

## **CHAPTER III**

### **THE ACTION OF YAYASAN CINTA ANAK BANGSA TO SUCCEED THE UN SUSTAINABLE DEVELOPMENT GOALS**

In this chapter, the author will elaborate about the role of Yayasan Cinta Anak Bangsa (YCAB) as an NGO to succeed the social development agenda of UN SDGs as a NGO in Indonesia. The discussion will include their program, the relations with the UN SDGs and how they act as International NGO in Indonesia. YCAB as NGO in Indonesia have a big impact for Indonesia, especially in the fields of education, economy and health. As an NGO, their actions are based on humanitarian or voluntary without coercion. Then, YCAB who sees a necessity to carry out sustainable development and then create programs related to it, in order to increase the social welfare in Indonesia.

#### **A. The YCAB Programs that Related with UN SDGs**

The YCAB program is in line with 7 of 17 Sustainable Development Goals (SDGs). YCAB program could be sustainable. The goals from UN SDGs, are:

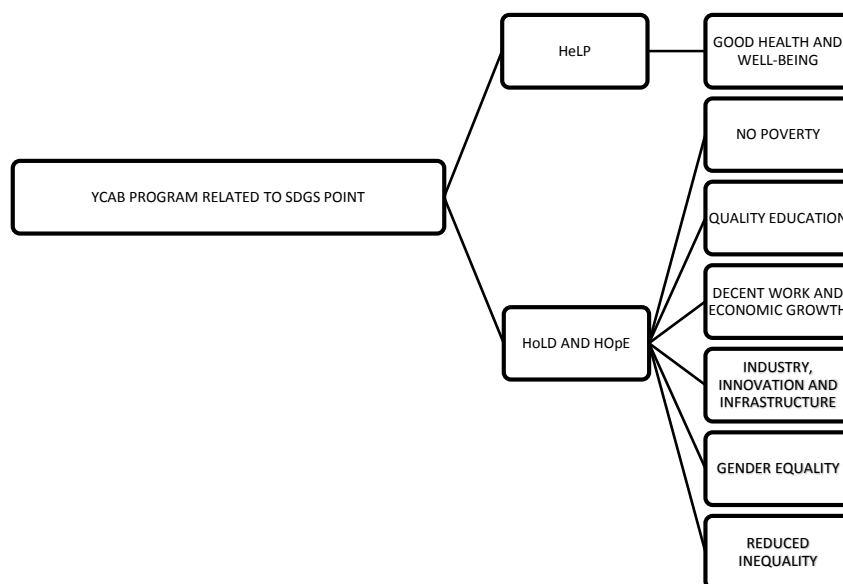
Figure 3.4 Goals of SDGs in YCAB



Source: (Sustainable Development Goals)

YCAB was established to support the achievement of the Millennium Development Goals (MDGs) and continue to support the new program of Sustainable Development Goals (SDGs). To achieve these goals, YCAB has a set of program related to SDGs:

Figure 3.5 YCAB program related to UN SDGs



Source: <http://www.ycabfoundation.org/id/kegiatan-kami/issue-kami/>, 2017

The project of YCAB could be come from the internal YCAB itself or YCAB cooperate with some company who have CSR program, NGO or some institutions. The YCAB program covers the aspects of health, education, and economic empowerment. YCAB devides their program into 3 main programs and several role, which are:

1. HeLP

HeLP is an abbreviation from Healthy Lifestyle Promotion. This program promotes healthy lifestyle that focusess in the health problem especially abuse of narcotics or HIV/AIDS prevention mainly in the younger generation (YCAB, 2017).

This program supports the 3rd SDGs about good health and well-being in ensuring a healthy life and improving the welfare of people of all ages, through training and teaching children about healthier lifestyles such as preventing the use of drugs and smoking. In this HeLP program, there are several ways to do their program It could be with campaign program, counseling, and Do Something Indonesia.

All the event of HeLP implementation the goals of UN SDGs about good equality and well-being. YCAB tries to strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol. The campaign also ensures universal access to sexual and reproductive health-care services, including family planning, information and education, and the integration of reproductive health into national strategies and programmes.

