

BOOK OF CONFERENCE  
*PROCEEDINGS*

1st International Conference on

**IARI**

(November 23-24 2016)

Organized by:



**Global  
Illuminators**



**Universitas  
Komputer  
Indonesia**

1ST INTERNATIONAL CONFERENCE ON "INTERDISCIPLINARY ACADEMIC RESEARCH AND INNOVATION"

1<sup>st</sup> International Conference on Interdisciplinary Academic Research And  
Innovation (IARI-November, 23-24, 2016)

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Global Illuminators, Kuala Lumpur, Malaysia.



# **IARI 2016**

## **Conference Proceeding**

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## CONFERENCE CHAIR MESSAGE

### **Farooq Ahmed Jam (Ph.D.)**



1<sup>st</sup> International Conference on “Interdisciplinary Academic Research And Innovation” (IARI-2016) serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the regional and global challenges faced by our societies. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe, these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences. The scholars attending this conference will certainly find it helpful in refining their own research ideas, finding solutions to basic/applied problems they face and interacting with other renowned scholars for possible future collaborations.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event, selecting the best paper awards and helping the participants in publishing their research in affiliated journals. Also special thanks to all the session

chairs from industry, academia and policy-making institutions who volunteered their time and support to make this event a success.

A very special thanks to the great scholars for being here with us as key note speakers. Their valuable thoughts will surely open the horizon of new research and practice for the conference participants coming from across the globe. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.



## CONFERENCE PRESIDENT MESSAGE

### Dr. Ir. Eddy Soeryanto Soegoto



First of all, i would like to express our thank and gratitude to our honourable keynote speaker Governor of West Java Province Dr. (H.C.) H. Ahmad Heryawan, Lc., M.Sc, Dr. Kyungchan LEE, Arbee L.P. Chen, Ph.D. and Masamu Kamaga, Ph.D. Also, I would like to thank to our collaborative partner Global Illuminators, steering and organizing committee that lend a hand together for success of this conference. It gives me great pleasure to extend to you all a very warm welcome and to say how grateful we are to have you here in the 1st International Conference on “Interdisciplinary Academic Research and Innovation” (IARI-2016) in Bandung, Indonesia. As like the theme of this conference, Inclusiveness of Innovation and Interdisciplinary Research for Sustainable Growth, hopefully this forum could emerge to establish the issues of multidisciplinary field collaboration with business and economics emerging trends. By sharing knowledge from all the participants coming from many countries, this forum will have valuable contribution to the society in the future and around the world. In conclusion, thank you for joining us in this occasion and I do hope all of you will have a pleasurable time enjoying this conference and also enjoying beautiful sights of Bandung.

## **HEAD OF ORGANIZING COMMITTEE WELCOME MESSAGE**

**Prof. Dr. Umi Narimawati, Dra., SE., M.Si.**



Assalamualaikum Wr. Wb. and Best wishes to all of you Ladies and Gentlemen, On behalf of the Indonesian committee, I would like to welcome and express high appreciation with happiness and pride to the distinguished participants who are present in the International Conference of Interdisciplinary Academic Research and Innovation 2016. This conference is conducted at the series events of Computer Univeristy of Indonesia (UNIKOM) the XVI Dies Natalis .

Furthermore, I would like to say thank you to the Governor of West Java Province Dr. Ahmad Heryawan, M.Si., Lc., Ph.D; Prof. Arbee Chen, Asia University, Taiwan; Prof. Kyungchan Lee, Youngsan University, South Korea; Mrs. Kasamu Yamaga, Ph.D, Japan and Mr. Farooq Ahmed Jam, Ph.D, Pakistan. Moreover I would also like to say thank you for the support of our partners in this event, namely Bank BNI and other sponsorships has contributed. The All UNIKOM Leaders and other Distinguished Guests. This conference is held by the cooperation between Computer University of Indonesia and Global Illuminators and also supported by UNIKOM University partner; Yongsan University, Asia University and all over university around Indonesia. This conference is expected to strengthen the cooperation between universities that attend this event in the future. Accordingly, I

would also like to say thank you to the rector of the Computer University of Indonesia Dr. Ir. H. Eddy Soeryanto Soegoto who has facilitated this conference and the university management who attend this current conference. This IARI conference is attended by participants from all Indonesian regions included Java, Kalimantan, Sulawesi, Sumatra and Irian Jaya and several overseas countries. Selected papers will be published in one of the affiliated international journals, such as: International Journal of Applied Business and Economic Research (IJABER), The International Journal of Business and Society (IJBS), Research Journal of Biological Sciences (ISI Indexed), International Journal of Signal Control System and Engineering Application (Scopus Indexed) and The Social Sciences (Scopus Indexed). Accordingly, we are pleased to invite the audience in this conference to come at the yearly routine scientific forum. To end up my speech, once again I congratulate all the participants and have a great moment of your presence in this conference. Thank you.

Wassalamualaikum wr. wb.

## **Type of IARI Papers**

For this year, IARI has two types of papers: *Empirical Studies* and *Insight*. Research papers meet the needs of researchers and are reviewed on the basis of highest academic standards. The objective of the academic paper is to contribute to the scientific body of knowledge. On the contrary, Insight papers meet the needs of policy makers and professionals and are reviewed on the basis of high practical standards. The objective of the Insight is to identify the real world problems and how they can be solved with the help of information systems.

## **Reviewing Criteria**

In IARI, all papers are judged on the same criteria (relevance, significance, originality, validity and clarity). However some criteria differ between the Research papers and Insight papers.

***Relevance:*** Relevance has a great impact on the theme of the conference. The material is relevant and according to the theme of the conference.

***Significance:*** Knowledge in different researches in the conference is related to research papers and insight papers.

***Originality:*** Ideas that are new for the researchers are used in the conference.

***Validity:*** Research papers in the conference are based on theory while the insight papers in the research are based on experimental researches. References are according to content.

**Clarity:** Papers are according to the format, language is easy and understandable by the audience in the conference.

### Acceptance Rates

Full Research Papers				
Submitted Papers	Accepted Papers	Withdrawn	Unqualified papers	Acceptance Rate
142	115	14	13	80%

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## **Acknowledgment**

A huge number of people helped in conducting the conference. First of all thanks to all the members of the Conference and Program Committee and representatives of the IARI board and their helpers. We also want to thank all the Track Chairs, and reviewers, as well as all the members of the Scientific Committee for their help in the review process and organizing the tracks and special sessions. We thank everyone for their hard work and dedication to this conference and we look forward to the latest episode of the IARI tradition.

Farooq Ahmed Jam (Ph.D.),  
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1<sup>st</sup> International Conference on Interdisciplinary Academic Research And Innovation (IARI-November, 23-24, 2016)

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## **KEYNOTE SPEAKER**

### **Dr. (H.C.) H. Ahmad Heryawan, Lc., M.Si**



Dr. (H.C.) H. Ahmad Heryawan, Lc . , M.Si was born in Sukabumi, West Java, June 19, 1966. Mr. Ahmad Heryawan or Aher is an Indonesian politician. He is Governor of West Java for two periods (2008 – 2018) after winning his second election for Governor of West Java in 2013.

Through its intersection with the movement of Tarbiah, he showed his attention to politics. He joined the Justice Party (Partai Keadilan Sosial) and he was elected as a member of Jakarta Parliament for two periods since 1999. The election of the Governor of West Java in 2008 drove him as Governor of West Java Province. During his lead, he received numerous awards from the state. His six years of leadership in West java Province are marked by at least 150 awards from the government. In 2015, West Java Province was awarded Pangripta Nusantara Award for the fifth time under his lead.

## **KEYNOTE SPEAKER**

### **Prof. Dr. Kyungchan LEE**



Prof. Dr. Kyungchan LEE is Head, Dept. of ASEAN Business, Youngsán University, South Korea. He has done his Doctoral Degree from Graduate School of International Relations, Hankook University of Foreign Studies, South Korea. He also works as a Coordinator of (MC) at TV Talk Program on Current Affairs, KBS Busan in 2012.

Dr. LEE is director of International Association of Indian-ASEAN Studies in 2013. He works as a editor with Korea Academy of Government-Supported Scholars in 2013. He has also served as an Editor of The Southeast Asian Review, Korean Association of Southeast Asian Studies, from 2012 – 2014. Director, Korean Association of Southeast Asian Studies, 2012 – 2014. Executive Director, Office of International Cooperation, Youngsán University, 2010 – 2014. He has many publications in which he has done work as a co. Author with ASEAN-Korea Relations: Twenty-five Years of Partnership and Friendship, Korean Institute of Southeast Asian Studies, 2016.

## KEYNOTE SPEAKER

### **Prof. Arbee L.P. Chen, Ph.D**



Prof. Arbee L.P. Chen, Ph.D received a Ph.D. degree in computer engineering from the University of Southern California, USA, and is currently Vice President and Chair Professor of Computer Science and Information Engineering at Asia University, Taiwan. He also holds joint faculty positions at National Tsing Hua University and Academia Sinica, Taiwan. Dr. Chen was a Professor of the Department of Computer Science, National Tsing Hua University; a Member of Technical Staff at Bell Communications Research, USA; and a Research Scientist at Unisys, USA.

Dr. Chen organized IEEE Data Engineering Conference in Taiwan, and continuously serves in various capacities for international conferences and journals. He was invited to deliver a speech in the NSF-sponsored Inaugural International Symposium on Music Information Retrieval, and the IEEE Shannon Lecture Series, USA. Dr. Chen's current research interests include big data analytics, top-k queries, and multimedia information retrieval. He has published more than 250 papers in renowned international journals and conference proceedings, and was a visiting scholar at Tsinghua University, China, Kyoto University, Japan, King's College London, UK, and Stanford University, Boston University, and Harvard University, USA.

## **KEYNOTE SPEAKER**

### **Masamu Kamaga Ph.D**



He received a Ph.D. degree in engineering from Chiba University in 2010 which his research focused on Power electronics (multilevel inverters, chopper circuits, general purpose inverters, and floating gate power supplies), power semiconductor devices (Si-MOSFET, GaN-HEMTs).

His bachelor and master degree was reached at Tokyo Institute of Technology majoring Electrical and Electronic Engineering.

He had engaged in some research projects in Power Electronics at Tokyo Institute of Technology, Chiba University, The Japanese National Institute of Advanced Industry, Science and Technology (AIST) and TOSHIBA's Corporate Research and Development Center in Japan. He had also engaged in one of the national research projects of power electronics in Japan. Then, he'd love to try some challenges in the other countries, so currently he's living in Bandung City, Indonesia. He has been trying to start some projects in Indonesia such as KMG Goes to School, Bandung Portal, Bandung Japan Festival and MOMIJI – Japan Indonesia Exchange Fair 2015. He is also member of IEEE.

## **IARI 2016 Tracks' Chairs**

### **Business, Management Economics Studies & Social Sciences**

Kyungchan Lee & Jeffri  
Raeni Dwi Santy & Juanda  
Mery Maulin & Irawan Afrianto  
Siti Kurnia Rahayu & Yeffry Handoko Putra  
Kusiyah & Novrini Hasti  
Salmon P. Martana & Harti

### **Social Sciences Humanities, Health and Medicine Studies**

Hussni M. Nasr & Emad Farouk Saleh  
Ivan Kurniawan & Marx P. Catalan  
Romeiza Syafriharti & Desy Misnawati  
Renan P. Limjuco & Asih Prihandini

### **Engineering & Technology Studies**

Masamu Kamaga & Untung Rahardja  
Charlyna S. Purba & Arbee L.P. Chen  
Po Abas Sunarya & Tuti Nurhaeni  
Deden A. Wahab & Citra Noviyasari  
Lilis Puspitawati & Muhammad Aria Rajasa

## **IARI 2016 Panels**

### **“Inclusiveness Growth, Innovation and Technology: Interdisciplinary Perspectives to serve the Society”**

**Moderator: Dr. Farooq Ahmed Jam**

**Dr. Ir. Eddy Soeryanto Soegoto**

**Prof. Dr. Umi Narimawati**

**Prof. Arbee L.P. Chen, Ph.D**

**Prof. Dr. Kyunghan LEE**

In this panel session all the participants will be addressing mainly research issues, with questions such as: What is the relation between development of research, innovation and welfare? How do market dynamics and institutions affect research contribution? How does the trend towards the concentration of innovation in sustainability? How are the costs and risks of innovation shared among the people? How is the value added, generated by technology and innovation distributed?

## **Best Paper Nominee List**

### **Business Model Innovatoion in the Internet Marketing Adoption Context**

*Irzanita Wathan\**, *J. Abi*, *PT. DGN*

University, Palembang,  
PT. DGN, Jakarta, Indonesia

### **Utility Gto Toll Gate Pasteur Bandung Using Simulation Model**

*Agus Riyanto*, *Ifaz Fazlurahman\**

Jadara Private University, Jordan

### **The Gps System Application Of Waste Operational Activities of the Waste Management, Parks and Cemeteries Department (Dp4) Bandung**

*Sain Segar*, *Yasmi Afrizal* , *Julian Chandra W\**

Universitas Muhammadiyah Luwuk, Indonesia.  
UNIKOM Bandung, Indonesia.

### **Knowledge Management Models Pt. Xyz**

*Irfan Maliki*, *Tati Harihayati*, *Nelly Indriani\**

University of Computer, Indonesia.

### **The Influence of Job Satisfaction and Organizational Commitmen to the Organizational Citizenship Behavior in Pt.Haier Sales Indonesia Bandung Branch**

*Vanny Ayu Saraswati*, *Dedi Sulistiyo S\**

Universitas Komputer Indonesia (UNIKOM), Indonesia



**How E-Commerce Web Quality and Customer  
Experiences Can Take the Online Purchase Intention  
Up? Case Study: E-Commerce of General Insurance  
Product**

*Mrs. Arief\*, Brata Wibawa Djojo, Henry Purnomo*

STIE Kusuma Negara, Jakarta , Indonesia

Bina Nusantara University, Jakarta, Indonesia,

## **IARI 2016 Best Paper Award Winner**

### **Business Model Innovatoion in the Internet Marketing Adoption Context**

*Irzanita Wathan, J. Abi, PT. DGN*

University, Palembang,

PT. DGN, Jakarta, Indonesia

### **Heightening Experiential Reprises: An Autoethnography to Underscore the Music Program of the University of the Immaculate Conception**

*Renan P. Limjuco, Mary Jane G. Barluado, and Eric A.  
Moreno*

University of the Immaculate Conception, Davao City

Philippines

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## CONFERENCE PROGRAM

**DAY 01 Wednesday (November 23, 2016)**

**Welcome Reception & Registration  
7:30 am –8:30 am**

**Opening Ceremony (08:30am – 12:00 pm)  
Venue: Auditorium Floor 17<sup>th</sup>**

08:30am– 08:40 am	Welcoming and Opening by MC
08:40 am– 08:55 am	Art Performance – “Tari Merak” by Saung Budaya Unikom
08:55am -09:05am	Song – Indonesia National Song (Audience); UNIKOM Mars Song; Song by <b>Prof. Dr. Renan P. Limjuco (Music Scholar)</b> from University of the Immaculate Conception, Davao, City Philippines
09.05am - 09.20am	Welcome Remarks – <b>Prof. Dr. Umi Narimawati, Dra., SE., M.Si.</b> Head of Organizing Committee IARI-2016 & Vice of Rector 1 UNIKOM

09.20am - 09.35 am	Opening Speech – <b>Dr. Farooq Ahmed Jam</b> Conference Chair IARI-2016 & Executive Director Global Illuminators
09.35am - 09.50 am	Opening Speech – <b>Dr. Ir. H. Eddy Soeryanto Soegoto</b> Conference President IARI-2016 & Rector of UNIKOM
09.50 am- 10.00 am	Open IARI-2016 officially (Gong) – <b>Dr. Ir. H. Eddy Soeryanto Soegoto</b> <b>Prof. Dr. Umi Narimawati, Dra., SE., M.Si.</b> <b>Dr. Farooq Ahmed Jam</b> <b>Hendrati Dwi Mulyaningsih</b>
10.00 am- 10.10 am	Praying – <b>Dr. Wendi Zarman</b>
10.15am - 10.30 am	Keynote Speech – <b>Dr. (H.C.) H. Ahmad Heryawan, Lc., M.Si</b> Governor of West Java Province
10.30am - 10.45 am	Keynote Speech – <b>Prof.Dr. Kyungchan LEE</b> Head of Department Youngsan University, South Korea

10.45am – 11.00 am	Keynote Speech – <b>Arbee L.P. Chen</b> Vice President & Chair Professor of Computer Science and Information Engineering at Asia University, Taiwan
11.00am - 11.15 am	Keynote Speech – <b>Masamu Kamaga Ph.D</b> Chiba University, Japan
11.30am – 12.00 am	Award Ceremony & Group Photo

**Lunch (12:00pm – 01:00 pm)**

**DAY 01 Wednesday (November 23, 2016)**

**Session 1 (01:00 pm – 03:00 pm)**

**Venue: Room 9.028, floor 9<sup>th</sup>**

**Session Chairs: Kyungchan Lee & Jeffri**

**Track: Business, Management and Economic Studies**

IARI-16-104	Business Sustainable Model for Msme In Indonesia	Yeffry Handoko Putra
IARI-16-108	The Efforts of Optimization of use of Ict For Education and Learning By Multi-Level Factors Approach	Siti Kurnia Rahayu
IARI-16-110	The Influence of Organizational Culture on the Quality of Accounting Information System (A Study In National Zakat Management Organization)	Adeh Ratna Komala
IARI-16-112	Analysis And Evaluation of the Supplying Goods Controlling System	Novrini Hasti
IARI-16-119	Creative Industry Potential Model for Micro, Small and Medium Scale in West Bandung Based On Geographic Information System	Rahma Wahdiniwaty
IARI-16-120	Sm Analytics: Impact of Sm Engagement Metrics on Online Purchase Intention	Zoha Rahman
IARI-16-121	Phone Charger Portable Design	Sutono
IARI-16-128	Impact of Transportation Infrastructure on Economic Development And Industry Agglomeration: A Panel Analysis Based on Mainland China	Yao Wang
IARI-16-129	The Effects of Heart Count on Employees' Perception on Separation	Chue Kar Wen

**DAY 01 Wednesday (November 23, 2016)**

**Session 1 (01:00 pm – 03:00 pm)**

**Venue: Room 9.009, floor 9<sup>th</sup>**

**Session Chairs: Raeni Dwi Santy & Juanda**

**Track: Business Management and Economic Studies**

IARI-16-131	The Determinants of Firm Value on Commercial Banks in Indonesia	Kusiyah
IARI-16-133	The Role of Socio Entrepreneurial Leadership in Organization And Business Success	Sri Djatnika Sya'diah
IARI-16-135	Influence Users Competency toward to Quality System Information Accounting Management (Unit Analysis Civity Academica Widyatama University)	Irene Sukma Lestari Baru
IARI-16-138	Technology Usage Model Location Based Service and Global Positioning System in the Development of Creative Industries and Tourism Destinations	Deden A. Wahab Sya'roni
IARI-16-139	Social Media Content Analysis "Study on Brand Posts of Electronics Companies"	Kumaran Suberamanian
IARI-16-140	Organizational Culture as A Key Success Factor (Ksf) of Knowledge Management at the Municipalities	Dian Indiyati
IARI-16-141	Modernity and Lifestyle: Analysis of Generation Y on Creative Industry Product	Harti
IARI-16-143	The Influence of Knowledge Management towards Employee's Competence and Its Effect to the Employee's Performance	Darna, Nana
IARI-16-262	Lean Logistics Implementation Level in Small and Medium Enterprises (SMEs) Sector	Yeni Sumantri



IARI-16-222	The Analysis Satisfaction Of Water Services Using Kano Model In Pdam Tirtawening Bandung West Region	Made Aryantha Anthara
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**DAY 01 Wednesday (November 23, 2016)**

**Session 1 (01:00 pm– 03:00 pm)**

**Venue: Room 9.010, floor 9<sup>th</sup>**

**Session Chairs: Mery Maulin & Irawan Afrianto**

**Track: Business Management and Economic Studies**

IARI-16-144	Web-Based Information System Inventory Control (Case Study : Pt Elektra Daya Integra)	Dimas Wahab Pangestu
IARI-16-149	The Role of Public Accountant Integrity to Public Accountant Professionalism in Detecting the Manipulation of Financial Statements	Ely Suhayati
IARI-16-151	It Collaboration Model Analysis using Collaboration Strategy Partnership Between Two Universities.	Rangga Sidik, Dedeng Hirawan
IARI-16-164	Timber Business Opportunities in the Outskirts of Bandung	Andriana, Iyan.
IARI-16-165	Success Factors of National Leadership in Indonesia	Irzanita Wathan
IARI-16-170	Second Order Model for Measuring the Impact of Business Strategy toward Management Accounting Information System in Higher Education In Bandung West Java.	Lilis Puspitawati
IARI-16-172	The Speed of Technology Diffusion and Its Role in SMEs Growth	Savitri Dyah

**DAY 01 Wednesday (November 23, 2016)**

**Session 1 (01:00 pm – 03:00 pm)**

**Venue: Room 10.010, floor 10<sup>th</sup>**

**Session Chairs: Hussni M. Nasr & Emad Farouk Saleh**

**Track: Social Sciences and Humanities**

IARI-16-111	Walking Behavior of Residents Around Railway Station	Romeiza Syafriharti
IARI-16-150	Students' Perception towards The Implementation of Blended Learning: A Case Study in Theory & Practice of Online Learning (Tpol) Class at English Department of Uii	Irma Windy Astuti
IARI-16-156	Women and Job Positions: The study about Habitus of Women Leaders in Advertising Agency	Fitria Angeliqa
IARI-16-162	Heightening Experiential Reprises: An Autoethnography to Underscore the Music Program of the University of the Immaculate Conception	Renan P. Limjuco
IARI-16-180	Protection And Preservation of Sundanese in Public Spaces	Asih Prihandini
IARI-16-244	Speech Training with Systematic Desensitization in reducing Students Speech	Syafryadin

