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International Journal of Engineering and Advanced Technology **Open Access**
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Pragmatic perspective on phatic functions and language dignity (Article) (Open Access)

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Abstract

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This paper means to elaborate phatic functions and language dignity of the Javanese culture-based society in Indonesia by using the Pragmatic perspective. The unclear rules of language functions, including the rules of Indonesian phatic functions, and the incomplete descriptions of language dignity will result in improper development of the language. The case seemingly happened in the Indonesian language including its dialects and vernaculars. Therefore, the researcher conducted this research to overcome this matter. There were two data collection methods used in this study, namely the observation method and the interview method. Each method was implemented through its basic and advanced techniques. The substantial source of research data was the excerpts of utterances delivered by Javanese speech community members. The process of data collection ended when the researcher finished classifying and typifying data. There were two kinds of data analysis methods used in this study, namely the distributional analysis method and the equivalent analysis method. The research result asserted that there are seven phatic functions found in the Javanese culturebased society in Indonesia, namely: (1) joking function, (2) complimenting function, (3) apologizing function, (4) rejecting function, (5) avoiding function, (6) affirming function, and (7) reminding functions. Besides, the research result also asserted that the efforts to dignify the Indonesian language cannot stop when the linguistic rules are described in terms of linguistic definitions. The linguistic rules intertwining with the language uses as shown in the pragmatic phenomena need to be promoted continuously. © 2019, Blue Eyes Intelligence Engineering and Sciences Publication. All rights reserved.

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Paper Title: Automated Guided Vehicle Routing: Static, Dynamic and Free range

Abstract: Nowadays, automated guided vehicles (AGV) play very important role in modern factory automations. The AGV systems provide efficient routing for material flow and distribution among workstations at the exact time and place. Routing of AGV is the process of determining routes to fulfill their respective transport jobs. The routing problem of AGV in production system can be studied as a shortest path problem on a transfer network. It aims to find the shortest path between two vertices or nodes. Most transport systems using AGV are centrally controlled and use static routing (pre-defined routes), which follows fixed line. Instead of using fixed path, dynamic routing for AGV can be used to add a high flexibility to the system. To accommodate the increased flexibility and reduced time, new operational controllers using Labview software must be able to adapt to small deviations. In this paper, routing of AGV, different AGV shortest path algorithms such as Dijkstra algorithm, A-star algorithm, Short Path Problem with Time Window (SPPTW), hybrid partial swarm optimization and genetic algorithm PSO-GA are discussed with highlights of their main differences and comparison between them. AGV Scheduling is presented. In addition, the controller developed within Labview environment directs an AGV in real time using local position system are achieved.

Keywords: Automated Guided Vehicle, AGV Routing, Shortest Path Algorithm, Labview environment, Scheduling, Local Position System

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| | <p>Authors: Caroline Akhras</p> <p>Paper Title: New Age Leaders</p> <p>Abstract: Leading change in established educational organizations requires an exceptional type of leadership. Research studies claim that legions of change makers in schools, colleges, and universities acknowledged stress, anger, conflict, and frustration as they dealt with complacency and ignorance. Despite acknowledged obstacles, researchers note that some universities claim to be actively incorporating change into their workplace. This research paper explores incorporating change as an active investment in leadership capital. Sixty six participants drawn from different departments were randomly selected as a sample. The results found perceptions of bold leadership seemingly driving universities upward and onward. Moreover, the results posited that many leaders who were seen as part of a millennial leadership cadre were imbued with a new age moral compass bridging forces of change and bridging faculty to faculty and faculty to students, all in a higher educational context in the MENA. Given these positive results, additional research is recommended to better understand the context and learn how to sustain daring leadership.</p> <p>Keywords: Planned Change, Interactive Leadership, Business Management, New Age Morality, Millennials, Educational Leadership.</p> <p>References:</p> <ol style="list-style-type: none"> American University of Beirut (2018). https://americanuniversityofbeirut.edu.lb/pages/faculty/aspx Akhras, C. (2016). “Business Leaders: Are They Change Agents in Developing Countries?”, Presented at EBM as Keynote Speaker, International Economics and Business Management Conference, June 24-26, Guangzhou, China. www.ebm2016.org. 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| | <table><tr><td>Authors:</td><td>Ditto Ferakhim, Yusuf Latief</td></tr><tr><td>Paper Title:</td><td>Development of Safety Cost for Architectural Works in Rental Apartments Building Construction Project Based on Work Breakdown Structure</td></tr></table> <p>Abstract: The government of Indonesia is targeting a supply shortage or housing backlog in 2019 to be 5.4 million. With the shortage of rental housing needs that are still very large, the development needs of rental flats in the future are still very high. But on the other hand, the implementation of construction projects in Indonesia, in general, the number of work accidents also increased. Referring to Labor Social Service Agency (BPJS) data, nationally the number of occupational accidents in the construction sector is recorded as the most national sector of the number of occupational accidents. Managerial finance is important to assist the process of making decisions related to work safety. While the regulations and provisions concerning occupational, health, and safety (OHS) financing in Indonesia in the construction sector, especially in buildings, have not been clearly and measurably regulated. In its implementation, the existing regulations have not been fully followed by construction actors even within the Ministry of Public Works and Public Housing itself. Architectural works on building construction, in this case, the construction of rental apartments is a job that has the highest number of work items compared to other types of work items. This study resulted in standardized Work Breakdown Structure, safety risks identification, mitigation risks and the component of safety cost for Architectural Works in Rental Apartments Building Construction Project.</p> <p>Index Terms: Apartments Building, Architectural Works, Safety Cost, Safety Risk, Work Breakdown Structure</p> | Authors: | Ditto Ferakhim, Yusuf Latief | Paper Title: | Development of Safety Cost for Architectural Works in Rental Apartments Building Construction Project Based on Work Breakdown Structure | |
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| | <table><tr><td>Authors:</td><td>Yoon-Chow Yeong, Khairul Shafee Kalid, Savita K Sugathan</td></tr><tr><td>Paper Title:</td><td>Cryptocurrency Acceptance: A Case of Malaysia</td></tr></table> <p>Abstract: Since the inception of the first cryptocurrency in 2008, cryptocurrency has been receiving global attention from the public, media, merchants and regulators. Although the general sentiment suggested cryptocurrencies which leverage on blockchain technology might eventually replace the paper currency as the mainstream currency, the Malaysian regulators are still unsure that a well-established cryptocurrency ecosystem can come into place anytime soon. Unfortunately, there is a lack of cryptocurrency acceptance study, particularly in Malaysia (developing country context). Hence, this paper aims to propose a research model that integrates cryptocurrency dimension antecedents with Unified Theory of Acceptance and Use of Technology2 (UTAUT2) constructs to examine the factors that influence cryptocurrency acceptance. This study employs a quantitative approach by collecting online survey questionnaire data</p> | Authors: | Yoon-Chow Yeong, Khairul Shafee Kalid, Savita K Sugathan | Paper Title: | Cryptocurrency Acceptance: A Case of Malaysia | |
| Authors: | Yoon-Chow Yeong, Khairul Shafee Kalid, Savita K Sugathan | | | | | |
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through the means of cryptocurrency community group on social media. The survey instrument was reviewed by four experts from the field of blockchain and 36 responses have been gathered from individuals who have cryptocurrency knowledge for pilot study. To further evaluate the reliability and validity of the proposed measures, the measurement model was assessed using structural equation modeling (SEM) technique with partial least square approach (PLS). SmartPLS software was used for PLS-SEM analyses. In this paper, the proposed research model contributes a high-level overview of and valuable insights into the potential cryptocurrency acceptance factors to regulatory bodies, practitioners as well as prospective cryptocurrency users. The findings of pilot study confirm that the measurement items and constructs in the proposed model are reliable and valid.

