



## The Role of Pujakesuma Organization in Include Human Values to Improve Social Justice in Teladan Barat Village

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**Abstract.** *This study explores the role of the Pujakesuma organization in instilling humanitarian values and improving social justice in Teladan Barat Village through the Warung Nusantara program. The community in this area, which is mostly from the lower middle class, faces challenges in meeting basic needs due to inflation and price fluctuations. Through Warung Nusantara, Pujakesuma provides basic necessities at affordable prices, helps the underprivileged and strengthens social solidarity. The research method used is qualitative descriptive, with data collection through observation, interviews, and documentation. The results of the study show that this program not only provides access to basic needs, but also educates the community about caring and solidarity. In addition, Pujakesuma serves as a role model for other organizations in improving social justice. However, the main challenge is gathering members who are willing to contribute voluntarily. This study is expected to provide insights for stakeholders to develop similar initiatives that are more effective.*

**Keywords:** Social Justice, Pujakesuma, Warung Nusantara

### 1. INTRODUCTION

Social justice is one of the main pillars in sustainable community development, serving as a foundation for achieving shared prosperity. In Indonesia, economic inequality and access to resources remain highly relevant issues. In this context, Teladan Barat Village reflects the challenges faced by many communities across the country, where the majority of the population comes from lower-middle class backgrounds. Most people in this area struggle to meet basic needs, and this situation is further exacerbated by inflation and volatile price fluctuations.

Low-income communities are often trapped in a cycle of poverty, making it difficult for them to access everyday necessities at reasonable prices. The inability to meet basic needs such as food, health and education can have far-reaching impacts, both individually and socially. In this context, efforts to improve social justice are essential, and initiatives aimed at helping communities in difficult situations are urgently needed.

One organization that is committed to contributing in this regard is Pujakesuma. This organization has a clear vision in empowering communities through programs based on humanitarian values. One of Pujakesuma's leading initiatives is Warung Nusantara, which aims to provide basic necessities at more affordable prices compared to market prices. Warung Nusantara is not just a place to shop, but also a manifestation of the values of solidarity and mutual cooperation that can strengthen social ties among residents.

The Warung Nusantara program serves as a bridge to provide access to the community, especially those with low incomes, to basic necessities at more affordable prices. Through this initiative, Pujakesuma not only supports the fulfillment of basic needs, but also instills humanitarian values, such as caring and solidarity. This activity is expected to create collective awareness among the community about the importance of helping each other and contributing to the common welfare.

This study aims to explore the role of the Pujakesuma organization in instilling humanitarian values and how the Warung Nusantara program can contribute to improving social justice in Teladan Barat Village. Through an in-depth analysis of the impact of this program, this study aims to understand the extent to which Warung Nusantara is able to provide direct benefits to the community, as well as the challenges that may be faced in its implementation.

In addition, this study also wants to know how Pujakesuma and its programs can be a role model for other organizations in an effort to improve social justice in society. By identifying the best practices implemented by Pujakesuma, it is hoped that it can provide inspiration and guidance for other organizations in designing and implementing programs that are in line with the goal of creating social justice.

This research is expected to not only provide insight into the contribution of Pujakesuma in the local context, but also provide recommendations for stakeholders, including the government and other non-governmental organizations, to develop more effective initiatives in addressing issues of social injustice. Thus, this research will contribute to creating a more holistic and sustainable strategy to improve community welfare, as well as building a more just and prosperous society in Teladan Barat Village and its surroundings.

## **2. RESEARCH METHODS**

The research method used in this study is a descriptive qualitative method. The research was conducted on Jalan Tapian, Teladan Barat Village on September 23, 2023. This approach aims to describe in depth how the role of the Pujakesuma organization in instilling humanitarian values to improve social justice in the environment. Data collection was carried out through direct observation in the field, in-depth interviews with members of the organization and local residents, and documentation of organizational activities. The data obtained were analyzed qualitatively by focusing on understanding the social context and interactions between community members, as well as the impact of organizational activities on the perception of social justice among residents of Teladan Barat Village.