**DAY 01 Wednesday (November 23, 2016)**

**Session 1 (01:00 pm – 03:00 pm)**

**Venue: Room 10.009, floor 10<sup>th</sup>**

**Session Chairs: Ivan Kurniawan & Marx P. Catalan**

**Track: Social Sciences and Humanities**

IARI-16-198	Discretion Investigator in Criminal Law Enforcement for Perspective Law Regional Regulation with Justice	Sahat Maruli T. Situmeang
IARI-16-203	Tourism Development through 3A (Attraction, Amenity, Accessibility) for Regional Economic Growth Case Study: South Bangka Regency	Tatang Suheri
IARI-16-208	Embodiment Islamic Image Based on the experience space on the Mihrab Mosque Case Study: Mihrab of Al Irsyad mosque in kota Baru Parahyangan West Bandung Kabupaten	Cherry Dharmawan
IARI-16-215	A Phenomenological Study on Form and Style of Communication Trainer As the Training Motivator in the City of Bandung	Risma Waty
IARI-16-216	The Correlation Between Kanji, Vocabulary And Reading Comprehension	Pitri Haryanti,
IARI-16-259	Legal Protection for Widow Without Child In Bali Inheritance Adat Law	Arinita Sandria

**DAY 01 Wednesday (November 23, 2016)**

**Session 1 (01:00 pm – 03:00 pm)**

**Venue: Room 10.028, floor 10<sup>th</sup>**

**Session Chairs: Masamu Kamaga & Untung Rahardja**

**Track: Engineering and Technology Studies**

IARI-16-134	The Visual Design of Android-Based Sundanese Language Learning Application for Sixth Grade Students in Bandung	Kankan Kasmana
IARI-16-152	A Decision Support System to Cluster A Priority Development Sub Town in Education Field with K-Means Clustering Algorithm(Case Study Center Java Province of Indonesia)	Agus Nursikuwagus, Tono Hartono
IARI-16-153	Application Artificial Neural Network-Image Processing to Seismic Wave Propagation of Carbonate Rock	John Adler, Selvia Lorena Br Ginting.
IARI-16-154	Implementation Id3 Algorithm to Predict Children Achievement in Response (Case Study Children Playgroup School)	Lusi Melian, Desi Permatasari
IARI-16-159	Build and Design of Atmospheric Balloon Altitude Control Based on Multiwii	Agit Zulharman

IARI-16-160	Implementation of Single Sign on (Sso) Technology using Saml Standards at Unikom Information Systems	Taryana Suryana
IARI-16-161	Measure IT Value Impact for Performance of Telecommunication Company in Indonesia Case Study of PT Smartfren Telecom Tbk	Diana Effendi
IARI-16-238	Academic Audit Information System UsingCobit 5 Domain Apo (Align, Plan, Organise) Sub Domain Manage Quality and Mea (Monitor, Evaluate and Assess) (Case Study st the Sekolah Tinggi Teknologi Mandala )	Ninik Sri Lestari

**DAY 01 Wednesday (November 23, 2016)**

**Session 1 (01:00 pm –03:00 pm)**

**Venue: Room 11.011, floor 11<sup>th</sup>**

**Session Chairs: Charlyna S. Purba & Arbee L.P. Chen**

**Track: Engineering and Technology Studies**

IARI-16-166	Quality Evaluation of Online Payment Website to Agent Satisfaction using Webqual 4.0 (Case Study In Pt.X)	Dian Permata Sari
IARI-16-168	Information System of Environment Cleanliness Governance at Indonesia (Case Study: Ijen Crater, Banyuwangi)	Sintya Sukarta,Leonardi Paris
IARI-16-169	Mobile Application and 64-Bit Linux Based Classroom Management and Documents Repository System	Dimas Widyasastrena
IARI-16-171	Fast Algorithm for Shortest and Simple Pathfinding with Implementation in UNIKOM Campus	Aria, Muhammad
IARI-16-176	Head Movements on Virtual Reality: Predictive Classification Experiment	Wartika, ST, MT
IARI-16-177	The Gps System Application of Waste Operational Activities of the Waste Management, Parks and Cemeteries Department (Dp4) Bandung	Yasmi Afrizal M Julian Chandra W
IARI-16-182	The Design of E-mail Auto Reply Application for Lecture Schedule Information	Mauluddin, Syahrul
IARI-16-240	Sistem Informasi Destinasi Kota Bandung Menggunakan Metode Location Based Services (Lbs) Berbasis Android	Bobi Kurniawan

**DAY 01 Wednesday (November 23, 2016)**

**Session 1 (01:00 pm –03:00 pm)**

**Venue: Auditorium floor 17<sup>th</sup>**

**Session Chairs: Po Abas Sunarya & Tuti Nurhaeni**

**Track: Engineering and Technology Studies**

IARI-16-185	Smart Mobile Parking	Syahrul
IARI-16-220	Design of E-Budgeting System in West Bandung Regency for Integrated Development Planning	Rio Yunanto
IARI-16-224	Development Model Good Corporate Management It Based of Creative Products in Fashion Field, towards Creative Economy, Export Market Opportunity from Bandung City	Supriyati
IARI-16-226	Simulation Model Design of Cileunyi Toll Gate as A Tool for Evaluation and Improvement of Toll Booths Operational Policy in Pt. Jasamarga	Gunawan, Rahadiyan, Raka
IARI-16-236	Policy Model of E-Desa In Indonesia	Melly Maulin P
IARI-16-200	E-Government in the Public Service (Studies on Tangibles Aspects in Licensing Services at Badan Penanaman Modal Dan Perijinan Terpadu (Bpmp) on West Java)	Nia Karniawati ,
IARI-16-205	A Multi-Purpose Air Inflated Structure as A Temporary and Easy to use Pneumatic Architecture.	Salmon Priaji Martana
IARI-16-209	Prototype of Support System Application for Housing Using Criteria Performance Index	Citra Noviyasari

**Break (03:00pm – 03:15pm)**



**DAY 01 Wednesday (November 23, 2016)**  
**Session 2 (03:15 pm – 05:00 pm)**  
**Venue: Room 9.028, floor 9<sup>th</sup>**  
**Session Chairs: Siti Kurnia Rahayu & Yeffry Handoko Putra**  
**Track: Business Management and Social Sciences**

IARI-16-173	Inteligent Building System (Ibs) As A Green And Smart Approach In Indonesia:Benefit, Problem, and Challenge	Andi Harapan
IARI-16-175	Factors Determining Value and Customer Trust Building	Sri Sustariyah
IARI-16-178	Interactive E-learning System Using Laravel Framework	Susmini Indriani Lestaringati
IARI-16-179	Challenges in Managing Voluntary Fund : Case in Productive WAQAF Fund in Indonesia	Mery Maulin
IARI-16-181	Impact of Hrm Practices on Project Success in Project Base Organizations: A Moderating Role Of Authentic Leadership Style	Shahbaz Ahmad
IARI-16-186	Analysis Branding Bandung City	Nurbasari Anny
IARI-16-231	The Big Five Model Personality on Employees' Performance at Aviation Manufacturing In Indonesia	Eddy Soeryanto Soegoto
IARI-16-232	The Cultural Ecology Obstructing the New Carbon Economy in Malaysia	Ismi Rajiani

**DAY 01 Wednesday (November 23, 2016)**

**Session 2 (03:15 pm – 05:00 pm)**

**Venue: Room 9.009, floor 9<sup>th</sup>**

**Session Chairs: Kusiayah & Novrini Hasti**

**Track: Business Management and Economic Studies**

IARI-16-197	Warehouse Management System Implementation Process for Facilitate Replenishment Goods in Hypermart Karawaci	Winarno
IARI-16-199	The Impact of Point Of Purchase on the Purchase Decisions (Case Study At Giant Hypermarket Bandung)	Raeni Dwi Santy
IARI-16-201	Knowledge Management Models Pt. Xyz	Maliki, Irfan
IARI-16-202	The Influence of User Competency on Quality of Accounting Information System	Sri Dewi Anggadani,
IARI-16-206	Analysis of Natural Potency and Role of Micro, Small, and Medium Business And Local People of Sayang Heulang Beach in the Context of Development of Tourism Region on Southern Garut Coast	Ivan Kurniawan
IARI-16-210	Analysis of Internal Control System and Implication of Local Financial Accounting System on Local Financial Report Quality in Local Government	Ony Widilestariningtyas
IARI-16-234	Phenomenon of Digital Word of Mouth to the Smartphone Buying Decision	Irwan Tarmawan
IARI-16-235	The Influence of Job Satisfaction and Organizational Commitment to the Organizational Citizenship Behavior In Pt.Haier Sales Indonesia Bandung Branch	Vanny Ayu Saraswati

**DAY 01 Wednesday (November 23, 2016)**

**Session 2 (03:45 pm – 05:00 pm)**

**Venue: Room 9.010, floor 9<sup>th</sup>**

**Session Chairs: Salmon P. Martana & Harti**

**Track: Business Management, Economic Studies, & Social Sciences**

IARI-16-211	How E-Commerce Web Quality and Customer Experiences Can Take the Online Purchase Intention Up? Case Study: E-Commerce of General Insurance Product	Mts. Arief
IARI-16-212	Business Model Innovation in the Internet Marketing Adoption Context	Irzanita Wathan
IARI-16-213	Analysis of Effect of Stock Split of Liquidity of Shares And Impact on Return of Shares(Survey of Companies Listed in Indonesia Stock Exchange Year 2005 to 2015)	Surtikanti
IARI-16-217	Analysis of Effect Against Selling Price Sales Volume in Primary and Chemical Industry Company Sub Cement Sector Listed on the Stock Exchange	Wati Aris Astuti, Muhammad Zakka Permana Putra
IARI-16-229	Determinant of Dividend Policy at Non-Financial Companies Listed Indonesian Stock Exchange	Linna Ismawati

IARI-16-230	The Influence of Working Capital to The Return on Investment (Roi) on the Transportation Sub-Sector Companies Listed on Indonesia Stock Exchange During Period 2011-2014	Windi Novianti
IARI-16-241	Entrepreneurial Orientation and Business Performance: The Mediating Role of Organizational Learning and Innovation in State Owned Enterprise in Indonesia	Urip Sedyowidodo
IARI-16-258	The Influence of Undervaluation, Free Cash Flow, Leverage and Dispersion of Ownerships toward Company's Stock Repurchase (An Empirical Study of Indonesia Stock Exchange Public Listed Companies)	Mahsina

**DAY 01 Wednesday (November 23, 2016)**  
**Session 2 (03:45 pm – 05:00 pm)**  
**Venue: Room 10.010, floor 10<sup>th</sup>**

**Session Chairs: Romeiza Syafriharti & Desy Misnawati**  
**Track: Social Sciences and Humanities**

IARI-16-219	Validity Contract for the Implementation of Contract of Freedom Principles on Standard Contract	Hetty Hassanah
IARI-16-223	Home, Nation, and Identity in Jana Laiz's Weeping Under the Same Moon	Juanda, Nungki Heriyati
IARI-16-225	Indonesia Economic Diplomacy in Europe : Potentials and Opportunities for Indonesia Economic Sector	Andrias Darmayadi
IARI-16-237	The Impact of Traffic Density on Health and Environment	Aulia Ratu Cempaka Jihan Saqiila Ramadhani
IARI-16-239	Intercultural Communication in the Housing Environment	Manap Solihat
IARI-16-187	Emotional , Social , Professional Competencies Predicting Effectiveness Leader in Higher Education to ward World Class University	Dyah Kusumastuti

**DAY 01 Wednesday (November 23, 2016)**

**Session 2 (03:45 pm – 05:00 pm)**

**Venue: Room 10.009, floor 10<sup>th</sup>**

**Session Chairs: Renan P. Limjuco & Asih Prihandini**

**Track: Social Sciences, Humanities and Medicine Studies**

IARI-16-252	Empowerment Policy For Local Community of Fishermen in Cirebon Coastal Area, West Java Province – Indonesia	Aelina Surya
IARI-16-253	Social Media and social activism: who comes first	Hussni M. Nasr
IARI-16-136	The Visual Strategic of Government Health Warning System with Public Services Advertisement at Cigarette Packaging in Indonesia	Rini Maulina
IARI-16-204	Sero-Positivity for Histoplasma Capsulatum Among the Nearby Residents and Workers of Bat Caves	Marx P. Catalan
IARI-16-218	Basmalah-Culture Based Education to Develop Homeland-Loving Character the Unitary State of the Republic of Indonesia (An Innovated Idea on Education In Indonesia)	Ali Syamsuddin Amin

**DAY 01 Wednesday (November 23, 2016)**

**Session 2 (03:45 pm – 05:00 pm)**

**Venue: Room 10.028, floor 10<sup>th</sup>**

**Session Chairs: Deden A. Wahab & Citra Noviyasari**

**Track: Engineering and Technology Studies**

IARI-16-183	Human Resources Scoring Performance Information System at Pt. Atri Distribusindo Tbk.	Winanti, Marlina Budhiningtias
IARI-16-246	The Necessities of the Education with Wider Views: through the Case of Power Electronics Technology	Masamu Kamaga
IARI-16-188	Voting System Implementation (Voting) in the Event with Idol Ilearning Rinfo Media form	Hani Dewi Ariessanti
IARI-16-191	Development of Management Information System Data Processing Waste (E-Waste)	Joko Dewanto
IARI-16-192	Development Assessment Module Portfolio E-Imei Students With Learning to Improve the Quality of Concentration Case Study Mavib	Po Abas Sunarya

**DAY 01 Wednesday (November 23, 2016)**

**Session 2 (03:45 pm – 05:00 pm)**

**Venue: Room 11.011, floor 11<sup>th</sup>**

**Session Chairs: Lilis Puspitawati & Muhammad Aria Rajasa**

**Track: Engineering and Technology Studies**

IARI-16-193	Against Media Learning System Implementation Quality Assessment and Student Learning Effectiveness	Sudaryono
IARI-16-194	Go + Based Online Application to Improve Quality of Service Student Financial Institutions	Tuti Nurhaeni
IARI-16-195	Widget Subscriber as Media Deployment Update Information on Website Sk.Raharja.Ac.Id	Untung Rahardja
IARI-16-196	Media Design Magazine Profile as A Tool For Supporting Information on Public Television Broadcasting Institution of Republic Indonesia (Tvri)	Wahyu Hidayat
IARI-16-214	Utility Gto Toll Gate Pasteur Bandung Using Simulation Model	Agus Riyanto And Ifaz Fazlurahman
IARI-16-227	Feasibility Analysis of Micro Enterprise by Affected Residents of Hydropower (Plta) Upper Cisokan	Trustorini Handayani



**Doctoral Colloquium & Panel Discussion Session**

**(04:00 pm – 05:00 pm)**

**Venue: Auditorium floor 17<sup>th</sup>**

**“Inclusiveness Growth, Innovation and Technology: Interdisciplinary Perspectives to serve the Society”**

<b>Panellists</b>	<b>Dr. Farooq Ahmed Jam Dr. Ir. Eddy Soeryanto Soegoto Prof. Dr. Umi Narimawati Prof. Arbee L.P. Chen, Ph.D Prof. Dr. Kyungchan LEE</b>
<b>Participants</b>	All Participants

In this panel session all the participants will be addressing mainly research issues, with questions such as: What is the relation between development of research, innovation and welfare? How do market dynamics and institutions affect research contribution? How does the trend towards the concentration of innovation in sustainability? How are the costs and risks of innovation shared among the people? How is the value added, generated by technology and innovation distributed?

**Closing Ceremony**  
**(5:15pm – 08:30pm)**  
**Venue: Auditorium floor 17<sup>th</sup>**

05:15pm – 05: 20pm	Closing Remarks
05:20pm – 05:30pm	Closing Speech by and Head of Organizing Committee IARI 2016 and Vice of Rector 1 UNIKOM – <b>Prof. Dr. Hj. Ummi Narimawaty, Dra, M.Si</b>
05:30pm – 06:00pm	Award Ceremony
06:00pm – 07:00pm	Dinner and Grand Networking
07:00pm – 07:05pm	Bridging
07:05pm – 07:20pm	Closing speech by conference president IARI 2016 and Rector of UNIKOM – <b>Dr. Ir. H. Eddy Soeryanto Soegoto</b>
07:20pm – 07:30pm	Closing speech by conference chair IARI 2016 and Executive Director Global Illuminators – <b>Dr. Farooq Ahmed Jam</b>
07:30pm – 07:40pm	Closing performing art – “Tari Sancang Gugat” by Sadaya unikom “Tell the story of fight for and defend the truth”

07:40pm – 07:50pm	Testimony from IARI-2016 participant
07:50pm - 08.00pm	Performance by PSM and KPM
08:00pm – 08:10pm	Testimony from IARI-2016 participant
08:10pm – 08:25pm	Performance by PSM and KPM
08:25pm – 08:30pm	End of Day 01 conference

## **DAY 02 Thursday, (November 24, 2016)** **“CITY TOUR”**

Gathering of Participants at the University of Computer Indonesia (UNIKOM) Bandung,  
Indonesia at 9:00 am

Departure: 9:30 am for City Tour

Drop Back at the University of Computer Indonesia (UNIKOM) Bandung, Indonesia at  
6:00 pm

**Important Note:** This tour is organized by Global Illuminators and University Of Computer Indonesia and entry to this tour is free for all participants. You may also bring your Siblings/Family/Friends but you have to register for them on registration desk on day 1 of conference.

## LIST OF CONFERENCE GUESTS

The following scholars/practitioners/educationists don't have any paper presentations; however they will be attending the conference as delegates and observers.

ID	Name	Affiliation	Country
IARI-16-248	Charlyna S. Purba, S.H., M.H.	Universitas Panca Bhakti	Indonesia
IARI-16-249	Hendrik, S.H., M.H.	Universitas Panca Bhakti	Indonesia
IARI-16-250	Prof. Dr. Ir, Rahmatullah Rizieq, M.Si	Universitas Panca Bhakti	Indonesia
IARI-16-251	Henny Damaryanti, S.H., M.Hum	Universitas Panca Bhakti	Indonesia
IARI-16-245	Metha Shahi	Ramkhamhaeng University	Thailand

IARI-16-260	On Chee Hoong	Tunku Abdurehman University	Malaysia
IARI-16-255	Mr. Harry Maksum	Chief of Sharia - Economics Society Research Centre	Indonesia
IARI-16-256	Mr. Herry Sutanto, SE., MM	Universitas Islam Negeri SGD Bandung	Indonesia
IARI-16-257	Roslina,SS.M.Hum	Universitas Sembilanbelas November (USN) Kolaka	Indonesia
IARI-16-258	Healthy Nirmalasari, S.Sos., MBA	Universitas Padjadjaran	Indonesia
IARI-16-259	Dr. Herwan Abdul Muhyi, S.IP, M.Si	Universitas Padjadjaran	Indonesia



## **TRACK A: BUSINESS MANAGEMENT & ECONOMIC STUDIES**



## The Analysis Satisfaction of Water Services using Kano Model in Pdam Tirtawening Bandung West Region

**Diana Andriani<sup>1</sup>, Julian Robecca<sup>2</sup>, I Made Aryantha<sup>3</sup>**  
<sup>1,2,3</sup> Universitas Komputer Indonesia, Bandung, Indonesia

### Abstract

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The Quality of services provided by the company is the most important yardstick for measuring customer satisfaction. PDAM TIRTAWENING Bandung City West area, is one of the local state-owned units engaged in the distribution of clean water. The study was conducted using a model of Kano to categorize how well the attributes of the service are able to meet customers satisfaction. The results from this study indicate that there are three categories of Kano that Must Be, One Dimensional and Indifferent on the attributes of service and are dominated by Mustbe category. These attributes indicate, the wishes of the customer service PDAM TIRTAWENING Bandung City West region has been met, but the levels of satisfaction of these attributes are still low, is seen in 13 (thirteen) attributes are below the value of 0.5 of the range of 0 - 1, and only an attribute is above 0.5. It is an indicator that the attribute-value customer satisfaction PDAM TIRTAWENING Bandung City West region attributes must be enhanced by improving service of these attributes..

***Keywords:*** Consumer Desire, Kano Model, Customer Satisfaction

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## Lean Logistics Implementation Level in Small and Medium Enterprises (SMEs) Sector

**Yeni Sumantri\***

University of Brawijaya, Indonesia

### Abstract

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The study of lean logistics management in small and medium-sized firms is rarely, especially for manufacturing and trading of food and beverages sector. That situation prompt the need to investigate the efficiency of logistics operations of SMEs based on the concept of lean logistics, particularly by identifying seven waste in the management of the SMEs. The topics were more developed for large industry on an international scale in developed countries. At the same time, the study discussing for small and medium-scale industries and in developing countries is limited. These facts indicate that research with these characteristics is necessary and this research is directed to fill these gaps. Through survey method, this study has identified the intensity level of seven logistics waste in SMEs. The logistics waste consists of inventory, waiting, overproduction, over processing, defect, motion and transportation, respectively sorted from the bigger.