Keywords: Blockchain, Cryptocurrency, Developing Country, Pilot Study

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Paper Title: UX Guideline for Children Educational Mobile Application: Pilot Case Study

Abstract: The growing technology today provides unlimited knowledge through smart gadgets. Mobile learning is getting popular among children nowadays. However, poorly designed mobile applications tends to diminish children's cognitive skills, which claims to be one of the most important skills in their developing process. User Experience (UX) has been defined as the usability experience of a specific user while operating the mobile application yet, this concept has not been adopted while designing learning mobile application for children. UX claims to be an important aspect while designing a children mobile application for learning because children's experience differs from adults. Researchers have been highlighting on cognitive aspects when designing educational mobile application for children yet, there are no models or guidelines which can be referred by designers. Hence, this paper aims to enhance Experience- Centered Web Design Model by connecting a cognitive dimension. This study conducts a literature review to develop Enhanced Experience- Centered Web Design Model. A qualitative pilot case study has been conducted in order to amend all the necessary skills before conducting the actual case study method. It includes of semi-structured interview and observation method. The pilot study analysis will be referred for any amendments in interview questions and observation method to be further conducted for actual case study data collection of the study. The study will then develop an UX guideline which would be referred by the mobile application designers when designing a children educational mobile application for learning environmental sustainability.

Index Terms: User Experience, cognitive dimension, children educational mobile application.

