



SILVER MAN'S ACTION IN PEKANBARU CITY

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ABSTRACT

Silver Man is a social phenomenon which is currently being used as a job by some individuals who do not have a job. The purpose of this study was to find out: 1) The rationality of the actions of silver people in Pekanbaru City. 2) The joys and sorrows experienced by the silver man. This study applies a qualitative research method. The theory used is Talcott Parsons Action theory. The number of informants in this study were 4 people. The informant is a silver man. The results of this study are the rationality of the actions shown by the silver man on the main road, the purpose of which is to earn money and fulfill basic needs. Next are the joys and sorrows experienced by silver humans when they act on the streets. The likes that are generally felt are benefactors who give large amounts of money. The sorrows experienced by silver people varied, ranging from being kicked out during an action to never getting any income at all within one day of acting as a silver person.

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INTRODUCTION

A social system is based on a plurality of individual actors interacting with each other in a situation that has a physical or environmental aspect, the actors are motivated in terms of tendencies towards "satisfaction optimization" and their relations with the situations are mutually defined and mediated. within the framework of a system of symbols that are structured and shared culturally. Parsons' theory of action includes four systems, namely: the cultural system, the social system, the personality system, and the organismal system (aspects of human biology as a system). The first is the cultural system, in this system, the most basic unit of analysis is about meaning or symbolic systems.

Every social action must contain a purpose or purpose. In addition to goals, social action also contains several other components. According to Talcott Parsons 1937 stated that every action has a schema. The Parsons action scheme has four components, namely:

1. Actors

Every social action must be carried out by actors. These actors or actors can consist of an individual or a collectivity. Actors are usually motivated to achieve certain goals. An example of an actor is a silver man.

2. Goals

Goals mean something the actor wants to achieve. These goals are usually aligned with the values that exist in society.

3. Situations

Actions to achieve these goals usually occur in situations. Things that are included in the situation are infrastructure and conditions. Infrastructure means facilities, tools, and costs needed to achieve goals. While conditions are obstacles that hinder the achievement of goals.

4. Normative standards

This is the most important schema according to Parsons. In order to achieve the goal, the actor must meet a number of applicable standards or rules. Norms are very important in Parsons' scheme of action. Therefore, Parsons considers the cultural system as the most important thing in the four systems of action that he put forward

Silver Man is a new phenomenon that is rife in all corners of big cities (aditya et.al 2021) . Becoming a Silver human being is currently a popular way of begging on the streets. Becoming a Silver person at this time is a practical way to attract people's attention with silver paint mixed with cooking oil, then smeared all over the body. At this time in the midst of the difficulty of finding employment, being a Silver human seems to be a "solution" to get out of the problem. The main reason the Silver humans took to the streets was to survive. The old profession has been packaged again in a different form by smearing silver paint all over its body to attract people's attention so that people sympathize with them and then donate. Another factor that causes the emergence of Silver people in urban areas is due to high population growth but the formal sector in these areas is unable to accommodate the increasing population and workforce. So it can be said that the presence of Silver people is due to the development of many individuals who are not in line with the readiness of formal employment institutions. The Silver Man who becomes a beggar is a social problem that comes because of an imbalance between individuals and certain criteria in the complicated world of work. The demands of the world of work that are increasingly difficult make community groups more diverse. Educational and skill levels are the background to the emergence of heterogeneity in community work. People who have a weak level of education and do not have skills certainly do not have the opportunity to participate in formal sector jobs. Besides that, people who do not meet these criteria are cornered by the ever-increasing basic needs. This is what drives people to look for alternative jobs in the informal sector, namely to become Silver people who beg.

At first, Silver Man was an art work that originally existed in big cities in Indonesia. This Silver Man was originally an art worker who acted like a human statue who stood for 3-6 hours which used to be found in a tourist center in an area. As time went on, there was a shift in values. At first, the Silver Man was a work of art, turning into a street beggar packaged in a unique form.

The Silver Man in Indonesia, in the beginning in 2012 in the city of Bandung, was a caring Silver community which was formed as a form of concern for orphans and street children who were not cared for by the government. However, this has undergone a change, work that used to start from charity, then turned into a livelihood and a new style of begging phenomenon that spread in urban areas in Indonesia. The presence of Silver Man on the streets of Pekanbaru urban areas is estimated to have started since 2020, but this Silver Man phenomenon has started to spread since early 2021, this is in line with the layoffs during the pandemic. Based on the results

of research in the Silverman field, the researchers found that most of them were immigrants from outside the Pekanbaru city area.