**Keywords:** Lean logistics, Seven waste, SMEs

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## The Influence of Creativity to Amil Performance in Baznas at West Java

Lita wulantika<sup>1</sup>, Ina Primiana<sup>2</sup>, Erie Febrian<sup>3</sup>, Hj. Imas  
Soemaryani<sup>4</sup>

<sup>1,2,3,4</sup> Universitas Komputer Indonesia

### Abstract

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In the development of an organization, it needs the readiness of all available resources, especially human resources. Because human resources that have good creativity can improve the performance of an organization. This study aims to analyze the influence of creativity to the performance of Amil Baznas at West Java. The data in this study are primary data. The study samples are 30 Amil by using purposive sampling method. The study uses survey method with quantitative approach. Data analysis technique is statistical analysis of linier regressions. We hope this study result is the influence of creativity to the performance of Amil

**Keywords:** Creativity, Performance, Organization, Human Resources

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## Business Sustainable Model for MSME in Indonesia

**Yeffry Handoko<sup>1\*</sup>, Herman S. Soegoto<sup>2</sup>, Deden A. Wahab S<sup>3</sup>,  
Rahma Wahdiniwaty<sup>4</sup>**  
<sup>1,2,3,4</sup> Universitas Komputer Indonesia

### Abstract

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A lot of Indonesia's homemade industries are taken in the form of Micro Small and Medium Enterprise (MSME), the low budget industry which is usually located in concentrated district. The life of MSME is being threatened by many aspects of superior enterprise as competitor, global economic and political environment. This research will focus on how to suggest robust model for controlling sustainable aspect in MSME. The result is sustainable business model for MSME with two major factors, the inhibitor which should be controlled and the enabler that supports the sustainable power in MSME

***Keywords:*** MSME, Sustainable, Business Model, Indonesia

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## The Efforts of Optimization of use of ICT for Education and Learning by Multi-Level Factors Approach

Siti Kurnia Rahayu<sup>1\*</sup>, Eddy Soeryanto Soegoto<sup>2</sup>  
Universitas Komputer Indonesia, Indonesia

### Abstract

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Sustainability and effectiveness of the implementation of ICT in the comprehensive education system are essential. The implementation of ICT requires monitoring and evaluating continuously, in order to achieve the progress of educational institutions to meet its vision. This study aimed to examine the factors tiered input domain to the ICT that could impact on the quality of education. This research uses the descriptive method and the verification method. The statistical analysis uses SEM PLS. The unit of analysis is about 1,268 students of Accounting Studies Program of UNIKOM. The results showed that the quality of education as the demands of stakeholders enhanced through efforts to optimize comprehensively the implementation of ICT. The organizational culture, policy, quality of infrastructure and human resources influence the effectiveness of the implementation of ICT and its implications upon the quality of education.

**Keywords:** Organizational Culture, Policy, Quality of Infrastructure, Human Resources, the Effectiveness Of Use Of ICT and the Quality of Education

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Email: skurniarahayu@gmail.com



## Analysis and Evaluation of the Supplying Goods Controlling System

Novrini Hasti\*<sup>1</sup>, Dimas Wahab Pangestu<sup>2</sup>, R. Fenny Syafariani<sup>3</sup>  
Universitas Komputer Indonesia, Indonesia

### Abstract

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One of the important activities in a company is controlling the supplying goods, since it involves several departments in the company and engages customers. As occurs in Elektra PT Integra Power (Elkadaya) authorized distributor company that specializes in safety equipment, testing equipment, and maintenance of the device. The supplying goods process that occurs in Elkadaya involves several departments, as sales, warehouse, accounting, as well as import and order processing. In addition to engaging consumers, president director and producer. Because it involves many parts, if something goes wrong information in one part will affect another part. Therefore, this study will analyze and evaluate the control system of supplying goods that occurs in Elkadaya, so that can be given proposals for improvements to the system in the future. Collecting data will use observation and interviews, and the method of approach is a structured approach to the analysis tools used that are Flow Map, Diagram Context, and Data Flow Diagrams (DFD). The results of this study are in the form of improvements to the process controlling supplying goods in Elkadaya.

**Keywords:** Controlling Supplying Goods, Structured Method, Flowmap

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## Creative Industry Potential Model for Micro, Small and Medium Scale in West Bandung Based on Geographic Information System

**Rahma Wahdiniwaty<sup>1</sup>, Dra, Eko Budi Setiawan<sup>2\*</sup>, Deden A. Wahab Sya'roni<sup>3</sup>**

<sup>1,2,3</sup> Universitas Komputer Indonesia, Indonesia

### Abstract

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Lack of information to the public about the potential of the creative industries on a scale which is owned by Micro, Small and Medium enterprises (UMKM) in West Bandung Regency results in less economic growth increased significantly thus increasing revenue for the UMKM to grow. Thus, the need for information systems is indispensable for the creative industry in West Bandung Regency scale UMKM. With the spread of information about the products of creative industries on a scale of UMKM by making use of Geographic Information Systems (GIS), it is expected that the increase in business scale and productivity of businesses in the creative industries sector and the growing scale of UMKM will increase. This research has result output UMKM West Bandung Regency profile, the profile of potential entrepreneurs' creative industries UMKM, profile business potential of creative industries and design model for information dissemination potential of creative industries using Geographic Information System (GIS).

**Keywords:** Creative Industries, UMKM, Distribution of Information, Geographic Information Systems (GIS)

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## SM Analytics: Impact of SM Engagement Metrics on Online Purchase Intention

**Zoha Rahman<sup>1\*</sup>, Kumaran Suberamanian<sup>2</sup>, Hasmah  
Zanuddin<sup>3</sup>, Sedigheh Moghavvemi<sup>4</sup>, Mohd Hairul Nizam Bin  
Md Nasir<sup>5</sup>**

<sup>1,2,3,4,5</sup> University of Malaya, Malaysia

### Abstract

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Online sale is now the most targeted and striking selling strategy for most of the business enterprises. SM (Social media) now is the most attractive segment to attract consumers and to contact them directly. In social media, users tend to do different types of activities (e.g. comment, like, share, view) and these user actions create SM (Social Media) engagement metrics. Marketers definitely now need to explore the actual impact of Social media engagement activities on online purchase intention and also they need to find out the consistency of online sales with social media engagement metrics. But yet no study explored the relationship of different users' engagement actions with online purchase intention. The study is based on an Online survey conducted on Malaysian social media users (n = 410) to explore their purchase intention alongside their engagement activities. It will help the E-commerce marketers to identify the importance level of social media engagement metrics on online sales and also guide the e-marketers to decide on e-marketing tools to be encouraged particularly for engagement metrics to make online sales. A survey was conducted among the social media users and responses were recorded using the University of Malaya Survey portal. Data were analysed using AMOS 23 and a best fitted model is suggested to be implemented in social media marketing policy. The study reveals a strong positive relationship between fanpage engagement metrics and online purchase intention. The results will guide e-commerce marketers identify the significance of social media engagement on online sales, while helping e-marketers on their decision pertaining to e-marketing tools, particularly for engagement metrics in increasing online sales.

**Keywords:** Social Media, Social Media Engagement, Social Media Metrics Analysis, Online Shopping Behaviour, SM Analytics

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## The Effects of Heart Count on Employees' Perception on Separation

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### Abstract

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This paper aims to study the effects of Heart Count on employees' perception on separation. Employee separation is one of the key dimensions of human capital development process which comprises of recruitment, retention and separation. Most of the past researches indicated that the negative perception of employees on separation has negative impacts on organizational performance, noting from the viewpoint of return on investment, productivity and customer satisfaction. "Heart Count" is a newly developed concept, as opposed to "Head Count". Heart Count nurtures the feeling of being appreciated among the employees and enhances organizational performance. Heart Count is generally the care to the employees from the employer, in which Heart Count considers the leaves or stay back of the employees in all measures. Heart Count (i) nurtures the sense of loyalty into employees, (ii) elaborates supports and cares from the organization to its employees where the employees feel that they are still valuable, not redundant and have the motivation to continue being productive, (iii) nurtures the employee's sense of belonging to the organization even it is in the final phase of the employment cycle and (iv) encourages the leaving employees to re-join the organization as they feel that employer cares for them even during organization's crisis. A correlational type quantitative research will be conducted to address the hypotheses developed. The statistical data obtained from general employees of organizations will measure the influence of heart count on employees' perception on separation. This research expects heart count to advocate positive employees' perception on separation that is crucial for employee performance. It will enhance the understanding on human capital development and assists practitioners to formulate strategies to nurture positive perception of employees towards separation.

**Keywords:** Heart-Count, Head-Count, Employee Perception, Employee Separation, Organizational Performance

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## The Determinants of Firm Value on Commercial Banks in Indonesia

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### Abstract

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The main objective of the company is increasing the value of the company through increased political prosperity shareholders. Shareholders, creditors and managers are parties who have different interests and perspectives with regard to the company. In general, every company has two goals: short-term goals and long term goals. Short-term goal of the company is to make profits, while the company's long-term goal is to increase the value of the company. The value of the company is an important thing for a manager and for an investor. To meet the expectations of investors, financial managers try to maximize the welfare of investors by making various decisions and policies for the financial investment decisions, financing decisions and dividend policy. Third financial decision was necessary because the decision was to mutually affect one another and can affect the value of the company. The purpose of this research is to study the impact of investment decisions, financing decisions and dividend policy on firm's value. The data used are secondary data from go-public banking financial services company and analyzed using multiple regression. The results of this study are investment decisions and dividend policy affects the value of the company, while the funding decision does not affect the value of the company. And simultaneously, investment decisions, financing decisions and dividend policy affect the value of the company. On the other side, the results indicate that there is positive relationship between investment decisions, financing decisions and dividend policy on firm's value.

**Keywords:** Investment Decisions, Financing Decision, Dividend Policy, Firm's Value

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## The Role of Socio Entrepreneurial Leadership in Organization and Business Success

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### Abstract

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An organization performance can be affected by a variety of interrelated factors which should be taken into consideration in order to achieve success and to avoid failure in business. The main objectives of this study were to identify factors affecting an organization's performance and the relationship between factors, especially within the socio entrepreneurial organization and business success. Previous research into business success and failure does not provide a comprehensive explanation for organizational performance. Particularly little research has been focused on factors affecting the performance of established organizations in peripheral regions. The empirical data for this research were primarily based on an extensive survey and in-depth interviews. In data analysis, both qualitative and quantitative methods were applied. Based on the findings of this research, it can be concluded that this study has analyzed theory of business success in the socio entrepreneurial organization context, based on literature from the areas of strategic management, as well as performance measurement, and on empirical evidence from the organization reports. It consists of two main success dimensions: strategy formulation activities and strategy administration activities; and five sub-dimensions: internal factors analysis, external factors analysis, strategy formulation, strategy implementation and strategy control. It also provides a systematic way for analyzing the level of strategic management implementation of a socio entrepreneurial organization performance with socio entrepreneurship practices which need sustainable entrepreneurship spirit and are based on strategic management drivers. Other performance measured, namely: financial performance and non-financial performance.

**Keywords:** Strategic Management, Socio Entrepreneurial Organization, Sustainable Entrepreneurship, Financial and Non-financial Performance

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## Influence Users' Competency Toward Quality System Information Accounting Management (Unit Analysis Civity Academica Widyatama University)

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### Abstract

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This is an explanatory research where the indicator is a synthesis of the merger of several other theories. The purpose of this study was to analyze the effect of the users' competence towards the quality of management accounting information system. The population in this study were all staff of Widyatama University. The sampling technique was based on random and purposive sampling to define specific criteria in sampling (Sugiyono, 2008), i.e., the status as permanent employees of Widyatama University. Total population in this study were 118 respondents with an error rate  $\alpha = 5\%$ . The result sample is 67 respondents. The data used were primary data where the data collection was done by using a questionnaire with questions such as paper forms using ordinal scale. Measurement model data used in this research were the analysis of simple regression by using IBM SPSS 19.0. Users' competence had a positive and significant relationship to the quality of accounting information system management using a significance level of  $\alpha = 5\%$ . The following equation can be obtained:  $Y = 11.007 + 0.845 X$ . The value of the correlation between variables of competency of users with quality management accounting information system amounted to 82.5% categorized as very strong. R Square worth 68.10 contributed 0.681 ( $0.6 \times 1100\% = 68.10\%$ ), accounting for 68.10% of the performance, while the rest of 31.9% was explained by other variables outside the model. The result is a positive relationship between users' competence and Quality Management Accounting Information System.

**Keywords:** Users' Competence and Quality of Management Accounting Information Systems

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## Technology Usage Model Location Based Service and Global Positioning System in the Development of Creative Industries and Tourism Destinations

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### Abstract

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Creative industries and tourism is one sector that is easiest to improve the condition of the economy of a region. The main obstacles are the lack of a conducive business environment, the use of information technology as a media campaign that is still minimal, and the lack of integrity of the supporting facilities of access to markets and primary commodity. This study discusses the usage model of technology Location Based Service (LBS) and Global Positioning System (GPS) in the development of creative industries through integration with products of tourist destinations. By using the technology of location based services and global positioning system that will be developed and implemented on the application of geographic information systems to businesses of creative industries would be material and guidance in utilizing information technology as a means to promote the business of creative industries has been more effective and efficient. Technology location based services and global positioning system that will be developed and implemented on geographic information system-based websites and mobile applications android, will assist the public in obtaining information from the creative industries, which are located adjacent to tourist destinations. Such information may include detailed information about the product creative industries, tourism destinations, distances and routes that can be addressed from the location of its existence to the tourist destinations or related creative industries.

**Keywords:** Creative Industries, Location Based Service, Global Positioning System, Tourism Destinations, Geographic Information Systems

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## Social Media Content Analysis Study on Brand Posts of Electronics Companies

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### Abstract

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One of the most noteworthy customs to connect with the consumers through these Social Networking Sites (SNS) is to create a Facebook fanpage with brand contents and to place different posts periodically on these fanpages. According to different posts or contents placed on the fanpages, consumers responded in different manners. Usually users click like button on particular brand fanpages and then put like, comments or keep sharing on particular posts of fanpages. These types of consumer activities in fanpages reflect brands' post interactivity and engagement. Most importantly, in measuring social networking sites' effectiveness, corporate houses are now analyzing metrics in terms of calculating engagement rate, number of comments/share and likings in fanpages. So now, it is very vital for the e-marketers to identify the effectiveness of different contents or posts of fanpages in order to increase the fan engagement rate in the fan pages. In the study the authors have used the Netnographics technique and analyzed total 1325 brand posts from 17 international brands of Electronics companies. Data of 8 months (From September 2015- April 2016) have been collected for analyses, which were available online from Brands' fan pages. Finally the authors analyzed the descriptive statistics (Post frequency, post engagement metrics) of different posts in each Brand's fanpages. The study elaborated the types of post in fanpages and their implication on generating users' engagement activities. Findings discovered two types of post (Image with details and feature video post) most effective in producing user engagement. The descriptive statistics will guide the e-marketers of Electronics companies to have a comprehensive idea on social media content strategy.

**Keywords:** Social Media, Social Networking Sites, Social Media Content Analysis, Social Media Metrics Analysis, Online Marketing

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## Modernity and Lifestyle: Analysis of Generation Y on Creative Industry Product

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### Abstract

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Along with the development of information technology, creative industries now are growing very rapidly, such as crafts, food and fashion industries, which have differentiation and are innovative. Generation Y as the generation that are born in the era of communication technology that have a lifestyle with active use of communication technologies and interact in social media and internet. Generation Y are also suspected to have a high modernity, considering them being in modern environment that pushes the growth off creative industry's product demand. This paper tried to investigate the relationship between modernity and lifestyle and its outcome including purchase intention and purchase decision toward creative industry product. The population of this research is the Generation Y living in the city, with the sample taken using purposive sampling and the analysis technique used is structural equation modeling (SEM). The results showed that the consumer modernity did not significantly influence the purchasing intention and purchasing decision, while lifestyle significantly influences purchase intention and purchase decision. The research proves that generation Y's purchase intention for the creative industry products significantly influences the purchase decision. This study implies that generation Y in the purchasing decision is heavily influenced by lifestyle and more dominant on the use of communications technology, so further research is recommended in the study of the lifestyle that motivated the use of communications technology.

**Keywords:** Modernity, Lifestyle, Purchase Intention, Purchase Decision

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## The Influence of Knowledge Management towards Employee's Competence and Its Effect on the Employee's Performance

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### Abstract

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This study was aimed at finding out how Knowledge Management, Employee's Competence, and Employee's Performance in PT. Pos Indonesia Branch Ciamis. Management towards employee's competence, the amount of employee's competence headed for employee's performance, the amount of the mutual effect of knowledge management, employee's competence, and employee's performance. The target of the study is expected to provide an overview that most significant effect on Knowledge Management on employee performance or competency employee on employee performance or collectively Knowledge Management by Competence Employees on employee performance, hence it can be referenced in implementation of Knowledge Management in the future, so that it is expected to be maximal. The analytical method used was simple and multiple linear regressions. The regression analysis is to quantitatively calculate the effect of a change variable X to variable Y. To see the relationship between the variables used path analysis: a). direct effect: employee's performance / EP =  $\beta_{11}$  X  $\beta_{11}$  b). indirect effect: employee's performance / EP =  $\beta_{12}$  X  $\beta_{13}$  The results were obtained by the effect of each variable and significant partially on employee performance is Knowledge Management (X): 30.2%, Competence Employees: 71.9%, and simultaneously at 71.9%, other variables that influence employee performance but not examined by 28.1%. The benefits of this research are for the manager of the PT. Pos Indonesia Ciamis Branch namely to find out the importance of knowledge management in improving employees' competence that can influence their work performance.

**Keywords:** Knowledge Management, Employee's Competence, Employee's Performance

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## The role of Public Accountant Integrity to Public Accountant Professionalism in Detecting the Manipulation of Financial Statements

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### Abstract

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Integrity for someone as a Public Accountant is very important, with the integrity of public accountant being someone who is educated to become professional accountant in working so as to detect the manipulation of financial statements, although public accountant is not a guarantor to find irregularities in the form of manipulation of financial statements, but public accountant will be considered guilty if it is negligent in carrying out audit procedures. The method for this study is descriptive verification that aims to determine the relationship between variables through a hypothesis testing by using a hypothesis testing of Structural Equation Modeling Partial Least Square as a tool in making decisions. The study results show the role of Public Accountant integrity to the public accounting professionalism is 46.6%, while the impact of professionalism in detecting manipulation of financial statements is 38.6%..

**Keywords:** Integrity, Public Accountant, Professionalism, Manipulation Of Financial Statements

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## Timber Business Opportunities in the Outskirts of Bandung

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### Abstract

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Bandung with an area of 16.731 hectares is a residential city relatively comfortable and filled with cultural heritage that gives a special attraction for the urban to settle down, the higher population growth gives the effect of a shift in demand for shelter from the city center to the suburbs. Property developments always provide business opportunities to meet the needs of the necessary resources. Wood is one of the components necessary to build a shelter, both hardwood and softwood. Then the chance is quite interesting to study the feasibility of various dimensions aspects of investment. Legal and environmental aspects, market aspects, technical aspects and financial aspects. Legal aspects of providing opportunities that the establishment of places of production and sale of timber is not constrained by the laws of trade and industry, local regulations on zoning efforts. Aspects of market information market share of 10.74% from 7,820 m<sup>3</sup> per year, the technical aspects explained that the land needs a production of 225 m<sup>2</sup> and the production capacity to meet market share is specified, the financial aspects calculate the Net Present Value of Rp. 483,766,585, calculates Payback Period with the results obtained during the investment payback period of 3 years and 6 months, calculate the Internal Rate of Return values obtained 15.62%. Overall aspects are taken into account, gathered during the financial aspect. Net Present Value is positive, meaning that these efforts calculated a beneficial impact. Value Payback Period inform investment value Rp. 2,117,892,500, will be back for 42 months. Calculation of Internal Rate of Return is greater than the interest rate a bank run, which means that the rate of return on investment of this business faster than the rate of return on investment in deposit rates. It can be concluded that the overall aspect to be considered investments in timber business viable.

**Keywords:** Legal Aspects, Market Aspects, Technical Aspects, Financial Aspects, Investment Feasibility

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## Success Factors of National Leadership in Indonesia

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### Abstract

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This paper aims to know some of the factors that determine the success of leadership in Indonesia which is associated with Indonesian leaders with his/her competence, communication skills, crisis handling, and how its aspects will determine his leadership, and national performance, or organizational performance in nation-state context. This paper will also aim to discover how selection can be done objectively and could factor in differences in national leadership and national performance, as then the leadership processes in this country may not only be attributed and be the responsibility of the leaders, but also the responsibility of the selection process and its assorted people that is involved in the selection process. Some of the concepts in a comprehensive manner will be described as a proposed conceptual model, as contribution in achieving better performance for the government.

**Keywords:** Success Factors, Leadership, Indonesia

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## Second Order Model for Measuring the Impact of Business Strategy toward Management Accounting Information System in Higher Education in Bandung West Java

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### Abstract

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Survival in a competitive environment requires managers to identify and make sense of strategic issues as a prerequisite for business strategic change. As business environments or conditions change managers must make sure that management accounting information system changes too. Management accounting information system plays important role in many of decisions that managers make and can provide relevant data for guiding line personnel's strategic decisions. This Study aimed to examine the effect of business strategy on management accounting information systems. The research methods uses in this research is the descriptive and explanatory research methods. The population in this study is 60 colleges which are located in Bandung city-Indonesia. The number of samples is determined using Slovin formula based on probability sampling method. The number of samples which are used in this study is 37 universities. The data quality is tested by Validity and Reliability test. The statistical test which is used is structural equation modelling (SEM) based on component or variance which is known as Partial Least Square (PLS) and the hypothesis test is by using SPSS 2.0 for Microsoft Windows. The study results show that Business Strategy have significant positive effect on the effectiveness of Management Accounting Information Systems at Financial Accounting Division on Higher Education in Bandung city-Indonesia.

**Keywords:** Business Strategy, cost leadership, differentiation, Effectiveness of Management Accounting Information Systems, user Satisfaction and System usage

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## The Impact of Point of Purchase on the Purchase Decisions (Case Study at Giant Hypermarket Bandung)

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### Abstract

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The process for a customer to decide to purchase varies. Some purchase is based only on their needs, some based on both printed or digital advertising or direct sales, while some others make the purchase decision based on discount offer. In retail industry, point of purchase plays important role to draw the customer's attention that could lead to purchase decision. Point of purchase contains the elements of design, color, size and shape, unique illustration as well as the store layout. This study aims to excavate the impact of point of purchase on the purchase decision of the customer of Giant Hypermarket Bandung. It is one of the largest and most complete retail stores in the city of Bandung. The object of this study is point of purchase as independent variable and the purchase decision as the dependent variable. Meanwhile the subject in this study is the customer of Giant Hypermarket Bandung. The Descriptive Research Method is used in in order to find the relation between both variables. The data are collected by using the Accidental Sampling Technique and analyzed with Multiple Linear Regression using SPSS program. The result of this study shows that the point of purchase has significant impact on the purchase decision of the customer at Giant Hypermarket Bandung. In which, the store layout becomes the most prominent elements in point of purchase to draw the customers attention before the purchase decision is made, while the other elements have no significant impact to the purchase decision of the customer at Giant Hypermarket Bandung.

