

LOCAL HERITAGE VALUES TO COPE WITH ASIA FUTURE SHOCK IN 2020

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A cultural and population changes have a biggest influence, the older Asian population, India became the second most influential country after the United States, the high investment costs, the lack of competence and competitiveness of Indonesian human resources as the second largest country after India resulted in the ASIA business situation and required Indonesia changed to become a country that counts in ASIA through the development of mindset and character based on local wisdom owned. The implementation of characteristic sharing organizational culture based on Pancasila philosophy and research based on local wisdom "sareundeuk saigel sabobot saphanean, silih asih silih asuh silih, simbeuh at sunda with symbol of culture grandeur of kingdom Sumedang become base to change mindset and improve competence of competitiveness Indonesia facing ASIA future shock 2020. The methodology using a literature study review and research is descriptive of local wisdom as a local cultural collaboration received by both internal and external environments and its findings are recommended to decision-makers for practical action in solving problem Characteristics of sharing organizational culture implemented in the economic, cultural, social sector is the mindset to establish relationships with business actors through the use of culture, chinese trade, using the number of workers of low-educated classes, local raw materials, gender and anti-monopoly attitude through equal dimensions value harmonious, loyal, work together, survive and high spirit.

Keywords: Collaboration and Sharing

1. INTRODUCTION

A population is an unavoidable problem, the impacts of population become a problems and progress for life and nation in many countries in Asia, Indonesia as a largest country after India. A big influence of cultural and population changes on ASIA business is caused by "The Asian population is getting older, India become second most influential country after United States, Singapore as a new Swiss state, Vietnam Economy become better (Economy Reformation). Indonesia is not really important in business with a larger female population than men in the business sector eroded the kinship principle of getting smaller and increasing divorce in ASIA countries (Backham, 2008). Indonesian in facing the impact of the current and future value-shift has characteristics of sharing organizational culture as a counterweight as well as the future tools and foundations that harmonize leads from the Pancasila as philosophy, local wisdom become character of the Indonesian to face Indonesia Culture Future Shock. Based on the above conditions, Indonesia must change its pursuit to become a Important country in ASIA by building character through local wisdom as a large and big country.

A cooperation process whicg is doing by the parties agreed on the basis of the principle of mutual respect, cooperation, trust, and give benefit and *silih asah, silih asih and silih asuh* (Permenhut, 2014) to declare an action, experience, or other dynamic understanding. Therefore , the phenomenonally accelerated community of understanding to access the environment for partial change attained the progress of spectacular civilization about mindset. Journal of Social Welfare Research and Development 2007.

The efforts of the Indonesian nation by improving the capability and human resources (HR) to face Asia Future Shock 2020 is build a characteristic of organizational culture value that will affect to worker passion and the way the employees behave based on the philosophy of Pancasila and the results of research is to build characters by local wisdom at *Sunda Culture*; such as "*sareundeuk saigel sabobot sapihanean, silih asah silih asih silih asuh, silih simbeuh*" is meant by Sharing (Sharing). (Mulyaningsih, 2015) to increase human resources competence in 2020.

The Implementation of development (Reconstruction) values in characteristics culture by local wisdom is the view of life and science as well as various life strategies that manifest activities conducted by local communities in answering various problems in the fulfillment Indonesian Society needs through a process of cultural transformation is a cultural inheritance from one generation to another is the authority and responsibility between the government and local communities in managing natural resources must be implemented in state policy, in implementing economic policies based on mutual cooperation and kinship as a form of local wisdom in the sectors, politics, economy, social , culture, and education (Mulyaningsih, 2017)

In economic growth with financial enhancement, to keep values that adopted by society from various risks that threaten the life of nation and state and human development, which ensures the availability of good worker and have quality to face 21st century as an effort to lead the improvement of competence HR to boost the fundamentals of Indonesia's economic resilience based on kinship and the existence of SME environment in Indonesian nation today.

