Le Dian Hotel Serang , 27 April 2019

BOOK OF ABSTRACT
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ICISER

The 2nd International Conference On Issues in Social and Education Research (ICISER) 2019

FORPIMPAS
FORUM PIMPINAN PASCASARJANA
PERGURUAN TINGGI NEGRI SE INDONESIA **BKS PTN BARAT**

PREFACE

The 2th International Conference on Issues in Social and Education Research (ICISER) is a forum to disseminate knowledge and develop research collaborations among researchers, scholars, professionals and practitioners interested in social and education sciences. The aims of the conference are: (1) to share and discuss theoretical and practical knowledge about innovation in education, management, accounting, social, and political sciences and (2) to give chances for all academicians and professionals with cross-disciplinary interests to bridge the knowledge gap.

ICISER 2019 Education covering higher education, learning and instruction, applied linguistics, mathematics education, science education, special education, professional & vocational education, non-formal education, environmental education.

Social sciences covering communication & media studies, cultural studies, international relations, law & political science, public administration, sociology and well-being, urban studies, economics, and business & management.

The scope of research results have been presented and discussed in this symposium Western region postgraduate forum, The 2nd ICISER 2019 features 6 invited talks and 150 contributed oral presentations, which come from 5 different countries: Japan, Australia, Malaysia, Turkey, and Indonesia. All papers have been reviewed after they are presented in this event. Selected papers will be published in this Atlantis Press Proceedings Conference Series.

Finally, I would like to express my sincere appreciation to all of authors for their valuable contributions and also to the members of the committee for their excellent works in preparing and finalizing this document.

Serang, 25 April 2019

Chairman of ICISER 2019

Assoc. Prof. Dr. Sjaifuddin., University of Sultan Ageng Tirtayasa, Indonesia

CONFERENCE PROGRAM AND PRESENTATION SCHEDULE

08.00	08.30	Registration and Morning Snack
08.30	08.50	Opening Ceremony
08.50	12.00	• **Keynote 1**: Prof. Dr. Bunyamin Maftuh, M.Pd., M.A. • **Keynote 2**: Prof. Carol Reid • **Keynote 3**: Bambang Sumintono, Ph.D. • **Keynote 4**: Prof. Dr. H. Sholeh Hidayat, M.Pd. • **Keynote 5**: Prof. Dr. Eng. Khairurrijal, M.Si. • **Keynote 6**: Prof. Dr. Robert Sibarani, M.S.
12.00	13.00	Lunch Break
13.00	15.00	Parallel Session 1

		Room 1	Room 2	Room 3	Room 4
		ABS-21	ABS-42	ABS-37	ABS-14
		ABS-12	ABS-53	ABS-19	ABS-9
		ABS-11	ABS-54	ABS-84	ABS-43
		ABS-15	ABS-78	ABS-13	ABS-16
		ABS-4	ABS-71		ABS-23
		ABS-40			ABS-51

15.00	15.30	Coffee Break
15.30	17.30	Parallel Session 2

		Room 1	Room 2	Room 3	Room 4
		ABS-33			ABS-79
		ABS-30			ABS-66
		ABS-27			ABS-39
		ABS-67			ABS-31
					ABS-35
					ABS-41

[ABS-1]

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2) University of Bina Bangsa

Abstract

This research aims to develop worksheets in understanding in topic function of inequality. This topic is not a new topic for the students of the first level, but still found the students who do not yet understand the topic very well. Based on the results of the correction of the answers and interviews found that the students did not understand the interpretation of graphically a function which is being solved and less advanced in manipulating algebraic there did not find the solution. Based on the findings then design the worksheets aided geogebra for smartphones to improve understanding of the students on the topic of inequality. A worksheet consists of two parts that help students build their own understanding about the shape of the graph of an equation and the solution either graphically or procedural algebra. To view the worksheets do the eligibility validation by experts and test the practicality to students. The result of the revision is then distributed to 10 students. Students spend 60 minutes to complete. They are finding a solution of the problem which is given with the help of geogebra for smartphones, with the first completed in the graph and find the specified point in the diagram cartesius. Next they settle with algebraic manipulation as a form of confirmation of the above answers are obtained. After completing the worksheet as a whole, seen that students can complete these issues graphically well.

Keywords: Worksheet, Geogebra for Smartphone, Understanding

Topic: Mathematics Education

[ABS-2]
Construction of Sympathy on Crowdfunding through Social Media (Case Study of @adamfabumi Instagram Account)

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Abstract

This study focuses on crowdfunding carried out by @adamfabumi Instagram account that has been able to move the community to be willing to donate a portion of their income for Adam Fabumi, who at the time was suffering from a rare disease and was in need of an expensive breathing apparatus. This descriptive qualitative research explains how sympathy is constructed by fundraisers in a crowdfunding that is practiced and published through Instagram account, as a social media, based on Peter L. Bergers Social Construction of Reality Theory. Primary data in this study are compiled through interviews, and for the secondary data are documentations compiled from the Internet. The criteria for informants in this study are 1) having an Instagram account, 2) a follower of @adamfabumi, 3) donors, 4) derived from millennials. The results of this study show how in the process of constructing the sympathy, individuals conduct a personal analysis to validate the content on @adamfabumi Instagram account, and the results of the verification encouraged individuals to make donations. The study also shows that social media plays an important role in creating intersubjective reality, that is able to facilitate a broad audience in a short time to participate in crowdfunding.

Keywords: Instagram, Social Media, Crowdfunding, Social Construction of Reality, Sympathy

Topic: Social Sciences

[ABS-4]
Social Control Mechanism of Dayak Tribe Agents in Families with Early-Age Marriage

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Abstract

The education system that has not been evenly distributed in Indonesia causes a disparity in knowledge between urban and rural communities. Youth in the village still have a minimal understanding of marriage as a process of forming social structures. Labeling "perawan tua " to unmarried women over the age of 20 in the village community is also the cause of early marriage in Central Kalimantan Dayak tribes are listed as one of the provinces with the highest rate of marriage in Indonesia. The purpose of this study was to analyze the forms of social control of adat institutions against early marriage in Central Kalimantan using qualitative methods with the phenomenology approach in Garantung Village, Maliku District, Pulang Pisau Regency, Central Kalimantan Province. Technique of data retrieval is done by observation, in-depth interviews, and documentation study. Validation of data is done by the triangulation technique. The results of this study indicate that there is a social control mechanism through the customary Dayak provisions called Kawin Hisek with 3 stages, namely the pre-marriage stage including Bisik Kukrik, Kahumbang Auh (exploratory), Mamanggul (wooing), Maja Misek or Kajan Bawi (engagement), and the stage of marriage include the Penganten Haguet/ Mandai and Haluang, and the post-marriage stage. This study provides a direction of renewal in the study of social control in society.

Keywords: Social Control, Dayak tribe, Family, Culture, Early-age Marriage.

Topic: Social Sciences

[ABS-6]
The Impact of E-Learning Implementation for Technical Competency Development of Civil Servants: The Case Study of Management of Training (Mot) in Indonesia

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Abstract

Law Number 5 of 2014 concerning Civil Services (ASN) and Government Regulation Number 11 of 2017 concerning Management of Civil Servants (PNS) are the bases for ASN to enhance three (3) competencies, Managerial Competency, Technical Competency and Socio-Cultural Competency. Based on this, civil servants have the right to develop their competencies at least 20 hours/year. Furthermore, the Industrial Revolution 4.0 has demanded the use of information technology as a tool for developing the ASN competency. The National Institute of Public Administration (NIPA) stipulates the Regulation Number 8 of 2018 concerning Guidelines for the Implementation of Competency Development of Civil Servants through E-Learning. Management of Training (MOT) as one of the training in NIPA, combines e-learning training with classical training that is called blended learning. This paper discusses the evaluation of the implementation of blended learning model of MOT in 2018. This study used a descriptive qualitative approach through literature study and focused group discussions to uncover the problems. The result showed that MOT training increased the knowledge, skills and attitudes of participants concerning the management of training. This study also elaborates a number of obstacles and hindrances regarding the implementation of training, such as networks, time and participants mindset. In conclusion, MOT blended learning was effective for learning purposes only on cognitive aspects. And to achieve learning goals that covered the affective and psychomotor aspects could be effectively achieved through classical training. Therefore, the participants still need social interaction not only between the facilitator and participants but also within participants.

Keywords: e-learning, evaluation, Management of Training, competency development, Blended learning

Topic: Learning and Instruction

[ABS-9]
Factors Affecting Bloggers Brand Loyalty toward UGC Platfrom

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Abstract

The competition of the UGC platform in Indonesia makes companies maintain their business by increasing and retaining blogger loyalists. Strong brand loyalty is believed to be able to make consumers to repurchase and resist switching to another brand. The bloggers loyalty is supposed to be effected by many factors, such as brand awareness, perceived quality, and brand associations. The purpose of this paper is to empirically investigate the factors affecting bloggers brand loyalty by examining bloggers perceptions and loyalty toward blog platform Kompasiana.com. This paper proposes research method using online questionnaire survey targeting 196 bloggers who write in Kompasiana.com and analyzed using descriptive, correlation and multiple regression analysis that will recognize the correlation between its factors. The results of this study will show whether brand awareness, perceived quality, and brand associations are factors that influence bloggers loyalty to Kompasiana.com. The results can also be recommended to companies to formulate strategies to increase their brand equity in order to compete for business sustainability, especially blogger market in Indonesia.

Keywords: brand loyalty, brand awareness, perceived quality, brand association, blogger

Topic: Communication and Media Studies

[ABS-10]
Ethnopedagogy Study: Development of the Baduy Community Indigenous School Model

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Abstract

The Baduy indigenous school model is a research and development project. This activity consists of three phases: (1) In the field, precisely in the Baduy region which is ethnographically a modeling site in preliminary research, (2) Development of the Baduy indigenous school model, (3) Implementation and publication. This study aims to develop an indigenous school model that is used as a reference for implementing indigenous school education. The idea that this education program has been initiated by CLC Kencana Ungu since 2009 through equality education, but has not been institutionalized by custom. This legalization is important, not only in terms of fulfilling constitutional rights, but more than that in terms of the values given by indigenous schools to shape the future of education and the opportunity to live in their own way. The method used in this study is a method of field education studies. The method of studying field education, does not stop at institutionalization, it must be forever understood as a dynamic part of life, so it is necessary to continue learning in education in the real field. The results of the ethnopedagogic study show the relationship between educators and students through learning experiences presented in thematic analysis.

