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 prioritized 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, linkedin 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 enterpreneurship is different from the other. Social enterpreneurship (Rosengard, 2004:26) empowering people and reforming society. Social entrepreneurship is enterpreneurship 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:

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

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 treasurers 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):

<table>
<thead>
<tr>
<th>Number</th>
<th>Kind of Toy</th>
<th>Bamboo</th>
<th>Coconut Tree</th>
<th>Banana Tree</th>
<th>Cassava Tree</th>
<th>Other Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bebeletokan</td>
<td>Bamboo</td>
<td>-</td>
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<td>-</td>
<td>Leave</td>
</tr>
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<td>2</td>
<td>Suling</td>
<td>Bamboo</td>
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</tr>
<tr>
<td>3</td>
<td>Ketepel</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Wood, rubber</td>
</tr>
<tr>
<td>4</td>
<td>Anjang-anjangan</td>
<td>Bamboo</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Soil</td>
</tr>
<tr>
<td>5</td>
<td>Hong-hongan</td>
<td>-</td>
<td>Coconut shell</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Encrak</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Stone</td>
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<tr>
<td>7</td>
<td>Panggal-gasing</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>8</td>
<td>Sasapian</td>
<td>-</td>
<td>Coconut frond</td>
<td>-</td>
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<td>Angsretan</td>
<td>Bamboo</td>
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<tr>
<td>10</td>
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<td>-</td>
<td>Banana frond</td>
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<tr>
<td>11</td>
<td>Tok-tokan</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Bark, stone</td>
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<tr>
<td>12</td>
<td>Celempung</td>
<td>Bamboo</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
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<td>Banana Tree</td>
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<tr>
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<td>Empet-empetan</td>
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<td>Coconut leaves</td>
<td>and stick</td>
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<tr>
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<tr>
<td>23</td>
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<tr>
<td>25</td>
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<td>Leave frond</td>
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<td>Wood</td>
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<tr>
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</tr>
<tr>
<td>27</td>
<td>Ewod</td>
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<td>Coconut shell</td>
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<td></td>
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<tr>
<td>28</td>
<td>Kekerisan</td>
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</tr>
<tr>
<td>29</td>
<td>Simeut cudang</td>
<td>-</td>
<td>Coconut leaf</td>
<td>-</td>
<td>-</td>
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</tr>
<tr>
<td>30</td>
<td>Sisimeutan</td>
<td>-</td>
<td>Coconut leaf</td>
<td>-</td>
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<tr>
<td>31</td>
<td>Posong</td>
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<td>-</td>
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</tr>
<tr>
<td>32</td>
<td>Pamikatan</td>
<td>Bamboo</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Manjah</td>
</tr>
<tr>
<td>33</td>
<td>Nok-nok</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<td>Seed</td>
</tr>
<tr>
<td>34</td>
<td>Dog-dog</td>
<td>-</td>
<td>Coconut shell</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>Hatong</td>
<td>Bamboo</td>
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<td>-</td>
<td>-</td>
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</tr>
<tr>
<td>36</td>
<td>Toleot</td>
<td>Bamboo</td>
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</tr>
<tr>
<td>37</td>
<td>Pancur rendang</td>
<td>Bamboo</td>
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<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>38</td>
<td>Hahayaman jukut</td>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Grass</td>
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<tr>
<td>39</td>
<td>Dodombaan</td>
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<td>-</td>
<td>-</td>
<td>Grass</td>
</tr>
<tr>
<td>40</td>
<td>Kakalungan</td>
<td>-</td>
<td>-</td>
<td>Leaves frond</td>
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<td></td>
</tr>
<tr>
<td>41</td>
<td>Golek kembang</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Hibiscus</td>
</tr>
<tr>
<td>42</td>
<td>Kolecer</td>
<td>Bamboo</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>43</td>
<td>Sanari</td>
<td>Bamboo</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>

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:
<table>
<thead>
<tr>
<th>Number</th>
<th>Kinds of Media</th>
<th>Media Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Print Media</td>
<td>Kompas</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pikiran Rakyat</td>
</tr>
</tbody>
</table>

**Online Media**

1. Twitter
   - [https://twitter.com/zainiAlif](https://twitter.com/zainiAlif)
   - [www.twitter.com/zainiAlif](https://www.twitter.com/zainiAlif)
   - [www.wordpress.com/zainiAlif](https://www.wordpress.com/zainiAlif)
   - [www.twitter.com/zainiAlif](https://www.twitter.com/zainiAlif)
   - [www.twitter.com/zainiAlif](https://www.twitter.com/zainiAlif)
   - [www.twitter.com/zainiAlif](https://www.twitter.com/zainiAlif)