Table 1. Characteristics of Organization Culture Sharing In Improving the Competence of SME Human Resources

Result	Field	Characteristics of Sharing Culture			
		Indicator	Indicator	Indicator	Indicator
Transformation characteristics of sharing organizational culture, Organizational Climate, and Empowerment on Motivation in Achieving Community Participation in Organizations (Case Study of Ciapus Village, Banjaran Sub district) (Mulyaningsih, 2017)	Economy	High Spirit Together	Support	human Resources empowering	High Correlation Value
	Social Culture	Harmonious	Conflict	Opportunity empowering	The lowest motivation for participation.
Transforming Organizational Culture Planning to Educational Management to realize Effectiveness of Cultural Sharing In Education Environment (Survey of national junior high school In West Java)	education	Loyal to implement a program planning	Work together to make program planning	Harmonious to take money	a. implementation program b. program planning and budgeting c. transparent report

Characteristics of organizational culture "sharing" is a strategic characteristic from characteristics organizational culture of Indonesian SME HR as a tool to support the implementation of development progress through measurable ability to have the capacity of organized entrepreneurship for the SMEs behavior by employees work and owner behavior are varies according to the state and depends on to perception of company culture and their practice formed from the collaborative encounter between modern paradigms, transformational paradigms and liberal paradigms thus Forming " attitude patterns, beliefs, assumptions and expectations that may not be recorded, but forming a way how people act and interact within the organization and support how things are done "(Armstrong 1995) based on the principle commitment of think globally act locally. Mulyaningsih, Meijo Japan, 2015.

The participation of women, both as producers or laborers in this effort is very high. Division of tasks by sex, age and position are also strict "the greater of production scale will be a greater the involvement of men". That is happen by various ways such as the application of new technologies, heirs, and socialization. It revolves around policy issues that can support a fair market, free from monopoly, and opening. The small entrepreneurs have many options to bind themselves to one or many exporters. Exploitation is made possible by a high degree of dependence, both in the fulfillment of raw materials and marketing product.

2. LITERATURE REVIEW

2.1 Use of Local Wisdom Sharing Culture In Indonesia

The existence of population problem and economy that produces the movement of living and eating system in Asian people, especially big country in ASIA are China, India, Korea, Singapore, Thailand, Vietnam and Malaysia. Can motivate the Effectiveness of Cultural Use Sharing In Indonesia. The shift in the pattern of the surviving members of regional communities is an indicator of impending shock against mindset, ways of thinking, feeling and reacting based on the environment and the condition of the demands of the behavior of members together embraced and accepted by the organization to act and solve problems, adapt and unite the members of the organization through a shift in values, norms and cultural rules significantly (mean) the impact of the shock towards the life of the nation. Thus the demand for quality human resources as the acquisition of skills in the mastery of science and knowledge (acquired advantage) are expected to contribute to national development continuity.

Hope it will be achieved when supported by qualified human resources owned by every nation with quality improvement (quality improvement) into a new paradigm of the future just might be missed by the quality of human resources and professional integrity. Globalization, democratization, science and technology, environment and human rights (HAM) and the issue of large-scale migration, especially in ASIA coloring of the condition of Indonesian human resources in the future (future).

Companies are important in Asia in the future will be controlled by a trust-trust deeds. Indonesia will run out of oil with a sense of regret given the many opportunities that have been wasted in a few decades earlier. The low level of wages in Indonesia due to corruption so that Indonesia be an expensive place to do business. Indonesia's economy is less important when compared to other economies in the world, once Indonesia attractive to foreign investors. Now investors to invest in Indonesia country if they feel forced to be given the attractiveness of investing is gone. Indonesia's position among the world's economy is already three-quarters of slump which means that most of the Indonesian economy actually lost relative. Terrorism, natural disasters and man-made disasters all started to erode confidence in the future of Indonesia. The biggest challenge that will be faced by Indonesia in the future is a drawback foreign investors-those who really want to be part of a dynamic economy and continues to grow by building new assets, not investors who only buy assets cheap in Indonesia already exist then sold by them coming out of Indonesia. (Bacham, 2008).

High economic growth in China and India as well as the extraordinary success of India in the field of IT and outsourcing of processing back office, the problem of poverty in Asia remain very real, and the influence of population growth and urbanization in Asia will be seen in the Table 2.

