

Hong Community Bandung Sustainable Entrepreneurship Social Marketing Strategy

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Abstract

Sustainable entrepreneurship is a community empowerment activities which is focus on improving people's welfare. Sustainable entrepreneurship is now moving from a non-profit activity into a business-oriented activity. Hong Community business model is different with other communities engaged in sustainable entrepreneurship. The community activities divided into three major activities, making the game, reviewing the game, and empowering Ciburial villager, in Dago Pakar, Bandung. The study employed mixed method, qualitative and quantitative method with interview, documentation and survey in collecting data. The result of the study explain various social marketing strategies taken by Hong Community Bandung to carry out the sustainable entrepreneurship.

Keywords: social marketing strategy, sustainable enterpreneurship, Hong Community

1. Introduction

Marketing is now not only for profits-company but also for non-profit community. Based on American Marketing Association (Dahlstrom, 2011:5) marketing define as activity, institution tool and process of making, communicating, supplying and changing consumer, customer, partner and society values. Marketing as a function of the organization and the activities that bring the exchange of goods, services or ideas amongs people. Definition of marketing as philosophy orientation for direct practice of doing business. This philosophical orientation priortize the customers, clients, partners and the community satisfaction and value in marketing actions. To improve services and sustainability programs requires a public marketing strategy or non-profit known as social marketing. Social marketing (Chhabra, 2010: 10) is a design, implementation and control of program to improve the social acceptance of the idea of the target group. Social marketing (Dahlstrom, 2011:5) adopting difference value from green marketing as the development and marketing of products that are designed to reduce the negative impact on the environment. Social marketing (Gillin, 2011:16) using social media such as, blog, twitter and another microblog, video and audio, photo shared website, facebook, linkedln and another social networking such as Wikipedia, Slideshare, Scribd, discussion forum and website. Similarly, the more popular social media dashboard service such as My Yahoo, iGoogle and Pageflakes. Social media can expand communication and it more efficient.

Social marketing strategy on sustainable and social entrepreneurship is different from the other. Social entrepreneurship (Rosengard, 2004:26) empowering people and reforming society. Social entrepreneurship is entrepreneurship that incorporate value through innovation and social which focus on improving the social welfare (community). The social entrepreneurship which was originally considered as a non-profit activity shifted into a business-oriented activities (Santosa, 2007: 1). The characteristic of social entrepreneurship (britishcouncil.com) are, first of all the activity was initiated by people or community. Second, the decision making is not based on capital ownership. Third, the characteristic is participative, especially involved those who affected by the activities and impact of social entrepreneurship. Fourth, limited distribution of profit. Fifth, social goals or community benefits which explicitly stated. Below are the differences of social entrepreneurship with non-profit organizations or other companies:

Non-profit Organization	Social Entrepreneurship	Company Social Responsibility	Conventional Company
Goal: Charity	Goal: Social/Environment	Goal: Optimizing profit by considering the impact toward society/environment	Goal: Optimizing profit
Funding: Charity Donation/Grant	Funding: The mixture between grant, stock and loan	Funding: Stock, Loan and Social Investation	Funding: Stock, Loan
Free product and service	Product and service are sold at subsidy price	Product and service are suitable with market price	Product and service suitable with market price

Source: britishcouncil.com

Sustainable entrepreneurship (Wustenhagen, 2008: 32) could described as an innovation, market and personality orientation in the form of value creation with environmental or innovation for the sake of product and social. Hong Community comes from the name of a game, the 'hong-hongan'. Hong means "meet". Hong

itself means meet with God and it can be said play is learning about God. Founder of Hong Community is Mohammad Zaini Alif. He conducted the research about arts and culture since 1996, in 2005 the community was established and official ceremony in 2008. Sundanese game was the background of Zaini established these community. Zaini reviving traditional games treasures of West Java and the archipelago. In 2010, Zaini Alif awarded as a social entrepreneur from the British Council for his efforts in community empowerment through Hong Community.



