

## **The Creation Of “The Unseen Side Of Sidoarjo” Book As A Communication Media For Save Street Child Sidoarjo Community**

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### **ABSTRACT**

The creation of "The Unseen Side of Sidoarjo" book as a communication media for Save Street Child Sidoarjo Community is one of the solution for the issue of quality education in the Sustainable Development Goals promoted by the United Nations. As a non-profit organization that cares for street children, Save Street Child (SSC) tried to reach out to cities in Indonesia until the emergence of the SSC Sidoarjo branch, which until now is still challenging to socialize concerns for street children in Sidoarjo city. Field studies and interviews were used to conduct qualitative research with SSC Sidoarjo founders and street children. Both primary and secondary data were collected to gain a comprehensive understanding of street children's lives and how they are supported by SSC Sidoarjo. This research will produce a documentary photo book that tells the stories of several Sidoarjo street children and information to support the SSC Sidoarjo community. Researchers designing "The Unseen Side of Sidoarjo"s book found that combining photos with narrative, concept, and sequential content improves the delivery of social issues.

**Keywords:** book design, social design, documentary photography, sequential content, community

### **INTRODUCTION**

Street children are still a problem in several developing countries, including Indonesia. Street children are now not only found in big cities in Indonesia but have begun to penetrate small towns because the trend shows that urbanization, an increase in population, and rural poverty are starting to move to

urban areas, especially areas that require massive investment for infrastructure development (Ongowo et al., 2021; Salihu, 2019; UNICEF, 2019), (Ongowo et al., 2021; Salihu, 2019; UNICEF, 2020).

Street children are usually from poor or homeless families (under 18) who live on the streets of various cities and urban areas (Mulu et al., 2020), (Mulu et al., 2022). Street children are also a disadvantaged population segment, marginalized and exploitative in fulfilling fundamental rights for survival, development, health, nutrition, education, and protection (Suyatno, 2019).

The phenomenon of street children exists in cities throughout Indonesia, as does the phenomenon of street children in Sidoarjo. Children in Sidoarjo often leave school to work due to difficult living conditions. Internationally, Indonesia's education quality ranks 64th out of 120 countries worldwide, according to the UNESCO Education For All Global Monitoring Report 2012. Indonesia's Education for All Development Index (EDI) ranked 57th out of 115 countries in 2015. In the latest report of the UN development program in 2015, Indonesia ranked 110th out of 187 countries in the Human Development Index (HDI) with 0.684. With this figure, Indonesia still lags behind two neighboring ASEAN countries, Malaysia (ranked 62nd) and Singapore (ranked 11).

Save Street Child (SSC) is a community movement that began with a simple idea to try to prepare street children with low education to become the next generation of the nation. SSC was initiated on May 23, 2011, in Jakarta, independently by Shei Latiefah. One of SSC's goals is to spread awareness and as a platform for young people to share so the movement can be emulated and disseminated. Currently, there are approximately 18 cities that have SSC communities, and one of them is the Sidoarjo branch of SSC in East Java. As one of the cities in East Java, Sidoarjo has a problem with street children. The presence of street children in Sidoarjo District is familiar, namely the GOR, Larangan T-junction, Celep intersection, City Square, and Pucang T-junction. In addition to disturbing public order, the presence of street children also destroys the cityscape and performs various actions that disturb the community. As stated in Law No. 23 of 2003 concerning Child Protection, a child is someone who is not yet 18 years old. Meanwhile, street

children are children under 20 who spend most of their time working on the streets, either as newspaper vendors, beggars, or others (Sanituti & Bagong, 1999).

Indonesia's educational standards require quality improvement, as recognized by the United Nations' 2015 Sustainable Development Goals (SDGs). The SDGs consist of 17 objectives and 169 targets to be accomplished by 2030. One of the goals focuses on ensuring the quality of education is inclusive and equitable and increasing lifelong learning opportunities for all. Improving the quality of education, particularly in terms of assurance, is a crucial fourth SDG issue that requires immediate attention. It is essential to address community involvement in addressing concerns. Sidoarjo City in East Java is a critical area for intervention.