Table 2 Population Growth and Urbanization for Some Asian Countries Economic Population:

Economics	Total Population (million)		Urban Population (million)	
	2000	2020	2000	2020
Indonesia	224,1	287,9	91,9	168,2
Jepang	126,9	124,1	99,9	102,5
Korea Selatan	47,3	51,5	38,7	46 , 0
Malaysia	23,3	34,4	13,4	23 , 6
Filipina	79,7	111,3	46,7	79 , 5
Thailand	62,4	71,9	12,4	19 , 2
Vietnam	78,5	99,9	18,9	34 , 7

Source: Asia Future Shock, 2008,

Based on Table population growth and urbanization in some Asian countries over the of course result in a shift in various sectors of business, culture, population, and urbanization in Asia be a significant driver for the State Indonesia that far behind when compared with other countries in Asia. Population and urbanization will thus potentially financially and culture shock that will determine how the condition of Indonesia to (future). (Bacham;2008) Backham, Michael, 2008 "Asia Future Shock" Penerjemah Meda Satrio,PT Cahaya Insan Suci, Jakarta And the role of culture is very important. Culture

is a sharing systems for symbols, believes, acts, values and norms to behave. Bovee Courtland L dan Thill John V, (2013) komunikasi Bisnis, no ISBN 9790623984

The results of research studies of organizational culture in some circles of Indonesia that has been done before there is a characteristic of the cultural values of the organization as an identity that has been applied by Indonesia since the first which includes, among others: in the bureaucracy, students and the wider community (Village officials until the Company). Ways of thinking, feeling and reacting them have been based on certain patterns, the system believed and values developed by the organization guide the behavior of members, and a common perception held by members, archetypal received by the organization to act and solve problems, form the employee is able to adapt to the environment and to unite the members of the organization.

The presence of the characteristics of culture in Indonesia is the characteristic value of organizational culture that will affect the way work is done and how employees behave. For it to be taught to new members, including members as the correct way to assess, think and feel the problems encountered.

Based on the above ideas, the concept of the characteristics of organizational culture applied in Indonesia is not only through the ways above only but there is a manner consistent with the concept of thinking is rooted in philosophy and local wisdom as the identity of the Indonesian nation in attitude and nation that is the way "SHARE" as a support for the Indonesian people to live in the face of Shock 2020 ASIA future ahead. The extent of the population, which resulted in a shift in the pattern of economic life, eating habits, especially among members of the public ASIA major countries in the continent ASIA like; China, India, Korea, Singapore and even Thailand, Vietnam and Malaysia (Bacham;2008) which clearly will have an impact on society of these countries, especially Indonesia.

Human resources should be thought together towards a change of attitude and outlook as a nation interactive consequences of man as an individual in relation to the national community regionally and internationally. Cultural Characteristics strategic HR organization owned by Indonesia should be able as a tool to support the implementation of development progress through the skills measured by the capacity of organized entrepreneurship that makes HR Indonesia as a 'model of sharing' (sharing) and agent of change (Agents of Change) of reconstruction values values contained in Pancasila as the noble values of the positive character of the Indonesian nation through the results of research studies on level Sunda namely; "*sarendek saigeul sabobot sapihanean, silih asah silih asih silih asuh, silih simbeuh* and identity, Involvement; participate actively, consistency is to run mission; *keserampakan* work, the level of creativity. Sharing is a behavior, concepts, ideas and ways of containing the following meanings: "share" (English: sharing) are jointly use of resources or space. In the narrow sense refers to the use of either a merger or an inherently limited alternatives, we can observe the effect of human activity naturally.

With that in mind sharing a good attitude or action that had been found among the Indonesian community organizations, including the smallest membership Indonesian society is the family. Characteristics of the organizational culture of Indonesian human resources is a tool for experts educators or concerned with the education, planning the development of human resources as well as entrepreneurs in order to take the right decision in the policy of HR management to consistently exploit the potential of human resources in the pattern of establishing the philosophy counteract the problems facing the nation, especially in the face ASIAN Future Shock 2020 to approach culture as a basic understanding of human character building commitment to the principle of think globally act locally as the nation's image as a continuous and sustained improvement of the quality of the nation's direction in national policy circles. Human resources should be thought together towards a change of attitude and interactive view of the nation as a consequence of man as an individual in relation to the national community regionally and internationally. Strategically Characteristics of Culture organization owned by Indonesian human resources capable of as a tool to support the implementation of development progress through the skills measured by the capacity of organized entrepreneurship that makes.