Source: Private Documentation

The activity of Hong Community divide into three major activities which are, making the game, reviewing the game, and empowering Ciburial villager, in Dago Pakar, Bandung. Each traditional games usually have different names for each region, although the rules of the game are similar, these games are also have different meanings for the same type in each area. Hong Community has documented 250 kinds of Sundanese traditional children's games, 213 traditional games from Central Java and East Java, 50 types of games from Lampung and 300 games spread all over Indonesia. Not only in Indonesia, he said Hong Community also do research to the countries of Asia and Africa. Hong strives to be a community center for traditional toys and folk games study with a collection about 100 types of traditional games from 10 countries.

In Hong Community, the children not only play but also learn cultural traditions and diversity of traditional games. They create their own toys such as toy from palm leaves that form shrimp, whip and a dagger. They also play *boy-boyan*, *bebentengan* or *enggrang* to train their body balance. Traditional games which are loaded with noble values and knowledge. Every week Hong Community held various events such as *Open Leuit* (granary toys), *hempul* ceremony and *hong jaga leuweung (wana wani wano)*.

Hong Community also has *leuit hempul*, a large barn for storing toys, big house shaped as versatile functions, *saung lisung* and *saung Jawa* and Amphi Theater with a capacity about 50 people. Hong Community develop children playing culture through children's training in order playing locally based culture is persisted. Hong community also develop folk toy products as the basis for the development of children's toys in the needs of education world. Zaini Alif solve economic and social problems with the establishment of the Hong communities where not only the preservation and re-construction of traditional children's toys are scarce but also the surrounding communities both in Kampung Bolang (Subang) and *pakarangan ulin* (Dago Pakar) get an opportunities from play activities. The study employed mixed method, qualitative and quantitative method with interview, documentation and survey in collecting data.

2. Result and Discussion

Making a toys from Bamboo and Coconut is one of the sustainable entrepreneurship training conducted by the Hong Community Bandung. Visitor was accompanied by members of the Hong Community to make toys made from bamboo and coconut and after finished the product become souvenir to take home.



Source: Private Documentation

This toy products were also distributed or sold in a variety of games festival. Various types of toys are

made from bamboo and palm trees based on Zaini Alif's research (2006: 14-15) :

Number	Kind of Toy	Bamboo	Coconut Tree	Banana Tree	Cassava Tree	Other Materials
1	Bebeletokan	Bamboo	-	-	-	Leave
2	Suling	Bamboo	-	-	-	-
3	Ketepel	-	-	-	-	Wood, rubber
4	Anjang-anjangan	Bamboo	-	-	-	Soil
5	Hong-hongan	-	Coconut shell	-	-	-
6	Encrak	-	-	-	-	Stone
7	Panggal-gasing	-	-	-	-	Wood
8	Sasapian	-	Coconut frond	-	-	-
9	Angsretan	Bamboo	-	-	-	-
10	Bedil Sorolok	-	-	Banana frond	-	-
11	Tok-tokan	-	-	-	-	Bark, stone
12	Celempung	Bamboo	-	-	-	-
13	Karinding	Bamboo	-	-	-	Sugar palm
14	Jajangkungan	Bamboo	-	-	-	-
15	Kukudaan	-	-	Banana frond	-	-
16	Sesengekan	-	-	-	-	Rice frond
17	Kelom batok	-	Coconut shell	Banana Tree	-	-
18	Kokoprak	Bamboo	-	-	-	-
19	Empet-empetan	-	Coconut leaves and stick	-	-	-
20	Bangbara ngapung	Bamboo	-	-	-	-
21	Ker-keran	Bamboo	-	-	-	Rubber seed
22	Sumpit	Bamboo	-	-	-	Cotton
23	Bedil jepret	Bamboo	-	-	-	-
24	Rorodaan	Bamboo	-	-	-	Wood
25	Gogolekan	-	-	-	Leave frond	-
26	Keprak	Bamboo	-	-	-	-
27	Ewod	-	Coconut shell	-	-	-
28	Kekerisan	-	Coconut leave	-	-	-
29	Simeut cudang	-	Coconut leave	-	-	-
30	Sisimeutan	-	Coconut leave	-	-	-
31	Posong	Bamboo	-	-	-	-
32	Pamikatan	Bamboo	-	-	-	<i>Manjah</i>
33	Nok-nok	-	-	-	-	Seed
34	Dog-dog	-	Coconut shell	-	-	-
35	Hatong	Bamboo	-	-	-	-
36	Toleot	Bamboo	-	-	-	-
37	Pancur rendang	Bamboo	-	-	-	-
38	Hahayaman jukut	-	-	-	-	Grass
39	Dodombaan	-	-	-	-	Grass
40	Kakalungan	-	-	-	Leaves frond	-
41	Golek kembang	-	-	-	-	Hibiscus
42	Kolecer	Bamboo	-	-	-	-
43	Sanari	Bamboo	-	-	-	-

