



Business Participation in the Implementation of Child-Friendly City Policy in Depok City

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ARTICLE INFO

Research Paper

Article history:

Received: 15 August 2023

Revised: 15 September 2023

Accepted: 27 September 2023

Keywords: policy implementation, child-friendly city, business, corporate social responsibility (CSR), Depok City

ABSTRACT

The implementation of child-friendly city policies plays a pivotal role in ensuring the well-being and optimal development of children within urban environments. This article explores the significant involvement of the business sector in supporting the implementation of child-friendly city policies in the context of Depok City. The engagement of the business sector, facilitated by the Association of Indonesian Child-Friendly Companies (Association of Indonesian Child-Friendly Companies or APSAI), along with the principles of Corporate Social Responsibility (CSR), forms a crucial partnership with the government and the community to create an environment that nurtures the growth of children. This article discusses the multifaceted contributions of the business sector, focusing on financial investments, infrastructure development, educational initiatives, and collaborative efforts aimed at enriching the lives of children in Depok City. It develops into the model of Van Meter and Van Horne (1975) to analyze the factors influencing the implementation of child-friendly policies and elaborates on the distinctive roles APSAI and CSR play in supporting this endeavor. By examining these roles comprehensively, the article underscores how collaborative efforts among the government, the community, and the business sector can holistically foster a city that prioritizes the rights and well-being of its youngest inhabitants. Ultimately, this article highlights the significance of leveraging business resources, expertise, and commitment to contribute to the realization of a child-friendly urban environment. It underscores the importance of fostering partnerships, effective communication,

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Introduction

The problem of child protection in Indonesia is currently one of the main issues being discussed and attracting the attention of researchers in the social and child sectors (Indah & Masyhuri, 2018; Junaedi, 2019; Runtianing, 2014; Yunita, 2019). Various problems and cases with children as victims have occurred in recent years, including discrimination, violence, exploitation and neglect of children, including children who are in conflict with the law (Eleanora, 2016; Haryono & Pritz, 2016; Mahadewi et al., 2021; Nasution, 2016; Nurjanah, 2017; Widodo, 2017). The National Survey of Life Experiences of Children and Adolescents (SNPHAR) of the Ministry of Women's Empowerment and Child Protection (KPPPA) shows that in 2021, 34 percent or 3 out of 10 boys, 41.05 percent or 4 out of 10 girls aged 13- The 17 year old has experienced violence in any form throughout his life.

A Child Friendly City is an important concept that underlines a city's commitment to protect, respect and fulfill children's rights in all aspects of life. In this increasingly dynamic era, efforts to create a Child Friendly City are becoming increasingly relevant considering the social, economic and technological changes that can affect the welfare of children in urban environments. One of the key elements in implementing this concept is the participation of the business world, which has a significant impact on the lives of children and communities in the city (Cuzaiham, 2020; Irawati & Nawangsari, 2019; Junaedi, 2019; Lubis & Zubaidah, 2021; Sari, 2021).

Child Friendly Regency/City (KLA) is a title given to districts/cities in Indonesia that have developed policies, programs and practices that pay attention to and fulfill children's rights and ensure that children can grow and develop healthily, safe, comfortable, and get a good education. KLA also ensures that children are protected from all forms of violence, exploitation and discrimination, and are actively involved in decisions that affect their lives. The KLA concept is implemented to pay attention to children's rights and improve the quality of life of children in the region. KLA is an effort to create an environment that supports the growth and development of children and ensures equal rights and opportunities for all children.

Depok City, as one of the cities in Indonesia that is committed to implementing the principles of a Child Friendly City, faces unique challenges and opportunities in ensuring that children's rights are properly fulfilled. The successful implementation of the Child Friendly City policy in Depok City cannot be separated from the contribution and active role of the business world in this effort. The business world has the potential to influence the social, economic and work environment which will ultimately affect the welfare of children in the city.

The development and implementation of Child Friendly Districts/Cities has attracted the attention of several researchers in Indonesia (Andiansyah & Bayquni, 2022; Cuzaiham, 2020; Damayanti, 2022; Indah & Masyhuri, 2018; Irawati & Nawangsari, 2019; Junaedi, 2019; Lee, 2019; Lubis & Zubaidah, 2021; Patilima, 2017; Ramadhan, 2017; Rangkuti & Maksum, 2019; Rosmalinda et al., 2020; Runtianing, 2014; R. Saputra, 2018; WPA Saputra, 2019; Subiyakto, 2012; Swadesi & et al, 2020; Wahana Indonesia Foundation, 2018; Yunita, 2019). Several researchers have evaluated the policies and effectiveness of developing child-friendly cities (Dewi, 2010; Farhani, 2021; Liwananda, 2018; Rosmalinda et al., 2020; R. Saputra, 2018; Tedja, 2020).