Keywords: indigenous school; teaching experience; learning experience; ethnopedagogic

Topic: Non-Formal Education

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[ABS-11]
How Netizen Perceived Javanese Local Wisdom; A Netnography Study to Culture Perception

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Abstract

Twitter creates opportunities for researcher to get to know a person thoughts and idea through digital data. It is a perfect place to studying on how users perceive a culture. In this study, researchers felt the urgency to examine how users capture Javanese culture and represent it in social media because researchers are Javanese. Netnography has been applied to various study regarding virtual communities phenomena. This method approached as qualitative by studying on 412 post on Twitter that captured in terms of Javanese wisdoms. These tweets are captured from two years period, from March 2017 to February 2019. The result will present different types of netizens perception on which Javanese local wisdom that most acknowledge or used by user, also to understand their habit for using the terms in which conditions or circumstances. The result can be recommended as preliminary research to understand how people perceived and use Javanese local wisdoms on social media, which can be a basis for social research about Javanese identity and characteristics. Academically, the result can be used to design a research to deeply understanding about modern Javanese culture or the result can be also practically suggested for communication programs that targeting Javanese people.

Keywords: Culture Studies; Netnography; Digital Communication; Javanese Local Wisdom; Social Media

Topic: Social Sciences

[ABS-12]
The Behavior of River Utilization in Production Activity of Sasirangan Businessme

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Abstract

The aim of this study is to analyze the behavior of river utilization in production activity by Sasirangan businessmen in Banjarmasin. This study uses case study approach with few Sasirangans factory owners as the subject. Data collected through observation and in depth interview and analyze with descriptive technique. The result show that few businessmen placed their production activities close to the river for retrenchment reason. They can cut some production cost by using the water from the river to rinse the fabrics after coloring process finished. This activity causing river pollution because the waste from the coloring substance that using chemical materials dropped into the river without filtering process. They choose the chemical materials because the cost is cheaper and it will affected to their business profit. This activity is continuously occurring among them. Even they aware about the negative effects for the river environment but they keep to do it for cost efficiencys reason. There is no legal punishment from local government to protect the river sustainability that can push them to stop this adverse activity so it still practiced by the businessmen of Sasirangan fabric in Banjarmasin.

Keywords: River, Sasirangan Production, Sustainability

Topic: Economics, and Business & Management

[ABS-13]
Local Character in Integrative Learning for Elementary School

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Abstract

The character is the most important education in shaping the personality of students through school learning activities. Forming student characters through learning activities by integrating character values into learning includes integrating local character values. Learning that integrates character values needs to be continuously developed with various efforts, one of which is by developing scientific works. This study aims to uncover integrative learning that contains character values that support student character formation. The method used is participatory qualitative by using exposes facto data and triangulation using interview techniques. The research subjects were 49 students in public and private elementary schools in the city of Bandung. They are between 9 years and 10 years old and are in grade 5. The instrument used is a list of local character values and triangulation through interviews. The results of this study indicate that: (1) the skills of students who have values of local characters vary based on their family background and environment. (2) most students still have low knowledge of the insights of local characters. (3) knowledge about local characters obtained by students through integrated learning with local character education. This study concludes that elementary school students with an age of 9 to 10 years in the city of Bandung sound local character skills that are still low.

Keywords: integrative learning, local character, and value character.

Topic: Education

[ABS-14]
Political Behavior of Voters in the Legislative Elections in Indonesia

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Abstract

Figures for turnout in the general election of legisltif year 2014 in the city of long beach shows nothing about 76.02%. There is nothing this turnout figure is highest close to the county or city in the province of South Kalimantan. Turnout in the legislative elections this represent the political behavior of voters in determining his political considerations the behavior of voters in legislative elections the year 2014 in the city of long beach is composed of three types, namely the type of voter behavior is rational, the traditional voter behavior type and the type of behavior voters skeptical. each type of voter behavior has its own base in accordance with their characteristics. then the voter behavior is influenced by several factors, namely the education factor, factor is experience and emotional factors. Suggestions in this study the need for an increase in voter behavior is rational and emotional political behavior reduction

Keywords: political behavior, voters, legislative elections

Topic: Law & Political Science

[ABS-15]
Attitude and Vitality of Pakpak Dairi Language

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Abstract

In the context of language in Indonesia, especially in North Sumatra, which is multilingual, multiethnic, and multicultural, with the intensity of contact between one ethnic and the other is quite high, linguistic competition is inevitable. Moreover, if the competition is related to the development and progress of Indonesian and English which is so fast and comprehensive in almost every group of society, it is predicted that the symptoms of regional language shift are inevitable, including the Pakpak Dairi language. This is evident not only from the reduced interest of the younger generation in learning regional languages as their regional identity but also the increasing number of parents from one ethnic family to choose to use Indonesian as their main communication tool at home. This indicates that the realm of local language use in the household is slowly being displaced by Indonesian, which means that it has triggered language urgency or even language shift. Speaker of Pakpak Dairi language is a speaker who is bilingual and multicultural. The vitality of Pakpak Dairi language has a positive correlation with the language attitude of the speakers. Research on the vitality of a language is closely related to the study of language shifts, language attitude and choice of language of the speakers. Language extinction will occur if a group of language users shifts to a new language totally, so the previous language is no longer used. Extinction or language shifts vary from one language to another. The ability to deal with pressure from outside and from within the language determines the level of threat and extinction of the language. This study wants to 'uncover' the language attitude and vitality of the Pakpak Dairi language in North Sumatra by looking for causes and reasons those include the purpose of ethnolinguistic vitality; factors those contribute to language urgency because they compete with Indonesian and other regional languages.

Keywords: language attitude, language vitality and ethnolinguistic

Topic: Linguistics

[ABS-16]
Content Analysis of Electronic Word of Mouth (eWOM) messsages on University Website in Term of Higher Education Marketing

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Abstract

Industry 4.0 has produced technologies that include cyber systems, Internet of things (IoT), and Internet of services (IoS). The internet creates connectivity for both individuals and organizations. Communication through the Internet leads to a continuous interaction and information exchange not only between humans (Customer to Customer), humans and machines (Customer to Machine), but also between the machines themselves (Machine to Machine). Electronic Word of Mouth (eWOM) is opinion and information about products and brands that are communicated through electronic media. eWOM is seen as any positive or negative statement made by potential consumers, current consumers, or former consumers about their organization and products on the Internet. This study will analyze the content of eWOM messages on the website of the Private University in Jakarta. This study uses a quantitative methodology with a descriptive method with a single variable, the contents of eWOM messages. The sample in this study was drawn using non-probability sampling with a purposive sampling technique. Population data is the number of universities located in DKI Jakarta collected from the Higher Education Data Base of the Ministry of Research, Technology and Higher Education. The samples of this research are the universities that has been used eWOM on their website front page as one of their marketing strategies. The technique of data analysis is descriptive statistics. The results of this study aim to map the message contents used through eWOM on University website in term of higher education marketing.

Keywords: industry 4.0, electronic word of mouth, content analysis, higher education marketing

Topic: Higher Education

[ABS-17]
Masculine Women Construction in Disney (Brave & Moana) Films

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Abstract

The film is a product of mass media that elevates the cultural and social values in society. Women in social construction are always portrayed feminine, as in Disney animated films. However, since the early 2010s, Disney animated films shift their image of women. Women in Disney used to be portrayed in a subordinated, dependent and passive position have now turned into an independent, capable, active and not necessarily need men, such as Brave and Moana. The concept of Gender and Media in this study aims to see how the media constructs women. The theory used is Sigmund Freud identification theory which discusses how to construct and establish gender subjectivity and map gender with Mulvey Gender Concept. This is qualitative research with Chris Mertz semiotics to show signs in films and Charles Sanders Piere semiotics in interpreting data. The paradigm in this study is constructivist, to explain how meaning is being formed. The results of this study construct women to be the main characters in the films Brave (Merida) and Moana (Moana) which lead to masculine characteristics. Like being strong, independent, active, rational, intelligent and not always related to romance. Suggestions from this study are expected to be a reference for gender studies and provide awareness about being women in this era.

Keywords: literacy, gender, masculine, semiotics, qualitative

Topic: Social Sciences

[ABS-18]
Sintax Design of Rereongan Ngahuma - Based Coopertive Learning Model in Indigenous Communities Baduy Outside

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Abstract

The behavioristic learning flow defines where knowledge must be built or influenced by social and cultural developments. (Brooks & Brooks, 1993),further (Jenkins, 2000, p. 601), thus constructivism views learning as a change in behavior as a result of interactions between stimulus and response. Cooperative Learning is one of the best choices for all students, creating dynamic communication between students with different competencies and abilities (Ghaith, 2003) .This approach is believed to be able to improve student learning outcomes, improve social behavior, and affective maturity (Tsai, 1998). This study aims to produce design (syntax and Component) Cooperative Learning based learning on the baduy indigenous people outside The research method for designing the model consists of three stages theoritical study, exploration and design.The results of the study show that compatible model prototypes are applied and the syntax of informal learning-based learning models on indigenous peoples Baduy outside consists of stages (1) Opening (Habar Rereongan) (2) Pikukuh Rereongan (3) Gawe rereongan (4) Ice Breaking (entertainment rereongan) (5) Nagawadang Rereongan (6)Panen Rereongan.

Keywords: Syntax, Cooperative learning, Rereongan ngahuma, outer baduy

Topic: Non-formal Education

[ABS-19]
Caring about HIV/AIDS through Intense Advocacy, Communication Information and Education to Community

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Abstract

Human behavior affects pandemic HIV/AIDS transmission thereby preventive measure should be taken by considering behavioral factor. This research aimed to analyze the effectiveness of advocacy, and Information Education and Communication or IEC strategy in HIV/AIDS prevention in Surakarta Indonesia. This explorative study was conducted on Health Service, Surakarta AIDS Commission, NGOs caring about AIDS and people caring about AIDS selected using purposive sampling technique. Data was collected through participatory observation, in-depth interview, and documentation, validated using source triangulation, and analyzed using an interactive model of analysis with Parsons Functional Structural theory. Government, NGOs, and people caring about AIDS conducted HIV/AIDS transmission prevention comprehensively to mitigate individual and social effects, and to minimize HIV/AIDS stigmatization. Advocacy and IEC Team is established at all area levels and communities. Advocacy was conducted systematically using persuasive communication to related parties concerning anything related to HIV/AIDS prevention program to get policy and budget supports. This was followed-up with mass, group, and interpersonal IEC operational activities concerning HIV/AIDS knowledge, HIV/AIDS prevention to reduce vulnerability and to respect dignity and prestige of PLWHA. Advocacy and IEC of HIV/AIDS prevention should be conducted intensively by stakeholders, with supporting budget, facilities, method, and time.

