

## SOFT POWER MODEL TO STRENGTHEN HUMAN SECURITY AT THE TEMAJUK BORDER

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**ABSTRACT.** The current state of Indonesia's border areas is very worrying. This can be seen from the ongoing issues of illegal trade, smuggling, the dominance of the Ringgit currency, shifting of boundary markers, and the presence of illegal migrant workers. These things become indicators of the nationalism crisis in the country's border areas, which is a study of human security. This study aims to implement a soft power model to strengthen human security at the Temajuk border. This study uses a mix-method by collecting qualitative and quantitative data. Qualitative is done by interview, observation, and literature study. While quantitative is done by distributing questionnaires that are carried out in the period from May 2021 to November 2021. The research subjects were 14 people of Temajuk Village. The study results found that the soft power model to strengthen human security at the Temajuk border, which has been analyzed, shows that there are stages to be passed. First, the investigation stage is carried out by investigating the potential for soft power at the Temajuk border. Second is the soft power model's design and construction stage to strengthen human security at the Temajuk border. Third, the step of testing, evaluating, and revising the soft power model to enhance human security at the Temajuk Border consists of a pre-test and post-test. Implementing the soft power model in strengthening human security in the Temajuk border area is essential to effectively protect people who are vulnerable to human security threats.

**Keywords:** soft power; human security; Temajuk border

## MODEL SOFT POWER UNTUK MEMPERKUAT KEAMANAN MANUSIA DI PERBATASAN TEMAJUK

**ABSTRAK.** Keadaan wilayah perbatasan Indonesia saat ini sangat mengkhawatirkan. Hal tersebut terlihat dari masih adanya isu perdagangan ilegal, penyelundupan, dominasi mata uang Ringgit, pergeseran patok batas, dan adanya pekerja migran ilegal. Hal-hal ini menjadi indikator pada isu krisis nasionalisme di wilayah perbatasan negara yang merupakan kajian dari keamanan manusia. Tujuan dari penelitian ini ingin mengimplementasikan *model soft power* untuk memperkuat keamanan manusia di perbatasan Temajuk. Penelitian ini menggunakan mix-method dengan mengumpulkan data secara kualitatif dan kuantitatif. Kualitatif dilakukan dengan wawancara, observasi, dan studi literatur. Sedangkan kuantitatif dilakukan dengan menyebarkan kuesioner yang dilakukan pada rentang waktu Mei 2021 sampai November 2021. Subjek penelitian yaitu sebanyak 14 masyarakat Desa Temajuk. Hasil penelitian menemukan bahwa implementasi model *soft power* untuk memperkuat keamanan manusia di perbatasan Temajuk yang telah dianalisis menunjukkan bahwa terdapat tahapan-tahapan yang dilalui. Pertama, tahap investigasi dilakukan dengan menginvestigasi potensi *soft power* di perbatasan Temajuk. Kedua, tahap desain dan konstruksi model *soft power* untuk memperkuat keamanan manusia di perbatasan Temajuk. Ketiga, tahap tes, evaluasi, dan revisi model *soft power* untuk memperkuat keamanan manusia di Perbatasan Temajuk yang terdiri dari *pre-test* dan *post-test*. Pengimplementasian model *soft power* dalam penguatan keamanan manusia di wilayah perbatasan Temajuk ini sangat diperlukan untuk melindungi masyarakat secara efektif yang rentan terhadap ancaman keamanan manusia.

**Kata kunci:** *soft power*; keamanan manusia; perbatasan Temajuk

### INTRODUCTION

Districts or cities that are geographically bordered by neighboring countries are called borders. West Kalimantan is an area in Indonesia directly adjacent to Malaysia (Elyta & Sahide, 2021). This is because it is located close to neighboring countries. The border area is a strategic and crucial area for a country because it provides potential natural resources and market opportunities. Geographically, developmentally, and socially, the land border area is the outpost (Elyta & Martoyo, 2021). This impacts

the condition of national defense and security in the land border area (Kartikasari & Elyta, 2021).