Providing public space for children as part of fulfilling children's rights in relation to developing child-friendly cities has also received attention from several researchers (Andiansyah & Bayquni, 2022; Dewi, 2010; Herlina & Nadiroh, 2018; Hernowo & Navastara, 2017; Indah & Masyhuri, 2018; Luthfi et al., 2020; Rosmalinda et al., 2020; R. Saputra, 2018; Subiyakto, 2012; Tampun, 2021; Yunita, 2019).

Implementing the Child Friendly City Policy is not only the responsibility and obligation of the Government and Regional Governments, but also the responsibility of the Community and the Business World, one of the considerations taken in drafting the Regulation of the State Minister for Women's Empowerment and Child Protection of the Republic of Indonesia Number 11 of 2011 concerning Regency Development Policy / Child Friendly City is so that the role of the Community and the Business World can be regulated, including in Article 9, regarding the formation of a Child Friendly District/City Task Force, with the Business World as one of its members, as well as Article 16 which states that the Community and Business World can contribute in funding the implementation of KLA development.

This article will discuss the role of the business world in implementing the Child Friendly City policy in Depok City. By looking at how collaboration between government, society and business can create an environment that supports children's growth and development, we can gain new insight into how public policy can be integrated with responsible business practices. This article aims at: (1). Analyzing the role of the business world in implementing the Child Friendly City Policy in Depok City, and (2). analyze the factors that influence the role of the business world in implementing child-friendly city policies in Depok City.

Method

The research method used in this article is a qualitative approach with case studies (Creswell & Creswell, 2018; Miles et al., 2014; Patton, 2015). Qualitative methods are considered the most appropriate because the problem of child-friendly cities involves many social, economic and public interest aspects. In terms of objectives, this research is exploratory and descriptive research. Creswell & Creswell (2018) distinguish between types of description, namely qualitative description and quantitative description, so the description used in this research is qualitative description. Qualitative descriptions are descriptions that refer to the characteristics of a group of people, objects or events; involves the process of conceptualization and results in the formation of a classification scheme.

This research involved informants from both authorized officials related to the role of the business world in implementing the Child Friendly City policy in Depok City, as well as the community who are related to this policy. In detail, the informants in this research consisted of: (1). Head of Child Friendly Cities Division at the Department of Women's Empowerment and Child Protection, Population Control and Family Planning (DP3AP2KB) Depok City, (2). Head of the Child Growth and Development and Protection Section at the Department of Women's Empowerment and Child Protection, Population Control and Family Planning (DP3AP2KB) Depok City (3). Management of the Association of Indonesian Children's Friends Companies (APSAI) Depok City branch, (4). Chairman of the Depok City Children's Forum, and (5).

Results and Discussion

The Role of the Business World in Implementing Child Friendly City Development Policies

The business world plays an important role in implementing child-friendly city development policies in Depok City. The existence of the business world has a significant impact on the social, economic and cultural environment of the city. Collaboration between government, society and the business world can contribute positively to the success of efforts to make the city suitable for children. The following are several key roles played by the business world in implementing child-friendly city development policies in Depok City:

First, Social Funding and Investment: The business world has financial resources that can be allocated to support programs that are in line with the policy objectives of developing child-friendly cities. Through Corporate Social Responsibility (CSR) or social investment initiatives, companies can contribute funds for building facilities, providing health services, education and an environment that supports children's growth. These investments can provide long-term benefits to society and create a better environment for children.

Second, Development of Child-Friendly Facilities and Infrastructure: The business world can play a role in designing and building child-friendly facilities and infrastructure in the city environment. This includes playgrounds, recreational areas, public spaces, and educational facilities designed specifically for children. Collaboration with the government in planning and building these projects can create a safe and stimulating environment for children to grow.

Third, Training and Education Programs: The business world can contribute by organizing training and education programs for children. These programs can help children develop skills, knowledge and understanding that are relevant to the world of work in the future. Through training or internships, children can gain insight into various existing industries and professions.

Fourth, Community Empowerment and Parental Education: The business world can play a role in educating parents and the community about the importance of children's rights, child protection, and the role of parents in supporting children's growth. The more aware parents and society are of children's rights, the greater the possibility of children growing and developing in a safe and supportive environment.

