

CHAPTER 1

THE BACKGROUND

1.1 Background of the Study

Based on my interview with the staff of Bunda Ganesha Baby Care, I found out that there are many parents especially young parents who both work together to fulfill their needs, and the problem starts when they have children. The parents will need someone to take care of their children. Usually parents ask their grandmother, family members, or a baby sitter to take care of their children while they are working. However, the parents sometimes cannot fully trust the family and the baby sitter. Sometimes, family members are busy with their own business, and they cannot give full attention to the children. Also, baby sitters are not always skillful to take care of their children. Moreover, it is often heard that some parents are worried to leave their child at home while they are working. Diana Agustin, a psychologist, believes that kidnapping or child abusing by a baby sitter often happens and it makes parents worried (par.1). Therefore, most young parents who work everyday need a baby care or child care

that they can trust to take care of their child. Parents also want their children to have a good social environment and education while their children are in the development phase. Based on the needs above, I would like to open a child care in Bandung.

Nowadays, the need of child care in Bandung is increasing. Based on my interview with the staff of Bunda Ganesha Baby Care, I found out that Bunda Ganesha was first opened only for Institut Teknologi Bandung's (ITB) lecturers who have children. Eventually, considering that the needs of the working parents for a child care is increasing, Bunda Ganesha now opens not only for ITB's lecturers but also for other customers.

Considering the increasing demand of a child care in Bandung, I plan to run a child care in Jalan Pasteur. The name of the child care facility will be Second Home Child Care (henceforth, SHCC). The location is strategic because it is near Jalan Dago, Jalan Pasirkaliki, Jalan Pajajaran, Jalan Setia Budi, Jalan Surya Sumantri and Jalan Sukajadi where there are many offices, malls (Istana Plaza, Paris Van Java), banks, restaurants, universities, hotels, hospitals (Hermina Hospital, Hasan Sadikin Hospital), and schools. It means that there are many parents who have children work in those areas and they can entrust their children to SHCC to be taken care of. Moreover, there is a flyover that can make parents from other areas in Bandung come to the child care more easily.

SHCC will provide many facilities such as bed rooms, indoor and outdoor playing rooms, bathrooms, a kitchen, a dining room, an isolation

room for children who are sick, and a library. Moreover, we offer daily report of children's activities, baby massage, visual stimulation to distinguish millions of different shades of light and colour, verbal stimulation in order to progress the children verbal and communication development, and motor stimulation that can develop baby's total body movement with interactive CD, and music therapy for relaxed, warm and inviting positive atmosphere.

SHCC offers not only to take care of babies, but it offers training or activity leading to skilled behaviour for babies between 3 months until 3 years old because the first three years in a baby's life is the golden period of growth and development. According to McMains (par. 1), in these first three years, the physical and motor abilities of children grow rapidly as well as their cognitive abilities, emotional and social skills. Children development is a process every child has to go through. Moreover, McMains explains that children develop skills in five main areas of development, which are:

1. Cognitive Development

This is the child's ability to learn and solve problems. For example, this includes a two-month-old baby learning to explore the environment with hands or eyes or a five-year-old learning how to do a simple math problem.

2. Social and Emotional Development

This is the child's ability to interact with others, including helping themselves and self-control. Examples of this type of development would include a six-week-old baby smiling, a ten-month-old baby waving bye-bye, or a five-year-old boy knowing how to take turns in games at school.

3. Speech and Language Development

This is the child's ability to both understand and use language. For example, this includes a 12-month-old baby saying his first words, a two-year-old naming parts of her body, or a five-year-old learning to say "feet" instead of "foots".

4. Fine Motor Skill Development

This is the child's ability to use small muscles, especially their hands and fingers to pick up small objects, hold a spoon, turn pages in a book, or use a crayon to draw.

5. Gross Motor Skill Development

This is the ability to use large muscles. For example, a six-month-old baby learns how to sit up with some support, a 12-month-old baby learns how to pull up to a stand holding onto furniture, and a five-year-old learn to skip.

