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	<b>Paper Title:</b>	<b>Military Expenditure and Economic Growth Empirical Evidence from Malaysia</b>	
1.		<p><b>Abstract:</b> The relationship between military expenditure and economic growth has attract ample interest among economists as well as policy makers. The importance of expanding defence expenditure is substantially to coincide with national security and defence. The purpose of this study is to explore the impact of military expenditure on economic growth in Malaysia. An econometrics time series analysis is employed using ARDL estimates spanning from the year 1979 to 2017. The empirical findings reveal a negative relationship between military expenditure and Gross Domestic Products (GDP). Despite the inverse relationship between defence expenditure and economic growth, Malaysia should not neglect the investment on efficient military expenditure, as it has proven that in some countries, defence expenditure promotes a long run economic growth by promoting more job opportunities, protecting the nation and thus, achieving sustainable development. It is recommended to add more variables in future study that can relate security and defence for the country like numbers of crime, and numbers of migrants and refugees. Conclusively defence and security are the important factors for the country in generating the world and public’s confidence and to captivate foreign direct investment. Hence, adequate policy making on military expenditure are utmost important to promote economic growth.</p> <p><b>Keyword:</b> Military expenditure; GDP; Security and Defence.</p> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. World Development Indicators (2019). World development indicators: The World Bank, Washington, D. C. <a href="http://databank.worldbank.org/data/reports.aspx?source=world-development-indicators">http://databank.worldbank.org/data/reports.aspx?source=world-development-indicators</a> (Accessed on 7 January 2018).</li> <li>2. Benoit, E. Growth and defense in developing countries. <i>Economic Development and Cultural Change</i>. 1978;26 (2): 271-80.</li> <li>3. Aizenman, J. and Glick, R. Military expenditure, threats and growth. In NBER Working Paper. 2003;9618.</li> <li>4. Heo, Uk. (2010). The Relationship between Defense Spending and Economic Growth in the United States. <i>Political Research Quarterly</i>. 2010; 63(4).</li> <li>5. Chen, P., Lee, C., &amp; Chiu, Y. The nexus between defense expenditure and economic growth: New global evidence. <i>Economic Modelling</i>. 2014;36:474–483. <a href="https://doi.org/10.1016/j.econmod.2013.10.019">https://doi.org/10.1016/j.econmod.2013.10.019</a>.</li> <li>6. Yang, H., Hong, C., Jung, S., &amp; Lee, J. Arms or butter: The economic effect of an increase in military expenditure. <i>Journal of Policy Modeling</i>. 2015;37(4):596–615. <a href="https://doi.org/10.1016/j.jpolmod.2015.03.014">https://doi.org/10.1016/j.jpolmod.2015.03.014</a></li> <li>7. Awaworyi, S., &amp; Yew, S. L. The Effect of Military Expenditure on Growth: An Empirical Synthesis. Discussion Paper. 2014; 25/14. ISSN:1441-5429.</li> <li>8. Biswas, B. and R. Ram. Military expenditures and economic growth in less developed countries: An augmented model and further evidence. <i>Economic Development and Cultural Change</i>. 1986;34,(2): 361-72.</li> <li>9. Chen P, Lee C, Chiu Y. The nexus between defense expenditure and economic growth : New global evidence. <i>Econ Model [Internet]</i>. 2014;36:474–83. Available from: <a href="http://dx.doi.org/10.1016/j.econmod.2013.10.019">http://dx.doi.org/10.1016/j.econmod.2013.10.019</a></li> <li>10. Shahbaz M, Rahman MM. Foreign Capital Inflows-Growth Nexus and Role of Domestic Financial Sector: An ARDL Co-integration Approach for Pakistan. <i>J Econ Res [Internet]</i>. 2010;15(January 2010):207–31. Available from: <a href="https://www.researchgate.net/publication/228670799">https://www.researchgate.net/publication/228670799</a></li> <li>11. Pesaran MH, Shin Y, Smith RJ. Bounds testing approaches to the analysis of level relationships. <i>J Appl Econom</i>. 2001;16(3):289–326.</li> <li>12. Grobar, L. M. &amp; Porter, R. C. Benoit Revisited: Defence Spending and Economic Growth in LDCs. <i>Journal of Conflict Resolution</i>, 1989;33(2):318-345.</li> <li>13. Atesoglu, H.S., Mueller, M.J. Defense Spending and Economic Growth. <i>Defense Economics</i>. 1990;2,:19-27.</li> <li>14. Chairil, T., Sinaga, D. S. &amp; Febrianti, A. I. Relationship between Military Expenditure and Economic Growth in ASEAN: Evidence from Indonesia. <i>Journal of ASEAN Studies</i>. 2013;1(2):106-121.</li> </ol>	1-5
2.	<b>Authors:</b>	<b>Arie Frits Kawulur, Ramon Arthur Ferry Tumiwab, Merry Christie Natalia Rumagit</b>	
	<b>Paper Title:</b>	<b>Business Autonomy through Entrepreneurship Models of People-Oriented Economy in Coastal Areas</b>	
		<p><b>Abstract:</b> The aim of this study is to examine entrepreneurship model of people-oriented economy in business groups in coastal areas to have autonomy in order to increase business income. The research method utilized in this study was the experimental method with one group pretest-posttest experiment design. Respondents in this study are 112 people from 14 business groups on the coast of North Minahasa Regency, North Sulawesi Province which were selected via purposive sampling technique. The analysis technique of the research employs a two-difference test with a t-test. The results exhibited that there were significant differences before and after entrepreneurial training based on people-oriented economy. This research reveals that there is an increase in knowledge, attitudes and skills of the members of the business groups in terms of economic potential of Natural Resources at sea and coast, Product-making technology based on local potential, Innovation and “Mapalus” Culture.</p>	6-16

**Keyword:** Business Autonomy, Human Resources, Natural Resources, Product Technology, Innovation, and “Mapalus” Culture.

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<b>3.</b>	<b>Authors:</b>	<b>Cepi Hilmansyah, Ma’ruf, Suparno Eko Widodo M.M</b>
	<b>Paper Title:</b>	<b>The Application of Community Service for the State Defense Education in the Sea Lift Command (Kolinlamil), North Jakarta</b>
	<b>Abstract:</b>	The aims of this study is to explain how the application of community service for the education of defending the country in the Sealift Command North Jakarta. The sub focus of this research are: 1) the organizational structure of Sealift Command North Jakarta, 2) the culture of Sealift Command North Jakarta in providing community services, and the capital found in Sealift Command in providing services to the society.

This study uses a qualitative approach with a case study method and uses quota samples. The research population was the Indonesian Navy (TNI AL) in Sealift Command North Jakarta who were in charge of providing services to the public in their state defense education. The data obtained based on observations, interviews, questionnaires, and then analyzed by triangulation.

The results of this study indicate that the organizational structure formed was headed by a Commander of Sealift Command. The Commander is assisted by the Sealift Chief of Staff and there are 5 assistants to assist the C.O. The community service is carried out by the Maritime Potential Assistant and the Head of the Information Office who provide information in the form of direction and services to the people who visit Sealift Command North Jakarta.

In order for the services to be delivered well, Kolinlamil adhered to the Navy's Doctrine of Discipline, Honorary and Hierarchy. In addition, Kolinlamil carried out an inventory of his capital in an effort to provide good service to the community were carried out by the Potential Maritime Sealift Commander Assistant (Aspotmar) who is domiciled and is responsible to the C.O of Kolinlamil. In carrying out daily tasks is coordinated by the Sealift Commander (Pangkolinlamil) Chief of Staff.

**Keyword:** Community Service, Sealift Command (Kolinlamil), National Defend.

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**Paper Title:** Corporate Social Responsibility, Brand equity, and Shareholder Value: Theoretical and Conceptual Perspectives.

4.

**Abstract:** From the last many years, researchers, administrators, and educators consistently paying attention to corporate social responsibility. However, no study analyses the association between corporate social responsibility, brand equity, and shareholder value. The objective of this research paper is to produce a review as to the strength to which corporate social responsibility and brand equity are predictor variables for shareholder value, with the ground that organizations must be wilfully positioned for them to tackle the anticipation convenient in their environments. In connection to this study, the shareholder, stakeholder, and resource base view theories form the base for the

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underpinning theories used for drawing up the research framework with respect to the connection among shareholder value, corporate social responsibility and brand equity simultaneously. Very few research attempts are made in this area of study in the emerging and developed nations, especially with shareholder value and brand equity. Therefore, practitioners and scholars are inspired to progress in the development of the body of knowledge in this research field for the universal enrichment of output, as the review form a concept of corporate social responsibility and brand equity as a critical tool for boosting shareholder value locally and internationally.

**Keyword:** Corporate Social Responsibility; Brand Equity; Shareholder Value

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<b>5.</b>	<b>Authors:</b>	<b>Enni Sari Siregar, Farida Aini, Nora Zulvianti</b>
	<b>Paper Title:</b>	<b>The Impact of Tourism Industry on Economic Growth in the Salumpat Saindege City (Padangsidempuan, North Sumatera)</b>
	<b>Abstract:</b>	This article focused on analyze the Impact of the Tourism Industry on Economic Growth in the <b>32-37</b>

Salumpat Saindege City (Padangsidimpuan, North Sumatera). This article is a descriptive study with a library study approach. Data used time series of 2005 - 2017. The results of research concluded that the value of tcount is 0.443. By using a 95% confidence level  $\alpha = 0.05$  compared with the sig value obtained at 0.667, the sig value is greater than  $\alpha$  or  $0.667 > 0.05$ . This shows that tourism is not significantly and positive effect on the economic growth in Salumpat Saindege City and this indicates that the Economic Growth in the Salumpat Saindege City (Padangsidimpuan North Sumatera) is not determined by the Tourism sector in the same direction. Furthermore, the value of R Square in the research is 0.018 indicating that Tourism has an influence of 1.8 percent on the economic growth and the remaining 98.2 percent is influenced by other variables not examined in this study.

**Keyword:** Economic Growth, Salumpat Saindege City, Tourism.

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**Authors:** Samsuddin Siregar, Firmasnyah Dlis, Achmad Sofyan Hanif, James Tangkudung, Nofimarlina Siregar

**Paper Title:** Learning Model Developing of Basic Technique for Three-Dimensional Table Tennis Punch Drive for Beginner Players

**Abstract:** This study aims to develop a learning model of three-dimensional table tennis-based basic drive punch techniques in beginner players, obtain information on the effectiveness of the three-dimensional basis-based learning drive technique models in improving basic skills of beginner player drive punch techniques. This study is research and development using the Borg and Gall (2007) model which consists of ten steps, namely (1) Research and information collection, (2) Planning, (3) Preliminary from of product, (4) Preliminary field testing, (5 ) Main product revision (6) Main field testing, (7) Operation product revision, (8) Operational field testing, (9) Revision product, (10) Dissemination and implementation. The sample in this study was students of the Physical Education and Recreation Education Study Program. The instruments used questionnaires, documentation, tests and assessment sheets. Then the effectiveness test is carried out using a before-after experimental design (one-group pre-test and post-test design). The research result is the compilation of a book on the basic three-dimensional table tennis drive learning technique for beginner players. This product was developed based on evaluation and advice from experts which included three table tennis learning experts, one media expert and two motor experts. The evaluation results of the experts stated that the model developed was suitable for use by novice players. Then the results of the small group trial stated that the product developed could be applied by students but still being improved and needed to be tested in large groups. The results of a large group trial stated that the product developed was able to be carried out well by students without repeated explanation. The results of the effectiveness test showed that drive learning by using a three-dimensional based learning model was significantly better than learning table tennis by using a conventional model to improve the basic technical skills of beginner player drives.

**Keyword:** Development, Drive, Learning Model, Table Tennis, Three-Dimensional.

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**Authors:** Novrikasari, Desheila Andarini, Mona Lestari, Anita Camelia

**Paper Title:** Disaster Management in Wetland Settlement at Ogan Komering ILIR Regency, South Sumatera

**Abstract:** Ogan Komering Ilir (OKI) Regency is part of the South Sumatra Province whose area is prone to flooding and fire. As for the tropical region, OKI also has two extreme seasons between the rainy and dry seasons. In the dry season is a prone period of forest and land fires, while in the raining season, its prone to flooding. This study aimed to conduct Disaster Management in Wetland Settlements at Ogan Komering Ilir Regency. The method was using qualitative study design with six informant that consist of six local community and two key informant from worker of Badan Penanggulangan Bencana Daerah and Dinas Kesehatan OKI. The result showed that disaster management was classified into four phase. First, the phase of prevention and mitigation that analyzed socialization efforts conducted in OKI were distribution of leaflets and posters. Then, phase of disaster preparedness showed preparedness program in OKI has not been implemented optimally. In disaster emergency response phase discovered no specific procedure in disaster management. Moreover, the phase of disaster recovery indicated that collaborative efforts with multi-sector stakeholders have been conducted. It can be concluded to prepare Disaster Response Village Programs in Ogan Komering Ilir.

**Keyword:** Disaster Management; Wetland Area; Ogan Komering Ilir Regency

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**Authors:** Elvi Sunarsih, Suheryanto, Dwi Septiawati, Desheila Andarini, Rahmi Garmini

**Paper Title:** Risk Model of Exposure to Air Pollution (No2, So2, TSP and Dust) on Pulmon Function in Traffic Police in Palembang City

**Abstract:** Increasing volume in the vehicle lane it will increase the concentration of SO2, NO2, TSP, and Dust on the roadside both outdoor and indoor. The Police Officer of the Street Officers has a high level of exposure to motor vehicle gas emissions because they are people who throughout their work are always on the highway, so they will often be exposed and can interfere with health, especially the health of the respiratory system. The research aims to model air pollution exposure to lung function in traffic police. This study uses a cross sectional risk analysis design to estimate non cancer hazard index (HI) health risk by dividing the intake (I) value with References Concentration (RfC) and making a risk management model. Broadly speaking, the research was carried out in 4 important stages, namely, the first stage of the initial survey and field observations on 100 traffic police in Palembang City selected proportionally random sampling for the initial risk assessment data collection, the second stage Spirometry measurements and selected air sample data collection (NO2, SO2, TSP, Dust), and the third stage of laboratory analysis and spirogram reading, and the fourth stage Modeling of risk factors Exposure to air pollution to lung function capacity in Traffic Police. The average concentration of pollutants in the air = NO2: 0.478 mg / m3; SO2: 0.856 mg / m3; TSP: 7.810 mg / m3; PM10: 3,591 mg / m3. Lung capacity of traffic police, average FEV1: 2.81 L and FVC: 3.63 L. Realtime exposure assessment NO2: 0.055; SO2: 0.923; TSP: 2,943 and PM10: 4,8. The model of exposure to air pollution is needed to control the health effects of NO2, SO2, TSP and PM10. Control modifies the

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standard or quality standard, where the HI value or Hazard Index that exceeds 1 can be controlled by controlling the intake value (I) inhalation of NO<sub>2</sub>, SO<sub>2</sub>, TSP and PM<sub>10</sub>

**Keyword:** Lung Function, Lung Capacity, Risk Model, Traffic Police, Air Pollution

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**Authors:** Yahaya Ahmed, Ibrahim Atan Bin Sipan

**Paper Title:** Critical Success Factors of Public Private Partnership for Affordable Housing in Nigeria

**Abstract:** Public private partnership was introduced by the Nigerian Government as an option to end the current crisis of housing shortage and affordable housing in the country. The aim of this paper is to identify the critical success factors of PPP for provision of affordable housing in Abuja. Based on the current studies PPP has not made any significant contribution to housing for low-income earners; rather it is suddenly change towards providing housing for high- and middle-income earners. The paper relies on interview with PPP expert to build up questionnaire survey on success factors of PPP for affordable housing in Nigeria. In total, 254 responses were obtained and analyzed using smart PLS to determine the success factors of PPP for affordable housing in Abuja. The results reveal that there are six key component success factors of PPP for affordable housing provision in Abuja, these include; Strong Government support, access to alternative fund, favorable investment environment, availability of competent personnel, transparency procurement process, and open communication among others. It therefore suggests that government should strongly provide policies to support the success of PPP for affordable housing provision in Abuja, and also provide a means of subsidy to promote PPP toward provision of affordable housing. Therefore, it's recommended that a good framework on affordable housing using PPP should be put in place for a successful affordable housing provision.

**Keyword:** Critical Success Factors, Public Private Partnership, Affordable housing, Abuja, Nigeria.

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**Authors:** Jhoni Lagun Siang, Nurdin Ibrahim, Robinson Situmorang

**Paper Title:** Development of Hypercontent Module using Jonnuro Model Learning Desain for Candidates Master Guide

**Abstract:** The aim of this study is to produce a hyper content teaching material for prospective master guide in the adventist church. Which can be used for independent learning. This study uses a combination Derek Rowntree’s model and borg and gall models. The product testing phase begin with testing material expert, media experts, and learning disign expert. Then the product was tested to a number of master guide candiates, namely 3 people for individual evaluation, 8 people for small group evaluation and 20 people for large group evaluation. The result of the study showed the value of material expert, linguistic expert, media expert and learning design expert was very good. Judging from the readability test conducted by researchers using fog index, the module material is included in thecategory easy. According to the material expert, the hypercontent module, in terms of content feasibility, the feasibility of the feasibility of presentation according to material experts has been very good.According to linguists, the hypercontent module, in terms of the feasibility of language feasibility it has been very good. According to the learning design, the module is hypercontent, in terms of learning design is very good. Whereas according to expert media and graphic design, all module components are complete, the module size is appropriate and the visual message design principle is very good. According to the candidate master guide this module, in terms of method, evaluation, module size, language, sentence structure, layout, typography, illustrations and colors in the module have been very good.

**Keyword:** Research and Development, Hypercontent, Learning Material, jonnuro Model

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**Authors:** **Alsaif Sarah Ali M, Farhana Diana Deris**

**Paper Title:** **Vocabulary Learning through Duolingo Mobile Application: Teacher Acceptance, Preferred Application Features and Problems**

**Abstract:** Vocabulary learning is vital towards acquiring new languages and therefore insufficient vocabulary knowledge can be considered a significant barrier to such learning. Availability of tools to enhance or simplify the learning process is an added advantage to encourage learners to learn new languages. This research was conducted to investigate teacher acceptance of mobile applications in Saudi Arabian universities for vocabulary learning, identify suitable features for vocabulary learning applications and to identify problems that may arise through use of mobile applications in classroom settings with the aim of solving them. Duolingo mobile application was employed as a study tool to investigate effectiveness of the applications and their technological features. Twenty English language teachers participated in the study by answering questionnaires and three of them were also interviewed and resulting data analyzed quantitatively and qualitatively. The main findings from the research are that teachers showed positive attitudes towards teaching and learning using vocabulary learning applications and that several challenges faced by users inform on unsuitability of the applications and reluctance to use by teachers. Therefore, appropriate measures should be taken to address the problems associated with use of mobile applications in vocabulary learning and teaching so as to explore the vast potentials they have towards learning.

**Keyword:** Duolingo app, Mobile applications, Teacher’s acceptance, Vocabulary learning

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**Paper Title:**

**Impact of Emotional Needs on Intention to Stay and the Mediating Role of Perceived Organizational Support.an Empirical Study of Gen Y Employees' in the Banking Sector in Malaysia**

**Abstract:**

It is anticipated that over the next 10 years, the banking sector would require a workforce of about 200,000. Gen Y employees makes up about 40% of the current workforce in Malaysia. This number is expected to increase to 75% within a relatively short span of time. The present study examined the influence of emotional needs of Gen Y employees towards intention to stay and the mediating role of perceived organizational support. This was a quantitative research that used a survey method. Data was collected from a sample of 470 Gen Y employees in the banking sector in Malaysia. The findings revealed that emotional needs had a significant impact on intention to stay. Perceived organizational support was found to mediate the relationship between the two. The findings have significantly contributed to the advancement of knowledge in the emotional needs and intention to stay of Gen Y employees in the banking sector. The significant and positive impact of emotional needs and perceived organizational support suggests the importance of these factors in retention of Gen Y employees. The paper's primary contribution is that it provides an understanding that emotional needs and the mediating role of perceived organizational support have an impact on improving the intention to stay of Gen Y employees in the banking sector in Malaysia. From the practical implications perspective, organizations need to implement policies and procedures to help lessen employees quitting intentions. The results of this study suggest that organizations can implement policies covering the employee emotional needs and employees' perception that their work and contributions are valued. With current trends of globalizations and diversity, the finding of this study can be beneficial to improve retention of Gen Y employees in other countries.

**Keyword:**

Emotional needs, Perceived organizational support, Intention to stay, Gen Y, banking, emotions

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<b>Paper Title:</b>	<b>Influence of Leadership and Academic Culture on Academic Quality Assurance in Nursing Vocational Schools in the Era of Industrial Revolution 4.0</b>	
<b>Abstract:</b>	The quality of higher education in Indonesia has not been evenly distributed including vocational nursing schools. The academic quality assurance for nursing vocational schools is not at its best, which has an impact on the quality of nurse's graduates who will provide health services. The purpose of this research is to examine the influence of leadership and academic culture, on academic quality assurance. The quantitative research uses a questionnaire on 122 permanent lecturers at 24 nursing schools. The validity and reliability of the questionnaire were conducted. The hypothesis was tested using path analysis and continued with the goodness of fit test. This paper has explained how leadership and academic culture has a direct positive impact on academic quality assurance. The study also found indicators of directing and academic freedom have a major contribution to academic quality assurance. The influence of leadership and academic culture are discussed. This paper highlights the importance of leadership and academic culture and to academic quality assurance in nursing vocational schools	
<b>Keyword:</b>	academic quality assurance, leadership, academic culture	
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<b>Authors:</b>	<b>Suandi Silalahi, Sugiarto, Nurhattati, Suryadi, Eliana Sari</b>	
<b>Paper Title:</b>	<b>Independent Evaluation Policy for Admission of New Students Examination Outcome Phase</b>	
<b>Abstract:</b>	<p>study was conducted to obtain valid information and can be trusted on the initial conditions (antecedents), policy implementation, and variations in the results (outcomes) Exam Independently implementation at the University of North Sumatra. In evaluating the aspects of the Exam independently by USU, it is carried out through a formal evaluation approach. Formal evaluation uses laws, program / policy documents, interviews with office holders in this case as policy implementers by identifying, defining, and specifying policy objectives and targets. (Luankali, 2007). In formal evaluation the type of evaluative criteria that is most often used is effectiveness. Evaluating the implementation of the Examination Policy independently at the University of North Sumatra as an object of research to: (1) assess how much a policy can achieve its objectives; (2) provide guidance to policy implementers regarding how smoothly the trip or the policy process is implemented; and (3) providing important indicators for policy makers in the future; and furthermore, (4) evaluating the outcome (outcome) of the policy is aimed at seeing the extent to which the results of the policy implementation result. In this evaluation, measures and interpretations of the success of the policies are carried out which include: evaluation; implementation of new student admission policies through the Independent Examination at USU. This research is a type of evaluation research, policy / program implementation in the context of Evaluating the Implementation of Acceptance Policy for New Students Through Independent Exams at USU. So the researchers chose to use Evaluation Model Stake's Countenance. In this study the evaluation model Stake countenance used includes three stages or three phases namely antecedents (initial conditions), transactions (implementation process), outcomes (results obtained). The researcher used Stake's</p>	

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(1967) countenance model (Taybnafis, 2008: 21) because this model according to Taybnafis was that the analysis of the evaluation process presented by Stake had a considerable impact on the evaluation field and was conceptually very strong. (Stake, 1967). Data collection techniques use analysis of literature studies, secondary data documents, observations, and in-depth interviews that support the validity analysis. The results of this study illustrate: (1) the preliminary phase process (formulation of policy making), (2) the phase of the transaction (planning, implementation, organizing, and supervisory policy (3) the phase of the results of the implementation of independent examinations in accepting new students at the University of Sumatra North In accordance with the Stake model, this paper describes two main ways of processing descriptive evaluation data, the contingency between antecedents, transactions and results and finding conformity between the intensity and observations of each phase and assessment made by evaluators based on certain standard criteria. results that can be one of the references in the new student admission policy at PTN.

**Keyword:** Evaluation, Policy Implementation, New Student Admission, outcome

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**Authors:** Koderi, Achmad Maulana, Umi Hijriyah, Dwi Prasetyo, Rukimin

**Paper Title:** Developing Mobile Learning Media for Arabic Language Instruction at Islamic Senior High School in Lampung Indonesia

**Abstract:** This study aims to develop a mobile learning media for Arabic learning and to investigate the feasibility and effect of the developed media on students' learning outcome. This is a research and development study which involves a process to develop and validate educational product conducted at MAN 2 Bandar Lampung. This study employs the modified model of development proposed by Hannafin and Peck which consists of three phases: (1) needs analysis; (2) design; and (3) development/implementation. This research produces a product in the form of mobile learning media for Arabic learning at Islamic Senior High School (Madrasah Aliyah) with an offline operational system using a smartphone (Android). The product development process was done using Construct 2 software and Cocoon.io on the <https://www.cocoon.io/>. The product feasibility was validated by the material expert with the score of 4.85 or 97.14%, by the media expert with the score of 5 of 100%, and by the expert of instructional design with the score of 4.6 or 92%. This means that all these three validations belong to the highly feasible category. The effectiveness of the product was tested using the t-test with a significant level of  $\alpha = 0.05$ . Based on the result of calculations using the t-test, the obtained values of  $t_{critical}$  and  $t_{table}$  are  $t_{critical} = 14.342 > t_{table} = 2.086$  with the differences in learning outcomes amounting 49.04462. It can be concluded that the mobile learning media of Arabic learning is very suitable to be used in learning and very effective to improve students' learning outcome. Compared to the previous studies, this current research comes up with relatively new ideas in terms of involving the four language skills in Arabic learning as well as the interactive quizzes for those skills. Not only does this make this product effective and efficient, but also comprehensive.

**Keyword:** Arabic Language, Instruction, Mobile Learning, Media,

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**Authors:** **Indri Wulandari Putri, Rini Mutahar, Rico Januar Sitorus, Novrikasari, Amrina Rosyada, Desheila Andarini**

**Paper Title:** **Factors Determing Drug Uptake During Mass Drug Administration in Banyuasin District, South Sumatera, Indonesia**

**Abstract:** The community participation in taking drugs to prevent filariasis can reduce the risk of contracting filariasis, especially those who live in filariasis-endemic areas. People who do not take filariasis medication at the time of filariasis through mass drug administration (MDA) will be more at risk for contracting filariasis. WHO filariasis program target on 2000 stated that the minimum MDA coverage that must be achieved to break the chain of transmission is 85%, while the Banyuasin district has not reached the set target. This study aims to identify the factors determining drug uptake during Mass Drug Administration in Banyuasin District 2018. This study used a cross-sectional study design, the sample of this study was 200 samples of heads of families selected in a cluster random sampling. The analysis method of this study uses univariate, bivariate using the chi-square test and multivariate using multiple logistic regression tests. The results of this study found that the proportion of respondents taking filariasis drug was 75.5%. The variables that significantly correlated with taking filariasis drug were attitudes (PR 1,89; 95% CI 1.08-3.18) and support from Elimination Executing Staff (PR 2,06; 95% CI 1,24-3,44). The behavior of taking medicine in the MDA Filariasis activities in Banyuasin District was not good. Hence, health workers are expected to be more active in conducting counseling to improve community participation in the Filariasis MDA activities.

**Keyword:** Behavior; Filariasis; Mass Drug Administration (MDA).

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**Authors:** **Beatrix J.M. Salenus, Suriani, Yufiati, Nova M. Mataheru**

**Paper Title:** Development of Integration Education Model Pela-Gandong Local Based on Local Content in Primary Schools in Ambon City

**Abstract:** This study aims to develop abased social integration education model Pela-Gandong as a local content formed through the togetherness of life of the brothers based on kinship values and customary institutions in the context of cultural local wisdom in Maluku. The implementation of the development of this model was based on the desire to recognize, maintain and preserve Maluku culture as an ancestral heritage, which had experienced the shock of harmony in the lives of brothers due to the Maluku conflict in 1999-2004, so through Pela-Gandong based social integration education in Maluku it can be used as a cultural instrument in the intellectual life of the nation but also as an effort to maintain the nobility of the values of the nation's own culture. This study uses a research development method (R & D) using collaboration from the learning design model Borg and Gall with the ADDIE model (Analysis-Design-Develop-Implement-Evaluate), which produces based local content learning products Pela-Gandong- as a learning resource local contents of the Maluku region that are intended for elementary school students with the theme "Beautiful Togetherness Pela-Gandong", which refers to the 2013 curriculum used in Indonesia. The target of this study was fourth grade students (four) at SD Inpres Latta, Baguala-Ambon District. The results of this study indicate that the development of based social integration education models is Pela-Gandong- very effective to be used by fourth grade elementary school students as a local content of learning which is shown through the effectiveness of learning products using minimum completeness criteria (KKM), so that Pela-Gandong based social integration education is very relevant for fourth grade elementary school students not only as a local content in introducing Maluku culture, but more than that, namely as a cultural instrument that is effective in revitalizing and transforming contextual cultural values based on local wisdom in Maluku.

**Keyword:** Model Development, Social Integration Education, Pela-Gandong, Local Content

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<b>Paper Title:</b>	<b>Improvement Efforts III through Content Control Services with Role Playing Techniques in FKIP Products and Counseling Christian University of Indonesia</b>	<b>128-131</b>
<b>Abstract:</b>	<p>Low self-confidence is still a problem that is quite alarming among early adult Indonesian women. There are still many early adults who make beauty the root of their anxiety, not a source of self-confidence. Dove Girl Beauty Confidence Report in kompas.com shows that 54 percent of early adult women in the world do not have high self-confidence. In fact, 7 out of 10 of them in Indonesia withdraw from important activities not confident. The Assistant Deputy for the Fulfillment of the Rights of the Child for Education, Creativity and Culture of the Ministry of Women's Empowerment and Child Protection, Elvi Hendrani, improper parenting from parents also has a major influence in reducing children's self-confidence. for early adults. However, more important recognition from parents and teachers. The results of the research on the provision of content mastery services with the role playing technique for early adult students can be concluded: (1) the confidence of early adult students before joining the content mastery service with role playing techniques is in the low category. This is indicated by the indicators of student self-confidence on average in the low category; (2) self-confidence of early adult students after participating in content mastery services with role playing techniques in the high category. This is indicated by the indicators of student self-confidence on average in the high category; (3) student self-confidence has increased after getting treatment in the form of content mastery services with role playing techniques. A significant increase was seen from the Wilcoxon test results. The Wilcoxon test results show that Z count is smaller than Z table, so the hypothesis is accepted. The indicator that experienced the highest increase was an indicator of optimism during the period of body changes.</p> <p><b>Keyword:</b> Self-confidence, Content Mastery Service, Role Play Technique.</p> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>Fitri, E., Zola, N., &amp; Ifdil, I. (2018). Profil Kepercayaan Diri Remaja serta Faktor-Faktor yang Mempengaruhi. JPPI (Jurnal Penelitian Pendidikan Indonesia), 4(1), 1-5.</li> <li>Kushartanti, A. (2009). Perilaku menyontek ditinjau dari kepercayaan diri. Indigenous: Jurnal Ilmiah Psikologi, 11(2).</li> <li>Numri, M. Z. (2015). Meningkatkan Kemandirian Belajar Melalui Layanan Penguasaan Konten dengan Teknik Latihan Saya Bertanggungjawab. Jurnal Penelitian Tindakan Bimbingan &amp; Konseling, 1(1).</li> <li>Ilahi, R., Syahniar, S., &amp; Ibrahim, I. (2013). Faktor yang Mempengaruhi Pelanggaran Disiplin Siswa dan Implikasinya Terhadap Layanan Bimbingan &amp; Konseling. Konselor, 2(2).</li> <li>Baroroh, K. (2011). Upaya meningkatkan nilai-nilai karakter peserta didik melalui penerapan metode role playing. Jurnal Ekonomi dan Pendidikan, 8(2).</li> <li>Awlawi, A. H. (2013). Teknik Bermain Peran pada Layanan Bimbingan Kelompok untuk Meningkatkan Self-Esteem. Konselor, 2(1).</li> <li>Hurlock, E.B. 2013. Edisi ke Enam Perkembangan Anak (Jilid 1). Jakarta :Erlangga. 2012. Psikologi Perkembangan. Jakart:Erlangga</li> <li>Jarvis, Lori dkk. 2002. Role-Playing as a Teaching Strategy. Journal. Strategies for Application and Presentation Staff Development and Presentation.</li> <li>Sandrock. J. W. 2003. Adolesence. Jakarta : Erlangga. 2010. Life-Span Development (Perkembangan Masa Hidup) Jilid 1. Jakarta : Erlangga</li> <li>Sukardi, D.K. 2008. Pengantar Pelaksanaan Program Bimbingan dan Konseling di Sekolah. Jakarta: Rineka Cipta.</li> <li>Tohirin, M. 2008. Bimbingan dan Konseling di Sekolah dan Madrasah Berbasis Integrasi. Jakarta: Rajawali Press.</li> <li>Prayitno. 2004. Layanan Bimbingan dan Konseling (L4). Jurusan Bimbingan dan Konseling Fakultas Ilmu Pendidikan Universitas Padang.</li> </ol>	
<b>Authors:</b>	<b>Dhevy Puswiartika, Zahrotur Rusyda Hinduan, Marina Sulastiana, Diana Harding</b>	
<b>Paper Title:</b>	<b>How Mindfulness and Servant Leadership Affect Customer-Oriented Organizational Citizenship Behavior: Service Climate as Potential Mediator</b>	<b>132-136</b>
<b>Abstract:</b>	<p>One aspect of competitive advantage that is now the main focus of the company is human resources. To improve the performance of organizations related to service excellence, it takes work behavior that exceeds the demands of work, namely Customer Oriented-Organizational Citizenship Behavior. This article is Proposal for Doctoral Colloquia that aims to prove the variables that influence Customer Oriented-Organizational Citizenship Behavior and obtain a model of the structural relationship between Mindfulness, Servant Leadership, Service Climate, and Customer Oriented-Organizational Citizenship Behavior. This study is explanatory survey research with a mixed-method approach. The participants of this study are the supervisor of railway transportation provider in Jakarta, Indonesia. The sampling technique is multistage sampling (a combination of cluster sampling and stratified sampling). The data will be collected by self-report surveys. The data will be analyzed by using Structural Equation Modelling with Lisrel 8.7 software. The results from this study will be proved and built a structural model of the effect of mindfulness and servant leadership on Customer Oriented-Organizational Citizenship Behavior through a service climate. The novelty of this study is the addition of contextual factors such as service climate as a mediator variable in testing the effect of mindfulness on workplace outcomes such as Customer Oriented-Organizational Citizenship Behavior and the influence of servant leadership on Customer Oriented-Organizational Citizenship Behavior, and the development of dispositional mindfulness instrument for Indonesian employees.</p> <p><b>Keyword:</b> Mindfulness; Servant Leadership; Service Climate; Customer Oriented-Organizational Citizenship Behavior; Railway Transportation Service Provider in Indonesia.</p> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>Sundiman D. Human Resource Management in the Enhancement Processes of Knowledge Management. Binus Bus Rev [Internet]. 2017;8(3):167–73. Available from: <a href="http://journal.binus.ac.id/index.php/BBR/article/view/3708">http://journal.binus.ac.id/index.php/BBR/article/view/3708</a></li> <li>Organ DW. Organizational Citizenship Behavior. In: International Encyclopedia of the Social &amp; Behavioral Sciences: Second Edition. 2015.</li> <li>Sulastiana M. Pengaruh Nilai-nilai Personal, Servant Leadership, dan Iklim Pelayanan terhadap Customer Oriented Organizational Citizenship Behavior (Studi pada Manajer Lini di Organisasi Bidang Pariwisata Jawa Barat). Disertasi. Bandung: Program Pascasarjana Universitas Padjadjaran; 2012.</li> <li>Nasurdin AM, Ahmad NH, Tan CL. Cultivating service-oriented citizenship behavior among hotel employees: the instrumental roles of training and compensation. Serv Bus. 2015;9(2):343–60.</li> <li>Organ DW, Podsakoff PM, MacKenzie SB. Organizational citizenship behavior: Its nature, antecedents, and consequences. Organizational Citizenship Behavior: Its Nature, Antecedents, and Consequences. Sage Publications; 2006.</li> <li>Roche M, Haar JM, Luthans F. The role of mindfulness and psychological capital on the well-being of leaders. J Occup Health Psychol. 2014;19(4):476.</li> </ol>	
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**Authors:**

**Rico J. Sitorus, Merry Natalia P, Imelda G. Purba, Rini Mutahar, Poppy Fujianti**

**Paper Title:**

**The External Factors Associated with Stunting Occurrence among 12 – 59 Months Old Toddler**

**Abstract:**

Background: Intervention strategy employed in solving stunting cases should be comprehensive by focusing on both direct (internal) and indirect factors (external). Therefore, the purpose of this study was to observe the indirect factors influencing the occurrence of stunting in toddlers.