Keywords: Advocacy, Information Education and Communication , HIV/AIDS prevention

Topic: Sociology and Well-Being

[ABS-20]
Communication Strategy on Womens Political Leadership in Indonesia

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Abstract

Twenty years have passed since Indonesia first entered the period of reformation and womens political rights are still being fought and advocated throughout acts of various policies and official movements, such as law ratification on womens political freedom, due to the relatively low rate of womens interest in todays political form. This kind of initiative aims to remove barriers that hold women from participating in political institution, especially as leaders. The lacking number of female leaders in Indonesia has successfully portrayed politics as a male-dominated world. Using a discourse analysis and descriptive approach, this paper places strong emphasis on the rationale behind this phenomenon based on gender-related findings, literatures, and documentations from the Internet. The results of this study show that social construction of gender plays a significant part in this case and suggest an integrated application of strategical communication plan is firmly required to improve womens leadership quality and prevent women from being marginalised and muted. The study also finds that womens participation and leadership has the potential to contribute betterment to and balance the existing political system in Indonesia.

Keywords: Politics, Leadership, Participation, Women, Gender, Communication, Indonesia

Topic: Law & Political Science

[ABS-21]
Sticky Floor: A Literature Study

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Abstract

The phenomenon of women on workforce has become a common thing to be discussed in this era. It can be seen that the number of women in the workforce has been continues to increase. Nevertheless, the numbers of women in top hierarchy are still very rare. This condition might be caused by sticky floor phenomenon - invisible barrier that cause womens careers to be hampered. This study presents antecedents of sticky floor phenomenon. This study used a book and 40 journals of sticky floor that discusses the phenomenon. An extensive literature review was carried out to finding and gets a conclusion about the factors that hinder a woman's career. Managerial implication and opportunity for further research were discussed.

Keywords: Sticky Floor, Career advancement, Career obstacles, Women Career, Gender

Topic: Social Sciences

[ABS-22]
The Pretty Boy : A Semiotic Study of Gender Construction of Feminine Male in IT IS SKIN 2PM YouTube Advertisement

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Abstract

Advertisement is created by companies as a way to promote their products or services. It delivers people messages that may influence them to use certain products or to behave in a certain way. IT IS SKIN 2PM advertisement which has been broadcasted on YouTube since 2011 is chosen as the object of the research because the male advertisement model act like a female which cannot be accepted to the social construction. Men in social construction are portrayed masculine, but IT IS SKIN 2PM advertisement shifts their masculine image to feminine. The methodology which has been used in this study is Descriptive qualitative with semiotic analysis based on Goffmans theory of gender analysis. The result shows that IT IS SKIN 2PM advertisement contains hidden message about feminine male that pursue facial beauty to the same extent as female does. This study is expected to be a reference for semiotic and gender study, especially in advertising and to create awareness of the significance of having critical view on some of advertisements and not being easily affected by what is explicitly presented in the advertisements.

Keywords: Gender, feminine male, Gender identity disorder, Semiotic, Advertisement.

Topic: Social Sciences

[ABS-23]
Utilization of Digital Marketing Communication Channels in Service Sector MSMES Owned by Millennial

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Abstract

The purpose of this study is to gain a deep understanding of how the implementation of digital marketing communication channels in service sector MSMEs owned by millennials. The research method used is case study with in-depth interview with millennial service sector MSME owner. This study reveals that the important thing for service sector MSMEs in using digital marketing communications is delivering information about the company and its offerings to its customers. Accordingly, there are several digital marketing communication channels that are relevant for but there are other communication channels that are not used. In addition, there are other factors in the use of digital marketing communication channels such as resources and knowledge. The results of this study provides insights in enriching the concept of digital marketing communication in terms of its application by millennial owners in the service sector MSMEs. However, this research is limited and it needs research and investigation in the future such as quantitative studies where MSMEs from various sectors can participate.

Keywords: digital marketing communications, digital marketing channels, MSME, service sector, millennials

Topic: Social Science

[ABS-24]
The regulation (UU ITE/cyber law) Socialization and Implementation model by Kemkominfo to Mitigate Negative Content on Social Media

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Abstract

The aims of this research are to understand the forms and model of socialization held by Ministry of Communications and Informatics (KemKominfo) and to understand the implementation of regulation (Electronic Information and Transaction Law - UU ITE) especially to regulate any actions that are prohibited regarding internet usage. The role of the KemKominfo through socialization is to provide digital education and literacy to users of social media, while the implementation of regulations means that the government becomes an apparatus that carries out internet filtering and law enforcement actions against social media users who are proven to spread negative content (despite still there are many hoaxes and hatespeeches spreaded among the social media). Using CMC theory, Knowledge Management Model and Public Policy theory, the method used in this research is a case study with qualitative approach, and the purpose is about to find out how the socialization model in the context of implementing regulations made by the government in mitigate negative content in social media. It is found that digital literacy and public socialization is more suitable for holistic long-term needs while the implementation of regulations (top down) combined with serious law enforcement is still needed to anticipate the implications caused by the use of information technology. This research recommend that government should put more effort at digital literacy and socialization to further raise the awareness of self regulation among social media as bottom up communication.

Keywords: Socialization; implementation; regulation; digital literacy;social media; hoaxes

Topic: Law and Political Science

[ABS-25]
Communication Pattern of Womens Participation through Facebook Walls in the Presidential Election of the Republic of Indonesia in 2019

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Abstract

Presidential Election in Indonesia is the practice of Indonesian democracy that become interesting to be discussed among the public. Especially for women. The development of New Media with social media has become channel for women to convey their messages as a collaboration of womens interests and womens language in political context. The research objective is to obtain a pattern of women in participatory communication through the use of Facebook in the Presidential Election of the Republic of Indonesia in 2019. This research used Participatory Communication theory in the concept of Democracy. This is a descriptive qualitative research with constructivism paradigm and the method of Netnography, which is an ethnographic approach virtually or through the internet. In this study the data was collected through interviews and observing womens message content on Facebook walls; women who uploading their messages regarding presidential candidates on Facebook in the form of direct uploads, re-uploading of other peoples posts (repost), or comments in both verbal and nonverbal forms. While the subjects in this study are academic women, women of legislative candidates, and nonacademics women who were not legislative candidates from September 2018 to January 2019. The results of the research are; first, volunteer women from both academics and nonacademics (housewives) who become practical political actors with marketer patterns; and second, for candidates in the legislature who are women, they are political actors who make Facebook as a channel for them to campaign themselves and introduce their brand to the community with the aim of increasing peoples choice for them.

Keywords: Communication Patterns, Participatory Communication, Netnography, Campaign, Facebook, Democracy, Presidential Election

Topic: Cultural Studies

[ABS-26]
Mother Terapeutic Communication Patterns with Green Theraphy inOvercoming the Case of Gawai Addiction

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Abstract

The use of devices in children causes many negative effects including affecting growth and behavior change in children, namely excessive use of devices or addicted behavior. This study aims to determine the therapeutic communication pattern of mothers in overcoming child addictions. Using the theory of interpersonal communication, theory of Coordinated Management of Meaning, therapeutic communication, and Green Therapy. This research is using constructivist's paradigm with case study method. The researcher conducted observations and in-depth interviews with six informants, five mothers who were dealing with children that addicted to devices and one psychiatrist. The results showed that the addiction of devices in children occurred from the mother's intention to introduce the device to the child. Green therapy is one of many therapy that is used to overcome this addiction. It is a combination of Eco psychology, namely the relationship between humans and nature, and psychotherapy that focuses on helping individuals to understand and create meaning from emotional and psychological difficulties. From the five informants, there were three therapeutic communication patterns applied by mothers to children. The first one is animal assistance interventions, which is spending time with animals with the participation of mothers in them. Secondly is therapy with physical activities. The media used are swimming pools and playgrounds. And the last pattern is increasing social involvement in education sector, for example like school. These various communication patterns aim to help children learn new and positive behaviors that will reduce existing problems that is the addiction for devices (behavior using devices).

Keywords: device, therapy, behavior, addiction, child

Topic: Cultural Studies

[ABS-27]
Build Personal Branding Trough Social Media

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Abstract

Today, social media has an important role in the world of marketing. Social media is also not only used to market a product of goods and services by a company, but social media is also used by individuals to market themselves or build personal branding. Where currently many people from ordinary circles to professional circles such as political figures, political officials, political speakers, government officials, celebrities and various other professions have had the awareness to form their own personal branding using social media with various purposes, like building relationships with the audience to create an emotional bond with them. In building personal branding, someone needs communication to tell the public about him, about who he is, his ambitions, and his personal brand. Such communication can be well conveyed through social media because scattered information can multiply in the presence of interactions between networks which only require little cost. Ucita Pohan is a public figure who currently works as a radio announcer for Cosmopolitan FM and MC. Ucita Pohan began to become widely known to the public and did a lot of cooperation with various companies or brands since he used Instagram social media. Therefore, through this research researchers are interested in studying more deeply about Ucita Pohans career success in forming personal branding through Instagram social media. The researcher used personal branding criteria developed by Rampersad to analyze the formation of personal branding carried out through Instagram social media.

Keywords: Social Media, Communication, Personal Branding

Topic: Cultural Studies

[ABS-28]
Framing Action Against Politicians Media Women in Ahead of Elections 2019 Kompas.com Transmissions in Indonesia

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Abstract

Political news in the media are in favors more for male politicians rather than female politicians. This study aims to determine to know how the media frame the action of female politician in Pre-Election 2019 in Indonesia from kompas.com. The theory used is, Female Political Culture, Political Communication and Women Political Action, Representation and Media Coverage of Female Politicians, New Media Theory and Hierarchy in media influence theory. This study used constructivist paradigm, with qualitative method, and framing analysis, Robert N. Entman. The analysis consist of three samples from kompas.com political news of Female Politicians Action in July to December 2018. The result is quantity of female politician news in kompas.com are based on patriarchal ideology. News theme and visual support are more multi-perspective, not women themed only. Capabilities of female politicians in the news and in the political field, as to answer the problems of the news. Headlines directly describe the content of the news. Sentences that are used is simple, clear, without the addition of feminize women. Moral values, and solutions are provided by interviewees, revealing the fact that political women also have a good ability in seeing standpoint of a problem. This indicates female politicians keep following the updates of the latest technology and media, also be sensitive to the problems that occurred. Recommendations from previous study tells that media sees female politicians as the second choice, and prefer male politicians. News text analysis and its theme, tends to accentuate the feminism side of Female politicians.

Keywords: Media, politics, women politicians, framing, Entman, text, news, elections, 2019, kompas.com

Topic: Cultural Studies

[ABS-29]
Media Relations on National Social Security Institution: Case Study on Role of BPJS Ketenagakerjaan Public Relations toward The Implementation of Media Relations

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Abstract

The media has an important role in everyday life. It is not only as an information link, but it can also be the sign of good reputation of an organization or institution. A proper publication will bear good impact for organization and vice versa. Therefore, it is important to have a good relations with the media which can help the institutions to get a safe reputation. The research aims to understand the role of Public Relations BPJS Ketenagakerjaan toward the implementation of media relations. The researcher used a qualitative approach, while the research method is a case study. Data collection was obtained by interviews, observation, and other documents needed. The result showed that BPJS Ketenagakerjaan Public Relations has implemented all four roles of public relations, namely prescriber expert, communication facilitator, problem solving facilitator, and communication technician, thus supporting the establishment of good relations with the media.