**Keywords:** Point of Purchase, Purchase Decision

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## Knowledge Management Models Pt. Xyz

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### Abstract

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PT. XYZ is a company engaged in construction services. Some construction work is a welder, fitter and painter. Some of the workers in this part are permanent employees and outsourcing. Their type of outsourcing knowledge possessed by employees during work in PT. XYZ be carried out by employees who have expired contracts. This resulted in a loss of knowledge of the project that will be used at other times as a solution to overcome the problem of other projects. The mechanism or container inadequate cause the employees of PT. XYZ does not perform activities of sharing knowledge with the maximum, thus resulting in the knowledge that each employee has not been managed properly. Knowledge management models PT. XYZ is a model that is able to provide solutions to employees based on existing case previously associated with the welder, fitter and painter. The method used to provide solutions to overcome the problem project is case-based reasoning (CBR) method. By using this model, PT. XYZ Disseminate Knowledge, Knowledge store, Manage Knowledge, Create Knowledge, Knowledge Capture and compile knowledge so easy in the rediscovery when needed..

**Keywords:** Model, Knowledge Management, Sharing Knowledge, Case Based Reasoning

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## Analysis of Natural Potency and Role of Micro, Small, and Medium Business and Local People of Sayang Heulang Beach in the Context of Development of Tourism Region on Southern Garut Coast

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### Abstract

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Sayang Heulang beach located in Coastal Tourism Region of South Garut. As one of the leading tourist destinations projected by Garut regency, Sayang Heulang should had leverage to attracts travelers. In the past 3 years, the development of infrastructure such as roads and electricity provision has been made, but there no impact affecting significantly. According to data obtained from Disbudpar Garut, the highest number of visits is reached by Santolo Beach. It recorded that Santolo reached 300% more visits than the surrounding beaches, especially Sayang Heulang. Thanks to the image and information access about Santolo, that has spread across the Internet through blogs and a variety of popular media. This condition is certainly not a positive thing related to determination of Coastal Tourism Region of South Garut as a tourist destination, because people tend to focus on one destination only. Thus the need to do research on the potential of nature and the conditions of the local people at Sayang Heulang Beach. The study seeks to explore the potential of nature and society associated with tourism activities by using 7 methods of marketing mix. The study found that Sayang Heulang Beach has a very unique topography, such as existence of a small islands, estuaries, and exotic grass hill. Another things that occurs is the readiness of infrastructure and tourism community activists in the field of motel and culinary specialty. But all of that not packaged by good promotion, tourism activists still rely on word of mouth promotion traditionally.

***Keywords:*** Sayang Heulang, Promotion, Coastal Tourism, Micro Business

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## Analysis of Internal Control System and Implication of Local Financial Accounting System on Local Financial Report Quality in Local Government

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### Abstract

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The phenomena of this research are unoptimized internal control and monitoring on utilizing district government facilities, unimplemented government accounting standards based on accrual in district government financial accounting resulting in delay of financial report so the proposed report quality is not on time according to the valid report period. The purpose of this research is to identify how big 1) is the influence of internal control on the quality of financial report and 2) district financial accounting system on the quality of the financial report at Bandung Government Office. The research methodology on this research are descriptive and verificative. The research population is Auditor, 17 SKPD P2UPD at inspectorate and Financial Sub-Division at Bandung City Government. Sampling by saturation method. The data collection by using observation, literature study, questionnaire, and interview. Statistical test by using Structural Equation Model (SEM) based on variance or Partial Least Square (PLS), Pearson Correlation, determination coefficient, and hypothetical test. The result of this research reveals 1) the correlation coefficient between internal control system on financial report quality for 0.770. The influence of internal control on financial quality report for 32.6%. The remaining 67.4% is influenced by other factors. 2) The correlation coefficient between district financial accounting system on financial report quality for 0.790. The influence of district accounting financial system on report quality at Bandung Government for 38.7%. The remaining 61.3% is influenced by other factors unobserved in this research.

**Keywords:** Internal Control System, District Accounting System, Report Quality, District Financial Accounting

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## How E-Commerce Web Quality and Customer Experiences Can Take The Online Purchase Intention Up? Case Study: E-Commerce of General Insurance Product

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### Abstract

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Companies need innovation to keep the existence and business sustainability in long term. One of the innovation ways was using technology as well as e-commerce to achieve the company goals. But, how e-commerce can make customers to take an online purchase intention up to company goals? The purpose of this research is to find out the relationship of e-commerce web quality and customer experiences to online purchase intention of general insurance agent e-commerce web. It might create customer interest to buy insurance online through e-commerce quality and customer experiences. The research used primary data by spreading the questionnaires to 100 respondents who lived in Jakarta. The analysis method used Component Based Structural Equation Modeling (CB-SEM) or Partial Least Square (PLS) by WarpPLS software version 3.0. The results obtained e-commerce to take up a purchase insurance online, easily accessible, including claims service so the agent can expand the business by eliminating geographical restrictions.

**Keywords:** e-Commerce Quality, Customer Experiences, Online Purchase Intention, General Insurance

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## Business Model Innovation in the Internet Marketing Adoption Context

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### Abstract

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Business model innovation is one of the priorities of practitioners and interest of scholars, and becoming increasingly critical as mere product or process innovations are insufficient in the current Internet era. By innovating the business model as the result of the use of the internet, the firms can also stay ahead of the competition. Recently, internet marketing has fundamentally changed the paradigm of the business, altered the way in which information is shared and communicate to consumers, and set an enormous influence on strategy and business model. To respond to these changes, businesses need to have the capabilities to integrate, build and reconfigure internal and external competences or to create, extend or modify its resource base i.e. organization dynamic capability. There are prior studies on the relationship between dynamic capability and business model innovation and dynamic capability and new technology adoption, as well as new technology adoption and business model innovation. Most of these studies confirmed that there is a significant correlation amongst these variables, of which some of them emphasize on the adoption of the Internet or e-commerce. This paper investigates empirically in one integrated research model on the relationship between mentioned variables in internet marketing context. The survey was undertaken in Greater Jakarta, Indonesia, to 215 firms in the field of consumer shopping goods. The outcome reveals that there is a direct impact of dynamic capability to internet marketing adoption, dynamic capability and business model innovation, and internet marketing adoption to business model innovation. This study also reveals that the relationship between dynamic capability and business model innovation is partly mediated by internet marketing adoption

**Keywords:** e- Business Model Innovation, Dynamic Capability, Internet Marketing, Technology Acceptance

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## Analysis of Effect of Stock Split of Liquidity of Shares and Impact on Return of Shares (Survey of Companies Listed on Indonesia Stock Exchange Year 2005 to 2015)

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Abstract

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Investment is the postponement of consumption at this time in order to raise the rate of return (return) to be received in the future. Stock split is made to increase the liquidity of the stock movement and allow investors in more so that the activity increased trading volume. Some of the companies listed on the Indonesia Stock Exchange stock split in order for the shares to be illiquid or trading volume activity (trading volume activity) greater shares after the stock split, this was in the Indonesia Stock Exchange did not occur. The method used in this research is the method of explanatory survey based on the study of events (event study). By using the tool of analysis, path analysis. Stock split significant effect on stock liquidity. Stock liquidity significant effect on stock returns. So stock split through stock liquidity significant effect on stock returns.

***Keywords:*** Stock Split, Liquidity Shares and Stock Return

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## Analysis of Effect Against Selling Price Sales Volume in Primary and Chemical Industry Company Sub Cement Sector Listed on the Stock Exchange

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### Abstract

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The consumption level of Indonesian society, especially in the city of Bandung can be said to be very high to see always full as Factory Outlet shopping center, restaurant, shopping malls, and more. Seeing these conditions that the people of Indonesia can be said consumptive, it is for entrepreneurs or producers used as an opportunity to sell products that are expected to earn profits from the business, and the profits would be affected by sales volume, while sales volume itself will be affected by the sale price of the products this research using descriptive and verification method, the unit of analysis in this study three companies manufacturing base and chemical industry sectors cement sub-sector, with a selection of sample using purposive sampling method, while data analysis techniques used Path analysis. The results showed that the Sale Price has a significant positive effect on the volume of sales in the manufacturing sector of basic industry and chemical sub-sectors listed on the Stock Exchange of cement.

***Keywords:*** Sales Price Volume Sales, Industrial Manufacture

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## The Influence of Organizational Culture on the Quality of Accounting Information System (A Study in National Zakat Management Organization)

**Adeh Ratna Komala\***

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### Abstract

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Cultural organizations can improve the quality of accounting information systems. The phenomenon that occurs in an organization in Indonesia shows the accounting information system has not been qualified. This study was conducted to seek the truth through testing that shows the influence of organizational culture on the quality of accounting information systems. The data which were used were obtained through a survey by distributing a questionnaire to 38 recorded zakat management organizations and active in Zakat Organizations Forum (FOZ), processed statistically using SEMPLS. The research method used explanatory research method, to get the basic answers of cause and effect by analyzing the causes of problems in the quality of accounting information systems. The results showed that the issues on the quality of accounting information systems have not been optimal because it has not been the quality of organizational culture.

**Keywords:** Organizational Culture, the Quality of Accounting Information Systems

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## Phone Charger Portable Design

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### Abstract

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As an electronic device, mobile phone chargers require battery power. 9 volt battery can be used to recharge the phone battery by reducing the mains voltage is adapted to the needs of the mobile phone. Based on the analysis of research, Charger Mobile Portable memanfaatkan energy 9 volt battery to recharge the mobile phone battery will be more functional than the cell phone charger in general, especially when you're traveling out of the house, armed with a 9 volt battery which is easily available in the shop or store electricity we do not feel fear, then, when on the way we use mobile phones suddenly died of kahabisan battery.

**Keywords:** Charger, Mobile, Battery, Portable, Rechargeable, lowbat

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## Organizational Culture as A Key Success Factor (KSf) of Knowledge Management at the Municipalities

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### Abstract

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Knowledge Management (KM) is regarded as the most effective method to manage the knowledge in an organization, including in the government agencies. The activities of knowledge management in the municipalities are not only storing, updating, and continuously accomplishing the practical knowledge in detail from all units, but also thinking that KM is the important step in the long terms, so that all employees of the municipalities may be more active, creative, and innovative. In the end, the municipalities may provide the public services satisfactorily. The objective of this research is to test and analyze the effect of organizational culture as a determinant of key success factor (KSF) on the implementation of knowledge management (KM). In this sense, the municipalities may be in such a way that the municipalities can be clear and focus on empowering the characteristic of organizational culture in the municipalities in West Java to enhance the effectiveness of knowledge management. This study was verification - causal relationship - survey explanatory. The population was the municipalities in West Java, with the respondent of employees of the regional secretariat at municipalities in West Java. Using simple random sampling, 308 respondents were selected by power test analysis approach. The data were collected by interview, observation, and questionnaire that has been valid and reliable. The second-order Structural Equation Modeling (SEM) was used to analyze the data to obtain clearer and detailed characteristic of organizational culture to enhance the effectiveness of KM at municipalities in West Java. It is found that the key success factor, in this sense the organizational culture, has a significant effect on the effectiveness of KM implementation, where the attention to the details is the most dominant characteristic of all employees at municipalities in West Java.

**Keywords:** Organizational Culture, Knowledge Management, Key Success Factor, Municipalities

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## Web-Based Information System Inventory Control (Case Study: Pt Elektra Daya Integra)

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### Abstract

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Information technology has a big impact for human life. With Information Technology all activities can be done more easily and quickly. In the business world using good information technology will be able to improve company performance, improve their services to customer so they can compete against their competitors. Information systems and other supporting technology development will lead to a major transformation in the world of business and management. These systems store, retrieve, change, processing and communicating information received using the information system. One of the important activities in a company is controlling inventory. It is said to be important, as it involves several departement in the company and engage customers. As the issues raised in the PT Elektra Daya Integra (Elkadaya) the Authorized Distributor for Equipment & Predictive Maintenance (PdM), Power Test Equipment, HV/EHV Equipment and Equipment Safety of High Technology Manufacturer that has the high quality product. The procurement process of goods from every departement of the companies involved are still in conventionally and manually. So still a lot of mistakes or incorrect information is conveyed from one department to another in the company. With the good Information System Inventory existing problems will be resolved , so that the company can improve its performance.

**Keywords:** Information, Information System Inventory, Waterfall Method

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## IT Collaboration Model Analysis using Collaboration Strategy Partnership between Two Universities

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### Abstract

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Using information technology to collaborate on university partnership is one of strategy shapes to gain objective achievement. In collaboration process, information distribution and communication is a common serious problem. The difference about geography, culture, work ethic, language and many others become an external environmental factor which can disturb partnership activities. Implementation of information technology is another way to minimize those problems. A partnership between two universities in different countries has similar problems. This partnership objective is to execute dual degree educational program. To solve a problem that shows up through information technology implementation as collaboration support, it must be fit for partnership objective. Use of IBM Collaboration Strategy Framework is defined to create and design information technology collaboration model that supports activities of partnership as needed. The first step of this thesis is to analyze the internal environment using a SWOT analysis tool that can describe the strength, weakness, opportunities and threat on partnership and the next stage, analyze the external environment using PESTLE (political, economical, social, technology, legal, and environmental). Those methods used to create a strategy that fits with collaboration method and will be continued to design collaboration model as the implementation of those strategies based on the IBM collaboration strategy framework. Collaboration model of information technology is a result of these researches. This model designed to have a suitable function with partnership needed that is implemented based on an IBM collaboration strategy framework to create communication control and information distribution. To explore a potential partnership, this model has to give new value, profit and advantage for sustainability of X university and my university partnership even more.

**Keywords:** Collaboration Model, IT Collaboration, Collaboration Strategy, U2U Partnership

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## Intelligent Building System (Ibs) as A Green and Smart Approach in Indonesia: Benefit, Problem, and Challenge

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### Abstract

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Intelligent Building System (IBS) is a concept that elaborates architectural design, interior design, mechanical and electrical in order to provide the mobility and ease of control and access from any direction and any time. The system is highly related to automation, where all the utility system in the building still can be operated without any people's intervention, even if there are no people inside the building. The term of IBS is more popular as Smart Building System (SBS), where the concept has been applied in several buildings in Indonesia. But unfortunately, this concept was limited to office and commercial buildings, and only focused on a few major cities in Indonesia, such as Jakarta. In general, the concept of IBS in Indonesia is to help customers create within their projects an environment that maximizes the efficiency of its occupants while at the same time allow effective management of resources with minimum lifetime cost. With the benefits: 1) Capex and Opex Cost Efficiency, 2) Interaction of Systems, 3) End User and System Management Benefits, 4) Streamlined Design and Construction. But in reality, IBS is still rarely applied in Indonesia due to several factors, such as: 1) Lack of understanding of the importance of IBS system, 2) The high cost of IBS, 3) The system is still limited in big cities, especially Jakarta, 4) The operational method and maintenance which is hard to do, 5) IBS is viewed by many stakeholders as a tool of commercial use only. These problems could be solved if the stakeholders of development sector in Indonesia can collaborate to implement this system. Those mentioned could be the building owners, tenants, government, design consultants (including architects), contractors, and others. This paper discusses about the IBS within the context of green programs in Indonesia, also discusses about the benefits, problems and challenges throughout the implementation of this system in Indonesia.

**Keywords:** Inteligent Building System, Smart Building System, Benefit, Problem, Challenge, Indonesia

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## Interactive E-learning System Using Laravel Framework

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### Abstract

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This paper discussed the development of interactive e-learning system for Computer Engineering at Indonesia Computer University. The proposed e-learning platform is a client- server, web orientated application using Laravel framework, and it is utilizing MySQL database. E-learning is a method of learning by utilizing network and computer as its medium, that provides richer content and contributes changes in teaching and learning process. E-learning can provide simulation, direct and indirect interaction with lecturers using animated materials. The concept is ubiquitous by deploying multiplatform cloud based system, that students can bring their own laptop or gadgets to access online material, learn, and work on it anywhere and anytime. The application has been passed the functional alpha test. In the future this application will be applied for other subjects, which is customized to each typical requirement.

***Keywords:*** Ubiquitous Computing, E-Learning, Framework

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## Challenges in Managing Voluntary Fund: Case in Productive Waqaf Fund in Indonesia

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### Abstract

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Waqaf has a significant role in the development of muslim society from time to time. However in Indonesia, waqaf has not been organized yet as well as it supposes to be. Hence, this study is focused on analyse the challenge that occur in the phenomenon of waqaf management in Indonesia. In order to elucidate the research objectives, an analytical descriptive-research is conducted by using normative juridical-approach. The research is conducted through two steps, literary research for the judicial review and field research. The data that is obtained from both of processess will be proceeded into qualitative analysis and normative review. The finding of this study shows that there is only a few number of people who give waqaf in productive way. It can be mean that most people have not known yet about this productive way of Waqaf funding whereas it can be funded in the form of productive land rather than unproductive land which is mainly built only for mosque or school. This productive way of waqaf funding in productive land will potentially give more benefit than wakaf of unproductive land. In the other hand, government and private institutions which responsible in organizing waqaf are also become another factors that makes waqaf in Indonesia unorganized well and not being optimal in its function as productive fund instruments. However, the supporting law that can enhance the function of waqaf in productive way has not been well actualized yet. The government should legislate or enforce laws in order to manage the waqaf. At the same time, the private institutions which organize waqaf also have some problems in managing waqaf in productive way especially in productive land because managing wakaf of productive land needs additional expense to support that way.

**Keywords:** Challenges, Fund, Indonesia

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## Impact of HRM Practices on Project Success in Project Base Organizations: A Moderating Role of Authentic Leadership Style

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### Abstract

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This paper carries the study on the “Role of Human Resource Management Practices (HRMPs) and its Implications on Project Success (PS)” in project-oriented organizations in three major cities (Islamabad, Rawalpindi and Azad Kashmir) of Pakistan. Authentic Leadership Style (ALS) is studied as moderating variable in this study. Burgeoning scale of globalization and increasing competitiveness worldwide has brought about the significance of effective HRM practices for national and international companies. The aim of this particular research study is to investigate the role of Authentic Leadership Style (ALS) between three HRM practices i.e., Employee Recruitment and Selection (ERS), Employee Training and Development (ETD), Employee Compensation System (ECS) and Project Success (PS) in project-based Organizations in Pakistan. Previous researches in this area show a significant positive relationship between HRMPs and project success. While, ALS as moderating variable also critically influences HRMPs and PS as previous studies depict. Data has been collected through 70 standardized questionnaires (as used in multiple previous researches) from project-oriented organizations which are located in Islamabad, Rawalpindi and Azad Kashmir and working on variety of projects. The study findings identify and analyze the role of prescribed three HRM practices on project success that affirms the previous researches. This study is very much valuable for project-oriented firms as this area has been studied very rarely in developing country like Pakistan. Beside project-based firms, this study is helpful for other entrepreneurial organizations as well because an entrepreneur with authentic leadership style can improve more by effectively and efficiently utilizing HRs in order to achieve desired goals.

**Keywords:** HRMPs, Authentic Leadership Style, Project Success

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## Analysis Branding Bandung City

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### Abstract

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Place Branding can be defined as the planning and execution of the entire process of creating, maintaining and/or developing the perception of a city existence, potential customers and other stakeholders, aimed at influencing the attitude of spatially customers, which will benefit the development and growth of sustainable cities, and focus on the value of the city as a whole. Device to carry out urban management called city branding. The implementation of city branding strategy implemented by local governments and stakeholders as the principal designer of city development actors, using the positioning phrase, slogan, symbol, icon, exhibitions, and various other media widely known (high awareness). This research aims to develop criteria for the identity of Bandung city with unique characteristics that can be used as a branding Bandung, in particular regarding the slogan, logo and symbol corresponding perceptions and expectations of stakeholders, and the public so as to give an identity to a city that has a character. The method used in this study is descriptive and qualitative, in the form of Focus Group discussion (FGD) involving various stakeholder groups were divided into three groups, namely: community; businessmen; and visitors. Based on the potency and differentiation owned by the city of Bandung, positioning the ideal is "The Admired service city in Indonesia", while the slogan that matches the asset Cities and brand strength Bandung, recommended is the "Business and Leisure". By symbol depicts one that Angklung Sundanese arts community, business activities and appropriate mountain morphology the city of Bandung.