The quality of an education cannot be separated from the various factors that support the achievement of a good education including the existence of biased policy of government regulation that can be applied in the educational environment as a public institution. The problem of education in Indonesian society today is the high level of inefficiency. The purpose of this study is to examine the phenomenon of the problem of implementation of organizational culture transformation of the school management to realize the effectiveness of the use of sharing culture in the education environment. The object of this study the Head of Administration at State Junior High School in West Java, with a sample of 135 people using descriptive research methods and verificative through path analysis

techniques (Path). The result of the research on the influence the policy planning on school management is higher than the effect of organizational culture transformation on school management, and the effect of organizational culture transformation on school management to realize the effectiveness of the use of culture sharing is simultaneously significant. Thus, in this research, the transformation of organizational culture planning must be the main priority to realizing the effectiveness of the use of sharing culture, it is necessary that the value of noble for education in Indonesia effectiveness in the use of funds issued by the Government, should be the transformation of culture sharing the same noble values - with mutual assistance in planning activities and school budgets that have been prepared that refer to the vision and mission, are equally in harmony to account for the expenditure of education funds *in the form of reports in a transparent manner, equally faithful to carry out planned activities and report any funds issued transparently* (Mulyaningsih, 2017).

The development of IT in the era of globalization at this time greatly influences the life of Indonesia society which causes the fundamental values of the Indonesian nation almost eroded in everyday life, thus making organizational culture and behavior both provide a strong and significant influence on community effectivity should be a main concern not only to the officials, to make the community effectivity run optimally. With the influence of globalization which is very fast without any limits makes human resources owned by Indonesia become instant and always looking for an easy though expensive ways with the results not too good and things which look cheap. Those conditions often produce output with a very low yield, resulting in performance that is not competitive. The condition of the Indonesian Society is no longer easy to compete in the 21st century regionally and internationally, therefore it needs a strong booster through the transformation of added value of sharing culture which has happened to the new fundamental values adopted from the current globalization, so it can be set as a mindset and how to behave as a nation of Indonesia.

This encourages the effort to realign the values of organizational culture adopted by the Indonesian nation that Sharing as the result of straightening (Rebounding) as a collaboration. The methodology used the study and literature studies of several research results and various studies then described towards local wisdom that is still embraced today as a collaboration of local culture understanding accepted in the internal environment with a culture that is received externally towards the fundamental social problems, thus the findings could be recommended to the decision maker to act practically to solve problems to create a construct from a few culture sharing organizations in the research field or share impact from the globalization effect that is less supportive towards the characteristics of organizational culture in Indonesia.

Transformation of Rebounding features Sharing which is the effort of straightening the behavior of the society component that could implement organizational culture sharing which is by attitudes, norms and regulations nationally or internationally makes it a must for professional Human Resources (HR) to be implemented which is based on a framework of knowledge, framework of expertise and the value framework which are the values of working together harmoniously, equally high fighting spirit, mutual survival, mutual cooperation can be transformed to build a new level of indulged form of empowering behavior of human resources who have the level of values, integrity, professional and Indonesian nation profile to improve Competence of human resources in national development in the 21st century.

In the economic development with financial enhancement, the care of the values embraced by the public from various risks that threatens the existence of being a nation and country and also human development, which ensures the availability of quality workforce to achieve conditions in the 21st century as an effort to improve human resources to boost Indonesia's economic fundamentals based on kinship and SME environment in the life of the nation today.

Table 3. The Organization Sharing Cultural Characterising as a Result of Rebounding Local Wisdom Values in Increasing the HR Competence in Indonesia in the 21st Century

Transformation	Silih Simbeuh		Silih Asah Silih Asih Silih Asuh			Study Result of the Young Generations		Study Result of Implication of Ethic Values
	Sharing Characteristic Value	Attitude and Way of Thinking	Sharing Characteristic Value	Attitude and Way of Thinking	Sharing Characteristic Value	Attitude and Way of Thinking	Sharing Characteristic Value	
Economic	Equally harmonious and working together	having a relationship with safety and with other workers	equally faithful and enduring, equally faithful	The amount of workers from the lower education group and the abundant natural resources, relation between subcontractors	Equally faithful	Working according to the job	Equally faithful and having high spirits	Giving quality service, increasing production capacity and looking for resources
Culture	Equally faithful and persevering	Using the Chinese trading culture	Equally having a high fighting spirit	The gender towards the production scale in the involvement of men	Equally having a high fighting spirit	Organization culture with dimension; involvement		
Social	Equally having a high fighting spirit	The relation between the Labors with the source of investment and resources supplier	Equally harmonious and working together	An anti-monopoly act	Working together, equally persevering	Doing adaptability; the capability of the member to suit the program of the senator	Equally harmonious and faithful	the cultural organization aspect gives influence towards the organization
Politic							Both harmonious and working together	The boss' attitude is hoped to be able to minimize the gap
Education							Both faithful, harmonious, have a high fighting spirit	The implementation of strategy of work by planning strategies in using the natural resources