This condition certainly does not describe the implementation of a good security pillar. Externally, the land border area is an open space for outsiders and Indonesian citizens to enter and exit the territory of the Unitary State of the Republic of Indonesia, thereby endangering the sovereignty of the Unitary State of the Republic of Indonesia and, of course, endangering the existence of the state. In terms of human security, Indonesia's state is very worrying (Martoyo & Elyta, 2021). The same goes for those on the border. This

can be seen from the ongoing issues of illegal trade, smuggling, the dominance of the Ringgit currency, shifting of boundary markers, and illegal migrant workers working in Malaysia. These things become indicators of the nationalism crisis in the country's border areas, which is a study of human security.

Based on the preliminary study, The condition of the state border between Indonesia and Malaysia in Sambas Regency has experienced various problems. This refers to media reports and the initial survey of the proposing team, summarized as follows, namely that 42,928 methamphetamines smuggled in the Indonesia-Malaysia border area of Sajingan Besar, Sambas by the Pamtas Battalion Battalion 642 was successfully thwarted on March 10, 2021 (JPNN, 2021).

Then there was another smuggling of prohibited goods in the Sambas border area, namely liquor. This smuggling was successfully thwarted when Pamtas carried out patrols on New Year's Eve. This smuggling occurred in the rat lane in the Paloh sub-district on December 31, 2021 (JPNN, 2016). Illegal PMI was found again in the rat lane in Sambas, West Kalimantan, on March 16, 2021 (JPNN, 2021).

The West Kalimantan Police found eight incidents of human trafficking in 2020, one of which occurred near the Sambas border. Human trafficking operations are carried out in various ways. One case involving children, and one case involving the sale of babies (tribratanews, 2020).

In defining human security threats, it is very important by perception of each actor and also on the conceptualization of the identity of each actor (Kusuma, Warsito, Surwandono, & Muhammad, 2019).

In this cases study, that occurred above can show that border communities must be guaranteed their security. If not responded to appropriately, it can lead to other human security threat issues that can make border communities feel less cared for. Residents of the Indonesian border have indeed been "stamped" as belonging to the Indonesian state, but their hearts, love, and belly are for Malaysia.

The unequal economic development in the West Kalimantan region has impacted various sectors (Jamaliah & Elyta, 2021). There are many problems related to national security threats in border areas due to the low level of welfare and education which is a signal that soft power has not been used properly to build awareness of human security issues. Based on this, it is necessary to build soft power synergy, especially the younger generation, as a mechanism to maintain the frontier border area. This problem is the formulation of the research problem, namely designing and implementing a soft power model in

strengthening human security at the Temajuk Paloh Border, Sambas Regency.

This is a challenge for studying national sovereignty social institutions in the context of economic needs related to human security. The urgency of security can no longer be postponed, but soft power in solutions in border areas has become more effective. This can be seen from several previous studies, such as those carried out by South Korea with Soft Power in the entertainment sector and Japan. The same applies to border areas. This study further seeks to anticipate the issue of human security at the border of Sambas Regency by implementing the soft power model.

Several researchers have studied the importance of soft power, including research in South Korea, namely "South Korean diplomacy is based on soft power, as evidenced by the paradigms of Realism, Liberalism, and Constructivism." On the one hand, 'Globalization Liberalism' sees many people around the world trying to imitate the way of life in South Korea, where the government and the private sector as the main actors can influence the global market through the soft power of the Korean Wave, such as South Korean entertainment agencies, can also act as an actor and 'Constr Identity' (Rustadi, 2012).

Furthermore, research conducted in China. Chinese government's soft power of the economic and cultural functions of outbound tourism are interrelated so that they are interrelated, but not without boundaries. In this regard, as a priority, not all national tourism policies of African countries are able to attract Chinese tourists. (Chen & Duggan, 2016).

The European Union's (EU) soft power strengths are in the area of higher education and more specifically with the alumni community built around the Erasmus Program. (Ferreira-Pereira and Mourato 2021).

The South Korean government made a strategy to increase visitor arrivals, namely by using the Korean Wave as the brand image of the South Korean nation, as well as conducting public diplomacy regarding the soft power of the Korean Wave to increase the positive image of the country, while the aim is to support the existence of a nation. And able to influence the public as well as other countries. This strategy certainly makes tourists interested in investing and increasing exports. Public diplomacy is also developing by building organizations both within and in various countries worldwide, especially as a cultural introduction relationship between Indonesia and South Korea (Setyowati, 2013).