***Keywords:*** City Branding, Slogan, Logo, Symbol

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## Emotional, Social, Professional Competencies Predicting Effectiveness of Leader in Higher Education toward World Class University

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### Abstract

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Policies to regulate higher education in Indonesia continue to face changes in order to improve the quality and competitiveness of graduates. Higher Education Management and performances are controlled by Ministry of Research, Technology and Higher Education. Efforts are given continuously to increase higher education quality, therefore effective leadership competencies in leading Universities both at the level of Higher education, Operational - level faculty and courses that directly manage certain scientific studies program are needed. Research aims to predict the emotional, social and professional competencies of leaders from colleges that have received recognition quality. The study used in this study is descriptive research. The data were collected from 7 universities that are recognized nationally and Q star with the selected program of study as many as 30 who have committed to internationalization. The results showed that Emotional, social and professional competencies predict effectiveness leadership of Head of Department, includes Self Awareness, Self Management, Adaptability, Self Confident Learning Ability, Team Work & Collaboration, Conflict Management, Improving Organization, Planning, Execution, Decision Making, People Management, Entrepreneurship and HE Management. The implications of the research findings of this study can be used as a tool for the selection and placement of college leaders to achieve world-class university as well as for leaders' self-development that should be developed continuously. And this study also contributes to government policy in terms of placement and college leadership development to higher education towards World Class University

**Keywords:** Emotional, Social, Professional Competencies, Leader, Higher Education

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## Warehouse Management System Implementation Process for Facilitate Replenishment Goods in Hypermart Karawaci

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### Abstract

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Fast moving in retail industry is the latest trading industry in trading chain, in conducting its business, the company always strives to regulate retail and warehouse management as well as managing so that the company can afford to survive and compete with other retailers. So that warehouse management can be run with either the supermarket to apply the method in order to facilitate the set up warehouses. Warehouse Management is an order to manage warehousing and distribution of goods that are stored goods remain in good condition and distributed to applicants at the time, the specifications and quantities. Therefore required an application program that can help identify the items so that the employee can easily make the process of replenishment of goods to be displayed from the warehouse to the sales area

***Keywords:*** Retail, Warehouse Management, Application Software

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## Factors Determining Value and Customer Trust Building

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### Abstract

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Relationship marketing and service quality are determinant factors in enhancing the value and confidence for customers. BPJS (Social Guarantee Provider Board) for the health is a new program organized by the government to increase public health's improvement. The implementation the government's new product in the field of health marketing activities using the proximity system to customers and quality of service delivery has become one effective strategies in increasing public confidence. The goal of this study focuses on the effect of relationship marketing and service quality to customer value and its impact on customer confidence. The method of research uses a quantitative approach equipped with expert judgment. Samples used in the research are BPJS participants' patients at General Hospitals of Local Government in West Java Province. Technique of data collection is proportional cluster random sampling and the analysis technique used is the analysis of SEM (structural equation modeling). Descriptive research results show that relational marketing, service quality, customer value and customer trust ranging from poor to the very good level. The results of the study on each indicator show that some indicators are less than optimal still. Results of verification research prove that the relationship marketing and service quality show positive and significant impact on customer value and the customer value shows significant and positive effect on customer trust

**Keywords:** Relational Marketing, Service Quality, Customer Value and Customer Trust

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## The Influence of User Competency on Quality of Accounting Information System

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### Abstract

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User competency is factor which can improve the quality of accounting information systems. Thus, the quality of accounting information systems has influence on the quality of accounting information. In Indonesia, this phenomenon happens in many organizations showing that there is disintegrated accounting information systems which then causes unqualified accounting information. This research was carried out in order to find out fact through examination presenting in the influence of user competency towards accounting information systems which can give impact to the quality of accounting information. Data used in this research were gained through survey by distributing questionnaires to 58 state owned enterprises in Indonesia. The data were then managed statistically by applying SEMPLS. Research method used was explanatory research. The result of this study shows that the problem in inqualified accounting information occurs when the accounting information systems is irrelevant to what it has to be. Besides, this is also because the user competency is not entirely good as expected.

***Keywords:*** Copmetency, Accounting Information Syastem, User

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## Determinant of Dividend Policy at Non-Financial Companies Listed on Indonesian Stock Exchange

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### Abstract

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This paper examines the determinants of dividend policy at companies in Indonesia. The study uses a firm pooled panel data of all firms listed on Indonesian Stock Exchange. Purposive sampling technique was used and a sample of 87 non-financial companies for duration of six years from 2009 to 2014 was selected. Secondary data were collected from audited financial statements of companies from Indonesia. Dividend payout ratio was dependent variable while independent variables were, insider and institutional ownership, profitability, firm size, and past dividend of the firm. This research used multiple regression method. The Study develops six research hypotheses, which are used to represent the main theories of corporate dividend. The result suggests that proportion of stock held by insiders and institutional ownership significantly affect the amount of dividends paid. Profitability, firm size, and past dividend of the firm seem to be determinant factors of corporate dividend policy in Indonesia. The findings provide support for the agency cost theory and are broadly consistent with the pecking order theory. But the results provide no support for the signaling theory.

**Keywords:** Profitability, Dividend Payout, Indonesian Stock Exchange

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## The Influence of Working Capital to the Return on Investment (Roi) on the Transportation Sub-Sector Companies Listed on Indonesia Stock Exchange During Period 2011-2014

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### Abstract

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Working Capital is the funds needed by every company to pay the daily operational expenditures. It is expected to be returned to the company in a relatively short time. Meanwhile, Return on Investment (ROI) is the company's ability to generate profits to cover the investment. The aim of this research is to determine the influence of the Working Capital on the Return on Investment (ROI) on the transportation sub-sector companies listed on the Indonesia Stock Exchange. The object of this study is the Working Capital and the Return on Investment (ROI). The method used in this research is the Descriptive and Verificative Method with quantitative approach. The population is the Financial Statements of 32 companies, while the sample used in this research is eight companies engaged in transportation sub-sector business listed on the Indonesia Stock Exchange during period of 2011-2014. the statistical testing techniques used are the Multiple Regression Analysis, The Classical Assumption Test, the Pearson Correlation and Determination Coefficient Test, as well as the Hypothesis Testing. The SPSS 16.0 for Windows application program is also used as the analysis tool. The results of this research concluded that the Working Capital and Investment Rate are annually fluctuated. The result of the statistical analysis however proves that the Working Capital has partially significant influence on the Return on Investment (ROI).

**Keywords:** Working Capital, Return on Investment (ROI)

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## The Big Five Model Personality on Employees' Performance at Aviation Manufacturing in Indonesia

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### Abstract

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Relying on the role and function of an aerospace due to progress in science and engineering which also affects the lives of the world that raises fundamental changes in order the relationship between nations and cooperation to be improved. Defense companies that need financial subsidies from the government and properties manufacturing that relies on global supply chain y has changed aerospace turned into a aerostucture in century 21. Moreover, the size of potential business of aerostucture manufacturing in the global market, it is certainly associated with human resources that give performance optimally in order to be able to produce qualified products and can compete in the global market. A good performance can be affected by personality in human resources. This research attempts to test and analyze the effect of "the big five model" personality on employees' performance at flight manufacturing. This research is verificative research-causal relationship. The population is taken from employees of aviation, in which the respondents are employees of the flight machining manufactur department as much as 190 people. Data collection method uses interview, observation, and questionnaires that are already valid and reliable. Data analysis uses the method of path analysis. The results show that there is significant effect of personality on employees' performance in Indonesia flight manufactur either simultaneously or partial personality in which employees' conscientiousness has the dominant effect on improving their performance.

**Keywords:** Personality, Performance, Manufactur

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## The Cultural Ecology Obstructing the New Carbon Economy in Malaysia

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### Abstract

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Since forests have increasingly been considered a critical issue under United Nations Framework Convention for Climate Change, a new approach to mitigating terrestrial emissions associated with climate change called 'REDD+' (Reducing Emissions from Deforestation and forest Degradation) is introduced. REDD+ is a proposed performance based mechanism in which developed country donors, corporations, non-governmental organizations, and individuals will compensate developing countries for forest emissions reductions. This leads to "new carbon economy" - the emerging trade in carbon emissions, along with the series of market-based policy instruments designed to reduce global greenhouse gas (GHG) emissions through the creation of markets for carbon. Southeast Asia hosts a number of early REDD+ type projects. However, there have been distinctive differences between countries that have been successful in implementing REDD+. Potraying on frameworks of national culture, this article is exploring the applicability of REDD+ in the developing country of Malaysia which has been cited amongst the highest globally in growth of greenhouse gases (GHG), but the involvement in REDD+ project is so limited. Using Hofstede's construct of national culture, social units in Malaysia are investigated where REDD+ is proposed as a culturally dependent strategy. It is recommended that the successful implementation of REDD+ as new carbon economy demands compliance between the strategies that are adopted and the country's cultural characteristics. This study argues that the ability of the "new carbon economy" to provide real benefits for sustainable development may ultimately be obstructed by the nature of the society itself.

**Keywords:** REDD+ (Reducing Emissions From Deforestation And Forest Degradation), Carbon Economy, Forest, National Culture, Malaysia

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## Phenomenon of Digital Word of Mouth to the Smartphone Buying Decision

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### Abstract

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The phenomenon of word of mouth, particularly through digital media makes one of the important references that should be considered in taking action with more targeted marketing communications. Research on "Phenomenon of Digital Word Of Mouth to The Smartphone Buying Decision ", is a research field of marketing communications. The goal is to reveal and find the relationship phenomenon of word of mouth that continues to grow especially in the digital media, the marketing communications activities. How is the phenomenon of the digital word of mouth can influence buying decisions for smartphones, as well as the extent to which the digital word of mouth can be a reference to the activities of marketing communications, branding and promotional mix as a media interaction in influencing the decision to buy a smartphone, it is interesting to study. This study used a qualitative method with phenomenological approach. This phenomenological study uses data users of digital media, especially the Internet such as websites, social media, blogs or forums digital. Explaining in seeking and giving information as a form of word of mouth through the results screen capture different sources of information from the internet, as well as in-depth interviews. Phenomenon of word of mouth becomes an important activity when searching for information.

**Keywords:** Phenomenon, Word of Mouth Digital, Smartphone, Buying Decision

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## The Influence of Job Satisfaction and Organizational Commitment on the Organizational Citizenship Behavior in Pt.Haier Sales Indonesia Bandung Branch

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### Abstract

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One of the increase in international business activity is characterized by increasing foreign direct investment. Investments made by multinational companies create increasing competition in the industry in implementing the global strategy. It became a challenge for Haier to survive and continue to grow in its management to maintain its industrial surroundings, therefore Haier is also required to improve the ability and expertise of its management by increasing employee job satisfaction, organizational commitment and Organizational Citizenship Behavior. However, job satisfaction, organizational commitment and Organizational Citizenship Behavior in PT.Haier Sales Indonesia still felt weak situation and condition characterized by the presence of a low level, high employee absenteeism and employee turnover intention average of 22%, because if the level of intentions of employee reaches 2% and above categorized as high. The unit of analysis in this study is PT.HSI, the unit of observation in this study were all employees in PT.HSI Bandung Branch. The number of employees in the branch PT.HSI Bandung as many as 136 people. In this study, used two types of analysis: (1) descriptive analysis especially for qualitative variables and (2) analysis of verification of testing the hypothesis by using statistical tests. Analysis (verification) in this study using the test equipment Structural Equation Model (Structural Equation Modeling) and processed using LISREL 8.70. The results of the analysis and discussion undertaken by the researchers that relate job satisfaction and organizational commitment. And their influence job satisfaction and commitment to the Organization Organizational Citizenship Behavior with the same.

**Keywords:** Job Satisfaction, Organizational Commitment, Organizational Citizenship Behavior

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## Entrepreneurial Orientation and Business Performance: The Mediating Role of Organizational Learning and Innovation in State Owned Enterprise in Indonesia

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### Abstract

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The purpose of the research discussed in this paper is to ascertain the relationship between Entrepreneurial Orientation (EO), Organizational Learning (OL), Innovation (IN) and Business Performance (BP) in State Owned Company in Indonesia. Entrepreneurial Orientation (EO) and its principles have increasingly been introduced to the construction industry to improve Business Performance (BP). However, little research outlines the model that reveals the relationships between EO and mediating role of Organizational Learning and Innovation and demonstrates their importance to Business Performance. A Survey to 90 managers of 168 Indonesia's State Owned Enterprises in Indonesia and multivariate analysis using partial least square modelling was used to test the hypotheses. The paper shows the strategy in Corporate Level in various industry and limited by respondent in Head Office in Jakarta. Specific implementation of corporate strategy tends to be associated with Entrepreneurial Orientation and Organizational Learning and Innovation. This suggests that company might gain better outcomes by creating high level of entrepreneurial orientation to support Organizational Learning and Innovation as their organization strives for specific competitive goals. This paper seeks to help managers and decision makers to assess the relationship between Entrepreneurial Orientation, Organizational Learning, Innovation and Business Performance. This paper provides an important step in looking at the impact of Entrepreneurial Orientation to the performance of Organizational Learning, Innovation and Business Performance.

**Keywords:** Entrepreneurial Orientation, Organizational Learning, Innovation, Business Performance, State Owned Company

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## Impact of Transportation Infrastructure on Economic Development and Industry Agglomeration: a Panel Analysis Based on Mainland China

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### Abstract

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The Belt and Road” strategy is a great policy proposed by Chinese government. According to classical theory and related literature, transportation infrastructure along with this strategy may promote economic growth and industry agglomeration. Based on historical data of 29 provinces in mainland China from 1991 to 2014, we employed panel regression model to analyze the real impact of transportation infrastructure (railway and highway) on economic development and industry agglomeration. We find that both railway and highway played a vital role in promoting economic growth (measured by GDP) in mainland China. This effect is much stronger in the West China than other regions. Furthermore, railway and highway also help to significantly accelerate industry agglomeration measured by Location Quotient. In summary, our findings did support the positive impact of transportation infrastructure on economic development and industry agglomeration, which is new evidence of benefits of “The Belt and Road” strategy.

**Keywords:** Transportation Infrastructure; Economic Development; Industry Agglomeration

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## The Influence of Undervaluation, Free Cash Flow, Leverage and Dispersion of Ownerships toward Company's Stock Repurchase (An Empirical Study of Indonesia Stock Exchange Public Listed Companies)

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### Abstract

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Many researchers have shown that the Stock Repurchase has shown the best alternatives for the company to recover the decrease of stock value by doing 'buyback' the stock from the market which mostly caused by the negative sentiment from the investors, especially during the crisis. The methodology approach of this research has use 13 sample of companies with purposive sampling method to determine 'sample criteria' on Public Listed companies listed in period of 2010–2014, which consistently publish their *Stock Repurchase Announcement* Report on the database of Indonesia Stock Exchange (IDX). Multiple regression analysis is used to conduct hypothesis test (test of assumptions) of the relationship and its influence of Undervaluation, Free Cash Flow, Leverage and Dispersion of Ownerships toward Company's Stock Repurchase. The findings show that R-Square shows the amount of 0.783 which means that all the dependant variable has significant relationship of 78.3% with its independent variables And, t-test only Leverage, Dispersion of Ownerships has a partial influence toward Company's Stock Repurchase. Others, Undervaluation, Free Cash Flow shows negative value and above significant level of ( $\alpha$ ), or more than the confidence level 95%. This study can contribute in providing an overview of the factors of Undervaluation, Free Cash Flow Ownerships toward Company's Stock Repurchase in Indonesia which can be used by the investors/ potential investors to make decision making and reinforcing the best fundamental preparation on stock repurchase.

**Keywords:** Undervaluation, Free Cash Flow, Leverage and Dispersion of Ownerships, Stock Repurchase

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**Global Illuminators**

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## **TRACK B: SOCIAL SCIENCES & HUMANITIES**



## Basmalah-Culture Based Education to Develop Homeland-Loving Character the Unitary State of the Republic of Indonesia (An Innovated Idea on Education in Indonesia)

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### Abstract

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Awareness on human identity has brought changes on insight of science development. For decades, education in Indonesia has been oriented on European and American scientific culture which successfully has produced intelligent men; as well managed to build a materialistic lifestyle with putting aside the urgency of character. Authentics proofs of such education which forgets nobility are corruption, nepotism, greed and violence. The conditions above show a necessity of paradigm shift in order to build high civilization with smart, tough, loving, dedicated and loyal individual which is based on faith and piety to God Almighty. To actualize that, some requirements are needed such as ability and seriousness in implementing education, especially consistency between nation's precept and curriculum's implementation. Learning is emphasizing on development of feelings as a creature, and development on math, logic, natural sciences, social sciences, economics and entrepreneurship, language (Indonesian, English, Arabic). As well as, history of nation and a strategy in maintaining the Unitary Republic of Indonesia. Graduation standards is focused on Basmalah-cultural values (Honest, intelligent, tolerant, loving, law-abiding, and insightful).

**Keywords:** Ability, Eternity, Faith, Love, Success

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## The Speed of Technology Diffusion and Its Role in SMEs Growth

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### Abstract

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What determines the speed of the technology diffusion? Analyzing the speed of diffusion is important to the growth of SMEs which could open employment opportunity. Time length for adopting of technology that diffused was varied. Some technologies need a long time to be adopted, the others only took a short time. If technology diffusion could be sped up, can it be adopted immediately? Study of technology diffusion among SMEs of processed food showed many factors that affected the speed of technology diffusion. A surveyed were carried out among food processed SMEs in Bogor. FGD (Focus Group Discussion) were conducted to gain more information. In analyzing the diffusion speed a simple statistical was applied using likert scale. From the study showed that factors such as capability (skilled users), technology availability and accessibility, government support, were factors that determine the speed of technology diffusion.

**Keywords:** Technology Diffusion, Technology Adoption

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## Walking Behavior of Residents Around Railway Station

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### Abstract

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This study aims to explore the walking activity of residents around Kiaracondong Railway Station in the city of Bandung. Relation of walking activity analyzed with the travel distance and other aspects of walkability, as well as to the ownership of the vehicle and other aspects of socio-demographic. From this research, the main reason for walking is the travel distance compared with the other aspects of walkability, even with vehicle ownership Urban and Regional Planning – Indonesia Computer University. Urban and Regional Planning – Bandung Institute of Technology. Transportation - Bandung Institute of Technology

**Keywords:** Walking Behavior, Railway Station, Residents

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## Students' Perception towards the Implementation of Blended Learning: A Case Study in Theory & Practice of Online Learning (Tpol) Class at English Department of Uii

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### Abstract

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Nowadays, ICT (Information and Communication Technology) has been largely used and integrated in many educational levels and content subjects whose objective is, among others, to support or complement the learning process. Blended learning serves as a common example of instructional design to facilitate such ICT-enhanced learning which mostly benefit from its combined face-to-face and online (synchronous or asynchronous) modes. The purpose of this study was to investigate the implementation of blended learning in one of ICT content subjects in English Language Education Department of Universitas Islam Indonesia. It sought to explore and examine how it was implemented particularly to help facilitate interaction and different modes of classroom learning and activities. Qualitative research design, which involved series of classroom observation and interviews, was used to organize and report the finding of this study. The study involved three student-participants taking TPOL (Theory & Practice of Online Learning) subject from around 30 students learning and interacting together in the course for a total of one semester. The study found that the dual modes of learning engaged by the students had presented them with a flexible access of learning which enabled them to experience a more self-paced learning. The use of collaborative learning approach in blended TPOL class also helped to enhance students' interactions and contribute to more varied classroom activities. In the light of the findings, this study would also like to suggest for a careful design and use of blended learning in order to get the most out of it, by taking into considerations: appropriate use of tasks, materials and online learning tool/environment.

**Keywords:** ICT, Blended Learning, Qualitative Research Design

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## Women and Job Positions: The Study about Habitus of Women Leaders in Advertising Agency

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### Abstract

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As other media products that accommodate the culture of patriarchy, the advertisements also still describing the scope of women in the private sphere or as an object that emphasizes the element of sexuality. Involving women in this industry, is believed will produce advertisements with gender perspective. But sometimes women are not posted in strategic position to change the policy, or involve in the text producing. The purpose of this study is describing how women leaders reflect their habitus, which in turn affects many ideologies, thoughts, habits, beliefs, until his actions in the capitalist arena such as advertising industry which is fulfilled of patriarchy ambience. Using constructivism paradigm, this study categorized in qualitative descriptive. Depth interviews with women workers in advertising agency were used as data collection techniques. The results obtained are the portraits of women's logic of practice includes placement of their habitus and capital.

***Keywords:*** Women, Job Position, Habitus, Advertising Agency

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## Heightening Experiential Reprises: An Autoethnography to Underscore the Music Program of the University of the Immaculate Conception

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### Abstract

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The onset of Music and Music Education research to promote the peculiarities of the musicality potentials of Music students in Southern Mindanao, Philippines has been made possible through the Music Program of the University of the Immaculate Conception (UIC), the only university in the region that offers Music degrees. Our primary purpose for this autoethnography is to retell, understand, and document our experiential musical reprises as we immersed ourselves in preparations and actual performances involving the UIC band and orchestra in certain institutional events to highlight themes of the moments from 2014 to 2015. We utilized autoethnography approach to narrate our personal accounts of the events, drawing from our authentic and true-to-life encounters within the most realistic situations. The data comprised a total of nine song performances from selected events including the University Intramurals Musical Show 2014 (3 songs), Institutional Christmas Party 2014 (2 songs), Intramurals Musical Show 2015 (2 songs), and National ITSO Planning intermission and Broadway recital (1 segment in a medley, 1 song). We found that several faculty and students from the Music program, alumni, and other local musicians were enthusiastic in exhibiting their musical prowess amidst their tight non-academic or academic routines. These positive reactions suggested that the UIC Music program is competent in staging musicals as shown by the capabilities of various players like the arranger, band members, singers, and musical/show directors affiliated to UIC. Various themes generated from our stories were used to re-evaluate the existing music curriculum leading to an innovative pedagogic style and a more student-centered and industry-aligned music curriculum.

**Keywords:** Music, Musical Performance, Music Genre, Autoethnography, Thematic Analysis, Philippines

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## Protection and Preservation of Sundanese in Public Spaces

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### Abstract

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This research proposes a framework of Sundanese maintenance designed by adapting sociolinguistic perspectives. In the way of this sense, it attempts to discover ways to: (1) protect and (2) preserve Sundanese. Answering the challenges, this research applies qualitative method with observation for data collection and description for data analysis. As a result, this research reveals: (1) a way in which Sundanese can be protected; through policy establishments, and (2) strategies with which Sundanese can be preserved by implementing: a. Sundanese for social interaction in particular occasion in the society, b. Sundanese in family's activities, c. Sundanese names for public spaces with fruitful Sundanese values, d. empowering programs of the local community in both virtual and real world. It is expected that the framework proposed provides prototypical government programs to protect and preserve Sundanese as a minority language in the wave of globalization.

**Keywords:** protect, preserve, Sundanese

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## Discretion Investigator in Criminal Law Enforcement for Perspective Law Regional Regulation with Justice

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### Abstract

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Use discretion in accordance with its objectives is one of the rights that are owned by government officials in making decisions and/or actions. Discretion may only be performed by an authorized government officials with the purpose of engaging in governmental administration, fills a legal vacuum, provide legal certainty and overcome the stagnation of government in certain circumstances in order to benefit and the public interest. Through normative juridical research, this study found aspects of the investigator's discretion in the enforcement of criminal law on local regulations equitable law enforcement perspective. The discretion of the investigator in a regional law enforcement frequent violations where certain people do not feel the fear of the sanctions contained in the regulations. In the face of such circumstances, the investigator must be active to overcome it. This is in accordance with one of the characters in the government according to law.

