Abstract: One indicator of successful development is to increase life expectancy and this leads us to consequences of increasing elderly population. And these matters shall become challenges in development itself. But it is unfortunate and ironically, that it turns out that the elderly cannot reach access to welfare services, because of development, so they cannot fulfill their living needs adequately. If these problems cannot be anticipated from now on by our government, then the increasing number of elderly people shall be borne by the government. And the implication to the development process will experience various obstacles. The aim of this article is to implement Law No. 13 of 1998 about Elderly Welfare towards healthy, independent, quality, creative and productive elderly so that their welfare is materialized, through maintenance of cultural and kinship system and closer to God Almighty. As for the method of implementation, are through the collection of secondary data from the results of several activities to improve social welfare of the elderly, which displaying reduction and data analysis and drawing conclusions. The realization of healthy, independent, quality, creative and productive elderly, through easy access, various social services and training.

Keywords: Elderly Protection, Healthy, Independent, Quality, Creative.

I. INTRODUCTION

The importance of protection and empowerment of the elderly along with the increase of life expectancy [3], causing the number of elderly people increased continuously. But in the other hand, there's a challenge in development, to keep existence of the elderly does not become a burden on the government. 

The Nation of Indonesia, is a nation that organized with oriental culture that respect their parents in a privileged position, honouring each other especially for older people and loving the younger. Even though their children wander far away and have been economically successful, once a year they will still spend time to visiting their parents in their hometown in which we called as "pulang kampung " (going home). Eastern peoples primarily in Indonesia consider that elderly social groups [4] as a layer of wise people who can be trusted to maintain the integrity of religious values and become a source of advice needed by the wider community. However, along with the times, the norm has shifted. For some people who have material orientation, hedonism and consumptive patterns that are getting stronger, there are facts that are quite alarming. There are those who consider the elderly as only a burden. The future of the nation will get worse and immoral, if it does not glorify the elderly, both their own families and other elderly people. If these problems are not anticipated from now on, the increasing number of elderly people will be borne by the government so that the development process will experience various obstacles [5].

Data and facts show that the population in Indonesia over the past 40 years has doubled, but the elderly population has doubled, from around 2 million in 1970 to more than 20 million in 2010. Population life expectancy has increased beyond over 60 years, in 2015, it is estimated that Indonesia's elderly population reaches around 29-30 million. By 2050 it will reach 80 million, of which around 35-36 million are aged in 60-69 years. (Prof. Dr. Haryono Suyono, Chairperson of PWRI (Wredhatama Union of the Republic of Indonesia). Concern for the elderly which has been declared by Mr. President Soeharto to have established National Elderly Day in Semarang on May 29, 1996 as a tribute to Dr. KRT Radjiman Wedyodiningrat, who was born in in 1879. In old age, he led the first session of the Indonesian Institute of Investigation for the Preparations for Indonesian Independence (BPUPKI, 1945).

Referring to Law No. 13 of 1998 concerning Elderly Welfare, states that the age limit is 60 years and over. Commemoration of National Elderly Day can be considered as a form of concern and appreciation for citizens who are elderly. The purpose of this study is to protect and empower healthy, independent, quality, creative and productive elderly. Benefits of the study of protection and empowerment of the elderly so that the elderly remain productive and economically independent, encourages the creation of job opportunities with independent entrepreneurs in accordance with the talents, interests and abilities that can be developed so that it does not become a social burden for the family and the community (Director General of Manpower Placement Guidance and Expansion Employment Opportunities (Binapenta and PKK) Ministry of Manpower.

II. METHODOLOGY

The method of implementation, are through the collection of secondary data from the results of several activities to improve social welfare of the elderly, which displaying reduction and data analysis and drawing conclusions.

III. RESULTS

Protection Efforts Against the Elderly

Establishing a strong nation is of course strongly supported by a main family or nuclear family that is harmonious and has a strong character,
including responsibility for oneself and others, being independent, caring for others, upholding religious values or community norms that are in accordance with nature human being, has the motivation and sincerity to go ahead and excel or increase all its roles. One effort that has been carried out in daily life is to motivate the community and increase awareness of the elderly through campaigns to the public about the importance of glorifying the elderly, among others.