Methods: The study design used was community-based case control with the population comprising of toddlers between 12-59 months old. The sample size included 49 cases and 98 controls, and the stunting was measured by using anthropometry. Furthermore, short toddlers were indicated by nutrition status which was determined by the ideal height in certain age and compared with the provision of WHO-MGRS (Multicentre Growth Reference Study) that any toddler with z-score less than -2 SD is short and less than -3 SD is categorized as very short.

Results: The multivariate analysis conducted proved that toddlers with inadequate child-rearing have a greater risk (Adjusted Odds Ratio (AOR) = 3.03 (95% CI: 1.15-7.98) of experiencing stunting compared to those raised adequately. Those living in families below Guaranteed Minimum Income (GMI) has a greater risk (AOR = 4.63 (95% CI: 1.701-12.63) of stunting compared to those in families with above Guaranteed Minimum Income (GMI). It was also found that those without exclusive breastfeeding has a greater risk (AOR = 4.53 (95% CI: 1.64-12.49) compared to those with exclusive breastfeeding.

Conclusion: The intervention methods needed to improve stunting's problem-solving in rural areas include giving adequate child-rearing, improving the economic status of the family, and parent's knowledge about giving exclusive breastfeeding for 6 months.

**Keyword:**

stunting, toddler, rural, breastfeeding

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**Authors:** Ameena Zafar, Hadina Habil

**Paper Title:** The New Semantics Suggested for the Marketing Mix by Millennials

**Abstract:** This is an auxiliary study dealing with the 4 Ps of the Marketing Mix Model introduced by Robert F. Lauterborn. It focused on the comparative popularity of the components of the Marketing Mix among the contemporary consumers of fast moving consumer goods (FMCGs) produced by Unilever and Proctor and Gamble in the capital city of Islamabad, Pakistan. These two companies are two of the prominent multi-national companies providing products of day-to-day use in the country. This study sought to find out the most popular vocabulary to describe the components of the Marketing Mix among the consumers of FMCGs who are marketing graduates and thereby, revise, enhance and refurbish it to make it more relevant to the millennial perspective. The perspective of the consumers is important to gauge if the Lauterborn's Model is still applicable to the modern consumers or if the consumers have other marketing priorities, which may differ from the model. Data were collected through a survey based on the random sampling technique from millennial consumers at five local universities in the city. Analysis of the data revealed useful information regarding the validity of the semantics in the presently accepted marketing mix. Findings of this study have the potential to assist marketing strategies, especially at the advertising departments of the leading FMCG chains Unilever and Proctor and Gamble. Results of this study may also be applied to marketing campaigns of similar prominent multi-national companies producing FMCGs in Pakistan, like Nestle, Reckitt Benckiser and the Coca Cola Company.

**Keyword:** Consumer behavior, Marketing, Millennials, FMCGs

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**Authors:** Marina Sulastiana, Dhevy Puswiartika, Rezki Ashriyana Sulistiobudi, Ernie Tisnawati Sule

<b>Paper Title:</b>	<b>Development and Validation of the Perceived Psychological Capacity Scale as a Consideration for Determining Employee Productive Age Period</b>		
<b>Abstract:</b>	<p>Purpose of Study : The changes over the age period especially in employee occur physically and psychologically. The employee psychological condition changes can be affecting the work activities, productivity and performance. Although WHO and another national regulation has been settled the retirement age limit for employee, but there always some psychological down turning happen. While, there has been little empirical research conducted in relation to diagnostic tool for perceived employee productive age period. This study aims to introduce and explore the factor structure of a new measure of Perceived Psychological Capacity Scale.</p> <p>Methodology : To validate this scale we used Exploratory Factor Analysis, Confirmatory Factor Analysis and Bivariate Correlation with Other Correlated Variable (Human Capital). The participants in this study were 267 employees in a company which provide railways transportation services in Indonesia, with an age range of 39-56 years old.</p> <p>Result : The analysis suggest that Perceived Psychological Capacity Scale is valid and reliable. It contains 25 items in 4 dimensions i.e. Cognitive, Motivation, Emotion, Social Interaction. This result indicates that Perceived Psychological Capacity Scale can measure the decrease of psychological capacity based on employees' perceived perception particularly in service work scope on certain age.</p> <p>Implications/Applications : This study can be used as an alternative tool to diagnose the productive age of employee based on their perceived psychological capacity specifically in railways transportation service employees. We cannot generalize the findings of this study for every employee in other jobs and company due to the limitation of this study.</p>		<b>145-150</b>
<b>Keyword:</b>	Productive Age Period; Psychological Capacity Scale.		
<b>References:</b>	<ol style="list-style-type: none"> <li>Villosio C, Di Piero D, Giordanengo A, Pasqua P, Richiardi M. Working conditions of an ageing workforce. Luxembourg: Office for Official Publications of the European Communities.; 2008.</li> <li>De Cuyper N, De Jong J, De Witte H, Isaksson K, Rigotti T, Schalk R. Literature review of theory and research on the psychological impact of temporary employment: Towards a conceptual model. <i>Int J Manag Rev.</i> 2008;10(1):25–51.</li> <li>Santrock JW, Santrock JW. <i>Essentials of life-span development.</i> New York: McGraw Hill; 2014.</li> <li>Elizabethan Hurlock. <i>Psikologi Perkembangan Suatu Pendekatan Sepanjang Rentang Kehidupan.</i> Jakarta: Penerbit Erlangga. Jakarta: Erlangga; 2006.</li> <li>Irwanto EH, Hadisoepadmo A, Priyani R, Wismanto Y, Fernandes C. <i>Psikologi umum: buku panduan mahasiswa.</i> Jakarta: Prenhallindo; 2002.</li> <li>Kaplan S, Cortina J, Ruark G, LaPort K, Nicolaidis V. The role of organizational leaders in employee emotion management: A theoretical model. <i>Leadersh Q.</i> 2014;25(3):563–80.</li> <li>Peng K. Responding to emotions in China: Gender differences and the emotion-job outcome relationship. <i>Asia Pacific J Manag.</i> 2017;34(2):443–60.</li> <li>Calhoun JF, Acocella JR. <i>Psychology of Adjustment and Human Relationships.</i> New York: McGraw Hill; 1990.</li> <li>Hall CS, Lindzey G. <i>Psikologi Kepribadian 1 Teori-Teori Psikodinamik (Klinis).</i> Yogyakarta: Kanisius; 1993.</li> <li>Peterson SJ, Spiker BK. Establishing the positive contributory value of older workers: A positive psychology perspective. <i>Organ Dyn.</i> 2005;34(2):153–67.</li> <li>Malinowski P, Lim HJ. Mindfulness at work: Positive affect, hope, and optimism mediate the relationship between dispositional mindfulness, work engagement, and well-being. <i>Mindfulness (N Y).</i> 2015;6(6):1250–62.</li> <li>Santrock JW. <i>Life Span Development.</i> New York: McGraw-Hill; 2011.</li> <li>Goodwin LD, Leech NL. The meaning of validity in the new standards for educational and psychological testing: Implications for measurement courses. <i>Meas Eval Couns Dev.</i> 2003;36(3):181–91.</li> <li>Browne M., Cudeck R. Alternative ways of assessing model fit. <i>Testing structural equation models.</i> Newbury Park, CA: Sage Publications; 1993. 136–162 p.</li> <li>Hu LT, Bentler PM. Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. <i>Struct Equ Model a Multidiscip J.</i> 1999;6(1):1–55.</li> <li>Byrne BM. <i>Structural equation modeling with AMOS: Basic concepts, applications, and programming.</i> Mahwah, NJ: Lawrence Erlbaum Associates, Inc.; 2001.</li> <li>Dziuban CD, Shirkey EC. When is a correlation matrix appropriate for factor analysis? Some decision rules.No Title. <i>Psychol Bull.</i> 1974;81(6):358.</li> </ol>		
<b>Authors:</b>	<b>Jamridafrizal, Basuki Wibawa, Nurdin Ibrahim</b>		
<b>Paper Title:</b>	<b>Leveraging Social Media in Accommodating Collaborative Learning in Indonesian Islamic Higher Education</b>		
<b>Abstract:</b>	<p>The aim of this study is to develop a Social Media-based Online Collaborative Learning (SMOCL) instructional model for higher education that can systematically guide lecturers or teachers to create a suitable blend of individual online lectures and face-to-face collaborative learning activities. Using the ADDIE instructional design model (Analysis, Design, Development, Implementation, and Evaluation), a theoretically constructed beginning model was repeatedly upgraded and undertaken internal validation through expert reviews, while External validation was performed with one-to-one with students, small group, and field trials. The implementation of SMOCL at the Islamic University of Indonesia designed by the final model resulted in notable amounts in student performance, attention, relevance, trust, and satisfaction. The results seem to suggest that the SMOCL model can be served to promote students' achievement in cross-cultural understanding.</p>		<b>151-158</b>
<b>Keyword:</b>	Social Media; Collaborative Learning; ADDIE; Cross-Cultural Understanding		
<b>References:</b>	<ol style="list-style-type: none"> <li>Agozzino A. Building and maintaining relationships through social media. In <i>Building Online Communities in Higher Education Institutions: Creating Collaborative Experience.</i> Hershey, PA:IGI Global;IGI Global.2014</li> <li>Alhazmi AK, Rahman AA. Facebook in Higher Education: Social and Academic Purposes. <i>International Journal of Computers &amp; Technology.</i> 2013;12(3):3300-5.</li> </ol>		

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**Authors:** Burmansah, Bedjo Sujanto, Mukhneri Mukhtar

**Paper Title:** Work-Life Quality, Job Involvement, and Affective Commitment of School Teachers

**Abstract:** The purpose of this study is to examine the influence of work-life quality and job involvement perceived by teachers to their affective commitment so that they feel a strong emotional bond to their work and school organization, are able to identify the goals and values of the school organization well, and really want to be there. This research uses causal survey method by using path analysis technique. This study uses the sample from 138 teachers in eight buddhist senior high schools in Jakarta, which were selected using the Slovin formula. The result of the study reveals that first, there is a positive effect between the quality of work life and the affective commitment of the teachers in school. Second, there is a positive effect between job involvement and affective commitment of teachers in school. Third, there is a positive effect between quality of work life and job involvement teachers in school.

**Keyword:** affective commitment; schoolteacher; work-life quality; Slovin formula; job involvement

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**Authors:** Anita Rahmiwati, Ditia Fitri Arinda, Feranita Utama, Indah Purnama Sari

**Paper Title:** Pirzi Doll”: A Method for Increasing Children’s Knowledge and Attitude in Balanced Nutrition

**Abstract:** Nutrition is one of the main problems in the world, where the number of malnourished patients reaches less than 104 million children and one third of all causes of child mortality worldwide are still caused by malnutrition. Nutrition knowledge in school-aged children is one of the factors determining patterns food consumption and nutritional status. Nutrition education in school-aged children can improve children's nutritional knowledge and play a role in food selection and eating habits. Nutrition education should start from an early age. Nutrition and health education began to be directed at kindergarten and elementary school students, since this age group has a habit of attitude that is relatively easy to be formed. This study aims to determine the effect of nutrition education by story’s telling with pirzi doll media to increase knowledge and attitude of children about balanced nutrition. This study used quasi-experimental design with two group pre and post-test design sampling was carried out with a systematic random sampling. Sample of research were children enrolled in Kindergarten IT Rabbani and IT Menara Fitrah in Ogan Ilir District. There were 37 samples on control group dan 39 samples on experimental group. The results of statistical analysis using Mann-Whitney test. The mean score of knowledge after being given a nutritional education was  $26.15 \pm 3.10$  in the experimental group and in the control group was  $26.05 \pm 3.16$  (p-value=0.817). The mean score of attitudes after being given a nutritional education was  $13.69 \pm 1.97$  in the experimental group and in the control group was  $11.24 \pm 3.67$  (p-value=0.002). There was no difference in mean score of knowledge between the experimental and control groups after being given a nutritional education. There was a difference in mean values of attitudes between the experimental and control groups after being given a nutritional education.

25. **Keyword:** Story Telling; Pirzi Doll; Balanced Nutrition

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**Authors:** Feranita Utama, Anita Rahmiwati, Ella Amalia

**Paper Title:** Intervention “Cakram of Degenerative Disease” to Knowledge and Attitude of Employees Sriwijaya University

**Abstract:** The degenerative disease into a leading cause of death globally. Hypertension is one of the degenerative diseases that become important health problems worldwide because of its high prevalence and continued to rise and its relation to cardiovascular disease, stroke and kidney disease. Hypertension risk factors also became the third-largest cause of premature death and obesity is a risk factor hypertension that can be modified. The purpose of this study is to know the effect of nutrition education by Cakram media to increase knowledge and attitude of about hypertension dan obesity. This study used quasi-experimental design with two group pre and post-test design, The population of this study were all employees of Sriwijaya University in Indralaya with consist of 110 employees from five faculty. Sampling was carried out with a Cluster Random Sampling. There were 57 sample on experimental group and 53 sample on control group. Results of statistical analysis using Mean Whitney. The mean score of knowledge after being given a nutritional education was 29,00 in the experimental group and in the control group was 26,00 (p-value=0.031). The mean score of attitudes after being given a nutritional education was 28,88 in the experimental group and in the control group was 27,00 (p-value=0.942). There was no difference in mean score of attitudes between the experimental and control groups after being given a nutritional education. There was a difference in mean values of knowledge between the experimental and control groups after being given a nutritional education.

26. **Keyword:** Cakram of Degenerative Disease, Knowledge, Attitude.

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**Authors:**

**Mesta Limbong**

**Paper Title:**

**Professionalism of the Female Teacher at Riau Palm Oil Plantation Sumatera Indonesia**

**Abstract:** This research shows professionalism of the female teachers at palm oil plantation's school which belongs to Astra Agro Lestari Company 18% of the Astra Agro Lestary company's employees is female, and some of them work as a teacher.

Teacher's professionalism is considered important to be investigated because by professionalism, teachers can perform their best to serve the need of education for their students. Individually, female teacher holds double tasks as a mother in their family and as a female teacher professionally.

Research method of this research is descriptive quantitative with the total of the sample is 48 female teacher. In collecting the data, researcher used questionnaire.

The result of the research shows that female teachers in the Astra Agro Lestary company's palm oil plantation has worked professionally according to their tasks. Focus Group Discussion result and based on the data analysis, the researcher found out that female teacher who hasn't married yet shows a dynamic behavior on technology development in teaching compares to the one who has married. Female teacher owns a primary task as a teacher and an additional task, helping the company in assisting the society internally and externally. The additional task is training and assisting maternal and child health services workers, introducing the central trash disposal to the society, assisting the community, assisting the day care workers, doing an assistance to the parents about the importance of breast milk feeding, and stimulating the mothers in following the family welfare programme activities.

**Keyword:** Professionalism; Female Teacher; Palm Oil Plantation.

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28.

**Authors:**

**Diah Ayu Pratiwi**



	<b>Paper Title:</b>	<b>Urban Poverty: Community Empowerment through National Program for Community Empowerment towards in Batam City</b> <b>Abstract:</b> This study examines community empowerment in overcoming poverty through PNPM (Program Nasional Pemberdayaan Masyarakat/ National Program for Community Empowerment) - Urban in Batam City. The purpose of this study was to identify the stages of participation of the poor in PNPM activities and analyze the stages of achievement of the poor after PNPM ended, this research was carried out because there were no studies that specifically discussed the achievements of the poor after the end of PNPM, especially whether the poor who participated in PNPM activities had come out of poverty. PNPM – Urban emphasizes community participation where all activities are left to the community itself, starting from socialization, poverty identification, organization, planning, implementation, to the utilization and maintenance of the results of activities. This study uses qualitative research. Data obtained by observation and in-depth interviews with 12 informants using purposive sampling technique. The results of this study indicate that community participation is at the stage of delegation of power, but the urban poor in Batam City still depend on government assistance and have not escaped poverty. The concept of community empowerment has not been optimal in the PNPM. <b>Keyword:</b> Community Empowerment, Urban Poverty Alleviation, PNPM-Urban, Batam City. <b>References:</b> <ol style="list-style-type: none"> <li>1. Arstein, S. (1971). "A Ladder of Citizen Participation." <i>Journal of The American Planning Association</i> 35(4).</li> <li>2. City, S. o. B. (2019). <i>Poverty in Batam Municipality 2011-2018</i>. Batam, Statistic of Batam City.</li> <li>3. Davis, K. (1962). <i>Human Relation at Work</i>. New York, McGraw Hill Book Company Inc.</li> <li>4. Indonesia, S. (2019). <i>Number of Poor Population, Percentage of Poor Population and Poverty Line, 1970-2017</i>. Jakarta, Statistic Indonesia.</li> <li>5. Karianga, H. (2011). <i>Partisipasi Masyarakat dalam Pengelolaan Keuangan Daerah (Perspektif Hukum dan Demokrasi)</i>. Jakarta, PT. Alumni.</li> <li>6. Narayan, D. (2002). <i>Empowerment and Poverty Reduction: A Source Book</i>. D. Narayan. Washington, World Bank.</li> <li>7. Patton, M. Q. (2002). <i>Qualitative Research and Evaluation Methods</i>. Thousand Oaks, Sage Publication.</li> <li>8. Pranaka, O. S. P. a. A. M. W. (1996). <i>Pemberdayaan: Konsep, Kebijakan dan Implementasi</i>. Jakarta, Center for Strategic and International Studies.</li> <li>9. Setiana, L. (2005). <i>Teknik Penyuluhan dan Pemberdayaan Masyarakat</i>. Bogor, Ghalia Indonesia.</li> <li>10. Suharto, E. (2005). <i>Membangun Masyarakat Memberdayakan Rakyat</i>. Bandung, Refika Aditama.</li> <li>11. Sulistyani, A. T. (2017). <i>Kemitraan dan Model-model Pemberdayaan</i>. Yogyakarta, Gava Media.</li> <li>12. Sumodiningrat, G. (1999). <i>Pemberdayaan Masyarakat &amp; JPS</i>. Jakarta, Gramedia.</li> <li>13. Uphoff, J. C. a. N. T. (1977). <i>Rural Development Participation: Concept and Measures for Project Design-Implementation and Evaluation</i>. New York, Cornell University Press.</li> </ol>	<b>179-182</b>
29.	<b>Authors:</b>	<b>Ike Ratnawati, Triyanto, Syakir</b> <b>Paper Title:</b> <b>Meanings Possessed by Gajah Oling Batik in Seblang Rituals Performed by Osing Tribe in Banyuwangi</b> <b>Abstract:</b> Batik was originally used as an adiluhung (or noble) work for the royal palace's clothings and worn during traditional ceremonies or important events such as a wedding, a funeral, or birth and others. However, batik nowadays has no sacred values. Instead, it has become a commodity in a global market, and it results on making batik a profane value for daily needs of the society. Batik cannot be understood using its philosophical meanings and values unless by looking it back at the concept of space and time as it was originally created, to be used for traditional ceremonies and rituals. Seblang is one of the traditional rituals in Banyuwangi district which is still held and consistently uses Gajah Oling batik motif as one of its main devices. The study method used to explore and describe the socio-cultural background of batik used in Seblang ritual is qualitative research, supported by phenomenological theory approaches. Seblang is a ritual held once every year, in two different villages, and performed by an old woman or a girl in Bakungan village and Olehsari village respectively. Gajah Oling batik motif is worn by the performers of Seblang ritual as scarves, long clothes, and udeng(a headband). <b>Keyword:</b> Batik, Seblang, Ritual. <b>References:</b> <ol style="list-style-type: none"> <li>1. Heriyawati, Y. (2016). <i>Seni Pertunjukan dan Ritual</i>. Yogyakarta: Ombak.</li> <li>2. Kartika, Dharsono Sony. 2007. <i>Budaya Nusantara</i>. Bandung: Rekayasa Sains.</li> <li>3. Koenjaraningrat. (2005). <i>Pengantar Antropologi</i>. Jakarta: Rineka Cipta.</li> <li>4. Prasetyo, Azhar. 2007. <i>Batik Banyuwangi</i>. Banyuwangi: Dewan Kesenian Blambangan</li> <li>5. Rohidi, T. (2013). <i>Metode Penelitian Seni</i>. Semarang: Cipta Prima Nusantara.</li> <li>6. Singodimajan, H. (2019). <i>Ritual Adat Seblang Sebagai Seni Perdaamaan Masyarakat Using Banyuwangi</i>. Banyuwangi: Dinas Kebudayaan dan Pariwisata Kabupaten Banyuwangi.</li> <li>7. Sumardjo, J. (2006). <i>Estetika Paradoks</i>. Bandung: Sunan Ambu press.</li> <li>8. Sutarto, Ayu dan Sudikan, Setya Yuwana. 2008. <i>Pemetaan Kebudayaan di Propinsi Jawa Timur</i>. Jember: Biru Mental Spiritual Jatim dan Kompyawisda Jatim.</li> <li>9. Timur. <i>Jember: Biru Mental Spiritual Jatim dan Kompyawisda Jatim</i>.</li> <li>10. Tanpa Nama. 2009. <i>Gendhing-gendhing Mantra Seblang Olehsari</i>. Banyuwangi: Dinas Kebudayaan dan Pariwisata Kabupaten Banyuwangi.</li> <li>11. Van Der Hoop. 1949. <i>Ragam-ragam Perhiasan Indonesia</i>. Jakarta: Koninklijk Bataviaasch Genootshap Van Kunsten En Wetenschappen.</li> </ol>	<b>183-186</b>
30.	<b>Authors:</b>	<b>Usenko Anatoliy, Julia Iurynets, Yuriy Pyvovar, Leonid Belkin</b> <b>Paper Title:</b> <b>Food Safety Management in Ukraine in the Context of the International Standard ISO 22000:2005</b> <b>Abstract:</b> The article examines the features of the Hazard Analysis and Critical Control Points (HACCP) system as a factor in food safety. The principles of HACCP, formulated in the ISO 22000: 2005 standard, in the Alimentations Commission Codex are compared, as well as in accordance with the Ukrainian regulatory document	<b>187-190</b>

"Requirements for the development of food safety standards", approved by the Order of the Ministry of Health of Ukraine on October 1, 2012 No. 590. The comparison is carried out in order to establish the compliance of the Ukrainian HACCP system with the international rules, in particular the ISO 22000: 2005 standard. Shown, that the principles of the Ukrainian HACCP system generally comply with international standards, in particular ISO 22000: 2005. This means that the legislation of Ukraine guarantees that, in compliance with it, food products originating from Ukraine comply with international requirements for the control of its manufacture. The guarantee of this is the system of control measures that are provided for by the laws of Ukraine regarding compliance with the requirements of the HACCP system.

**Keyword:** Food Safety; Legislative Regulation; Hazard Analysis and Critical Control Points; Administrative and Legal Framework

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**Authors:** Suriani Sari, Moch.Asmawi, James Tangkudung, Achmad Sofyan Hanif, Firmasyah Dlis

**Paper Title:** Development of Multimedia Based Sport Injury Pencak Silat Management Model

**Abstract:** Pencak silat is one of the sports that become the mainstay of the Indonesian nation in every national and international tournament. In its practice, however, foot accidents often occur. The purpose of this study was to obtain empirical data on product effectiveness as a result of developing multimedia-based martial arts injury models to increase the knowledge of trainers and athletes in handling injuries. The research method used is quantitative. As the results, each coach and athlete can understand the handling of injuries that occur so that athletes who experience injuries do not experience mismanagement which can result in recurring injuries or decreased the performance of athletes. It can be concluded that athletes or coaches can collaborate with physiotherapists in determining the exercises that are appropriate to the strand and type of injury.

**Keyword:** Pencak Silat, Multimedia, Model Development.

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**Authors:** Tin Gustina, Zulfiati Syahrial, Nurdin Ibrahim

**Paper Title:** Program Evaluation of Pekanbaru Health Training Center Based on Context Evaluation

**Abstract:** Objective of the study was generally to find out and describe the effectiveness of the implementation of health training at the Pekanbaru Health Training Center. This research is evaluation research based on the CIPP evaluation model (Context, Input, Process, Product) with the object of research is the BAPELKES program as a training center in Pekanbaru Riau, using a qualitative approach. This approach has a superiority that provides a comprehensive study of social phenomena carried out by researchers. The study used a mixed research approach (mixed methods), namely research that combines qualitative and quantitative approaches to answer research problems. Qualitative research is a process of scientific research to understand human problems in a social context by creating a comprehensive and complex picture presented, reporting detailed views of sources of information, and carried out in natural settings without any intervention from the researcher. The design of this study focused on four components of the CIPP evaluation model, namely context (Context), input (input), process (process), and results (product). The context component provides information for decision makers in planning a program that will continue, identifies the rationale of a program, explains the relevant environmental conditions, describes the existing conditions, the foundation of program implementation, and identifies unmet needs and opportunities that have not been utilized. The results of the study show that the existence of BAPELKES as a training center is very much needed. Then it can be concluded that the context component of the evaluation program at the Pekanbaru Riau health education center has high / good actuality.

**Keyword:** Program Evaluation, Context Evaluation, CIPP.

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**Authors:** Rofiza Aboo Bakar, Jazredal Aboo Bakar

**Paper Title:** WhatsApp as a Source of Support for Parents of Autistic Children

**Abstract:** SPARISK Support Group is a WhatsApp support group which offers parents of children with Autism Spectrum Disorder (ASD) who enrol their children in a water therapy programme a platform to discuss various issues regarding caring for their autistic children. Advanced growth in technology has improved the prospect for these parents to share information and provide support. A qualitative phenomenological design was used in this study to explore the support these parents offered each other through the use of WhatsApp as a social media support group. Convenience sampling was used to select four participants who had either a child or children diagnosed with ASD who were between the ages of 7 and 16 years old, had been involved in the support group for 6 months, and lived in Penang, Malaysia. Data analysis discovered five emergent themes: (a) types of supplement and food suitable for autistic children, (b) positive experiences, (c) feeling glad, (d) informational support and (e) emotional support. Findings indicate giving the right supplement and food to autistic children and relating autistic children's positive experiences while undergoing the water therapy programme were the main functions of the group, and having water therapy coaches answering their doubts as a valuable resource. It is suggested that the use of a social media support group on WhatsApp may provide continuous support to parents of autistic children, suggesting that the formation of similar groups on other social media platforms.

**Keyword:** WhatsApp Support Group; Parents of Autistic Children; SPARISK.

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**Paper Title:** The Determinants of Neighborhood Based Development Policy Implementation in Manado City

**Abstract:** The purpose of this study was to analyze the determination of neighborhood-based development policies in the city of Manado by using a phenomenological qualitative agreement. Data collection techniques are: observation in several Neighborhood, semi-structured in-depth interviews and documents obtained from the Community Empowerment Agency and the Village Government. Data analysts performed through technical analysis of Miles and Huberman. The results of the study show that the determinant of the implementation of the Neighborhood-Based Development policy in Manado City are: 1). Disposition or commitment of the Manado City government that sets policy as a top priority and tends to be weak, 2). The standards and objectives of the policy are too ideal (utopian), very difficult for the implementers to realize, 3). Erroneously setting the allocation of resources on capital expenditure, should be included in goods and services expenditure and implementation of the policy awaiting changes in the regional income and expenditure budget changes in November, 4). Changes in the Central Government's policy, namely Minister of Home Affairs Regulation No. 32/2011, which has not been anticipated, 5). Communication and socialization have not been carried out systematically, directed 6). The social conditions of the community have not been prepared to support policy implementation. For that reason: 1). The Manado City Government should have a genuine disposition or commitment in implementing a Neighborhood Based Development policy that has been set as a top priority and superior, 2). Policy standards and targets should be measurable and can be implemented, 3). Research in determining the allocation of resources for implementation, 4). Anticipating changes in Central Government policies, 5). Communication and socialization are carried out systematically, directed by broadcasting through print and mass media, 6). The social conditions of the community are carefully prepared, through community meetings, confessions, making brochures, stickers, and policy songs on neighborhood-based development.

**Keyword:** Neighborhood Based Development; Policy Implementation; Manado City; Indonesia.

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**Authors:** Erna Hilda Mokat, Jetty Recky H E Sendouw

**Paper Title:** Public Perception on Quality of Decision-Making Process by Female Leader of Southeast Minahasa Regency

**Abstract:** Decision making is one of the duties of a leader, both leaders in public and private organizations. The research aims to analyze the public perception on the quality of the decision-making process by the female leader of the local government. Descriptive qualitative research method was employed, and the data was collected through observation, interviews and documentation. The results of the study show that the stages in decision making process had not been conducted properly. Decisions were not taken based on clear and accurate data and information that made it hard to be legally, morally and ethically accountable in the scope of administration. The aspirations of people received less attention, rarely involving subordinates, insufficient understanding of regulation causes nonprocedural, unconstitutional, and discretionary decisions. As a recommendation, it is necessary to conduct further research related to the decision-making process of female leaders.