**Keywords:** Discretion Investigator , Criminal Law Enforcement , Regional Regulation , Justice

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## Tourism Development Through 3A (Attraction, Amenity, Accessibility) for Regional Economic Growth Case Study: South Bangka Regency

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### Abstract

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The number of tourists traveling around the world continues to increase, in 2011 the number reached 980 million, an increase of 4.5% compared to 2010. Tourism has raised the economic equivalent to 5% of the world GDP and 45% of export services in developing countries (Chheang, 2013). Indonesia has become one of the key tourist destinations in Southeast Asia due to its diverse tourism products. International tourist arrivals are expected to continue growing and contribute to the national 3.5% of GDP in 2022 (World Economic Forum, 2012). With the opportunities and the target, every tourist destination in Indonesia needs to be prepared to manage the tourism industry by paying attention to three key development of tourist destinations namely Attractions, Amenity, and Accessibility. South Bangka Regency is one of regions in Indonesia that make tourism as a priority sector. There are 17 tourist destinations, 7 of them are marine tourisms, and the others are water and historical tourism. However, the potential of existing attractions should be actively supported by good and capable amenity and accessibility that could encourage tourists to visit South Bangka and directly develop the regional economy. This study aims to identify opportunities and issues in three key of tourism destinations developments in South Bangka. Part of amenity that is valued in this study is hotels and restaurants, availability of utilities, and supporting services such as travel agent. Accessibility is seen from the availability of transportation infrastructure and the access to tourist destinations. The method used in this study is descriptive and comparative approach. Three elements of tourism development in South Bangka are compared to Belitung, a regency that succeed to develop its tourism destinations which in 2013 were able to attract 131.542 tourists.

**Keywords:** Attraction, Amenity, Accessibility, Regional Economic, Tourism

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## Embodiment Islamic Image Based on the experience space on the Mihrab Mosque Case Study: Mihrab of Al Irsyad mosque in kota Baru Parahyangan West Bandung Kabupaten

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### Abstract

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Mosque is one of the art expression that comes from the values of truth ( Tauhid ) and the infinity of Allah. The Morphology of Indonesia Mosque generally are influenced by the Middle East culture or the Arabic culture, characterized by a vaulted archway, the form of room symmetrical, monumental scale, decorated calligraphy, and ornamentation ( arabesque ) and the magnificent Mihrab design. Ridwan kamil as an architect of the mosque has an idea how to express the Islamic value , but is not deviating from the Islamic religion. This Research discuss the positive perception base on people experience space. This perception positive response is precedence over the image of the Islamic values. This research used the experimental methods , with the quantitative analysis comparative approach. Experiment is done by providing the space stimulation to 55 islamic people as an participant. The object of this research is Mihrab of Al Irsyad mosque in Kota Baru Parahyangan, West Bandung kabupaten) , and then tested to the respondents for measuring response perception through Quisioner in semantic differential Form. The paticipant will fill and answer the quisioner based on their personal perceptions to the mihrab design. The research results is that embodiment Islamic image based on the experience space on the Mihrab Mosque are Islamic, aesthetics, cleanness, Focus, point of Interest, glamorous, calmness and natural perception. The perception value of aesthetics and Islamic perception have the significant value to the experience space on the mihrab than cleanness, Focus, point of Interest, glamorous, calmness and natural perception.

**Keywords:** Perception, Islamic Images, Experience Space

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## A Phenomenological Study on form and Style of Communication Trainer as the Training Motivator in the City of Bandung

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### Abstract

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This study was intended to research the form of trainer communication and to understand communication style used by trainer as the training motivator. The question to be analyzed was how the form and the style of communication has been exercised as training motivator in the city of Bandung. The study used phenomenological methodology with constructivism paradigm using interpretative analysis technique. The data was collected through a thorough interview and observation of the participants, library research, internet searching, and data triangulation. Validation of the data in the study was conducted through extensive observation, intensive triangulation, and peer reviews. Communication training can be grouped into teaching and inspirational forms. A teaching form can be further classified into one-on-one communication and group communication. For the style of communication, the study found that the following styles were exercised by the trainer: attractive, articulate, visual, auditory, and kinesthetic. Overall, it can be concluded from this study that the form and the style the trainer chose to communicate with the audiences determine the level of success of the training itself. Further research on different type of training conducted by the trainer as a training motivator is suggested. The research should focus more on the technique, method, and process of training communication.

**Keywords:** Trainer, Trainer Activity, Training Motivation, Communication Style

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## The Correlation Between Kanji, Vocabulary and Reading Comprehension

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### Abstract

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This research is to determine: 1) the ability of Japanese students in mastering Kanji, 2) the ability of Japanese students in mastering Japanese vocabulary, 3) the ability of Japanese students in reading comprehension and 4) the correlation between kanji, vocabulary and reading comprehension (dokkai). The research method that used is descriptive quantitative research method. The research instruments used were test and documentation. Respondents in this study are 78 students of 2nd grade of Japanese Department at STBA Yapari ABA Bandung, Maranatha Christian University and Indonesia Computer University. The research results indicate that the ability of students are already good in mastering kanji are already good (74.01 for kanji), vocabulary ability are already Good (74.24 for vocabulary) and reading comprehension ability are already good (73.27 for reading comprehension). The Correlation between kanji, vocabulary and reading comprehension is very high. It is shown by the significance level of 0,000 and the coefficient of determination (R Square) of 0.857. Although indicated in the category of Good, but the ability of students in mastering kanji, vocabulary and reading comprehension is uneven. Therefore the teachers should are always try to continue to improve the ability of the students, both in the ability of Kanji and vocabulary in order to improve students' ability in reading comprehension. As for the students, they are expected to learn more serious in order to improve the Japanese language ability.

**Keywords:** Correlation, Kanji, Vocabulary, Reading Comprehension

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## Validity Contract for the Implementation of Contract of Freedom Principles on Standard Contract

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### Abstract

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Contract is a relationship between one or more parties to the other party, as stipulated in article 1313 of Burgerlijke Wetboek (BW) as one of the Indonesians rules on contract. One of principles that apply to a contract is contract freedom principles as set out in article 1338 (1) BW that everyone is free to make various form of contract provided that qualify valid agreement or contract, as stipulated in article 1320 BW, consist of the parties agreement, legal capacity, a certain thing and legal cause. In fact, in the development of society, it takes some form of contract which is not stipulated in the III Book of BW, which then packaged in standard contracts as the implementation of the principle of freedom of contract. Many standard contracts made by one particular party that imposed on the other party, in this case the other party must agree to the contract, with the adage "take it or leave it" standard contract is based upon the principle of freedom of contract, but in the standard contract for parties agreement have not met in full, it means in each contract will not necessarily be in agreement between the parties, but due to certain conditions, the parties finally offered a standard contract will be agreed characterized by affixing a signature, and this eventually lead to problems relating to the validity of the contract.

**Keywords:** Standard Contract, Contract of Freedom Principles, Validity of The Contract

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## Home, Nation, and Identity in Jana Laiz's Weeping Under the Same Moon

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### Abstract

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The paper attempts to analyze the meaning of home, nation, and identity from the perspective of cross cultural narrative. Postmodern thinkers refute the concept of fix and unchangeable identity; instead they argue that identity is dynamic and changing. Derived from Jana Laiz's Weeping This Same Moon, the paper underlies crisis of identity experienced by two main characters, Hannah and Mei. They have different cultural background and experience; however, both feel uncanny in their own home and nation. Hannah is American teenager who has emotional issue and estranges from her society because her surrounding thinks her as a weird girl. While, Mei as a Chinese descendant who lives in Vietnam gets discrimination in her own homeland. Due to the Vietnam War, she and her relatives flee to America. Both try to dismantle their identity crisis and reconcile a home of their own. Using the concept of identity proposed by Stuart Hall and Nationalism by Benedict Anderson, the paper examines the interconnecting experience, history, and culture in shaping the concept of home, nation, and identity.

***Keywords:*** Home, Nation, and Identity

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## Indonesia Economic Diplomacy in Europe: Potentials and Opportunities for Indonesia Economic Sector

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### Abstract

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President Joko Widodo since the beginning of his administration is committed to strengthening economic diplomacy to promote exports, tourism, and increasing investment (trade, tourism, investment-TTI), as well as strengthening the bilateral economic cooperation and regional. Economic diplomacy is directed to maintain and enhance the economic ties with the traditional markets, and take advantage of market opportunities in non-traditional regions, including to prospective markets such as the European Region. In an effort to increase trade volume and improve the quality of Indonesian trade, then one of the priorities of Indonesian diplomacy aimed to explore further the potential of non-traditional markets and alternative markets for Indonesian products. Positive achievement of Indonesia's economic diplomacy performance goals require breakthrough by expanding exports to regions outside the traditional markets of Indonesia, to non-traditional markets, including emerging economies countries in the European region. Europe is one region that is growing rapidly before the global financial crisis in 2008. In the period from 2002 to 2008, the average of GDP growth in the region recorded 6.1% (IMF, 2016). This area holds the potential as the emerging economies because of the wealth of natural resources, strong economic fundamentals that followed by economic reform, and an attractive market with the GNP per capita continues to increase.

**Keywords:** Economic Diplomacy, Europe, Potential Market

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## The Impact of Traffic Density on Health and Environment

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### Abstract

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The relatively high development of economic activity and urbanization both in urban area and suburban area has a great impact in the increase of energy consumption, such as the fuel-based energy consumption for power plants, furnaces, and transportation of some industries. The fuel burned is the main sources of pollution because the combustion residues which are released into the air such as CO<sub>x</sub>, NO<sub>x</sub>, SO<sub>x</sub>, SPM (suspended particulate matter) contributes greatly to the air pollution. The development of traffic volume in Indonesia reached 15% per year. Transportation in big cities is the largest sources of the air pollution; since 70% of urban air pollution caused by motor vehicle. Air pollution brings negative impact on human health from pollutants which are released by motor vehicles. Of the several types of pollutants produced, CO is one of the most pollutants released by motor vehicle and the substances may give a direct or even indirect harm to human's health. In this study the author uses descriptive analytical approach. The study was conducted in two phases, namely the library research and field research. Data obtained through library research and field research was then analyzed qualitatively and normatively. The results showed that the congestion arising from the traffic density resulted in pollution of the air and the environment that could possibly cause health problems; such as respiratory problems, eye irritation, digestive disorders, skin diseases, heart disease, and even cancer. Therefore, it is necessary for having a more detailed analysis of the impact of the density of traffic on health and environment, in order to look for a good solution, so that the harmony which is not harmful could take place.

**Keywords:** Traffic Density, Health, Environment

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## Intercultural Communication in the Housing Environment

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### Abstract

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This article intends to determine "How intercultural adaptation of various ethnic groups living in the Gending Mas Housing Pasirjati Bandung?". To reveal this phenomenon the authors used a qualitative research method by using a model of symbolic interactionism to see the behavior and interaction of each individual can be distinguished because it was shown through symbols and their meanings. To gain the data, the authors used three data collection techniques, observation, interview, and review of documentation. Our research found that ethnic diversity in Gending Mas Housing came from Sunda Ethnic, Java Ethnic, Batak Ethnic, Padang Ethnic, Madura Ethnic, Toraja Ethnic, and Malays Ethnic. Mutual adaptation has occurred among the various ethnic groups as fellow immigrants who live in the housing. Their mutual esteem and respect between ethnic groups allowed each ethnic group to run their own cultures. Sunda Ethnic as the largest part of housing residents, can use Sundanese or Indonesian when they were having dialogue. At the use level of verbal and nonverbal language in Javanese, their dialect and the use of native language among them appeared to be more prominent when compared with other ethnic groups, while other ethnic groups more frequently using Indonesian well in interacting internally (within the same ethnic group) as well as with other ethnic. Relations between ethnic groups has so far proceeded without a hitch, which means for each ethnicity has been mutually accepted each other condition. The conclusion of this study, showed that adaptation was going well, although Sundanese were the most numerous ethnic, but at the level of the projection of the cultural values they carried, it was more fluid and more flexible in the adaptation. The use of Sundanese, verbally and nonverbally was not a dominant factor in the interaction process with other ethnic groups.

**Keywords:** Intercultural Communication, Ethnic, Symbolic Interaction, Reciprocal Adaptation

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## Speech Training with Systematic Desensitization in Reducing Students' Speech Anxiety

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### Abstract

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This study was designed to investigate whether Speech Training with Systematic Desensitization could alleviate students' speaking anxiety or not. This study used an experimental design. The population of this study was all fourth semester students in the English Department in one of Universities in Kendari of academic year 2015/2016. The instruments of this study were anxiety test, observation checklist, interview guideline and note taking. The data were analyzed quantitatively and qualitatively. The finding of this study was mean score of Speech Training with Systematic Desensitization Technique (A1) was 101.64 for pretest and 87.16 for posttest. It indicated that the students' anxiety got decreasing because most of the students got low anxiety. Besides, the students were brave to speak and enthusiastic to join the training. Thus, Speech Training with Systematic Desensitization Technique could reduce the students' speech anxiety.

**Keywords:** Speech training, Systematic Desensitization, Anxiety

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## Discretion Investigator in Criminal Law Enforcement for Perspective Law Regional Regulation with Justice

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### Abstract

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Use discretion in accordance with its objectives is one of the rights that are owned by government officials in making decisions and/or actions. Discretion may only be performed by an authorized government officials with the purpose of engaging in governmental administration, fills a legal vacuum, provide legal certainty and overcome the stagnation of government in certain circumstances in order to benefit and the public interest. Through normative juridical research, this study found aspects of the investigator's discretion in the enforcement of criminal law on local regulations equitable law enforcement perspective. The discretion of the investigator in a regional law enforcement frequent violations where certain people do not feel the fear of the sanctions contained in the regulations. In the face of such circumstances, the investigator must be active to overcome it. This is in accordance with one of the characters in the government according to law.

**Keywords:** Discretion Investigator , Criminal Law Enforcement , Regional Regulation , Justice

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## Empowerment Policy for Local Community of Fishermen in Cirebon Coastal Area, West Java Province – Indonesia

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### Abstract

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Along the Cirebon coastal area live fishermen who are generally poor and uneducated. They go fishing to the Java sea in the evening and go back home early in the morning. During the normal weather, they can bring back fish to the coast and earn enough money for their families. Unfortunately, in the recent years during the west wind season, the wave of the Java sea reach more than 3 m accompany with storms, so the fishermen can not go fishing for 3-4 months and they do not earn money. Another problem they meet is illegal fishing by other group who come from outside of Cirebon coastal area. In addition, the fishermen also need government empowerment policies in protection, extension and training service. Collaboration between government and fishermen and participation of fishermen to government policies are urgently required.

**Keywords:** Government Empowerment Policies, Collaboration, Participation

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## Social Media And Social Activism: Who Comes First

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Abstract

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This paper deals with the theoretical framework for critically understanding social media that is used for discussing social media platforms in the context of specific topic: the role of social media in social activism. Social media is not only an effective method for monitoring and participating in proactive public discourse but also a tool for participatory crisis or emergency communications. The basic difference between crafting messages for more traditional methods of communications and crafting messages for social media is the speed with which one can communicate information and misinformation. This paper analyzes the role of the online social networks especially Facebook during the revolution that erupted in Egypt in January 2011. I discuss how people exchanged information before, during, and after the 18 days revolution that ended by the resignation of former president Hosni Mubarak. The paper also analyzes online discussions and media coverage. Particular emphasis is given to the role of the social media, such as Facebook tools and services, which enable citizens to interact or share content online. The paper shows that during the revolution, the social media functioned as a political organizer and alternative mass medium for citizen communication or participatory journalism. In this paper, I argue that the social media generated an alternative public sphere for Egyptian activists, which widened the perspectives about the revolution and enabled new kinds of citizen participation in discussing the situation. The success of the revolution in Egypt also showed the significance of the social media as a horizontal form of information sharing. The paper concludes that the experience of using social media networks to wage and support the political revolution has important implications on the process of democratization in Egypt. The paper discuss many related topics and ideas such as social activism and social media, the internet's impact on social movements.

***Keywords:*** Social Media, Social Activism

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## Legal Protection for Widow Without Child In Bali Inheritance Adat Law

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### Abstract

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Marriage is a bond inwardly and outwardly between a man and a woman as husband and wife with the aim of forming a family or household that is happy and eternally based on God. Some people in Indonesia still hold strong Adat Law. If there are children in the marriage, then the property will be inherited by the husband and children in the marriage but if there are no children then the property will become the property of the husband's family. Legal protection should be provided to all citizens without exception, including the Balinese women. Currently, The Adat Law is thus considered to be very unfair for Balinese women, therefore, the issues raised in this article are: 1) How is the implementation of legal protection for the widow without child in Bali Inheritance Adat Law; and 2) What legal action can be taken by a widow without child in the community Adat Law Bali to seek the right for property "gono-gini". This study was conducted descriptive analysis, as well as the use of normative juridical approach, a method in which the law conceived as norms, rules, principles or dogma. This research was conducted in two stages, namely the library research and field data. Data collection techniques in this research is done in two ways, namely, the study of documents and interviews. Data analysis was conducted using qualitative methods of analysis juridical. The conclusions that can be drawn are: 1) Adat Inheritance Law of Bali not provide legal protection for widow without child, where the childless widow did not get the "Gono gini" Property; and 2) The legal efforts can be reach by a widow without child in the community Bali Adat Law to seek the rights for "Gono gini" property is to file a lawsuit on Bali Inheritance Adat Law to the District Court on the basis that the Bali Inheritance Adat Law does not provide legal protection and justice for women of Bali.

**Keywords:** Legal Protection, Widow, Inheritance Law, Adat Law of Bali

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**Global Illuminators**

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## **TRACK C: HEALTH, AND MEDICINE SCIENCES**



## The Visual Strategic of Government Health Warning System with Public Services Advertisement at Cigarette Packaging in Indonesia

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Abstract

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The inclusion of health warning on cigarette packages in Indonesia has changed several times. The Government's message is delivered using both verbal and non verbal language. The Ministry of health require the inclusion of health warning in the form of pictures and writing on the packaging of tobacco products. This study examines the health warning on cigarette packs. Research using qualitative approach through visual analysis. Performed also the dissemination of a questionnaire and interviews to find out the public perception over the health warning. The results of this research are expected to be input in desingning the horror-themed messages on verbal communication (visual) and as additional material how to "read" the images.

***Keywords:*** Health Warning, Cigarette, Visual Literacy

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## Sero-Positivity for Histoplasma Capsulatum among the Nearby Residents and Workers of Bat Caves

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<sup>1,2,3</sup> University of the Immaculate Conception, Philippines

### Abstract

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This study determined the seropositive rate of nearby residents and workers of bat caves for *Histoplasma capsulatum*, a dimorphic fungus that causes severe to fatal opportunistic infections among immunocompromised individuals. One hundred sixteen (116) respondents who were residents and workers in the area for not less than 6 months and within 100-200 meter radius from the bat caves were collected with blood samples for the serologic testing for specific anti *H. capsulatum* antibodies using *Histoplasma Dxselect EL1700 Enzyme Linked Immunoassay*. Overall result showed that 26 (22.4%) were positive for antibodies. Statistical analysis of the data showed that the length of occupational exposure is significantly associated ( $p$ -value  $< 0.005$ ) with seropositivity and the length of environmental occupational is not significantly associated ( $p$ -value  $> 0.005$ ) with seropositivity. With these, the researchers concluded that *Histoplasma capsulatum* is present in the environment. However, since antibodies against the fungus were detected, the result does not indicate presence of active and symptomatic infection among the respondents.

**Keywords:** *Histoplasma Capsulatum*, Bat Caves, Immunoassay, Seropositivity, Davao City, Philippines

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**Global Illuminators**

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## **TRACK D: ENGINEERING & TECHNOLOGY SCIENCES**



## Academic Audit Information System Using Cobit 5 Domain Apo (Align, Plan, Organise) Sub Domain Manage Quality and Mea (Monitor, Evaluate and Assess) (Case Study at the Sekolah Tinggi Teknologi Mandala)

**Ninik Sri Lestari\***

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Abstract

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Audit Information System in STT Mandala using COBIT 5 framework by using process Assessment Model (PAM) with two domains. The process that Align, Plan and Organise (APO) sub domains Manage Quality and Monitor Evaluate and Assess (MEA), in order to provide guidelines and recommendations to achieve quality information technology in the method to each of the activities undertaken in that domain , Management of information technology can be used to ensure the efficiency and the achievement of good quality services to the business purpose of each company or institution. COBIT 5 is a useful business framework for the governance and management of enterprise IT and a collection of tools that support the process to give the distance (gap) between the need to control, technical issues and business risks. For the overall results of measurements have been obtained on academic information system STT Mandala Bandung are at level 3 (established process), which means the quality management processes are planned, monitored, adjusted and defined process to achieve the process so as to give satisfaction to the stakeholders. These results are compared with the expected level of capability at level 4 (predictable process), of the comparison of the obtained value gaps (gap). For the improvement of IT governance recommended that STT Mandala prepare competent human resources, as well as documenting any evaluation activities, guidance and monitoring in the management of academic information systems.

**Keywords:** Information Systems Audit, Framework, Established Process, A Predictable Process, Stakeholders

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## The Visual Design of Android-Based Sundanese Language Learning Application for Sixth Grade Students in Bandung

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### Abstract

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One of the native languages that are rarely used now is Sundanese language. Various effects of globalization in every aspect of life have resulted in rare usage, low maintenance and development of Sundanese language especially in adolescents, including in Bandung, a city that has grown into an urban area with metropolitan lifestyle. Therefore, the Local Regulation number 9 was made in 2012 to arrange the rules on the Use, Maintenance and Development of Language, Literature, and Sundanese script. As part of its implementation, a program called Rebo Nyunda was made. However, in practice, the program has not been done optimally. This paper is a part of work-based research that discusses the visual design of android-based Sundanese language learning application for 6th grade students as a part of the solution to the problems mentioned above. Through review on the visual communication design, an interactive learning media with edutainment concept is formulated. The title of the interactive learning media is Diajar Basa Sunda and it used the visual approach to the Sundanese culture. In each stage of the media, the ideas that are applied are taken from Sundanese batik, Sundanese nature and the characteristics of Sundanese children. The illustrations used are watercolor illustrations with the consideration that the application made will be rich and comprehensive similar to the wealth of the Sundanese language itself. The media is also tailored to the target audience, i.e., the 6th grade students. It is expected that the application of Sundanese language learning model which is based on Android can be enjoyed, particularly by the people in Bandung, and the people in West Java in general.