Source: Mulyaningsih (2017)

Cultural shift gives impact on human source development problems in the organization as well as in the village in accordance to face global competition, thus human resources with good quality and local-based professionals in Indonesia are required. Organizational culture sharing characteristic transformation, climate, and empowerment are as efforts of facilitating local society process to motivate them for participation in accordance to improve thinking ability, logic, complex, dynamic, and contextual thinking.

The result of this research shows that the characteristic of harmonious cultural sharing, supportive climate, and source empowerment have the highest correlation value on participation process with high achievement motivation while the characteristic of mutual organizational culture sharing morale, conflict climate, and opportunity empowerment have the lowest value on motivation participation.

The findings require participation activity to develop organizational culture sharing morale with less conflict gives opportunity to fulfill power needs (reward) and harmonious organizational culture share should be developed with the sources through a clear achievement participation process for the village apparatuses, village figures, and the youth of Ciapus village in Banjaran District in Bandung Regency. ISCoGI 2017, the process of natural resources with corporation process based on the mutual respect, cooperation, trust, benefit, grasp and love each other. Permenhut P.19 tahun 2104.

2.2 Local Wisdom Sharing Culture as the foundation of SME Human Resources Competency In Indonesia

The results of this study can be proposed as a consideration for making related policies with the application of ethical *kabaheulaan* values organizational culture then the government should provide full support and perform various types of communication patterns within socialization to apply policies related to organizational culture in terms of HR performance in the Organization;

- a. The human resources competency to support socially in the form of the noble Value are both harmonious and Faithful through aspects of organizational culture in an organization will directly give influence to organizational performance in the form of passion and motivation to work.
- b. Competence of human resources that support politics in the form of noble Value mutual working together and being faithful with the attitude of the Leader is expected to minimize the gap to create a comfortable and conducive working atmosphere. Characteristics of support from management and characteristics of communication patterns through the embodiment of a two-way communication form with morning coffee, subordinate movements, control and motivation, as well as minimizing the problem, in order to classify the problems encountered within adaptation.
- c. Human resource competencies that support the Economy in the form of Noble Value are equally loyal and have high spirits through managing these sites, providing quality service, improving production capacity and looking for resources to earn profit that needs attention and enhanced as a tool to meet the demands and needs of regional development there needs to be a structural approach in terms of the authority to provide that good service and coordination in terms of management of cultural assets as regional excellence so it can be used as a selling point for the government to increase PAD and approach style of leadership from the boss to the bottom that provides opportunities to subordinates to be able to express opinions to meet development needs. (Mulyaningsih, 2017).

Implementation the paradigm of thinking characteristic of organizational culture in the act for Human Resource SMEs in Indonesia in the future through the characteristics of sharing (Sharing) awakens from the framework as follows: Small Business Resource Library Imagination in SMEs have different characteristics and fate in the social arena, that not all small businesses "miserable" and not all of them anyway could not be capitalism. Clarity of election might help focus efforts to the defense of the factions on the edge of the socio-economic map. Framework as Paradigm Characteristics of Organizational Culture "Sharing" Behavior of SMEs human resources in Indonesia.

Through the implementation of behavioral competencies of HR SMEs improve their competitive advantage in *silih simbeuh* SMEs penance; Desperate for money, with the ability to establish a relationship with a "safety net" and other businesses that are willing "rivalled" The pattern of social relations and production which are built into informal relationships provides a guarantee socio-economic for the workers, the use of Cultures Chinese trade by utilizing the combined purchase for save costs, take advantage of cooperative trustworthy, combining many small orders; saving labor and time; looking for detailed information on market conditions; and combinations of suppliers and the growth of demand for fast-food in the cities, in anticipation of declining employment in the agricultural sector and subsector need other small.