### **3. RESULTS AND DISCUSSION**

#### **The Role of the Puja Kesuma Organization in Instilling Human Values**

The Pujakesuma organization is an organization that has been registered with the Ministry of Law and Human Rights. Pujakesuma is an abbreviation of Putra/i Jawa Lahir Sumatera which was founded by people who live in Medan, North Sumatra. This organization was established on July 10, 1980. The initial formation of this organization was because of the many migrants from Java who lived and settled in Sumatra, especially North Sumatra. Then to unite the Javanese people in Sumatra, this organization was formed. The motivation for establishing the Pujakesuma organization, especially for daughters/women, aims to improve the dignity of Javanese daughters and increase the potential of Javanese people, strengthen the relationship between Javanese people in North Sumatra and to maintain Javanese culture. The main goal of Pujakesuma is to preserve the ancestral culture that originated from Java in Sumatra, especially in their place of residence so that it does not simply disappear (Sitanggang & Tanjung, 1994).

In carrying out its role properly, this organization has a management structure so that the program can be managed and run well. The structure starts from the Supervisor, DPP (Central Board of Directors), DPW (Regional Board of Directors, and DPD (Regional/District/City Board of Directors), and DPC (Branch/Sub-district Board of Directors). The location chosen by the researcher in this study is under the auspices of the DPC.

The Pujakesuma organization in the exemplary western sub-district is a form of activity filled by mothers or referred to as Pujakesuma Women/Princesses . So that the activities or programs carried out between men and women are not mixed up. One of the Puja Kesuma organization programs run by women/girls is to establish a cheap grocery store called Waroeng Nusantara. Warung Nusantara is a form of program that sells groceries at slightly cheaper prices to the surrounding community with the aim of helping to reduce the costs that must be incurred when shopping for basic necessities. Some of the items sold are such as rice, sugar, oil, and several other basic necessities.

The capital or funds obtained to start this program are by using the system from us, by us, and for us. Funds were initially collected not from outside the organization or assistance from an institution or institution, but were obtained from donations and willingness from members of the organization which were then used as initial capital. The money obtained then circulates so that programs such as this cheap grocery store can continue to run.

Pancasila is considered something sacred that every citizen must memorize and obey all the contents of the Pancasila (Ummah et al., 2023). Pancasila is the philosophical basis and ideology of the state which is expected to be the outlook on life of the Indonesian nation as a unifier (Dewi et al., 2023,) In the context of cultural diversity, Indonesian unity is that society can live in unity with various diverse cultures (Ummah et al., 2023). The values of Pancasila contained in the Warung Nusantara Program are, such as the value of unity which aims to unite Javanese women and direct them to have good knowledge and empathy.

Human values are also reflected through this program. Just and civilized human values essentially provide an understanding of humans as social beings (Ummah et al., 2023). Just and civilized human values can be interpreted as an awareness of moral attitudes and human behavior based on the potential of human conscience in relation to norms and culture (Asriari et al., 2022). Some forms of implementation of human values reflected through the existence of programs from the Pujakesuma organization are:

#### 1. Forms of Community Economic Empowerment

Through the cheap stall program or also called the Nusantara stall, of course it provides access to the general public to the less fortunate in the economy can get basic necessities at a slightly cheaper price compared to the basic necessities sold in general. The program run by the pujakesuma organization then creates a sense of mutual help and concern among fellow citizens.

#### 2. Strengthening Social Solidarity

Through this cheap basic food program, the organization can build solidarity relations among community members, especially those who are Javanese. It can be seen how the capital or funds obtained to form this Nusantara stall program, namely starting from the contribution of each individual made through donations as a form of strong values of togetherness and concern for fellow human beings.

#### 3. Education and Humanitarian Awareness

Warung Nusantara program that sells cheap basic necessities. The cheap basic necessities program also functions as a form of education and role model for other people and organizations to other communities to care about social and humanitarian issues. This organization can then also form members of society who are sensitive and responsible for the problems around them.

The challenge experienced in implementing and running this program is in gathering members who are willing and sincere to help make the cheap basic food program a success.