## 2. HoLD

In response to the high dropout rates among Indonesian secondary school students, the YCAB Foundation creates HoLD program for out-of-school and under privileged youth. HoLD is a abbreviation from House of Learning Development.

Nearly 3 million Indonesians children drop out of school each year and prospects for those who do not complete their education are limited. The House of Learning and Development (HoLD) program is established to help these at-risk youths to complete their education and gain practical skills that they can use in the workforce.

In line with the MDGs and now already change with the SDGs, YCAB wants to ensure that all children complete their basic primary education. They focus on dropouts and out-of-school children because high school dropouts have a harder time finding work than those who completed high school. Even if high school non-completers are active in finding work, the employer demand for them remains low. Countries with youths who go on to complete their tertiary levels are those most likely to develop and maintain a highly-skilled labour force (YCAB, 2017). With this program, 42,965 youth received education, 31,083 certificates granted, 72 implementator partners, and 100% the student of YCAB pass thenational examination.

Then, this program is related to the goals of SDGs that are: no poverty, quality education, decent work and economic growth, industry, inovation and

infrastructure and reduced inequality. YCAB supports the teenagers to become independent and can get the better future from their business or work.

### 3. HOPE

Hands-on Operation for Entrepreneurship (HOPE) is YCAB economic empowerment arm that began in 2005 with the community rebuilding in post-tsunami Aceh and Nias. After tsunami in Aceh, HOPE evolved into a sustainable program that created jobs and provided access to funds for micro entrepreneurs and seed capital for micro start-ups (YCAB, 2017). YCAB also concerned to the economic because with sustained economic they could fulfil their needs.

The program of HopE related to the UN SDGS which are; no poverty, decent work and economic growth, industry, innovation and infrastructure, gender equality, and reduced inequality.

This program is also to maintain the stability of the economy, distribute the finances, reduce the gap between the rich and the poor, create programs that can be understood by the community as the CSR program and it is all a dedication to the country.

To achieve sustainability, in 2000 YCAB established the first business unit, PT YADA is owned 46% by YCAB. In 2005, PT Pelangi and Beauty Inc was established in 2007. These three business units support YCAB administration and management. In addition to these three business units, there are also cooperatives that support the operations of the YCAB Learning House program. Thus, three business units support YCAB's management operations and cooperatives underpin the Home Learning program (Rinaldi, 2012).

With that, every program held by YCAB is always based on the UN SDGs and they try to implement every single point of SDGs to succeed the UN SDGs. YCAB is also the NGO of which the program is sustainable and continuous.

## **B. The Implementation of YCAB as Supporting Organization**

As an NGO which has role, the supporting organization divided by supporting innovation and pilot project. NGO have the advantage of selecting particular places for innovative projects and specify in advance the length of time which they will be supporting the project - overcoming some of the shortcomings that governments face in this respect. NGOs can also be pilots for larger government projects by virtue of their ability to act more quickly than the government bureaucracy.

The implementation of YCAB as supporting organization apply in some program that already exist such as:

### **1. Implementation of Supporting Innovation Program**

YCAB as an NGO has a program that supporting innovation program. The famous program nowadays is Do Something and Do Something Indonesia which operates under the YCAB. Do Something Indonesia is a space for young Indonesians who care, to make social change through various topics and actions, ranging from environment, violence, education, poverty, and others. Every young people can be a member in Do Something Indonesia with sign up at [indonesia.dosomething.org](http://indonesia.dosomething.org). Do Something is one of the largest social movements in the world aimed at young people. International organizations that have more than

3 million members, have affiliate programs in several countries in the world, and one of them is Indonesia (DoSomething.org).