Hong Community published a book, established the museum of games, television coverage, spread news in local and national newspapers such as Kompas and Pikiran Rakyat and also social media coverage as below:

Number	Kinds of Media	Media Address
1	Print Media	Kompas Pikiran Rakyat
2	Online Media	
	1. Twitter	https://twitter.com/zainialif
	2. Website/Blog	www.indonesia.travel
		www.tedxjakarta.org
		www.anakbawangsolo.org
		www.presentasi.net
		ciburial.desa.id
		https://indonesiaproud.wordpress.com
		mantraitemdoeloe.blogspot.com
		sebandung.com/2014/03/komunitas-hong
		www.infobdg.com
		dikid46.blogspot.com/
		amazingbandung.com
		zainalmuttaqin.blog.com
		directory.idkreatif.net
		cabiklunik.blogspot.com
https://blog.djarumbeasiswaplus.org		
www.infobudaya.net		
www.wisatabdg.com		
www.kotahun.com		
www.parenting.co.id		
https://www.pinterest.com		
www.slideshare.net		
kratonpedia.com		
bandung.panduanwisata.id		
3. Youtube	youtube.com/watch?v=hRVm3svaUk	
4. Online business networking	linkedin.com/pub/zaini-alif/55/bb7/619	
	kabar24.bisnis.com	
5. Facebook	facebook.com/public/Zaini-Alif	
6. Kompasiana	sosbud.kompasiana.com	
7. Instagram	instagram.com	
8. Tempo	store.tempo.co	
9. Kompas	print.kompas.com	
10. Television	itv.ut.ac.id	
11. Flickr	news.liputan6.com	
12. Networking	https://www.flickr.com	
13. Sindo Newspaper	www.jaist.ac.jp	
14. Online Newspaper	www.koran-sindo.com	
	karawangtoday.com	
	www.inilahkoran.com	
	www.koran-jakarta.com	
	hallobandung.com	
	kabarrakyat.co	
	nrmnews.com	
	www.antaranews.com	
	nationalgeographic.co.id	
	www.antarabanten.com	
	m.inilah.com	
	travel.detik.com	
	id.news.q1p.global.media.yahoo.com	
	m.republika.co.id	
www.pewarta-indonesia.com		
sinarharapan.co		
www.suarakarya.id		
www.jakpost.travel		
kolomkita.viva.co.id		
https://www.antarafoto.com		
wartaekonomi.co.id		
jabar.tribunnews.com		
15. Radio	iradiofm.com	
16. Tumblr	https://www.tumblr.com/tagged/gogs-store	
3	Scientific Work	Telkom University
		Unikom
		UNS
		Widyatama
		Maranatha
		Bina Nusantara
		UPI
		Stikom Surabaya
		UMY
		ITB
4	Government	UGM
		suaraedukasi.kemdikbud.go.id/ www.ahmadheryan.com

Source: Adapted from various sources, 2015

Another social marketing strategies are, the member of Hong Community used a clothes with Zaini Alif and Hong Community logos.



Source: Private Documentation

Personal promotion done by Zaini Alif with his network as well as various awards obtained as follows:

Number	Kinds of Awards	Media Address	Information
1	British Council		
2	Ashoka Fellowship	indonesia.ashoka.org	

3. Closing

Hong Community Bandung has taken various social marketing strategies by utilizing internet technology and social media to run sustainable entrepreneurship. Sustainable entrepreneurship which are using material from surrounded environment such as bamboo, coconut tress for make children toys and also cook Sundanese food from own farm for Hong community visitors. Social marketing which adopting green marketing value that designed to reduce the negative impact on the environment and developing rarely Sundanese traditional games in West Java.

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