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| | <table><tr><td>Authors:</td><td>Usman Galadima, Zaleha Ismail, Norulhuda Ismail</td></tr><tr><td>Paper Title:</td><td>A Need Analysis For Developing Integrated Stem Course Training Module For Pre-Service Mathematics Teachers</td></tr></table> | Authors: | Usman Galadima, Zaleha Ismail, Norulhuda Ismail | Paper Title: | A Need Analysis For Developing Integrated Stem Course Training Module For Pre-Service Mathematics Teachers | |
| Authors: | Usman Galadima, Zaleha Ismail, Norulhuda Ismail | | | | | |
| Paper Title: | A Need Analysis For Developing Integrated Stem Course Training Module For Pre-Service Mathematics Teachers | | | | | |
| 6. | <p>Abstract: The purpose of this paper is to present the need to develop the integrated Science, Technology, Engineering and Mathematics (iSTEM) course training module for preparing the pre-service mathematics teachers' readiness in teaching the iSTEM course in their future classroom instruction. In this paper, the researchers present the data for the study collected qualitatively using semi-structured interview questions. Purposive sampling was used in choosing 6 university lecturers in Nigeria for conducting the interview to identify and seek their insights regarding the need for iSTEM course training and module for teaching iSTEM course. An interview data collected was transcribed and inductively analysed using an exploratory content analysis approach in which five main themes have been identified, namely: (i) pedagogical knowledge; (ii) content knowledge; (iii) conception of the iSTEM; (iv) instructional strategy and (v) curricula knowledge for teaching iSTEM course. The results of this study indicated that all the six interview participants responded that they have no idea and had insufficient knowledge about the teaching of integrated STEM course. Moreover, the lecturers indicated that they were not exposed to the iSTEM course at all. The findings revealed that there is a need for the iSTEM course training and development of the iSTEM teaching module in helping the pre-service mathematics teachers' readiness in teaching the iSTEM course. Based on the findings, the researchers recommended suitable iSTEM course training module to prepare the pre-service mathematics teachers' readiness in teaching iSTEM course could be integrated into the teacher education curriculum in Nigeria.</p> <p>Keywords: Integrated STEM, Pre-service Mathematics Teachers, Need Analysis, Training Module.</p> <p>References:</p> <div><div>1. Okpala, P.N., Reforms in Science, Technology, Engineering and Mathematics (STEM) Education, in <i>Keynote Address 54th Science Teachers Association of Nigeria (STAN)</i>. 2012.</div><div>2. Jayarajah, K., R.M. Saat, and R.A.A. Rauf, A review of science, technology, engineering & mathematics (STEM) education research from 1999–2013: A Malaysian perspective. <i>Eurasia Journal of Mathematics, Science & Technology Education</i>, 2014. 10(3): p. 155-163.</div><div>3. Kalolo, J.F., Re-Aligning Approaches for Successful Implementation of STEM Education in Today's Elementary Schools in Developing Countries: Policy Commitments and Practices. <i>Journal of Education and Literature</i>, 2016. 4(2): p. 61-76.</div><div>4. Dooley, A., et al., Analysis of a STEM Education Professional Development Conference for Pre-service Educators. 2017, University of Missouri-Saint Louis.</div><div>5. Honey, M., G. Pearson, and H. Schweingruber, <i>STEM integration in K-12 education: Status, prospects, and an agenda for research</i>. 2014: National Academies Press Washington, DC, USA.</div><div>6. Evans, E.M., <i>Preparing elementary pre-service teachers to integrate STEM: A mixed-methods study</i>. 2015, Northern Illinois University: Dekalb, Illinois, USA.</div><div>7. Heba, E.-D., et al., Context of STEM Integration in Schools: Views from In-service Science Teachers.</div><div>8. <i>Eurasia Journal of Mathematics, Science and Technology Education</i>, 2017. 13(6): p. 2459-2484.</div><div>9. Capraro, R.M. and S.W. Slough, Why PBL? Why STEM? Why now? An introduction to STEM project-based learning, in <i>STEM Project-Based Learning</i>. 2013: pp. 1-5. Boston, MA, USA.</div><div>10. Jacobs, H.H., <i>Interdisciplinary curriculum: Design and implementation</i>. Association for Supervision and Curriculum Development. 1989, 1250 N. Pitt Street, Alexandria, VA 22314 USA: ERIC.</div><div>11. Frvkholm, J. and G. Glasson, Connecting science and mathematics instruction: Pedagogical context knowledge for teachers. <i>School Science</i></div></div> | 47-52 | | | | |

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| | Paper Title: | The Relationship Between Credit Risk Management Practices And Profitability In Malaysian Commercial Bank'S |
| | <p>Abstract: This research scope looks into credit risk management and its effect on a specific group of banks with intensive commercial activity within Malaysia. Yearly reports from 8 different banks that rely on secondary data gathered from the span of 3 years (2015-2017), form the essence of this research. Return on assets (ROA) was primarily used in this research to measure profitability. Also, two credit risk measuring methods were used, loan loss provisions ratio (LLPR) and ratio of capital adequacy (CAR). From the results we deduced that commercial bank's profitability related positively to capital adequacy ratio and loan loss provision ratio. Therefore, the research calls upon the need of new management structure that optimally keep credit risk in check and boost banks profitability.</p> <p>Keywords: Credit Risk Management, Commercial Banks, Financial Performance (Profitability), Malaysia.</p> <p>References:</p> <ol style="list-style-type: none"> 1. Ogboi C, Unuafé OK. Impact of credit risk management and capital adequacy on the financial performance of commercial banks in Nigeria. <i>Journal of emerging issues in economics, finance and banking</i>. 2013;2(3):703-17. 2. Haneef S, Riaz T, Ramzan M, Rana MA, Hafiz MI, Karim Y. Impact of risk management on non-performing loans and profitability of banking sector of Pakistan. <i>International Journal of Business and Social Science</i>. 2012;3(7). 3. Ozurumba BA. Impact of non-performing loans on the performance of selected commercial banks in Nigeria. <i>Research Journal of Finance and Accounting</i>. 2016;7(16):95-109. 4. Hanson SG, Kashyap AK, Stein JC. A macroprudential approach to financial regulation. <i>Journal of economic Perspectives</i>. 2011;25(1):3-28. 5. Mekasha G. Credit risk management and its impact on performance on Ethiopian commercial Banks. unpublished thesis (Msc), Addis Abeba | |
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| 8. | Authors: | Moawiah Awad Alghizzawi, Rosnia Masruki | 60-66 |
| | Paper Title: | Factors Influencing The Readiness Of Government Financial Personnel In Migrating Towards Accrual Accounting | |
| | <p>Abstract: Jordan’s migration towards accrual accounting is aimed at to be completed by year 2021, being as one of its government’s fiscal reform steps. However, this process is not progressing well within the government of Jordan due to the lack of improvement in performance. It is important to prepare the government’s financial personnel for the migration in order to ensure a successful migration process. Moreover, individual readiness factors associated with the acceptance or rejection of migration towards accrual accounting should be considered before the actual migration process takes place. Thus, this research aims to address the influence of social relationships at the workplace and job satisfaction on the readiness of Jordanian government financial personnel to determine their reaction regarding the migration towards accrual accounting. Following the quantitative method, the researcher distributed 375 questionnaires to the government financial personnel working in the Jordanian Ministry of Finance (JMOF), and a total of 331 questionnaires were returned, hence achieving a 88% response rate. The results of the research indicate a positive significant association between social relationships at the workplace/ job satisfaction and the readiness of Jordanian government financial personnel to migrate towards accrual accounting. Several limitations and potential areas for future studies are discussed in the last section of the paper.</p> <p>Keywords: Accrual Accounting, Jordan, Readiness of Government Financial Personnel, Social Relationships at the Workplace, Job Satisfaction.</p> <p>References:</p> <ol style="list-style-type: none">1. Abrahamson, E. (2000). Change without Pain. <i>Harvard business review</i>, vol. 78, no. 4, pp. 75-79.2. Ahmad, N. N. (2016). 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| Authors: | Musa Abubakar Alkali, Ibrahim Atan Bin Sipan, Muhammad Najib Razali |
| Paper Title: | The Impact Of Macroeconomic Variables On Real Estate Price Forecasting Modelling In Abuja Nigeria |