It can be done through intermediary media for the wider community to convey information about the condition of street children in Sidoarjo. According to Arsyad (2002: 4), media is any form of intermediary used by the public to convey or disseminate ideas or opinions so that they can be conveyed to the public or intended recipients. According to the above explanation, promotional media refers to any intermediary introducing a product or item. In that case, the book is the suitable intermediary media because the contents of the book can provide a coherent description from the beginning to the conclusion or final goal at the end of the page. Making a photo documentary book is the most effective medium to raise the issue of street children in Sidoarjo to the public because through this media, not only can the visual facts of the condition of street children be conveyed, but also their stories; both the stories of these children and Dwi Prasetyo as the founder of Save Street Child (SSC) Sidoarjo branch.

Compiled from various studies related to the problem of street children, the general scope of problems that street children are at risk of experiencing is very diverse, including being subjected to exploitation, getting violence (physical, sexual, and emotional), stigma and discrimination, lack of food, inadequate housing, academic problems or dropping out of school, health risks (infections, anemia, injury, stunting, sexually transmitted diseases, HIV), arrest, accidents, lousy weather, drug use, involvement in criminal activities, and weak social networks (Barker et al., 2014; Cénat & Derivois, 2015; Gayapersad et al., 2020; Hasibuan et al., 2020;

Joshi, 2021; Marshall et al., 2015; Mulu et al., 2022; Putra et al., 2015; Salihu, 2019)

Research conducted by Dwi Yuliani et al. (2022) on "Exploitation of Street Children in Bandung City and Ciamis Regency, West Java," found that handling street children needs to be done comprehensively and integrated and in a comprehensive and integrated manner by involving various parties. Handling street children requires a long and continuous process.

The design journal article entitled "Design a Picture Story Books for Children about the Importance of Character Education in Daily Activities" by Igwanda Kurnia et al. (2021) focuses on information that is packaged briefly, clearly, and entirely according to the problem of the importance of character education for children, especially street children.

Anthony Y.M. Tumimomor et al. (2019) also conducted a research with the title "Visualization of the Portrait of Street Children in Semarang City Through Documentary Films" conveyed well the background of the life of street children and their life messages. The film can also be a medium of socialization for related social community awareness in Semarang.

Aura Syifa'unnisa's research et al. (2022) on the topic "Empowerment of Street Children through the Wood and Paper Recycling Skills Training Program at the Kumala Foundation in Tanjung Priok" found that the fostered street children can make money by selling goods resulting from recycling activities that reduce wood and paper waste.

Based on previous studies, it has been shown that street children impact various aspects of life, and addressing this issue requires solutions from multiple scientific fields. In order to raise awareness about the street children in Sidoarjo's SSC branch, this research proposes using a documentary photo book as a communication medium. This project aims to create an intermediary communication medium that can effectively raise awareness about the plight of street children in Sidoarjo, particularly for the SSC Sidoarjo branch.

## RESEARCH METHOD

According to Sugiyono (2019), the Qualitative approach is a research method based on philosophy, which is used to research scientific conditions where the researcher is an instrument, data collection techniques and qualitative analysis emphasize more on meaning. This type of research is by the research objectives to be achieved, namely to obtain a complete, in-depth, specific, and holistic description of the exploitation of street children in Sidoarjo City.

The study's objective was to collect factual data concerning the plight of street children in various locations in Sidoarjo. The research team comprised six members, including one lead researcher and five research members. The five members were assigned different roles. Namely, one person was responsible for video recording, two members were photographers, and two other members conducted interviews. The head researcher acted as a supervisor and oversaw the activities.

Aside from conducting field studies, the research team also conducted desk research by gathering data in the form of books and articles on the treatment of street children in Indonesia. To validate the research, the researchers produced a sequential photography book documenting their activities and findings. Moreover, the team interviewed Dwi Prasetyo (Mas Pras), the founder of the Sidoarjo branch of SSC, to obtain more information on the condition of street children in Sidoarjo.

Here is a detailed timeline of the project:

- November 30, 2022: Discuss the project concept.
- December 03, 2022: Conduct desk research on the quality of education.
- December 08, 2022: Discuss the interview list and timeline, create a mood board and a sketch of the book layout and concept photo.
- December 10, 2022: Plan to conduct interviews with Mas Pras from SSC Sidoarjo.
- December 12, 2022: Visit the location to check the situation.

- December 13-16, 2022: Photograph and interview street children, as well as follow up on their stories and documentation with Mas Pras.
- December 19-22, 2022: Select photos.
- January 9-14, 2023: Layout the book.
- January 16-20, 2023: Edit the video.
- January 30, 2023 - February 1, 2023: Finalize the project.
- February 2-5, 2023: Print the book.