Keywords: Public Relations, Roles of Public Relations, Media Relations, BPJS Ketenagakerjaan, case study

Topic: Law and Political Sciences

[ABS-30]
The Impact of Using Google Translate in the Heutagogy Education Era on the General English Course at Serang Raya University

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Abstract

This study explains the impact of using Google Translate in the heutagogy education era on the general English course at UNSERA. This research uses qualitative research methods, through documentation, observation and interviews. The results showed that the lack of confidence and ability of students to general English made them look for short ways to complete lecture assignment by using the translation engine Google Translate. Google translate is chosen because in addition to being easy to apply and the sentence structure it produces also approaches accuracy. That makes students fully believe in google translate to complete lecture assignments. In fact, the translator will only translate what they wrote without correcting the words. So, the results obtained are exactly what they wrote. Because of the ease of the translation process through the internet, students are reluctant to bring dictionaries and rely more on their mobile phones. This makes its own space in the process of increasing capacity in students and will become a habit that is difficult to avoid.

Keywords: Heutagogy education, Education 4.0, google translate

Topic: Higher Education

[ABS-31]
The Perception of Brand Association and Brand Image Celebrity Endorser in E-commerce Company: Case Study of Blackpink to Shopee users

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Abstract

When companies market their products, they usually use celebrity as a endorser. Their fame can attract attention from public. The credibility of celebrity is associated with the company and their image generally. One of e-commerce company, Shopee, become relatable to BlackPink as their endorser in their consumers mind. The purpose of this research is to seek how the perception of consumer of Shopee toward brand association and brand image which are owned from their endorser. Then, the research method used a qualitative approach by doing in-depth interviews with three Shopee users with different criteria. The results of this study will show differences in the perception of brand association and brand image inherent in Blackpink as a celebrity endorser Shopee in their users mind. Hereafter, the results can be used for marketers to find out the brand image of a celebrity in the minds of audiences so that it will produce brand association as desired by marketers in the minds of its target audience.

Keywords: perception, brand association, brand image, celebrity endorser, e-commerce

Topic: Social Sciences

[ABS-32]
Analysis the Use of Gamification towards Consumer Engagement and Consumer Loyalty on E-Commerce in Indonesia (Study on Shopee International Indonesia)

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Abstract

Today's Indonesian society cannot be separated from the internet, this can be seen from the increase in internet usage in Indonesia with a total active users of 150 million users. This habit also has an impact on increasing the society to do online shopping. Increased public interest in online-based shopping also influenced the increasing number of online shopping service providers in Indonesia. Therefore, every e-commerce needs to prepare the precise marketing strategy to be able to compete. One of the marketing strategies that can be applied is to use the game element on the e-commerce platform. The research aims to analyze the effect of gamification on customer engagement and customer loyalty toward e-commerce in Indonesia using the theory of cybernetics communication and the theory of media dependency. The research is a quantitative approach using path analysis on 400 Shopee Quiz users which was determined by purposive sampling method. The findings of this research will show whether gamification is a factor that influence consumer engagement and consumer loyalty to user of Shopee Indonesia.

Keywords: Gamification, E-commerce, Marketing, Communication, Consumer Engagement, Consumer Loyalty

Topic: Social Sciences

[ABS-33]
Values of Local Wisdom Contained in Bue-bue Song (Swinging) in Angkola Mandailing Ethnic As A Means of Forming National Character

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Abstract

The process of lulling the baby in Angkola Mandailing ethnic is called mambue (swinging). Mambue can be done by holding and holding the baby and can also be put it in the cradle. Mambue baby is one of the ethnic traditions of Angkola Mandailing and one of the national cultural enrichers. The research is aimed at describing the values of bue-bue (swinging) in Angkola Mandailing Ethnic as a means of forming national character. The research was conducted by using qualitative research based on Roland Barthes semiotics in the field Anthropolinguistics. In this study, the parameters used for studying the language are (1) interconnection, (2) valuability, and (3) continuity. The location research is South Tapanuli Regency. The research findings show that bue-bue song swinging in Angkola Mandailing Ethnic is full of values, norms, and local culture as ancestral heritage which serves to organize people lives. The local wisdom contained in the song of the mother when mambue to the Angkola Mandailing community is (1) the affection (2) serve parents, (3) serve religion and religion and the nation (4) worship and be religious, and (5) education. It is concluded that bue-bue song swinging in Angkola Mandailing Ethnic is full of values, norms, and local culture as ancestral heritage which serves to organize people lives. The suggestion to be proposed the parents of the Angola Mandailing ethnic are expected to preserve the local culture membue their children.

Keywords: Local Wisdom, Bue-bue Song, lulling, holding and holding, ancestral heritage

Topic: Cultural Studies

[ABS-34]
Interpersonal Communication through Dating Online: A Phenomenological Approach to Adult Women in a Romantic Relationship

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Abstract

The development of the internet is unconsciously changing society in various ways. Internet users in Indonesia in January 2019 reached 150 million. The presence of technological and internet innovation facilitates aspects of human life, so that people have a high dependence on information technology. One aspect that is affected is the aspect of communication. Communication is easier to do with internet technology. The survey says that Indonesians are classified as active in getting acquainted through the internet. With this convenience, a romantic relationship can be made through the internet. Today's partner search can be done through digital media. Currently various online dating applications can easily be downloaded on a smartphone, or by visiting the website. Online dating applications as a medium to communicate via internet that are used by both men and women in adulthood. The article will focus on adult female users, where more mature women have a negative assumption if they don't have a partner in adulthood. This article aims to describe the meaning construction of romantic relationships through the experience of adult women in the phenomenon of online dating which is currently developing in the society. In this study the researchers used descriptive qualitative methods with phenomenological approaches through literature studies and interviews. It is interesting to discuss that romantic relationships through online dating have a special meaning for adult women.

Keywords: Dating online, dating apps, communication, adult women, phenomenology

Topic: Social Sciences

[ABS-35]
Emoji as a Mediating Variable between Consumer Engagements on SNS with Positive Affect, Brand Attachment, and Purchase Intention

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Abstract

Emoji is a language that emerge from computer-mediated communication patterns as a representation of nonverbal cues that can be found in interpersonal and business contexts. The purpose of this paper is to know the roles and functions of emoji, especially on SNS (Social Networking Service), as a language that is often used in communication between brands and consumers. This paper explores the role of emoji in advertising as a mediating variable between consumer engagement with positive affect, brand attachment, and purchase intention. This is a conceptual paper, compiled based on relevant literature to investigate possibilities related to emoji. This paper promotes a phenomena that appear simple but have an impact on everyday life, based on the studies conducted by Das, Wiener, and Kareklas (2019) as well as Arya, Sethi, and Verma (2018). It is found that emoji can be used to direct attention, express emotions, and are considered a positive, creative and innovative way of communicating. It is expected that this paper will provide additional information related to the design and strategy of marketing communication. For organizations or brands, this paper is expected to provide an overview of the potential of emoji to enrich communication with consumers.

Keywords: emoji, consumer engagement, positive affect, brand attachment, purchase intention

Topic: Economics, and Business & Management

[ABS-36]
Implementation Maslow Theory of Need to Improve Employees Performance

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Abstract

Maslow theory of need explained the fundamental of people motivation. These motivation is important to build their performance. Many of today is organization provide lower tier of Maslow theory of need to motivate their employees. This study aimed to evaluate the implementation of Maslow theory of need to stimulate employees performance level. This study evaluate whether the higher tier of Maslow theory would also improve their performance level. The data were collected through self-administered questionnaires. A number of 120 employees across department of Nielsen Company Indonesia participated in this study. The sample were generated through simple random sampling using employees data base from the company. Multiple linear regression were employed to evaluate the relationship between motivation and their performance. Our findings showed that each of higher tier of Maslow theory of need significantly stimulate the employees performance level. The most significant motivation to stimulate performance is social needs. This study conclude that while it is true that each tier of Maslow theory of need can stimulate employees performance, the highest effect to stimulate performance is social needs. The effect was steadily diminishing for higher tier of need. Therefore, in order to stimulate employees performance, a company or organization have to provide their needs, especially their social needs.

Keywords: Theory of Need, Motivation, Performance, Managerial Decision

Topic: Social Sciences

[ABS-37]
Elementary School Students Entrepreneurship

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Abstract

Entrepreneurship is very important for being developed in Indonesia because it can reduce unemployment rate and encourage people to innovate and think creatively. Entrepreneurship should be developed since early childhood to provide basic experience and habituate the students to innovate and develop creativity in entrepreneuring. This study aimed to identify entrepreneurial activities that can be developed for elementary school students. The method used in this study was descriptive qualitative. The data were collected through interviews and observations. Interviews were conducted with the principals and the teachers, while observations were conducted during the activities carried out by the students and the teachers. The results of this study showed that there were several entrepreneurial activities involving students, namely: 1) making simple planting, 2) honesty cooperative, 3) handicraft production activity during SBK lesson, this activity includes making any brooch, flower vase, wall decoration, and origami made from environmentally friendly materials. 4) market day activities. Entrepreneurial activities at SDN 01 Nangsri Kebakkramat involve the students during entrepreneuring development process. These activities are in accordance with the characteristics of students in providing initial experience and provision in entrepreneurship, especially for elementary school students. However, it is necessary to develop entrepreneurship collaborating with the school milieu.

Keywords: Entrepreneurship, Elementary School, Elementary School Students.

Topic: Social Sciences

[ABS-38]
Impacts of Go-Jek Executives Statement of Support for Lesbian, Gay, Bisexual, Transgender (LGBT) Community towards Corporate Reputation

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Abstract

The study focuses on a statement from Go-Jek executive supporting the lesbian, gay, bisexual, transgender (LGBT) community in Indonesia that has induced an outburst of pros and cons from Go-Jek users on social media. This descriptive qualitative research explains how the statement from Go-Jeks Vice President of Operations and Business Development, Brata Santoso, was perceived by the companys stakeholders and how it has affected the companys reputability and accountability in the eye of its users. One of the impacts primarily at hand was the mass uninstalling of the Go-Jek app from their phones in protest of what they perceived as Go-Jeks approval of homosexuality. Primary data in this study is compiled through in-depth interviews with Go-Jek users, and secondary data are news articles and documentation compiled from the internet. The criteria for informants in this study are 1) active users of Go-Jek application, 2) followers of Brata Santosos social media account, 3) derived from millenials. The results of this research explores the impacts from the users perspective, showing how perception of a company is shaped and altered through actions of its employees, based on Henri Tajfels and John Turners Social Identity Theory. The study also indicates the influence of executive-level personal branding in shaping corporate reputation, that is able to earn or lose the trust of its stakeholders.