Abstract: This paper examined the impact of macroeconomic variables on real estate price forecasting modelling in Abuja, Nigeria using the family of Box-Jenkins ARIMA models. The ARIMA and ARIMAX models were used to forecast real estate residential price in Abuja, Nigeria using quarterly data from 2000Q1 to 2017Q in Naira (N). The outcome revealed that, macroeconomic variables such as consumer price index, price of crude oil, exchange rate of Naira against US dollar, GDP, interest rate, household income has significant positive impact on the real estate residential price forecasting models of 2 bedroom flat, 3 bedroom flat and 5 bedroom flat, while they have strong negative impact on the price forecasting model of 4 bedroom flat. Moreover, ARIMA and ARIMAX provides best out of sample forecasting models.

Keywords: ARIMA, ARIMAX, Forecasting Models, Macroeconomic Variables.

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| 10. | <p>Authors: Suguna Sinniah, Ramesh Kumar, Moona Haji Mohamed, Charles Ramendran SPR, Che Supian Mohd Nor, Dilashenyi Devi Selvarajah, Ilangovan Perumal</p> <p>Paper Title: User Satisfaction Of Human Resource Management System In Rural Area</p> <p>Abstract: The present study analyses user satisfaction of the Human Resource Management System (HRMIS 2.0) in the health department of Kelantan state through quantitative research method. This helps in determining the department's level of adoption and acceptance of technology. Therefore, about 212 employees of the health department of Kelantan were surveyed. The survey results showed that even if the perceived ease of use is 59.6%, the satisfaction of HRMIS is 66.2%. This implies that the users in rural areas use the HRMIS system for daily work routine only. The study discusses the implications, limitation and suggestions for future research suggestions.</p> <p>Index Terms: Optimism, Innovativeness, Discomfort, Insecurity.</p> <p>References:</p> <ol style="list-style-type: none"> 1. Malaysia KPT. Pelan Strategik Pengajian Tinggi Negara Melangkaui Tahun 2020. Kementerian Pengajian Tinggi Malaysia. 2007; 2. Ramli NH, Ahmad S, Masri MH. Improving the Classroom Physical Environment: Classroom Users' Perception. <i>Procedia - Soc Behav Sci</i>. 2013; 3. Ibrahim MZ, Rahman MNA, Yasin RM. Assessing Students Perceptions of Service Quality in Technical Educational and Vocational Training (TEVT) Institution in Malaysia. <i>Procedia - Soc Behav Sci</i>. 2012; 4. Lean OK, Zailani S, Ramayah T, Fernando Y. Factors influencing intention to use e-government services among citizens in Malaysia. <i>Int J Inf Manage</i>. 2009; 5. Hadziroh Ibrahim, Yusliza Mohd Yusoff. 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| 11. | <p>Authors: Nikolas F. Wuryaningrat, Paulus Kindangen, GreisSendouw, Bode Lumanouw</p> <p>Paper Title: The Role Of Person Job Fit And Person Organization Fit On The Development Of Innovation Capabilities</p> | |

At Indonesia Creative Industry

Abstract: Through the study, it was assuming that in order to develop the innovation capabilities of SMEs in the creative industry, knowledge sharing is needed, where trust is a crucial factor in knowledge sharin. However, building trust is not a simple matter, it assumed that person job fit (PJ-Fit) and person organization fit (PO-Fit) could be useful to build trust in the organization. Two hundred and one data were collectedfrom Province of Bali, Province of Special RegionYogyakarta and North Sulawesi Province. Data were analyzed with PLS-SEM.The study proposed four hypothesis and the results indicated there is no significant direct effect relationship between person job fit (PJ-Fit) and person organization fit (PO-Fit) on innovation capabilities. Result also indicated there is significant effect PJ-Fit and PO-Fit on trust, hence trust make positive effect on knowledge sharing, in turn knowledge sharing had positive significant effect on creative industry innovation capabilities at Indonesia.

Keywords: knowledge sharing, innovation capabilities, person job fit, person organization fit, trust.