Research in Japan discusses products in the market which Japan dominates. With this regulation,

Japan took a golden opportunity by offering to build closer relations with Indonesia, both in the political and economic fields, as well as in terms of human rights, by establishing a joint venture between the two countries in the area of culture through The Japan Foundation (Iyul, 2012). As a result of the success of a country in its role related to the political agenda and a positive image as a power, it is easy for the government to influence other countries for its national interests, especially in countries that have no interest in global politics.

Based on the results of previous studies, it is used as a reference for the concept of developing a soft power model to strengthen human security. Subsequently, a new concept was developed using different studies and methods to produce a more targeted soft power model. Thus, this research aims to implement a soft power model to strengthen human security.

## METHOD

This research uses the Plomp method. This method used to design and develop an intervention (such as programs, and systems). This method which consists of five stages, namely (1) investigation, (2) design, (3) construction, (4) test, evaluation, and revision, and (5) implementation (Plomp, 2013). This study uses a mix-method by collecting qualitative and quantitative data. Qualitative is done by interview, observation, and literature study. While quantitative is done by distributing questionnaires. The research subjects were community leadership in the Temajuk Paloh area, consists of village government officials and youth organizations. The number of respondents in this study were 14 people.

This method is carried out to soft power sources in building human security in the Temajuk border area, Sambas Regency. The investigation stage is carried out by collecting data related to information in the field. The design stage is carried out by making a soft power model strengthen human security at the Temajuk Border. The construction stage is the development stage of the design made. Researchers carried out the test and evaluation phase through questionnaires before and after implementation. The questionnaire results then become evaluation material to be continued back to the implementation stage.

## RESULTS AND DISCUSSION

### Implementation Of The Soft Power Model To Strengthen Human Security At The Forest Border

Implementing the Soft Power Model in the Temajuk Border is crucial in strengthening human

security. In the course of the application of the soft power model, it is not easy. It requires various stages to be able to find a suitable model. These stages are needed to find the best and most appropriate soft power model to be applied at the Temajuk border. The steps carried out by researchers to form the model include the Investigation Stage, Design and Construction Stage Test, Evaluation, and Revision Stage.

### 1. Investigation Stage by Investigating Soft Power Potential in Temajuk Border

The investigation is the stage carried out to collect information about the potential soft power possessed by the Temajuk border. According to the research results of researchers, it is known that Temajuk is the name given to the new border area in 1983. This name comes from the ideology of how the border was built. Temajuk gets its name from the Indonesian word "Temajuk," which means "eat as much as you can." Others argue that the border is called "Ujung Jarung," which refers to the farthest place from Paloh Regency. Temajuk or Ujung Jarung was eventually replaced by the nickname Temajuk which means "The Entrance of the Communists," from time to time. The residents of Temajuk Village whose primary jobs are farmers are rubber, deep coconut, oil palm, pepper, and coffee.

Temajuk Village has enormous economic potential. Although basically the main economic resources of the people in the west kalimantan frontier region come from the agricultural sector has created new opportunities and is targeted by the Malaysian market (Elyta and Razak, 2019).

This can be done by developing production forests and other natural resources in Temajuk Village. With a unique and exciting local socio-cultural character, it becomes one of the high potentials in local tourism. It is supported by natural tourism potential amazing, unique, interesting natural attractions that have not been appropriately handled. The market for domestic and foreign tourists is enormous, especially in the tourism sector. Still, it has not been worked out properly in the agricultural integrated industry for pepper, wallet, rubber, marine fish, and so on, which can become people's livelihood fields.

The journey from Sambas to Temajuk Village takes between 5 to 8 hours, depending on the scenario and road conditions. Temajuk, also known as the Telok Melano region, is a border region of Malaysia. To get to Telok Melano, tourists must first pass-through step terrain on unpaved roads. Because the left and right sides are overgrown with sap trees, Kayan trees, ferns, and other trees, this rat-like path is still different from the route to Malaysia. Until 2017,

the road was still narrow enough to only be passed by pedestrians, bicycles, and motorbikes.