1) on the Commuter Line or on the Trans Jakarta bus there is a special place for the elderly, pregnant women and people with disabilities.
2) the elderly campaign is not a burden on the family, but they are part of the family that has the right to enjoy happiness, maintain their health, and still be productive according to their physical abilities.

The role of the elderly can be independently empowered in family parenting supervision of appropriate child development and the cultivation of very significant values, especially for working couples who have minimal time to interact with children, while household assistants who work mostly do not have adequate capacity for assignment assignments. Elderly as grandparents can replace the role of father / mother who works full time in a challenging era.

The Role of Society in Protecting the Elderly
A conducive atmosphere and harmonious relationships within the family will create work for the benefit of the family which can affect the nation's development, including improving the physical and psychological well-being of the elderly and family. Individuals who are happy, can reach the level of spirituality in the high category by having dimensions of religiosity, peace of life, meaning and purpose in life, optimism, anticipation of the future, and values to guide life and decision making. The activeness of the upper middle class elderly is usually not always economically motivated but more about self-actualization.[5] While for the middle to lower middle class, the government encourages them to remain productive and have their own income. This has not been carried out in a structured manner in Indonesian families. To support about the role of the community to protect and empower the elderly in quality to endorse and socializes the role of the family to be more dominant, so the elderly do not need to live in the orphanage but still live with their families in the village or in the countryside. Their family must build love and still be able to always be with parents that they respect. Although the role of the family is more dominant, it does not mean that the elderly do not experience violence. The perpetrators of violence against the elderly turned out not only other people but often encountered were their own families (their own children). To reduce the rate of violence in the elderly, the role of the family is very supportive, the family should be able to give more attention to the elderly and acts of violence in the elderly, especially in families can be prevented. While the role of the elderly as grandmother and grandfather has a supervisory role in the grandchildren. On the other hand, when an elderly group meeting program, younger members can accompany the elderly they have come and conduct activities, because the strength of the nation is also supported by the role of the elderly, interactively interact with children and grandchildren, as well as the role in the community. Starting from the level of toddlers, children, adolescents, adults, and the elderly [6][5][7][5][8].

IV. DISCUSSION
Development of Indonesian Elderly
It is estimated that by 2025, Indonesia will experience a large surge in the presence of elderly people. Preparatory efforts for Indonesian elderly are expected to play a role as well as elderly individuals themselves. So elderly is not a burden on the government. Spiritual maturity to be able to achieve happiness in the elderly must be seriously prepared since early. To achieve the condition of healthy, independent, quality, creative and productive elderly, it is necessary to prepare a well-planned and early preparation, starting from the level of toddlers, children, adolescents, adults, and the elderly. Havighurst, a psychology leader said the development of the Elderly, (a) strengthening in the practice of religious values; (b) adjustment to physical and health impairments; (c) adjustment to retirement & reduced income; (d) adjustment to the death of a spouse; (e) forming social relations with people of the same age; and (f) strengthening of a more harmonious relationship with family members (children, son-in-law, and grandchildren). To realize a happy elderly who remains productive, Ps

Study of Elderly Healthy, Independent, Quality, Creative and Productive
Healthy Elderly, some elderly characteristics that need to be known to find out the existence of elderly health problems: 1) Gender, data on percentage of elderly population by sex, 9% older women while 8% elderly men. (Indonesian Ministry of Health, Indonesian Health Profile, 2015). 2) Marital status, complete partner status, widow life, widower will affect the health condition of the elderly both physically and psychologically. Most of the elderly are married (60%) and divorced (37%). Elderly people can actually be empowered as subjects in health development and become agents of change in the family and surrounding communities in realizing healthy families (Director General of the Ministry of Health Indonesia, Republic Indonesia Public Health). Helping the elderly to take care of their health became the healthier the elderly, the more active and increasing their quality of life. Other family members must also commit to help remind the elderly to be diligent and regularly take the medicine. Have a number of doctors, pharmacists or pharmacists to help access medicines needed by the elderly. Routinely, take the elderly to see a doctor for a check-up. As optimal as possible motivates the elderly to move a lot for their physical health.