Keywords: corporate reputation; social identity; LGBT; Go-Jek; Indonesia

Topic: Social Sciences

[ABS-39]
Freedom of Expression in Utilization on Social Media Youtube in Indonesia (Study of Multimodality on Youtube Channel: SPACE)

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Abstract

Media Digitalization forms a new a new culture in obtaining information. Digital media now has functions as the main channel which become a lifestyle in accessing information. One of the digital media channel which currently used massively by audiences in Indonesia is Youtube. Youtube is one of social media 3.0 that offers both content creators and consumers content without limiting freedom of expression. This freedom of expression can be enjoyed by Youtube consumers in Indonesia because there is no regulation from the Indonesian government regarding freedom of expression on social media channel. That makes researcher have interest to researching about one of the freedom of expression content on the Youtube channel: Space. The research method is qualitative, with the using of Multimodality studies with primary data in the form of video content. The results of the research show that there are semiotic aspects that are displayed through signified and signifier which showed by content users that indicate the freedom of expression.

Keywords: Freedom of Expression; Digital Media; Youtube

Topic: Social Sciences

[ABS-40]
Developing Teaching Materials of Literary Theory Based on Archipelago Manuscript Avoiding Students Despicable Deeds

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Abstract

The article deals with developing teaching materials of Literary Theory course based on archipelago manuscript for students of Bahasa Indonesia Study Program-UMN Al Washliyah. The research aims at developing teaching materials for avoiding the students from despicable deeds. The research was conducted by using research and development design. The research started with preliminary studies to know the design of Literary Theory learning used by the study program. Research findings show that teaching materials developed has been accordance to the needs of students, elements of language have fulfilled the element of readability, the purpose of presentation has fulfilled the element of clarity, and the graph uses the specified font. The results of the trial show that there are different learning outcomes before and after treatment. Students respond that they are enthusiastic in following the learning process. Based on the research findings, the conclusions are drawn (1) the design of developing teaching materials has been fulfilled the criteria decided and (2) the students are enthusiastic in following the learning process. Based on the conclusions, the suggestions are proposed (1) in developing the teaching materials the lecturers should be involved and (2) other researcher can do the new research to see the related things.

Keywords: Teaching Materials, Literary Theory, Archipelago Manuscripts, Despicable

Topic: Education

[ABS-41]
The Influence of Instagram Ads and Consumer Lifestyle on Purchase Decisions, By Mediation Buying Interest in Online Shopping Grocery

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Abstract

Grocery shopping has been regarded as stressful an as a chore that most peoples engage it daily. But consumer uptake on the online grocery service has been slower than anticipated. There were some aspects and factors that need to be looked into by the online grocer in order for them to take the opportunity of the undeserved online grocery shopping. One of them is through by advertising in Instagram and sees the consumer lifestyles. This paper aims to analyze the influence of Instagram advertising and consumer lifestyle toward purchasing decision in online shopping grocery mediation by buying interest. Focusing on the role of advertising Instagram and lifestyle in enhancing consumer purchasing behavior, the research was set in the context of online grocery shopping. The respondents consisted of working women with higher online purchase behavior and active in Instagram in Jakarta area, Indonesia. A quantitative cross sectional survey method was adopted, with path analysis to analyze the collected data. The findings of this study revealed that Instagram advertising and lifestyle were positively and significantly related to consumer purchasing decision. The online grocers can use the findings of this study to understand and take the opportunity of this interesting online market.

Keywords: Online Grocery shooping, Instagram Ads, Buying Purchase Decision, Consumer Lifestyle, Buying Intention, Social Media Ads

Topic: Social Sciences

[ABS-42]
Reclamation Model of Land Former of Coal Mining

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Abstract

Coal mining activities conducted by PT.Senamas Energindo Mineral is not in accordance with rule management of good mining and practice so that on the post mining land former of coal mining leaves open field that is not managed as well like a big void which contains water, a small void that doesnt irregular and overburden heaps and tailings. Land former of coal mining have characteristics that is depends of topography and hydrology difference on type of commodity ingredients mine and method mining. The result of the research before using reclamation model of land former of coal mining, arrangement and management, the aim of those research just for activities revegetation, because the problem being addressed only the land former of mining at the open field, this is corresponding with topography characteristic of land former of mineral mining. The novelty of this research is define characteristics of land former of coal mining in which very different with land former of mineral mining. Mathematics approach used as tool of analysis on this research is "Goal Programming Model"

Keywords: Model, Reclamation, Land Former, Coal

Topic: Social Sciences

[ABS-43]
Political Brand of Political Party on Mass Media (Content Analysis of 2019 General Election Issues on MetroTV News Programs)

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Abstract

The upcoming 2019 Election is different from the previous elections where the legislative election and presidential election will be held simultaneously. Partai NasDem as one of the participants in the Election is certainly required to be able to adapt to this Simultaneous Election. Therefore, Partai NasDem need to set a strategy in order to achieve the parliamentary threshold. Based on Van Riel and Balmer corporate brand identity concept, this paper aims to examine how Partai NasDem communicate its identity through mass media, especially Metro TV. We conducted a content analysis of 2019 General Election Issues (N=694) on Metro TV News Programs during the 3rd Debate (17 March 2019) to the 4th Debate (30 March 2019). This research found that during the aforementioned period, Metro TV has 57% (N=395) news articles that content positive tone towards Partai NasDem political interest which 24% (N=96) of them are used to communicate Partai NasDem identity

Keywords: Political Party; Political Brand; Corporate Brand; Content Analysis; Mass Media; Election

Topic: Law & Political Science

[ABS-44]
Critical Analysis of Strategy Know, Want and Learn (KWL) for Reading Comprehension Activities

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Abstract

This study aims to discuss in depth the relevance of the Know, Wan, and Learn (KWL) strategy to facilitate students in reading comprehension activities. The method used is descriptive qualitative. Data collection is obtained by examining several textbooks and related journals. Reading comprehension is a skill that students need in all subjects, not only language-related subjects. The results of the study indicate that the KWL strategy is a reading strategy that can enable prior knowledge of students as readers to be able to associate the text with the knowledge they already have, so they can more easily understand the text. The KWL strategy step can be combined with the steps of reading learning in general which include the pre-reading, reading, and post-reading stages. The pre-read stage is covered by stage K (know), the reading stage is covered by stage W (Want), and the post-reading stage is covered by stage L (Learn). This strategy also requires the active role of students in the three stages of reading. Thus it can be said that the KWL strategy is very suitable to be applied in reading comprehension learning activities.

Keywords: Reading comprehension, KWL strategy, reading strategy, prior knowledge, intensive reading

Topic: Applied Linguistics

[ABS-45]
Citizenship Education for Developing Democratic Attitudes of Elementary School Students

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Abstract

The purpose of this article is to describe the role of Citizenship Education in an effort to develop an attitude of supporting elementary school students. This type of article is a literature study article with the method used is a qualitative descriptive method. Data was collected through several literature. Data is sourced from relevant articles and books. The data obtained will be collected and processed using documentation and discourse identification techniques. The results show that Citizenship Education can develop the thinking attitude of elementary school students. The attitude of encouragement is an attitude based on democratic values and supports the principles of democracy. The development of democratic attitudes can be done through learning Citizenship Education subjects. This transitional attitude learning will spend democratic values on students, so they can develop the attitudes of elementary school students who already exist in students.

Keywords: democratic attitudes, citizenship education, democracy, elementary school students, democracy values

Topic: Law & Political Science

[ABS-48]
Initiation of Farmer Institutions in Paddy Cattle Integrated Systems

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Abstract

Cattle production in Banten Province is usually done alongside paddy cultivation. To gain optimum results, paddy cattle integrated systems was implemented in Sabana Mandiri Farmers Group in Rajeg Sub-district, Tangerang District of Banten Province. Since the cattle production is still carried out traditionally, the implementation of paddy cattle integrated systems needs strong institutions. The objectives of the present study were to describe methods to build strong institutions in paddy cattle integrated systems and analyze the impact for the farmers. Institutional strengthening was carried out through various methods including facilities and infrastructure assistance, improvement of cattle production systems, farmer training, and the establishment of farmer institutions. Facilities and infrastructure were provided in the form of cattle, communal cages, digester and feed warehouse. The improvement of cattle production was carried out from the shifting of an individual and a traditional cattle production into a communal and an intensive cattle production. Training was conducted to enhance farmer's skill and knowledge about cattle production systems, such as feeding, cattle rearing, and by-products management. The intensive cattle production was able to increase cattle weight by an average of 143 g/ head/day or equal to 25% weight gain compared to the traditional cattle production.

Keywords: farmer institutions, cattle, paddy, integrated systems

Topic: Social Sciences

[ABS-49]
Designing Textbooks on Mathematical Literacy: With Innovative Approaches, Character, Banten local culture

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Abstract

This study aims to produce teaching books to develop mathematical literacy skills with innovative approaches that are characterized and based on local culture. The creation of this media is because mathematical literacy skills are very important to train students in developing high-level thinking abilities. The innovative approach that is applied is the metacognitive scaffolding approach and the contextual approach. Both of these approaches were chosen because they support the 2013 curriculum. The research method uses development research which includes: Potential problems, data collection, product design, design validation, design revision, product testing. The results of this study have produced books for mathematical literacy abilities which contain literacy skills and examples with the metacognitive Scaffolding approach and contextual approaches. Characters are included in the book to train independence, perseverance, and accuracy while the local culture that is adopted is the culture of Banten. From the results of the experts test it was decided that this teaching material should be used for reference.

Keywords: Mathematical Literacy, Innovative, Culture, Banten

Topic: Mathematics Education

[ABS-51]
The Impact of Rubber Auction Market towards Transmission Price For Farmers in Jambi Province

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Abstract

Rubber is small scale plantation cultivated by smallholders. Jambi Province is one example that crucially depends on its agricultural sector like rubber. Rubber does have the potential to be one key to economic and social development in the rural area, improving the socio economic situation of millions farmers in Jambi Province. However the farmers do not have bargaining power to determine the price of rubber slab to the traders. One of the distribution channels through the auction market, which try to help farmers getting the higher price from trader. The Objectives was analyzing the impact of rubber auction market toward transmission price for farmers. By using descriptive method to describe the changing in price received by farmer in auction market and counting the price transmission elasticity through simple regression, also the farmer share. The result shows that farmers only got 40-60 percent from selling their rubber in auction market. This condition explains the vulnerability of the farmer position. One of the reasons is farmers who do not optimally role their marketing function. Rubber auction market is an alternative marketing distribution for farmers to get a more decent price with good quality of BOKAR, with the price transmission elasticity 2.85. While the price changes at the export level are transmitted very little to farmers and the effect on farmers is very low. In the future farmers need to cooperate in one group to sell their rubber in huge quantity to get bargaining power and appropriate price.