## DISCUSSION

To initiate the research process, one must first recognize the problems street children and their families face in Sidoarjo that have led to their current circumstances. This can be accomplished by conducting interviews with Mas Pras, the founder of the Sidoarjo branch of SSC, and conducting field studies in the area. Save Street Child, or SSC itself, is a movement to care for street children that was first established through social media, Twitter, on May 23, 2011. It started in Jakarta and then expanded to other cities such as Surabaya, Bandung, Yogyakarta, Semarang, Depok, Manado, Padang, Pasuruan, Malang, Medan, Makassar, Mojokerto, and Sidoarjo. The activities are to help younger siblings who are less fortunate. SSC Sidoarjo was established on May 24, 2015, with most of the movers being the youth of Sidoarjo Regency who care about the surrounding social situation and are expected to have good ideas to pay attention to the surrounding situation.

Children are unique and complicated individuals. According to Kartono (2007:107), children are born in an incomplete condition because all instincts and physical and spiritual functions have not developed perfectly. Therefore, a human child has a long possibility to be free to create. That is to maintain life and to adapt to its environment.

### Causal Factors

The existence of street children is motivated by many factors, such as modernization, industrialization, migration, and urbanization, which cause

changes in the number of family members and lifestyles that diminish social support and protection for children. Family vulnerability, particularly for children, is often linked to economic issues. Other contributing factors may include a need for more initiative from the child, ineffective parenting, and the availability of workspaces that encourage children to take to the streets. Other factors often underestimated are violence, parental pressure, socialization, escapism, or the basis of their own choice.

Most street children grow up in families with lower strata economic conditions or low-income families, causing parents to be unable to fulfill fundamental rights to maintain and develop a dignified life (Purwanto, 2007). As a result, parents force their children to work to meet their daily needs, eventually putting them on the streets.

According to Surbakti et al. (1997:59), there are three categories of street children. The first category comprises children who work on the street to support their families but still maintain strong ties with them. The second category includes children who carry out all their economic and daily activities on the streets and have little to no connection with their families. These children typically run away from home due to violence or other factors in their environment. The third category comprises children from families living on the street or children who engage in street activities found in various locations such as under bridges, in illegal houses, and near railroad tracks.

If a child gets enough love and affection from a mother figure, the child will get warmth, have a sense of acceptance, and foster a sense of security. If the father, the child can develop personality, instill discipline, and provide direction and encouragement to become brave (Soetjianingsih, 2002). Giving love and affection in care is one of the rights of a child. Other rights include non-discrimination against each child, providing the child's best interests, giving children the right to live freely and safely, and appreciating what a child does (Maharani et al., 2015), which can help child development. Protecting children's rights is not only the responsibility of parents, but the surrounding community also needs to implement it. However, in practice, many children still do not get protection of their rights.

Street children often experience different types of violence, often inflicted by individuals with more power over them. These individuals may include parents, security personnel, older street children, or those who have been on the streets for extended periods (based on seniority). Additionally, people from the surrounding communities, such as traders who operate in the same area as the street children and passengers on public transportation, may also inflict violence on these vulnerable children (Celik & Baybuga, 2005). Handling street children is not enough to be done by the government; the participation of the community is also needed because street children are also part of society, but in their lives, they are considered to deviate from the values and norms that exist in society.

### Save Street Child Sidoarjo

Save Street Child (SSC) itself is a community movement that started from a simple idea to make an effort to prepare street children with low education to become the next generation of the nation. SSC was initiated on May 23, 2011, in Jakarta, independently by Shei Latiefah. One of SSC's goals is to spread awareness and as a platform for young people to share so the movement can be emulated and disseminated. Currently, there are approximately 18 cities that have SSC communities, and one of them is Sidoarjo SSC.