***Keywords:*** Android, Application, Design, Language, Sundanese, Visual

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## A Decision Support System to Cluster a Priority Development Sub Town in Education Field with K-Means Clustering Algorithm (Case study Center Java Province of Indonesia)

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### Abstract

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Education is one field in many countries that has been supporting to help the people growth. In the knowledge manner, education is importance activity to endorse and increase the people through economic and development culture. In the sub town, the problem of government policies is choosing a priority where the sub town that has a high priority and essential to realize their development in education. The purpose of the research is applying K-Means Clustering algorithm and clustering the education data, such as population, class room, and teacher. This process has been useful to cluster the data in education field. The high priority in the system, it can be supported by government firstly. In clustering process, we have been using 35 data that has been distributed in central java. The algorithm that has processing conducted by cluster technic that includes three terms such as weak frequency (cluster 1), middle frequency (cluster 2), and tight frequency (cluster 3). So, we have been setting for K-Means value is three clusters. The conclusion of the research is the sub town that has a high priority would be endorsed in education development firstly is Banjarnegara.town and Batang town.

**Keywords:** K-Means, Decision Support, Clustering, Education

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## Application Artificial Neural Network-Image Processing to Seismic Wave Propagation of Carbonate Rock

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### Abstract

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Seismic wave parameter plays very important role to characterize reservoir properties whereas pore parameter is one of the most important parameter of reservoir. Therefore, wave propagation phenomena in pore media is important to be studied. Porosity play important role in reservoir, because the porosity can be as compartment of fluid. Carbonate rock consist many type of porosity, i.e.: inter granular porosity, moldic porosity and also fracture porosity. The complexity of pore type in carbonate rocks make the wave propagation in these rocks is more complex than sand reservoir. We have studied numerically wave propagation in carbonate rock by finite difference modeling in time-space domain. The medium of wave propagation was modeled by base on the result of pattern recognition using artificial neural network. The image of thin slice of carbonate rock is then translated into the velocity matrix. Each mineral contents including pore of thin slice image are translated to velocity since mineral has unique velocity. After matrix velocity model has been developed, the seismic wave is propagated numerically in this model. The phenomena diffraction is clearly shown while wave propagates in this complex carbonate medium. The seismic wave is modeled in various frequencies. The result shows dispersive phenomena where high frequency wave tends to propagate in matrix instead pores. In the other hand, the low frequency waves tend to propagate through pore space even though the velocity of pore is very low. Therefore, this dispersive phenomena of seismic wave propagation can be the future indirect measurement technology for predicting the existence or intensity of pore space in reservoir rock. It will be very useful for the future reservoir characterization.

**Keywords:** Carbonate, Dispersive Phenomena, Rock Physics

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## Implementation ID3 Algorithm to Predict Children Achievement in Response (Case Study Children Playgroup School)

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### Abstract

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In decision support, many methods which have based on decision tree. The algorithm that has been realized, one of them is ID3 (Iterative Dichotomize 3) algorithm. To predict the future situation is more complicated and needed the time. Student response is one activity to measure the growth of knowledge and adaptation children in the environment, especially in education. In association with that statement, the purpose in this research provides explanation about the decision that has been predicting student achievement response with using ID3 algorithm. Response is the subject in the playgroup school that has measured to see the speed of cognitive response in every child. The system has been classifying student that has a high response. In 45 student data which used three parameters, the system has been selecting where the children who have strong response. Parameters are used to classify the student in this research such as attendance, personal attitude, and creativity. Meanwhile, the target parameter in this research is response parameter. In algorithm ID3, the total student is having to 54 students precisely. Indeed, data has been created by the parameter above have a measure such as bad, medium, and good. The result of the system that has been constructed is the decision tree rule based on IF-THEN inference and can be stated trough good or bad response. The accuracy of the system has created almost 80 percent. On the conclusion, the using of ID3 algorithm in this research, it can be noticed that the attendance, personal attitude, and creativity have significance to a children response in cognitive perspective.

**Keywords:** ID3 Algorithm, Predict, Achievement, Response

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## Build and Design of Atmospheric Balloon Altitude Control Based on Multiwii

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### Abstract

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Atmosphere balloon for weather monitoring and research application have long been developed in Indonesia. However, the lack of this atmosphere balloon were difficult to control for its movement. By reducing the vertical movement of the balloon, it could controlled the balloon in certain altitude. Atmosphere balloon altitude control that proposed in this research is by using air control method applied in a ballast totex balloon. The control are conducted by filling the air into ballast using dual head pump 9) and discharge the air naturally using air pressure inside the ballast controlled by valve integrated with servo motor as an actuator. If the uplift of the atmosphere balloon filled with hydrogen reaching zero due to the ballast, then balloon will float in certain altitude above surface. Control activation process in the payload conducted wirelessly through radio signal transmission in 433 MHz frequency. Combination of all the component with this method will result a control system that able to resist the uplift of an atmosphere balloon, unfortunately this system in still unstable on floating in the desired altitude. This system still needs to be developed in the part of filled and discharge of the ballast more efficiently.

**Keywords:** Atmosphere Balloon, Multiwii, Ballast, Payload, Altitude Control

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## Implementation of Single Sign On (SSO) Technology Using SAML Standards at UNIKOM Information Systems

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### Abstract

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Large companies that have different systems both in terms of applications and operating systems. This requires each user to be able to get into the system and are required to have a user and a different password for each application. SSO technology makes their users just enough to remember one username and one password, but a universally applicable system throughout the company, so that in this way can make it easier for the software to be integrated without having to make some sort of user validation of its own. UNIKOM has many applications that currently are used for various purposes, each application has a different username and password to be able to sign in to each application. The problem that often occurs is the User of Application forgets the username and password. Therefore, to overcome these problems, this research will be discussed how to build an application SSO applied to UNIKOM Information System by Using Standard Security Assertion Markup Language (SAML) SSO stands for Single Sign On is a technology that allows users within the network or system can access resources in the network or a system with only one user account. With the implementation of SSO, expected users will be easier to access system information contained in UNIKOM and more secure data security.

***Keywords:*** SSO, SAML, Information Systems, UNIKOM

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## Measure IT Value Impact for Performance of Telecommunication Company in Indonesia Case Study of PT Smartfren Telecom Tbk

**Diana Effendi<sup>1\*</sup>, Beri Noviansyah<sup>2</sup>, Bela Hardiayana<sup>3</sup>**  
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### Abstract

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The growing of telecommunications networks in the world requires telecommunications companies, particularly in Indonesia needs to upgrade to a better network services. This will affect the value of IT investments in the company. In this study will be examined on how to influence the value of IT investments against the company's revenue.

***Keywords:*** IT Value, Telecommunication Company, IT Invesment

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## Quality Evaluation of Online Payment Website to Agent Satisfaction using Webqual 4.0 (Case Study In Pt.X)

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### Abstract

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Payment online is a ticketing system that serves transportation ticket sales such as airlines, bus and train airline, pulses, payment and so on for members who are registered as an agent and can be done from many places in Indonesia. Online payment business is a challenge to its customers so it needs to be more effective and efficient to compete, especially to similiar competitors. Purpose of this research was to evaluate the quality of website to improve the satisfaction performance of payment online agent. In this research, data came from 30 sample from 147 populations with online survey randomly based on business need of the agent, observation and interviews with those involved in the payment online. The data obtained were processed using multiple regression analysis using questionnaire in Likert scale and Webqual 4.0. This research measured in numbers to make it easily understood by humans and how good the website payment online has met quality. The result showed website Quality at quality information can influence the satisfaction of agent, it means if the quality of the online payment website on the quality information increases, customer satisfaction will increase also.

**Keywords:** Website Quality, Agent Satisfaction, Multiple regression, Webqual

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## Information System of Environment Cleanliness Governance at Indonesia (Case Study: Ijen Crater, Banyuwangi)

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### Abstract

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Cleanliness is one of many other indicators that have to be held by a tourism destination. It means that the tourism destination should be clean from garbage or any other dirty things. Indonesia is a tourism destination that has been known as a beautiful and humble country to be visited. As a tourism country, Indonesia should also give a big concern to the cleanliness issue. Various criticisms and suggestions are always delivered to the manager or government of the tourist sites, but the response from them was null. There have to be a research to find out what is the root of the environment cleanliness problem and which part of the improvement was missed. This study covers how to integrate every subsystem that has connectivity with the environment cleanliness issue. Existing policy established will be the basis for analyzing, designing, implementing, and evaluating a product in addressing the issues of garbage. Information technology is built to become a medium in managing information related to garbage problems. Meanwhile, Socializing is held to provide learning of the importance in maintaining hygiene. The integration of these things is monitored and evaluated to obtain a comprehensive improvement.

**Keywords:** Garbage, Cleanliness, Tourism, Information Technology

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## Mobile Application and 64-Bit Linux Based Classroom Management and Documents Repository System

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### Abstract

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As the complexity of management system begins to emerge, such as lecturers are unable to acknowledge which classes are available, the need of paperless documents to reduce physical space, and online academic council; an updated management system is required to cope with these problems. In order to provide good outcome on classroom management system, we propose a cloud system and mobile application based system in which all corresponding units i.e. lecturers, administration staffs could monitor and reserve as needed. Students however could only monitor the classroom reservation schedule. The management system also covers repository system where all documents are stored via 64-bit Linux server, this repository system is accessible through either mobile or web (cloud system). The proposed system is expected to enhance the performance of conventional management system applied at Department of Computerized Accounting of Indonesia Computer University.

**Keywords:** Management System, Cloud System, Mobile Application, 64-Bit Linux

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## Fast Algorithm for Shortest and Simple Pathfinding with Implementation in UNIKOM Campus

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### Abstract

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Pathfinding problems have inspired some algorithms that calculate the fastest, shortest or even simplest path between the two locations. One application from this algorithms is in the field of indoor navigation systems. Dijkstra and A\* is a standard algorithm that is used for pathfinding. But for a large search space, the A\* and Dijkstra algorithm need a large amount of CPU and memory resources. Whereas pathfinding algorithm is usually embedded in devices with limited memory. Another problem in the pathfindings is the shortest route may involve a number of intersections that are difficult to be informed or to remember. In order to make a fast algorithm to find shortest and simple path, we make modifications to the standard pathfinding algorithm applied to the 2D floor plan UNIKOM Campus. We have tried to reduce the runtime of the proposed algorithm using data pre-processing and post processing technique that reduces start up delay that will occur from the standard A\* and Dijkstra algorithm. Our algorithm also calculates the simplest path that minimizes the number of complex intersections. Our algorithm consists of two levels of routing: one is to get rough between the floor and the other is applied to the single floor to get these details. The experiment results showed that at UNIKOM Campus with about 1000 nodes and 2400 edges, our algorithm is 4 times faster than the A\* and Dijkstra algorithm. And other results indicate that crossing the simple path leads to less navigational errors, which in turn reduces the average travel time. Another advantage from simple paths is that it only needs simple instructions to be informed.

**Keywords:** Fast Algorithm, Pathfinding, Pre-Processing And Post-Processing Techniques, Simple Route

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## Head Movements on Virtual Reality: Predictive Classification Experiment

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### Abstract

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New and unique way is found for the interaction between human and computer especially on the Virtual Reality fields. Head movements are captured by magnetometer and accelerometer sensors on smartphone that are mounted on the Virtual Reality devices, but the sensors do not have ability to detect in which way the head is moving. The experiment needs to be performed to classify the head movement data using label, comparing to the cross-validation data with train data, determining the most likely label, and giving the accuracy result. Experiment has been done using Conditional Random Fields method and check the result of the method if it is suitable or not to handle head movement data.

**Keywords:** Head Movement; Conditional Random Fields; Predictive Classification; Virtual Reality; Accelerometer; Magnetometer

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## The Gps System Application of Waste Operational Activities of the Waste Management, Parks and Cemeteries Department (Dp4) Bandung

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### Abstract

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The increasing number of population and the diversity in activities in Bandung caused the general problems on infrastructure service such as waste transportation. During the process of data collection and monitoring of waste operational vehicles at the Department of Waste Management, Parks and Cemeteries (DP4) of Bandung can not be done optimally because of the existing information system's limitations. So the presence of the vehicle where it is in the field cannot be observed directly. The lack of strict supervision in the use of this operational vehicles facility caused the misuse of vehicles in the works. This Research aimed to find the problem's solutions by making an application for monitoring waste operational vehicles by utilizing GPS and GIS technology, so that the concerned parties especially DP4 of Bandung can monitor the movement of freight and make an appropriate decision if there are some problems that happen during the trip. The applications have been made to speed up the searching process of the vehicle operational position and to find out who operates these vehicles without direct supervision to the field, so that the misuse of vehicle operation can be reduced.

***Keywords:*** Waste Operational Vehicles, GPS, GIS, DP4 of Bandung

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## The Design of E-mail Auto Reply Application for Lecture Schedule Information

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### Abstract

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The study program of information systems is one of the largest studies program at Indonesia Computer University (UNIKOM). In the process of scheduling lectures in the study program of information systems, it has already information systems of used desktop-based lecture scheduling. Lecture schedules that have been created are then informed through various media such as trust online, social media, e-mail and bulletin board. With so many media which are used in the delivery of lecturers schedule it is expected that lecturers, students and laboratory staff can obtain schedule information properly. However, this also frequently causes problems in learning activities like misplacement of room, time, class, and so on. This usually occurs because the schedule in one of communication media about lecture schedule that is not updated when there is a change of schedule, so there are differences in the schedule information among lectures, students and laboratory staff. To overcome these problems, it needs service center of lecture schedule information to facilitate lecturers, students and laboratory staff in obtaining the latest lecture schedule information. Related to this, in this study we propose a design of e-mail auto reply application that will be the service center of lecturer schedule information. In this study, the research method is the method of object-oriented approach and the method of prototype system development. In building email auto reply application, we are using the Java programming language with Mysql database. With the applications, it is expected that lecturers, students and laboratory staff can obtain the latest lecture schedule easily and from the same source, so different lecture schedules among lectures, students and laboratory staff do not happen again.

**Keywords:** E-mail Auto Reply, E-mail Autoresponder, Lecture Schedule, Java Programming

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## Human Resources Scoring Performance Information System at PT. Atri Distribusindo Tbk

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### Abstract

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Human resources performance scoring is a key component to many companies in human resource process to give decisions related with award for employee. PT Atri Distribusindo Tbk. using 360 degree method to score human resources performance to prevent subjective scoring. The result will be used to create report to determine type of training requirement or promotion for employee. Scoring procedure at PT Atri Distribusindo Tbk. is already on track but the weakness still needs longer time to count the score and level of human error is very high. To solve problem, this research will design human resources scoring information system. This research uses object oriented approach and prototype method. Support software to build human resources scoring performance information system was PHP as programming application and postgre SQL as database. Result of this research is human resources scoring information system, and hopefully will help to make scoring process easier and faster and will produce accurate report.

**Keywords:** Information System, Employee Performance, Performance Scoring

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## Smart Mobile Parking

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### Abstract

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This paper presented the results of research on the design and implementation of a system called Smart Mobile Parking. The purpose of this research is to make the car parking system electronically and automatically. With this system it is expected to facilitate the users to park their vehicles. The system is designed to apply the principles of IOT (Internet of Things). In addition, this system has the function to monitor the parking area, reservations and electronic payments (billing). To build this system required hardware is Raspberry Pi as a processor and an infrared sensor is used to detect the presence of cars. Software applications that are built based on android and database. Tests on the hardware and the software are successfully carried out. The presence of cars in parking places can be detected by infrared light. Booking of parking places is conducted by the android application program. This android application is also supported by the database system. Overall the system has worked, ranging from infrared sensor readings in real time to the process of booking a place (reservations), and also on the electronic payment system.

***Keywords:*** Parking, car, IoT, Android

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## Voting System Implementation (Voting) in the Event with Idol Ilearning Rinfo Media Form

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### Abstract

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Voting is an activity that is crucial in any event of the election, the issue was the focus of attention for the organizing committee election is how the voting process can ensure the principle of direct, public, free and confidential and how the vote count results can be fair, transparent, and can be accessed by public. One activity that uses a process that is iLearning Idol voting on Perguruan Tinggi Raharja. iLearning Idol is a talent show of iLearning College student Perguruan Tinggi Raharja to develop the knowledge they had and was embodied through a project that is particularly useful for Perguruan Tinggi Raharja and generally to the community. In Perguruan Tinggi Raharja to vote on iLearning Idol still using iMe (iLearning media), by way of comment on the iMe (iLearning media) and select the name and number of participants in these comments, it is less effective with the development of technology today. To fulfill these conditions, there is a system of voting (voting) using RinfoForm media. RinfoForm is a useful tool to help plan the event, send surveys, give the student or others quizzes, or collect information in an easy and efficient way. Form may also be linked to a spreadsheet. If the spreadsheet is associated with a form, an automatic response will be sent to the spreadsheet. If not, the user can see them in the "Summary Comments" page accessible from the menu response. RinfoForm This is one of the facilities [google.co.id](http://google.co.id) that is deliberately provided to create online surveys or questionnaires. It is expected to give the results of the election (voting) that are accurate, fast and reliable and can reduce the students, not votes.

***Keywords:*** Voting , iLearning iDol, Rinfo Form

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## Development of Management Information System Data Processing Waste (E-Waste)

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### Abstract

The Development of management information system means that building a new system to replace or improving the existing system. PT Asia Dwimitra Industry is one of a companies that produces sport shoes. In shoe making process there are also produced wastes in large quantities and various wastes. That is why, the company needs a system that would control and provide the accurate data of waste by type and quantity. PT Asia Dwimitra Industry applied an integrated application to manage waste data called E-Waste. This research belongs to Applied Research and The Information system method uses Waterfall model. The Method of data collection is by observation, library research, and interview with selected samples using purposive sampling method. It belongs to Object-Oriented Analysis and Design (Object Oriented Analysis and Design) using Unified Modeling Language (UML). The Validation testing using Focus Group Discussion. Software testing by McCall's using a questionnaire. This Application has provided an accurate report which supports management requirement.

***Keywords:*** Management Information System, E-Waste, Applied Research

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## Development Assessment Module Portfolio E-Imei Students Learning to Improve the Quality of Concentration Case Study Mavib

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### Abstract

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The purpose of education is to develop knowledge in order to prepare college graduates to participate in the development of appropriate education. However, the mindset of a centralized and monolithic packaging still characterizes education in this country, causing the students' learning activities MAVIB concentration to less interaction and knowledge still rote. Thus learning conditions will not encourage the development of self-potential of students in learning MAVIB educational background in the form of skills widely applied in the work. Thus, assessment e-portfolio is a solution approach in the assessment of the performance of learners to assess performance. The aim of this study was to develop a system and relevant inputs related to "learning and working experience" is experienced to the development of Higher Education learners. This research method uses a quantitative approach using descriptive method. This study developed a Web-based system. Results of this study using WordPress are known in Higher Education Prog as iLearning Media (IME) that is already available and has been complemented by the features that are needed, IME itself is already familiar among College Prog so that the system can be applied easily and can be a tool elevators assessment.

***Keywords:*** e-Portfolio, IME and Assessment

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## Against Media iLearning System Implementation Quality Assessment and Student Learning Effectiveness

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### Abstract

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Every educator wants an effective system of learning, class with communicative and active students accompanied by a quality assessment. In the era of modern learning, e-learning system utilized by school institutions as a learning medium that can control the assessment quality and learning effectiveness of student. The current system is using iLearning Media, the implementation process is done; there are still shortcomings in terms of interest and involvement of the student, it is necessary to redesign the system so that the effectiveness of learning to do with intelligence can be increased. This research aims to harness and develop the current system in order to know the assessment quality and learning effectiveness. The methods conducted in this research are OLAP method by utilizing datamart and requirement user analysis. The retrieval of data by distributing a questionnaire to be tested for validity and reliability. Further this research will determine how much interest students and anyone who is active in the following subjects have, then produce valid data on the implementation of the system to the assessment quality and learning effectiveness.

**Keywords:** Quality Assessment, Learning Effectiveness, OLAP, Datamart

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## Go +Based Online Application to Improve Quality of Service Student Financial Institutions

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### Abstract

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Fast and accurate information is needed in an age of rapid development. To support the needs of the community which is always in need of quick and accurate information. Information in any institution is equally important to provide adequate facilities. One of the information types needed in education is the billing information details on fees and associated costs. In previous research information tuition details can only be seen on the premises and can only use Box Sis. The student then needs to improve on the make system that displays information details of tuition that can be accessed wherever and whenever. This research method uses mind mapping and SWOT analysis. Green Orchestra Plus (GO +) is a system of payment and associated billing information which can be accessed online through gadget respectively. With GO + every student easily knows the information of the invoice which must be paid and if no Bill of any of the system will show the students that there are no bills or have already been paid off. With the existence of GO + the ease and quality of student services can be realized. At a time when students want to find out the Bills to be paid, students do not need to queue up at the box sis or ask directly at the cashier. So that students do not need to queue up at the Box and the students don't have to go to campus if you're not on campus. Provision of the system GO + is expected to provide ease for every College student in Raharja in search of information of bill payments and associated costs.