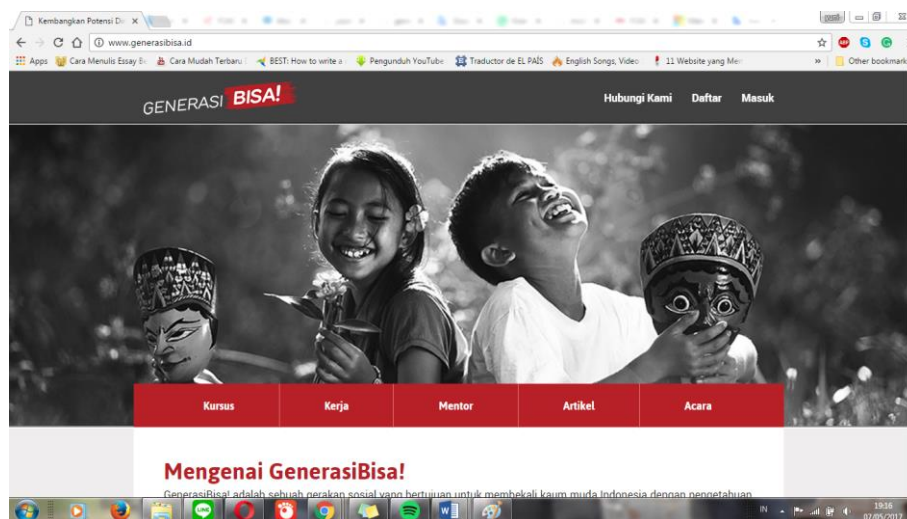
Do Something Indonesia creates campaign programs that can be done anything, anytime and anywhere. The target is youth and through social media. Like, tell a kid campaign. Do Something Indonesia gets into trouble where thousands of children in Indonesia die each year by preventable causes. UNICEF encourages Indonesia to continue to take steps that fulfill the basic rights of children in Indonesia. One of prevention is to educate children about their basic rights, improve the ability of children to grow and make informed decisions. Then, we can talk to the child in a fun way and also in the document. There we are talking about the rights of the children they are supposed to get (Tell a Kid, 2017).

Not only campaign, Do Something Indonesia also give a chance to the young adult to be Special Agent for Do Something Indonesia (Instagram Do Something Indonesia, 2017). The recruitment is open every year. The Special Agent mostly as an ambassador in their city to promote the positive activity which will also be a way to promote an existing campaign.

Another program that supporting the innovation is GenerasiBisa!. Microsoft cooperation with YCAB to build the platform called Generasi Bisa!. GenerasiBisa! is social movement aimed at equipping youth in Indonesia with knowledge, confidence, as well as preparing them for ready careers. This digital platform is a container that will connect tens of thousands of young people with up-to-date information about job opportunities, online education materials, and mentorship.

The platform, which has the support of the Ministry of Manpower of the Republic of Indonesia, has various features, ranging from course and mentoring programs, job search, career articles, to information on job market and other networking events. Generation Bisa! open to young people aged 15-24 years spread throughout the region in Indonesia (Alam, 2017). They are accessible in [generasibisa.id](http://generasibisa.id). Users only need to sign up and they can get the information from the website.

Picture 3.1 Generasi Bisa Platform



Source: (Generasi Bisa, 2017)

## 2. Implementation of Supporting Pilot Project

YCAB also as a supporting pilot project. The famous one is HoLD. HoLD is community learning centres (in Indonesia known as *Rumah Belajar*) for underprivileged children and school dropouts. YCAB offers affordable education (US\$1/month) for low-income families in urban areas (YCAB, 2016).



YCAB believes that there is no reason for such children to be unable to get the proper education. This is the reason why YCAB builds RBCAB. By educating them, YCAB hopes to contribute something good for Indonesia's better future and reduce crime rates. Crime comes mostly from bad economic conditions and poor education.

The 76 centers currently in operation are located around Indonesia and offer youth a variety of courses, including the Paket program (a basic education equivalent program that is recognized by the Indonesian government) to complete their secondary education, English or IT classes, or vocational training courses to prepare for entering the workforce.