There are also those from Temajuk and surrounding areas who want to travel to the Telok Melano border and then take the Malaysia–Indonesia Border Monument route. On the other hand, the right side is covered in forest and connects the Telok Melano and Temajuk roads. However, foreign visitors from Temajuk who want to visit Temajuk have difficulty because the Malaysian government does not allow it. Telok Melano takes the sea route to Sematan, but now it is also possible to take the land route, either by vehicle or motorbike. Melano Bay's residences are almost a kilometer away and close to each other. The right side and the other side are covered with forest and connect the Telok Melano and Temajuk roads.

The border area is an area that still often experiences problems such as drug smuggling, smuggling of dangerous chemical goods, and rat trails as a route for illegal practices to endanger human security at the Temajuk border. Another problem found in Temajuk Village is that the power source from the diesel power plant is only available at 16.00–06.00 every day with unstable voltage, up and down this can damage electronic equipment. Meanwhile, mobile phone telecommunication signals are minimal, not functional, and can only be used for calls and SMS, while this is not possible for data signals. This can hinder communication and information for the people in Temajuk Village. More prospective with Malaysian telecommunications facilities because the indication used is stronger.

Through the use of social resources, human resources, natural resources, and technology, it is hoped that youth will be able to develop capabilities to increase potential, prevent and deal with social problems, and develop pioneering values (Elyta, Martoyo, & Herlan, 2021). The pre-implementation stage begins with an inventory of the potential at the border.

Some of the potentials that have been successfully inventoried are Karang Taruna, a forum for fostering the younger generation. Various initiatives or activities are held to improve and develop the creativity, taste, initiative, and work of the younger generation in developing human resources. The main task of Karang Taruna is to work together with the government and other communities to address various social welfare problems, which specifically aim to influence the younger generation by implementing prevention, rehabilitation, and developing the potential of the young age in their environment.

The effectiveness of the role and function of soft power is implemented by applying several treatments to soft power. The activity began with coordinating between the team and the government of Temajuk Village on the Paloh border, Sambas Regency. During the meeting, the group stated that they are trying to empower soft power at the Paloh border in Sambas Regency with the aim of (a) realizing productive and effective soft power in facing border security challenges and (b) strengthening the role and function of soft power. By expanding soft power, the United States has more power in dealing with border security challenges.

Traditional security is concerned with the safety of a particular country, region, or government, whereas human security is concerned with protecting individuals and communities. According to the United Nations in 2012, human security is defined as the ability of people to live in dignity, free from fear, and live in peace. Because the human security situation in Temajuk is being threatened, the government's soft power obligation is needed to protect the border area. Actions commonly called Soft Power influence other parties to achieve goals without using military force (Gomichon, 2013). Apart from the government, NGOs and IGOs are also a form of soft power with high culture sources (Nye, 2004). NGO is a form of soft power that has an essential role in helping to strengthen the threat to human security in Temajuk.

According to the purpose of implementing the human security model, it consists of institutions and stakeholders. Institutions, such as a) local social institutions that grow traditionally in the community; b) local social institutions that grow and are facilitated by the government, both those engaged in the community (Bumdes) and youth (Karang Taruna); c) values and norms, such as local rules, both written and unwritten, which serve as guidelines for social behavior in local community life; and d) local social institutions that grow and are facilitated by the government, both those who are engaged in them. d) Human security network, which is defined as the interaction between institutions that grows and develops in the context of the local community and serves as a source of support for the human security of the local community.

Stakeholders are community leaders from various disciplines, including the community, youth, and tourism. The values of community awareness, togetherness, independence, cooperation, equality, and sustainability are used to implement the human security paradigm. Before starting treatment, local officials were consulted to determine which formal and informal leaders were trained and briefed on



topics such as the concept of human security issues, the role and function of soft power in human security, and the development of strengthening weak capacity as a program for Karang Taruna Batu Bejulang.

Karang Taruna Batu Bejulang is the name of a youth organization in Temajuk Village. Temajuk Village includes activities in several categories such as social, environmental, tourism, and youth as a medium of interaction for young people. The Youth Youth Movement in Social Welfare shows that all program efforts and activities are focused on achieving social welfare for the community, especially for the younger generation.

Temajuk Village Karang Taruna Batu Bejulang is a non-governmental organization whose vision is to prevent and overcome social problems. The Karang Taruna Institute, also known as Karang Taruna Batu Bejulang, was established in 2004 and is chaired by Syamsiar, S.Pd. RT. 14 and RW 5, Temajuk Village, West Kalimantan, address the Camar Burhan Hamlet Youth Organization. According to Abdul Hakim G. Nusantara, non-governmental organizations or Non-Government Organizations can be defined as movements that arise from popular values to increase community knowledge and independence to improve people's welfare (Damara, 2020).