Table 1.1
Data on Beggars in Pekanbaru City

Year	Total
2017	80
2018	58
2019	35
2020	69
2021	94

Source: Pekanbaru City Social Service 2022

From the presentation of the data in the table above it can be explained that the silver human data is not specifically listed but is categorized in the need for social welfare services (PPKS) namely the category of beggars.

The need for social welfare services (PPKS) are individuals, families or groups in society who experience obstacles and difficulties and are unable to realize their social functions until they are unable to fulfill their needs in a proper way. PPKS is a social problem that exists in urban areas which is a social problem that should be handled in a serious way by the government of Pekanbaru City. Silver Man himself is included in the category of needing services for social welfare issues in Pekanbaru City, namely in the beggar group. The silver man in Pekanbaru City displays a unique action that makes the silver man in Pekanbaru City different from the silver man in other cities in Indonesia. The actions shown by the silver man include imitating the robot style, then swinging his arms quickly and then emitting a special sound from his mouth, and the tone of the silver man acting while praying and finally the silver man in Pekanbaru City acts as a silver man while being a busker.

To complete their appearance they wear helmets that have been modified to a silver color and are given attractive toy decorations such as spring toys and carry small boxes. The existence of Perak people who beg in Pekanbaru City has an impact on problems of order and security in urban areas. To deal with the problem of social order and social welfare of beggars, the Pekanbaru City government has issued a policy with the enactment of Pekanbaru City Regional Regulation (Perda) number 12 of 2008, by seeking a program to foster beggars. Even though there have been regional regulations enacted, Silver people still roam the streets, this is because the social services and cemeteries that deal with Silver people do not give strict sanctions for the actions of Silver people, when carrying out raids on Silver people on the streets, the Social Service only gives warning advice to Silver people. This is what causes the Silver humans to continue to appear and not feel afraid of being raided again.

The rationality of the actions taken by the silver man in acting on the highway is to get money and fulfill the silver man's basic needs. Having a job as a silver man on the streets is of course not an easy thing; there are ups and downs that a silver man must experience. To reduce the rampant phenomenon of silver men cannot just carry out raids on the streets, because basically the work they do is not related to criminal acts that break the law. So to overcome this, they must be given economic access, such as easy access to food and work, including access to education and health. To overcome street children and poverty like Silver people is to empower the community, this empowerment is especially in the context of building people's economic creativity in finding a decent income for humans.

Rationality is a mindset in which a person tends to behave and act based on human logic and reason. Rational thinking occurs by learning how to think using logic in a straight, precise, and orderly manner. Rational is an idea that is born from thinking that relies on logic, while logic

leads to a way of thinking that makes sense. Rationale and logic are two inseparable parts. Without logic, rational ideas cannot be created (Tysara 2021).

Rationality is defined as a normative concept that leads to one's beliefs with reasons one can believe and act (Samson 2021). Rationality in sociology is part of understanding human behavior in its interactions with the environment. Human behavior is not only based or sourced from himself, but is also the result of interaction with the environment (Firmansyah et al 2021).

Basically, Silver people in carrying out their actions are aware that the actions they are carrying out violate traffic order and have a dangerous impact on their health. However, as if to put aside the bad impact, Perak people still routinely carry out their actions almost every day at traffic light intersections in the city of Pekanbaru. Silver Man interprets himself and his work as something creative and lawful as long as they don't steal or commit other crimes. The Joys and Sorrows of Being a Silver Man Working on the streets like a silver man is certainly not an easy thing for individuals who do this job. There are many risks involved in working on the streets, because in essence the job of being a silver human is not a job that has to be done on the main road.

Based on the description of the background, the problems above, the writer can formulate the problem To find out the rationality of the actions carried out by the Silver Man in Pekanbaru City. And To find out the joys and sorrows of being a silver human in Pekanbaru City.

METHODS

This type of research in this study uses a descriptive qualitative approach. Qualitative research can be interpreted as a method that can be understood in depth regarding the meaning obtained from a number of individuals or groups that are assumed to be part of a phenomenon or social phenomenon (Creswell 2014). Descriptive research is research conducted to describe a number of variables related to the problem and the unit under study. Descriptive research is a research method that seeks to describe the object or subject under study according to what it is (Samsu 2017). Determination of informants in this study using *purposive sampling* technique and *accidental sampling technique*. So that four informants were obtained in this study. In this study, the *key informant* was the head of the social disability rehabilitation section of the Pekanbaru City Social Service. The data collection process in this study used observation, interviews, and documentation techniques. Data analysis techniques in this study were data reduction, data presentation, and data verification.