Keywords: Rubber, Transmission Price, auction market

Topic: Social Sciences

[ABS-52]
Chamber Method to Measure Carbon Dioxide Absorbtion of Seeding Growth Levels

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Abstract

The method of measuring the absorption of carbon dioxide by a chamber at this time known only by many researchers, so it necessary to explains the stages of conducting research by the chamber method. The chamber method is used to measure the absorption of carbon dioxide (CO_2), especially in the growth rate of seedlings or tillers. The purpose of this scientific paper is to explain the procedure for measuring CO_2 absorption by the chamber method at the seedling or sapling growth rate. In the early, chamber method used to measure Greenhouse Gas (GHG) emissions on peat lands, but follow to the development of technology, this methods are also used to measure CO_2 uptake in plants, especially at seedling level. Size of the chamber for measuring CO_2 absorption was 50x 50x30 cm equipped by a thermometer, fan and dry battery. Samples of CO_2 gas takes from the chamber by syringe (size 10 ml). Equipment for analyzing CO_2 gas samples, namely Gas Chromatography (GC). The results of measurements of CO_2 absorption by the chamber method are easier and simpler than another method. Data obtained can be used to estimate CO_2 absorption of seedling growth level. Because the limited of the chamber size, it can measure CO_2 absorption only at seedling growth level.

Keywords: chamber method, procedure, carbon dioxide absorption, seedlings

Topic: Science Education

[ABS-53]
Study of Dayak Onions (Eleutherine palmifolia) and Senggani (Melastoma malabathricum) D.Donas Green Open Space Plants

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Abstract

Greenhouse Gas (GHG) is an emission that causes depletion on the ozone layer which caused an increase of the temperature on earth and climate change, wherein 2016, the concentration of carbon dioxide (CO_2) is the highest one which is equal to 72% while the others such as methane (CH_4) 19%, nitrogen oxide (N_2O) 6% and fluorination gas 3%. In other words, CO_2 is the biggest contributor to global warming that cause's climate change on earth. Urban areas are one of the biggest contributors of GHG, therefore green open space (GOS) is needed in order to create urban plan logical aspects through environmental balance and prevent the development of the city in an unexpected direction. GOS can be native plants or plants that grow by themselves. Dayak onions and senggani are typical plants of Palangka Raya City and represent beautiful physiology to observe and good growth ability so that it is easy to cultivate. From various aspects of GOS function, these plants can become green open space plants and need to be strengthened on the absorption capability of CO_2 emissions.

Keywords: CO2, dayak onion, GHG, GOS

Topic: Cultural Studies

[ABS-54]
Study of Kantong Semar (Nephentes mirabilis) and Masisin (Rhodomyrtus tomentosa (Aiton) Hassk.) as Green Open Space Plants

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Abstract

Climate change is a phenomenon associated with increasing temperature and fluctuations in rainfall patterns on the surface of the earth due to the increasing concentration of greenhouse gases (GHG) in the atmosphere. One of the GHG that has increased very rapidly around 72% of the total GHG in the atmosphere is carbon dioxide (CO_2) that caused by various human activities, such as fossil fuel use, industrial activities, forest degradation and deforestation, and so on. Green open space (GOS) is considered as one of the solutions to suppress GHG due to increasing population density and increasing human activity. GOS has ecological, aesthetic, economic, social and cultural functions so it is necessary to have plants that are suitable and in accordance with the functions of GOS. Kantong Semar and Masisin have the ability to grow well, to flower and can fulfill most of the expected functions of GOS, however, it needs further studies on daytime CO_2 absorption capabilities and nighttime emissions so it can be recommended as GOS plants.

Keywords: CO2, GHG, GOS, kantong semar, masisin

Topic: Science Education

ICISER

[ABS-55]
Model of Reclamation in Land Former of Coal Mining at PT. Senamas Energindo Mineral in East Barito Regency Central Kalimantan Province

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Abstract

Coal mining at PT. Senamas Energindo Mineral is considered not in accordance with the rules of good mining practices. The impact of the activity is in the form of land topography changes, decreasing physical and chemical properties of the soil and loss of natural vegetation. The research objective is to develop a model of reclamation on land former of coal mining as a formation in which dominated by sand layers (nutrient-poor). The model of reclamation is based on an analysis of the land potential with a subjective-quantitative method using reclamation model with re-vegetation goal. One of the reclamation stages is the selection of re-vegetation in accordance to the conditions of land former of coal mining, melaleuca leucadendra plants are considered appropriate because they can grow either sandy, barren or infertile. In addition to the technical feasibility of melaleuca leucadendra plants, economic studies will be carried out using the net present value method based on the discounted cash flow analysis resulting in financial and economic feasibility.

Keywords: model of reclamation, coal, melaleuca leucadendra, net present value.

Topic: Environmental Sciences

[ABS-57]

Metacognitive Ability and Reading Comprehension Ability Before and Last Using Macromedia Flash Media Based on Human Resistor System Materials at Junior High School State 2 Pandeglang

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Abstract

This study aimed to develop learning media, to know the effectiveness of media, and to know metacognitive ability and reading comprehension ability before and last using macromedia flash media based on human resistor system materials at Junior High School State 2 Pandeglang. The type of research used is the research and development (R & D) design with the research design of one pretest-posttest design group. This research method using model. The test based on the validation of experts then applied to the sample class. Data completion techniques using interviews, questionnaires, and tests. The results showed that the amount obtained from material material of 90% which can be said to have the ability of respitory in humans included in the criteria is very feasible to use. Percentage achieved by media experts is 94, 01%, it can be said if the learning media is very feasible to use. Questionnaire student feedback states if the media is in good. Also, the average post-test sample of the sample class, which is 78, compares the average pre-test of only 28 with a metacognitive ability score of 0.47 in the medium criterion.

Keywords: Teaching Media, Macromedia Flash, Metacognitive Ability, Reading Comprehension

Topic: Education

[ABS-58]
Mediation Role Model of Competitive Advantage to Improve Marketing Performance

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Abstract

Micro, Small and Medium Enterprises (MSMEs) are the largest segment of national economic actors and play an important role for the community as one of the solutions to the economic crisis. This study aims to determine the role of competitive advantage variables in mediating the effect of market orientation on marketing performance, studies on MSMEs engaged in food and beverage business in Cilegon. The method of data collection is done by observation, interviews, and questionnaires. Data processing and analysis techniques use the SEM method with the smartPLS software version 2.0.m3. While the sampling technique using purposive sampling method, which is choosing MSMEs restaurants, catering, food industry and beverage traders and other culinary in Cilegon with a total sample of 96 respondents. The results of data analysis show that competitive advantage is able to mediate the influence of market orientation on marketing performance. The managerial implications of this study are culinary MSMEs in Cilegon City, which should more focus on strengthening competitive advantage in both products and services.

Keywords: Market Orientation, Competitive Advantage, Marketing Performance

Topic: Social Sciences

[ABS-60]
Cacap-Cacapan Function: Tradition Marriage in The Lubuklinggau City

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STMIK Musirawas

Abstract

Tradition marriage cacap-cacapan is an oral tradition of Malay tribal people that is still carried out in the city of Lubuklinggau as one of the cities in the province of South Sumatra, where it still adheres to the cultural traditions of the ancestors. The purpose of the study was to describe the function of cacap-cacapan in marital customs in the city of Lubuklinggau, so that cultural preservation would be maintained. The method used in this research is qualitative research with ethno-ethical approach. The conclusions of the study, that the function of oral tradition of cacap-cacapan in marital customs is based on the social activities of the people in the city of Lubuklinggau, in the present, so it will get a picture of defense preservation of cacap-cacapan from time to time. Based on the analysis in the study, cacap-cacapan has: 1) the aesthetic function analyzed has the beauty of rhyme text read by the program guide, through the structure and intonation and selection of the right words; 2) pragmatic functions based on analysis that fulfill human instincts as a source of knowledge and wisdom in revealing problems in life; 3) ethical function, namely cacap-cacapan as an oral tradition of the community as a means of education; 4) historical functions are analyzed from the role of oral tradition as forming civilization, identity, and cultural preservation.

Keywords: Cacap-cacapan, Marriage tradition

Topic: Social Sciences

ICISER

[ABS-61]
Utilization of Humor and Anecdote Text to Improve Literation Ability in Indonesian Language Learning

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Abstract

This is a qualitative research which focuses on content analysis method. Based on data and technique analysis, this research uses qualitative design. The data was collected through library research, documentation, observation, and fieldnotes. The researcher uses heuristics analysis method of analyzing the data. The result of the data analysis is presented informally. This research data are humorous reading texts and anecdotes from various kinds of representative document. Based on data analysis, it can be conluded that: (1) humorous and anecdote reading texts that can be used as teaching materials are those which include sounds of language game; (2) humorous and anecdote reading texts that can support semantics competence can be used in the teaching of reading and writing are those which uses language game, especially lexical and grammatical ambiguity, both in Indonesian and other languages (local and foreign language). This humorous reading text can also be used to develop writing skill in the initial and advanced level that is the ability to produce and reproduce text, the ability to evaluate, and also the ability to think logically and critically

Keywords: humorous text, anecdote, literacy, Indonesian language teaching

Topic: Applied Linguistic

[ABS-62]
Ngendau Oral Tradition: Form of Local Wisdom for Peace the Dayak Kenyah Community

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Abstract

Ngendau is an oral tradition of the Dayak Kenyah tribe in East Kalimantan. Ngendau a poem sung in hymns or together between men and women and accompanied by sapeq instruments and dances. Ngendau is held when there is a traditional harvest ceremony (Ajau) as well as a casual event or gathering together (Pamung Tawai). Ngendau represents a harmonious and peaceful life in the Kenyah community. This study aims to describe the form of peace in the Dayak Kenyah community in the Ngendau oral tradition as part of the local wisdom of the community. This research method uses a type of qualitative research with ethnographic methods. The technique of collecting data in the form of observation, interviews, records, and notes. Data analysis techniques use interpretation techniques. The results of this study indicate that the form of peace in the Dayak Kenyah community in the Ngendau oral tradition includes: harmony, comfort, loyalty, and kindness. The results obtained in this study are expected to be used as a foundation for the life of the Dayak Kenyah community through the oral tradition of Ngendau and the preservation of it is traditions.

Keywords: Ngendau, oral tradition, Dayak Kenyah, local wisdom

Topic: Social Sciences

[ABS-63]
The Implementation of Teaching Materials Based on Local Wisdom of Agricultural in Binjai to Improve the Student Environmental Literacy

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Abstract

This study aims to determine the effectiveness of teaching materials based on local wisdom of agricultural in Binjai in improving student environmental literacy on ecology topic. The type of research was a quasi-experimental which use nonequvalent control group in pretest posttest control group design. The study population was grade X of SMAN 2 Binjai. The sample consist of two groups and randomly selected. The learning process for experiment group using teaching materials based on local wisdom of agricultural and the control group using student handbooks. Multiple choice questions were used to collect cognitive activities include the aspects of ecology knowledge, cognitive skills, caring attitude and responsible behavior towards the environment. The highest aspect of activity was the responsible behavior towards the environment and the lowest was ecology knowledge. To measure the increase in learning outcomes of each group calculated the N gain value and obtained for experimental group N gain was 0.71 which has high criteria and for control group N gain was 0.38 which has medium criteria. The result concluded that teaching materials based on agricultural local wisdom were effective in improving student environmental literacy and can be used as one of the teaching materials in learning activities.