Rumah Belajar is spread in various regions in Indonesia from Sabang to Kupang (YCAB, 2017), which are: Rumah Belajar Bali, Rumah Belajar Tangerang, Rumah Belajar Muara Bahari, Rumah Belajar Batik, Rumah Belajar ANZ Karet, Rumah Belajar Assyifa Sukabumi, Rumah Belajar Banyuwangi, Rumah Belajar Bireun Aceh, Rumah Belajar Bonang, Rumah Belajar Buana Mekar Bandung, Rumah Belajar Cengkarreng, Rumah Belajar Cikarang, Rumah Belajar Dorkas, Rumah Belajar Duri Kelapa, Rumah Belajar Hambau, Rumah Belajar Cipinang, Rumah Belajar Jatimulya, Rumah Belajar Kapuk Muara, Rumah Belajar Karawaci, Rumah Belajar Kendari, Rumah Belajar Kupang, Rumah Belajar Lambunu, Rumah Belajar Leap Sukabumi, Rumah Belajar Lhokseumawe, Rumah Belajar Manado, Rumah Belajar Marunda, Rumah Belajar Medan, Rumah Belajar Mepanga, Rumah Belajar Moutong, Rumah Belajar Narogong, Rumah Belajar Parigi, Rumah Belajar Pidie, Rumah Belajar Plumpang, Rumah Belajar Banjarmasin, Makkaresso, Rumah

Belajar Season City, Rumah Belajar Serua, Rumah Belajar Situbondo, Rumah Belajar Taman Siswa, Rumah Belajar Taman Merah, Rumah Belajar Tanjung Morawa, Rumah Belajar TBIG Manggarai, Rumah Belajar Teluk Bong, Rumah Belajar Teluk Naga and Rumah Belajar Tinombo.

As a pilot project, Rumah Belajar not only about academic but also non academic. Rumah Belajar has some focus materials, such as Rumah Cantik, Rumah Belajar Samsung, and Rumah Jahit. Students at Rumah Belajar YCAB are divided into two kinds, namely students who follow the program of graduation package that is fostered by YCAB with a period of 1 year and regular students who actually follow the program. The focus of the material can also be followed by non students of Rumah Belajar, for example at Samsung's Learning House. At Rumah Belajar Samsung, students from other vocational schools are also accepted. YCAB's Rumah Cantik also receives students from outside the students of Rumah Belajar, just like Rumah Belajar Samsung too, it receives courses that are reserved by local residents. However, it is not the case for Rumah Jahit. Rumah Jahit is devoted to the students who are at Rumah Belajar, sewing is one of extracurricular at Rumah Belajar.

Picture 2.2 Rumah Belajar in Jakarta



Source: (Nurchayurini, 2015)

In Rumah Belajar, the students do not only get an academic knowledge. The student also can get a skill to fulfil their needs. They will choose one of the skill, such as English and Information Technology that is support by BINUS University, Electronic Training that partnership with Samsung and Rumah Belajar Microsoft (ANNUAL REPORT 2009 Prevention Works for a Drug Free, 2010).

The Rumah Vocational is on Rumah Vocational HSBC Pondok Bambu, Rumah Vocational Jahit Duri Kepa, Rumah Vocational Medan Belawan, Rumah Vocational Mekanik Duren Sawit, Rumah Vocational Samarinda, Rumah Vocational Cantik Duri Kelapa, and Rumah Vocational Samsung Duri Kepa (YCAB, 2017).

### **C. The Implementation of YCAB as Facilitating Project**

As a facilitating project, YCAB has a several program that facilitate the society and mostly develop the youth empower. The campaigns are to promote healthy lifestyles and alert children to the dangers of drug use. These campaigns consist of promotions and school activities and counseling with periodic booster program (empowerment program). YCAB campaign works through two modes of delivery that are first, direct made that is Face to Face programs inside and outside schools and mass-large-scale events that send a message to the greater community. The campaign is in the schools throughout Indonesia. It involves not only junior and senior high school students but sometimes are the college students, because the audience standard is under 24 years old. There can be several ways to do the campaign, such as:

- a. **Mass Campaign:** An extremely important tool for YCAB in spreading the message and benefits of a 'Drug Free Lifestyle'. YCAB works closely with media outlets and other partners to mobilize public opinion, sparks open debate and gains public support.
- b. **Peer to Peer Outreach:** The rate of youth participation in this program increases every year. Since 2008, YCAB has steadily brought Ripple Program to almost half a million every year, covering 7-10% of in-school teen population. Not only this, Ripple Program is also successful in activating young people to care and reach out to their peers. The activation rate has been consistent over the years with a ratio of 1 to 200; it simply means that for every teen that YCAB trains (as peer trainer in life skills in HIV and drug

abuse prevention), it will in turn train an average of 200 peers within 3-6 months following their training.