Fifth, Promotion of Ethical Values and Social Responsibility: The business world can be an example in promoting ethical values and social responsibility to children through educational programs and campaigns. Companies can demonstrate how to act ethically and responsibly towards the environment, society and the welfare of children.

Lastly, Collaboration in Policy Formulation: The business world can be involved in the policy formulation process regarding the development of child-friendly cities. Through dialogue and consultation with government and society, the business world can provide valuable input for designing effective and sustainable policies.

The important role of the business world in implementing child-friendly city development policies in Depok City emphasizes that achieving this goal is not only the responsibility of the government and society, but also requires active contributions from various parties, including the business world, in order to create a safe, healthy and stimulative for children's growth and development.

The Role of the Association of Indonesian Child Friendly Companies (APSAI) and Corporate Social Responsibility (CSR) in Implementing Child Friendly City Development Policies

The Association of Indonesian Child Friendly Companies (APSAI) has an important role in supporting the implementation of child-friendly city development policies in Depok City. APSAI is a collection of companies committed to contributing positively to the protection and welfare of children in Indonesia. APSAI's role in this context includes: (1). Collaboration and Coordination: APSAI can collaborate with governments, non-profit institutions and local communities to design and implement programs that support the development of child-friendly cities. This collaboration allows combining resources and knowledge from various parties to achieve better results. (2). Provision of Resources: APSAI may contribute financial resources, materials, and the workforce needed to support the implementation of child-friendly city programs in Depok City. This includes providing funds for the construction of child-friendly facilities and infrastructure, the provision of education and health services, and training for children. (3). Promotion of CSR and Social Responsibility Practices: APSAI can be an example in promoting and implementing corporate social responsibility (CSR) practices among its members. This involves implementing CSR programs that focus on children and families, such as providing scholarships, literacy programs, health support, and community development. (4). Policy Advocacy: APSAI can take a role in speaking up for the interests of children at the policy level. They can support the formulation and implementation of child-friendly city development policies, provide valuable input based on experience and existing resources. (5). Community Empowerment: APSAI can play a role in educating the public regarding children's rights, child protection, and the role of parents in supporting children's growth. This can be achieved through educational programs and awareness campaigns.

Corporate Social Responsibility(CSR) is a concept where companies commit to contributing to the welfare of society and the environment beyond their core business activities. In supporting the implementation of child-friendly city development policies in Depok City, CSR has an important role: (1). Social Investment: Companies can allocate a portion of their income to support programs that focus on the welfare of children in Depok City. This can include the provision of education, health services, recreational facilities, and infrastructure that supports children's development. (2). Building Child-Friendly Infrastructure: Companies can invest in building playgrounds, education centers, libraries, and other facilities designed specifically for children. It creates a safe, interactive, and stimulate children's development. (3). Education and Training: Through CSR, companies can launch training and education programs that help children acquire relevant skills and knowledge for their future. (4.).Partnerships with the Government and Community: Companies can establish partnerships with the government and local communities to design and implement programs that suit the needs of children in Depok City. (5). Promotion of Ethical and Environmental Values: Companies can use CSR to promote and practice ethical values, social responsibility and sustainability to children and society. This helps shape a culture that cares about children's well-being. companies can launch training and education programs that help children gain relevant skills and knowledge for their future. (4.).Partnerships with the Government and Community: Companies can establish partnerships with the government and local communities to design and implement programs that suit the needs of children in Depok City. (5). Promotion of Ethical and Environmental Values: Companies can use CSR to promote and practice ethical values, social responsibility and sustainability to children and society. This helps shape a culture that cares about children's well-being. companies can launch training and education programs that help children gain relevant skills and knowledge for their future. (4.).Partnerships with the Government and Community: Companies can establish partnerships with the government and local communities to design and implement programs that suit the needs of children in Depok City. (5). Promotion of Ethical and Environmental Values: Companies can use CSR to promote and practice ethical values, social

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Through the role of APSAI and the implementation of CSR, the business world has great potential to become a strong partner in realizing a child-friendly city in Depok City. Strong collaboration between government, society and the business world will have a more significant impact in creating an environment that supports optimal growth and development of children.

Factors that Influence the Implementation of Child Friendly City Development Policies

The Van Meter and Van Horne model provides a comprehensive view of the factors that influence the implementation of public policies, including in the context of developing child-friendly cities.