Keywords: Local wisdom, ecology, teaching materials, environmental literacy, cognitive activities

Topic: Non-formal Education

[ABS-64]
Development of Local Wisdom-Based Learning Materials Marks the Duano Clam of Riau Province to Improve Classification Ability of High School Students

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Abstract

This study aims to develop teaching materials based on the local wisdom of Indragiri Hilir District, Riau Province, namely "menongkah Kerang" carried out by the Duano tribe. The instructional material developed will contain the questions of classification ability and use a simple determination key made by the author. The research methodology uses the Quasi Experiment method. Quasi Experiment is a research method that controls one of the variables. Pretest is done before the lesson begins and the posttest is done after the teaching and learning activities. The study uses two classes, one control class only uses textbooks that are in school and one experimental class uses instructional materials that have been developed. The validation results of the four lecturers were very good and showed that the teaching material was valid and could be used. Based on the results of the pretest and posttest the students classification ability increased, as evidenced by the average posttest results of students increasing. In conclusion, this teaching material is very feasible to use in learning. It is better if the teaching materials are based on local wisdom in each region, there must be very good shells to preserve the local wisdom and students are also more understanding because they raise examples from their lives.

Keywords: Keywords: Development, teaching materials, local wisdom, duano tribe, classification ability

Topic: Non-formal Education

[ABS-65]
Social Support of Virtual Community to Victim Of Domestic Violence (Netnography Study Upon Facebook Group of Anti Pelakor or Anti Grabbers)

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Abstract

This research is about social world built inside virtual community of anti pelakor in Indonesia. The research utilizes qualitative method in exploring of how virtual community can give social support to moderator and its members, women of victims from domestic violence. According to Lely Setyawati Kurniawan (2015), only 10 percent of women, victims of domestic violence that can be successfully exposed, and the rest is secretly hidden because of taboo in society. Easier access of the internet creates opportunity for victims to overcome their problems. For example, they can join virtual community of anti pelakor. Pelakor acronym of Anti Pelakor, is an Indonesian current terminology for the Grabbers of someone"s men or husbands. The slogan of anti or dislike to those Grabbers is the background in giving name to virtual community to gather the victims of domestic violence. It has been recorded that until December 15th 2018, there are 56 groups of Anti Pelakor in Facebook from local to national. For example, Anti Pelakor of Indonesia with members of more than 47.024 women all over the country. Based on analysis of netnography, this research will expose the roles of Facebook Group through types of social support such as Information Support, Emotional Support, Esteem Support, Tangible support, and Social Network Support likes The Group giving help by reminding the victim"s husband and Grabbers by making viral the pictures and videos of the affairs in order to give shock therapy.

Keywords: Virtual Community, Facebook, Social Support, SNS, Domestic Violence, Gender, Women, Affairs.

Topic: Social Sciences

[ABS-66]
Brand Image of Political Party and Women Voter (Study of Issue Against Polygamy by Partai Solidaritas Indonesia (PSI))

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Abstract

Political party as organization that carry out the function of political communication require integration of issues and political messages to the society. Political parties realize the importance of a brand image that benefits themselves. Political image can be shown by various political events by bringing political aspirations in accordance to the public demand or constituent. Partai Solidaritas Indonesia (PSI) carrying out the anti-polygamy issue in the 2019 legislative election. PSI struggles for revision of Law No. 1 of 1974 which allowed polygamy. The reason is that polygamy is a form of injustice institutionalized by the state so the law must be revised so that no more women and children are victims of injustice. With this issue, PSI gave the image that Its a fighter of women rights. It is an effort to boost electability in groups opposed to polygamy and efforts to attract women voters. So that this study focuses on how party image are displayed regarding PSI in carrying out the issue of anti-polygamy to gain votes from women voters. This research uses political image theory. Brand image is basically process of political communication. The political image is related to public opinion because opinion is built from the image, and the image is a result of communication politics, so that the public views the positive image of the party or politician who are taking part elections. This study uses qualitative methods with content analysis research design in two national online media to see the political image displayed in both online media and can be a comparison with each other.

Keywords: political communication, political parties, political image, polygamy, female voters, content analysis

Topic: Law & Political Science

[ABS-67]
Interpersonal Communication through Dating Online: Muslim Women in a Romantic Relationship

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Abstract

The development of the internet is not actively changing society in various ways. Internet users in Indonesia in January 2019 reached 150 million. The presence of technological and internet innovations facilitates aspects of human life, so that humans have a dependence on information technology. One of the most important aspects is the aspect of communication. Communication is easier to do with internet technology. The survey says that Indonesians are classified as active acquaintances through the internet. With this convenience, romantic relationships can be made through the internet. Todays partner search can be done through digital media. Currently various online dating applications can be easily downloaded on a smartphone, or with a website. Online dating applications as a medium to communicate via the internet are used by men and women. While many of these sites and applications focus on certain markets such as Muslims. This article will discuss Muslim female users through previous studies. In this study the researchers used a qualitative descriptive method through literature studies. This article reviews to discuss the romantic relationship of Muslim women in the phenomenon of online dating which is currently developing in the community.

Keywords: interpersonal communication, dating online, muslim women, relationship

Topic: Social Sciences

[ABS-68]
Transformational leadership and Organizational Citizenship behaviors. The role of identification organizational

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Abstract

This study aims to determine the transformational leadership role of Organizational citizenship behaviors, with Organizational Identification as an intervening variable. The research method used a quantitative approach by distributing questionnaires to 45 respondents from the Rahmatan Lil Alamin Education Foundation employee of Banten Indonesia. The research data were analyzed using Partial Least Squares (PLS). The results of the study showed that Transformational leadership had no significant effect on Organizational citizenship behaviors. Transformational leadership has a significant positive effect on Organizational Identification. Organizational identification has a significant positive effect on Organizational citizenship behaviors. It can be concluded that Organizational Identification plays a role as a mediation in the relationship between Transformational Leaders and Organizational Citizenship behaviors at the Rahmatan Lil Alamin Education Foundation of Banten Indonesia

Keywords: Transformational leadership, Organizational Citizenship Behaviors, Organizational Identification

Topic: Social Sciences

[ABS-69]
The Development of Instructional Materials based on Bali Local Wisdom in Environment Conservation

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Abstract

This study aims to develop instructional materials based on Bali local wisdom in environmental conservation for senior high schools students. This study uses the ADDIE development model which consists of five steps. ADDIE steps include 1) analysis, 2) design, 3) development, 4) implementation, and 4) evaluation. The development instructional materials based on suitable materials component, suitable presentation, suitable language, and suitable graphics from Badan Standar Nasional Pendidikan (BSNP). Data was collected through expert validation for materials and learning media, observation of the learning process and student responses questionnaire. Data analysis using qualitative descriptive. An expert review of the results of the assessment shows a value of 88.17% (valid) for expert material and 81.45% (valid) for media experts. Based on validity results by experts, then the instructional materials based on Bali local wisdom in environmental conservation can be used for biology learning. Further research is recommended to to look at the impact of this instructional materials on 21st century skills of high school students.

Keywords: Instructional Materials, Local Wisdom

Topic: Cultural Studies

[ABS-70]
The Value of Local Wisdom in Engineering the Development of Self-help Participation System in Walantaka

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Abstract

Walantaka does not include a list of 158 underdeveloped and poor villages in Banten, although its citizens are underemployed unemployed, low education level, married young and in debt to banks or moneylenders. Development is not based on cultural wealth and economic potentials such as debus, "wewe", "ubrug", pottery and woven craftsmen unable to bring prosperity. but its local wisdom is able to make people power and produce financial up to 600 million rupiahs in turns. Ethnographic research with reality construction reveals that the value of the local wisdom of the Walantaka community is centered on fun, relationships, and cooperation. three words for important meanings that indicate distinctiveness and important position of the dominant cultural system, namely the need for eight processes. logging/"tebang kayu", invitation letters, "Balangan", paguyuban withdrawl, balangan withdrawl, marriages, "saweran", and entertainment. intensive communication by utilizing humanity, relationships and cooperation, able to bring 3000 - 7,000 people and generate income of up to 600 million rupiahs on the principle of "pay-save / save-pull". Planning with a SWOT analysis makes great hajat a shared need, everyone contributes to the success of every goal held with moral, material and social assistance as an implementation of the resilience of the creative economy. Adapted to hajat that are also dynamic.

Keywords: local wisdom, economic resilience

Topic: Social Sciences

[ABS-71]
Promoting Black Soldier Fly Larvae (Hermetia illucens) for Organic Waste Recycling in Senior High School

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Abstract

Organic waste has appeared a very significant increase in the last decade. This is caused by various things such as food waste or restaurant waste in secondary school. Based on that point of view, Based on that perspective, the researchers decided to promote the Hermetia illucens function in identifying students thinking about the strategy of decomposing waste in secondary schools. The purpose of this study is as an initial step to introduce Hermetia illucens as one of the best ways to decompose organic waste in secondary schools as well as to see how students think about strategies in carrying out a waste recycling project. To accumulate and to analyse the data sincerely and comprehensively, researchers used a method of ADDIE which has extensive steps: analysing, designing, developing, implementing, and evaluating. The ADDIE developing stages has been used to define comprehensively from the phase of analysing to the evaluating. Based on data analysis, there is already the ability of students to carry out certain strategies in conducting waste decomposition in secondary schools.

Keywords: Black Soldier Fly Larvae, Organic Waste Recycling, Senior High School

Topic: Environmental Education

[ABS-72]
Strategic Planning Model of Gender Responsive Budgeting in Regional Device Organization at Banten Province Government

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Abstract

Strategic planning is a system developed with regard to the specific characteristics of the organization. Strategic planning is used as an instrument that will help organizational leaders in managing and allocating all the resources they have to achieve organizational goals. But in reality there are still many problems found in strategic planning in an organization. The problem of this research is that gender responsive budget planning is not yet in accordance with the established legislation, gender responsive budgeting was prepared after the Budget Implementation Document (DPA) was completed, there was even a delay in the preparation of gender responsive documents, more worrying that the document was made a year later . The purpose of this study was to determine the strategic planning model of gender responsive budgeting of regional organizations within the Banten Provincial Government. The concepts of the strategic planning process underlie this research which include: (1) Scanning the environment; (2) Determination of the organizations vision and mission; (3) Determination of strategies; (4) Determination of goals; (5) Determination of Annual Plans; (6) Controlling and evaluation steps that determine how well the strategic plan is carried out besides using a gender realism perspective. The method used is descriptive method with a qualitative approach. The results of the study show that Gender responsive budgeting planning has not gone well due to the constraints of technical and administrative factors that were manifested during the preparation of strategic plans and work plans in each Regional Device Organization.