2. Website/Blog
   - [zainiAlif@blog.com](http://zainiAlif@blog.com)
   - [directory.akherd.net](http://directory.akherd.net)
   - [https://blog.djatumbesiaxswgraphies.org](https://blog.djatumbesiaxswgraphies.org)
   - [www.infoharta.com](http://www.infoharta.com)
   - [www.wisataid.com](http://www.wisataid.com)
   - [www.totaalijn.com](http://www.totaalijn.com)
   - [www.pinteres.com](http://www.pinteres.com)
   - [www.pinterest.com](http://www.pinterest.com)
   - [www.detik.com](http://www.detik.com)
   - [mantraitemdoeloe.blogspot.com](http://mantraitemdoeloe.blogspot.com)
   - [www.nationalgeographic.co.id](http://www.nationalgeographic.co.id)
   - [www.antaranews.com](http://www.antaranews.com)
   - [www.antarabanten.com](http://www.antarabanten.com)
   - [www.itv.unas.ac.id](http://www.itv.unas.ac.id)
   - [www.itv.it.ac.id](http://www.itv.it.ac.id)

3. Youtube
   - [youtube.com/watch?v=hRVrm3svaUk](https://youtube.com/watch?v=hRVrm3svaUk)
   - [youtube.com/watch?v=hRVrm3svaUk](https://youtube.com/watch?v=hRVrm3svaUk)

4. Online business networking
   - [www.kompassiana.com](http://www.kompassiana.com)
   - [www.linkedin.com/in/zainiAlif](http://www.linkedin.com/in/zainiAlif)
   - [https://www.openup.com](https://www.openup.com)
   - [www.sm'tempo.co](http://www.sm'tempo.co)
   - [www.itv.unas.ac.id](http://www.itv.unas.ac.id)

5. Facebook
   - [facebook.com/zainiAlif](http://facebook.com/zainiAlif)
   - [facebook.com/zainiAlif](http://facebook.com/zainiAlif)
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   - [facebook.com/zainiAlif](http://facebook.com/zainiAlif)

6. Kompasiana
   - [sosbud.kompasiana.com](http://sosbud.kompasiana.com)
   - [sosbud.kompasiana.com](http://sosbud.kompasiana.com)
   - [sosbud.kompasiana.com](http://sosbud.kompasiana.com)
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7. Instagram
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8. Tempo
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9. Kompas
   - [print.kompas.com](http://print.kompas.com)
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10. Television
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11. Networking
    - [www.jaist.ac.jp](http://www.jaist.ac.jp)
    - [www.jaist.ac.jp](http://www.jaist.ac.jp)
    - [www.jaist.ac.jp](http://www.jaist.ac.jp)
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12. Sindo Newspaper
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13. Online Newspaper
    - [karawangtoday.com](http://karawangtoday.com)
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14. Online Newspaper
    - [www.thelivejournal.com](http://www.thelivejournal.com)
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15. Radio
    - [radiofm.com](http://radiofm.com)
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16. Tumblr
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    - [https://www.tumblr.com/tagged/gogs-store](https://www.tumblr.com/tagged/gogs-store)

**3 Scientific Work**

- Telkom University
- Unikom
- UNS
- Maranatha
- Bina Nusantara
- ITB
- UGM
- UTM
- UGM

**4 Government**

- suaraedukasi.kemdikbud.go.id/
- www.ahmadheryawan.com
- hallobandung.com
- Kabar24.bisnis.com
- peluangusaha.kontan.co.id
- www.kaskus.co.id
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- peluangusaha.kontan.co.id
- www.kaskus.co.id
- https://www.pinterest.com
- www.slideshare.net
- kratonpedia.com
- bandung.panduanwisata.id
- iradiofm.com
- 16. Tumblr
  - [https://www.tumblr.com/tagged/gogs-store](https://www.tumblr.com/tagged/gogs-store)
  - [https://www.tumblr.com/tagged/gogs-store](https://www.tumblr.com/tagged/gogs-store)
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*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.
Personal promotion done by Zaini Alif with his network as well as various awards obtained as follows:

<table>
<thead>
<tr>
<th>Number</th>
<th>Kinds of Awards</th>
<th>Media Address</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>British Council</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Ashoka Fellowship</td>
<td>indonesia.ashoka.org</td>
<td></td>
</tr>
</tbody>
</table>

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.

References
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