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Authors: Mohamad Nizam Yusof, Nurhidayah Marzuki Yahaya, Norafzan Awang, Nik Nurkhairunissa Binti Nik Hassan, Khor Soo Cheen

Paper Title: The Challenges In Implementing Knowledge Management Practices In Construction Industry

Abstract: Knowledge is an essential resource to the companies in construction sector due to the nature of these organizations deal with projects. The performance of a project required new aptitudes, outlooks, models and responsibility all through the organizations. Currently, the execution of knowledge management especially in the construction sector is at earliest stages arrange. Nevertheless, the awareness of knowledge management practices among construction companies is high, where most of them are alert of the advantages that knowledge management can bring to their organizations. In any case, the execution of any new procedure or activities has dependably been a difficult assignment; a portion of these difficulties may happen during the usage or at practice stage. Likewise, the implementation

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| | <p>of knowledge management is no exception. To achieve successfully implement and practice knowledge management, the knowledge of the challenges, especially in relation to effective implementation should not be ignored by the organizations. The study was conducted in Malaysian construction industry that involves selected construction companies under grade G7 classified by CIDB, Malaysia. An aggregate of 110 surveys were gotten and analyzed. The gathered data was analyzed to identify the challenges in implementing knowledge management in construction industry. The results play a role as a guideline to effectively implement and practice knowledge management.</p> <p>Keywords: Challenges, Knowledge Management, Knowledge, Construction Companies, Construction Industry.</p> <p>References:</p> <ol style="list-style-type: none">1. Abdul-Rahman, H. and C. Wang, Preliminary approach to improve knowledge management in engineering management. Scientific Research and Essays, 2010. 5(15): p. 1950-1964.2. Asmi, A., A. Rasli, and M.A. Madjid, Factors that influence implementation of knowledge management and information technology infrastructure to support project performance in the construction industry. 2004.3. Mohd Zin, I.N. and C. Egbu. Readiness of organisations to implement a knowledge management strategy: A construction industry overview. in Procs 26th Annual ARCOM Conference. 2010. Association of Researchers in Construction Management.4. Raiden, A.B., A.R. Dainty, and R.H. Neale, Current barriers and possible solutions to effective project team formation and deployment within a large construction organisation. International Journal of Project Management, 2004. 22(4): p. 309-316.5. Davenport, T.H. and L. Prusak, Working knowledge: How organizations manage what they know. 1998: Harvard Business Press.6. Nonaka, I. and H. Takeuchi, The knowledge-creating company: How Japanese companies create the dynamics of innovation. 1995: Oxford university press.7. Gold, A.H., A. Malhotra, and A.H. Segars, Knowledge management: An organizational capabilities perspective. Journal of management information systems, 2001. 18(1): p. 185-214.8. Hari, S., C. Egbu, and B. Kumar, A knowledge capture awareness tool: An empirical study on small and medium enterprises in the construction industry. Engineering, Construction and Architectural Management, 2005. 12(6): p. 533-567.9. Santosus, M. and J. Surmacz, The ABCs of knowledge management. Cio magazine, 2001. 23.10. McAdam, R. and S. McCreedy, A critical review of knowledge management models. The learning organization, 1999. 6(3): p. 91-101.11. Robinson, H.S., et al., Knowledge management practices in large construction organisations. Engineering, Construction and Architectural Management, 2005. 12(5): p. 431-445.12. Carrillo, P., et al., Knowledge management in UK construction: strategies, resources and barriers. Project Management Journal, 2004. 35(1): p. 46-56.13. Holste, J.S. and D. Fields, Trust and tacit knowledge sharing and use. Journal of knowledge management, 2010. 14(1): p. 128-140.14. Gann, D., Putting academic ideas into practice: technological progress and the absorptive capacity of construction organizations. Construction Management & Economics, 2001. 19(3): p. 321-330.15. Egbu, C., J. Sturgesand, and B. Bates. Learning from knowledge management and trans-organisational innovations in diverse project management environments. in Proceedings of the 15th Annual conference of the association of researchers in construction management, Liverpool, Liverpool John Moores University. 1999.16. Kamara, J.M., C.J. Anumba, and P.M. Carrillo, A CLEVER approach to selecting a knowledge management strategy. International journal of project management, 2002. 20(3): p. 205-211.17. Chan, A.P. and A.P. Chan, Key performance indicators for measuring construction success. Benchmarking: an international journal, 2004. 11(2): p. 203-221.18. Faraj, I., et al., Distributed object environment: using international standards for data exchange in the construction industry. Computer Aided Civil and Infrastructure Engineering, 1999. 14(6): p. 395-405. | | | | | |