Having a role in assisting the government in protecting against threats to human security, the NGO Karang Taruna has increased tourism in Temajuk. Increasing tourism is an essential matter in improving the regional economy. Therefore, there is progress in economic security. Economic security itself is one of the components of human security threats. Soft power in this NGO has grown small and medium-sized companies by looking for local products for raw materials, improving rural communities' economy, and preserving culture.

With the Sambas Regent's Regulation on Tourism Communities, tourist villages began to appear in Sambas Regency. Temajuk Hamlet was set to become the first Tourism Village in Sambas Regency on August 9, 2021, after the Technical Team for Determining the Tourism Village of Sambas Regency visited the village to analyze indicators that support tourism. Karang Taruna Batu Bejulang is a local institution consisting of tourism stakeholders who care and are responsible for implementing tourism villages. Karang Taruna Batu Bejulang is a non-governmental organization that works to create tourism based on each hamlet's local potential and originality. Karang Taruna Batu Bejulang has proven to have a significant impact on improving the quality of the village attraction program and fostering a sense of belonging among residents towards the progress

of tourism in their village in several communities. As a local institution, Karang Taruna Batu Bejulang can become a social institution that can support economic operations by actively involving the community.

The NGO Karang Taruna Batu Bejulang is a form of soft power that helps in strengthening human security in Temajuk. In addition to advancing the tourism sector in Temajuk, Karang Taruna also plays a role in preserving and protecting the environment and protecting from threats to human security. Karang Taruna, as soft power, emphasizes that there is a role to protect from threats to human security at the border. In addition to facilitating the government's role, Karang Taruna provides benefits to reduce the number of human security in Temajuk.

Karang Taruna Batu Bejulang plays a full role in increasing tourism in Temajuk. Preserving the environment and developing tourism in Temajuk, maintaining its beauty, such as Temajuk Beach, which is already famous for its beautiful water, is one of the good works by the NGO Karang Taruna Batu Bejulang. With the increase in the tourism sector, the economic sector can increase. With this, the economic security component has slightly reduced the threat to human security in Temajuk. Soft power through NGOs influences the development and progress of various economic sectors. Thus, soft power is essential to increase community economic empowerment.

## **2. Soft Power Model Design and Construction Phase to Strengthen Human Security at the Temajuk Border**

### **Design Soft Power Model to Strengthen Human Security at the Temajuk Border**

The community empowerment development process involves three parties, namely the government, the private sector, and community empowerment or NGOs, which can be used to establish and develop cooperation and synergistic relationships between related parties and can also be used to resolve problems that inevitably arise between them. If the border area continues to evolve, the economic prospects will develop, there is a risk of conflict. Conflicts can arise between stakeholders in the same border area and between regions of the same level or higher regional hierarchies. Temajuk Village has soft power for human security, which has been carried out by the Batu Bejulang Youth Organization, together with maintaining ditches, reservoirs, and voluntary road cleaning.

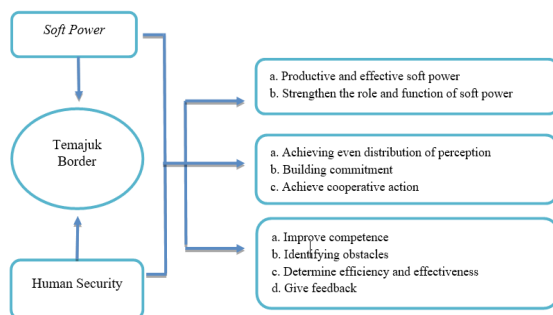
Empowerment programs by helping villages be independent like this can be a generator for regional growth. The development of service centers in the

country's border areas through this can improve the standard of living and capacity of the community. Meanwhile, building and developing infrastructure in the national border area can strengthen intra and inter-regional economic transaction chains. This can create the ability to learn from each other in developing and living together to facilitate coordination among stakeholders in national border areas.