**Keyword:** Leadership; Female Leaders; Decision Making; Southeast Minahasa.

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36.	<p><b>Authors:</b> Tri Aru Wiratno, Diana Nomida Musnir, Atwi Suparman, Jhoni Lagun Siang</p> <p><b>Paper Title:</b> Development of Learning Materials Criticism of Art Based Criticism Culture</p>	
	<p><b>Abstract:</b> The development of learning materials for critical culture-based art critics in the Art Criticism program at the Fine Arts Study Program, Faculty of Fine Arts, Jakarta Arts Institute was used to improve the ability of students and lecturers in the learning process about art criticism. By developing learning materials, critics of art based on critical culture, make the learning process reach its goals. Students and lecturers will work together in the learning process. Students know and understand the stages of learning carried out, while the lecturer knows and understands in learning for students with material learning critical art based criticism of culture. The research method conducted using Borg and Gall, the development of learning materials using procedural Dick and Carey learning models. By identifying instructional objectives, conducting intrudional analysis, student analysis, writing performance goals, developing assessment instruments, developing instructional strategies, developing and selecting instructional materials, formative instructional design and evaluation, revising instructions, designing and conducting summative evaluations. The results of the research on the development of learning materials based on critical culture-based art critics are expected to increase the ability and awareness of art as a reflection of his life.</p> <p><b>Keyword:</b> Development of Learning Materials, Criticism of Art, Critical Culture</p> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>Agger, Bem. 2008. Critical Social Theories: An Introduction. Diterjemahkan Teori Sosial Kritis: Kritik, Penerapan, dan Implikasinya.</li> <li>Bahari Nooryan, Cetak ke III 2017. Kritik Seni, Yogyakarta; Pustaka Pelajar</li> <li>Borg, Walter R., Gall Meredith, dan Gall Joyce P. 2007. Education Research. United State of America: Penerbit Person.</li> <li>Bujono Bambang, Wicaksono Adi. 2012. Seni Rupa Indonesia Dalam Kritik dan Esai. Jakarta, Dewan Kesenian Jakarta.</li> <li>Bujono Bambang, Apresiasi Seni Rupa Indonesia; Esai Kritik Dan Suwaryono, Jakarta; FSR IKJ Press</li> <li>Bahari Nooryan. 2017. Kritik Seni; Wacana Apresiasi dan Kreasi. Yogyakarta, Pustaka Pelajar</li> <li>Bangun Sem C. 2001. Kritik Seni Rupa. Bandung, Penerbit ITB</li> <li>Bujono Bambang. 2015. Esai dan Kritik Dan Suwaryono. Jakarta, FSR IKJ</li> <li>Bujono Bambang. 2017. Melampaui Citra dan Ingatan. Jakarta, Yayasan Jakarta Biennale</li> <li>Dick, Walter dan Carey. 2009. The Systematic Design of Instruction. , United States of America: Pearson.</li> <li>Gagne Robert M. 1990, Kondisi Belajar dan Teori Pembelajaran (Jakarta: Departemen Pendidikan dan Kebudayaan Direktorat Jenderal Pendidikan Tinggi,</li> <li><a href="http://bahanajarpendidikan.blogspot.com/">http://bahanajarpendidikan.blogspot.com/</a></li> <li>Iswantara Nur, 2016. Kritik Seni, Seni Kritik, Yogyakarta; Gigih Pustaka Mandiri</li> <li>Kusrianto, Adi dan Made Arini. 2011. Histoy of Art. Jakarta: Elex Media Komputindo.</li> <li>Mariato, M. Dwi. 2006. Quantum Seni. Semarang: Dahara Prize.</li> <li>Mariato, M. Dwi. 2015. Art dan Levitation. Yogyakarta: Pohon Cahaya.</li> <li>Mamanoor, 2002. Wacana Kritik Seni Rupa Di Indonesia, Bandung; Nuansa</li> <li>Rahmin Maghfur M. 2017. Teori Kritis Filsafat Lintas Mazhab. Yogyakarta Sociality</li> <li>Rambu-rambu Akademik Pendidikan Tinggi Seni Indonesia” 2007. Jakarta: Direktorat Akademik, Direktorat Jenderal Pendidikan Tinggi Departemen Pendidikan Nasional</li> <li>Rowntree Derek, 1994. Teaching Through Self Instruction: How to Develop Open Learning Materials. London: Kogan Page</li> <li>Suparman, Muhammad Atwi. 2015. Panduan Para Pengajar dan Inovator Pendidikan: Desain Instruksional Modern. Jakarta: Erlangga.</li> <li>Susanto, Mike. 2011. Diksi Seni Rupa. Bali: Jagad Art Space</li> <li>Supangkat, Jim. 2012. Srihadi and Art in Indonesia. Jakarta: Art 1 New Museum</li> <li>Tri Priyatni Endah, Nurhadi, 2017. Membaca dan Literasi Kritis. Tangerang, Tira Smart</li> <li>Wiratno, Tri Aru. 2017. Seni Lukis, Konsep dan Metode, Tangerang, personal.</li> </ol>	215-218
37.	<p><b>Authors:</b> Sri Fatimah, Ganjar Kurnia</p> <p><b>Paper Title:</b> Risk Communication of Chili Farmers, Case of Genteng Village Farmers, Sumedang District, West Java</p> <p><b>Abstract:</b> This paper aims at identifying the communication approach needed for chili farmers in an effort to minimize the risk of chili farming, using the case of farmers in Genteng Village, West Java Province, Indonesia. Departing from the issue of the importance of increasing the capacity of chili farmers to reduce their agricultural risks, this paper intends to elaborate qualitatively on main issues in risk of chili cultivation that are information that is an orientation for understanding the risks of chili farmers; and risk communication practice among chili farmers. The main finding of this research is chilli farmers in Genteng Village, Sumedang Regency have tried to overcome various risks in their agricultural businesses, through efforts to understand all risks in chili farming. Information about the risks of chili farming flows between farmers, groups and extension institutions. There has been communication with various parties and manage those risks in groups. Nevertheless, a systematic risk communication did not exist that hinder farmers to effectively address the risk in chili farming.</p>	219-222

**Keyword:** Chilli Farmers; Risks of Production; Risks Communication; West Java.

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**Authors:** Patricia Pawa Pitil, Wan Juliana Emeih Wahed

**Paper Title:** Relationship between Eating Disorder, Body Fat Percentage, and Physical Activity among Sarawak Female National Athletes

**Abstract:** Purpose: This study aimed to examine the eating disorder and physical activity in relation to type of sports and body fat percentages among national female athletes in Sarawak (N=150).

**Methodology:** Eating Attitude Test (EAT-26) and Global Physical Activity Questionnaire (GPAQ) were employed to measure the eating disorders and physical activity. Anthropometric measurement and body composition (body fat percentage) were obtained.

**Results:** Majority of the athletes were at low risk of an eating disorder (91.4%). Only a few indicated as high risk (8.6%). Moderately active athletes explained higher eating disorders in dieting, bulimia nervosa and food preoccupation. The non-weight sports athletes also exhibited higher eating disorders compared to its counterpart. Younger athletes were at higher eating disorder, but age was not significant in the subscales measured; except for food preoccupation where it was prominent in age 16 to 18 years old. Oral control did not associate with all the independent variables. Some relationships observed between body fat percentage and eating disorder and the subscales.

**Conclusion:** There is a need for coaches' attention and intervention on these athletes to prevent abnormal eating behavior among the young female athletes. This study highlights interesting findings where the less active athletes and the non-weight sports category athletes exhibit higher eating disorders issues.

**Keyword:** Body Fat Percentage; Eating Disorder; Female Athletes; National Athletes; Physical Activity; Sarawak Athletes.

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**Authors:** Suyitno Muslim, Jhoni Lagun Siang, Aniesa Puspa Arum

**Paper Title:** Network Based Online Learning Program Vocational School in Jakarta State University

**Abstract:** The purpose of this study is the development of online learning based learning in the course of research methodology to improve learning competencies in the subject of research methodology in the Electrical Engineering Vocational Education Study Program FT-UNJ. The development of learning that will be developed is online learning based learning which combines face-to-face learning with online learning which is arranged in such a way using the Edmodo platform. The strategy of delivering this learning is done with 70% face-to-face and 30% online learning, for learning purposes that are understanding and concept development is very likely to be done online but for learning purposes in the form of skills that require learning processes in the form of practical activities face to face form. The target in this study was students who temporarily took research methodology courses in Vocational Education Program in Electrical Engineering FT-UNJ. Since this research is in the form of developing an online learning system, the research method used is research and development (R & D). The approach used in this study uses a systems approach which refers to the concept of research and development by Dick and Carey. All steps will be carried out systematically where when doing the next step, the previous steps must be completed first. The results showed that the development of online-based learning in research methodology courses used Dick and Carey's learning development model by utilizing the Edmodo platform, student interest and interest increased but student learning outcomes were not maximal. This is because the online learning based learning model is still relatively new, so it requires a short time process.

**Keyword:** Online Learning, research and development, Edmodo

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**Authors:** Elita Rahmi

**Paper Title:** Legal Certainly of Land Registration towards Sustainable National Development

**Abstract:** There are 2 (two) Research Problems, namely: First How to register land that can improve land registration services in Jambi Province through a program of complete . Second How can the technology used so that land registration in Indonesia can be accelerated to reach one hundred percent (126 million new registered land parcels) 51 million have not registered 75 million parcels of land) to realize sustainable development in Indonesia. The research method used is empirical juridical with a sampling system that is purposive sampling with the land

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registration hypothesis that the government must do in fact still reaches 68 percent, so there needs to be an acceleration of technology that can increase the rate of measurement and mapping of existing land. Conclusion. The technology system Land registration in Jambi province with a coordinate system apparently still causes a lot of land disputes in Indonesia, so that there needs to be a more integrated system and integrated team that can minimize uncertainty in land measurement and mapping, so that it can maximize taxation and national, provincial and regency / city spatial planning. Both integrated land registration technologies, by involving relevant institutions as stipulated in Presidential Instruction No. 2 of 2018 concerning the Acceleration of Land Registration and community participation, and officials at the village level and determining points and digitizing land maps will be able to minimize land conflicts and disputes as well as multiple certificates that have been occurring so far, thus harming the State and society, due to the exhaustion of time, energy due to the weakness of the existing land registration system. Increasing the quantity and quality of land registration will accelerate the realization of sustainable development as a conscious and planned effort that can integrate environmental aspects, national social and economic aspects for the welfare of previous generations, present and future generations.

**Keyword:** Legal certainty, Land Registration.

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<b>Authors:</b>	<b>Misnaniarti Misnaniarti, Iwan Stia Budi, Asmaripa Ainy</b>
<b>Paper Title:</b>	<b>Effectiveness of Chronic Disease Management Program in Improving the Quality of Life under National Health Insurance</b>

**Abstract:** Purpose: The Chronic Disease Management Program (Prolanis) implemented at Puskesmas with the concept of cost effective and efficient health services in the National Health Insurance (JKN). Prolanis intended for participants who suffer from chronic diseases to achieve optimal Quality of Life (QoL). Therefore, aims this study to assess the effectiveness of Prolanis services in improving the quality of life of JKN participants in Banyuasin District. Methodology: This study using a cross sectional design, data was taken in 2018. Population is people who suffer from chronic diseases (type 2 Diabetes Mellitus and Hypertension). Sample was pre-elderly dan elderly as Puskesmas visitors in Banyuasin District was chosen by proportional random sampling (n=250 people). Data collection used the WHOQOL-BREF questionnaire through direct interviews with respondents. Data analysis using bivariate and multivariate analysis.

**Main Findings:** The respondents were most underage of 60 years (participants of 63.4% and non-participants of 74.1%). Most of respondents had moderate exercise habits (participants of 59.9% and non-participants of 51.9%), among others: walking, jogging, cycling, or other sports. Body Mass Index in normal category (participants of 62.0% and non-participants of 64.8%). It's known that Prolanis participants (61.3%) and non-participants (53.7%) have majority perception of a good QoL. Respondents who are willing to become Prolanis participants are around 142 people (56.8%).

**41.** Application: The Puskesmas can improve socialization and motivation for participants to use Prolanis services, and to increase the frequency of gymnastic club activities continuously so that there are many time choices.

**Novelty:** Participants who used Prolanis services more often, will have a higher QoL score. Respondents who visited Prolanis services 3-4 times had a tendency to be 1.3 times more likely to have a good perception of QoL (RR:1.33; CI95%:0.71-2.49).

**Keyword:** Elderly, Prolanis, Puskesmas, Quality of Life, WHOQOL-BREF.

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**Authors:** Ruth Sriana Umbase, Grystin Djein Sumilat

**Paper Title:** Human Trafficking in North Sulawesi Indonesia

**Abstract:** The aims of this research are to identify the factors that cause human trafficking, to describe the map of origin region and destination of delivery, to analyze the modes used by the traffickers. The method used is the Qualitative Descriptive Method. The results showed that there were seven main factors causing human trafficking in North Sulawesi. Those were lifestyle, lack of knowledge and capacity, potential employability as commercial sex workers, demand of commercial sex workers, youth marriage and limited employment in formal sectors and secularism. Most of the victims came from Manado City, Minahasa, South Minahasa and North Minahasa Regency. The largest destination areas of the victims were Papua, West Papua, Southeast Sulawesi and Batam (the Province of Riau Islands). The modes used by the perpetrators are persuading victims to work outside the area with high incomes, cheated with debt bondage, offering scholarship programs, adopted as children, fraudulent and abducting. The efforts that need to be done to eliminate human trafficking are changing the lifestyles from consumptive to productive by increasing self-resilience (changing the paradigm of thinking to be realistic and not regarding material wealth as a source of self-esteem or avoiding hedonism) and improving self-capacity through continuous knowledge enhancement. Local governments need to enlighten the publics through various programs/activities such as socialization with emphasis on human trafficking modes, to train of members of the task force on prevention of human traffics, to cooperate and to form partnerships with other institutions and local/regional governments, to build cooperation on the prevention and handling of human traffics with non-government institutions, to break the links of sexual trafficking and other types of unlawful businesses, to prevent young marriages to stimulate job creations, especially in the formal sectors and to increase the roles of parents and education institutions.

**Keyword:** Human Trafficking; Lifestyle; Sexual Commercial and Exploitation.

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**Authors:** Sreenivasan Jayashree, C.A. Malarvizhi, Mohammad Nurul Hassan Reza, Shalini Baskiran

**Paper Title:** Examining the Effectiveness of Teamwork in Work Engagement among Gen Y-A Conceptual Framework

**Abstract:** As the older generation is retiring from the workforce, it became a concern for many organizations on ways to manage the new generation who is flowing into the current workforce. This new generation is known as Gen Y. This generation workforce often linked to job hopping and their loyalty towards the organization is being questioned by researchers as many organizations are experiencing a high level of attrition among them. This study investigated teamwork as a critical success factor of work engagement among Gen Y. The methodology adopted in this study includes an extensive review of the literature on teamwork that contributes to working engagement, followed by questionnaire distribution and then the answers were processed and statistically measured and analyzed. The results of this study conclude that there is a significant positive relationship between teamwork, work engagement and IR 4.0. The practical implications of the study will be useful for the organization to address and examine the effect of teamwork that influences work engagement to reduce high turnover among Gen Y employees.

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**Keyword:** Gen Y, Work Engagement, Teamwork.

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**Siti Nur Hadis A Rahman, Mastura Boharib, Muhammad Talhah Ajmain @ Jima'ain, Ahmad Marzuki Mohamad, Aminudin Hehsan, Arief SALLEH Rosman, Nasrul Hisyam Nor Muhamad, Zulkiflee Haron**

**Paper Title:**

**Care Practice and Health Level of Elderly in Care Centre: Enhance Digital Lifestyle**

**Abstract:** One of the issues faced by the senior citizens is inherited from the society's lifestyle which is less active physically, or not active at all. Retirement causes the problems amongst senior citizen more notable as it makes them not physically active anymore. Lifestyle is important in going through their daily life from health aspects, shelter, social life and many more. The aim of this research is focused on the founding of senior citizens' lifestyle in order to identify their lifestyle, their care practices on their health, and their overall health level as well as views on elderly care center. This research used qualitative and quantitative methodology by distributing questionnaire forms and interviews with a few of respondents in the elderly care center. In summary, these results show that 73.3 percent of respondents have decent health level, but 26.7 percent of respondents have health issues. This research also found that 93.4 percent of the senior citizens prefer to live in an elderly care center compared to living with their own family. Researchers have found that exercises and physical activities can lead to an increase of senior citizens' health level for those who aged 70 and above.

**Keyword:** Care Practices; Health; Elderly; Lifestyle

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**Authors:** Taufiq Tamam, Wakhyu Dwiono, Syaefudin

**Paper Title:** Application of A\* (A Star) Algorithm on Automation of Trash Can

**Abstract:** The industrial revolution 4.0 demands the convenience of a human life facility. Not to forget also in the cleaning service. When we will dispose of trash, we do not need to look for the trash can, it is precisely the trash can that will approach us. This smartphone-based application uses the A\* (A star) algorithm as the basis for its work, while for communication between smartphones with the trash can system using blue tooth. The smartphone sends its coordinate position through the Global Positioning System facility, then the trash can system will search for the sender's location. The experimental results show that the average stopping distance indoors without barrier is 7.03 meters with an average time response of 25.3 seconds, the average stopping distance in the room with a barrier of 7.2 meters with the average response time 3.6 seconds average, stopping distance outdoor without a barrier of 5.7 meters with an average response time of 258.3 seconds, and the average outdoor stopping distance with a barrier of 2.73 meters with a response an average time of 141.3 seconds.

**Keyword:** A\* Algorithm, Bluetooth, Global Positioning System, Smartphone, Trash Can,

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**Authors:** Sri Sunarmi, Grace Shirley Luntungan

**Paper Title:** The Symbolic Meaning of Song Lyrics and Choreographic Form of the Tombulunes Three-Stage Maengket Dance

**Abstract:** This research has an inventory of works of local arts whilst expressing the symbolic meaning of song lyrics and the choreographic form of the three-stage Tombulunes dance. Phenomenology, Ethno Art, Hermeneutics and Symbolics are used to understand phenomena which fundamental ways of continuous experience are. This approach can see and reveal two answers to the purpose of this study. The song lyrics shows messages in the form of advice, invitations, to always give thanks to God for the blessings that have been given to His people. When starting an activity, always ask for His protection. It also gives the message that in people's lives in general, humans always need communication between people. Humans as living beings need to relate to each other. Especially for the next generation, it is expected that the relationship between men and women will continue to domestic life. The choreography of the Maengket dance is a form of social intercourse, which is carried out by young couples in groups. This presentation is carried out in a combination of motion, singing, literature and is accompanied by a drum instrument. The presentation consists of three rounds which are the themes and are presented as well as one form of presentation in sequence. The Maengket dance is a rite that has its symbols as a message, the appearance of the three circles of human life, namely food, board and breeding. It contains two things in its communication – vertically and horizontally and is associated with religion reflecting the institutional system of worship to the "Upper World".

**Keyword:** Symbolic meaning; song lyric; choreographic form; maengket dance.

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**Paper Title:** Evaluating the Intended Use of Decision Support System (DSS) via Academic Staff: An Applying Technology Acceptance Model (TAM)

**Abstract:** Since the beginning of the expansion of information systems, people have been considering using them for making decisions. Decision Support System (DSS) is a computer technology solution that can be used to support complex decision making and problem solving. In order to produce a high quality education decision, managers have to be equipped with wide range of relevant information which makes the process of decision making even more complex. In situations like this, use of DSS can be a logical solution. The aim of this research is to investigate the intended use of DSS within academic staff at Universiti Tun Hussein Onn Malaysia by applying Technology Acceptance Model (TAM). In this research were employed structural equations modelling (SEM) approach with SmartPLS software to investigate students' adoption process. Findings indicates that the perceived ease of use, perceived usefulness have a positive impact and substantially associated with intend to use DSS among academic staff at universities. The study concludes that academic staffs at universities in Malaysia have positive perceptions towards DSS and intend to practice it for educational purposes. Also, the study indicates the importance of perceived usefulness and perceived ease of use as core factors which influence on the perception of using DSS to support management decision process.

**Keyword:** Structural Equation Modeling (SEM), (DSS), Academic Staff, TAM.

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**Authors:** Deni Suardini, Dede Mariana, Mudiayati Rahmatunnisa, Widya Setiabudi Sumadinata

**Paper Title:** Implementation of Good Government Governance through E-Government

**Abstract:** The article explain about the implementation of e-government management in Tasikmalaya city, West Java. Using a qualitative approach, the researcher is an instrument obliged to collect, process, analyze, interpret and verify the data and information. The observation and participatory research done by observing the processes of implementation of policy implementation of e-government in Tasikmalaya, which concerns such aspects as idealized policy, implementing organization, target groups, and environmental factors. Data and information through observation and in-depth interviews to informants are the key in collecting the data. The validity and reliability of data and information are performed by triangulation, clarification and description explained and verified by theories of public policy and science administration to formulate answers from the research questions. The result of this research shows that the implementation of e-government policy in Tasikmalaya city has not shown towards the understanding of the policies that favor e-government in the city of Tasikmalaya. The ideal policy on the implementation of e-government were not yet properly implemented by the fact that in implementing organization in the department of communication of Tasikmalaya city were not optimally effective in coaching, services and protection as well as socialization and the process and preparation of program planning. In this case the aspirations of the people are less involved in the formulation of the policy of e-government implementation resulted in the implementation; it did only accept without commenting and understanding the implementation of the e-government.

**Keyword:** Good Governance; City Administrative Life; Policy Implementation; Work Ethic.

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	<b>Authors:</b>	<b>Wan Hanim Nadrah Binti Wan Muda, Wilfredo Herrera Libunao, Khairunesa Isa, Abd Rahman Ahmad, Rosman Md. Yusoff</b>
	<b>Paper Title:</b>	<b>Leadership Capability Framework for the Construction Industry Leaders in Malaysia</b>
<b>49.</b>	<b>Abstract:</b>	<p>This study aims to identify the leadership capabilities for Malaysia construction industry team leaders. This research applied exploratory sequential mix-method research design where is qualitative followed by quantitative method. In the first phase, semi-structured interview was used and purposive sampling was employed in selecting 15 research participants. Team leaders and Human Resource Managers were selected to be research participants of this study. Qualitative data was analysed using content and thematic analyses. Quantitative data was collected using survey questionnaire involving 171 randomly selected team leaders as respondents. The data was examined using descriptive and inferential statistics consisting of t-test, One-way Analysis of Variance (ANOVA), Pearson Correlation, Multiple Regression and Structured Equation Modeling (SEM). This research found that personal integrity, working within industry, customer focus and quality, communication and interpersonal skill, developing and empowering people and working as a team were required leadership capabilities among construction industry team leaders. Findings also indicated that leadership skills was the important element to develop leadership capability. A framework developed can be used as a guide by employers in improving leadership capability of Malaysia construction industry team leader.</p> <p><b>Keyword:</b> Capability; Leadership Capability; Team Leaders; Construction Industry.</p> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>Murphy SE, Ensher EA. A qualitative analysis of charismatic leadership in creative teams: The case of television directors. <i>Leadersh Q.</i> 2008;19(3):335–52.</li> <li>Muda WHNW, Libunao WH, Salleh KM, Sulaiman N. DEVELOPING A LEADERSHIP CAPABILITY FOR TEAM LEADERS IN THE CONSTRUCTION INDUSTRY: A CONCEPT FOR ORGANIZATIONAL SUCCESS. <i>J Tech Educ Train.</i> 2016;8(2).</li> <li>Abdelhaleem MT, Seymour D. Short Communication: Effective Leadership in the Construction Industry. <i>J. King Saud Univ.</i> 1995;7:163–73.</li> <li>Dickson MW, Smith DB, Grojean MW, Ehrhart M. An organizational climate regarding ethics: The outcome of leader values and the practices that reflect them. <i>Leadersh Q.</i> 2001;12(2):197–217.</li> <li>Mintzberg H. Managers, not MBAs: A hard look at the soft practice of managing and management development. Berrett-Koehler Publishers; 2004.</li> <li>Arain FM. Causes of insolvency and unethical practices of contractors in Pakistan construction industry. <i>Build Resil.</i> 2008;1246.</li> <li>Chan EHW, Tse RYC. Cultural considerations in international construction contracts. <i>J Constr Eng Manag.</i> 2003;129(4):375–81.</li> <li>Jones SA, Michelfelder D, Nair I. Engineering managers and sustainable systems: the need for and challenges of using an ethical framework for transformative leadership. <i>J Clean Prod.</i> 2017;140:205–12.</li> <li>Abd Kadir N, Arsat M. Kemahiran generik dalam faktor pemilihan jurutera mengikut perspektif industri pembinaan. <i>Universiti Teknologi Malaysia;</i> 2009.</li> <li>Limsila K, Ogunlana SO. Linking personal competencies with transformational leadership style evidence from the construction industry in Thailand. <i>J Constr Dev Ctries.</i> 2008;13(1):27–50.</li> <li>Sternberg RJ. WICS: A model of educational leadership. In: <i>The Educational Forum.</i> Taylor &amp; Francis; 2004. p. 108–14.</li> <li>Zaccaro SJ, Horn ZNJ. Leadership theory and practice: Fostering an effective symbiosis. <i>Leadersh Q.</i> 2003;14(6):769–806.</li> <li>McCann S. “OLYMPIC COACH - United States Olympic Committee: The Importance of Coaching Credibility.” <i>USOC Sport Science and Technology.</i> 2004;</li> <li>Madu BC. Organization culture as driver of competitive advantage. <i>J Acad Bus Ethics.</i> 2012;5:1.</li> <li>Avolio BJ, Walumbwa FO, Weber TJ. Leadership: Current theories, research, and future directions. <i>Annu Rev Psychol.</i> 2009;60:421–49.</li> <li>Lord RG, Hall RJ. Identity, deep structure and the development of leadership skill. <i>Leadersh Q.</i> 2005;16(4):591–615.</li> <li>Derue DS, Nahrgang JD, Wellman NED, Humphrey SE. Trait and behavioral theories of leadership: An integration and meta-analytic test of their relative validity. <i>Pers Psychol.</i> 2011;64(1):7–52.</li> </ol>
	<b>Authors:</b>	<b>Sarafa Adebayo Raji</b>
	<b>Paper Title:</b>	<b>Insurance and Technical Education in National Development – A Wakeup Call.</b>
<b>50.</b>	<b>Abstract:</b>	<p>Development on national basis is imperative to the sustenance and growth of a Nation. The focus of the paper is on the imperative of insurance and technical education towards national development. The methodology adopted is mainly secondary source, relevant materials were considered and opinion formed. The various development plans in Nigeria from First Development Plan (1962 – 1968) to the most recent of National Industrial Revolution Plan of 2014. Technical education as a strategy for National Development. The experience of countries such as Malaysia, South Korea, Australia and Japan among others as guide for Nigeria. Means of acquiring technical education was also explained. The challenges encountered by the provider of technical education, such peoples attitude to technical education, dearth of teachers and instructors on technical education, funding among others. The paper also took a critical look at the role of insurance in National Development. These roles includes; offering Insurance and financial protection, instilling sense of security and peace of mind, acting as stabilizing factor, acting as institutional investor, and public safety and new product development. Other roles include; enhancing financial security and peace of mind among others. It was further stated that for insurance to function effectively in this role, the government and other stakeholders have a role to play. In conclusion, suggestions for improvement to enable insurance and technical education contribute positively to national development includes Government training Institutions, Parent and Guardian, Development Partners and Employers as stakeholders who must be ready to play a proactive role to achieve a sustainable national development of our dream.</p> <p><b>Keyword:</b> Insurance, Development, National Development, Technical Education.</p> <p><b>References:</b></p>

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**Nurjeehan Binti Ayub, Hanudin Amin, Fitriah Ab Rahim**

**Paper Title:**

**Factors Determining Willingness to Adopt Islamic Leadership Styles in the Case of Malaysian Accountants**

**Abstract:** The Prophet Muhammad (P.B.U.H) is the greatest leader of all times and he is an exemplary example of the best governmental leaders that is ever witnessed by the world and even after his death, his influence is still extending, powerful and pervasive. This paper is aimed at examining the factors determining the willingness to adopt Islamic leadership styles among Malaysian accountants in which five variables which are attitude, subjective norms, perceived behavioral control, perceived vicegerency, and perceived accountability personality are examined. Partial least squares (PLS) approach is employed to test the research hypotheses. The results obtained suggest that attitudes, subjective norms, perceived behavioral control, and perceived vicegerency are important in determining the willingness to adopt Islamic leadership styles among Malaysian accountants. Limitations and potential future research are provided.

**Keyword:** Islamic leadership style; Malaysian accountants; Theory of planned behavior

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**Paper Title:** Supply Chain Analysis of Tourism Social Enterprises in Bejiharjo Tourism Village

**Abstract:** Bejiharjo Tourism Village was established as a tourist destination in 2010. The development of CBTIs as a form of community social enterprise is considered important because the company is expected to foster economic, socio-cultural and environmental harmonization. Development of tourist destinations in the village of Bejiharjo is the opposite. Based on an analysis of the performance of tourist supply chain (TSC) management, the level of citizen participation, the number of tourists, and tourism income increased dramatically in the beginning of the growth. However, in recent developments, the level of participation is no longer in line with the number of tourist visits and income. In fact, social companies operate on limited, inefficient management performance, poor tourism services, and tourist disaffection. This is due to the weakness of social companies in managing TSC. The company faces various scarcities and weaknesses in developing strategies and management of each chain. This can be seen from the weak source of empowerment strategy, enterprise management, development and innovation of tourism products and tourist services. Government policies tend to be ineffective, have unclear rules, and are accompanied by difficulties in establishing rules and agreements between companies. The entire process of TSC management has made social companies face conflict among enterprise and landlord and the performance fell sharply. Furthermore, this condition might marginalize and disadvantage the destination. This is a big challenge for the process and purpose of the community social enterprises.

52. **Keyword:** Supply chain, Social Enterprise

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**Authors:** Kurniawati ,Raymond Siregar

**Paper Title:** Linking Social Media Marketing Activities With Brand Love: Perspective on Brand Fashion

**Abstract:** The purpose of this study is to investigate the impact of social media marketing activities on brand love which resulted in brand loyalty. The sample used was Instagram users who were customers of four fashion brands (Nike, H&M, Zara, Adidas) as many as 280 respondents. The method used is a non-probability sampling using a structural equation model that is run by the AMOS program. The results of this study indicate that social media marketing activities have a positive effect on self-expressive brands (inner and social), social media marketing activities have a positive impact on brand love, self-expressive brands (inner and social) have a positive effect on brand love, brand love has an effect positive for brand loyalty. The managerial implications suggested in this study include fashion social media brands that contain exciting content, managers provide product size customization, easy-to-remember product design, launching the limited edition series, and membership promotion strategies.

**Keyword:** Brand Love; Brand Loyalty; Self-expressive Brands; Social Media Marketing Activities.

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**Anita Trisiana**

**Paper Title:**

**Innovation Design Development of Citizenship Education Model on Characters of Indonesian Communities in Digital Media Era and Technology Revolution**

**Abstract:**

Increasing independence and competitiveness of the nation is carried out in order to advance the Indonesian civilization. One of them is through the development of a national system of science, and technology in Citizenship Education. Citizenship Education is one of the subjects that shape the character of Indonesian society. The long-term goals to be achieved in this study are as follows: the researcher found a developmental design of Citizenship Education Learning Model to improve the character of Indonesian society in the era of digital media and the Revolution of Technology. The research method used research and development which is a research method used to yield certain products and to test the validity and the effectiveness of the products. This study used a procedural development model. The procedure in this study adapted the ADDIE model (Analyze, Design, Develop, Implement, and Evaluate). The sample in this study involved State and Private Universities in Indonesia. The results of the study show the following: First, doing a need analysis, identifying problems (needs), and performing task analysis; Second, Design, this design phase, formulated SMART learning objective; Third, Development was realizing blue-print with digital media innovation; Fourth, Implementation was a real step to implement the learning system that we were making; Fifth, Evaluation was a process to see whether the learning system being built was successful, in accordance with early expectations or not. The evaluation was the final way from the design model of the ADDIE learning system. Based on the instructional development model ADDIE, it was then adopted in the developmental stage of the Citizenship Education learning model, with the modification of "MPC" (Modification of Project Citizen) which has adopted the absorption of digital media and the technological revolution.

**Keyword:**

Design Development, Learning Models, Citizenship Education, Character, Digital Media, Technology Revolution.

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**Authors:** Dudi Iskandar

**Paper Title:** Journalism as a Public Political Agenda

**Abstract:** Contemporary journalism is changing dramatically. The main trigger is the development of communication technology, especially the internet. Public involvement in building issues on social media has changed news production. Because of the presence of internet journalism which originally was the process of searching for news (active), now turned into receiving news (passive). With a qualitative approach and a critical paradigm, this study uncovers how the journalism changes. Journalism is now changing from the construction of the reality of media politics to the construction of the reality of the media public agenda. The public builds a political agenda through invitation coverage, disseminates press releases, social networks, and embodied to political actors. Some of the basic assumptions of this theory are the construction of the reality of the public political agenda. First, the public constructs an agenda for their political interests. Second, the public encourages and convinces the media that its political agenda is important to the other public. Third, the public political agenda must be in line with the media-political agenda. With the construction of reality, the real powerful political agenda is public. While the media is weak because it is only a tool and has the same interests as the public political agenda. The construction theory of the public political agenda is contrary to the agenda-setting theory.