| | <table><tr><td>Authors:</td><td>Zabedah bt Othman, Jugindar Singh Kartar Singh, Raemah Abdullah Hashim</td></tr><tr><td>Paper Title:</td><td>Social Needs And Intention To Stay By Generation Y Employees In The Banking Sector In Malaysia: The Mediating Role Of Perceived Organizational Support</td></tr></table> <p>Abstract: This study examined the impact of social needs of Generation Y employees towards their intention to stay longer in organizations. The mediating role of perceived organizational support was also examined. In this quantitative research, data was collected using a survey method. The study population were Generation Y employees in the banking sector in Malaysia. Random sampling was used to collect data from 470 respondents. Self-administered questionnaires were delivered by hand. Structural equation modelling was used to test the relationships. The findings revealed that Gen Y employees' social needs were positively related to their intention to stay. It was found that perceived organizational support mediated the relationship between the two constructs. The findings presented new insights into how Gen Y employees social needs can contribute to improving their intention to stay in the banking sector. Given the paucity of research in the context of the role of social needs and perceived organizational support, this study provides an understanding to organizations on the influence of social needs and perceived organizational support in improving retention of Gen Y employees.</p> <p>Keywords: Social skills, Generation Y, Intention to stay, banking sector, perceived organizational support.</p> <p>References:</p> <ol style="list-style-type: none">1. Rosli, L. Malaysian banking system to remain strong in 2018: Moody's. The NST [newspaper on the Internet]. 2018 March 28 [cited 2019 Jan 31]. Available from: https://www.nst.com.my/business/2018/032. BusinessWire, Malaysia-Banking-Sector-Report-2017-2018. (Bussiness Wire [newspaper on the Internet]. 2018 Jan 28 [cited 2019 Jan 31]. Available from https://www.businesswire.com/news/home/201709190006356/en3. Bank Negara Malaysia. Financial Stability. [document on the Internet]. BNM 2019 [cited 2019 March 2]. Available from http://www.bnm.gov.my/index.php?ch=li&cat=islamic&type (Assessed January 10. 2019)4. Xiong, ILW and Ying, ELF. Financial Sector: Employment Conditions and Preparing the Workforce for the Future. [document on the Internet]. Financial Stability and Payment Systems Report 2017 [cited 2019 Jan 31]. Available from http://www.bnm.gov.my/files/publication.pdf5. The Malaysian Reserve. Savvy Gen Y - The workforce of the future. (The Malaysian Reserve [Internet]. 2019 March 31 [cited 28 April 2019];. Available from: https://themalaysianreserve.com/2017/03/31/savvy-gen-y- (Assessed January 12, 2019)6. The StarOnline (2018) Career top priority for Gen Y, says AIF study. The Star [newspaper on the Internet]. 2018 July 11 [cited 2019 Jan 31]. Available from: https://www.thestar.com.my/business/business-news/2018/07/11/7. Queiri A, Dwaikat N. Factors affecting Generation Y employees' intention to quit in Malaysian's business process outsourcing sector. Journal of Sustainable Development. 2016;9(2):78.8. Choi S, Cheong K, Feinberg RA. Moderating effects of supervisor support, monetary rewards, and career paths on the relationship between job burnout and turnover intentions in the context of call centers. Managing Service Quality: An International Journal. 2012 Aug 31;22(5):492-516. | Authors: | Zabedah bt Othman, Jugindar Singh Kartar Singh, Raemah Abdullah Hashim | Paper Title: | Social Needs And Intention To Stay By Generation Y Employees In The Banking Sector In Malaysia: The Mediating Role Of Perceived Organizational Support | |
| Authors: | Zabedah bt Othman, Jugindar Singh Kartar Singh, Raemah Abdullah Hashim | | | | | |
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| | <p>Authors: Siti Daleela Mohd Wahid, Abu Hanifah Ayob, Wan Mohd Hirwani Wan Hussain</p> <p>Paper Title: Twinkle Twinkle Little Star How Subjective Norm Mediates So Far? Formation Of Social Entrepreneurship Intention In Malaysia</p> | |
| 14. | <p>Abstract: Social entrepreneurship is a global phenomenon spreading around the world. It has become one of the finest solutions for addressing various social, environmental and economic issues. Following the issue of unemployment among graduates, research involving how far students are willing to become a social entrepreneur is relevant to be conducted. With that, this paper aims at revealing factor that predict a student's intention to be social entrepreneurs in the future. This study is quantitative in nature and has employed cross-sectional approach. Drawing from the theory of reasoned action as a theoretical foundation, this paper identifies trait emotional intelligence as the exogenous and subjective norm as the mediator. Stratified sampling strategies involves 480 undergraduate students from public and private universities were selected as respondents, at the same time as information become amassed via surveys. The information become then analyzed via the use of AMOS software. The structural equation modelling (SEM) was executed to test hypotheses. The results exhibit that subjective norm is partially mediates the tested relationship. This research contributes to shed light on the literature via examining a comprehensive models of social entrepreneurship intention formation; whilst offering several important practical implications for social entrepreneurship educators and practitioners.</p> <p>Keywords: Social entrepreneurship intention, trait emotional intelligence, subjective norm, theory of reasoned action</p> <p>References:</p> <ol style="list-style-type: none"> 1. Ab Wahid, H., Wan Mustaffa, W., Mohd Rhouse, S., & Abdul Rahman, R. (2016). Social entrepreneurship and resilience among public university students in Malaysia. <i>International Journal of Academic Research in Business and Social Sciences</i>, 6(12), 171-184. 2. Ajzen, I. (1991). 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Paper Title: Women Entrepreneurs In Malaysia: What Drives Them Venturing Into Business