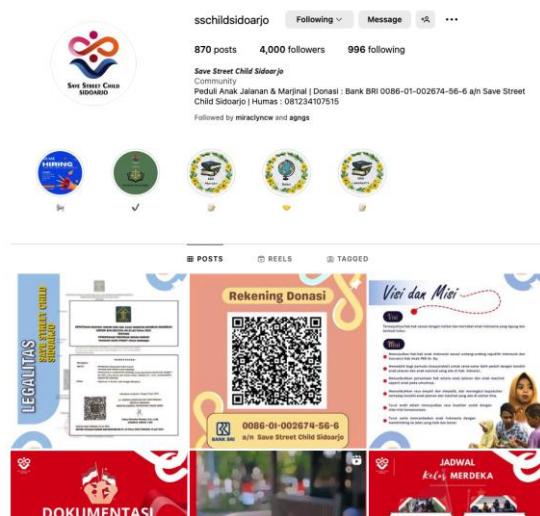


Figure 7.1: SSC Sidoarjo community Instagram page  
source: author documentation

The establishment of the Sidoarjo SSC community began with Dwi Prasetyo and his friends, who then joined the Surabaya SSC community. Feeling that the area around Surabaya or the nearest city, Sidoarjo, also has similar issues with street children, the official date of May 24, 2015, was established SSC Sidoarjo. SSC Sidoarjo's vision is realizing children's rights through the dignity of the nation's great and virtuous children. SSC Sidoarjo's mission is: (1) realizing the rights of Indonesian children, (2) realizing a sense of justice through human values, (3) creating a forum for youth (society) to be more concerned with street children and marginalized children, (4) fostering equal rights between street and marginalized children and all Indonesian people, (5) participating in educating the nation's children by guiding them to a good and right path.



Figure 7.2: Vision and Mission of SSC Sidoarjo  
Source: SSC Sidoarjo

## Visitation and Documentation

To find out the condition of street children in Sidoarjo directly, the research team conducted site visits to various points in Sidoarjo District, namely the GOR, Larangan T-junction, Celep intersection, City Square, and Pucang T-junction. This activity lasted three days, from December 12 to 16, 2022. The activities carried out by the team were taking photos and video documentation and conducting general

elementary school teaching to children, such as math. An exciting session during the visit was when the children sat together with the Research team and shared their stories. Here, the team also taught them to take photos with the camera and shared snacks with the children.



Figure 7.3: Exploration of several locations of street children in Sidoarjo  
source: doc. researcher



Figure 7.4: Visit and interview with one of the children  
source: doc. researcher



Figure 7.5: Engaging with the camera  
source: doc. researcher

Six children could be interviewed to find out their stories and dreams. The six children are Wulan (14 years), Ajeng (8 years), Mala (14 years), Hana (7 years), Soleha (17 years), and Aisyah (10 years). The children have their own stories, but the youngest, Hana, who is only seven years old, says that after her parents divorced, she and her mother moved from Mojokerto to Sidoarjo. While Hana sold snacks for Rp 5000 in a basket, her mother sat and watched from a distance. It is hard to imagine how a child who should be in her golden years can bear the burden of family life, especially when her mother does nothing.



Figure 7.6: Hana, seven years old, the backbone of the family  
source: doc. researcher

### **The Book "*The Unseen Side of Sidoarjo.*"**

The concept of this book is a photo documentary. The word 'documentary' is often associated with the context of cinema because, according to Misbach Yusa Biran, a documentary is documentation processed creatively and aims to influence or persuade the audience. In designing "The Unseen Side of Sidoarjo," researchers will create a series of photographs grouped according to the figure and story of the street children concerned. This book comprises nine chapters: *Introduction*, *Purpose of the Book*, *Street Children (Overview of Sidoarjo, SSC Sidoarjo)*, *Their Stories*, *Towards the Path of Success*, *Solutions*, *Conclusion*, *Researcher Documentation*, and *Donation*. In this book, the chapter on "Street Children" will include sub-chapters about Sidoarjo, such as an overview and information on SSC Sidoarjo. The chapter entitled "Their Story" will showcase the problematic journey of four street children from Sidoarjo named Wulan (14 years old), Ajeng (8 years old), Mala (14 years old), and Hana (7 years old), through photographs and personal accounts. The chapter Towards the Path of Success tells the story of Soleha (18) and Aisyah (10), who are motivated and enthusiastic to move forward by joining the Sidoarjo branch of SSC.

The book is 25x25cm and contains 30 full-color pages with photographs and narratives documenting the story of street children in Sidoarjo.

During the title search process, the research team had to decide between *Unseen* and *Hidden*. After visiting Sidoarjo and reviewing the situation, they chose Unseen. The street children in the area have no secrets, and the community knows their presence. However, only a few individuals, such as the SSC Sidoarjo community, are motivated to offer help. These children are visible and invisible - society is too busy to notice them, and their true feelings remain unknown. Therefore, "The Unseen Side of Sidoarjo" is the ideal title for the book.