**Keyword:** Journalism, Internet, Public Political Agenda

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**Authors:** Toh Ka Bean, Fara Diva Mustapa, Muzani Mustapa

**Paper Title:** Unbundling Transaction Cost Components in Building Information Modeling Adoption Procurement

**Abstract:** Building information modeling (BIM) adoption is an emerging trend in Malaysian construction industry. BIM is expected to bring better project performance and address the various construction dilemmas stemmed from construction disputes. Construction disputes has been associated with high transaction costs, which subsequently increase overall project costs. Hence, BIM has been adopted in project procurement to address construction disputes for better project performance. Studying the transaction costs in BIM adoption procurement is

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deemed beneficial particularly when the ambiguity of a project performance is high. This is especially true when the number of projects adopting BIM is still comparatively small to ascertain the benefits of BIM. Transaction cost economics (TCE) is a theory and methodology for relatively evaluating the cost-effectiveness of institutional arrangements in managing transaction, and therefore, studying TCE in BIM adoption procurement can be beneficial. Such an effort can improve the understanding of the benefits of the transactions made. Previous research has managed to conclude that the traditional procurement resulted in higher transaction costs compared to the design-and-build procurement. Hence, this study attempts to identify the transaction costs in BIM adoption procurement. A systematic literature review was performed to investigate the TCE in procurement to profile the transaction costs and its components in BIM adoption procurement. The outcome of the systematic structured literature is a conceptual framework combining the “RIBA Plan of Work with BIM Overlay” developed by RICS with a refined transaction cost components categorisation. The framework is further classified into pre-contract and post-contract transaction cost components specifying the fixed and variable components, and either visible or hidden. It is believed that the unbundling of the components of transaction cost in BIM adoption procurement could provide a solid foundation in developing a guideline for industry players to better understand, apply, and manage BIM adoption procurement.

**Keyword:** Transaction cost components; Building Information Modeling (BIM); Procurement; Construction industry

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**Paper Title:** Development of Accounting Information System Modul Learning in Universitas Persada Indonesia

**Abstract:** The research aims to produce that accounting information systems intruductional modul for college of department of information in indonesia administrasion foundation (YAD). The research was implementation at the department of information YAI for 1 year 2 months in the research and development (R & D) methode with Dick And Carey model of design. The accounting information systems learning consepts was collection of resources,designedto transform financial and other data into information from Bodnar. The results indicated that 30 respondens in field trials produce until the finished of product module accounting was effective and efficient and had an appeal. Results of study subjects accounting information system can be increased after using the accounting information system model that availability of accounting information system model can be used as a source of intructional for college of department of information in institute administration of indonesia. The development of accounting information systems learning module is very important to help teaching process. Therefore the Persada Indonesia YAI is trying to develop it. This module is using ADDIE model, Gerlach and Ely, J.E Kemp, Bella H Banathy, MPI model, Borg and Gali, Dick and Carey model The result area Students are obtaining learning resources for self-study, Students are more eager to learn, because already available SIA print module, Student learning outcomes have increased finally Based on the results of interviews with lecturers SIA module developed to give a positive impact for lecturers and students.

**Keyword:** Accounting information systems, Interaction, Approch contextual, Module printed.

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**Authors:** Suci Flambonita, Abdul Rachmad Budiono

**Paper Title:** The Paradigm of Proper Wage for Home Base Worker in Indonesian Labor System Based on Fair Wage Theory

**Abstract:** The low appreciation and recognition for workers, particularly home base worker in the labor system in several regions of Indonesia has caused ignorance on their well-being. Their condition requires the attention from all parties including businesspeople, government (executive and legislative), and other social institutions. Without the support of other related parties, significant changes on the welfare of home base worker are impossible to take effect. There are several factors that cause the low welfare of home base worker in Indonesia, one of which is wages they receive, far lower from provincial, municipal, and sectoral proper wage standards. Fair wage is defined as equitable wage, in that equitable means consistent, impartial, and unbiased. Wage is closely related to worker's proper life. Standardization of waging system is expected to relieve home base worker from job stress and maintain their socio-economic stability for sustainable development. This study uses sociolegal method, which discusses phenomena in the society, developed and institutionalized into legislations in a coherent rule of law. Using statute, conceptual, and case approach, the prescriptive analysis of this study uses fair wage theory as a guideline and parameter of proper wage for housemaids. In order to create welfare for home base worker in Indonesia, particularly regarding wage, regulations that govern minimum wage are required. For housemaids, wage is a source of income to be used for fulfilling their daily needs properly and equitably to create prosperous society according to Indonesian constitutional mandate based on the nation's philosophy that had been stated as the foundation of the state, which is Pancasila.

**Keyword:** Fair, home base worker, Paradigm, Proper wage labor.

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**Authors:** Lambertus J. Lokollo, Zulfiati Syahril, Soepriyanto

**Paper Title:** Program Evaluation for Community Learning Centers as Community Learning Resources in Ambon City

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**Abstract:** The general study objective is to figure out and describe the effectiveness of PKBM implementation as learning resources in Ambon Municipality. This research is evaluation research based on the CIPP evaluation model (Context, Input, Process, Product). The objective of the research is the PKBM program as a center of community learning resources in the city of Ambon, using a qualitative approach. This approach has superiority that provides a comprehensive study of social phenomena conducted by researchers. The research method is used as a

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guideline or tool to help researchers on how the steps of the research are carried out, as an effort to reveal research problems. The outcomes of the study show that: (1) the role of The manager, learning community, the organization in supporting the learning process of the Package C program in PKBM in the city of Ambon is good. (2) Managers, and learning residents, PKBM learning material in the city of Ambon is good. (3) Managers and learning residents, the learning methods used by tutors in learning the C package program at PKBM in Ambon City are good. (4) Managers and learning residents, the use of learning tools and media by tutors in learning the C package program at PKBM in Ambon city is good. So it can be concluded that all aspects considered to be in a good category, so it can be decided that the aspects of the process are in a good category.

**Keyword:** Program Evaluation, PKBM, Process Evaluation

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**Paper Title:** The Evaluation of Teacher's Competencies on Special Education Programs

**Abstract:** This study was based on the understanding that special education programs are educational programs which aim to teach -students with physical and/or, psychological illnesses. It is required to develop knowledge, attitudes, and professional skills individually or collectively and members of the community in mutual relations with the cultural, social and natural environment. In this case, teachers need to have the appropriate competence to carry out their duties and functions correctly. This research aimed to evaluate the competence of teachers in special education programs and his implication to the graduate competencies. The study was conducted by using a mixed method approach. The results indicated that teachers have tremendous personal competence, social competence, professional competence and pedagogic competence. Thus, it can be interpreted that teachers have adequate competence to support the achievement of educational program objectives for special students. Adequate competency of the three competencies has implications for the competence of students. Mastery of attitude competency in special education programs is essentially required good, as well as in mastery of knowledge competency.

**Keyword:** Teacher Competencies, Education Program

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**Authors:**

**Siti Khadijah, Suyitno Muslim, Diana Nomida Musnir**

**Paper Title:**

**How to Develop Instructional Module in Secondary Middle School**

**Abstract:** The purpose of this research is to develop the learning model of Islamic Religious Education which emphasizes the achievement of the spiritual and social attitudes that have been lack of serious attention. Especially with the high flow of negative information in the student environment that if not getting the optimum attention will have an impact on the increasingly moral and morality of students. This study offers a value clarification approach to improve students' ability in choosing, communicating, and applying the values that exist in Islamic Religion Education learning. This research Approach is a mixed method with Research and Development (R and D). This research use Rowntree Design model. The target of this research is Junior High School students. The developed model has been through the evaluation from the material, instructional design, and media experts, which are then formally evaluated on one to one, small group and field trial. The result of the research shows that there is a significant improvement in student learning outcomes, the average of the students' pretest score of 52.8 and the post-test of 84.4. thus there is an increase in student learning outcomes of 31.6. For it can be concluded that the product can improve student learning outcomes and models worthy of use.

**Keyword:** Development, Learning Modul, Religious Education, R & D

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**Authors:**

**Suleiman Danladi Hamza, Sivamurugan Pandian, Razlini Mohd Ramli**

**Paper Title:**

**The Role of Traditional Leaders in Mitigating Violence and Enhancing Peace and Harmony in Nigeria**

**Abstract:** Violence is a global phenomenon which exists the world over. The form and manner it exists vary from one country to the other. Nigeria has been facing serious challenges of violent acts since her independence till date. These violent acts range from ethno-religious crises, communal conflicts, Boko Haram crisis, Niger-Delta Militancy, farmer/herder clashes among others which threaten peace and harmony in the country. This study examines the role traditional leaders play in mitigating the excesses of violence and enhancing the peace and harmony in Nigeria. The study predominantly relied on secondary data that include journal articles, books, newspapers, etc. In the

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case of analysis of data, content analysis was employed. The findings reveal that traditional leaders play an important role in reducing the violent acts and enhancing peace and harmony by a way of intervening in resolving conflicts such as farmer/herder clashes, Niger-Delta crisis and so on. Finally, the study suggests that government should empower more the traditional leaders by involving them in the resolution of conflicts and peace talks.

**Keyword:** Violence, Rise of violence in Nigeria, Traditional leaders.

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**Paper Title:** Transformational Leadership and Teacher's Employee Engagement of State Vocational High Schools

63.

**Abstract:** Teachers who have high engagement in their work will have positive emotions that direct them to improve their quality through creative and explorative thinking, including making innovations in learning activities. This study aimed to determine the influence of transformational leadership on employee engagement teachers of state vocational high schools. This study uses a quantitative method with a survey approach and uses the sample from 118 teachers (data were collected by personal distribution) in 4 state vocational High Schools in Depok City, West Java Province, who is selected by using Slovin Formula. The result of the study reveals that there is a positive effect the transformational leadership on the employee engagement of state vocational high school teachers.

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This indicates with the transformational leadership; the principal can raise and help the level of awareness of the members of the organization to achieve outstanding performance results and employee engagement teachers.

**Keyword:** Transformational Leadership; Employee Engagement; Teacher; Vocational School

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**Authors:** Aminu Mohammed Lawan, Razlini Mohd Ramli, Siti Zuliha Razali

**Paper Title:** The Myth and Reality of the Restructuring of Public Service in Nigeria

**Abstract:** The Nigerian public service is revising the course of governance and presenting more robust and more viable systems of providing amenities to the public and working actively on its foreign affairs to reinstate investors' confidence. It is a machinery of executing policies and programs. Apart from this crucial function, it also provides services through the Ministries, Department, and Agencies. Many decades ago, the said services were inadequate in terms of how they are delivering. However, to further toughen its determination in implementing the federal government national development plan in the country. Office of the head of service of the federation has taken a critical look at its performance towards building and developing the capacity for civil servants and effort to create employment through various entrepreneurial and skill acquisition programmes. The primary objective of this paper is to scrutinise the myth and reality of the restructuring of public service in Nigeria. The study used a systematic literature review (SLR) as a methodology, the author searched document from the journal database, i.e. google scholar and library catalogue using different terms and synonyms, relevant articles found and critically review. The screening has conducted which exclude predatory papers because of the low quality of the journal. The related studies were selected and included in this study base on these criteria: Journal articles must be peer review, indexed by SCOPUS or web of science. It must not be too older in years of publication, qualitative and quantitative study design can be accepted; the geographical location is mostly developing countries. It comes out with the methodological result on the restructuring of public service in Nigeria. Finally, this study recommends the need to improve and provide the conducive working environment for workers in the public sector in Nigeria.

**Keyword:** Myth and Reality, Restructuring, Public Service, Nigeria.

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**Authors:** Tetep, Asep Suparman

**Paper Title:** Students' Digital Media Literacy: Effects on Social Character

**Abstract:** The development of digital technology in the era of the industrial revolution 4.0 requires today's younger generations to demonstrate media literacy. It is often the case that cyber-crime happens among teenagers because they are misinformed. This study measures students' media literacy using individual competence framework which include technical skills, critical understanding, and communicative abilities. Respondents were 100 university undergraduate students in Indonesia selected randomly. The results showed that 60-80% respondents demonstrated medium level technical skills, 80-90% of them have low critical understanding, and 45% of them displayed medium communicative abilities. In addition, media literacy was found to significantly influence students' social character as much as 49%. The finding of this study implies the need for literacy education is imminent because low media literacy may lead to low social character.

**Keyword:** media literacy; individual competence framework; social character

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**Authors:** Mohammed Saud Mira, Yap Voon Choon, Chan Kok Thim

**Paper Title:** The Impact of Human Resource Practices on Employees' Performance through Job Satisfaction at Saudi Ports Authority Based on the Assumption of Maslow Theory

**Abstract:** Saudi Ports is one of the busiest seaports in the world and the biggest ports in the Middle East. It has the largest and most diversified economy in the Middle East with industrial exports that are internationally oriented. The Port Authority played a great role to increase the economics of the country through, cargo handling Imports and exports goods. Saudi Ports Authority has nine main ports on the two cost of the kingdom which achieved 95% of export and imports goods through the kingdom's seaports while 55% of the cargo handled is exported. However, cargo's over stock is the main issue that recently came up which raise the price of cargo's handle up to 200%, which as a result of lack of job satisfaction among employees in cargo section and lack appropriate human resource practices. Therefore, our study takes a step to examine the role of human resource practice on employee's performance and also the mediating role of job satisfaction in the relationship between human resource practices and employee's performance in Saudi Port Authority. Moreover, this study will validate of the assumption of Maslow theory. This study will be based on primary data (survey Questionnaire)

**Keyword:** Human Resource Practices, Job Satisfaction, Employees' Performance, Maslow Theory, Cargo Section, Saudi Ports Authority.

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**Paper Title:** Phase-Shifting Transformer Combined with the Novel SHEPWM for Harmonics Reduction in Medium-Voltage Inductive Loads

**Abstract:** In this paper, a novel approach is proposed to reduce the impact of harmonics in the high-power medium-voltage squirrel-cage induction motor. An inverter with a minimum switching frequency is required for this load type to reduce the snubber and switching losses. Phase-shifting transformer is selected as an interface between the three-phase supply and the inverter. This is to reduce the impact of low order harmonics and consequently reducing total harmonic distortion (THD). Selective harmonic-elimination pulse width modulation (SHEPWM) is employed as a control technique in the inverter to eliminate specific low-order harmonics. Thereby, many low order harmonics are reduced further. By this way the THD of the system is reduced significantly and consequently the better and cleaner energy is obtained. In this research, PSpice simulation verified by MATLAB is used to estimate the harmonics content of the currents in high-power medium voltage induction motor.

**Keyword:** High-Power Induction Motor; High-Power Inverters; Low Frequency Switching Inverters; Phase-Shifting Transformers; SHEPWM .

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**Paper Title:** Foreign Shareholdings Impact on Banks Efficiency and Moderating Role of Corporate Governance

**Abstract:** The research investigate the impact of foreign shareholding originated from developed and developing countries on the efficiency of acquired local banks in Indonesia during 2007-2017 by including Corporate Governance as a moderating variable. **Methodology:** Using the secondary aggregate data of 29 commercial banks acquired by foreign shareholders, a panel regression model using econometrics methods of GLS, and DEA were applied to examine the effects of percentage of foreign shareholdings on efficiency of the acquired local banks. The main findings; First, percentage of foreign shareholdings positively affecting efficiency of acquired local banks only if the foreign shareholders is originated from developed countries. Second, the level of economic advancement of the country of origin of foreign shareholders has significant effects on the efficiency of the acquired local banks. Third, the increase in the size of the Board of Directors tends to decrease the efficiency of the acquired local banks and fourth, the presence of Foreign Director has a positive moderating effect on strengthening the effect of percentage of foreign shareholdings on the efficiency of the acquired local banks. Overall, the originality of this studies is that the percentage of foreign shareholdings and its country of origin are two combined factors that cannot be separated in affecting the level of efficiency of its acquired local bank and the fact of significant positive moderating effect of Foreign Director. As policy consideration, monetary authority need to perform strict due diligence on prospective foreign shareholders specifically originated from developing countries, advise banks to maintain the existence of Foreign Director and to encourage small local banks to be merged prior to the acquisition by foreign shareholders.

**Keyword:** Efficiency, Foreign Shareholdings, Corporate Governance, Agency Theory, Resource-Based Theory.

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**Paper Title:** The Impact of Audit and Governance Committee on Internal Shariah Audit Performance: An Islamic-Worldview based

**Abstract:** It is this study's goal to conceptually examine the impact of Audit and Governance Committee (AGC) on the performance of internal Shariah auditors among Islamic banks. The researcher has used an Islamic worldview based and Islamic accountability theory to understand this subject. The paper proposes that AGC in terms of its independence, qualification and experience may impact Islamic banks' internal Shariah audit performance. This study makes a contribution to the literature of Shariah auditing, particularly of internal Shariah auditing's performance. It also tries to examine the impact of AGC on internal Shariah audit performance from Islamic point of view.

**Keyword:** Islamic Worldview; Islamic Accountability Theory; Internal Shariah Audit; Performance; AGC.

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**Authors:**

**Zarina Kassim, Nor Aishah Buang, Norhidayah Mohamad**

**Paper Title:**

**Understanding the Perception of Lifelong Learning Programmes Requirements towards Employee’s Career Development**

**Abstract:**

The implementation of the Lifelong Learning programmes (LLL) is aimed to raise the level of knowledge and skills of employees thus developing human capital through increased productivity and competency. However, the extent to which Small and Medium Enterprises (SME) employees feel that this LLL programmes as a requirement for them in career development is still in question. This study aims to explore the perceptions of SME employees on LLL programmes requirements in their career development. This study applied a qualitative approach using case study design. A total of 11 SME employees were selected as its participants. The findings show that the average participants of this study agreed that there is no need for them to engage in the LLL programmes in terms of promotion from employers. This is because SME employers are more committed to working experience, working commitments and social skills. However, in the opinion of SME employees there is a need for them to join the LLL programmes for the purpose of salary increment from employers and opening up other better employment opportunities in their career development.

**Keyword:** Lifelong Learning (LLL), Career Development, Small and Medium Enterprises (SME's), Education Needs

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71.	<b>Authors:</b>	<b>R. Anang Dwikuncoro, Makruf Akbar, Suparno Eko Widodo</b>	438-441
	<b>Paper Title:</b>	<b>The Effect of Work Culture and Reward on Military Education Professional Commitments at the Middle of the Center of the Commando for the Development of the Doctrines of Education and Training of the Tni Al (Kodiklatal) Surabaya</b>	
<b>Abstract:</b>		The purpose of this study was to determine the effect of work culture and reward on military education professional commitments at the middle of the center of the commando for the development of the doctrines of education and training of the TNI AL (KODIKLATAL) Surabaya. The research used is a survey with a causal design. The number of respondents was set at 160 educators, the sampling technique was done by simple random sampling from 265 organic educators at the level of Middle Officers who were lecturing in Kobangdikal, Bumi Moro, Surabaya.	
<b>Keyword:</b>		Commitment, Professional, Reward and Work Culture.	
<b>References:</b>		<ol style="list-style-type: none"> <li>1. Ilesanmi, O.A. <i>Modern Management</i>. Nigeria: Lagos Fapsony (Nig) Ltd. 2007</li> <li>2. Allen, N. J. dan J. P. Meyer. <i>Commitment in The Workplace Theory. Research and Application</i>. Califotnia: Sage Publications, 2017.</li> <li>3. Armstrong, Michael Armstrong's Handbook of Reward Management Practice (1518 Walnut Street, Suite 1100, Philadelphia, USA), h. 81</li> <li>4. Abbott, A. <i>The System of Professions: An Essay on the Division of Expert Labor</i>. Chicago: University of Chicago Press. 2018.</li> <li>5. Britt, Thomas W. James M. Dickinson, Tiffany M. Greene-Shortridge, dan Eric S. McKibben, Positive Organizational Behavior, h. 11</li> <li>6. C. A. O'Reilly, dan J. Chatman, "Organizational Commitment and Psychological Attachment: The Effect of Compliance, Identification and Internalization on Prosocial Behavior". <i>Journal of Applied Psychology</i>, 71, 2016.</li> <li>7. Greenberg, J. And Robert A. Baron. 2003. Behavior in Organization International Edition, New Jersey: Prentice Hall.</li> <li>8. Chien, "M.H.A. Study to Improve Organizational Performance. A View from SHRM". <i>Journal of American Academy of Business</i>, Vol.4,1/2; 2014.</li> <li>9. Boehman, Yoseph. <i>Affective, Continuance, and Normative Commitment Among Student Affairs Professionals</i>. A dissertation submitted to the Graduate Faculty of North Carolina State University in partial fulfillment of the requirements for the Degree of Doctor of Education, 2006.</li> <li>10. Ismail, Ilham binti dan Yaakob bin Daud. "Influence of Ethical Leadership towards Organizational Commitment in Schools". <i>International Journal of Scientific and Research Publications</i>, Volume 4, Issue 9, September 2014</li> <li>11. Collins, R. <i>The Credential Society</i>. New York: Academic Press. 2009.</li> <li>12. Hooijberg, Robert., Nancy Lane and Albert Diverse. "Leader Effectiveness and Integrity: Wishful Thinking?", <i>International Journal og Organization Analysis</i>, Vol. 18, No. 1, 2010.</li> <li>13. D. McGregor, <i>The Professional Manager</i>. New York: McGraw-Hill, 2017.</li> <li>14. Daft, R. L. <i>Organization Theory and Design</i>. 7th ed. Thomson Learning. U.S.A.:South-Western College Publishing, 2010.</li> <li>15. Lee, T.W., Ashford, S.J., Walsh, J.P. &amp; Mowday, R.T. Commitmen Propensity, Organizational Commitment and Voluntary Turnover: a Longitudinal Study of Organizational Entry Processees. <i>Journal of Management</i>. Vol. 18, No 1, 2010.</li> </ol>	
72.	<b>Authors:</b>	<b>Galadima Gladstone Ways, Sivapalan Selvadurai, Abd Hair Awang</b>	442-449
	<b>Paper Title:</b>	<b>Youth Unemployment and Terrorism in Nigeria: The Case of "Boko Haram"</b>	
<b>Abstract:</b>		The increasing social vices in Nigeria such as kidnapping, armed robbery, political thuggery and terrorism are indicators of a national doom. Kidnappings are done for ransom from the victims, while armed robbery, political thuggery, and terrorism are engaged for financial gains and selfish interest. These criminal activities negatively affect the peace, security, and development of the nation. This study examines the relationship between youth unemployment and Boko Haram terrorism in Nigeria. This study relies on secondary data and adopted the frustration-aggression theory as its theoretical framework. The study revealed that high rate of youth unemployment in northeast Nigeria has provided foot soldiers for the Boko Haram elites. More so, available data show youth unemployment rate in Nigeria is so high, and these criminal engagements are attributed to it. As a way forward, the study recommends amongst others that, the Nigerian government should identify the causes of youth unemployment and intensify efforts at youth unemployment reduction as such efforts will reduce poverty and take care of other needs of the youths.	
<b>Keyword:</b>		Youth Unemployment, Terrorism, Boko Haram, Social Vices, Northeast Nigeria.	
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**Authors:** Ratna Roshida Ab Razak, Zatul Himmah Adnan, Ku Hasnita Ku Samsu, Zarina Muhammad, Lee Yoke Fee

**Paper Title:** Exploring Frankl's Meaning, Purpose and Value of Life in Malaysian University Students

73.

**Abstract:** This study has been using the Logotherapy approach, a therapy introduced by Viktor Frankl that emphasizes the meaning, purpose and value of life. Frankl's concept of purpose in life is based on a religious existential foundation which postulated that the essence of human motivation is the will to meaning. Frankl asserted that under any circumstance, there is a seed of meaning. (Frankl, 1997). The main purpose of this exploration study is to identify the meaning, purpose and value in life among university students in Malaysia. Based on Frankl's (1953) theory of purpose in life, Crumbaugh and Maholick (1964) developed the Purpose in Life Test (PIL) to measure the

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degree a person experiences a sense of meaning, purpose and value in life. This Purpose in Life Test (PIL) was psychometrically analyzed using a total number of 2586 university students to quantify the existential concept of meaning, purpose and value in life. Analysis of the data presented evidence that the Purpose in Life (PIL) test could be a larger dimension as well as being a scale in itself. The PIL showed a good internal consistency (Alpha= 0.930) and factor analysis revealed three factors which were categorized as Excitement of Life, Contentedness with life and Purpose and Goals in Life.

**Keyword:** Logotherapy, Meaning, Purpose, Spirituality, Value

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**Authors:** Basheer Al-haimi, Daing Nasir Ibrahim, Ab Hamid MR

**Paper Title:** Building World Class Universities in Yemen: Exploring Yemeni Higher Education Expert's Perceptions and Thoughts

**Abstract:** World Class Universities (WCU) have substantially grown in popularity over the past couple of decades. These entities have incentivized the use of research as a tool for economic growth, as the emphasis on education and research development has led the governments to include them as key aspects for their national economic strategies. However, in a country like Yemen, there is a gap in research and development when it comes to the enhancement of the education system and university academia. Thus, this paper aims to investigate the requirements, initiatives and suitable strategic approaches that are required in order to create WCUs in Yemen. This is done by collecting and assessing the perceptions of Yemeni higher education experts. In order to achieve this goal, a qualitative method has been utilized for the research methodology, with the data being collected using deep interview systems. The selected population for the interview are five experts in the relevant field. The results of the study indicate that there are several requirements, initiatives and strategic approaches that can be executed in order for a WCU to be created in Yemen. Consequently, the expectation is for the findings of this research to provide a basis and bedrock for further initiative and proposals that can be used to guide policy makers in Yemen on developing the higher education institutes to a level which can compete with other countries around the world.

**Keyword:** World Class Universities, Strategic approach, Requirements, Initiatives, Yemen

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**Authors:** T K Londa, F F Warouw, P H Pusung

**Paper Title:** Mapping of Waste Water Sources in the City of Manado and Alternative Solutions

**Abstract:** The problem of wastewater is a serious problem to overcome. Pollution of rivers, waterways, wells, and the sea is increasing due to the increase in community activities. This condition is a serious challenge in the context of developing Manado as a world tourism city. This study aims to identify the location of waste water accumulation, by tracing the source of waste. This information is traced through the RTRW map and the Manado City masterplan. The study of wastewater management in the city of Manado is based on population density maps. The results of the mapping show the level of waste sources starting from a density level of less than 100 people / ha (Model A), a density level of 100-300 People / Ha (Model B), and a density level of more than 300 People / Ha (Model C). The alternative conclusions for solving the problem of Area A wastewater treatment are in place while the waste from the bathroom, kitchen and washing water may be disposed of without treatment. Area B of other household wastes must be processed by processing on-site to a certain degree of processing, which is to reach a BOD concentration of 60 mg / liter. Area C of all household wastewater will be processed in a centralized manner, namely the riolization system to a certain degree of processing so that the BOD concentration that exits is maximum of 30 mg / liter.

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**Keyword:** Pemetaan, Air Limbah,,Sumber, Kota Manado

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**Authors:** H M R P Herath, S I Wijenayake

**Paper Title:** The Strategic Importance of Enterprise Resource Planning (ERP) Systems Implementation in The Fast Moving Consumer Goods (FMCG) Industry in Sri Lanka

**Abstract:** Enterprise Resources Planning Systems (ERP) are implemented in organizations to optimize the supply chain to improve the overall performance. Yet, it is observed that many organizations have not achieved the desired level of performance through this strategic move. Literature suggest that the implementation barriers can be a main reason for this. Hence the problem centered in this study is to identify the success factors and challenges of ERP systems implementation in the FMCG industry in Sri Lanka. This study uses the case study approach for four companies in the FMCG industry. Focus group interviews were used to gather data and the participants of the focus group interviews were key users who had an important role during the implementation. Semi-structured interviews were conducted by an experienced interviewer using an interview guide with semi-structured questions. Success factors included the technological know-how, high management commitment, lesser government regulations, and experience of the process re-engineering. Challenges included investment in resources, information management, changing the organization culture to the best practices of the system, lack of the user training and limitation of the proper consultancy services. Findings of the study can be used as a framework to understand the ERP implementation success factors and the potential challenges faced by organizations in the FMCG industry.

**Keyword:** Enterprise Resource Planning; Fast Moving Consumer Goods Industry; Implementation Strategies; Success Factors of ERP Implementation; Challenges of ERP Implementation

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**Authors:** Arie Supriati, Theodorus Pangalila, Apeles Lexi Lonto, Julien Biringan

**Paper Title:** The Effect of Internalization of Local Wisdom Si Tou Timou Tumou Tou through Civic Education Learning on Increasing Students' Tolerance Attitudes

77.

**Abstract:** This study aims to examine the effect of the internalization of Si Tou Timou Tumou's cultural values in Civic Education learning on increasing students' tolerance attitudes. This research was conducted in Tomohon City, North Sulawesi Province, towards high school students in class XI. The main problem of this research is how the influence of Si Tou Timou Tumou Tou's internalization of cultural values in Civic Education learning to increase students' tolerance attitudes. The supporting theory of this research is the theory of internalization, culture, cultural

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values (local wisdom / local wisdom), Civic Education learning and the theory of tolerance. To answer the research problem, the data used are data in the form of numbers obtained from the results of the questionnaire with measurements using a Likert scale for the variables Si Tou Timou Tumou Tou and student tolerance attitudes, while the Civic Education learning variable uses the SSHA scale (Survey of Study Habits and Attitudes). Besides that, the supporting data was obtained through interviews and documentation studies. The sampling technique used in this study was cluster sampling with the primary data source being students of class XI (120 students) from five sample schools. For processing and data analysis, the approach used in this study is a quantitative approach by testing hypotheses using path analysis (path analysis) to see the relationship between the variables under study. The results of the analysis of the research data show that: First, the cultural value of Si Tou Timou Tumou Tou does not have a positive effect on Civic Education learning because in this context cultural values are only a small part of Civic Education learning content in high schools in Tomohon city of North Sulawesi. Second, Civic Education Learning has a significant influence on the development of Student Tolerance Attitudes. Where Civic Education learning is well prepared and cultural values that want to be internalized are well identified, well taught and well evaluated, the better the student tolerance attitude is. Third, the cultural value of Si Tou Timou Tumou Tou and Civic Education Learning together have a positive influence and significantly influence the development of student tolerance attitudes. Based on the findings of the study, this study recommends further research in the form of the development of Civic Education learning models based on local cultural values.

**Keyword:** Internalization, Local Wisdom, Si Tou Timou Tumou Tou, Civic Education, Tolerance Attitude

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**Authors:** Zaitul, Elfiswandib, Desi Ilonab

**Paper Title:** Board of Commissioners Involvement and Shareholder’s Wealth

**Abstract:** Using Continental European data on Indonesia, this research investigates the effect of Board of Commissioners involvement which is measured by responsibility, seniority, women participation and independency on shareholder’s wealth. This paper is the first research that examines the association between Board of Commissioners involvement and shareholder’s wealth based on 249 Indonesia listed companies. Panel data analysis was used to assess whether the Board of Commissioners responsibility and independency have positive effect on shareholder’s wealth. Based on the finding, seniority and women involvement have a negative relationship with shareholder’s wealth. These findings have practical implication, i.e. the shareholders should consider the Board of Commissioners involvement in appointing and dismissing them. Theoretically, these findings contributed to the agency theory in the way that the Board of Commissioners involvement could reduce the agency cost and increase the wealth of shareholders.

**Keyword:** Board of Commissioners Involvement: shareholder’s wealth

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**Paper Title:** The Relationship between Reward, Work Discipline, Motivation and Employee Job Satisfaction among Employees of Inews Tv Padang, Indonesia

**Abstract:** This study aims to analyze the influence of reward, motivation and discipline to employee job satisfaction. The sample of this research is 15 employees of iNews TV. Exploratory factor analysis aims to confirm the structure of factors that underlie independent predictors with each other. The results of this study explain that reward, motivation and work discipline affect job satisfaction reward, motivation and work discipline affect job satisfaction. Of the several variables that affect job satisfaction, the work discipline variables that provide the greatest contribution to satisfaction. Company management is expected to pay attention to variable work discipline employees to support the achievement of job satisfaction

**Keyword:** Reward, Motivation, Work Discipline and Job Satisfaction

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80.	<table border="1"> <tr> <td data-bbox="127 315 319 376"><b>Authors:</b></td> <td data-bbox="319 315 1436 376"><b>Evania Yafie, Yudha Alfian Haqqi</b></td> </tr> <tr> <td data-bbox="127 376 319 436"><b>Paper Title:</b></td> <td data-bbox="319 376 1436 436"><b>Development Application “Detection of Growth and Development for New Born Until Two Years” Based on Android</b></td> </tr> <tr> <td colspan="2" data-bbox="127 436 1436 929"> <p><b>Abstract:</b> The implementation of early detection in Indonesia rarely happens to know from the outset the conditions of development and growth of children. The low knowledge of parents makes it difficult to do early detection. For this reason, researchers will develop new software technology (applications) based on Android by smart phones that can automatically detect and obtain information on children's displays of 1-2 years. The purpose of this study is to produce applications for DGD NB-2 based on Android in accordance with the functions and procedures of development carried out and to produce applications DGD NB-2 based on Android which has a good level of validity so that it can be utilized in learning activities. This study uses the Ghirardini development model and the Information Management Resource Kit, which is a development of the ADDIE development model. Data collection instruments in the form of questionnaires are used to obtain data that includes: (a) Need Analysis, (b) Target Audience Analysis, (c) Reaction or user response, (d) Media expert, (e) Material expert, (f) Expert psychology, and (g) Practical Test by users. The data analysis technique used in this research is descriptive quantitative. The results showed that 1) The results of the validation of the application media expert were in the Very good category of 86%, 2) The results of the validation of the application material experts entered the Very good category, 87%, 3) the results of the application psychology expert validation are in the Very good category, 89%, 4) Validation of the entire application is in the Very good category 87.3%.</p> <p><b>Keyword:</b> Application Development, Detection of Growth And Development, Born Until Two Years</p> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>Bailey, P &amp; Wilkins. (1995). Parenting Skills Workshop Series. A Manual for Parent Educators. Journal. A Cornell Cooperative Extension Publication.</li> <li>Berndt, T. J. (1997). Child Development. (second edition). Purdue University: Brown &amp; Benchmark.</li> <li>United States of America by Times Mirror Higher Education Group, Inc., Berns, R. M. (2003). 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This study uses the Ghirardini development model and the Information Management Resource Kit, which is a development of the ADDIE development model. Data collection instruments in the form of questionnaires are used to obtain data that includes: (a) Need Analysis, (b) Target Audience Analysis, (c) Reaction or user response, (d) Media expert, (e) Material expert, (f) Expert psychology, and (g) Practical Test by users. The data analysis technique used in this research is descriptive quantitative. 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further explore the MENA business leadership yardstick as it facilitates measuring the first worldwide horizontal generation whose leadership seems to be socially accountable.