Abstract: The Fundamental idea of the Internet of things is based upon Split style in which each layer carries out a details job based upon modern technology needed for the information transmission, information handling and also the information storage space. The purpose of the Internet of things is to link individuals with individuals or with various other items by producing an online impact of all the gadgets. This innovation brings enormous modifications in every person's tasks, regular and also inhabits. The privacy and also credibility of the info is additionally really important. Thus, protection is an important performance for the Internet of things, RFID is made use of. In this paper, we utilized digital parts such as RFID and also networking based attribute such as SMS as well as Email is utilized, which will certainly assist us to supply safety along with the controlling of different things made use of in residence. The crucial innovations which make it possible for IoT are RFID systems, Sensor networks and intelligence technologies to make Automatic Smart residence automation system. This paper gives the description about Importance of collaboration with Mechanical Engineers in the IoT

Keywords: sensor network, data transmission, Internet of things (IoT), Processing, Mechanical Engineers.

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| | <table><tr><td>Authors:</td><td>Helmi Muhammad, Moeljadi, Nur Khusniyah Indrawati, Atim Djazuli</td></tr><tr><td>Paper Title:</td><td>Understanding Islamic Spiritual Leadership Applied In Business: A Case Study At Baitul Mal Wat Tamwil Usaha Gabungan Terpadu Sidogiri Indonesia</td></tr></table> <p>Abstract: This study aimed to investigate the values of Islamic spiritual leadership applied at Baitul Mal wat Tamwil (BMT) Usaha Gabungan Terpadu (UGT) Sidogiri Indonesia and how it motivated and inspired the employees through the establishment of vision and culture based on Islamic values that affect their working productivity and commitment. This study was based on a post-positivist paradigm, and it was a single case study. In-depth interviews were applied for a data collection which was obtained from several research informants. These interviews were recorded, then transcribed to be analyzed using an interactive model. The results showed that spiritual leadership at BMT UGT Sidogiri Indonesia was based on three bases; they are Iman (faith to Allah), Islam and Ihsan (ethic). The value of Iman was reflected through the working seriously, discipline, always supervised, accompanied, and protected by Allah. Next, the value of Islam was reflected through the commitment of doing congregational prayers (salat al-jamaah). An Individual who has an outstanding religious commitment will not forget religious ethics such as being discipline, honest, virtuous, not arbitrary to others and responsible for the job. Furthermore, the value of Ihsan was reflected through working culture. This culture was taken from the personality characters of Prophet such as shiddiq (honest), amanah (trustworthy), tabligh (deliver), and fathonah (intelligent).</p> <p>Index Terms: Spiritual Leadership, Shiddiq, Amanah, Tabligh, Fathonah.</p> <p>References:</p> <div>1. Fry LW, Latham JR, Clinebell SK, Krahnke K. Spiritual leadership as a model for performance excellence: a study of Baldrige award recipients. J Manag Spiritual Relig. 2017 Jan 2;14(1):22-47.</div> <div>2. Yang F, Qing T, Zhang L, Tang L. Feeling Energized: How and When Spiritual Leadership Enhances Employee Job Performance. Acad Manag Proc. 2017 Jan;2017(1):12424.</div> <div>3. Klaus L, Fernando M. Enacting Spiritual Leadership in Business Through Ego-Transcendence. Leadersh Organ Dev J. 2016 Mar 7;37(1):71-92.</div> <div>4. Aslan M, Korkut A. Spiritual Leadership in Primary Schools in Turkey. J Educ Soc Res [Internet]. 2015 May 1 [cited 2018 Sep 25]; Available from: http://www.mcser.org/journal/index.php/jesr/article/view/6566</div> <div>5. Fairholm MR, Gronau TW. Spiritual leadership in the work of public administrators. J Manag Spiritual Relig. 2015 Oct 2;12(4):354-73.</div> <div>6. Fry LW, Hannah ST, Noel M, Walumbwa FO. RETRACTED: Impact of spiritual leadership on unit performance. Leadersh Q. 2011 Apr;22(2):259-70.</div> <div>7. Egel E, Fry LW. Spiritual Leadership as a Model for Islamic Leadership. Public Integr. 2017 Jan 2;19(1):77-95.</div> <div>8. Balog AM, Baker LT, Walker AG. Religiosity and spirituality in entrepreneurship: a review and research agenda. J Manag Spiritual Relig. 2014 Apr 3;11(2):159-86.</div> <div>9. Houston DJ, Cartwright KE. Spirituality and Public Service. Public Adm Rev. 2007 Jan;67(1):88-102.</div> <div>10. Anderson P. This place Hurt My Spirit. J Manag Spiritual Relig. 2018 Aug 8;15(4):305-24.</div> <div>11. Geh E, Tan G. Spirituality at work in a changing world: managerial and research implications. J Manag Spiritual Relig. 2009 Dec;6(4):287-300.</div> <div>12. Zsolnai L, Illes K. Spiritually inspired creativity in business. Int J Soc Econ. 2017 Feb 13;44(2):195-205.</div> <div>13. Dehaghi MR, Goodarzi M, Arazi ZK. The Effect of Spiritual Values on Employees' Organizational Commitment and Its Models. Procedia - Soc Behav Sci. 2012 Oct;62:159-66.</div> <div>14. Zsolnai L. Ethics Needs Spirituality. In: Nandram SS, Borden ME, editors. Spirituality and Business [Internet]. Berlin, Heidelberg: Springer Berlin Heidelberg; 2010 [cited 2019 Mar 14]. p. 87-90. Available from: http://link.springer.com/10.1007/978-3-642-02661-4_7</div> <div>15. Moon T-W, Youn N, Hur W-M, Kim K-M. Does employees' spirituality enhance job performance? The mediating roles of intrinsic motivation and job crafting. Curr Psychol [Internet]. 2018 May 5 [cited 2019 Mar 14]; Available from: http://link.springer.com/10.1007/s12144-018-9864-0</div> <div>16. Ahmad M, Khan S. A Model of Spirituality for Ageing Muslims. J Relig Health. 2016 Jun;55(3):830-43.</div> <div>17. Ashar H, Lane-Maher M. Success and Spirituality in the New Business Paradigm. J Manag Inq. 2004 Sep;13(3):249-60.</div> | Authors: | Helmi Muhammad, Moeljadi, Nur Khusniyah Indrawati, Atim Djazuli | Paper Title: | Understanding Islamic Spiritual Leadership Applied In Business: A Case Study At Baitul Mal Wat Tamwil Usaha Gabungan Terpadu Sidogiri Indonesia | 112-118 |
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Paper Title: Current Issues And Barriers Of Maintenance Management Practices For Public Facilities In Malaysia