The program has touched more than two millions of in-school youth and has grown to incorporate life skills training, life counselling, training of trainers, peer-to-peer outreach (Ripple Program) and mass campaigns. YCAB works with thousands of schools in the urban areas across the nation promoting healthy lifestyle and preventing risky behaviours. Y-clubs are present in almost 30 cities and townships for the youths, which work with local schools. After almost 17 years, 2,795,393 youths have received knowledge in healthy lifestyle, 9,275 schools visited, and 23,675 peer education trained (YCAB, 2016).

YCAB implement it through several programs. The programs above comes from the internal of YCAB. YCAB also supports the program which comes from the multinational company, government and the other actors who support UN SDGs as a facilitating project.

Then, because primarily YCAB established was by concerning about drugs, narcotics or HIV/AIDS, YCAB cooperates with Komisi Perlindungan Anak Indonesia Samarinda, East Kalimantan to make a project called Generasi Tanpa Narkoba (Amrullah, 2017). Based on data from National Narcotic Board in 2014, the user amongs schools and college student reached 22%. The users of narcotics always increase in every years that makes East Kalimantan ranked third after Riau and Jakarta (Detak Samarinda, 2017). The event was in coloboration with PT Surya

Jalur Anugerah and PT Pelayaran Adijaya together with the government of Samarinda, KPAI, and BNN (YCAB, 2017).

Picture 3.3 Generasi Tanpa Narkoba



Source: (Detak Samarinda, 2017)

This program is launched to prevent drugs abuse targeting youths and will start from November 2016 to October 2017 with 100 schools. The socialization process will be conducted by 10 facilitators of KPAI Samarinda and in every socialization, they hope they can choose a Anti Narcotics Ambassadors. The ambassador has a responsibility to socialize the dangers of narcotics with the others friends and the citizen. The event is based on the UN SDGs about good health and well-being.

Another program held by YCAB is Anak KAO, in collaboration with PT KAO Indonesia. Anak KAO is an abbreviation of *Anak Kreatif, Aktif, dan Optimis* (Creative, Active, and Optimistic Children). This program educates

children about the importance of keeping self, and environment cleanliness and has reached 3,070 children from 20 schools in Jakarta, Cikarang and Karawang since June 2016 and the campaign is conducted in 6 months. YCAB has the same vision with PT KAO Indonesia, which is to improve the awareness about a healthy lifestyle to a younger generation. This program delivers various lessons to beneficiaries, for instance, how to do handwashing, tooth brushing, showering, and to increase awareness to love the environment (YCAB, 2017).

Picture 3.4 PT KAO Indonesia cooperate with YCAB



Source: (YCAB, 2017)

This event is called 7<sup>th</sup> KAO International Environment Painting Contest for Children. This event was held at Hotel Borobudur, Jakarta on February 25<sup>th</sup>, 2017.

Other program which YCAB has a cooperations with some multinational to success the HoLD program such as Microsoft Indonesia, Intel Indonesia and

Samsung Indonesia. The programs they do with Samsung, Intel Indonesia and Microsoft are sustainable. Samsung, Intel Indonesia and Microsoft cooperate with YCAB in Rumah Belajar. The cooperation between their company is giving facilities, workshop training, the knowledge for the students about the real of work and motivate the student.

The projects do not only literally from YCAB itself but in also cooperation with other company, such as Microsoft. Microsoft collaborates with Yayasan Cinta Anak Bangsa to open Microsoft's Learning House that was launced on 2 February 2011. They provide computer education for pre-prosperous students and drop out teenagers by setting up a Rumah Belajar. Computer education materials provided is based on Microsoft programs (Word, Excel, Powerpoint, and others). This computer class lasts for three months with a class determination model based on test results conducted at the beginning of the training. The grade levels range from Pre Basic, Basic, and Intermediate classes. Teachers, graduation exam, and graduation certificate is issued by Bina Nusantara University (Binus) through Binus Center (Sutriyanto, 2011).