Strategies that can be taken to support such development include (1) Generating national awareness about the many disparities in the country's border areas in Indonesia (the existence of marginal areas); (2) Fostering togetherness among stakeholders for marginal areas of state borders; (3) Accelerating the sustainability of the benefits of developing state border areas, (4) Developing agribusiness and agro-industry innovations in developing areas to create a multiplier effect, (5) Ensuring the availability of basic infrastructure in state border areas, and (6) Ensuring that the products of the state border areas are used as national pride.

### Soft Power Model Construction to Strengthen Human Security at the Temajuk Border

Based on this design, a soft power model can be constructed to strengthen human security at the Temajuk border.



Source: Processed by researcher, 2021

**Figure 1. Soft Power Model Construction to Strengthen Human Security at the Temajuk Border**

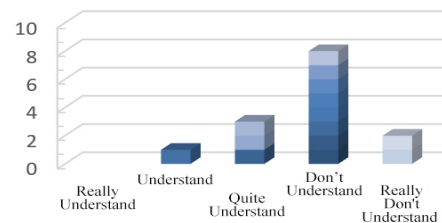
The model shows the synergy of policies and programs as a solution to the weaknesses and limitations so far. This solution contributes to economic growth, increasing competitiveness, empowering regional autonomy, and efforts to overcome poverty and social degradation.

### 3. The Test, Evaluation, and Revision Stage of the Soft Power Model to Strengthen Human Security at the Temajuk Border

#### Pre-Test

The pre-test stage consists of a series of actions aimed at preparing officers, such as regional facilitators, assistants, potential participants, and

the place and field. The pre-test was given to the management of Karang Taruna Batu Bejulung this time. The pre-test was conducted to determine the soft power mastery of the Karang Taruna Batu Bejulung managers who were considered able to improve their roles and functions in enhancing human security in the border area of Temajuk Village.



Source: Processed by researcher, 2021

**Figure 2. Participants' Understanding of Soft Power on the Temajuk Border that Supports Human Security Before Materials are Given (Pre-Test)**

Conversation until the participants understand the material and can communicate it. A facilitator guides participant in field practice exercises or comparative studies. After the participants understand the material well, the facilitator instructs the need to develop a "Soft Power Forum" among the participants, to strengthen the duties and roles of each soft power with the assistance of a mentor. Such support aims to ensure that the planned forum activities proceed without a hitch and assist in the resolution of problems that arise during their implementation. The assistant also acts as a liaison with other parties, especially the private sector,

Potential development in Temajuk Village can be done by improving tourism infrastructures such as public transportation facilities and special tourism. Actions that need to be done include selfie photo spots, nature tour packages, MICE (Meeting, Incentive, Convention, and Exhibition).

In addition, the lack of education and concern from the government is overcome by digitalization (Elyta & Darmawan, 2021). Therefore, tourism development also focuses on education, culture, healing promotion, branding, which is carried out digitally through mass media, YouTube, Instagram, and media 4.0.

Several facilities were then built to maximize this, such as establishing an Informatics Warung located in Maludin Hamlet, RT10/RW04, Temajuk Village; Temajuk Museum; and the Temajuk Tourism Village Bumdes developed through the Batu Bejulung Youth Organization unit. The following is an overview of the available facilities.



Source: Research documentation, 2021

**Figure 3. Informative Warung Under Renovation**



Source: Research documentation, 2021

**Figure 4. Temajuk Museum Under Construction**



Source: Research documentation, 2021

**Figure 5. Facilities in Tourism Villages Built-in Mutual Cooperation**

The improvement and development of these infrastructure facilities can become soft power with great potential for the village, supported through cooperation between investors and the government. This development also needs to be supported by developing tourism awareness groups that are by religious and social norms. Likewise, the role of local communities is to maintain the security and comfort of the area and visitors to feel at home and become the fuel for the village and community development as well as supporting the preservation of nature, the character of the superior ecosystem of the wet tropics, not destroying nature for reasons of the plot. Soft power is adequate and has social capabilities to overcome human security problems in developing

new communities around the application of soft power to achieve a shared vision and mission.