As SHCC divides the training of the children based on their age, SHCC also needs to divide the target market. The target market will be divided into two: the babies between three months and three years old who will be taken care of, and the parents between 17 years old and 55 years old

who work at offices around Jalan Pasteur, Jalan Ir. H. Juanda, Jalan Setiabudi, Jalan Pasirkaliki, Jalan Sukajadi, Jalan Surya Sumantri, offices, universities (Maranatha Christian University, ARYANTI course and Pasundan University), banks (Permata Bank, Mega Bank, and Danamon Bank), schools (BPK and Paulus), malls (Istana Plaza, Paris Van Java and Bandung Indah Plaza) as a potential and regular customers. The location is really strategic for the child care.

For the unique selling services, SHCC offers some education and training for children from three months to three years old, intensive health care and psychology consultation. Based on an article entitled “How Kids Develop”, for the education, SHCC will give, first, sensory or interpreting environmental stimuli like acting by themselves, moving, touching and experiencing things in the first person; second, motor or movement skills like learning to sit and to walk (par.8). SHCC also gives intensive health care every day and report all the healthy record to the parents, and psychology consultation every week. The other unique selling is that the staff are qualified and certified from baby sitter course. The babies will be taken care by professional ones.

The child care also provides food and snacks. The food is from a healthy catering. The children will get breakfast, lunch, and dinner. During free time, we will give the children snacks like mung bean porridge, jelly, and cheese cake.

1.2 SWOT analysis

In this part, I would like to analyze the SWOT of the child care. First, I would like to analyze the strengths of the child care. The first strength is, I have a degree in psychology where I learned child development to understand child growth and development stages, and industrial-organizational psychology to improve an organization's success.

The second strength is, the child care will provide training based on the babies' ages, intensive health care and psychology consultation. SHCC offers service that is not just a child care, because SHCC cares of each child's development.

The third strength is, the babies will be taken care of by qualified and certificated staff or baby sitters from LPK Tunas Harapan Baby. The baby sitters have learnt basic child care, Cardiopulmonary Resuscitation (CPR) and first aid instruction.

The fourth strength is, the child care has a strategic location. The location is near offices, universities (Maranatha Christian University, ARYANTI course and Pasundan University), banks (Permata Bank, Mega Bank, and Danamon Bank), schools (BPK and Paulus), malls (Istana Plaza, Paris Van Java and Bandung Indah Plaza) around Jalan Pasteur, Jalan Ir. H. Juanda, Jalan Setiabudi, Jalan Pasirkaliki, Jalan Sukajadi and Jalan Surya Sumantri. Also, there is a flyover near Jalan Pasteur and it only takes a few minutes to go to Jalan Pasteur from Jalan Ir. H. Juanda, Jalan Cipaganti or Jalan Riau where there are many offices, schools,

universities, banks and malls. It will be profitable to open the child care in Jalan Pasteur because the targets are the babies and the parents who work at the offices, banks, malls or universities. The child care will open from 7 a.m. to 8 p.m.

The fifth strength is, the child care will offer baby care package. People usually think that child care is just for high class people, but SHCC will make some new packages that are affordable for people from middle class. The parents can choose a daily child care package, a weekly child care package, a monthly child care package, and a yearly child care package. There is free trial for a new baby to feel the environment of the child care and parents can also see the environment of the child care.

The weakness of running this child care is, as the owner, I have no experience at all in opening a child care. This is my first time to open a child care. The other weakness is that it will take time to get the parents' trust, because this is a new child care. Due to that, I give a free trial for parents to use our child care and explain more about the advantages about the child care.

SHCC has two opportunities. The first opportunity is, the child care will have a partnership with Tumble Tots. Therefore, the babies can continue the education process from the child care to Tumble Tots, and the Tumble Tots can get the child's development data from the child care. The second opportunity is there are only few child care services in Bandung; some of

them are Bunda Ganesha in Ganesha Street and Smart Step in Sulanjana Street.

The threat of the business is that there are some competitors around Bandung. One of the competitors is Bunda Ganesha. The location of the Bunda Ganesha is in Jalan Ganesha. The other competitor is Smart Step in Jalan Sulanjana. Bunda Ganesha and Smart Step are the first child care opened in Bandung. Due to that, to open a new child care in Bandung will need effort to take customers attention to try and use SHCC's package.

SHCC has a vision and a mission. The vision is to be parents' partner that can be trusted to take care of the babies and monitor the babies' development. The mission is to be the second home that can give cares and attention with the touch of parent's love to make the child well-growth, independent, healthy, happy and organized.