**Keyword:** Business Context, Leadership Yardstick, Millennials, Generation Z, Modern Morality, Active Investment, SME.

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**Authors:** Ferdoushi Ahmed\*, Md. Shahin Mia, Aree Wiboonpongse, Sutonya Thongrak, Sirirat Kiapathomchai

**Paper Title:** Trends in Poverty and Income Inequality in Urban Malaysia: Emerging Issues and Challenges

**Abstract:** Malaysia has experienced rapid urbanization and infra structure development during the past few decades. Objective of this study to assess the nature of poverty and income inequality in the urban areas in Malaysia. The study also aims to focus on the emerging issues and challenges of rapid urbanization and urban poverty in the country. Secondary data were obtained from the Economic Planning Unit (EPU), Malaysia and the Department of Statistics, Malaysia. The analyses show that though the rate of urban poverty followed a declining trend during the last few decades, incidence of poverty and hard-core poverty still exists in the urban areas of the country. It was also found that earnings of the urban dwellers increased gradually during the past few decades. But income inequality in urban localities remained wider (Gini coefficient is, on average, 0.453). Moreover, income disparity among the major ethnic groups (Malays, Chinese and Indians) in the country is greater and sizeable. The continuation of urbanization, urban poverty and income inequality bring forward new issues and challenges. Therefore, to handle these issues and challenges, it is urgently required to identify the effectiveness of specific programs as well as design and best practice

of urban poverty reduction programs and policies.

**Keyword:** Urban Poverty, Income Inequality, Emerging Issues, Challenges, Malaysia.

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**Paper Title:** Competitive Position of the Most Admired Companies 2018 in Consumer Goods Category

83.

**Abstract:** The Warta Economic Intelligence Unit (WEIU) conducts research in 2018. The research team uses the desk research and quantitative research methods. This research produces the names of companies with the highest awareness and the best image based on the perceptions of respondents as the desired company. Referring to (1) the opinion of David (2016:11), obtaining and maintaining competitive advantage is very important for the long-term success of the organization. (2) Solihin's opinion (2012:25) through strategic decisions made by company management, it will ensure the maintenance of the company's competitive advantage, so the researchers suspect that

the success of the Consumer Goods companies in Indonesia Most Admired Companies (IMAC-2018) is due to the right strategy decisions. Regarding IMAC-2018 Consumer Goods Category, this study aims to identify and analyze competitive positions based on financial performance in the Consumer Goods industry, 2) formulate strategies that can be carried out to improve competitive positions in the Consumer Goods industry. To achieve this goal, the research approach used is a combination of qualitative and quantitative approaches with a strategic management design model. The data used in this study are secondary data, namely the financial statements of consumer goods company in 2016, 2017 and 2018. This research was conducted in the Top Five Indonesia Most Admired Companies 2018 in Consumer Goods Category, namely PT Garuda Food, PT GudangGaram, PT Nestlé Indonesia, PT Indofood and PT Unilever Indonesia. The results show that 1) the financial performance of PT Unilever Indonesia, shows the best position compared to the others. 2) the strategies chosen based on competitive conditions are aggressive and defensive strategies.

**Keyword:** company strategy, competitive position, financial performance

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**Paper Title:** Predicting E-Government Use in Mauritius: Non-Parametric Procedures

**Abstract:** This study changes the way in which research has so far been conducted on assessing the extent to which the UTAUT model predicts the use of e-government. It also contributes to the theoretical framework by adding up a trust component to forecast behavioural intention. This study adds other factors to the theoretical model such as frequency of use, sector of occupation, education and urbanisation. Instead of merely summing up Likert-type items, this research identifies those individual factors behind all UTAUT components and Trust dimension that predict the use of the Mauritian government website both in the short and long run under the non-parametric approach. Mann-Whitney U tests, Kruskal-Wallis H tests, Bonferroni correction and Jonckheere-Terpstra tests are used throughout the analysis. Data were randomly collected through questionnaires across 221 citizens who use the government website in Mauritius.

Factors such as adequate knowledge, self-confidence, convenience of use, support at work, influential people, opinions of valued people, recommendations by important people to use the e-portal, improved job performance, ability to complete task online, having useful and required information online, ease of finding information, trust in government departments and website, online security and non-disclosure of personal details to third party affect a citizen's intention to continue to use e-government portal in the future. In addition to these factors, having a computer or laptop, and cheap internet subscription affect short term behavioural intention but not long term behavioural intention. The reverse applies for updated information, easy to understand and use, maintain confidentiality, the enactment of laws against cybercrimes and seen as competent by colleagues. Results are significant at 0.1%, 1% and 5% level. Frequency of use and sector of occupation play key roles in influencing a citizen's desire to use government websites across all UTAUT and Trust components. Urbanisation however does not affect e-government use at all. This study enables policymakers and government website administrators to tackle those aspects that may favourably mould citizens' perceptions towards the government website. It will thus enhance e-government practice in Mauritius.

**Keyword:** E-Government, UTAUT Model, Bonferroni Correction, Kruskal-Wallis H Tests, Mann-Whitney H Tests, Jonckheere-Terpstra Tests.

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**Paper Title:** Indexing PXR Structural Parameters of Graphene Oxide-Doped Metal-Organic Frameworks

85.

**Abstract:** A family of metal-organic framework, [Mg<sub>3</sub>O<sub>3</sub>(CO<sub>2</sub>)<sub>3</sub>]<sub>∞</sub> nanocrystallites which are also known as Mg-MOF-74, were synthesized by solvothermal method at high temperature under autogenous pressure. The graphene oxide was embedded into the framework via in-situ synthesis method to form a composite structure of Mg-MOF-74@nGO. n was varied from 0.1 to 0.6 wt% of the weight of pristine material. The synthesized samples were examined under Powder X-Ray Diffraction analysis to affirm their crystalline structure. Further studies were conducted by indexing the lattice parameters of the hexagonal crystals. The volume of unit cell and Scherrer's crystallite size were also determined to study the effect of GO loading amount on their grown dimensions. The results showed that the presence of GO in the range of 0.1-0.6 wt% did not influence the dimension of the crystal except a slight expansion in vertical direction with the increment of GO loading.

**Keyword:** Indexing, PXR, Metal-Organic Framework, Graphene Oxide, Composites, Crystals.

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**Authors:** Rinawati Za, Agus Rahayu, Eeng Ahman, Lili Adi Wibowo

**Paper Title:** Innovation and Marketing Strategy for Batik Products in the Industrial Age 4.0

**Abstract:** Indonesia is currently entering an industrial revolution characterized by digital systems in various fields. Changes that occur are the existence of human movement as a subject in the growth and development of the economy, has undergone a shift slowly but surely, will be replaced by mechanical automation and technology digitalization. Change always creates competition among business people. For that, we need the right strategy in developing the business. Batik is a product of Indonesian national culture that continues to develop in its history and, is the result of human creativity, taste and, intention to meet human needs that continue to evolve in the era. Hasan Batik, Komar Batik, Anggraeni Batik, and Sekar Putri Batik are four of the many batik industries in Indonesia, trying to make changes by innovating on more modern product designs, combining new creations, designing in a contemporary, unique, thematic, and following fashion trends, so they can produce higher product values. Fast and precise marketing is an effort made by the industry today, but in fact, traditional marketing still has a role that is not less important than a digital system. This study uses a descriptive method with a qualitative approach. This study it was found that by continuously innovating products and, implementing product marketing appropriately, it would be the right strategy for the industry in maintaining the position of products in the market. Thus excellence will be achieved.

**Keyword:** Innovation Strategy, Industry 4.0, Marketing Strategy.

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**Authors:** Retno Widiastuti, Zainal Abdul Haris, Erlin Melani

**Paper Title:** Is there an Indication of Financial Statement Fraud as a result of the Ore Export Policy?

**Abstract:** Regulations regarding the export policy of ore in Indonesia have undergone several changes over a relatively short period of time. The application of these regulations is predicted to have an impact on financial performance. Under these conditions managers often face pressure to carry out financial statements fraud when financial stability is threatened by economy, industry, and the situation of the operating entity. This study aims to detect the possibility of financial statements fraud. The research population was totally 173 companies data in the mining sector which were listed on the Indonesia Stock Exchange during 2014-2017. The research sample was selected by purposive sampling criteria and selected 101 companies data. The data collection method used is documentation. Data analysis is the Beneish M-Score calculation model. The results showed that the ore export ban did indeed affect the company's financial performance. Many companies in the sector cannot make sales transactions because of the policy. As a result, many companies in the sector reported losses in the current year. This condition certainly greatly affects the company's financial performance. This is also supported by the results of the Beneish M-Score calculation which shows that all research objects are indicated to manipulate their financial statements.

**Keyword:** financial performance, financial statement fraud

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**Authors:** Susan Tee Suan Chin, Haji Rosman Md. Yusoff

**Paper Title:** Modelling a Competitive Strategy Framework using Emotional Intelligence, Organisational Citizenship Behaviour and Job Satisfaction

**Abstract:** The dynamic business environment has pressured business leaders to think deeply on the strategies to be competitive and to move upwards. The need to have a strong strategic asset has become an important agenda. This paper studied three variables in the performance of an organisation in the manufacturing industry. Questionnaires were distributed among the executives in the organisation. There exist a relationship among the variables. It was further found that Job Satisfaction had a stronger mediating effect as compared with Organisational Citizenship Behaviour. This showed satisfaction is an important aspect which management needs to focus if they want to achieve a higher competitive advantage.

**Keyword:** assets, non-substitutability, non-imitatibility, productivity

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**Authors:** Timothy Onimisi, Ku Hasnita Ku Samsu, Mohd Mahadee bin Ismail, Murni binti Wan Mohd Nor

**Paper Title:** Implementation of Federal Character Policy in Nigeria Civil Service

**Abstract:** Disturbed with the disparity in the employment distribution in the civil service, the Nigerian government enacted the Federal Character Policy to ensure equality in employment distribution in the country's civil service. Unfortunately, the policy appears to be unsuccessful in its implementation because disparity still characterizes employment distribution in the Nigerian civil service. This has led to the rivalry, disharmony, and discontent in the service. This paper explores measure aimed at ensuring implementation of the Federal Character Policy in the Nigerian civil service employment distribution. In order to meet the objective of the paper qualitative research method adopted while purposive sampling used in selecting the informants interviewed while the relevant document was equally analyzed. Interpretative Phenomenological Analysis was adopted for data analysis. The paper found that the implementation of the policy can be ensured with committed leadership, orientation and training. The paper provided valuable strategies that will ensure the implementation of the Federal Character Policy in the Nigerian civil service employment distribution and importantly it provided helpful insight for policies that are facing similar implementation setback

**Keyword:** Civil Service, Federal Character Policy, Implementation, Nigeria.

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**Dahlia Fernandez, Husniyati Amin, Musawa Mubarak, Evi Soraya, Aini Aman, Siti Sarah Omar**

**Paper Title:**

**Academic Dishonesty: Methods and the Influence of Psychological Gender**

**Abstract:**

The research seeks to investigate students rating of various forms of academic dishonesty and also examined the impact of psychological gender on cheating behavior among undergraduates in a Malaysian university. Primary data were sourced through the distribution of 363 questionnaires. Statistical analysis of the data revealed that the following cheating techniques have widely used them a. Using published materials without reference, copying the assignments, using unfair means for presenting data, getting unauthorized help for assignment completion and presenting others work. On the other hand, regression analysis on the psychological gender revealed that the instrumental traits tend to influence male to engage in academic dishonesty.

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**Keyword:** Academic dishonesty; psychological gender; expressive traits; instrumental traits.

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**Authors:** Rina Nurhayati, Engkus Kuswarno, Neni Yulianita

**Paper Title:** The Sundanese Head Tie as a Sundanese Political Brand Identity in Indonesia (Biographical Study of Dedi Mulyadi's Politicians 2003-2018)

**Abstract:** Brand identity is usually claimed on a product, even though an individual is primarily a public figure who needs his own identity so that it is in the minds of the community or its supporters, so the writer limits the research focus to the "Iket Sunda" (Sundanese headband) used by Dedi Mulyadi as a politician who succeeded in building a lead in Purwakarta Regency in West Java, Indonesia, from a city that passively became a city that was active in the community and crowded. While the purpose of this study was to find out the Brand Identity of Politicians Dedi Mulyadi through the Sundanese Typical Head Tie.

This study uses a qualitative method with a biographical study approach, a factual description of social phenomena through a constructivist paradigm.

The results of this study that the author found were two aspects that did not yet exist in Kapferer's The Six Facets Prism Brand Identity, namely the Standard and Professional aspects as forming the Eight Facets Prism - Political Brand Identity. Called Octagon of Political Brand Identity.

There are findings of novelty research results. The research on this biography study is still fairly rare, so it is original, originating from the main subject, Dedi Mulyadi and validated by living witnesses and material from trusted online media coverage in Indonesia and so that they can add reference to the field of communication, especially in the narrative study approach.

**Keyword:** Iket Sunda, Dedi Mulyadi, Octagon of Political Brand Identity

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**Authors:** Nurhidayatuloh, Febrian, Annalisa Y, Akhmad Idris, Rd Muhammad Ikhsan, Helena Primadianti Sulistyanningrum, Fatimatuz Zuhro

**Paper Title:** Does Limitation Rule in International and Regional Human Rights Law Instruments Restrict Its Implementation?

**Abstract:** Provisions regarding limitation in human rights are contained inside international law instruments from UDHR, ECHR to ICCPR. Article 30 of UDHR, Article 17 of ECHR and Article 5(1) of ICCPR stipulate limitation rule, which is almost the same. When UDHR and ICCPR use both “limitation” and “restriction” with the same meaning, ECHR more consistent use restriction in its articles. However, there are several problems about why the rules of limitation are arranged in these written documents which are the critical foundation of universal human rights and justify fundamental freedom. Moreover, those articles are then supplemented by provisions on public morals, which were allegedly a loophole for several states to restrict human rights in their jurisdiction. This qualitative research uses statute and historical approaches which discuss provisions regarding to limitation rule on several global and local human rights written documents as the derivation. Thus, analysis of those instruments and the travaux preparatoires are inevitable to make this article more challenging. The problems such as when the first time and why this concept is adjusted in those instruments will be the primary concern in this research. Furthermore, how the idea is implemented in regional human rights apparatuses, especially in the European Court of Human Rights will complement the discussion in this article.

**Keyword:** Limitation Rule; Human Rights; UDHR; ECHR; ICCPR; (ECtHR)

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**Authors:** Annalisa Y, Murzal Zaidan, Mada Apriandi, Febrian, Nurhidayatuloh

**Paper Title:** Aircraft Mortgage in Indonesia: Alternative Object of Material Guarantee as a Debt Settlement

**Abstract:** In the development of material law in Indonesia, it is known both registered objects and unregistered objects that by analogy, registered objects are categorized as immovable objects. In Indonesia, aircraft are being classified as a registered object that can be guaranteed in the form of the mortgage as a debt settlement. Along with the development of law and society, the mortgage regulations are only mentioned briefly in the Indonesian Law of Fiduciary and the Law of Notary Position which state that an aircraft can be guaranteed in the form of a mortgage. However, until recently, any particular regulations regarding aircraft mortgage in Indonesia are not yet available. This research is a normative study that uses historical, statute, and comparison approaches. The problems examined in this study: firstly, how the mortgage as a material guarantee institution in Indonesia is being regulated. Secondly, does the mortgage institution have the potential as an alternative object of material guarantee for aircraft? The result of the

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study shows that the regulations on aircraft mortgage in Indonesia still refer to the ones in the Indonesian Civil Code. Meanwhile, the institution that has the potential as an alternative object of material guarantee for aircraft is in the form of mortgage because an airplane is a registered object which is analogous to an immovable object. It can be concluded, therefore, that there is a weakness in aircraft mortgage stipulation in Indonesia which may create legal uncertainty and weaken the position of the creditor. Therefore, along with the development of the community and the existence of legal certainty, it is necessary to make an aircraft mortgage law immediately.

**Keyword:** mortgage; aircraft; material guarantee; debt settlement.

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**Authors:** Mohammed Mustapha, Ahmad Fauzi Abdul Hamid

**Paper Title:** Governance as the Bane of Boko Haram Insurgency in Nigeria

**Abstract:** This article investigates into the operations of Boko Haram insurgency and its consequences on Nigeria's political and socio-economic arrangement. The paper faults the sudden development of Boko Haram on the government languorous attitude to governance. The paper is qualitative research, it relies more on the secondary form of data collection, and the theoretical thrust hinges on Ted theory of Relative Deprivation; noting that the people of Northeast feel highly deprived in the scheme of things in Nigeria. There is an acute shortage in their basic needs, high rate of unemployment, an unacceptable level of poverty and shortage of infrastructures. With the arrays of attacks, suicide bombing, abductions, armed robbery and use of Improvised Explosive Devices (IEDs), Nigeria is gradually gravitating towards a failed state. Since development cannot take place in an insecure environment, the paper recommends that there must be the full entrenchment of good governance, the military must be adequately strengthened, and poverty must be eradicated.

**Keyword:** Boko Haram; Insurgency; and Good Governance.

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**Authors:** Nitce Isa Medina, Azlin Norhaini Mansor, Jamalul Lail Abdul Wahab, Sharmini Siva Vikaraman

**Paper Title:** The Impact of Dual Role Teaching Principals in Small Schools

95.

**Abstract:** Teaching principals exist in small schools. These principals have classroom responsibilities, administration duties, and educational instructor duties simultaneously. There are still some uncertainties on the dual role of school principals in small schools due to the lack of studies in this area. It is well-known that principals' instructional leadership practices are an imperative predictor to the success of small schools. Following this concern, the dual responsibilities taken by principals in small schools must be understood comprehensively. This paper discusses the excellent role of teaching principals in small schools. The objective of this qualitative research is to determine the dimensions of principal's teaching practices that influence the transformation of ordinary small schools

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into excellent small schools. Three principals in excellent small schools were interviewed and the themes that emerged from the interviews were matched with the dimensions drawn from the instructional leadership model used in this study. The results suggested that although a dual role teaching principal seemed to be burdened with responsibilities, the principals interviewed took the roles positively and excelled as instructional leaders. The teaching principals interviewed stated that their dual role increased their abilities in providing instructional leadership from many dimensions. The outcomes of this study may assist district school superintendents and preparatory program personnel in developing the right knowledge and in constructing a framework to support teaching principals in small schools in fulfilling their dual responsibilities.

**Keyword:** Dual Role, Instructional Leadership, Teaching Principal, Small Schools.

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**Paper Title:** Explore the Harmony in Chinese Contemporary Choral Art—"CCTV National Young Singer Grand Prix" as an Example

96.

**Abstract:** The history of the chorus in China can be traced back to the late 20th century and has been developing rapidly. The "CCTV National Young Singer Grand Prix," as one of the top competitions of Chinese singing art since 1984, has actively promoted chorus culture, providing an important platform where chorus groups can appreciate and learn. This paper explores the process of its development and the way of harmony of the chorus in China. The paper is based on synergism theory and takes the "CCTV National Young Singer Grand Prix" as the research object. Through personal observation, more than ten works including "Chun Xiao" "Dong Zu Da Ge", "Meng Gu Xue", etc. will be analyzed through the singing technique, singing method, singing synergism. The possibility of harmony and collision of different natures of chorus art is obtained, expecting to improve the spirituality of chorus and provide a theoretical and practical reference for the majority of chorus art workers.

**Keyword:** Chorus; Singing method; Synergism

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	<p><b>Authors:</b> Nurul Shida Noni, Abdul Halim Abdullah</p> <p><b>Paper Title:</b> Assessing Critical Thinking Skills in Polytechnic</p>	
97.	<p><b>Abstract:</b> The level of critical thinking skills and its relationship to CGPA is investigated in this study. 80 men and 21 women from two engineering departments at Polytechnic Ibrahim Sultan participated in this investigation. This research utilized The Malaysian Critical Thinking Skills Instrument-MyCT which consists of 60 items. Data analysis was performed using SPSS 22.0 for descriptive and inferential statistics. Comparative findings across studies revealed that the critical thinking level of engineering students at Polytechnic Ibrahim Sultan was intermediate (47.42%). The Mann-Whitney U test determines the variables between four categories in critical thinking skills and obtained no significant differences. The correlation of commuting between critical thinking skills as calculated with Spearman's rho is not statistically significant. There was a negative weak correlation for analytical and logical (<math>r = -0.098</math>). Analysis of the computed findings revealed that the critical thinking is at a moderate level but weak in analytical and logical and disposition skills. In conclusion, lecturers must be more sensitive to this phenomenon, in which the emphasis on analytical and logical and disposition are important in teaching and learning.</p> <p><b>Keyword:</b> Polytechnic; Engineering, Mathematics; Students</p> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. M. R. Mamat, M. S. Rasul and A. Mustapha. <i>International Journal of Education and Research</i> 2, 11 (2014)</li> <li>2. B. Johnston, R. Mitchell, F. Myles and P. Ford, <i>Developing Student Criticality in Higher Education</i>, (2011)</li> <li>3. M. Davies and R. Barnett. <i>The Palgrave Handbook of Critical Thinking in Higher Education 1</i> (2015)</li> <li>4. A. Ghanizadeh. <i>Higher Education</i> (2016)</li> <li>5. S. Husniah. 4, 3 (2016)</li> <li>6. B. Kules. (2016)</li> <li>7. R. Paul. 15, (2004)</li> <li>8. Q. Van der Hoff and A. Harding. <i>International Journal of Mathematical Education in Science and Technology</i> 0, 0 (2016)</li> <li>9. A. Ili and A. Ruslin. 30, 1 (2016)</li> <li>10. A. Noraini. <i>Jurnal Pendidikan Matematika</i> 2, 2 (2014)</li> <li>11. Norulbiah and Effandi. <i>Jurnal Pendidikan Matematika</i> 4, 1(2016)</li> <li>12. H. Syahida and N. Irfan. <i>Procedia - Social and Behavioral Sciences</i> 197, February (2015)</li> <li>13. M. Soffi and Fatima. <i>Procedia - Social and Behavioral Sciences</i> 116, (2014)</li> <li>14. I.R. Mustapha, M. Y. Husain, S. A. Malik and M. Seri Bunian. 1, 2 (2014)</li> <li>15. N. Norfadela. 1, (2015)</li> <li>16. Khairunnisa, A. Kamarul and F. Ahmad. <i>Seminar Pertama Pendidikan dan Penyelidikan Islam [SePPIM'13] March 2016</i> (2013)</li> <li>17. Nazem, G. Kamariah, A. Bakar and B. Njie. 3, February (2015)</li> <li>18. A. Shazaitul and Maisarah. <i>Procedia - Social and Behavioral Sciences</i> 172, 2012 (2015)</li> <li>19. I.N. Facione, <i>California Critical Thinking Skills Test CCTST Test Manual</i>, (2013)</li> <li>20. R. W. Vierra. May (2014)</li> <li>21. S. R. Ariffin, R. Ariffin and H. M. Makki. <i>Journal of Education</i> 32, 1 (2008)</li> </ol>	628-633
98.	<p><b>Authors:</b> Indra Kurniawan, Ubud Salim, Margono Setiawan, Mintarti Rahayu</p> <p><b>Paper Title:</b> The Mediating Role of Strategy Flexibility at the Effects of Entrepreneurial Orientation and Market Orientation on Business Performance Small Medium Enterprise Craft Sector in Indonesia</p> <p><b>Abstract:</b> The research intends to test the effects of entrepreneurship orientation and market orientation on business performance with strategic flexibility as mediator. Considering Indonesia has been even today eagerly support entrepreneurial, it intends to explore relationship between the three variables in small and medium enterprises context. The study takes place in Indonesia with 194 samples. For questionnaire distribution, it makes use of online tool with Google Form. The unit of analysis is owners, managers or decision-makers at the SMEs. For data analysis, it applies structural equation model with WarpPLS approach. The results demonstrate that entrepreneurial orientation does not have significant effect on business performance, but has a positive effect on strategic flexibility. While market orientation has a positive effect on business performance, but it does not have significant effect on strategic flexibility. It means that strategic flexibility mediates relationship between entrepreneurial orientation and performance, while it does not hold true for relationship between market orientation and business performance.</p> <p><b>Keyword:</b> Entrepreneurial Orientation, Market Orientation, Strategic Flexibility, and Business Performance.</p> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Covin G, Slevin D, P. THE Influence of Organization Structure. <i>J Manag Stud</i>. 1988;109(May):321–34.</li> <li>2. Anderson BS, Covin JG, Slevin DP. Understanding The Relationship Between Entrepreneurial Orientation And Strategic Learning Capability : An Empirical Investigation. <i>Strateg Entrep J</i>. 2009;3:218–40.</li> <li>3. Lumpkin GT, Dess G. Clarifying the entrepreneurial orientation construct and linking it to performance. <i>Acad Manag Rev</i>. 1996;21(1):135–72.</li> </ol>	634-641

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**Authors:**

**Erliani Budi Lestari, Muchlis R. Luddin, Maruf Akbar**

**Paper Title:**

**Influence Cultural Organization, Assertive, Integrity, and Decision Making Towards Leadership Effectivity of the Village Chief on Gresik District**

**Abstract:**

The goal of this research is to find the influence of the cultural organization, assertive, integrity, and decision making towards leadership effectivity of village chief from a district of Gresik. The research is held using the quantitative method using SEM (structural equation modeling). The result of this research found that (1) Cultural organization affect a positive and significant towards leadership effectivity. (2) Assertivity affect a positive and significant towards leadership effectivity;(3) Integrity affect a positive and significant towards leadership effectivity;(4) Decision making affect a positive and significant towards leadership effectivity; (5) Cultural organization affect a positive and significant towards decision making (6); Assertivity affect a positive and significant towards decision making; (7) Integrity affect a positive and significant towards decision making; (8) Cultural organization affect a positive and significant towards integrity; (9) Cultural organization affect a positive and significant towards assertive. Based on the result of the research we can conclude that Cultural organization,

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Assertive, Integrity, and Decision making affect a positive and significant towards leadership effectivity of village chief from a district of Gresik.

**Keyword:** Cultural Organization, assertive, Integrity, Decision making, Leader Effectivity.

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**Authors:** Tati Sarihati, Rannie Dyah K.Rachaju, Lusy Mukhlisiana

**Paper Title:** The Policy Implementation Impact on Region Management

**Abstract:** The land function alteration happens massively at Kecamatan Cimenyan, an area in North Bandung Region or known as Kawasan Bandung Utara (KBU). KBU areas are important because it is located traverse 4 different regions, such as Bandung, Kabupaten Bandung, Kabupaten Bandung Barat, and Cimahi. The main function KBU areas to the cities and districts are very important, especially for water infiltration. It means that these areas are become the main water conservation land and also a flooding prevention area, not only for Bandung Raya region, but also for West Java Region. Land function alteration that happen in Kecamatan Cimenyan are encompass forest, plantation, dry land agricultural plant or known as TPLK conversion and water conservation land alteration into housing development, hotel chain business, and even change into mining area. That leads to environmental changes, such as soil erosion and sedimentation, overflowing river that leads to floods. It's all because the water conservation areas are getting smaller and smaller each day. Thus, this research aimed to analyse the policy implementation factors that affect the region management effectiveness, hindrance factor, and also the administration efforts at Kecamatan Cimenyan Kabupaten Bandung. An explanative method was used to analyse this research, and used cluster sampling to select the sample from 9 village and kelurahan in KBU region, Kecamatan Cimenyan Kabupaten Bandung in particular. And on every stage sampling are taken by simple random sampling method. The data of this research are examine using structure equation modelling (SEM), a procedure based on methods of successive interval. This research disclosed that the policy implementation that based on communication dimension, resources, disposition/support attitude and bureaucratic structure have a significant impact on the region management effectiveness. And the most significant dimension to determine the effectiveness of the region management was support/disposition dimension then followed by others dimension.

**Keyword:** Policy Implementation; Effectiveness; Region Management.

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**Paper Title:** The Relationship between Emotional Intelligence and Affective Commitment: An Examination of Police Officers

**Abstract:** This paper examines the four dimensions of emotional intelligence: self-emotional appraisal (SEA), other's emotional appraisal (OEA), use of emotions (UOE) and regulation of emotions (ROE) in predicting effective commitment. The sample used for this study consisted of 372 police officers selected from five contingents: Kuala Lumpur, Selangor, Johor, Sabah and Sarawak. Testing our hypotheses in the field, we found strong evidence that the four dimensions of emotional intelligence: SEA, OEA, UOE and ROE enhance affective commitment. Additionally, the study provides evidence for the government to improve service quality and commitment to the police force.

**Keyword:** Rogis Baker, Amar Hisham Jaaffar, Hasimi Sallehuddin, Mohamed Ayyub Hassan, Rosmah Mohamed

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**Authors:** Lia Mareza, Agung Nugroho

**Paper Title:** The Role of Painting Activity as an Emotional Regulation in Children with Asperger Syndrome

**Abstract:** Children with Asperger syndrome still need to be adjusted, in regulating their emotion, to their enjoyment in an activity that will be their emotional allocation. Art is able to improve their self-ability, to strengthen their self-confidence, and also to re-shape lack of knowledge about their own identity. This is because activity of art becomes a collection of inspiration, the aspect of imagination that is closely related to the aesthetic experience. This was a qualitative research as a study intended to understand the phenomenon of something that is experienced by the subject of research. For example: behaviour, perception, motivation, and action in holistic way and described in form of words and language, in a specific-natural context and by utilizing various methods. The research findings show that ability of emotional regulation is the ability of the subject in receiving and understanding a command, and then in minimizing tantrum, so that the subject is able to achieve a treatment therapy; including the subject's ability to identify and draw an object or other objects around them, to recognize some painting tools and to answer questions orally or in writing through the image media. The therapy can be packaged through art education based on painting activity which is the advantage of an area itself. Schools present learning programs that also support character education and the creative potential of the children, so that they can live independently later.

**Keyword:** Painting Activity, Emotional Regulation, Asperger Syndrome/Autisme.

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**Authors:** Pingkan Imelda Wuisan, Basuki Wibawa

**Paper Title:** Using Electronic Assessment System in Higher Education: Challenges and Solutions for Lectures, Students and Institutions

**Abstract:** Assessment is an important component of education especially in the context of the learning and teaching environment. In higher education, assessment is the heart of formal education. Nowadays, technology plays an important role in the assessment process. Therefore, using technology development has an impact on improving the

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assessment system. Focus on the using of electronic assessment (e-assessment) systems is increasingly developing at the higher education level. Technological developments have led to a shift in concepts and ways of assessing moving from face-to-face assessment to digital-based assessment, namely an end-to-end assessment process using ICT. E-assessment system is provides many benefits for the effectiveness and efficiency of learning in higher education for lecturers, students and institutions. Many e-assessment models are developed to meet various objectives, especially in the purpose of educational learning. However, there are many challenges in its process and application. This paper aims to provide an example of e-assessment system application, describe challenges in the use of e-assessment systems in higher education based on literature, journals and research results and provide recommendations on how to deal with all of these challenges so that the assessment objectives can be achieved. The method that used is to figure out and describe qualitatively. Overall conclusion is the e-assessment system has become one of the requirements in higher education with many models. There are still many questions for lecturers, students and institutions that pose challenges in the application of e-assessments related to validity and reliability, accuracy, fairness, security, infrastructure and human resources. Based on this fact then the recommendation of these challenges in the successful implementation of e-assessment in higher education are paying attention to the characteristics of e-assessment, designing assessments according the needs, and creating a complete and accessible assessment system for all.

**Keyword:** Assessment; E-Assessment; E-Assessment System; E-Assessment Challenges; Higher Education; Technology.

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**Authors:** Mohd Razdi Omar, Saifullizam Puteh

**Paper Title:** Mastery of Pedagogical Knowledge and Skills in Technology and Innovation Amongst Army Instructors at Technical Training Centres

**Abstract:** This study examined the mastery of technology and innovation of instructors pertaining to teaching and learning, amongst instructors at Technical Training Centres of the Malaysian Armed Forces (MAF). A study in a form of survey was conducted on instructors in several MAF Training Centres using questionnaire forms. Part of the questionnaire instrument consisted of three parts that were labelled as A (demographics), B (measurement of pedagogical knowledge and contents), and C (measurement of communication, management, and teaching skills in classes and workshops). The sample involved 195 teaching instructors (161 male and 34 female). This study used descriptive statistics to obtain mean (M) and standard deviation (SD) values. The analysis of the results showed that the levels of knowledge (M = 2.10, SD = 0.04) and skills (M = 2.11, SD = 0.32) were low. Based on the study findings, several measures need to be implemented to improve the mastery of the knowledge and teaching skills amongst teaching instructors at Technical Training Centres, to improve the technological and innovation knowledge in teaching and learning. Therefore, more in-depth studies should be conducted in an effort to identify the actions and training that need to be implemented by the MAF management to improve the professionalism of the technical teaching instructors at the Technical Training Centres of the MAF.