### Post-Test

Three months after the empowerment/debriefing activity was completed, the post-implementation stage was carried out in the form of post-test, monitoring, and evaluation. Monitoring requires extracting information based on specific indicators, which of course, can determine whether ongoing actions are by agreed procedures. Monitoring assesses how well the facilitators and participants understand the provision other than incentives. Monitoring can be interpreted as awareness regarding what you want to know and is one of the post-implementation activities. High-level monitoring is done to make measurements that show movement towards or away from a goal over time. Monitoring operations are mainly focused on the actions being carried out.

The following are the monitoring principles:

- (1) Monitoring must be carried out periodically;
- (2) Monitoring should provide feedback for the organization's program activities;
- (3) Monitoring must be beneficial to both the organization and the users of the product or service;
- (4) Supervision must be able to motivate staff and other resources to excel;
- (5) Supervision must be oriented to the applicable provisions;
- (6) Supervision must be oriented to the applicable provisions.

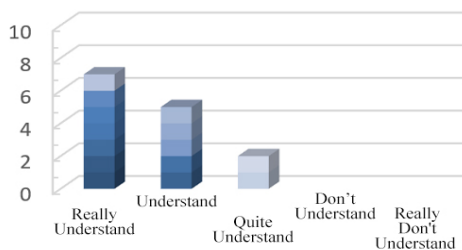
Monitoring is carried out in principle, while activities are carried out to ensure that procedures and results are expected. If deviations or lags are found, they are immediately corrected so that activities can run according to plan. As a result, monitoring data is used as input for the next step.

Evaluation is a set of actions that compares considering plans and standards of inputs, outputs, and results. Evaluation is a process of assessing the effects of monitoring efforts. Evaluation is the process of analyzing the operations of a forum/social institution network to determine whether the forum's objectives have been achieved. The things that become the object of evaluation include the extent to which the activities carried out can achieve the desired goals and results, whether there are obstacles to the activity management mechanism, and whether soft power is becoming more common both in quantity and quality.

The objectives of the evaluation are: (1) determining the level of understanding and mastery of a person on a subject or competency; (2) identifying the obstacles faced in an activity so that an evaluation can be held to solve problems and difficulties encountered in an activity; (3) determine the efficiency and effectiveness of a method, media



and other resources in carrying out our mission; and (4) provide valuable feedback and information for evaluating implementers in resolving current deficiencies, which can be used as a guide for future decision making.



Source: Processed by researcher, 2021

**Figure 6. Participants' Understanding of Soft Power on the Temajuk Border that Supports Human Security After Being Given the Material (Post-Test)**

Based on the post-test results, it is known that as many as seven administrators of the Baju Bejulang Youth Organization are very familiar with the understanding of the soft power of the Temajuk border, which supports human security. Followed by as many as five people who know, two who know enough, and no administrators who don't know or don't know.

## CONCLUSION

Based on the research results, the application of the soft power model can strengthen human security at the Temajuk border. This condition is caused by the application of the soft power model is able to minimize the triggering factors for human security problems in border areas, namely low awareness, low economic level and low participation of community groups. This conclusion was obtained after being analyzed based on the stages passed. First, the investigation stage is carried out by investigating the potential for soft power at the Temajuk border. In this case, the soft power potential found is the use of regional tourism potential driven by local youth groups. Second, the design and construction stage of the soft power model to strengthen human security at the border. The soft power model was formed with the aim of achieving an even distribution of perceptions related to nationalism awareness, building commitment and achieving cooperative action from all stakeholders. Third, the steps of testing, evaluating, and revising the soft power model for strengthening human security at the Temajuk Border are pre-test and post-test. The pre-test serves to determine the understanding and mastery of soft power, while the post-test aims as a means of monitoring and evaluating the results of soft power empowerment activities based on the designed model.

This research has the potential to solve the problem of human security disturbances on border areas. The results of this study indicate a positive trend and have the potential to be applied in other regions in Indonesia. The application of the soft power model in strengthening human security in the Paloh border area of Sambas Regency is very important to effectively protect people who are vulnerable to human security threats. Soft power synergies enhance community capacity to combat smuggling and illegal trade on the front lines while empowering them to manage natural and human resources. Also, references to effective and efficient soft power best practices can be found. In this case, soft power sources at Temajuk border such as good tourism potential to be developed into tourist villages, the existence of Karang Taruna Batu Bejulang, and the possibility of social cooperation in cleaning roads, ditches, and reservoirs, have been analyzed in strengthening human security at the Temajuk border area.

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