activists, outside of these actors, they have almost no concern to respond about environmental problems.

While on the other hand, some citizens also respond to development policies like there is no problem. Just say, if a hospital is built in the middle of the city, the community generally will judge positively because it facilitates access to services. The community does not care where the hospital waste will be disposed of. Likewise, if the government builds a modern market by destroying city parks, there is no protest from the community, as if there were no problems with environmental issues. Another example, in the middle of the city there are still rubber factories which when they do the production process their smell can be smelled as far as a 2 km radius, people are ignorant and do not care about pollution of rubber factory waste or we can see, when heavy rains it becomes an opportunity for the community to throw garbage into the river; like innocence and not thinking about the adverse effects on environmental issues.

The explanation above is only a part of the environmental problems we are facing now in the country. The phenomenon of environmental damage and public indifference to environmental problems is a major issue in Indonesia and on the top of that is a global issue.1

Efforts to solve environmental problems are responded by the government. Institutionally, the government has formed a ministry of forestry and the environment or at the regional government level specifically formed by the forestry and environmental department, whose purpose is to overcome, prevent and anticipate the occurrence of environmental damage. However, the issue of environmental issues has not received serious attention by the regional heads and their bureaucratic apparatus. This fact can be seen from determining the priority scale in the preparation of

1) According to Dr. Christine, forestry expert from Unila, 75 % of the forest in Lampung are damaged, also reported environmental destruction on Sebalang Ketibung South Lampung due to exploitation allegedly carried out by PT Tanjung Slaki. Water pollution, waste pollution, etc, are also part of the problem of environmental damage in Lampung. Lampung Post, July 12, 2013