**Keyword:** Pedagogy, Teaching and Learning, Teaching Technology and Innovation, Technical Training Centres.

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**Authors:** Misrahudin, Robinson Situmorang, Hartati Muchtar

**Paper Title:** The Effect of Learning Strategy and Intelligence on the Student Learning Outcomes of STKIP Hamzar Lombok

105.

**Abstract:** The objectives of this research to study empirically the phenomena that occur related to learning approaches and interpersonal aptitude on the learning consequences of STKIP Hamzar students. The quasi-experimental method was used in this study with design treatment by level 2 x 2. - We have utilized questionnaires with multiple choice to derive learning outcomes and to measure the level of interpersonal intelligence of students. Learning outcomes learning instruments and interpersonal intelligence instruments were tested for validity with Biserial Correlation Points, and their reliability was tested by Kuder Richardson 20 (KR-20). The collected data was with a two-way ANOVA test. The results obtained based on hypothesis testing are: (1) Learning outcomes of student learning strategies taught with Rotating Trio Exchange (RTE) learning strategies are higher than the student learning outcomes taught with Direct learning strategies, (2) There is an communication effect between strategies learning and interpersonal intelligence on learning strategy learning outcomes, (3) learning outcomes of student learning strategies taught by the Rotating Trio Exchange (RTE) learning strategy are higher than the learning outcomes of pupils who are educated with Direct learning strategies, for pupils who have a level of interpersonal intelligence high, (4) Learning outcomes of learning strategies of students who are taught with Rotating Trio Exchange (RTE) learning strategies are lower than the learning effects of students who are taught with direct learning strategies, for students who have a low level of interpersonal intelligence

**Keyword:** Learning Strategy, Interpersonal Intelligence and Learning Outcomes

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**Paper Title:** Predictors of Intention to Provide Halal Maintenance

**Abstract:** This study examined the relationship between attitude, subjective norms and perceived behavioral control with the intention to provide halal maintenance to the family among Muslim fathers in Malaysia. The participants comprised of 353 Muslim fathers. The data were collected via a self-administered questionnaire. Findings from the study showed that there was a positive relationship between attitude, subjective norms and perceived behavioral control with the father's intention to provide halal maintenance for the family. In addition, the subjective norm is proven to be the most significant predictor of the intention to provide halal maintenance for the family.

**Keyword:** Attitude, Subjective Norms, Perceived Behavioral Control, Intention, Halal Maintenance.

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**Authors:** Syeda Aimen Naseem, Zeeshan Ahmed, Mehwish Faiz, Mehr Un Nisa, Syed M. Zia Uddin, Babar Khan

**Paper Title:** An Economical Design of Automatic Rice Grading using Image Processing

**Abstract:** Product quality inspection is a crucial step in the production line of rice industries. To maintain the quality and enhance the inspection methodology, the challenge is to scrutinize rice grain individually over entire batch for escalating the yield. The conventional method used in rice industries is to examine the quality of rice grains manually. The decisions made by human quality control inspectors may be affected by external influences like fatigue, exhaustion or stress which causes non uniformity in evaluation procedure and generate the high probability of errors. The major drawback of the manual inspection comprises high labor content and expenditures. This research paper provides a cost effective design solution to overcome the described limitations by developing a system which helps in sorting rice and eliminate the manual examination. For attaining the automatic grading of rice, the image processing technique is applied which help to sort defected rice grain from the entire batch of rice grains. The system has been developed on MATLAB which helps in the inspection process and its graphical user interface provides information of rice grains in three different quality based categories which sorted on the basis of size and colors. To identify the defected grains, the multilevel threshold method of image processing has been used. The proposed design also helps to determine the quantity of defected rice grains by evaluating the quantity of discolored grains and to identify the size of the rice grain, the geometrical features extracted for each individual rice grain are used to estimate the length.

**Keyword:** Rice grading; Image processing; MATLAB technique; Multilevel threshold.

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**Paper Title:** Students' Perceptions of the Use of Asynchronous Discussion Forums, Quizzes, and Uploaded Resources

**Abstract:** This research inspects students' perceptions of the utilisation of asynchronous discussion forums, quizzes, and uploaded resources in platform CIDOS LMS among polytechnic students. There has been an expansion in the utilisation of LMS in many levels of education in polytechnic institutions. CIDOS LMS has variety tools examples assignments, video, scorm, and tutorial. Purposive sampling was used to choose the research participants for this study. The participants consisted of 60 diploma students from Polytechnic Sultan Ibrahim who are enrolled in a Mathematics course. The Cronbach's alpha of the instruments is 0.899. The questionnaire was divided into four categories. The categories addressed students' perceptions of CIDOS LMS tools, namely the discussion forums, quizzes, and the utilisation of uploaded resources. Likert scale rated from strongly disagree to strongly agree. All the data were analysed using IBM Statistical to obtain the percentages, frequencies, means, standard deviations, independent sample t-test, and Pearson correlation. The results of this study show that the practice of CIDOS LMS among engineering students at Polytechnic Sultan Ibrahim is at a high level during the learning process. Further research would explore the educators' need to figure out the best ways in CIDOS LMS to engage students as the millennial generation continues to dominate the workforce.

**Keyword:** Asynchronous Discussion Forums; Quizzes; Uploaded Resources; Polytechnic; CIDOS LMS.

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**Authors:** Analyzing the Impact of Information and Communication Technology (ICT) on Restructuring of Public Service in Nigeria.

**Paper Title:** Aminu Mohammed Lawan, Razlini Mohd Ramli, Siti Zuliha Razali

**Abstract:** The purpose of this paper is to examine the impact of Information and Communication Technology (ICT) on restructuring of public service in Nigeria. The globalization policy asserts that the public service of the developing countries must be restructured to comply with new technology i.e. the information and communication technology for efficiency and productivity. This is to say that the public servants must have a basic knowledge of ICT usage in their organization or otherwise they will lose their job and be replaced by high skilled employees. This study conducted a systematic review of relevant literature on ICT and public service restructuring and came up with methodological results. The findings show that the idea of new public management (NPM) was introduced. This gives emphasis on engagement of highly skilled workers that are ICT compliant will be retained into the public service to replace low skilled and manual employees. Finally, the paper recommends the need to improve service quality in the public sector through the training and retraining of employees in line with new technology.

**Keyword:** Information and Communication Technology (ICT), Public Service, Restructuring, Public Servant, Nigeria.

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**Authors:** Zairina Ibrahim, Normy Rafida Abdul Rahman, Md Gapar Md Johar

**Paper Title:** A Job Satisfaction of Emotional Intelligence, Leadership, Employee Performance with Information Technology

**Abstract:** To the business overall, the discoveries and consequences of the investigation will give an increasingly solid top to bottom comprehension of the elements that influence worker fulfillment and to help shape the future strategy definition of the business, in this way encouraging tremendously the accomplishments of the destinations of the Malaysian government in upgrading the unwavering quality and proficiency of the arrangement of the administrations of information will help observing the association accomplishment towards the thousand years objectives just as vision 2020 targets. Job satisfaction make sure that the right employees are recruited and retained in an organization. It also maintains productivity by keeping the workforce constantly engaged and motivated. It has also been proven that job satisfaction controls the ill effects of role problems and job induced stress, besides decreases labor turnover for better employees.

**Keyword:** Emotional Intelligence; Leadership, Employee Performance; Information Technology; Job Satisfaction.

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**Authors:** Leonardus W Wasono Mihardjo, Sasmoko, Elidjen, Riza A.N. Rukmana  
**Paper Title:** Developing Co-creation-driven Innovation: the role of Customer Experience Orientation and Organizational Agility

**Abstract:** This paper explores the concept of the ‘co-creation-driven innovation’ as part of the service dominant (S-D) logic concept in the digital ICT industry. The platform service becomes critical in order to collaborate and innovate based on organizational agility and customer experience. Co-creation-driven innovation is considered as part of the service dominant development, where a dynamic organization model and customer experience feedback are required in the shaping of business model innovations within the digital ecosystem. The study was performed with a sample size of 175 respondents representing Indonesian telecommunication firms. Smart PLS was used as the statistical tool for analyses. Findings demonstrate that customer experience orientation and organizational agility has a direct impact on digital co-creation and business model innovation. Simultaneous testing of hypotheses shows that customer experience orientation has an indirect influence on business model innovation through co-creation strategy. However, organizational agility does not have any indirect impacts. The study has some limitations in terms of the time period and sample size, therefore suggestions for future studies are included in the paper

**Keyword:** customer experience orientation, organizational agility, digital co-creation, business model innovation, service dominant logic

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<b>Authors:</b>	<b>Leonardus W Wasono Mihardjo, Sasmoko, Firdaus Alamsjah, Riza A.N. Rukmana</b>
<b>Paper Title:</b>	<b>Transforming into Sustainable Innovation-driven Digital Co-creation: The Role of Experience, Community and Agility</b>

**Abstract:** Sustainability is a critical element in creating long-term values for service creation, especially for in-service providers in the Information Communication and Technology (ICT) industry. Sustainable values through co-creation involve crucial stakeholders, especially customers, organizations, and social communities to maximise the captured total value. Past studies have explored the concept, system and role of those stakeholders, however the sustainability of co-creation in the digital era has not been covered. Therefore, this paper aims to provide an understanding of the key concepts and models that would support practitioners in building sustainable innovation-driven digital co-creation. The study was conducted using 195 samples representing Indonesian ICT firms. Findings demonstrate that digital co-creation plays a significant role as an intervening variable in the relationship between customer experience orientation, social community, and organization agility and transformational performance.

**Keyword:** organizational agility, social community, customer experience orientation, digital co-creation, sustainability.

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**Paper Title:**

**Boosting the Firm Transformation in Industry 5.0: Experience-Agility Innovation Model**

**Abstract:**

Industry 5.0 brings collaborative and automatic environment, thus creating a new paradigm for companies in doing business. The way organizations manage resources and capability, especially in relationship with people, culture and process in creating new business models have changed. Previous studies on developing innovation based on customer experience and agility of organization focus on the concept, relationship among variables and the implication. However, in the context of industry 5.0, the study on those topics has not been revealing. Hence, this study aims to assess the concept of experience-agility innovation model to support transformation in the context of digital transformation to face Industry 5.0. The proposed model was assessed with 195 Indonesia ICT firms using SEM-PLS statistical tools. The findings demonstrate that the firm that offers compelling value proposition from customer experience while concurrently developing agility in the organization to create business model innovation could boost the transformational performance. For further researches, the study can be enhanced through expanding the model, sample, and time.

**Keyword:**

customer experience, organizational agility, business model innovation, transformational performance, industry 5.0

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**Authors:** Leonardus W Wasono Mihardjo, Sasmoko, Riza A.N. Rukmana

**Paper Title:** Fostering Net Promoter Score: Crafting User Experience in Difference Cultural Ecosystem

**Abstract:** The customer research in terms of usability, usefulness and branding on User Experience (UX) design is a critical part of the success in application implementation on Information communication technology (ICT) industry. The study on impact of cultural system with similar target market into designing UX in correlation with net promoter score (NPS) has not been revealed as part of important factor, for designing and evaluation of application design. Hence, this paper has objective to assess the effect of user experience (UX) in difference cultural ecosystem in relation with NPS for Indonesia diaspora. The case of prepaid product Kartu As 2in1 was investigated. The survey done through discussion with 20 respondents of Indonesia diaspora, with 10 respondents in Indonesia and Malaysia respectively. The result found that there is some similarity pattern of customer characteristics. However, some variations due to cultural ecosystem difference is found, that the Indonesia diaspora living in Malaysia mostly focused on the easiness of the use, but in Indonesia, they focused on the functionality

**Keyword:** user experience, cultural ecosystem, net promoter score, Indonesia diaspora, Telin

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**Authors:** Lai Foong Yip, Nor Hasniza Ibrahim, Johari Surif

**Paper Title:** Effect of Pro-iCo Module towards Students' Achievements on Chemical Bonding

**Abstract:** The deterioration of Malaysian students' achievements in Science subject is an alarming issue. Malaysian students' enrolment in STEM at upper secondary schools has gradually declining. Effective STEM teaching materials developed by using appropriate teaching approach for improving students' achievements in STEM field, particularly Chemistry is urgently needed. Thus, the purpose of this study was to determine the effects of the teaching module towards students' achievements on chemical bonding. Pro-iCo Module was designed and developed by the researcher based on STEM-5E learning cycle constructivist approach via ADDIE model. This study used a One-Group Pretest-Posttest Design.. A total of 30 form four Chemistry students were selected purposively from one of the secondary schools in Johor Bahru. The instruments used in this research were (i) Pro-iCo Module Evaluation Questionnaire (Pro-iCo MEQ) (ii) Chemical Bonding Achievement Test (CBAT). Descriptive analysis and inferential analysis (Paired Sample T- test) were used in analysing the data collected. Based on the findings of the Pro-iCo MEQ, the teachers agreed that the Pro-iCo Module has fulfilled all the criteria of evaluation aspects. The findings of

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CBAT revealed a significant difference (with the value of 22.57) between the mean of pre-test score and the mean of post-test score. The statistical analysis of Paired Sample T-test indicated that students scored significantly higher ( $p < 0.05$ ) in the post-test than in the pre-test. It can be concluded that the implementation of Pro-iCo Module has significant positive impact on students achievements in chemical bonding. Hence, Pro-iCo Module could be used as an appropriate teaching module by teachers in implementing STEM approach at schools for enhancing students' achievement in chemistry.

**Keyword:** teaching module; chemical bonding concepts; STEM-5E Learning Cycle

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**Paper Title:** **Perceptions and Expectations of Students towards the Role of Academic Advisors in Malaysian Public Universities**

**Abstract:** Academic advising is affected by the expectations and perceptions of students towards the role of academic advisors. This study examines Malaysian public university students' perception and expectation towards the role of academic advisors. In this study, students' expectations refer to students' assumptions regarding the role of academic advisors upon their tertiary education registration while students' perceptions refer to the students' assumptions six months after registration for tertiary education. A self-developed questionnaire measuring students' perception and expectation towards academic advisors through academic, personnel, social and career development, was used for this study. The questionnaire was validated and piloted on randomly selected 40 undergraduate students. The reliability of the questionnaire using the alpha Cronbach was .809. A simple random sampling was used to select a total of 400 students from two Malaysian public universities to participate in this study. Data analysis revealed that at the early stage of tertiary education, students have high expectations towards the role of academic advisors but after six months of living on campus their perception towards the role of academic advisors decreases. The study provides several justifications for the decreasing towards the role of academic advisors.

**Keyword:** academic advising, students' expectations, Malaysian public universities, students' perceptions

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**Paper Title:** The Influence of STEM-Based 7E Learning Cycle on Students Critical and Creative Thinking Skills in Physics

**Abstract:** Critical and creative thinking is important skills to students in the era of 21st century. This study aims to identify the effect of teaching approach called STEM-7E learning cycle on critical thinking skills and creative thinking skills. The study was carried out at two different schools in Indonesia. This study employed quantitative study using quasi experimental approach. The participants were divided into two groups which called experimental and control group. Two instrument were used in this study which were Critical Thinking Skills Test and Creative Thinking Skills Test. The Critical Thinking Test consists of three constructs which were interpretation, analysis and inference. The alpha Cronbach of critical thinking instrument is .937. The other instrument for this study is Creative Thinking Skills Test which consists of four construct; creative fluency, flexibility, originality, and elaboration. The alpha Cronbach's creative thinking skill test is .803. Both study were analysed by using mean, t-test, ANCOVA, N-gain, and effect size. As a conclusion, this study shows that the use of STEM-7E learning cycle show significance differences in increasing student critical thinking skill. On the other hand, there was significance differences between STEM-7E learning cycle and 7E learning cycle in increasing students' creative thinking.

**Keyword:** fluid statics, Temperature and Heat, critical thinking skills, creative thinking skills, STEM, 7E learning cycle

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**Paper Title:** Introducing a New Teaching Information System through Workshop: Experiences of Participants

**Abstract:** As the information and communications technology becomes more advanced, various new information and education systems are implemented in universities. Hence, universities often conduct workshops to introduce on how to use the new systems. In this respect, one challenge might be faced by universities is how a workshop can be conducted effectively to ensure that participants master the new teaching information systems. Thus, this paper aims to share (i) the ways of an instructor introducing a new system, and (ii) the experiences of participants to learn a new system in the workshop. A total of 13 participants attended the workshop, but only 9 of them voluntarily filled in the questionnaire form. The result shows that participants agreed that the workshop content is useful for them and they learned how to use the new system.

**Keyword:** Information and Education System, Teaching Data, Workshop

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**Paper Title:** Dual Archive Record System (DARS) for Increasing Evidence from School Accountability

**Abstract:** The objective of the study was to develop a Dual Archive Record System (DARS) for increasing evidence from school accountability. Now, archive management in private schools at Indonesia was not effective because the archive process only uses a manual system or technology system. The impact of using this system is not accurate for supporting physical and legal evidence. Therefore, Dual Archive Record System (DARS) was developed to overcome these problems. The research approach uses research and development (R&D). The subject of this study is all of the private high school in Indonesia. The data were collected through observation, interview, documentation, and questionnaire. Then; the data were analyzed quantitatively; it was using a t-test on the paired data to know the difference of the actual and the new model. Besides that, analysis of data also uses qualitative approach through the data triangulation. The results showed that dual archive record system (DARS) can increase evidence of school accountability. Therefore; it was suggested for school to implement DAR for increasing evidence from school accountability because DARS has a significant contribution to evidence from school accountability.

**Keyword:** Dual Archive Record System (DARS), Archive Management, Evidence, School Accountability.

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**Diniatik, Anis Kusumawati, Agus Siswanto, Zaim Firdaus imtihan, Aji Wahyudi**

**Paper Title:**

**Formulation of Nanoparticles of Ethanol Extract of *Garcinia mangostana* L. Leaves as Antioxidant with Pectin as Cross-Linker and Chitosan Variation as Polymer**

**Abstract:**

G. mangostana leaves contained xanthone substances, it could be used as antioxidants. Ethanolic extract of G. mangostana leaves were formulated into nanoparticles compound which were made available into nano size through ionic gelation method. G. mangostana leaves were extracted by using maceration method with 50% ethanol as solvent, then were continued with evaporation until thick extract were formed. The nanoparticle formulas were made by mixing G. mangostana extract in ethanol, a solution of chitosan in glacial acetic acid as a polymer, and pectin as a cross-linker solution. There were three formulas (1,2,3) used, with the difference in pectin concentration which were 0.005; 0.01; and 0.02. Characterization of the three formulas include transmittance values were used spectrophotometric method and particle sizes by using particle size analysis (PSA). The results of this research showed that the transmittance of formulations 1, 2 and 3 were 95.9%; 97.7% and 97.3%. The highest transmittance value was formula 3, then were analysed its particle size and zeta potential were 2280 nm and -20.6 mV.

**Keyword:**

G. mangostana leaves, antioxidants, chitosan, pectin.

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**Authors:**

**Erda Wati Bakar, Ahmad Fahimi Amir**

	<b>Paper Title:</b> The Use of Ideological Becoming in English Literature as a Means to Stimulate Students' Readiness to Speak	
	<p><b>Abstract:</b> This study explores the relationship between ideological becoming and students' readiness to speak using English Literature. Learning literature can be daunting and intimidating for students. Moreover, some view the incorporation of literature in language learning is only to serve the need to impart culture and aesthetic values in students without significantly contributing to the aims of teaching and learning and students' communicative competence. In addition, some instructors find literature to be complex, thus unsuitable to be adopted in the language learning syllabus. During language learning, speaking poses the most challenging skill to master as the students have reservations and experience anxiety in expressing themselves freely and openly in sharing their thoughts. In order to promote speaking skill among the students in a literature classroom, they need to be engaged actively with activities that would facilitate and accelerate their motivation to speak. With this in view, the researcher finds Bakhtin's notion on ideological becoming may help students to be more expressive in sharing their views during lessons. Ideological becoming is a process of learning by positioning one's voice with other voices. Through this process, students are required to get their voices heard and recognized while interacting with others. Thus, this article aims to review the following, first, how is literature used in class to promote speaking skill, and second, how the notion of ideological becoming can be a useful tool in learning literature. The state of ideological becoming brings positive implication for the teaching of literature as students are encouraged to be critical and assertive in defending and justifying their responses toward any literary texts.</p> <p><b>Keyword:</b> English Literature, Ideological Becoming, Motivation, Speaking Skills, Voice.</p> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Murat Hişmanoğlu. 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	<b>Authors:</b> Zahara Tussoleha Rony	
	<b>Paper Title:</b> Generation Y Challenges in Becoming Innovative Leaders at Organization in the 21st Century	
122.	<p><b>Abstract:</b> This paper aims to analyze and describe the dominant traits that are typical Gen-Y and innovative leadership models of the 21st century and to develop applicative recommendations on innovative leadership approaches to the Gen-Y. Gen-Y is increasingly inevitable and has taken a 50% portion in several large companies in Indonesia. This description explains the characteristics of Gen-Y and innovative leadership models. Data were obtained from secondary resource reviews, reputable journals, documents and company records that have relevance to the topic of this paper as well as from the results of interviews and observations on some companies. Gen-Y is the generation of innovating, open-mind. They are expected to be effective leaders in the 21st century. Innovative leadership becomes one of the effective leadership to be understood and implemented by Gen-Y in leading the</p>	789-794

**Keyword:** Gen-Y, Innovative Leader, Organization.

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**Authors:** Susanto, Suwarno Hadisusanto

**Paper Title:** Fish Community and Mining Activity in Serayu River Banyumas Residency

123.

**Abstract:** The purpose of this research is to reveal and describe the quality of river waters and the fish community in Serayu river of Banyumas regency. The study was conducted using a survey method, with purposive random sampling technique. The study was conducted in Serayu river of Banyumas regency where three major rivers lead to it, namely Klawing river, Logawa river, and Tajum river. Fish sampled by spreaded net and handweb, with ten times sampling of each peripheral in each sampling point. Sampled fishes identified based on Kottelat et al. (1993) and verified on Biology Research Center, LIPI Cibinong and [www.FishBase.org](http://www.FishBase.org). Fish community structure analyzed by: Diverse, Cluster, and Multi Dimensional Scalling (MDS) of (Clarke and Warwick, 2001). The study found that water quality of physical and chemical parameters are in good condition. It includes temperature, flowrate, clarity, dissolved



oxygen level, pH, and plankton species variation in Serayu River Banyumas Residency. Most species and individual number on Serayu River Banyumas Residency are from Cyprinidae Family. Species diversity are in low condition but there are no dominancies found. Fish abundance are higher in downstream area than in upstream area, but fish species diversity are lower in downstream area than in upstream area of Serayu River Banyumas Residency. Long period of mining activity could badly affect river fish's life.

**Keyword:** Abundance, Diversity, Fish Community, Mining Activity, Serayu River

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**Authors:** Niloofar Joneyd, Farhana Diana Deris

**Paper Title:** Using Student-Generated Web Comics on Pixton as a Tool for Learning Shakespearean Drama

**Abstract:** The study examined the effectiveness of using student-generated web comics on Pixton as a tool for enhancing students' performance in meaning making and learning Shakespearean drama among tertiary level students in university. This study explored students' attitudes towards generating web comics in learning Shakespearean drama. This study was conducted on 35 students who were studying English literature in one of the universities in Iran. This study employed a true experimental of posttest-only control-group research design with a mixed-method approach. The students were chosen based on purposive sampling and were randomly allocated into control group and experimental group. The control group had undergone conventional approach of learning the drama while the experimental group experienced learning through generating web comics in order to learn and construct the meaning of the drama. The instruments used to gather data in this research were post-test and a questionnaire on students' attitudes. The students were given a post-test after learning the Hamlet play written by W. Shakespeare. The questionnaire was distributed to the students in experimental group after conducting the treatment and post-test. Quantitative data derived from the analysis of post-test were tabulated in descriptive statistics and an Independent T-test. Students' answers in post-test were also analysed qualitatively. The results of the questionnaire were coded as numerical scores of frequency and percentage for statistical analysis. The findings of the study revealed that the students who used generating web comics attained a better performance and higher academic achievement in meaning making and learning Shakespearean drama compared to the students who were exposed to conventional learning method. The students also developed strongly positive attitudes towards use of student-generated web comics in learning the drama. This study will help teachers and students to create a new positive environment in the classroom with integration of technology, in which they can feel the enjoyment in effective teaching and learning process of Shakespearean drama.

**Keyword:** English proficiency, LINUS 2.0 LBI programme, Phonological awareness, Teachers' readiness

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**Rohani Othman**

**Paper Title:**

**Developing Engineering Communicative Competency through Effective Assessment Methods**

**Abstract:**

A great importance of engineering education over the last decade has been on the development of some very specific non-technical attributes which included communication skills, the ability to function in teams, knowledge of societal and contemporary issues, development of global perspective, and ethics awareness. These non-technical skills complement a strong technical foundation to produce well-rounded engineering graduates who are flexible and adaptable to suit the constantly developing and changing requirements of the workplace. The industry as well as the international and local accreditation bodies have repeatedly highlighted the importance of strong communication skills for engineers entering the workplace [1] – [7]. Industries require a greater number of communication and interpersonal skills for entry-level engineers [8], yet, graduate engineers still lack the required standard of communication skills [9]. Engineering communication competency, especially in the English language is essential for an engineer who aspires to carry out his/her professional practice in the global economy. Similarly, the challenges faced by graduates are to focus on the development of the professional skills in the undergraduate engineering program in order to meet the demands from industries. As such the Malaysian higher education system must produce graduates who can communicate effectively in English. Otherwise, it would lose one of its vital selling points for foreign investors to ensure that the skilled labor forces are sufficient to support internationally competitive commerce and industry and to provide individuals with opportunities to optimize their potentials [10], [11].

**Keyword:**

Assessing communication skills, Engineering accreditation bodies, Engineering communication competency, Engineering education.

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**Authors:** Dwi Fitri Puspa, Listiana Srimulatsih, Zaitul

**Paper Title:** Properties of Accounting Income in Indonesia: Net Income and Total Comprehensive Income

**Abstract:** This study aims to investigate the quality of net income and total comprehensive earnings from four properties or characteristics. The characteristics in question are persistence, variability, predictability and value relevance. The samples of the research are manufacturing companies listed in Indonesian Stock Exchange in 2012. By employing sampling technique based on the criteria, 24 companies were selected as samples with period of data collection from 2012 to 2014. There are six hypotheses tested by using regression technique. The results of the research show some findings, namely that net income is more persistent than total comprehensive income, there is no significant difference in the variability between total comprehensive income and net income, net income has the ability to predict cash flow and net income for the upcoming year is better than the total comprehensive income and the relevance of net income is different from the total comprehensive income both by applying price and return model. IFRS convergence financial accounting standards require companies that have public accountability in Indonesia to present a comprehensive income statement that includes the presentation of net income, other comprehensive income and total comprehensive income. The results of the research on the characteristics of net income and total comprehensive income benefit for various parties such as investors, financial analysts and creditors concerned with the quality of profit that is characterized from 4 perspectives mentioned before. For the financial accounting standards setter, results of this study provide information about the quality of comprehensive earnings.

**Keyword:** Net Income, Total Comprehensive Income, Persistence, Variability, Predictive Ability, Value Relevance.

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**Authors:**

**Christina Esti Susanti**

**Paper Title:**

**The Effect of Brand Awareness and Brand Image on Repurchase Intention through Brand Loyalty in Beach Tourism in East Java, Indonesia**

**Abstract:**

This research was conducted to test and analyze the influence of brand awareness and brand image on repurchase intention through brand loyalty on beach tourism in East Java, Indonesia. The sampling technique in this study uses sampling quota and sample characteristics are consumers who have visited one of the beaches that are generally known in East Java, Indonesia and a minimum age of 21 years. The sampling technique used is non probability sampling. The sample studied was 200 respondents. The analytical tool used is SEM analysis. This study proves all the hypotheses proposed in this study , namely: Brand awareness has a significant effect on brand loyalty, Brand image has a significant effect on brand loyalty, Brand loyalty has a significant effect on repurchase intention, Brand awareness has a significant effect on repurchase intention through brand loyalty, and Brand image has a significant effect on repurchase intention through brand loyalty, are accepted. Academic advice is proposed for future research on the influence of brand awareness, brand image, brand loyalty, and repurchase intention. It is recommended to be tested on different objects to test the firmness of these theories. While practical advice is submitted to beach tourism managers especially those who are the object of this research should pay attention to information conveyed through: television, newspapers, magazines, and the internet, the annual routine festival agenda, unique image, popularity, environmental sustainability, because based on research results it has a positive and significant effect on loyalty and intention to repeat visits.

**Keyword:** Brand Awareness, Brand Image, Brand Loyalty, Repurchase Intention

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**Paper Title:** Dividend Policy in Indonesian Companies: Does Corporate Governance Matter?

**Abstract:** This study investigates whether corporate governance matters with regards to the dividend policy in Indonesian companies. Previous studies on this subject have mostly been done in developed countries, which have adopted the common law, such as in the US and the UK. This study uses 26 companies operating in the finance industry. Secondary data is used from several sources, such as the annual report and financial statement and related websites. This study uses an independent sample t-test to analyse the data. Corporate governance matters for dividend policy in Indonesian companies. It is evidenced by the fact that there is a significant difference in managerial ownership and board size between dividend paid and dividend not paid. Profitability also differs between dividend paid and dividend not paid companies; companies with higher profitability tend to pay dividend. This study provides empirical evidence that corporate governance matters for dividend policy in Indonesian companies. There are two contributions of this study: the result confirms the resource dependence theory and the convergence governance hypothesis.

**Keyword:** Corporate Governance, Dividend Policy, Indonesia.

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**Authors:**

**Siti Sarawati**

**Paper Title:**

**Human Governance: The Art of Emotional Intelligence of Leader through the Model of Spirituality**

**Abstract:** This paper is a concept paper which is focused on the discussion about the emotional intelligence of leader in the human governance elements at the workplace from the perspectives of the spirituality model. These are the claims of reality the management application which is based of religion and science as well as browse the dimension of emotional in organizations today. This discussion encompasses the conceptual of emotional intelligence, human governance and spirituality model; application needs; challenges and hopes. In line with the demands of human capital development, supposed the physical development and materially advanced with that momentum growing over the years in tandem with human development. We not only want the country to have a first-class facility, but most important are the mentality, spiritual and behaviour first class which is oriented of human capital. The synonyms here, each employee in any organization as a human entity are should be the ideal capacity of human capital in terms of emotional intelligence to produce the quality work and have a strong human governance. To that end, leaders in the workplace should have a high level of emotional intelligence to form a positive culture among employees and create practices that are consistent so that it can become a habit that is conducive to all parties in the working environment. The end of this paper will demonstrate the need for all leaders to have the emotional intelligence with spiritual strength and lead a more meaningful behaviour. It would also allow employees to perform a dynamic human capital and thus able to establish a framework of a major platform in the management and human governance characterized by spirituality trait in their work.

**Keyword:** Emotional Intelligence, Leader, Human Governance, Spirituality Model.

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**Authors:** Zairina Ibrahim, Md Gapar Md Johar, Che Ku Nurul Hasmaria Che Ku Yahaya, Normy Rafida Abdul Rahman

**Paper Title:** An Internet of Things: The Next Expansion of Mobile Education

**Abstract:** This paper aims to mobile education. This is focus on using a mobile application during session of lesson. Therefore, they need to understand the flow of application with schedule class by a week on times. The class will be on the online distance learning for the students and instructors to conducted. The Internet of Things (IoT) is a new design in the world for the internet devices to connected life in new environment of networking. In fact, there are need to develop a smart network for the new technology in world to enhance the knowledge of digital technology. However, the paper was improved the application used in the mobile education for students and instructors in University. Thus, current research on software development on mobile application for educator is limited to readiness and awareness. This research extends the need for empirical findings from system analyst and top management of software development to enhance the education concept of digital contents to the online distance learning for enriching future technology in mobile education.

**Keyword:** Internet of Things, Mobile, Education, Digital Contents.

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**Authors:** Zairina Ibrahim, Normy Rafida Abdul Rahman, Md Gapar Md Johar

**Paper Title:** Factors Affecting Students Decision Making In Accommodation Process of University

**Abstract:** The hostels accommodation assumes a critical job in the hotel business all through the world and even in a few areas in Malaysia. Be that as it may, in numerous spots in Malaysian hostels have yet to be presented. They can possibly offer spending lodging accommodation, yet inns and motels remain the most prevalent types of cabin. A center gathering was utilized to pick up understanding into students' impression of hostels and helped in the advancement of a composed study. It was sent to a haphazardly chosen test of 215 university students. There was a reaction rate of 8% (n=401). Respondents thought about hostels and were ready to remain in them. Therefore, a factor investigation was led on 31 attributes of hostels that may be imperative to hostel clients and it was confirmed that these things could be decreased to three factors: Safety and Amenities ( $\alpha=.92$ ), Area and Socializing ( $\alpha=.91$ ), and Accommodations ( $\alpha=.60$ ). In fact, well-being and Amenities had the most elevated mean scores for individual things in the factor while Accommodations had the least. The various straight relapse was utilized to decide whether the three factors would foresee university students 'plan to remain in a hostel. The relapse demonstrate was huge ( $p \leq .000$ ) and every one of the three factors were noteworthy. The model had a R Square of .31. A t-test was utilized to decide whether guys and females contrasted in goal to remain in a hostel, Protection issue, Room Sharing, Security, Cleanliness Issue and Freedom. However, females had higher mean scores for Room Sharing than guys. This examination demonstrated that undergrads would remain in a hostel. The hostel proprietors/administrators what's more, hostel associations can utilize this data to more readily showcase their hostel and it will help them to figure out which luxuries they should need to meet client requests. Research ought to be led with a bigger and all the more geologically various example to decide whether the results can be summed up past university students. Nonetheless, research with genuine hostel clients will help to decide qualities they believe are essential and to contrast results and this examination.