In 2009, YCAB started a social investment prototype through an education linked micro finance. It is a “conditional” micro loan given to women micro entrepreneurs where the attainment of education becomes the condition of the access to funds. Micro loan is given to the mothers of our students and the female micro entrepreneurs in their community. The idea is to create a stable income to the families of our students so they can focus in their study. The goal is to achieve



250,000 active clients by 2020. By the first quarter of 2015, YCAB has reached 40,000 active clients.

The income generated from this micro-loan activity is recycled back to support HoLD program. This is the heart of its social investment prototype. The micro-loan activity is operated under YCAB Cooperatives. By 2011, YCAB Cooperatives has covered the operation costs of HoLD learning centers.

Besides operating a job center for its graduates, the second aspect of this program is seed capital for their graduates who are aspired to be entrepreneurs. Currently, the prototyping a couple of micro-business models. The idea is to find the right and safe models for the students to embark into seed capital to run the business themselves (YCAB, 2016).

This micro-loans is a non-commercial fund generating activity whereas majority of the funds raised is reinvested for the sustainability of the education program at HoLD. Thus, HOPE's micro-loan activity is a means to an end, that is education for all.

HOPE program is a help for the student of Rumah Belajar. Because, with this program the student could not able to work. Their parents are guided by YCAB from giving venture capital, how to develop their business and giving the workshop. From there, the students focus to their education. This program concerns on empowering women.

The program of YCAB is sustainable and is always progressing. They do not only design the program, but also implement CSR from some companies as a sustainability and through the UN SDGs.

Similar to the other program, this program does not only come from the internal YCAB but also some supporters. YCAB collaborates with other companies in many aspects, as well as in this program.

In HOPE program, YCAB has a mission to help youths to become self-reliant through our youth development programs. With that, YCAB cooperates with Grab to embed entrepreneurship spirit for youth through Grab School. This program is also to show the advantages and disadvantages of choosing life as an entrepreneur and how to build a business from scratch (Lawi & Fransisca, 2017).

Picture 3.5 YCAB x Grab Workshop



Source: (YCAB, 2017)

The program is one-day training programs. There were 100 Grab driver's children from 12-18 years old who joined the Grab School program in Bandung. It aims to introduce and increase entrepreneurship early on and boost the children's

confidence, showing them that they can be a successful entrepreneur in the future. This program is designed to show the benefits and struggles of choosing a life as an entrepreneur and how to build a business from scratch. During this simulation, the participants learn how to make a plan, create a business, and sell their products. This program is sustained and they are held 3 times per year. Later this year, there will be a second training program about financial responsibility and how it relates with entrepreneurship. Meanwhile, the third program will focus on business management for children. Through these programs, YCAB hope can give opportunities for youth to boost their confidence levels and acquire the knowledge and technical skills on how to build a business (YCAB, 2017).

Another program that is supported by the other actor is Bank Indonesia. As we know, the potential for women in Indonesia is enormous. Women constitute only 36.4% of the total workforce in Indonesia. In fact, almost half of the population (49.66%) is women. YCAB with Bank Indonesia implement an integrated program called Women for Nation. This program targets four areas of life in the span of 3 years: financial literacy, urban farming, waste management and micro business empowerment (YCAB, 2016).

Picture 3.6 YCAB Empower the Women



Source: (YCAB, 2016)

The program at the Bank Indonesia headquarters was conducted with Yayasan Cinta Anak Bangsa (YCAB) Foundation in order to improve family welfare and productive economy. Because the program has helped many artisans, snack business, tailor, plastic waste management into household appliances and so forth, it is expected to be a continuous program. This program is planned to target three 3.000 women micro entrepreneurs with multiplier effect that can reach 2.000 female youth through Youthpreneur training both in Jakarta and Tangerang (Fri, 2016).