

Criminality and Economic Disparity in Indonesia Post-Pandemic

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Abstract

Purpose: This research investigates the relationship between economic factors and incidences of sexual harassment and violence, highlighting the potential repercussions of economic downturns on crime rates. It emphasizes the necessity of economic sector enhancement, bolstered by skilled human resources, to mitigate these issues and foster job creation.

Method: The study employs community service activities to reduce violence and enhance human resources, particularly in barista skills. Utilizing socialization and training techniques, it examines the impact of marketing psychology on identifying market opportunities for community economic development.

Practical Applications: The findings offer insights into addressing social issues through economic empowerment, enhancing employability skills, and fostering community economic growth. Implementing these strategies can contribute to crime prevention and socioeconomic advancement.

Conclusion: Economic stability and skill development are crucial in combating violence and promoting community welfare. This research underscores the significance of integrating economic initiatives with social interventions to address multifaceted societal challenges effectively.



Introduction

One of the negative impacts of the pandemic in Indonesia is unemployment (PHK) (Muslim, 2020). Employment is one of the areas affected by COVID-19, requiring Indonesians to think harder to improve the economy (Muhyiddin, 2023). Insufficient academic and non-academic education hinders economic development in a region. Factors affecting the financial level of an area can trigger other issues. Crime rates may increase during crises. Violence against children is a new problem that can be triggered by economic issues (Kandedes, 2020).

The quality or capability of Human Resources (HR) is linked to the poverty rate. Underdeveloped HR skills hinder economic development in a region. There is a need to enhance the skills of Human Resources (HR) to improve economic conditions. Babakan Banten is a hamlet in Kutajaya Village, Kutawaluya District, Karawang Regency. According to the results of an interview, the unemployment rate in Babakan Banten Hamlet reaches 63% of the total population of 5,000 in this hamlet. 37% of its population works as casual laborers. This indicates the need for additional skills to reduce unemployment in Babakan Banten Hamlet.

Suryadi, one of the village officials, suggests activities to enhance Human Resources skills in Babakan Banten Hamlet. With activities that enhance the skills of the community in the hamlet, poverty levels can be reduced, and other job opportunities can be opened to others. When the people in Babakan Banten Hamlet have sufficient skills to improve the economy, knowledge of attracting market share is also needed to improve marketing by applying marketing psychology to their businesses. Marketing psychology is a science that studies the motives that can influence customers' emotions toward the attractiveness of a business activity (Radzikhovska, 2023; Sukma & Nadhif, 2023). Thus, customer interest in using products or services owned by residents of Babakan Banten Hamlet is increasing. Based on observations and interviews with village officials and residents in Babakan Banten Hamlet, we organized and conducted community service activities to solve the issues found, titled "Criminality and Economic Disparity in Indonesia Post-Pandemic".

Method

In conducting community service in Babakan Banten Hamlet, Kutajaya Village, Kutawaluya District, Karawang Regency, several stages of service are used. (Riduwan, 2016) stated that field observations with interviews serve as a source of information on the issues faced by the community, program development, and implementation through direct training with competent speakers in their fields (Fadia et al., 2021; Lestari et al., 2022; Miftakhurrohmah & Pangestuti, 2022; Wijayanto et al., 2022). This community service activity is carried out in the following stages:

1. Field Observation and Interviews

The first step in this community service is to observe the location to gather data and information, both obtained directly from the field and any information gathered from village officials and residents of Kutajaya.

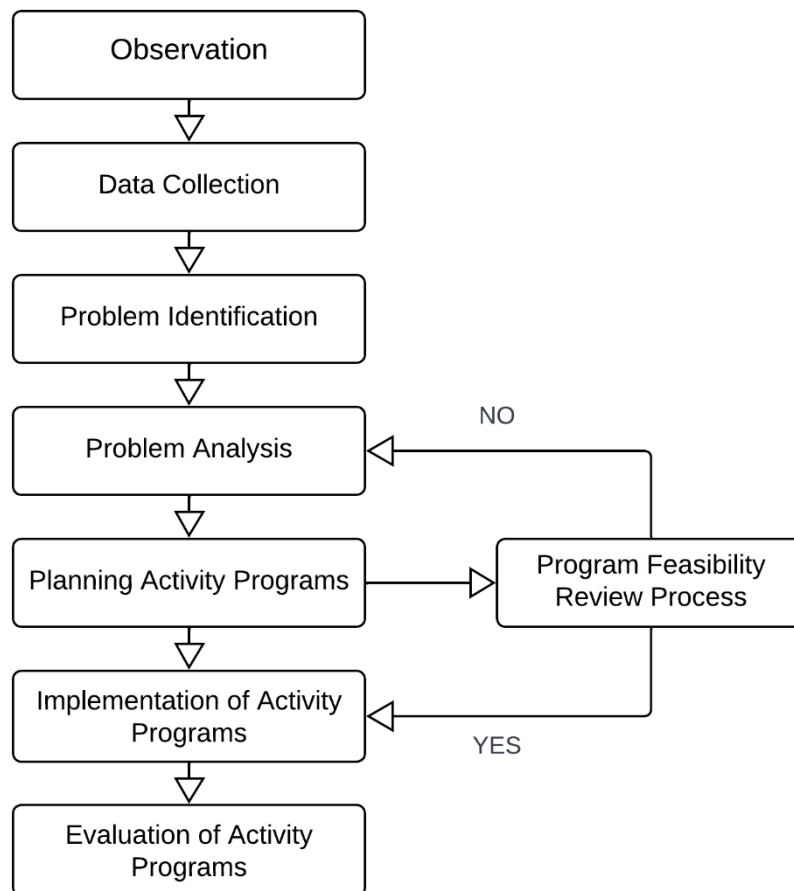
2. Program Development and Implementation