**Keyword:** Decision Making, Accommodation Process, Factor Investigation, Factor Affection.

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**Authors:** Zairina Ibrahim, Md Gapar Md Johar, Che Ku Nurul Hasmaria Che Ku Yahaya, Normy Rafida Abdul Rahman

**Paper Title:** The Characteristics of Big Data in Successful of Software Development Life Cycle for Mobile Application

**Abstract:** This paper aims to software development life cycle for big data, software development and mobile application for the new environment of the real world. The big data is a new design in the world for the Internet devices to connected life in new environment. The paper reviews 6Vs such as (Volume, Variety, Velocity, Variability, Veracity and Value) for big data an environment application used in the mobile application for students and instructors in university. In fact, for the digital content is to efficiency and effectively for accessed the contents with anytime and everywhere to capture the speeding and capacity data. Current research on software development on application for students and instructors is limited to readiness and awareness. This research extends the need for empirical findings from system analyst and top management of digital contents for big data approach.

**Keyword:** Big Data, 6 Vs, Software Development Life Cycle, Digital Content.

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**Authors:** Zairina Ibrahim, Normy Rafida Abdul Rahman, Md Gapar Md Johar

**Paper Title:** To Understand the Team Cohesiveness, Teamwork Quality and Team Performance in Employee Performance in University

**Abstract:** The purpose of this research is to seek and identify the impact teamwork has on organizational performance. The research to understand the teamwork quality, team cohesiveness and team performance in employee performance, identify the positive or negative effects of teamwork on employees and to examine the impact of teamwork on organization performance. Therefore, it is to determine how teamwork could effect and improve University employee's performance within the organization. In fact, it is also to understand on how methods like teamwork quality, team cohesiveness, and teamwork performance have could be used to have positive effects in employee overall performance. The research study used correlation techniques in order to analyze the relationship between two variables that was Teamwork and Organization Performance. In many of the journals and article that was collected, there was clear evidence that teamwork and other measures of team performance are positively related with organization performance. The study of the research shown that there was a significant positive impact of teamwork on organizational performance and employee's overall performance.

**Keyword:** Team Cohesiveness, Teamwork Quality, Team Performance, Employee Performance.

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**Authors:** Linayati Lestari, Siti Sarawati Johar

**Paper Title:** The Effect of Brand Personality and Social Media to Voting Behavior of Indonesia Presiden 2014

**Abstract:** The purpose of this study was to analyze the effect of brand personality of Jokowi and social media to voting behaviour of Indonesia president 2014. The methods of this research conducted with quantitative methods. This research uses quantitative method. In this study also built on a review of the theory and results of previous studies. The population of this study are students faculty of social science and political science at Riau Kepulauan university force 2011-2015 users of social media twitter and facebook. Based on sample drawing technique Krejcie and Morgan obtained sample of 165 samples and the scale used is likert. Hypothesis testing is done by using multiple regression with the help of computer software SPSS 19.0. This study looks at the influence of five dimensions of Jokowi brand personality, sincerity, excitement, competence, sophistication, and ruggednes. Furthermore, this study also aims to identify the influence of social media twitter and facebook, and three dimensions of voting behavior that is sociological, psychological, and rational choice. The results of this study show the brand personality Jokowi in general categorized well with the dimension of brand personality the highest score is sincerity. Student voter behavior is generally categorized well with the rational choice dimension that has the highest score. Brand personality has a positive influence on voter behavior. Social media contribute significantly to voting behavior. In other words brand personality and social media together give influence to PP equal to 23.1% while the rest 63.9% voting behavior influenced by other factor which not discussed in this research.

**Keyword:** Brand Personality; Jokowi; President Election; Voting Behavior; Social Media.

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**Paper Title:** Gender in Audit Committee and Financial Reporting Timeliness: The Case of Unique Continental European Model

**Abstract:** The goal of the current research is to identify whether or not the gender of Audit Committee members affects the timeliness of financial reporting. Unlike several studies which have focused on gender in the Board of Directors, the current study more specifically discusses gender in the Audit Committee in a country which adopts a Continental European System. This study employs panel data analysis for 370 observations of 185 Indonesian listed companies in the 2014-2015 period. This research reports that gender of the

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Audit Committee members is still debatable with regards to their role in improving the timeliness of financial reporting. Further, size, independence, expertise, and Audit Committee activities have an insignificant impact on the timeliness of financial reporting.

**Keyword:** Gender in Audit Committee; Financial Reporting Timeliness; Indonesia.

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**Authors:** Nor Hidayah Abd Radzaz, Nina Diana Nawi, Fatin Aliah Phang, Aerma Nurazalina Musa

**Paper Title:** Student Self-Development through Cooperative Problem Based Learning (CPBL)

**Abstract:** Cooperative Problem Based Learning (CPBL) is a highly student-centred approach of learning specifically suited to cater the millennial students. In this study, CPBL was conducted at 12 selected class in Johor secondary schools for the students at the age of 14 years old. Low Carbon Society (LCS) was used as the core theme by integrating STEM subjects where the students were exposed to technology, teamwork, peer-to-peer learning, presentation and critical thinking processes. Three phases of CPBL were executed to shift the teachers and students from highly teacher-centred paradigm to student-centred paradigm. The reflections of the students were collected to analyse the development of the students on their cognitive, psychological and self-development. During the first phase, the students encountered the trauma cycle before they moved to the next phase that developed their cognitive, psychological and self-development. It was found that upon entering the third phase of CPBL, the students have improved self development and skills specifically on interpersonal skills, self-esteem, skills development. The study revealed that through the designated environment learning process of CPBL, the students involved actively in grasping the low carbon concepts. Most importantly, the external motivation and pressure given enabled them to embrace the concept and awareness which ultimately gave significant impact for the student's self development and skills.

**Keyword:** Cooperative Learning, Problem Based-Learning, Self-Development.

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**Authors:** Noor Zainab binti Abdul Razak, Ameen Akeem, Mohd Khairul Affendy bin Ahmad

**Paper Title:** Malaysian Students' Experience and Motivation using Web-Based Activities to Learn English Language Vocabulary

**Abstract:** The place of technology in teaching and learning is established. However, there is the need to consider motivational variables in the use of technology as relating to language learning. This paper thus explored the Malaysian students' experience and motivation using web-based activities in learning English vocabulary. Questionnaire was administered on the selected sample of the pupils and the data were analyzed using simple percentage. Finding revealed that the students had adequate experience using technology and felt motivated using web-based activities in learning vocabulary. These findings show that Malaysian's status in terms of using technology to solve classroom problem. It was this concluded that the use of technology related activities and applications should be encouraged.

**Keyword:** Motivation, Vocabulary, Web-Based Activities

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**Authors:****Ihat Hatimah, Lili Adi Wibowo, Dadang Yunus Lutfiansyah****Paper Title:****Society Empowerment through the Business of Fishbone Chips and Meat Shredded Fish Roaster**

**Abstract:** Society empowerment is required as an effort to create an independent society by putting into actual the potential abilities possessed by society. The society empowerment has become one of the most important policy pillars to overcome poverty. It is also considered as an effective way to overcome the problem since the results last long. The approach has always been suitable to solve sources of poverty issues. Likewise, entrepreneurship also plays an important role for society, especially for the development of regional economy through the initiation of small-middle micro business in order to reduce unemployment level in society. Therefore, society empowerment through entrepreneurship program is required to improve life quality, independence, and prosperity. The method used in this study is descriptive analysis, expected to be able to give explanation of empowerment society through the entrepreneurship program. The findings show that knowledge and skill of society in the Regencies of Indramayu, Cirebon, and Subang are improved after participating in the entrepreneurship program of fishbone chips and shredded fish roaster.

**Keyword:** Entrepreneurship, Society Empowerment, Independence

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**Authors:** Rita Kustari Koesma, Achmad Hufad, Ihat Hatimah, Ace Suryadi, Dadang Yunus Lutfiansyah

**Paper Title:** Determinative Factors of Students' Reading Interest at Community Education Units in Bandung

**Abstract:** This research based on Indonesian Act about National Education System, UU RI No.20 Tahun 2003 article 26 section (4): non-formal education units consist of courses, training organizations, learning communities, community learning centre, majelis taklim, and so forth. The general objective of this research was to observe the factors determining the students' reading interest at community education units in Bandung. Quantitative and qualitative approach or mix method was applied to this research. Qualitative approach was used to describe the empiric condition and the program implementation. The quantitative approach was applied to find out the determinative factors of students' reading interest. The data were collected from observation, interview, questionnaire, and documentation study which were applied to 267 data sources. The result showed that some units have used computer-based system, such as SLIMS, INLIST, OPAC, blog, and website. The implementation of the system increased the numbers of visitor. The determinative factors affecting the reading interest are divided into two, which are internal factor (motivation, interest) and internal factor (jobs, group, environment, and interpersonal relationship). Similar jobs create similar goals, so the learning community is created.

**Keyword:** community education unit, reading interest, determinative factor.

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**Paper Title:** Hypnoparenting Training in Improving Parent’s Ability About Parenting

**Abstract:** Hypnoparenting is an alternative model of parenting aiming directly to the subconsciousness which is the centre of emotion obstacles felt by parents. This research aimed to obtain concrete description of hypnoparenting training, started from the planning, implementation, evaluation, and participant assistance pattern after the training. This research applied qualitative descriptive method. The data were collected through observation, interview and documentation study to six respondents which were participant, committee, parents, and training manager. The result of this research showed that (1) the planning did not conduct fully as it has to. The planning was handled by resource person. (2) Resource person was the key role to the implementation of TANDUR (Tumbuhkan-Growing, Alami - Experiencing, Namai - Naming, Demonstrasikan - Demonstrating, Ulangi - Repeating, Rayakan – Celebrating) model. (3) Evaluation, this training was lack of content and context, and only a participants’ testimony. (4) The assistance after the training was good based on GROW (Goal, Reality, Option, and Will) pattern.

**Keyword:** Training, Hypnoparenting, Parenting

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**Paper Title:** The Impact of Dividend Policy on the Shareholders Value of Listed Firms in the Nigerian Petroleum Marketing Industry

**Abstract:** Dividend policy is directed towards establishing the proportion of current income that should be retained in the firm and the proportion that should be distributed among its shareholders. This study, therefore, assessed the impact of dividend policy on the value of listed firms in the Nigerian petroleum marketing industry. six firms, out of eight that are quoted on the Nigerian Stock Exchange (NSE) were selected as sample for the study. Data were collected from secondary sources. Annual reports and accounts of the selected firms, daily official lists and facts books of the NSE for the period of 2008-2017 form the source of the data. egression was used in analyzing the data. The findings revealed that payment of dividend by petroleum marketing firms in Nigeria positively influence the market price of their shares. Based on these findings, the study concluded that dividend policy of petroleum marketing firms in Nigeria affects the value of the firms. Based on this conclusion, the study recommends that management need to identify the shareholder’s interest in setting up a dividend policy that would balance their needs and retention for recapitalization to maximize value of the firms.

**Keyword:** Dividend, Dividend policy, Investment, Market price, Shareholders value.

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**Paper Title:** Ambidextrous Leadership and Innovative Work Behavior: Mediating Role of Emotional Intelligence

**Abstract:** The purpose of this paper is to study the mediating role of emotional intelligence on the relationship between ambidextrous leadership and innovative work behavior. A total of 130 participants from IT industry of Pakistan filled out the questionnaire. Results revealed that emotional intelligence mediated the relationship between ambidextrous leadership and IWB. The research established that ambidextrous leadership positively influences IWB which includes idea generation as well as idea implementation. Suggestions for future research and practical implications are derived from the results, such as that opening and closing leadership behaviors should be trained to foster IWB.

**Keyword:** Ambidextrous leadership, Emotional intelligence Innovative Work Behavior.

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**Authors:** Mohd Zolkifli Abd Hamid, Mohd Safarin Nordin, Yusri Kamin, Aede Hatib Mustamal

**Paper Title:** Paving Sustainable Development through Generic Green Skills Based on Desk Research

**Abstract:** Generic skills are complementary to technical skills that enable potential employees to secure a place in the job market. A myriad of studies have been conducted on generic skills, and in Malaysia's 'greening' development process, generic green skills have begun to attract many academics and industry players. This paper reviews several articles on generic green skills associated with the green technology industry. Document analysis was conducted to scrutinise initial information extracted from electronic databases viz Google Scholar, ResearchGate, Science Direct, Academia and EBCOHost. The findings showed that endeavours to acquire sustainable development in Malaysia are flourishing and prolific. Government agencies were seen as playing a notable role in strengthening generic green skills among employees in the green technology industry alongside international organisations and regional partners to ensure that development is compatible with maintaining the quality of the environment. In the near future, generic green skills are expected to receive solemn attention from academics and researchers, as well as become key criteria by employers in hiring new employees. Hence, further studies are needed to refine the generic green skills in balancing the development process with environmental sustainability.

**Keyword:** Generic Green Skill, Environmental Sustainability, Education and Training, Green Technology Industry, Green Jobs

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**Authors:** Do Thi Bich Loan, Nguyen Thuy Van, Nguyen Duc Trung

**Paper Title:** Factors Influencing the Career Decision Making Process in Secondary School in Vietnam

**Abstract:** The purpose of this study is to reveal the stages of career decision making process and emphasizes the influencing factors in each period of secondary students at the time of enrollment in Vocational and Technical Education Institutes (VTE). The analysis of documents reveals that career decision making process consists of four stages: (1) needs identification; (2) information search; (3) evaluation of alternatives; and (4) choices. Different factors impact each stage, such as personal interest, expectations & ability (self-motivated, academic performance; self-efficacy); family context (income/finance, geographical location, experiences); Schools' career ready (career counselor's orientation, teacher's recommendation, career aspirations); professional educational system (quality of VTE training and employments; career transition); social - economic (study fees, career prospects, career value; national trend of labor market; and the mass media). This study suggests that the above factors play a crucial role in designing suitable policies and career ready program for secondary students in the Vietnamese context.

**Keyword:** career decision-making, Vietnamese secondary students

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**Authors:** Muhammad Ali Chohan, Suresh Ramakrishnan, Saleh Ahmad Al-Harathi, Shamaila Butt

**Paper Title:** Firm Level Determinants and Dividend Policy in Pakistan

**Abstract:** Dividend policy is a challenge in the field of corporate finance. This paper finds out the important factors of dividend policy of Pakistani listed firms. The current paper aims to examine the impact of firm specific factors of dividend policy in Pakistan. The factors examine in this study are profitability, free cash flow, firm size, liquidity, financial leverage, investment opportunities and corporate tax. The data are collected from annual reports and Pakistan Stock Exchange. To accomplish the objective, financial data from 2000 to 2017 are collected and analyzed to examine the impact of firm level determinants on dividend payout. This paper used pooled ordinary least squares model and fixed effect model. The findings reveal that firm specific factors have significant influence on dividend policy in Pakistan. The profitability of firm and corporate tax has positive influence, whereas firm size and investment opportunities have negative impact on dividend payout. The implication of current research is useful for board of directors and managers to decide the appropriate dividend policy for firm. This study is also helpful for investors about investment decision. This research is a contribution to the existing body of knowledge about the determinants that influence dividend policy of Pakistani listed firms. Future researcher should use the same phenomenon in different emerging economies using the different approach to reduce the dividend puzzle in the field of corporate finance.

**Keyword:** Dividend Payout; Firms Specific; Dividend Puzzle

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**Authors:** Asmaripa Ainy, Misnaniarti, Fatmalina Febry, Dian Safriantini

**Paper Title:** Mother's Knowledge Regarding Local-Based Complementary Feeding for Supporting Healthy Indonesia Program with Family Method

**Abstract:** Undernutrition among children under five years is still the main problem in many developing countries. Healthy Indonesia program has been implemented across Indonesia by the government to improve health status and nutritional status of community through health effort and community empowerment. Growth monitoring of children is one of its indicators. The present study aimed at exploring the mother's knowledge regarding local-based complementary feeding practice for supporting healthy Indonesia program in selected communities at Banyuasin regency in Indonesia. It was a descriptive study with a qualitative approach. Using a semi-structured questionnaire, data was collected and thematic analysis was applied to analysis the data. Twenty four mothers of children aged 6-24 months were interviewed. Four main themes were identified including: (1) child growth, (2) balanced nutrition, (3) picky eating behavior, and (4) local-based complementary feeding recipes. Although willingness to provide a local-based complementary feeding was good among the mothers, this was not always reflected in its practices. This study provides information essential to enhanced health program management and has policy implications for the improvement of nutrition program for children aged 6-24 months in Banyuasin. It is suggested to encourage mothers to practice a healthy complementary feeding made of local foods to children aged 6-24 months.

**146. Keyword:** Knowledge; Mother; Complementary Feeding; Healthy Indonesia Program

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**Authors:** Abdul Mutalib, M.R, Mahmud, M.I, Mohd Affandi H, Irawan, I, Che Rus R

**Paper Title:** Examination of Expert Validation on Developing a Factors Influencing Career Choice Malaysian Vocational College Teachers' Model

**Abstract:** Teaching profession is often seen as a non-rewarding career due to high burden duties that the teachers have to endure. Consequently, many teachers lose interest in teaching, which resulted in a lack of job satisfaction. However, this profession has been chosen due to intrinsic, extrinsic and altruistic motivation. In view of this, there are some factors that are not explored in depth in a teaching career at Vocational Colleges. Therefore, this

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paper intends to develop an instrument on the factors influencing career choice model among Malaysian Vocational College teachers. Using the five experts' consensus through the online questionnaires, Fleiss Kappa (K) is then used to evaluate the level of agreement between the raters. The development of the constructs are based on 114 literature review articles. There are six major key factors found: family influence, socio-cultural influence, individual, situational and spiritual. There are 130 items developed and the overall finding K value is 0.55. Nevertheless, the K value within six major key factors is 0.4 to 0.86. The expert panels agree that this questionnaire might be acceptable with some improvement based on their additional comments in the online form. Based on this validation process, this questionnaire can be used in selecting quality of Malaysian Vocational College teachers or TVET instructors. For the next step, this questionnaire will be conducted on 52 excellent teachers at Malaysian Vocational Colleges to understand in depth the key factors that significantly influence the decision of an individual to enter the vocational teaching profession in Malaysian Vocational Colleges. In future, the findings on this research will expose rich sources on the field of teaching and will be helpful to identify some high-quality TVET teachers in Malaysian Vocational College.

**Keyword:** vocational teachers; career choice; Malaysian Vocational College; validation

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**Authors:** Sheraz Khan, Pardis Moslemzadeh Tehrani

**Paper Title:** Examination of Restriction of Free Speech under International Covenant on Civil and Political Rights (ICCPR) in Reference to Prevention of Electronic Crimes Act 2016, Pakistan

**Abstract:** This study aimed to explore the regime for the restriction of freedom of speech under ICCPR. Besides, it assesses the standards and level of freedom of speech restriction under technology law in Pakistan, PECA-2016. A through document analysis of ICCPR and cyber law depicts that at the standards for freedom of speech is far below then the criteria given in an Article 19(3). Furthermore, it appeals to the policy makers and legislators to bring the restriction of freedom of speech in technology law Pakistan at par with that of ICCPR. Nevertheless, it should be amended or repealed to improve the standards for the freedom of speech in the technology law in Pakistan (PECA-2016).

**Keyword:** Cyber Law; Freedom of Speech; ICCPR; PECA-2016

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**Suyahman**

**Paper Title:**

**Examination of the Character Value of "Padusan Tradition" in Pengging Banyudono District, Boyolali Regency**

**Abstract:** This study aims to describe the character values contained in the "tradition of padusan" in the Pengging bath in Banyudono Subdistrict, Boyolali Regency. This research includes qualitative research with a descriptive approach. The subjects of this study were the perpetrators of "traditional padusan" and street vendors around the Pengging bathing area, the object of the research was; character value and 'padusan tradition'. Data collection methods: observation, interviews and documentation. To find out the validity of the data, data triangulation and methods are used. Data analysis techniques using interactive analysis techniques consisting of 3 stages: data reduction, data display and data verification. The results of the study: based on the observations in the field that researchers did since May 2018 found the following: the padusan tradition is carried out every year, the implementation of padusan tradition 2 days before the fasting month, the padusan starting from children to adults, there is entertainment dangdut music with famous singers, ticket prices rose 100%, many traders around the padusan area in Pengging baths, parking of motorbikes and cars doubled with parking wages increasing by 50%, crowded atmosphere of padusan, discipline in the padusan participants dress modestly and neatly, the padusan participants cannot bring and consume, drugs, alcohol, the participants can choose the available swimming pool there are 4 swimming pool choices, and the padusan participants cannot do rituals. The results of interviews with the Padusan tradition actors were found as follows; the reason for joining the padusan is simply to follow in the footsteps of his friends, siblings and family, the purpose of following padusan to be clean and to practice fasting, follow the padusan looking for entertainment, following the padusan filling his spare time, following the padusan preserving the value of local wisdom, following the preservation customs. Interviews with the expert interpreters and street vendors obtained information that the "Padusan Tradition": bring income, padusan tradition fosters awareness, help help and work together with others, the padusan tradition encourages closeness to God Almighty. The conclusion: that the "padusan tradition" contains many character values including; religious, discipline, mutual cooperation, help.

**Keyword:** Character value and "Padusan Tradition".

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**Mohd Fadzly Wasriep, Denis Lajum**

**Paper Title:**

**21st Century Learning in Primary Science Subject via Flipped Classroom Method: A Teacher's Perspective**

**Abstract:** The flipped classroom is one of the approaches used in 21st-century teaching practices. Contrary in primary education, various works of literature on the flipped classroom approach were studied in the secondary and tertiary education level. Thus, continuing the contribution to the body of knowledge, this preliminary research is done to explore the main themes in conducting a flipped classroom approach to promote 21st-century learning in primary school science. From the selection of a teacher, series of interviews, classroom observations and document reviews were analyzed systematically. The findings reveal three themes in primary science flipped classroom implementations including the affordances, assistance, and challenges. There are various aspects taken into consideration from the teacher and teaching surrounding for the flipped classroom settings to be conducive. The teacher realized that although flipped classroom helped her in many ways yet there are challenges that she needs to resolve. These findings provided a foundation for preliminary direction for the researcher to do further research planning.

**Keyword:** 21st Century learning, flipped classroom, primary education, science education.

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**151. Paper Title:** Methods to Overcome Disciplinary Problems in Southern Johore Giat Mara Center

**Abstract:** One of the primary challenges faced by Skill Training Institutions in Malaysia is finding appropriate cure for disciplinary problems among trainees. Therefore, the objective of this research is to identify disciplinary

problems in Skill Training Institutions, such as Giat MARA Center in the state of Johore and methods implemented by the trainers to address the problems. The research used a qualitative approach based on multiple case studies design. The samples for the study based on purposive sampling were selected trainers who have served 10 years or more. Data were gathered via episodes of in-depth interviews, direct observation during theoretical and practical teaching sessions of trainers and document review of trainees' wrong behaviors. Data were analyzed inductively by applying thematic analysis through open, axial and selective coding. Data showed that trainers implemented various methods such as being considerate, giving advice and motivation through value attributes and religious aspects and punishment method where necessary to address these problems. Further analysis of the findings produced themes that were used to develop several approaches based on religion, humanity and punishment method. The role of religion in moulding the characters and personalities is seen as an important resource with emphasis on programs that educate the soul to be obedient to God. Meanwhile, humanistic approach emphasizes the inculcation of moral values in the life of the trainees while the punishment approach is meant as an educational process to be more responsible for all offenses committed. The approaches can be used to aid trainers in overcoming the disciplinary problems among trainees of Johore Giat MARA Centers, in accordance with the nature of the problems.

**Keyword:** Skill Training Institutions, disciplinary problems, trainers, trainees

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**Authors:** Resista Vikaliana, Yuli Evitha

**Paper Title:** Enhancing Service Quality to Increase Customer Satisfaction: A Phenomenological Method of Low Cost Carrier Airlines Companies in Indonesia

**Abstract:** The air transportation service industry sector is growing rapidly in Indonesia. Various strategies are done by airlines. However, there are also various problems that impact on the decline in quality of service resulting in the decreased customer satisfaction. The research is carried out to know what the problems and challenges faced on service quality (SERVQUAL) in Low Cost Carrier (LCC) Airlines Companies. In-depth interviews were employed in this study, also the questionnaires to triangulate the instruments. The research proved that the Low Cost Carrier (LCC) Airlines Companies still need a lot of improvements for the sake of comfort and safety.

**Keyword:** Service Quality; Customer Satisfaction; Low Cost Carrier (LCC)

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<b>153.</b>	<b>Authors:</b>	<b>Ahmad Nurabadi, Sucipto, Juharyanto, Imam Gunawan</b>
	<b>Paper Title:</b>	<b>The Evaluation of School-Based Management Implementation in the Laboratory School of Universitas Negeri Malang: A Descriptive Examination</b>
	<b>Abstract:</b>	This study aims to describe the results of standardized education management through school-based management implementation at the Laboratory of Universitas Negeri Malang (UM) from several components: (1) curriculum and instruction; (2) student components; (3) educators and staff; (4) finance; (5) facilities and infrastructure; (6) school and community relations; and (7) school environment culture. The research method used a descriptive quantitative approach. The results are the: (1) implementation of curriculum management and instruction were in a very high quality; (2) implementation of management of students were in a very high quality; (3) implementation of management of educators and staffs were in high quality; (4) finance management implementation were in a very high quality; (5) implementation of infrastructure management including were in high quality; (6) implementation of school and community relationship management were in medium quality; and (7) implementation of management of school culture and environment was in high quality.

**Keyword:** school-based management, laboratory school, standardized education

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<b>Authors:</b>	<b>S M Towhidur Rahman, Ahsanul Kabir</b>
<b>Paper Title:</b>	<b>Potential Cluster Regions for Manufacturing Small and Medium Enterprises in Khulna City of Bangladesh: A Spatial Examination</b>

**Abstract:** Industrialization is considered as the main path towards urbanization and economic development. Small and medium enterprises (SMEs) are the major contributor to the industrialization in many countries across the world. Cluster approach has gained extensive acceptance among academics and policy makers as an effective development strategy both for an industry and a region. This study thus aims to identify the potential cluster regions (PCRs) for manufacturing SMEs in Khulna city of Bangladesh since such identification is an important first step for cluster-based development strategy. Locating and mapping key manufacturing SMEs and exploring their spatial pattern are the major objectives of the study. The study concentrates on applying geo-statistical analysis such average nearest neighbour index, kernel density plot and SME distribution mapping using GIS to find the spatial pattern of the industries in the study area. The study depicted a clustered spatial pattern and uneven distribution of the SMEs across different wards of the city.

**Keyword:** Bangladesh, Cluster, Nearest neighbour index, SME, Spatial analysis.

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**Authors:** Shamaila Butt, Suresh Ramakrishnan, Muhammad Ali Chohan, Suresh Kumar Punshi

**Paper Title:** Prediction of Malaysian Exchange Rate Using Microstructure Fundamental and Commodities Prices: A Machine Learning Method

**Abstract:** The key objective of this research is to investigate the short run dynamics of the exchange rate using commodity prices and microstructure market variables for developing economies, Malaysia. The analysis of the literature revealed different school of thought where one claims the strong correlation among the variables while other significantly reject the relationship. There is mixed results that support and reject the accurate forecasting of the exchange rate through different determinants. Therefore, in this study the machine learning approach is applied to perform the extensive experiments and investigate the relationship between the commodity prices, bid-ask spread and exchange rate. Three techniques were selected from the machine learning i.e. artificial neural network, RandomForest and support vector machine. The experimental results revealed that randomforest perform better than SVM and ANN, both in the performance and accuracy. Thus, the exchange rate can be predicted will reasonable accuracy using the commodity prices in the combination of the bid-ask spread. Thus, the policy maker can be utilized these results for strategies development, corporate planning and building investment plan.

**155. Keyword:** Exchange rate; Commodity Price; Bid-Ask spread; RandomForest; Support Vector Machine; Artificial Neural Network.

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**Authors:** Hasnerita, Suyitno Muslim, Atwi Suparman

**Paper Title:** How to Develop a Learning Model with a Spiritual Method to Midwifery Diploma IV Students

**Abstract:** Pregnancy and childbirth are chain reactions that cannot be separated in the lives of normal women. Because they have prepared thoroughly starting from the physical, mind, and motivation and have had the awareness to return to the concept of giving birth naturally and paying attention to all aspects of the human body holistically. The aim of this study is to create a midwifery learning model with a spiritual approach for Midwifery Diploma IV students so that the process for pregnancy and childbirth natural. This research method is a development research known as R & D (Research and Development) developed by Borg and Gall with a qualitative approach. Formative evaluations consisted of expert reviews, one to one, small groups, and field trials. This research was conducted at the Ministry of Health Polytechnic III, the trial respondents were 29 midwifery D IV students in the Seventh Semester. Data was collected through interviews, questionnaires, and field observations. Data analysis using descriptive methods. The results of the study can be concluded that the value of product quality achieved on average starts from individual trials at the level of 4.30 or 86.11%, while the small group trials at the level of 4.34 or 87% and field trials are at the level at 4.45 or 89.14% with the overall average being at 4.37 or 87.42% in the excellent category. The conclusions of the spiritual midwifery learning model have been developed, it has been proven to be able to make students motivated, easy to understand, very interesting to learn because it includes exercises, examples, films and success stories from clients to clarify concepts and bring students to the real world and are easy to apply.

**Keyword:** Research Development, Spiritual Approach, Midwifery Learning Model

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**Authors:** Farina Tazijan, Rofiza Aboo Bakar, Nor Fazlin Mohd Ramli

**Paper Title:** Exploring the Extrinsic and Intrinsic Reading Motivations among Malaysian ESL Undergraduates

**Abstract:** Purpose of Study: Reading for pleasure is scarce among today's undergraduates. It is believed that undergraduates read books because of their grades and reading not for pleasure. Undergraduates distinguish reading as a chore that they must take upon to excel academically. This paper sets out to conduct a preliminary study of reading motivations among Malaysian undergraduates of English as Second Language Learners.

**Methodology:** A survey was carried out among UiTM undergraduates using the Reading Motivation Questionnaire (RMQ) to investigate their reading motivation towards extensive reading narratives.

**Results:** Results revealed that there were 11 elements of reading motivation of the intrinsic and extrinsic motivation dimensions among young adults. Reading efficacy, reading challenge, reading curiosity, reading involvement, the importance of reading, reading work avoidance, competition in reading, recognition for reading. reading for grades and social reasons for reading and compliance were assessed. The results revealed the importance of reading motivation in second language learners

**Implications/Applications:** It is hoped by identifying the relationship of reading motivation will help in fostering a culture of reading among second language young adult readers.

**Keyword:** Reading Motivation, Young Adults' Engagement; Reading Motivation Questionnaire (RMQ), Intrinsic Motivation, Extrinsic Motivation, English As A Second Language.

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**Authors:** Recky H.E.Sendouwa, Apeles L.Lonto, Sam J.R.Saroinsong

**Paper Title:** Entrepreneurship Development Program in the Higher Education in Indonesia

**Abstract:** Since 2012 University of Manado (Unima) collaborates with Humber Business School Canada to develop an applied entrepreneurship education program. This program aims to change the existing entrepreneurship curriculum at University of Manado which has tended to focus on the theory to be more applicative. In addition to changing the curriculum of entrepreneurship courses, a student entrepreneurship center called Unima Humber Entrepreneurship Center (UHEC) is also created that helps entrepreneurial students in extra-curricular form by providing training, seminars and incubation of entrepreneurship, mentoring and coaching clinic, also conducting marketplace or expo. In the period of 2017-2019 Unima received three years grant from Ministry of Research and Higher Education trough Entrepreneurship Development Program. By making use of qualitative approach, this study would like to analyze the impact of the program in the University of Manado. The results showed that more than 900 students applied to be the candidates of the Entrepreneurship Development Program training, 835 students involve in entrepreneurship expos, and 60 form 835 students elected as trainees and they are active in the Entrepreneurship Development training program. Twelve of 60 students now have been released from the business incubator and have been independent business start up. The conclusion of this research is Entrepreneurship Development Program have positive impact in Applied Entrepreneurship Development in Unima.

**Keyword:** Entrepreneurship Development Program; Higher Education, University of Manado, Ministry of Research and Higher Education.