Based on the BPS period 1970-1990 on the increase of ethos in Sumedang historical competition with the Indonesian population especially with the Sarekat Dagang Islam. removal by certain groups or companies better. Chinese trade culture by utilizing combined purchases. This method is by combining many small orders so that it becomes large so as to save costs; utilizing a reliable Chinese merchant cooperative; job and time savings; seeking complete information on market conditions; and

the possibility of counteracting price increases with merges of suppliers and intermediaries in Indonesian history suggested may add to the understanding of the economic network that led producers and consumers and their problems (Dutch translation of *De Distribueerende Tusschenhandel der Chineezzen op Java*. 1952). is a society that values the assertiveness and acquisition of money and material things. Conversely the feminine emphasizes friendship, showing sensitivity and sensitivity to the welfare of others or relating to the quality of life, not quantity. Climate organization` Opinions above the culture of the organization further highlight the characteristics of value angles, philosophy and rules that measurements are difficult to measure. Therefore, research should be able to measure from every cultural characteristic. Understanding of the organization in achieving its goals can not be separated from the concept of behavior. Thus, every behavior is closely related to an attitude based on intentions that are driven from within itself as well as coming from outside of oneself.

Relationships entrepreneurs with capital sources and suppliers of raw materials are often personalized in mutual relations bail profitable, Sharpening reparation, Foster; monopolist raw material supply, and vacancy information into a knot important export markets are spread, how power and control exercised by the subordination (the principal) to subordinate (subkotraktor) which creates a labor-employer relations format informal, *Silih Asah Silih Asih silih asuh* Foster; "The larger the scale of production, the greater the involvement of men". this occurs through a variety of ways, including through the application of new technologies, the heir, and socialization, Sharpening Reparation. Reparation Foster; as a monopolist particular raw material supply, and vacancy information into a knot important export markets are spreading.

Levels of structural policies that could erode the relations of exploitation and protect the small industry of distorted market, Indonesian excellence that determine the competitiveness of its industry in the global market is the large number of workers from the class of poorly educated and abundant raw materials, Global Trade, The exploitation risks a small industries facing will be greater when the downstream trade chain in the international market through exports.

These risks arise as a problem because of several factors: those are government policies that give privileges to certain parties, the strength of the mafia trade network, the ownership information resources and capital by the exploiters, the ownership of political resources in the form of collusive relations of certain parties by government and small industry dependence on intermediary traders from principals (Owner) to subcontractors. from the depiction is revealed how a power and control performed by the superordinate (subordinate) to subordinate (subcontractors) that creates the format of informal laborer-employer relations even though no agreement explicitly bind them.

These risks arise as a problem because of several factors, namely: government policy that grants privileges to certain parties, powerful mafia networks trafficking, possession of information resources and capital by the exploiters, the ownership of political resources in the form of relationship collusive particular party and the government, and dependence on a small industry to middlemen.

Makloon term used to denote a partnership between two or more business units in subcontracting production activities or sometimes used to refer to the subcontractor. Relationship-chartering-work agreement. to create a specific work for another. Relations between subcontractors with workers. is labor-employer (*dunungan*). It is part of a collection of calm writings of Asian market culture that seeks to see the link between entrepreneurship, the market morality of capitalism and the socio-cultural context in which it operates. Javanese traditional market is dominated by women. Women are active in the public sphere while meeting the guidelines of traditional gender norms. When discussing the resilience of small businesses and their possible contributions to national economic development and economic empowerment (women), small businesses are small businesses that can exploit their workers; which is proven to be able to flourish.

The growing demand for ready-to-eat food in the cities, makes it easier to market as the development of rural to urban transportation, the decline in employment opportunities in the agricultural sector and other small subsectors, and the absence of competition with large businesses in products the same one

In general, the biggest problem faced is limited capital and difficult of marketing. The strategy of ISK development by clustering approach or concentration of small companies groups in a particular place. The small entrepreneurs have many options to bind themselves to one of many exporters. Exploitation is possible by a high degree of dependence, both in the fulfillment of raw materials and marketing product. Rural micro (micro) in Village should attention about structural issues, such as the pattern of relationships between actors that have related to renovation effort. a Small entrepreneurs to accumulate capital that generally is hard to develop a business development, important to be mapped.

This is a mapping of one form of exploitative relationships, in the form of centralization of renewable business markets, both in the intake chain, and in marketing of goods.

The SME marketing of fast food food management is an emerging SME as an alternative to the change of economic actors from agricultural farmers to become SME producers of ready-to-eat foods as well as in Sumedang district as a result of some phenomenon of economic actors caused by the narrowness of agricultural cultivation land.