Following this, problem identification and goal setting are carried out with the Field Supervisor Lecturer (DPL) and the Reviewer Lecturer in planning the program for community service in Kutajaya village. The steps include Problem Identification, Problem Analysis, Planning Activity Programs, Implementation of Activity Programs, and Evaluation of Activity Programs.

3. Program Evaluation and Feedback

The evaluation of the Activity Program is conducted as a form of reassessment to provide maximum output to the audience regarding the process of implementing activities, as well as the utilization and application of the program activities that have been carried out.

Figure 1. Planning Flowchart



Result

The sequence of activities for program implementation begins with opening and welcoming remarks delivered by the presenter to the attending audience. It is followed by delivering material addressing the issues in Babakan Banten Hamlet. Commencing with a presentation on Sexual Violence caused by the lack of skills leading to poverty. As a solution to the ongoing problems faced by the community in Babakan Banten Hamlet, we provided coffee-making training to a speaker who is the owner of Utara Kopi. Additionally, a knowledge dissemination session on Marketing Psychology was conducted to support the resolution of the issues.

The program activities were carried out progressively: 1) Sexual Violence conducted on August 30, 2022; 2) Marketing Psychology Socialization held on September 4, 2022; 3) Coffee Making Training conducted on September 10, 2022. All program activities were conducted at the Kutajaya Village Hall with 22 attendees, comprising a mix of productive-age youths, parents, children, and business owners. Documentation of the program activities is provided as evidence:

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Figure 2. Socialization on Sexual Violence Prevention, Marketing Psychology, Coffee Making, and Barista Training



Figure 3. Coffee-Making Training for Attendees



Figure 4. Attendees Practicing Coffee Making



Discussion

Based on the results, we know the intricate ramifications of the pandemic on Indonesian society, particularly homing in on themes of unemployment, economic inequality, and ensuing social challenges like crime and violence. It begins by shedding light on the formidable hurdles brought about by the economic downturn induced by the pandemic, resulting in a surge in unemployment rates nationwide. This phenomenon not only exacerbates existing economic disparities but also gives rise to new challenges, including heightened crime rates and instances of violence, particularly against vulnerable

demographics such as children.

The impacts experienced from experiencing sexual harassment include phobias, depression, nightmares, and self-limitation. Professional intervention is highly necessary as more effective psychological assistance to prevent the long-term effects of the trauma experienced (Ningsih, 2018; Price et al., 2023). Additionally, psychological guidance from parents and further education on sexual violence are greatly needed to prevent sexual crimes in the future.

The pivotal connection between human resource development and economic prosperity. It accentuates the imperative of enhancing workforce skills and capabilities to combat economic challenges and mitigate poverty levels effectively. The Babakan Banten Hamlet case study serves as a poignant illustration of the localized impact of unemployment and underscores the urgency of skill development initiatives to uplift the community.

The discussion activities during the program implementation resulted in outputs in the form of a deeper understanding of the topics presented. Starting from an increased awareness of the negative impacts and the anticipation required for the prevention of sexual violence due to the economic instability of the community in Babakan Banten Hamlet. In addition, the audience also acquired new skills in the form of coffee-making techniques. The ability to make coffee/barista skills opens new opportunities for individuals to start businesses to improve their economic conditions. The supporting program regarding marketing psychology can provide new knowledge for the community to manage their businesses more effectively, particularly in marketing.

Conclusion

Community service through Socialization on Sexual Violence Prevention and Coffee Making Training is one effort to prevent the increase in crime rates, especially in Babakan Banten Hamlet, Kutajaya Village, Kutawaluya District, Karawang Regency, as well as the Socialization of Marketing Psychology, which received a positive response. Through these programs, residents of Babakan Banten Hamlet understand the importance of the economic influence on crime rates, and the community can develop skills from the Coffee Making Training to create job opportunities through Coffee Shops, which are still scarce in Babakan Banten Hamlet, Kutajaya Village. Moreover, the community can enhance their businesses through more advanced marketing strategies.

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