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**Authors:** Shinta Rukmi Budiastuti

<b>Paper Title:</b>	<b>The Imposition of Sanctions that Govern Pancasila for Juvenile Delinquency</b>		
<b>Abstract:</b>	<p>This study aims to look at the imposition of sanctions that govern Pancasila for juvenile delinquency. This study uses a historical approach on the grounds that there are changes and developments in the meaning and purpose of punishment from a view that was originally oriented towards traditional retributive views that saw criminal sanctions as punitive towards a more human or humanist conception of punishment by emphasizing the element of corrective action. crimes, namely children and a comparative juridical approach that is focused on the formulation of alternatives to child criminal sanctions in several KUHPs of foreign countries.</p> <p>The results showed that the strategy of developing sanctions against children who committed crimes had been carried out through the enactment of Law No. 11 of 2012 concerning the Child Criminal Justice System three principles of punishment recognized in UUSPPA, namely the principle of criminal responsibility, the principle of the best interes of the child and the ultimum principle remidium. The three principles of punishment are also the basis of the formation of UUSPPA so that two punitive conditions apply for children in conflict with the law, namely the terms of absolute punishment and the conditions for relative punishment. The imposition of sanctions that affect the Pancasila for children who commit criminal acts in the form of verbal sanctions is considered more humanistic because with children's verbal sanctions avoid negative stigma that can affect the future of the child.</p>		<b>1011-1015</b>
<b>Keyword:</b>	Imposition, Pancasila, Children, Juvenile Delinquency		
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<b>Authors:</b>	<b>Agus Setyo Pranowo, Suryana, Disman</b>		
<b>Paper Title:</b>	<b>The Role of Indonesian Disability Entrepreneurial Empowerment on Product Quality and its Impact on Community Trust</b>		
<b>Abstract:</b>	<p>In Indonesia, people with disabilities continue to increase, based on quotes from www.kemsos.go.id, the highest number of people with disabilities is in West Java Province (50.90%). Of the age group, ages 18-60 years occupy the highest position. The most experienced disabilities were leg defects (21.86%), mental retardation (15.41%) and speech (13.08%). Referring to the results of a study from the UB Disability Study and Service Center 2017, there were 1,835 people with disabilities in the city of Bandung who needed empowerment by both the government and non-governmental organizations. Empowerment is important to increase the self-confidence of persons with disabilities and a shift in social stigma towards disability, public trust plays an important role in building opportunities to work and work for disabilities the same as a non-governmental organization. This study examines how the quality can influence trust with product quality as a moderating variable, the approach used is quantitative, and the method used is descriptive with data collected by observing many subjects at the same point of time, From the populace of 200 consumers taken 67 samples using the Slovin formula, respondents taken were respondents who had bought disability products and were domiciled in Bandung, West Java. This study was tested using PLS Method run by XLSTAT software.</p>		
<b>Keyword:</b>	Disability, Entrepreneur, Product Quality, Trust, Empowerment.		
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**Authors:** K. M. Z Basriwijaya, W. Sumekar, T. Ekowati, D. Sunarti

**Paper Title:** Influence of Physical and Social Factors of Livestock on Duck Farmers' Income and Regional Development: A Case of Rokan Hulu Regency, Riau Indonesia

**Abstract:** Livestock sector plays an important role for regional economy. Physical and social planning is one strategy to spur economic growth, so it must be well planned. The aims for this research were: 1) to study physical and social planning of duck farmers' income; 2) to study development planning. The location of the research was determined purposively because the district was the center of duck farming in Riau. Sampling of 180 farmers was taken using Purposive Sampling. Physical factors consist of population and livestock production while livestock social factors consist of unemployment rate, population of poor people and Human Development Index (HDI). The positive influence of physical and social planning of livestock on the income of duck farmers and regional development was analyzed using path analysis. Based on the results of path analysis, 1. the planning of Human Development Index (HDI), population of poor people, unemployment rate, livestock production and total of duck population have a positive effect on the income of duck farmer 2. Farmer duck income, HDI, population of poor people, unemployment rate, duck production and rate of duck populations have a positive effect on the development of the area in Rokan Hulu. Based on the results of the research, it is recommended that the Rokan Hulu government makes efforts to empower duck farmers in order to increase duck farmer income, to improve the HDI, to reduce population of poor people and unemployed rate, to increase productivity of duck livestock, to absorb labor in the field of duck farming as one indicator of regional development and to make efforts to provide business capital for people's livestock in duck farming.

**Keyword:** physical and social planning, income of duck farmers, duck production, HDI.

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**Paper Title:** Religious Based Responsive Counseling to Improve Students Life Skill

**Abstract:** This research was directed to solve problem on low life skill students, namely : ignorance attitude, dishonest to posent, dishonest in doing assigment from lectuter, and dishonest toward their own attitude. Life skill constitutes personal competent which must be mastered by student to life harmonic in their envirotnment. Students with low life skill can not be a creative and innovative toward their knowledge, attitude and skills. If this problems were not overcame, so it can hider their assignment goal and surely hider nett development. Guidance and conseling in university has a duty to prepare students to life indepently in society, so one at the conseling is which was appired to increase students life skill. Responsife conseling constitutes did conseling for students who hate need or problem urgent help.

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The objectives at this study is increasing low life skill student to high life skill student. The method used to reach the objective is qualitative research ( Guidance and Conseling Action Research ). The subject at research is students teacher training and education faculty, meanwhile interview observation and test were applied to collect data. To get data validity, the reseacher used triangulation, college discussion and memberchecking. More over, interative analysis was used to analysis the data. The results showed that in cycle one and cycle two, religious based responsive conseling improve students life skill.

**Keyword:** Life Skill, Responsive Conseling, Religious Based.

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<b>Paper Title:</b>	<b>Scaffolding Language Development and Learning in Teacher-Student Interactions</b>
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**Abstract:** This paper is a review of empirical research on scaffolded teacher-student interactions in English as a Second Language (ESL) and English as a Foreign language (EFL) classrooms that covers two decades, from 2000 to 2019. Research articles were selected through different databases from Science Direct, Google Scholar, Scopus and Emerald. The review focuses on five key features of the articles, namely temporal distribution, location, research design, learning type scaffolded and level of education in which the studies were conducted. Findings of the review reveal that studies on teacher-student interactions in the ESL and EFL classrooms continue to be relevant. It was also found that scaffolding oral skills development was the most frequent pedagogic target of teacher-student interactions in the ESL and EFL classrooms. The review also revealed that the dominant research design used in these studies was the mixed mode method, with most of the studies conducted at the upper secondary and university levels. The review suggests that teacher-student scaffolded interactions in the ESL/EFL classrooms remain a potential means of helping students develop their English language communicative competence.

**Keyword:** Communicative competence, Language development, Learning, Scaffolding, Teacher-student interactions

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**Paper Title:** Science Teachers' Practice level of Active Teaching in Classrooms

**Abstract:** The study aimed to examine the level of active teaching practices used by science teachers in the classrooms. It sought to examine the potential alteration of these practices in terms of some variables, namely gender, and experience. The population consisted of all teachers of science in the Bani Kenana educational directorate, Jordan. A representative sample of 256 teachers participated in this research work. The study adopted a twenty-seven-item questionnaire for data collection, used the SPSS program for data analysis, and provided valid statistical measures. The results indicated that the degree of employment of active teaching practices by science teachers was somewhat low but also variable depending on the kind of questions raised. They also demonstrated that there were statistically significant differences at the level of ( $\alpha = 0.05$ ) in the degree of employment of active teaching practices due to teachers' gender. However, the results showed that there were no statistically significant differences for the teachers' experience. Henceforth, the study recommended the urgent need of providing teachers with professional development programs for enhancing, helping, and raising teachers' awareness of the utility of active teaching practices.

**Keyword:** Teaching and Learning, Active Teaching Practices, Science Teaching, Science Teachers.

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**Paper Title:** Robust and Secured Image Steganography using Improved LSB and RC4 Cryptography with Preprocessing Operation

**Abstract:** The security of the transmitted data over the internet has become one of the challenges sharing with data communication over computer network. In this paper, a new steganography system is developed using Improved Least Significant Bit (ILSB) with preprocessing operation for concealing data. The system mixes several technological rules to enhance the performance of concealing scheme. The original secret image is divided into several segments then rearranged to even and odd. Rivest Cipher 4 (RC4) algorithm is applied on preprocessed image before concealing it on the cover image using ILSB. The proposed systems are simulated using MATLAB software package. The experimental results show that our suggested method successes of concealing data according to PSNR ratio, correlation and elapsed time. Preprocessing operation provides flexibility and robustness to the overall system. Improved LSB is simple and strong method for concealing images. Finally, the proposed system is very active to hide the gray scale image inside the color image.

**Keyword:** Image Steganography; Cryptography; RC4 Algorithm; Concealing Data; Security of Data Transmission.

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	<b>Paper Title:</b>	<b>Using a Civil (Economic) Judicial Collateral Estoppel as a Means of Self-Defense for Entrepreneurs in Tax Disputes</b>	
166.		<p><b>Abstract:</b> In an environment where governments require more and more money to fulfill social obligations, and the business opportunity to pay taxes is decreasing, there are dangers of pressure from the authorities on business entities to increase payments. Therefore, the current state of relations between enterprises and the state is characterized by an increased level of state intervention in the affairs of enterprises, including control over their activities. This requires the development of protective preventive mechanisms in economic activity, which should be aimed at resolving issues of protecting the rights of business entities in relations with state bodies and preventing violations of these rights. The paper aims to clarify the develop protective preventive mechanisms in economic activity, which will be based on using a civil (economic) judicial collateral estoppel. Tasks of the study: a) determine the strategies, methods and techniques for the use of favorable court practice; b) to prepare recommendations on the use of favorable court practice. The methodic of research is based on the systematization of approaches to the consideration of tax disputes in courts, of ways and methods of effective use of favorable court practice for the implementation of protective preventive mechanisms in economic activity. When doing work studied and summarized Decisions of European Court of Human Rights, 3000 decisions of Ukrainian courts, and the authors' own court practice. The research results – it developed a methodology allowing to provide of effective use of favorable civil (economic) judicial practice for the implementation of protective and preventive mechanisms in the economic activities of taxpayers to prevent and decide tax disputes. The widespread use of these measures by entrepreneurs will ensure the formation of judicial practice in civil (economic) courts, which would confirm the legality of deals and, accordingly, their protection from modification in the interest of greater taxation, which would make it possible to show evidence of such legality of deals in administrative courts.</p> <p><b>Keyword:</b> Administrative Justice; Civil Justice; Collateral Estoppel; Self-Defense; Tax Dispute</p> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Belkin, L.M. (2014). Ensuring Legality in the Activity of Executive Authorities. Administrative and Legal Measure. FOP Breza, Uzhgorod.</li> <li>2. Belkin, M.L. (2012). ‘Simplification of Judicial Preludes as a Means of Protecting the Rights of Taxpayers in Administrative Proceedings’, Administrative law and process, 1, pp. 96-105.</li> <li>3. Decision of European Court of Human Rights (ECHR) in the Case of «"BULVES" AD v. BULGARIA». <a href="http://docs.pravo.ru/document/view/19676037/">http://docs.pravo.ru/document/view/19676037/</a></li> <li>4. Golovan, I.V. (2003). Legal Work and Defense of Entrepreneurs’ Rights. Yuho-Vostok, LTD, Donetsk.</li> <li>5. Makutėnas, V., Krikštonaitienė, D. (2017). ‘Modeling of Tax Optimization Opportunities in Business Enterprises’, Management Theory and Studies for Rural Business and Infrastructure Development, Vol. 39. No. 3, pp. 303–314.</li> <li>6. Nepryakhina, N. (2015). The SFS Continues to Tighten the Nuts of the Business. 21.09.2015. <a href="https://daily.rbc.ua/rus/show/gfs-prodolzhaet-zakruchivat-biznesu-nalogovy-1442863889.html">https://daily.rbc.ua/rus/show/gfs-prodolzhaet-zakruchivat-biznesu-nalogovy-1442863889.html</a></li> <li>7. Sergeev, S.V. (2017). ‘Kontsepsiya Dolzhnoy Osmotritelnosti v Germanskom i Rossiyskom Prave’, Voprosy rossiyskogo i mezhdunarodnogo prava, Tom 7. No 2a, pp. 111-122. <a href="http://publishing-vak.ru/file/archive-law-2017-2/11-sergeev.pdf">http://publishing-vak.ru/file/archive-law-2017-2/11-sergeev.pdf</a></li> <li>8. VAT Gap. <a href="http://europa.eu/rapid/press-release_IP-17-3441_en.htm">http://europa.eu/rapid/press-release_IP-17-3441_en.htm</a></li> </ol>	1053-1057
167.		<p><b>Authors:</b> Nurulwahidah Fauzi, Rubayah Yakob</p> <p><b>Paper Title:</b> <b>The Influence of Demographic and Herbal Characteristics on Purchase Decisions of Zingiberacea Familia: An Exploration in Kota Bharu, Kelantan Societya</b></p> <p><b>Abstract:</b> In Malaysia, for over a decade a product of Zingiberaceae familia especially ginger are coming as one of the famous product in Malaysian market. The study brings out green product from Zingiber Officianale Roscoe (Ginger) among 100 respondents in Kota Bharu, Kelantan with a primary objective to search a response from the customer’s either this product can be presumed to be environmentally safe should be preserved as a medicinal plant and commercialized within and outside the country. In regard to the fact that “Green Marketing” is developed as a products that are presumed to be environmentally safe. The objective of this research was to determine usage profiles and some variables that influence the purchase decision of herbal medicine in Kota Bharu Kelantan, and (2) to evaluate the consumer’s response on the development of Zingiberacea Familia Based Product, either it can be a symbol of herbs that can be lifted as a health and beauty product in the preservation and preservation of Malay culture. Primary data was collected from the survey tabulated within the Kota Bharu society, and secondary data was collected from the available literature sources. The core idea of the finding are a world view is also a two-way bridge: A respondent shows a positive reaction that Zingibearacea Familia product could be be a symbol of herbs that can be lifted as a health and beauty product in the preservation and preservation of Malay culture. On the other hand, only age characteristic showed significant influence on purchase decision of green product from Zingiberacea Familia, on the other hand races, level of education and job sector didn’t show positive influence</p> <p><b>Keyword:</b> Influence, Demographic, Green product, Zingiberacea familia, Kota Bharu.</p> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Belkin, L.M. (2014). Ensuring Legality in the Activity of Executive Authorities. Administrative and Legal Measure. FOP Breza, Uzhgorod.</li> <li>2. Belkin, M.L. (2012). ‘Simplification of Judicial Preludes as a Means of Protecting the Rights of Taxpayers in Administrative Proceedings’, Administrative law and process, 1, pp. 96-105.</li> <li>3. Decision of European Court of Human Rights (ECHR) in the Case of «"BULVES" AD v. BULGARIA». <a href="http://docs.pravo.ru/document/view/19676037/">http://docs.pravo.ru/document/view/19676037/</a></li> <li>4. Golovan, I.V. (2003). Legal Work and Defense of Entrepreneurs’ Rights. Yuho-Vostok, LTD, Donetsk.</li> <li>5. Makutėnas, V., Krikštonaitienė, D. (2017). ‘Modeling of Tax Optimization Opportunities in Business Enterprises’, Management Theory</li> </ol>	1058-1062



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# The Effect of Brand Personality and Social Media to Voting Behavior of Indonesia Presiden 2014

Linayati Lestari, Siti Sarawati Johar

**Abstract:** The purpose of this study was to analyze the effect of brand personality of Jokowi and social media to voting behaviour of Indonesia president 2014. The methods of this research conducted with quantitative methods. This research uses quantitative method. In this study also built on a review of the theory and results of previous studies. The population of this study are students faculty of social science and political science at Riau Kepulauan university force 2011-2015 users of social media twitter and facebook. Based on sample drawing technique Krejcie and Morgan obtained sample of 165 samples and the scale used is likert. Hypothesis testing is done by using multiple regression with the help of computer software SPSS 19.0. This study looks at the influence of five dimensions of Jokowi brand personality, sincerity, excitement, competence, sophistication, and ruggednes. Furthermore, this study also aims to identify the influence of social media twitter and facebook, and three dimensions of voting behavior that is sociological, psychological, and rational choice. The results of this study show the brand personality Jokowi in general categorized well with the dimension of brand personality the highest score is sincerity. Student voter behavior is generally categorized well with the rational choice dimension that has the highest score. Brand personality has a positive influence on voter behavior. Social media contribute significantly to voting behavior. In other words brand personality and social media together give influence to PP equal to 23.1% while the rest 63.9% voting behavior influenced by other factor which not discussed in this research.

**Index Terms:** Brand Personality; Jokowi; President Election; Voting Behavior; Social Media.

## I. INTRODUCTION

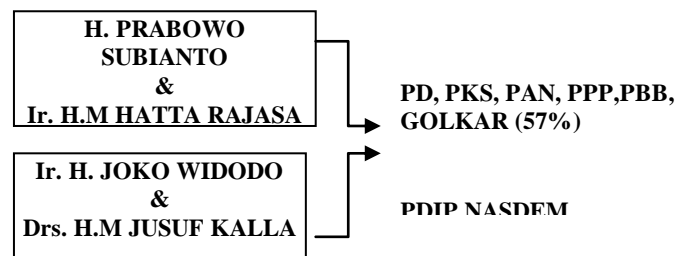
Brand Personality plays an important role in the glory of a brand. It causes customers to share the brand personality and develop a strong relationship with the brand (Doyle, 1990). A brand personality should be formed to be durable and consistent. In addition, brand personality must have different criteria from other brands in meeting consumer demands (Kumar et al., 2006). Implementation of direct democracy is also manifested in presidential and vice presidential elections

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At 2014 presidential election, the participants are composed of presidential candidates and vice presidents who will compete for voters vote of Indonesian society. The two pairs of candidates are Prabowo-Hatta candidates and candidate Jokowi-Kalla. The following are two (2) presidential and vice presidential candidates of Prabowo-Hatta and Jokowi-Kalla along with their supporting parties on the following chart:



**Fig. 1:** Candidate of President 2014

**Source:** Processed results from the documentation study 2015

Based on figure mentioned above, each pair of candidates supported by a combination of political parties, the pair of sequences 1 (one) Prabowo-Hatta supported by Democratic Party (PD), Justice Party (PKS), Party Development Unity (PPP), Party of Work Party (Golkar), Amanat Nasional Party (PAN), and Party Stars Party (PBB). While the pair of 2 (two) Jokowi-Kalla supported by a coalition of Indonesian Democratic Party of Struggle (PDIP), the National Democratic Party (Nasdem) and the National Awakening Party (PKB).

Media in the concept of contemporary political communication is used to distinguish political products in political parties and candidates (McNair, 2011). This concept is different from the traditional political communication process, because in contemporary political communication there is a communication process with information exchange system, ideology, value system, norm and culture in open society (Firmanzah, 2008). Post-reform era, with the political democratization of the openness of opinion along with free, transparent and open political competition, is a new trend that is almost certainly its presence in the world of political communication (Firmanzah, 2008). The relationship between social media and the behavior of a lottery according to the



authors is that in the era of the Internet age like today, the figure of novice voters (students) is a layer of Indonesian society most in touch with communication technology and Internet based information.

Why do investigators choose Joko Widodo character who is often called Jokowi? This is because the character Jokowi known to many people and may be said to be on the rise. Not only that, Jokowi has some uniqueness. The uniqueness is not only on the style berpakaianya, his leadership style, but also the style of speech. Jokowi speech style is very thick with the local language, the Java language. Jokowi also has a special vocabulary or called by the term that I rapopo. Jokowi is also an ordinary human being. Of course Jokowi also has shortcomings or weaknesses in the aspect kebahasaannya.

The study's facts show that Joko Widodo-Jusuf Kalla's elektabilitas (Jokowi-JK) is higher than Prabowo Subianto-Hatta Rajasa. Seven of the nine study institutions concluded Jokowi-JK would be the winner of the presidential election on July 9th. Only two investigating agencies took prabowo-Hatta. The seven reviewing agencies that favor Jokowi-JK are Populi Center, Soegeng Sarjadi School of Government, Alvara Research, Cyrus Network, Survey Circle Indonesia (LSI), Pol-Tracking, and Indo Barometer. The one who favored Prabowo-Hatta was "only" the National Litigation Institute (LSN) and the United Data Center (GDP).

### A. Objective Research

The objective of this study is the specific objective of why this study is to be carried out and the overall journey in this study is solely based on and attributed to these specific objectives. In this study, I will examine how the impression of the influence of brand personality and social media on the voters behavior of gamblers on the 2014 general election, the following are among the objectives of this study :

1. To examine Jokowi brand personality's significant impression on voter behavior.
2. To examine the significant influence of Jokowi's brand personality on social media.
3. To examine the significant influence of social media on voter behavior.
4. To determine the significant influence of social media as a moderating variable on the relation between Jokowi's brand personality and voter behavior.

## II. THEORITICAL REVIEW

### A. Brand Personality

Brand personality refers to the purpose of communication with respect to attributes inherent in a product as well as a perceptual profile received by consumers regarding a specific brand (James F. Engel, 1994). Consumers can give their perceptions of the brand's own personality, if the brand is in the process of brand communication and its products, or simply interpreted as a consumer's perception of a brand. Meanwhile, Aaker's brand personality is defined as a set of human characteristics associated with the brand. For

example, characteristics such as gender, socioeconomic class, human personality traits such as highly sentimental or attentive (warmth).

Brand personality is the element that makes the brand come alive by giving human characteristics that make it more accessible and touchable. The main reason why customers imagine every brand has a personality is as part of the process of building and demonstrating their self-concept, whether it is the actual concept of their current self, as well as the ideal concept for themselves later. The concept of self is defined as the overall feeling and assumption of an individual when viewing themselves as an object. For example is Mercedes has a giving personality sophistication and exciting, while Nike has a rugged personality, and the personality of IBM is known as one of the most competent. Brand personality is one of the important factors forming a brand image and belonging to an attribute that is not related to the product. Where the characteristics of this type of attribute is not directly affect the product performance, but greatly affect the purchasing process for consumers (Kevin L. Keller, 1998). Based on its function that can be one of the amplifying factors for consumers in deciding the purchase, then brand personality is an important factor to be utilized by the company to get more attention and loyalty from consumers.

Another brand personality definition is according to Azoulay and Kapferer. According to them, brand personality is a set of human personality traits that can be applied to the brand and also relevant to the brand (A. Azoulay and J. Kapferer, 2007). This notion seeks to straighten Aaker's research on the concept of brand personality, especially since Aaker's research is thought to be highly sensitive to intercultural differences, and focuses on the major issues in describing the properties of brand interconnection with humans (consumers), focusing only on the nature of reactions positive. In other words, Aaker's concept only focuses on the positive features of the brand personality traits that appeal to marketers, and put aside the negative attributes associated with the brand given by consumers. Azoulay and Kapferer also say that Aaker's brand personality definition includes unrelated aspects of brand identity, measuring the dimensions of product performance, and some things that seem less rooted in the definition of the term 'personality'. The exposure of the 'competence', 'feminine', and 'upper-class' indicators illustrates the intellectual, gender and social class.

### B. Social Media

Social media is an online medium, with its users easily participating, sharing and creating content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and Wikis are the most common form of social media used by people around the world. According to Antony Mayfield of iCrossing, social media is about becoming a human being. Ordinary people who share ideas, collaborate and collaborate to create creations, think, argue, find people who can be good friends, find a partner and build a community. In

essence, using social media makes us as ourselves. In addition to the speed of information that can be accessed in seconds, being yourself in social media is the reason why social media is growing rapidly. No exception, a desire for self-actualization and the need to create personal branding.

New web technologies make it easy for everyone to create and most importantly disseminate their own content. Posts on Blogs, tweets, or videos on YouTube can be reproduced and viewed by millions of people for free. Advertisers do not have to pay a lot of money to publishers or distributors to place their ads. Now advertisers can create their own content that is interesting and seen by many people (Zarella, 2010: 2). According to Andreas Kaplan and Michael Haenlein defining social media as a group of internet-based applications built on the foundation of Web 2.0 ideology and technology, and enabling the creation and exchange of user-generated content. Web 2.0 became the basic platform of social media. Social media comes in many different forms, including social networks, internet forums, weblogs, social blogs, micro blogging, wikis, podcasts, rajahs, videos, ratings and social bookmarking (Kaplan and Haenlein, 2010; Weber, 2009).

Karjaluo (2008: 2) reveals that the term social media mengRajahkan a media so that users can easily participate and contribute in the media. A common characteristic of every social media is the openness of dialogue between users. Social media can be changed by time and rearranged by the creator, or within certain sites, can be changed by a community. In addition social media also provides and forms a new way of communicating. As is known, before the emergence and popularity of social media, most people communicate by way of sms or phone calls via mobile phones. But now with social media, people tend to communicate through chat services or messaging through services available on social media.

### C. Voting Behavior

Voting behavior is the behavior of a person in determining the choice that feels most liked or most suitable. In general the theory of choosing behavior is categorized into two camps namely; The Colombian School and the Michigan School within Fadillah. The Colombian school emphasizes sociological factors in shaping people's behavior in choosing elections. This model sees the community as a group entity that is vertical from the bottom to the top. Adherents of this approach believe that societies are structured by basic social norms based on sociological groupings such as religion, class (social status), occupation, age, gender are considered to have a decisive role in shaping voting behavior. Therefore, the choice preference for a political party is a product of the social characteristics of the individual concerned (Gaffar, 1992).

## III. METHODOLOGY/MATERIALS

### A. The Research Design

Testing requirements analysis in this study using statistical tests with path analysis techniques, thus the next

step is a normality test that is useful to determine the data that has been collected normal distribution or not and linearity test aims to determine whether two variables have a relationship linear or not significantly. Test requirements are used to draw a conclusion from the results of research in the field consisting of several variables, including the variables Brand Personality, Social Media and Voter Behavior.

### B. Population and Sample

Sample samples are reserved to follow Sample Determination Schedule (Krejcie and Morgan, 1970). The possibility of corrective sampling is 5% because the sample size formula by Krejcie and Morgan (1970) is awakened using a 95% confidence interval by 0.05. After getting the names of the subjects in the population, the subject names have been randomly compiled. For selection of study respondents, a selection process has been carried out with the following formula:  $290/165 = 1.75757576$ . The number  $n = 1.75757576$  needs to be rounded to the nearest two digits. The  $n = 2$  numbers termed are named as duplicates. Saving respondents were selected as inventory if the actual number of respondents did not return home question, did not cooperate but may have been outside the region during the period of study. So the investigator has been overwhelming with the addition of 175 questions about the probing to ramp up as many as 300 respondents ie 169 people are the respondents of origin and their baskets is to take the possibility of the existence of a question that is not returned.

### C. Data Collecting Methods

The data collecting that di in this research is field research that use observation and questionnaire which had prepared before.

### D. Data Analysis Method

The method that is used in data analysis of this research is multipleregression analysis. Regression analysis used to find out how big that the independent variable impact to dependence variable . Because the method requires the scale measurement of the data at least is the interval data, leter before do the analysis the linear regression analysis requires to do by improve the ordinal scale to the interval scale. The data processing conducted by aid of the SPSS 19.0 program.

**Table 1** : Instrument of Brand Personality, Social Media, and Voting Behavior

Variable	Instrument	Subscale	Items
Brand Personality	Sincerity	Down to earth, family oriented, honest, sincere, real, wholesome, cheerful, friendly	8
	Excitement	Daring, trendy, spirited, young, unique, up to date, independent	7
	Competence	Reliable, hard working, intelligent, succesfull, leader, confident	6

Social Media	Sophistication	Upper class, glamorous, good looking, feminine, smooth	5	Religion	2016	22	13.0	
		Ruggedness	Masculine, western, tough, rugged		4	Islam	142	84
	Facebook		Frequency of access, add facebook of Jokowi, see Jokowi ads, choose Jokowi		8	Kristen	22	13
		Twitter	Frequency of access, add, twitter ads make it easy for voters, see Jokowi ads on twitter		7	Protestan	4	2.4
	Sociological		Age, Gender, Religion, Occupation, Family Background, Income, Religion, Ethnicity		7	Katholik	1	0.6
		Voting Behavior	Psychology		7	Hindu	0	0
	Rational Choice		Vision of candidate's mission, Party identification, issue orientation, candidate orientation		7	Budha	36	21.3
			Government performance, Party Performance		3	Jawa	66	39.1
	<b>JUMLAH</b>				<b>62</b>	Melayu	14	8.3
						Padang	20	11.8
				Batak	2	1.2		
				Bali	6	3.6		
				Bugis	1	0.6		
				Manado	4	2.4		
				Sunda	2	1.2		
				Nias	2	1.2		
				Flores	9	5.3		
				Ambon	2	1.2		
				Palembang	4	2.4		
				Jambi	1	0.6		
				Buton	2	1.2		

#### IV. RESULTS AND FINDINGS

Table 2: Demographics of respondents

	Item	Frekuensi	%
Gender	Man	79	46.7
	Women	90	53.3
Age	17-24	145	85.8
	25-31	18	10.7
	32-40	4	2.4
	>40	2	1.2
Marital Status	Single	152	89.9
	Married	17	10.1
Work	Entrepreneur	29	17.2
	TNI / Polri	0	0
	Royal Hand	4	2.4
	Farmers	1	0.6
	Merchants	0	0
	Teachers / Lecturers	9	5.3
	Private Section	24	14.2
	Does not work	65	35.8
	Etc	37	21.9
	Not yet working	79	46.7
Income	Below 1 Million	6	3.6
	Between 1-3 Million	61	36.1
	Between 3-5 Million	19	11.2
	Above 5 Million	4	2.4
Force	2011	6	3.6
	2012	5	3.0
	2013	20	11.8
	2014	72	42.6
	2015	44	26.0

Utilization of brand concepts in political campaigns has become a real phenomenon to be implemented in order to answer the challenges that exist at this time. A brand approach that is a further form of political marketing should be seen as a two-step communication process that directly affects consumers but also indirectly through media mediation (O'Saughnessy, 2001: 1050). Brand concept is used to differentiate with political entities or existing political leaders.

Media has an important role in the process of democratization Because of its ability to convey information, educate, provide a platform for public political discourse, including facilitating the formation of public opinion, providing publicity to government and political institutions, as well as a channel for advocacy of political viewpoints. When this function is ideally met by the media, it will create a public space and ultimately democracy in the real sense (McNair, 1995: 18-20).

As a political brand, political leaders have an identity that must be conveyed to voters. Brand that is able to interact with voters is a brand that will succeed in the election (Nakanishi, 1974: 42). For that brand political leaders must get support from various parties, including the media in order to win votes.

Based on the description of data analysis results that have been processed with SPSS and testing the research hypothesis that has been done, it can be explained as follows: First, relationship brand personality of Jokowi to voting behavior after hypothesis testing individually gives result that there is significant relation to voting behavior variable. In this case the contribution of brand personality of Jokowi variable to productive behavior is 0.143. In other words the value of 14.3% is due to changes in brand personality of Jokowi. The sum of 83.7% is a relation of other variables not studied in the structural model.

**Model Summary<sup>b</sup>**

Model	R	Adjusted R Square	Std. Error of the Estimate
1	,379 <sup>a</sup>	,143	,138

a. Predictors: (Constant), Brand Personality  
b. Dependent Variable: Voting Behavior

Second, the relation between social media to voting behavior also gives positive result, meaning that there is significant correlation to voting behavior variable. The contribution of social media in this magnitude to productive behavior is 0.180. In other words the value of voting behavior 18% is caused by changes in social media. The remaining 82% is the relationship of other variables.

**Model Summary<sup>b</sup>**

Model	R	Adjusted R Square	Std. Error of the Estimate
1	,424 <sup>a</sup>	,180	,175

a. Predictors: (Constant), Social Media  
b. Dependent Variable: Voting Behavior

Third, Jokowi relation brand personality and social media twitter and facebook after hypothesis testing simultaneously give result that there is positive relation to voting behavior. Coefficient of brand personalitu of Jokowi line (X1) and social media (X2) to voting behavior (Y) equal to  $\rho_{Yx1} = 0.480$ . With the coefficient of determination value of 0.231 and the residual coefficient of  $\rho_{Y\epsilon} = \sqrt{1 - 0.231} = 0.877$ . Thus the sub-structure does not change. Where brand personality of Jokowi and social media contribute jointly to the voting behavior of 23, 1%.

In addition, other findings, if studied more deeply the amount of Social Media contribution contributes quite large when compared with Brand Personality. Therefore, with these findings, it is suggested that Social Media should receive considerable attention. Thus Voters Behavior can be well controlled. From the regression model shown the output as follows:

**Coefficients<sup>a</sup>**

Model	B	Coefficients		t	Sig.
		Unstandardized Coefficients	Standardized Coefficients		
		Std. Error	Beta		
1 (Constant)	11,044	2,434		4,53	,000
BP	,117	,035	,248	3,32	,001
SM	,178	,041	,323	4,33	,000

a. Dependent Variable: Voting Behavior

**V. CONCLUSION**

Voting behavior will increase if brand personality increases and social media also increases. From the regression equation above can be explained further as follows:

1. The value of the constant of the above equation is 11.044. The figure indicates the level of voting behavior when the brand personality and social

media levels are ignored.

2. Brand personality variable has a coefficient value of 0.178, the positive coefficient value shows a positive relationship brand personality to voting behavior, it means that if there is an increase in brand personality, voting behavior will increase by 0.178 pengalinya, assuming other independent variables are considered constant
3. The social media variable has a coefficient value of 0.178, the positive coefficient value indicates a positive relationship of social media to voting behavior, it means that if there is an increase in social media, voting behavior will increase by 0.178 pengalinya, assuming other independent variables are considered constant.

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