RESULTS AND DISCUSSION

Silver man is an activity that is currently carried out by many individuals in Pekanbaru City. This activity is usually carried out by individuals who have just lost their jobs, individuals who are unemployed, individuals who have low levels of education and do not have skills. The silver man in Pekanbaru City is a job that is usually done by men. This is based on the findings in the field that researchers do. Silver Man performs his actions every day at several traffic light intersections in Pekanbaru City. To carry out the action as a silver human, they have the capital they spend to buy the material tools to become a silver human.

Table 1.2

Capital to Become a Silver Man Per Month

No	Informant	Capital
1	J	Rp. 300,000
2	RA	Rp. 405,000
3	MA	Rp. 129,000
4S	.	Rp405,000

Source: Field Findings Data 2022

Based on the presentation of the table above, it is illustrated that the capital issued by the silver man per month. The capital issued by the silver man every month can be said to be relatively small compared to the income of the silver man per day which is quite high. Silver man's rationality in carrying out his actions is to defend his life and to earn money. Even though the actions carried out by silver humans are dangerous, they still have to carry out the actions plus the income earned by silver humans is high enough so that they put aside the negative effects and obstacles to becoming silver humans. Being a silver man working on the streets is not an easy thing. In the daily life of a silver man working on the streets, of course, it carries a big risk, they go through joys and sorrows in order to earn money. According to Parsons, every goal is rational, as well as silver people who think that being a silver human is a job worth doing. Plus the income of being a silver man per day is very large.

Table 1.3
Working hours and income of Silver Man per day

No	Informant	Working hours	Income
1	J	5-7 Hours	IDR 80,000-300,000
2	RA	6-7 Hours	IDR 100,000-400,000
3	MA	6-7 Hours	IDR 50,000-180,000
4	S	7-9 Hours	IDR 70,000-300,000

Source: 2022 Field Findings Data

Based on the results of the presentation of the data above, it shows the amount of income to become a silver man. This high income is then the reason why silver people ignore the risks resulting from using paint on their bodies. The use of screen printing paint and aluminum paint which is usually mixed with cooking oil is very dangerous for the health of the human body. The use of these chemicals has short-term effects, namely skin irritation and long-term effects, namely skin cancer and damage to human organs as a result of exposure to paint on the surface of the skin. Based on the table data above, it can be explained that the income earned by Silver Man can be said to be quite large in one day, jobs that do not require special skills can generate promising income. The table on the working hours section shows that the longer the working hours are not necessarily the Silver Man informants get the highest income when compared to other informants. silver man's high income. This is what drives many people who have lost their jobs or are not working to choose to become a silver man. The income of silver people in Pekanbaru City varies in number. This depends on the location where the silver man performs the action. Based on research data , there were four informants who became silver men in this study, whose average age was 22 to 30 years. This age can be categorized into productive age. Productive age is the age that should be human being at that age able to work and can produce various results of work. In the education table for the Silver Man informants, the education levels range between elementary and high school, meaning that the job of becoming a Silver Man does not require a level of education and special skills to do so.

Each location of this silver man carries out his actions individually, at one location of this traffic light intersection there are usually one to three silver men in action, but they all always carry out their respective actions regularly allotted time, silver men on the streets do not never had disagreements about the share of their respective time and income, this was because these silver humans realized they had the same fate. The choice of location for the Silver Man in Pekanbaru City is based on the closest location where the Silver Man resides. This is because the silver man does not have a personal vehicle and to save on daily expenses. However, on a certain day, if the location where the Silver Man is deserted by road users, the Silver Man will

change locations to act in search of a traffic light intersection which is busy with street riders. The movement of action locations carried out by Silverman is usually done using public transportation in the city of Pekanbaru, namely the Pekanbaru transmetro bus. Working on the streets like what silver people do, of course has obstacles that must be faced, here are the obstacles that are often faced by silver people

Table 1.4
Barriers to Becoming a Silver Man

No	Informant	Situation
1	J	1. Often caught in raids by the Social Service.
2	RA	1. Often caught in law enforcement raids by the Social Service. 2. Eyes feel sore and blurry from exposure to paint.
3	MA	1. The mother of the IP informant who is depressed often wanders aimlessly while the IP informant is working.
4	S	1. Often caught in raids by the Social Service.

Source: 2022 Research Processed Data

Based on the presentation of the table above, it can be described that in carrying out the action as a silver human being there are situations of obstacles each of which must be experienced by silver human informants. In general, the obstacle most often experienced by Silver Man informants in this study was the frequent raids conducted by the Pekanbaru City Social Service. The fact is that the Social Services Office itself explains that the task force is routinely carrying out this activity to screen homeless people and beggars for the sake of maintaining public order in the city of Pekanbaru. This raid attempt was also carried out as a form explained that the task force was routinely carrying out the screening of homeless and beggars in order to maintain public order in the city of Pekanbaru. This raid was also carried out as part of an effort to enforce Regional Regulation No. 12/2008 on social order. Next is a discussion of the joys and sorrows felt by the silver man.