### **Puja Kesuma Organization's Efforts to Increase Justice Values**

The Puja Kesuma organization, which is an abbreviation of Putra/i Jawa Lahir Sumatera, has shown significant efforts in improving the value of justice through its various programs and activities. This organization, which was established on July 10, 1980 in Medan, North Sumatra, was initially formed to unite Javanese migrants who settled in Sumatra. One of the main motivations for establishing this organization, especially for women, was to improve the dignity of Javanese daughters, develop the potential of Javanese people, strengthen friendships, and preserve Javanese culture in the land of migration.

Puja Kesuma has a well-organized organizational structure, starting from the central level (DPP) to the branch level (DPC) in the sub-district. This study focuses on organizational activities at the DPC level, especially in Teladan Barat Village. In this location, organizational activities are mainly filled by mothers or those referred to as Pujakesuma Women/Daughters, with programs specifically designed for women.

One of the main initiatives that reflects Puja Kesuma's efforts in increasing the value of justice is the Warung Nusantara program. This program is a form of cheap grocery stalls that aims to help ease the economic burden of the community, especially those who are less fortunate. Warung Nusantara sells basic necessities such as rice, sugar, oil, and various other basic necessities at prices that are more affordable than the general market price.

What is interesting about the Warung Nusantara program is its funding system which uses the principle of "from us, by us, and for us". The initial capital was collected from voluntary donations from members of the organization, not from external assistance or other institutions. This reflects the spirit of mutual cooperation and strong togetherness among Puja Kesuma members. This system also shows that efforts to improve justice can start from the initiative and internal concern of the community itself, without always having to rely on external assistance.

The Warung Nusantara program has several important roles in efforts to increase the value of justice:

1. First, this program serves as a form of community economic empowerment. By providing access to cheap basic necessities, Puja Kesuma helps ease the economic burden on the community, especially for those who are less fortunate. This is a real step in realizing economic justice, where every member of society has a better opportunity to meet their basic needs.

2. Second, this program plays a role in strengthening social solidarity. Through Warung Nusantara, Puja Kesuma builds and strengthens solidarity relations among community members, especially those of Javanese descent. The process of collecting funds through voluntary donations from members of the organization shows the existence of strong values of togetherness and concern for others. This not only creates a sense of mutual assistance, but also fosters concern among community members.
3. Third, the Warung Nusantara program also serves as a means of education and increasing humanitarian awareness. This program is a real example of how an organization can play a role in addressing social and humanitarian issues. By running this program, Puja Kesuma not only provides practical assistance, but also educates the community about the importance of social awareness and shared responsibility. This program is a role model for individuals, organizations, and other communities to care more about social and humanitarian issues around them.

No less important aspect, Puja Kesuma's efforts in increasing the value of justice through the Warung Nusantara program are also in line with the values of Pancasila, especially the value of unity. This program not only aims to meet economic needs, but also to unite Javanese women and direct them to have good knowledge and empathy. Thus, this program not only has an impact on the economic aspect, but also on the social and cultural aspects.

If we look deeper, the efforts of the Puja Kesuma Organization in increasing the value of justice are reflected through the multidimensional Warung Nusantara program. This program not only focuses on the economic aspect by providing cheap basic necessities, but also strengthens social solidarity, increases humanitarian awareness, and encourages active community participation in addressing social issues. Through this holistic approach, Puja Kesuma has shown how a community organization can play an important role in realizing social and economic justice at the grassroots level, while still maintaining and strengthening their cultural identity as descendants of Java in the land of Sumatra.

#### **4. CONCLUSION**

The conclusion of this study highlights the important role of the Puja Kesuma organization in instilling humanitarian values through various social programs, especially the "Warung Nusantara" program. This organization not only aims to strengthen the Javanese cultural identity in North Sumatra, but also runs programs that contribute to the economic empowerment of the community. Through the cheap basic food program, Puja Kesuma not

only lightens the burden on the community in meeting basic needs, but also strengthens social solidarity among its members. This program demonstrates the values of togetherness, empathy, and concern, where the initial capital was obtained from voluntary donations from members, creating a sustainable system to help the underprivileged. In addition, this program is a model of social education that can be emulated by other organizations , encouraging concern for humanitarian issues and strengthening a sense of social responsibility. However, the biggest challenge faced is gathering members who are willing to contribute sincerely to run the program.

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