***Keywords:*** Bill Payments, Green Orchestra Plus, Online

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## Widget Subscriber As Media Deployment Update information on Website Sk.raharja.ac.id

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### Abstract

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The importance of information has become the need of every person. Rapid dissemination of accurate information, and quality become part of it. The website became one of the places frequented for information. This study discusses the timeliness of information dissemination media by using the widget on the website of the Department sk.raharja.ac.id subscriber. The widget subscriber at this sk.raharja.id eases the visitors to get information faster. By simply registering on the field subscribe email visitors that have been provided on sk.raharja.ac.id, whenever there is information or the latest articles will be automatically entered into the visitor's email. With the implementation of the researcher's subscribe widget or reader will not miss an article or information updated and subscribe widget can maximize service to inform the community of Perguruan Tinggi Raharja.

***Keywords:*** Website , Subscribe , Information , Visitors

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## Media Design Magazine Profile as A Tool for Supporting Information on Public Television Broadcasting Institution of Republic of Indonesia (Tvri)

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### Abstract

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One of the technologies in the field of television, namely Satellite News Gathering. Satellite News Gathering functions as gathering news via satellite. For the delivery of news via satellite it requires satellite transmission, namely the transmission of relay stations throughout Indonesia using the uplink for transmission upwards from a satellite towards the Earth station with a frequency of 6 Ghz downlink and acceptable for transmission down from a satellite towards the Earth station with 4 Ghz frequency, and microwave transmission namely transmission that uses the signal micro wave used when there is an event from the field to the studio with a distance of 10 Km to 20 Km using frequencies of 2 Ghz to 40 Ghz. Prepared Media Televisi Republik Indonesia (TVRI) rated yet cover the entire program needs information that has been planned. To meet the target set by Televisi Republik Indonesia (TVRI), community in particular indonesia is yet to find out the existing programs on television of the Republic of Indonesia (TVRI), then the public should know what program is on TVRI, as a means of information has been in need of design communication media planned and measurable value to its success. TVRI is currently in dire need of information particularly useful magazine people.

***Keywords:*** Television, Magazines, Information, TVRI

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## E-Government in the Public Service (Studies on Tangibles Aspects in Licensing Services at Badan Penanaman Modal Dan Perijinan Terpadu (Bpmppt) on West Java)

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### Abstract

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The Government has the function of providing public services. The function of government in providing services is a mandate contained in the UUD RI 1945 and clarified in UU RI No. 25 /2009 about Public Service. One effort to improve public services with innovations in governance is through the use of information communication technology (ICT) in governance, known as e-government. West Java Government through Badan Penanaman Modal dan Perijinan Terpadu (BPMPT)) serves the licensing services under the authority of the provincial government. [Http://bpmppt.jabarprov.go.id](http://bpmppt.jabarprov.go.id) accessible through 210 different types of online licensing service is managed by BPMTP West Java. It poses an online facility, such as licensing services online, online registration and complaints online. This online licensing service can be accessed directly and print requirements. The registration can also be done online. But it turns out that the use of the online facility is not maximized. There are still many people who prefer to use the registration manually. The theory of service was used proposed by Parasuraman, Zeithaml dan Berry (1990). According to them, there are five dimensions to see the success of the services performed, namely: the tangibles, reliability, responsiveness, assurance and empathy. And focus in this research is on tangible aspects alone. The results showed that the Government of West Java Province through BPMPT has implemented e-government in the licensing service. Through tangibles aspect, there are completeness online facilities that have been owned. And also functioning of the online facilities with the convenience of the user community.

***Keywords:*** E-Government, Public Services

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## A Multi-Purpose Air Inflated Structure as A Temporary and Easy to use Pneumatic Architecutre

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### Abstract

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After its massive blooming in the World Expo at Osaka, 1970, the air inflated structure became famous again, lately, after the discovery of the new and stronger materials. Also, the need for an easy to erect shelter to cover wide span space for many purposes, including space for exhibitions, sports and even refugees has been paving the way for this technology to be developed once again. This paper will show how to build multipurpose shelter from scratch, counting the loads, determining the materials and also how to erect it in the field.

***Keywords:*** Pneumatic, Air Inflated Structure

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## Prototype of Support System Application for Housing Using Criteria Performance Index

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### Abstract

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Wider technology uses make improving human quality of life more easier. Such knowledge that was only used for education, today could be implemented to daily life. Housing is one of the main needs in society, both for rural and urban society. When someone is able to buy a house there are several thoughts that must be considered. Not only about budget cost but many other factors. This research uses CPI (Comparative Performance Index) method. Some general considerations that are used by house buyer will be implemented as index to measure house values that gives alternative for buyer to choose their needed house. Furthermore, result of this research will be implemented to website application using decision support system so it can be used by many users.

***Keywords:*** House, CPI, Decision Support System

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## Utility GTO Toll Gate Pasteur Bandung using Simulation Model

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### Abstract

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A high volume of traffic at the toll gate pasteur is the main cause of the queues at the substation out, with the issue PT. Jasamarga provides GTO (gerbang tol otomatis) substation built to serve transactions using e-toll card and speed up transactions at the substation out so it can reduce the queues that occur at the toll gate pasteur. To find significant use of GTO substations can reduce the queues that occur in substations exit at the toll gate cluster 1, the purpose of this study is to conduct performance analysis to determine the level of performance of the substation GTO system and the actual maximum capacity of the volume of traffic that can be served by the use of GTO booth at the toll gate pasteur. The study began by collecting the data necessary to create simulation models, data have been collected and processed using software StatFit to determine the pattern of distribution of the data, once complete data are continued with the development of simulation models using Promodel 2014 student version. The output of the simulation model created later was validated by testing t-test using SPSS software. Once the models are made valid, then the research continued with experimentation models to obtain data in accordance with the purpose of research. Data from these experiments are then analyzed to obtain a final conclusion. Performance analysis of simulation output results showed the highest utility substations GTO of 23,30% with 4,46 seconds service time at the toll gate pasteur. Analysis for maximum capacity of substations GTO at toll gate pasteur can serve 102 500 vehicles a day at 8 substations operating GTO.

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**Keywords:** GTO, Utility, Simulation Model

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## Design of E-Budgeting System in West Bandung Regency for Integrated Development Planning

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### Abstract

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Law Number 32 Year 2004 about Local government, and implementation of regional autonomy give broad range of authority and responsibility to local regent or major. The laws regulating implementation of governance and development can be confirmed to deliver benefits and long-term impact widely for residents who require sustainability and continuity in effort to execute governance and development. Design of e-budgeting system in West Bandung Regency is based on Ministry of Home Affairs Regulation number 27 year 2014 about guidelines for preparation, control and evaluation work plans for regional development. Five purposes of e-budgeting system in West Bandung Regency are: 1) to support cross-stakeholder coordination of development; 2) to insure integration, synchronization, and cooperative interaction between regions, or between central and local; 3) to raise relevance and consistency between planning, budgeting, implementation and monitoring; 4) to create society participation; and 5) to reach use of resources efficiently, fairly, and sustainably. Methodologies that were used in this research was academic research, the type of research design that writer used was descriptive research design, and field research design. Data collection techniques used were field and library research. Method development system used was a process-oriented, data-oriented and output-oriented methodology. Design of information systems used in this research were context diagram, data flow diagram, and flowchart. The outcome in this research was the requirement of document of e-budgeting system in West Bandung Regency such as development plan document, regional work unit document, and local government work plans that were expected to increase forming, planning, monitoring and reporting to become faster and better.

**Keywords:** E-Budgeting, Local Governance, Society Participation, Work Plan, Regional Work Unit

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## Development Model Good Corporate Management IT based of Creative Products in Fashion field, Towards Creative Economy, Export Market Opportunity From Bandung City

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### Abstract

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UMKM as one of the national industry drives particularly in creative products such as fashion and handy craft requires good management and well-organized approach. This is because this sector is mostly driven by market trend so all entrepreneurs in this sector must have good qualification and education to run their business. Good management often results in less efficiency and effectiveness of creative products, this in turn presents high cost component. In this research the analysis unit is UMKM located in Bandung City with several approaches such as direct approach, institutional approach, and literature study. The author uses inductive theory because based on the occurred phenomena and referring to the theory. Kinds of data collected are composed of primary and secondary data. With the object oriented research methodology, the system development in this research is Rapid Application Development (RAD). Data collection methods are observation, interview and documentation, data reduction analysis, data presentation and verification. This research is meant to identify kinds of commodities the UMKM now possesses which are export quality, identifying the value added resources and non-value added resources. With the creative industry behavior comprehension, the development can be optimized and made competitive from investor point of view, comprehend the standard procedure of Bandung City as well as creative industry organization model to enhance the creative industry growth of small to medium enterprise, creative, accountable, and transparent management to increase the regional income.

**Keywords:** UMKM Creative Product of Field Fashion, Good Corporate Management, Export Market Opportunity

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## Simulation Model Design of Cileunyi Toll Gate As a Tool for Evaluation and Improvement of Toll Booths Operational Policy in PT. Jasamarga

**Gunawan, Rahadiyan, Raka<sup>1</sup>, Santosa, Alam<sup>2</sup>, Sianturi, Gabriel<sup>3\*</sup>**

<sup>1,2,3,4</sup> Universitas Komputer Indonesia, Indonesia

### Abstract

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Cileunyi toll gate is one of the toll gates in Purbaleunyi highway segments which have the highest volume of daily traffic. Fluctuation of the high daily traffic makes it prone to inefficiency from lowly utilized toll booths and high vehicle waiting time, therefore evaluation and improvement of currently applied operational policies are necessary to do. This article provides a study about the design of a simulation model using ProModel, with aim to support evaluation and improvement of toll booth operational policies. Evaluation and improvement aspects that are covered by this study consist of actual toll gate performance, toll booth operators' workload, optimal configuration of active toll booth hourly, and toll gate maximum capacity. The results showed that simulation model is capable of identifying toll gate actual performance based on utilization rate and queue length, identifying optimal toll booth configuration for every hour based on particular criteria, identifying the workload of operators per shift and toll booth configuration to balance the workload of operators per shift, and identifying maximum toll gate capacity and predicting the time when overcapacity will occur.

***Keywords:*** Simulation Modeling, Toll Gate, Promodel

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## Policy Model of E-Desa In Indonesia

**Melly Maulin P<sup>1\*</sup>, Dewi Kurniasih<sup>2</sup>, Irawan Afrianto<sup>3</sup>**  
<sup>1,2,3</sup> Universitas Komputer Indonesia, Indonesia

### Abstract

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Nowdays, “Internet” has changed everything in the world. Internet plays a major part in daily life. Its impacts on society are widespread. Indonesia has many citizens. The government has to give them some public service. “Desa” is a local government which is more nearest to citizens. We must start to think about some policy model in Desa based on information technology through internet. Based on that phenomenon, we did this research. We used qualitative approach with descriptive research method. Data collecting is through interview and literature study. The result of this research is policy model which used information technology, we called it “e-Desa”. This research has been done three years ago. The first year resulted in academic draft about “e-Desa” policy model. The second year is developing “e-Desa” application. And the last year we have been trying to socialize this model to government apparatus and society. We have got HAKI to this application.

**Keywords:** E-Desa, Policy Model, Information Technology, Government, Apparatus

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## Sistem Informasi Destinasi Kota Bandung Menggunakan Metode Location Based Services (Lbs) Berbasis Android

**Bobi Kurniawan<sup>1</sup>, Hadi Pranoto<sup>2\*</sup>**

<sup>1,2</sup> Universitas Komputer Indonesia, Indonesia

### Abstract

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Bandung is a city with many interesting locations to visit in it. Travelling in Bandung can be used as an option to relieve fatigue after a full day activity. The problem is when people go for a travel but do not feel like travelling instead of creating a new burden of thoughts. Selection of proper destination is influential in this regard. Sistem Informasi Destinasi Kota Bandung is an application that can be used to help someone choosing a destination frequented by people in Bandung or choosing from a list of locations that have been provided by the application. By using information technology in the form of picture, maps, and textual, someone can share with people a list of locations that have been visited during a visit to Bandung. These locations will be an update for others and can be accessed again using a map that can be used as a reference.

**Keywords:** Location Based Services (LBS), Destinasi Kota Bandung, Android, Sistem Informasi Geografis (SIG), Global Positioning System (GPS)

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## The Necessities of the Education with Wider Views: through the Case of Power Electronics Technology

**Masamu Kamaga\***

Maranatha Christian University, Indonesia

Abstract

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This paper shows the necessities of the education with wider views. From the point of view of the development of the Power Electronics technology, the necessities will be explained. The demand of electricity has been increasing. Sustainable energy resources, highly efficient transportation, and even information technology have been strongly based on electricity. Therefore, electricity is essential for our better future. Form of electricity (voltage level, frequency, or AC/DC) should be suited to its loads. Because of this, electricity should be converted. The form of electricity is changed by power converters, like AC adapters, inverters, or power conditioners. And, the power converters are based on Power Electronics technology. Power Electronics technology is using switching devices (semiconductors) and energy storage (inductors and capacitors). But components for the energy storage are bulky, so the reduction of the size of the components is required. As for the size reduction, it is useful to increase the switching frequency of the switching devices. But as the switching frequency increases, loss and EMI also increase. Because of the loss and EMI, it is very difficult to reduce the size of converters, actually. Thus, it is necessary for researchers of Power Electronics technology to improve both the semiconductor devices, components for energy storage, and integration design. Therefore, the education of Power Electronics technology should be based on many kinds of technologies, like semiconductor devices, material, integration technology etc. Thus, engineers of Power Electronics technology should have wider views and knowledge. Not only circuits or semiconductor devices, but also heat management, material, and so on. Actually, the purpose of engineering is to improve our society with technology. Therefore, the education for engineers should be based on broader knowledge and experiences.

**Keywords:** Demand of Electricity, Power Electronics, Education for Engineers,

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## Feasibility Analysis of Micro Enterprise by Affected Residents of Hydropower (Plta) Upper Cisokan

**Trustorini Handayani\***

Indonesia Computer University, Indonesia

### Abstract

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The study was conducted in order to analyze the impact to the surrounding local residents of the hydropower (PLTA) upper Cisokan development projects built by PLN to provide electricity needs for the residents. Considering the social impacts are very prominent, the project development plan is also equipped with a variety of studies which overcome and minimize the negative impacts on the environment and socio-cultural and maximize its positive impact. The analytical method used is descriptive analysis. Data was collected through surveys and interviews to residents affected by hydropower (PLTA) development related to the interests towards micro-enterprises support that will be given. The results of the analysis showed that the potential for development of Micro, Small, and Medium Enterprise (UMKM) in the area is very high. The development of UMKM must be implemented in accordance to the local culture and the potential of the region concerned. The UMKM sector plays an important role in tackling social problems in the area with very high employment. The role of human resource development, use of technology, access to capital, access to markets, access to information, and management is very important in developing micro-enterprises. Natural resources and human resources as well as the world market increasingly open in the global era is a great potential, including government network cooperation, Non-Governmental Organizations (LSM), private institutions and individuals and groups to be managed effectively in partnership.

**Keywords:** Affected Residents, Micro Small And Medium Enterprise (UMKM)

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## **FUTURE EVENTS**

## 4th INTERNATIONAL CONFERENCE ON

“Innovation Challenges in Multidisciplinary Research &  
Practice”  
(ICMRP -2016)



**Date:** December 15-16, 2016

**Venue:** Hotel Grand Pacific Singapore

**Email:** [icmrp@globalilluminators.org](mailto:icmrp@globalilluminators.org)

**Abstract Submission Date:** November 30, 2016

**Full Paper Submission Date:** December 5, 2016

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

### Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details visit [www.globalilluminators.org](http://www.globalilluminators.org)

**3rd INTERNATIONAL CONFERENCE ON**  
**“Global Issues in Multidisciplinary Academic Research”**  
**(GIMAR -2017)**



**Date:** February 01-02, 2017

**Venue:** Hotel Sunroute Plaza Shinjuku, Tokyo, Japan

**Email:** [gimar@globalilluminators.org](mailto:gimar@globalilluminators.org)

**Abstract Submission Date:** January 15, 2016

**Full Paper Submission Date:** January 20, 2016

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

**Conference Main Tracks**

- Business, Management and Economic Studies
- Health and Medicine Studies
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- Physical Life and Applied Sciences
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- Multidisciplinary and Interdisciplinary Studies

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### **3rd INTERNATIONAL CONFERENCE ON**

**“Multidisciplinary Innovation in Business Engineering  
Science & Technology”  
(MI-BEST -2017)**



**Date:** April 05-06, 2017

**Venue:** Holiday Inn Bangkok Silom, Bangkok Thailand

**Email:** [mibest@globalilluminators.org](mailto:mibest@globalilluminators.org)

**Abstract Submission Date:** February 5, 2016

**Full Paper Submission Date:** February 10, 2017

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## 4th INTERNATIONAL CONFERENCE ON

“Trends in Multidisciplinary Business & Economic Research”  
(TMBER -2017)



**Date:** March 25-26, 2017

**Venue:** Novetal Hotel Sydney central, Sydney Australia

**Email:** [tMBER@globalilluminators.org](mailto:tMBER@globalilluminators.org)

**Abstract Submission Date:** March 5, 2017

**Full Paper Submission Date:** March 10, 2017

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## 4th INTERNATIONAL CONFERENCE ON

“Global Trends in Academic Research”  
(GTAR -2017)



**Date:** April 20-21, 2017

**Venue:** San Servolo Convention Center, Venice, Italy

**Email:** gtar@globalilluminators.org

**Abstract Submission Date:** April 5, 2017

**Full Paper Submission Date:** April 10, 2017

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

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## 3<sup>rd</sup> INTERNATIONAL CONFERENCE ON

“New Directions in Multidisciplinary Research & Practice”  
(NDMRP -2017)



**Date:** May 12-13, 2017

**Venue:** Amalia Hotel Athens, Greece

**Email:** ndmrp@globalilluminators.org

**Abstract Submission Date:** April 20, 2017

**Full Paper Submission Date:** April 25, 2017

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

### **Conference Main Tracks**

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- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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## 4th INTERNATIONAL CONFERENCE ON

“Multidisciplinary Innovation Sustainability & Growth”  
(MISG -2017)



**Date:** July 13-14, 2017

**Venue:** The Federal Hotel Kuala Lumpur Malaysia

**Email:** [misg@globalilluminators.org](mailto:misg@globalilluminators.org)

**Abstract Submission Date:** June 15, 2017

**Full Paper Submission Date:** June 30, 2017

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

### **Conference Main Tracks**

- Business, Management and Economic Studies
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- Physical Life and Applied Sciences
- Regional and Religious Studies
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## 3rd INTERNATIONAL CONFERENCE ON

“Multidisciplinary Academic Research & Global Innovation ”  
(MARGI -2017)



**Date:** August 25-26, 2017

**Venue:** Holiday Inn Central Plaza Beijing

**Email:** margi@globalilluminators.org

**Abstract Submission Date:** July 15, 2017

**Full Paper Submission Date:** July 30, 2017

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

### Conference Main Tracks

- Business, Management and Economic Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Sciences & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
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## 4TH INTERNATIONAL CONFERENCE ON

“Emerging Trends In Academic Research”

(ETAR – 2017)



**Date:** September 14-15, 2017

**Venue:** Golden Tulip Galaxy Banjarmasin, Indonesia

**Email:** [etar@globalilluminators.org](mailto:etar@globalilluminators.org)

**Abstract Submission Date:** August 15, 2017

**Full Paper Submission Date:** August 30, 2017

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

### **Conference Main Tracks**

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- Social Sciences & Humanities
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- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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## 4TH INTERNATIONAL CONFERENCE ON

“Multidisciplinary Trends In Academic Research”  
(MTAR- 2017)



**Date:** September 29-30, 2017

**Venue:** Holiday Inn Bangkok Silom, Bangkok Thailand

**Email:** mtar@globalilluminators.org

**Abstract Submission Date:** August 15, 2017

**Full Paper Submission Date:** August 30, 2017

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

### Conference Main Tracks

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# CSR



Environment

Charities

Public Health



Growth and  
Development



Sustainability



## **CSR Activity Conducted By Global Illuminators: Sport Activation for Children against Negative Impact of Internet & Technology**

In April 2016, Global Illuminators conducted Corporate Social Responsibility program together with Maestro and the Clover as Sport Facility Provider in Bandung, initiating an event with theme:



### **The Objectives of this event were:**

1. Media of education for parents and children to be aware of digital new era and its impact on children's life
2. Facilitate and promote futsal as one of the kinds of sports activation that can be alternative activity for children against the negative impact of internet
3. Social activity and charity engaging orphans to enjoy sport activities together with their friends
4. Corporate Social Responsibility of Company to contribute to the society especially to solve one of the social problems in Bandung.

Highlights of CSR Activities are given below:



## **Global Illuminators Malaysia Team conducted its Latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children Home**

Global Illuminators Malaysia Team conducted its latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children home. The children home ministry provides care for orphans and single parent children, their homes and activities aim to create a suitable environment to enable children to grow. They help to provide spiritual direction, education, and counselling for the children. Emphasis was given to fellowshiping and spending time with the children over refreshments, as well as presenting them with small gifts and the organizing of special entertainment programmes for the children such as a special game segment. One of the other highlights of the evening was the goodie bags distribution programme carried out by Global Illuminators.



## Global Illuminators Indonesian Team conducted its Latest CSR activity in Ramadan for Local Community Welfare, Sharing Happiness and developing Orphan Children

Global Illuminators Indonesian team conducted its latest CSR activity in Ramadan for orphans. The purpose of this activity was to give happiness and develop orphans with the support of more than 60 volunteers and distribute iftar to more than 400 beneficiaries (yateem, orphan and dhuafa). Global illuminators indonesian team spent time with children and conducted different activities for their moral self-development.

Highlights of this activity are given below:







# VISION

“Researching and Developing for Humanity”

# MISSION

“Our mission is to persistently nurture the values to promote the human rights, institutional and academic development through quality research contributions. Our unique human capital with constructive attitude is committed to bring change in all spheres of life by using innovative research and intellectual skills. We are here to research and promote the development, prosperity and transparency across the globe without any discrimination”.

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“INTERDISCIPLINARY ACADEMIC RESEARCH AND INNOVATION”

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