1. Policy Standards and Targets: Policy standards and targets are the basis for determining the direction and objectives of efforts to develop child-friendly cities. Factors that influence children's inclusion in this policy include: (a). Consistency with Regulations: Policies must be in line with higher regulations, such as laws and regional regulations related to children's rights and urban development. (b). Children's Participation: Involving children's views and aspirations in the process of making and refining policies to make them more relevant to their needs. (3). Stakeholder Consensus: Achieving agreement among various relevant parties, including government, society and the business world, about the standards and targets that must be achieved.
2. Resources: The availability of resources, both financial and human, greatly influences the implementation of child-friendly city development policies: (a). Budget Allocation: Adequate amount and use of budget to support children's programs and services in the city. (b). CSR and Social Investment: Contribution from the business world through CSR programs and social investment that can support the development of child-friendly cities. (c). Manpower: Availability of qualified staff with appropriate knowledge and skills to implement the program.
3. Communication and Implementation Activities Between Organizations: Good coordination and communication between various relevant organizations is very important in maintaining smooth implementation of policies: (a). Coordination Meeting: Periodic meeting to share information, updates, and solve problems together. (b). Collaboration: Collaboration between implementers from various sectors to prevent overlap and maximize results. (c). SOPs and Communication Mechanisms: Clear SOPs and written communication mechanisms help maintain the flow of accurate and timely information.
4. Characteristics of the Implementing Agent: The abilities and characteristics of the agent responsible for implementing the policy greatly influence its effectiveness: (a). Staff Capacity: The number and quality of human resources available to implement policies. (b). Leadership: Leadership qualities in directing, supervising and encouraging policy implementation. (c). Competencies and Skills: Relevant knowledge and skills in managing children's programs.
5. Social, Political and Economic Environmental Conditions: Conditions in the surrounding environment can influence the implementation of child-friendly city development policies: (a). Education Level: High education promotes public understanding of children's rights and the importance of participation in programs. (b). Community Economy: Good economic conditions enable better access to services and opportunities for children. (c). Political Stability: Political stability ensures continuity and commitment to policy implementation.
6. Attitudes of Executors or Implementors: The attitudes and behavior of implementers involved in implementing policies can have a significant impact: (a). Ethics and Integrity: Reliability and integrity in carrying out duties are important aspects in maintaining transparency and accountability. (b). Response to Policy: Support or opposition to a policy can influence the effectiveness of implementation. (c). Commitment to SOPs: Compliance with standard operating procedures (SOPs) ensures consistency and quality of implementation.

Understanding and addressing these factors holistically will help ensure that child-friendly city development policies can be implemented well and achieve the desired goals.

Conclusions and recommendations

In an effort to realize the implementation of child-friendly city development policies in Depok City, the role of the business world has an irreplaceable meaning. The business world is not only an economic entity, but also a strategic partner in creating a safe, healthy environment and stimulating children's growth. From the various roles that have been explained, it can be seen that collaboration between government, society and the business world is able to create a comprehensive positive impact.

The business world, through the Association of Indonesian Child Friendly Companies (APSAI) and the principles of Corporate Social Responsibility (CSR), can allocate financial resources, labor and knowledge to support various programs and initiatives that focus on the welfare of children. Financial support and implementation of appropriate CSR programs can have a real impact on infrastructure development, education, health and development of children's skills in Depok City.

Based on the results of the analysis and conclusions above, in the context of implementing child-friendly city policies, the following can be recommended:

1. Building Strong Partnerships: The Depok City Government, community and business world need to continue to build strong and sustainable partnerships. Open dialogue and close cooperation will ensure alignment of vision and goals to create a child-friendly city.
2. Planning and Coordination: Careful planning and good coordination are required in implementing programs involving the business world. This coordination will minimize overlap, maximize impact, and maintain efficiency.
3. Monitoring and Evaluation: Regular monitoring of the implementation of programs by the business world is very important. Evaluation of program outcomes can provide insight into what is working well and where improvements are still needed.
4. Active Involvement of Children: Children must be empowered and involved in the process of planning and implementing programs. This approach will ensure that the solutions and policies implemented are relevant and responsive to their needs.
5. Advocacy and Awareness: The business world, through APSAI, can carry out stronger advocacy for the importance of child-friendly cities in various forums and media. Awareness campaigns are also needed to educate the public about children's rights and the benefits of an environment that supports their growth.
6. Sustainability: Businesses can consider integrating aspects of developing child-friendly cities into their business practices in a sustainable manner. This will not only provide social benefits, but also improve the company's reputation.

Through synergy between government, society and the business world, the implementation of child-friendly city development policies in Depok City will create an environment that supports development and a bright future for the young generation. With strong collaboration, this goal can be achieved more effectively and sustainably.

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