Independent Elderly ("Mandiri"), is the criteria for the elderly that physically independent, which can do everything by yourself without any help or without tools. Mandiri also means without tools, such as bathing, dressing, combing, eating, defecating, urinating,
moving inside the house, moving around the house, and walking. Whereas independent by using tools, including using telephone, traveling outside the home, shopping, cooking and preparing food, cleaning the house, washing, doing handwork, doing self-medication, managing one’s own finances, reading and writing. In order for independent, physical, spiritual, social, and economic elderly to prepare for internal exercises since pre-medical and apply the formula “Jogia” means J (Take care of cleanliness, both personal hygiene and the environment, keep the stress, do not sleep too late or sleep enough); G (Sports and a sense of positive art / hobbies, Nutrition is balanced); G (Gaul, interact with good people that has good personality, creative and innovative and not wasteful). The next formula is JA meaning J (Do not have the risk of coronary heart disease and stroke by controlling high blood pressure, diabetes, cholesterol, restricted salt consumption, not smoking, not stressing, exercising diligently, do not forget health control and immunization); A (24-hour religion is a lot of prayer, prayer, dhikr, surrender, thanksgiving, patience, friendship, fasting and charity) (Dr. Probosuseno, SpPD, KGer, FINASIM, Lecturer at the Faculty of Medicine UGM).

The Meaning of Quality Elderly, not all elderly people have excellent physical and mental conditions, it can be ascertained that the elderly at home have the welfare and comfort needed. Five things can help the elderly who are at home to have a better quality of life. 1) Ensure that all health needs available at home include physical and emotional well-being fulfilled within reach, the elderly do not drive or ride public transportation alone, provide food ingredients and medicines so that they do not need to go outside, spend their needs online so they don’t have to queue and stand too long. 2). To make the house a comfortable and safe place for the elderly, other family members need to put themselves in the position of the elderly and try to identify which areas around the house have the potential to endanger the elderly a) in the kitchen by lowering the shelves in the kitchen for easy reachable b) rooms and bathrooms by installing handrails in the bathroom to help the elderly hold c). increase lighting and remove the carpet that can make the elderly trip.

Realizing Happy Elderly People Who Remain Productive, it takes the active role of Psychologists and Psychology Scientists in empowering the elderly so that they do not consider retirement as the end of everything and instead make it a new momentum to increase their devotion to empowering three generations, namely fellow elderly generation, young generation and adults and generation of children through various ways. Preparation to be a strong, productive and happy elderly can be planned to be able to go through the stages of development in each generation (Dr. Seger Handoyo, Psychologist (General Chairperson of HIMPSI))

Elderly Creativity, talents and interests of the elderly remain unearsted that do not interfere with health and create happiness by providing socialization for the empowerment of creativity and health of the elderly, knitting skills training, embroidering bags, wallets, shoes and coasters from nylon and cotton yarn. shoes. Rosy Utari Rahayu, the owner of Rahayu Art & Design, said that the works produced in the place were quite simple as well as the materials. But the work is quite valuable to be a work that is quite expensive when sold.

V. CONCLUSIONS AND SUGGESTIONS

To achieve the condition of healthy, independent, quality, creative and productive elderly, it is necessary to prepare a well-planned and early preparation, starting from the level of toddlers, children, adolescents, adults, and the elderly. Likewise, the maturity of Elderly spirituality to achieve happiness really must be prepared seriously from an early age. Realizing happy elderly people who remain productive, understanding is needed so that the elderly do not consider retirement as the end of everything and instead make it a new momentum to increase their devotion to the empowerment of three generations, namely the elderly, young and mature generations and the generation of children through roles active psychologist and psychology scientist. Preparation to be a strong, healthy, independent, quality, creative and productive and happy elderly can be planned and realized.

This study still has many shortcomings because the limitations are expected to be continued by the researcher then mainly revising UUN. 13 of 1998 concerning Elderly Welfare is not implementable so the substance is more in accordance with the present conditions. It is necessary to examine the distribution of potential and non-potential elderly and also the category of elderly understanding not only taking care of the elderly but also preparing since the youth.

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