Keywords: Strategic Planning, Gender Responsive Budgeting

Topic: Social Sciences

[ABS-73]
The Effect of State University Entrance Paths (UEP) and Initial Mathematical Ability (IMA) to Students Cognitive Efficiency in Calculus Instruction

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Abstract

This study explores the effect of state university entrance paths (UEP) and initial mathematical ability (IMA) on students' cognitive efficiency. This study employed a quasi-experiment method with a 3x3 factorial design. The subject of study consists of seventy-six students of multivariable calculus course in a university in Banten at the mathematics education department. The findings show that: (1) there is an effect of UEP to students' cognitive efficiency; (2) there is no effect of IMA to students' cognitive efficiency; (3) There is no interaction effect between UEP and IMA towards students' cognitive efficiency.

Keywords: Mathematical cognitive efficiency, state university entrance paths, initial mathematical ability

Topic: Mathematics Education

[ABS-74]
The Analysis of Teachers Readiness to Develop Science, Technology, Engineering and Mathematics (STEM) Based Teaching

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Abstract

This Study was carried out based on nowadays condition that school has to provide graduate students who are able to compete globally, especially those who can adapt with technology. Regarding this condition, it is important to introduce Science Technology Engineering and Mathematics (STEM). The problem raised whether Indonesian especially Bandung resources including teachers, students and facility are ready to develop and implement stem based learning which can change the pattern and development of learning process? Teacher as an important role of students learning needs to learn how do STEM teaching. This study aims to explore science teachers (Physics, Biology and Chemistry teachers) readiness in implementing STEM learning. The method use in the study was descriptive. The sample consisted of 16 teachers who get involved in Lesson study program and 16 teachers who get involved in STEM training program. Data was obtained by using observation sheet, interview and questionnaire to measure teachers attitude to STEM learning which consisted of 3 aspects, they are: relevancy, self-efficacy and anxiety. The study resulted there was difference result of teacher who get involved in Lesson study program and teachers who get involved in STEM training program for the aspect of self-efficacy and anxiety. The total of 95% from both group of teachers were in category strongly ready for the aspect of relevancy. This result was gain because of teachers participation in their professional development (Lesson study and STEM training program) influence their view of STEM teaching. In the category of self-efficacy as many as 84% teacher in Lesson study program were in category ready and 95% teacher in STEM training program were in strongly ready for STEM based learning. This result was influenced as teachers in STEM training program got more training of STEM based learning which include make planning for the project, design the project and made the STEM based project collaboratively compared with teachers in Lesson Study Program. In the aspect of anxiety 61% teacher in Lesson study program was in moderate ready and 48% teacher in STEM training program was in category not ready. The higher number not ready teachers in STEM training program compare with teachers in lesson study program were due to the reasons as they knew better the obstacles of doing STEM in classroom and the aspects that may influence implementation of STEM learning.

Keywords: STEM, relevancy, self-efficacy, anxiety

Topic: Higher Education

[ABS-75]
Phet Simulation Software-Based Learning to Improve Science Process Skills

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Abstract

The purpose of this study was to determine the results of the application of media PhET Simulation in physics learning as a teaching aid in order to improve student's science process skills. The research design used in this study was to use the experimental method. One learning method that can be used to complement student's science process skills is the experimental method. The results of affective and psychomotor assessment of students showed very good results. Among them are: the classic affective average score for group 1 is 84.80; group 2 is 88.30. While the classic psychomotor score for group 1 is 83.70; group 2 is 87.40.

Keywords: Learning physics, media PhET Simulations, and science process skills.

Topic: Science Educational

[ABS-76]
The Development of Interactive Mathematics Learning Media based on Local Wisdom and 21st Century Skills: Social Arithmetic

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Abstract

Learning media is one of the supporting components in learning process. In this development research, learning media is packaged using aspects of local wisdom and 21st century skills. The aim of this research is to develop an alternative learning media in accordance with the competencies of 21st century skills without leaving the values of local wisdom in the form of knowledge about the culture, habits and characteristics of the region, especially in Banten Province. The development model used in this research is ADDIE with 5 stages; Analysis, Design, Development, Implementation, and Evaluation. As a result, this research has successfully developed the AndroMath application. AndroMath application contains a summary of the material, examples of questions, practice questions and quiz games with social arithmetic material for seventh grade students of junior high school. AndroMath application is developed in smartphones with the Android operating system. The feasibility test on this application is carried out by six experts, consisting of three media experts and three material experts. The percentage score from all expert were 89.58% for media assessment and 89.02% for material assessment. The result show that the AndroMath application is worthy to use for student in the learning process.

Keywords: Interactive Learning Media, 21st Century Skills, Local Wisdom, AndroMath

Topic: Mathematics Educational

[ABS-77]
The Affecting Factors of Farmers Decision in Choosing Corn Harvest Time (Case in Jawilan District, Serang, Banten Province)

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Abstract

Research of the affecting factors of farmers decision in choosing corn harvest time in Jawilan District, Serang, aims to know: (1) factors affecting farmers decision in choosing corn harvest time, and (2) the farmers characteristics who harvest young corn and shelled corn in Jawilan District. The method used explanatory survey was applied by interviewing respondents. The sample size of 42 corn farmers were sorted out through simple random sampling. Analysis of the data used descriptive statistics and logistic regression. The results indicated, all independent variables simultaneously show significant influence to the farmers decision in choosing corn harvest time. Partially, corn price (X3) significantly affect to farmers decisions in choosing corn harvest time. Meanwhile, the formal education factor (X1), farming experience (X2) and marketing problems (D) have no significant influence on the farmers decision in choosing corn harvest time. The characteristic of farmers who harvesting shelled corn is categorized as a risk taker, meanwhile, the farmers who choose to harvest young corn is categorized as a risk aventer. The study is expected to contribute in the development of agribusiness primarily concerned with the decision theory.

Keywords: Farmers decision; affecting factors; corn farming

Topic: Social Sciences

[ABS-78]
ANALYSIS OF EFFECTIVENESS AND FINANCIAL FEASIBILITY OF COMBINE HARVESTER BUSINESS IN BANTEN PROVINCE

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Abstract

Banten province has received Combine Harvester assistance since 2015 as many as 25 units. The objectives of this study were: 1) Knowing the performance and effectiveness of Combine Harvester (CH) in Banten province, 2) Knowing the financial feasibility of CH business, 3) Knowing the business problems of CH. The sampling method uses purposive simple random sampling with 10 respondents. The method of analysis uses B/C ratio, IRR, NPV, PP and descriptive. The results of this study are: 1) The potential capacity of medium and small Combine Harvester (MCH and SCH) per year is 72.5 ha while the actual capacity only 31.62 ha/year, so the effectiveness is 43. 6%, while the real capacity of Big CH (BCH) is 95 ha per year while the service potential is 138 ha per year, so the effectiveness is 68.8%, 2) For MCH and SCH the value of B/C ratio is 1.16, NPV disc factor is IDR 16,577,983, and IRR is 97%, and PP is 2.37 years; for BCH the value of B/C ratio is 0.59, NPV disc factor is IDR. 132,151,398, and IRR is 44%, and PP is 3.38 years. 3) The problem of CH, if there is an engine failure, the owner has not been able to fix it and the availability of spare parts is relatively difficult, another problem is the presence of BCH coming from Lampung province which reduces BCH competitiveness in Banten province. Suggestions, the central and regional governments need to provide training to improve the CH machines and rules that prohibit CH from outside the province for participating in harvesting rice in Banten Province.

Keywords: Keywords: Analysis, combine harvester business, effectiveness, feasibility, problems.

Topic: Social Sciences

[ABS-79]
Communication Factors as an Effort to Accelerate the Implementation of Forest and Land Fires in Siak Regency

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Abstract

The research focused on revealing how the communication factor is an effort to accelerate the Implementation of Forest and Land Fires in Siak district. For theoretical aspects, this research is expected to be useful to generalize the truth and or weakness of social theories, especially public policy theory and participatory policy. The results of the study are expected to become new information that can further enrich the treasury in the field of social sciences, especially the science of Public Administration. Practically, this research is expected to be able to provide contributions and recommendations for local governments, the results of this study are expected to be one of the basic references in order to improve local government policies in Siak Regency. In particular, with regard to communication The organization and management of peat ecosystems, the results of this study are expected to be a source of information and motivation to contribute in efforts to maintain and maintain peat ecosystems. The purpose of this study is: This study seeks to explore, uncover and analyze how communication factors are an effort to accelerate the implementation of forest and land fires in Siak district. In this study, the approach taken was a qualitative approach with the intention to comprehensively reveal communication factors as an effort to accelerate the Implementation of Forest and Land Fires in Siak District. The use of a qualitative approach is also adapted to the existing characteristics that researchers are directly involved in the location of research through participant observation. Research results indicate that organizational communication in handling fires is more responsive rather than anticipatory. Forest and land fire prevention consists of: 1) Prevention of damage to peat ecosystems, in the form of: Responsible for businesses must have environmental permits, Utilization of the area at most 70% of the permitted area. 2) Control of forest and land fires, resulting in a decrease in water level, dry peat due to drainage channels, land clearing. Countermeasures are carried out through fire suppression, area isolation, making block or water control structures, other ways that do not cause negative impacts. 3) Recovery of damage to peat ecosystems is carried out through rehabilitation, restoration and other means according to the development of science and technology. The main recommendation that must be immediately carried out is organizational communication that is consistent and effective against forest and land fires.

Keywords: Organizational Communication, implementation of policies, forest and land fires

Topic: Law & Political Science

[ABS-84]

Analysis of Communication Conflicts of Foreign Workers in Indonesia through the Perspective of Intercultural Communication (Case Study: Filipino National Workers Working in Construction Companies in Indonesia)

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Abstract

Globalization has opened space for all people in various countries to be able to connect with each other. This development provided an opportunity for the loss of monopoly which was later replaced by dependence between one culture and another. Besides culture, now the economic aspects are also affected by this era of globalization. Every country is like a door that is open to other countries to be able to carry out economic activities. Including Indonesia, which has now become a place to carry out economic activities that are not only for the people of Indonesia, but also for workers from other countries. Its just that in carrying out economic activities in a country, capabilities in the aspect of communication are needed, in this case inter-cultural communication. A foreign worker often has obstacles in this aspect that creates difficulties in his work. This journal discusses a foreign national foreign worker who works in Indonesia through the perspective of intercultural communication and explains the obstacles that occur in the communication by observing the subject of research.

Keywords: Communication Barriers, Cultural Dimensions, Globalizations, Intercultural Communications

Topic: Communication Study