A common feature of the small food processing industry is a family business (household). The effect of this feature on the one side is a division of labor and time management and resources are flexible. Labor-intensive production, low salary, cheap raw materials, low-quality and non-durable products, coupled with high demand and the absence of competition with large businesses jointly maintain the viability of the food industry. Without interference from outside parties, this situation will be bad, marketing assistance, loans, training, and technical assistance, as well as management considering the potential of SMEs in Sumedang region.

3. METHODOLOGY

The methodology using a literature study review and research is descriptive of local wisdom as a local cultural collaboration received by both internal and external environments and its findings are recommended to decision-makers for practical action in solving problems. Thematic learning is a learning model that combines several subjects into a theme. The chosen theme should not be too broad, but it can easily be used to integrate many subjects, it can accommodate most of the student's interests so that the learning outcomes can be achieved optimally and consider the authentic events that occur within the learning span.

4. RESULT AND DISCUSION

The results of various literatures, studies, and several research of reconstruction, rebounding and transformation of the sharing characteristics sector, political, economic, social, cultural and educational life are shown in the Table 4.

Table 4. Result

Result	Field	characteristics of sharing culture			
		Indicator	Indicator	Indicator	Indicator
Transformation characteristics of sharing organizational cultur, Organizational Climate, and Empowerment on Motivation in Achieving Community Participation in Organizations (Case Study of Ciapus Village, Banjaran Subdistrict)	Economy	High Spirit Together	Support	human Resources empowering	High Corelation Value
	Social	Harmonious			
	Culture	High Gool	Conflik	Opportunity empowering	the lowest motivation for participation
Transforming Organizational Culture Planning to Educational Management to realize Effectiveness of Cultural Sharing In Education Environment (Survey of national junior high school In West Java)	education	Loyal to implement a program planning	Work together to make program planning	Harmonious to take money	a.implementatio n program b. program planning and budgeting c. transarent report

A good performance of the Small Standards Industry is not only determined by a strong internal business network between fellow entrepreneurs within the center but also influenced by external networks. A Conducive socio-cultural environment is also one of the preconditions for the establishment of a successful center because it greatly influences social relationships between entrepreneurs and entrepreneurs with traders. The economy becomes bigger and more difficult to control.

The currency fluctuation, the raw material trade chain, and many more variables those are beyond the reach of small entrepreneurs, are lined up as a set of risks as well as possible profits. Lightly, it is

a about policy issues that can support a fair market, free from monopoly, and open (culture) as the attitude of adoption of Chinese trade culture as SMEs market in Sumedang District which is a way of cooperation between SMEs based on the characteristics of organizational culture *sarendek saigeul sabobot sapihanean, silih simbeuh* in terms of marketing of SMEs economy results obtained from guidelines adopted by the Sumedang community based on the characteristics of community culture and bureaucrats behavior in Sumedang district as a basis for behaving in various areas including conducting economic sector in the environment of SMEs in Sumedang district.

Fast Food Marketing is a most commonly found in Indonesia, especially in west java. fast food business is a new SMEs and to be alternative to change of economic actors from farmers switch to SMEs producing fast food producers as well as in Sumedang district as the impact of some phenomena of economic actors caused the narrowness of agricultural cultivation land.

5.CONCLUSION AND RECOMENDATION

- a. It Shows that the characteristics of sharing culture are harmonious, organizational climate in the form of support, and empowerment of resources has the highest correlation value to the participation process with high achievement motivation while the organizational culture characteristics sharing spirit of fight, conflict organization climate, and empowerment in the form of opportunity has the lowest value to the form of participation so that the need for power in the low motivation for economic, social, cultural.
- b. Characteristics of organizational culture of sharing in education required noble values for education in Indonesia effective in the use of funds issued by the Government, must be a transformation of the culture of sharing the values of mutual cooperation in planning activities and budget compiled school that refers to the vision and missions, are equally in harmony to account for the expenditure of education funds in the form of reports in a transparent manner, equally faithful to carry out planned activities and report any funds issued in a transparent manner.

The SME marketing of fast food food management is an emerging SME as an alternative to the change of economic actors from agricultural farmers to become doer SME producers of ready-to-eat foods as well as in Sumedang district as a result of some phenomenon of economic actors caused by the narrowness of agricultural cultivation land.

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