The Joys and Sorrows of Being a Silver Man

Working on the streets like a silver man is certainly not an easy thing for individuals who do this job. There are many risks involved in working on the streets, because in essence the job of being a silver human is not a job that has to be done on the main road. The following are the ups and downs experienced by the informants in this study who worked as silver men.

Like to be a silver man

Like is a feeling that describes a feeling and situation experienced or felt by the actor in this study, namely a silver man. The following is a description of things that bring a sense of liking to informants who become silver humans in this study: J The things that can bring about an atmosphere and feeling of liking when he works to become a silver human being are when doing work there is a tone of togetherness that is built among friends, even though informant J is abroad with his friends here, he feels like the warmth of family. Feelings of love also arise when there are generous drivers who don't hesitate to give money in quite large amounts, such as fifty thousand rupiahs, and there are also street riders who are kind enough to give them food. In the RA informant, the things that can bring about an atmosphere and feeling of love when he works as a silver man are when he is working there are generous drivers who give him a lot of money. For the MA informant, the things that can bring about an atmosphere and feeling of liking when he works as a silver man are when there are good people who give him more and also people who want to give him other work such as cleaning the yard, gutters, and this MA informant can

also do masonry if needed, because his previous job was a construction worker. In informant S, the things that can bring about an atmosphere of liking and feeling of liking when he works as a silver man are when there are road drivers who praise his good voice, and when there are road drivers who give him money in a large enough nominal. One more thing is when the informant S was given a cold drink by a street rider when he was hot and thirsty.

Grief is a silver human

Grief is a picture of a sad or unpleasant feeling that is usually experienced by the actor in this study, namely the silver man. The following is an explanation of the feelings of grief experienced by the silver man while working. For informant J, the grief that he felt while working as a silver man was when the weather in Pekanbaru City was very hot, so he felt very hot and itchy on his body, then when it rains it also hits the body, the paint will start to fade and not be shiny enough, so it has to be repainted. back the part of the body that has been wiped off the paint. The feeling of sadness for informant RA came when informant R experienced that when he worked all day he did not get any money at all from his work as a silver man. The next sad thing is that at night his body will feel itchy and red as a result of using aluminum paint on his body.

For the MA informant, the feeling of sorrow that he experienced while working as a Silver Man was when there was someone when he was singing, informant A was being insulted, he was said to be lazy and wanted to do a good job, then the sad thing that was experienced by informant A was when he was about to enter a house. eating to sing he was immediately kicked out and humiliated his body smelled.

For informant S, the things that brought him sorrow when he became a silver man were when informant S became a busker at a traffic light and informant S was once driven away by a mother who begged there. This was because the beggar was afraid of being rivaled by informant S who was busking. There was also something that brought grief to informant S, when a car driver threw the donation he gave to informant S. Through this incident, informant S felt very sad for the driver's treatment. But in the end he realized that it was a risk that had to be borne when he worked to become a silver man.

CONCLUSION

Silver man is a new social phenomenon that exists in society. At this time being a silver man is a job that is being popularly done by some individuals. This job is in great demand by many individuals because this job is easy to do without having to have certain abilities, and the level of education plus a relatively large income is the main reason many individuals want to do this job. But behind that all the paint used to color the body has short and long term risks that are harmful to the health of the human body. Due to the use of paint that is not in place. Even though silver people already know the risks behind their work, they still ignore the impact on the pretext of getting money to meet their basic needs. Silver people in this study are grouped into the productive age, the age that should be able to get a more decent job, but because of the current situation and conditions it is difficult to find work, educational qualifications and do not have certain abilities. So that with such circumstances they have to choose work that can be done to survive in a difficult situation, and being a silver human being for them is a solution to the economic problems they face. Every job has its own risks, especially working as a silver man whose full activity is on the streets, of course, has many obstacles and risks. The researcher draws the following conclusions:

1. The rationality of the silver man in carrying out his actions is to defend his life and to earn money. Even though the actions carried out by silver humans are dangerous, they still have to carry out the actions plus the income earned by silver humans is high enough so that they put aside the negative effects and obstacles to becoming silver humans.
2. The joys and sorrows experienced by silver humans while acting on the streets, of course, each informant has a different form. In general, the joy that informants feel when they

become silver men is that when they act as silver men they get large amounts of money, for example 50,000, then when they act as silver men there are drivers who sympathize with them and give them food and drink. The grief that the silver man felt was never earning at all, until he was kicked out in the act.

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