The use of English in the title was planned from the beginning because the purpose of making this book was to create media awareness for the general public, not only for the people of Sidoarjo, East Java, and Indonesia.

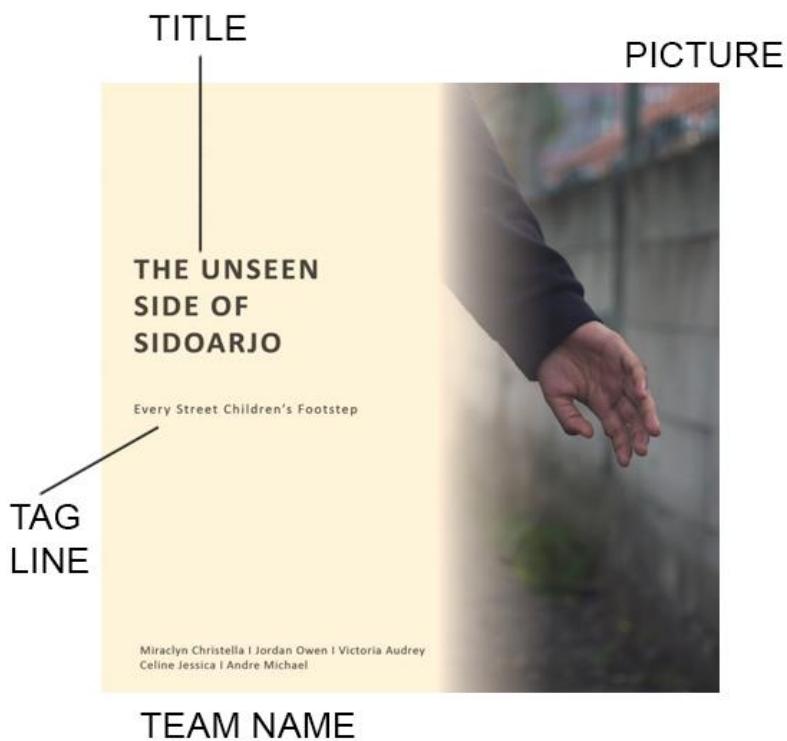


Figure 7.7: Front cover of "The Unseen Side of Sidoarjo"  
source: doc. researcher

The book's tagline, "Every Street Children's Footstep," reflects their daily struggle to earn a living without certainty about their future. The photo chosen is one of an outstretched hand, with no male or female visible. This move shows that this situation is universal, including anyone who wants to help the SSC Sidoarjo community to support street children or help directly. The cover art of a book is essential in creating a first impression of its content and setting expectations for the reader. It should hint at the plot and genre, distinguishing it from other books in the market. The book's identity is closely linked to its cover, making it a crucial part of the overall presentation.

According to Bruna, a Brazilian-born Color Psychologist living in the Netherlands, on her website [colorexplained.com](http://colorexplained.com), the pale yellow color chosen as the background color means new ideas and flexibility but a lack of confidence. When correlated with the condition of street children, we know that this color is the right color for them. While yellow itself symbolizes happiness and joy, pale yellow has a position as an intermediate bridge between the phase of pleasure and the phase of indecision.

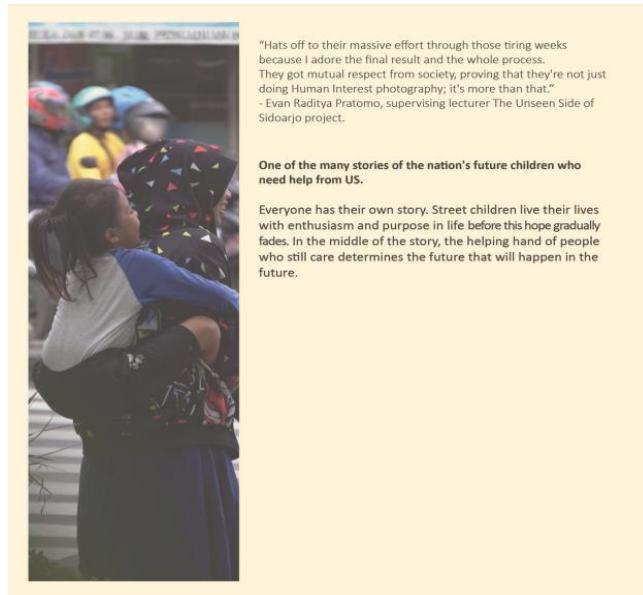


Figure 8: Back cover of "The Unseen Side of Sidoarjo"  
source: doc. researcher

A photo of a mother holding her child on the back cover is a reminder that children need a supportive parent figure through the ups and downs of life. On this cover is a testimonial from the creation supervisor and a brief description of the book's content.



Figure 7.9: Content about SSC Sidoarjo in "The Unseen Side of Sidoarjo"  
source: doc. researcher

The book's contents are *Introduction*, *Purpose of the Book*, *Street Children (Sidoarjo et al.)*, *Their Stories*, *Towards the Path of Success*, *Solutions*, *Conclusion*, *Researcher Documentation*, and *Donations*. All pages are in color and feature photographs of street children in Sidoarjo.

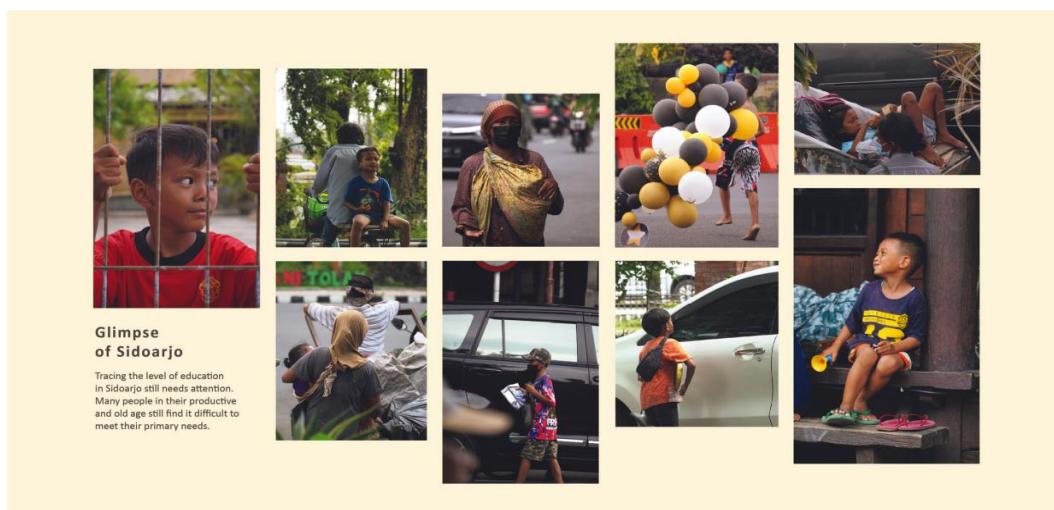


Figure 7.10: "The Unseen Side of Sidoarjo" page  
source: doc. researcher

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Figure 7.11: Ajeng and Mala's story in "*The Unseen Side of Sidoarjo*"  
source: doc. researcher

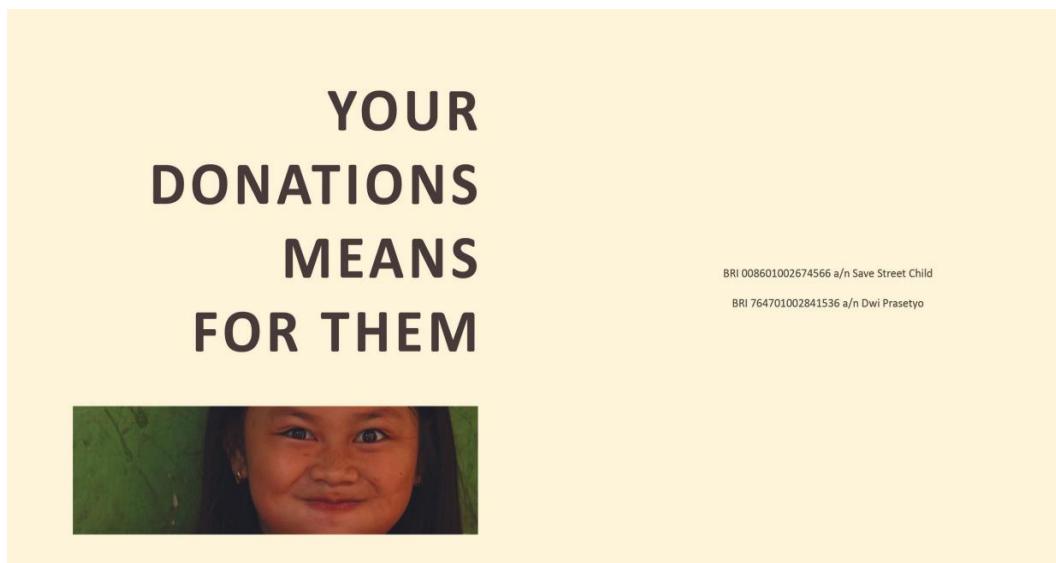


Figure 7.12: Donation page on "*The Unseen Side of Sidoarjo*"  
source: doc. researcher

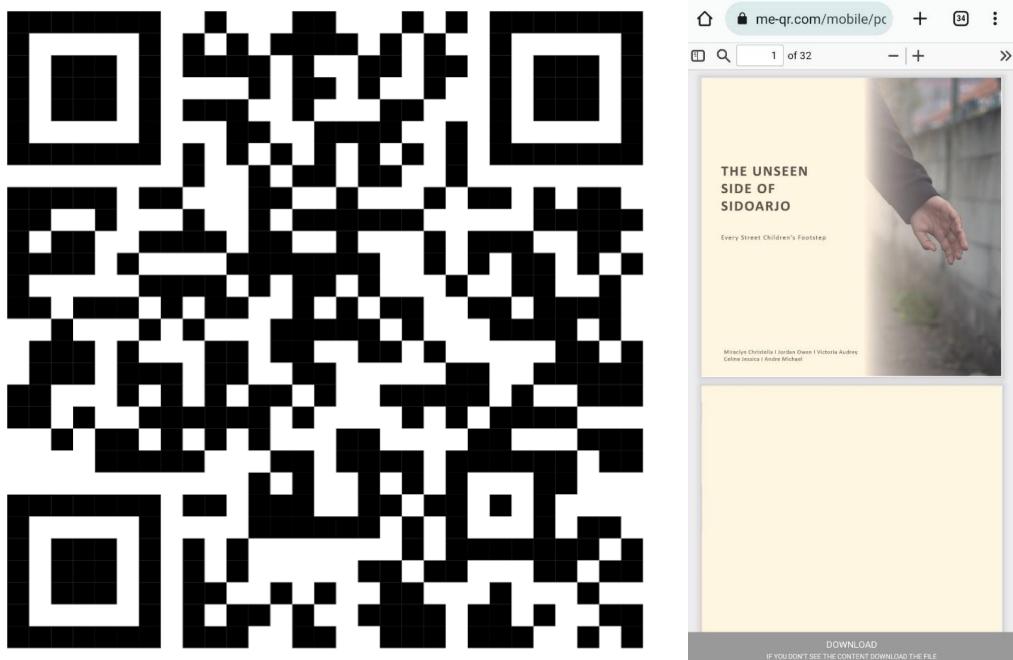


Figure 7.13: QR code for the digital version of "*The Unseen Side of Sidoarjo*"  
source: doc. researcher

## CONCLUSION

A documentary photo book titled "The Unseen Side of Sidoarjo" was released on February 5, 2023, and was exhibited to the public in May 2023. The response from various parties to the book was very positive, especially due to the inclusion of a donation account number for SSC Sidoarjo. Furthermore, a digital e-book version of the book is also available. The book sheds light on the street children of Sidoarjo and highlights the importance of not just educating the children, but also supporting their families. With this book, people will become more aware of the situation of Sidoarjo's street children and their families.

After the research team got involved in the activities of the Sidoarjo branch of SSC, we learned that to get stories from the street children, the research team had to do something in return, and what we did was teach them how to use the camera. They

only asked for that, not money. So, even though the street children needed money to survive, they still wanted to earn it independently. Beyond the names listed in "The Unseen Side of Sidoarjo," many street children still need our help.

The book, "The Unseen Side of Sidoarjo," aims to raise awareness about the stories of street children frequently seen at squares or traffic lights. These children cannot share their experiences with anyone or have no media platform to voice their existence. Some examples from Sidoarjo city are proof of their helplessness due to various factors, including from the closest, namely family. Some street children want to continue their education, some want to attend courses or training to improve their skills, and some want to get capital assistance to work.

Future researchers for this certain topic, should design the concept, storytelling method, and narrative before conducting similar research for a documentary photo book project before proceeding with interviews and documentation. Establishing the creative concept beforehand ensures that the results obtained in the field are more focused and aligned with the intended activities.

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