Abstract: There are significant challenges for local authorities in Malaysia in providing and managing the public facilities for the satisfaction of stakeholders. Therefore, the local authorities need to maintain the facilities to ensure the public to be able to use them effectively and comfortably. However, over the years, the local authorities faced countless critics and complaints regarding their performance in managing the facilities from the public. Moreover, the local authorities confronted maintenance cost issues while maintaining and operating the facilities, which lead to ineffective management. This unfortunate situation has tarnished the image of the local authorities, which supposedly act as a service provider to the public in their regions. This paper investigates the current maintenance management practices by the local authorities and to identify the barriers encountered during the implementation of maintenance management. The study utilized a comprehensive sample by distributing 149 questionnaires to the maintenance department of local authorities. The results of current practices were analyzed by using the mean value score and Relative Importance Index (RII) while the barriers were examined using the mean value score and Severity Index (SI). The results indicated that the current practices of the maintenance management conducted by the local authorities did not achieve the level of satisfaction which leads to the issues of ineffective maintenance management and the barriers that faced by the local authorities shows that building characteristics, vandalism and human factors have become the significant factors of maintenance cost issues. Consequently, the study provides the recommendation of directions and guidance towards the best practices of maintenance management to accomplish the maintenance efficiency and value for money throughout various strategies of improvements.

Keywords: Maintenance practices, barriers, local authorities, maintenance cost

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| 18. | <table> <tr> <td>Authors:</td><td>Metta Kusumaningtyas, Anis Chariri, Etna Nur Afri Yuyetta</td></tr> <tr> <td>Paper Title:</td><td>Information Asymmetry, Audit Quality, And Institutional Ownership On Earnings Management: Evidence From Mining Companies Listed On The Indonesia Stock Exchange</td></tr> </table> <div> <p>Abstract: The intent of this research is to scrutinize the consequence of information asymmetry and audit quality on earnings management using institutional ownership as a moderating variable. The sample of this study consists of 28 mining companies listed on the Indonesia Stock Exchange (IDX) for 5 years of observation in 2012-2016, with total sample used were 140 data. Moderated Regression Analysis is used to test the hypothesis with the results that audit quality has a significant and negative influence on earnings management. While institutional ownership is accepted as a moderating variable that weakens the influence of information asymmetry on earnings management. In contrast, information asymmetry does not affect earnings management and institutional ownership does not strengthen the influence of audit quality on earnings management.</p> <p>Index Terms: Earnings Management, Information Asymmetry, Audit Quality, Institutional Ownership, Mining Companies, Indonesia.</p> <p>References:</p> <ol style="list-style-type: none"> Alzoubi ESS. Audit Quality , Debt Financing , and Earnings Management : Evidence from Jordan. <i>J Int Account , Audit Tax</i>. 2018;30:69–84. Lin J, Hwang MI. Audit Quality , Corporate Governance , and Earnings Management : A Meta-Analysis. <i>Int J Audit</i>. 2010;14:57–77. Arens AA, Elder RJ, Beasley MS. Auditing and Assurance Services : An Integrated Approach [Internet]. 14th ed. Prentice Hall; 2012 [cited 2018 Dec 26]. 850 p. Available from: http://lib.hpu.edu.vn/handle/123456789/22033 </div> | Authors: | Metta Kusumaningtyas, Anis Chariri, Etna Nur Afri Yuyetta | Paper Title: | Information Asymmetry, Audit Quality, And Institutional Ownership On Earnings Management: Evidence From Mining Companies Listed On The Indonesia Stock Exchange |
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| Authors: | Wahyu Oktri Widyarto, Mohamad Jihan Shofa, Nugraheni Djamal |
| Paper Title: | Key Performance Indicators On Supply Chain Performance Measurement In An Electronic Commerce: A Literature Review |

Abstract: Based on the information and communication technology revolution are characterized by Internet usage in various fields, the business environment also does changing by applying the concept of Electronic Commerce (e-commerce) on its process. Like business activities in general, e-commerce also requires the involvement of various parties, which are referred to Supply Chain Management (SCM). The challenge is while the Supply Chain (SC) performance measurement, that generally conducted in the company with non e-commerce, applied on e-commerce business process. Otherwise, only a few literature studies discuss partially dimension of performance measurement in e-commerce. Therefore, it is important to conduct a literature study about key performance indicators (KPIs) for measuring SC performance in e-commerce dimensions, and it would be explained in this paper. The contribution of this paper proposed the KPIs' that could be used for measuring SC performance in an e-commerce business process in order to be a new approach on the development of SC performance measurement models.

Index Terms: e-commerce, KPIs, literature review, SC performance measurement.

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| 20. | Authors: | Oda I. B. Hariyanto, Doni Purnama Alamsyah |
| | Paper Title: | The Relationship Of Environmental Knowledge And Green Purchase Intention |
| | <p>Abstract: Nowadays, customer's knowledge of the environment is very important, remember that its impact on customer behavior for product consumed. So the study of customer behavior for an environmentally friendly product which is environmental knowledge and green purchase intention become research focus through the correlation study among variable. This study focuses on the retail customer which are 100 customers, where it had experience before about environmental friendly product in Bandung City, Indonesia. Through experimental study is conducted hypothesis test with simple regression analysis, with data obtained from questionnaire distribution. The research finding is stated that there is a correlation from the improvement of green purchase intention as the impact of environmental knowledge of customer for the environmentally friendly product. It needs to be known that environmental knowledge still focuses on the impact of product production on the environment, while knowledge of product characteristic has not become important attention. It explains that environmental knowledge needs become attention if it is related to the customer purchasing behavior of an environmentally friendly product.</p> <p>Index Terms: Environmental Knowledge, Green Purchase Intention, Environmental Friendly Products</p> <p>References:</p> <ol style="list-style-type: none"> Walsh G, Bartikowski B. Exploring corporate ability and social responsibility associations as antecedents of customer satisfaction cross-culturally. J Bus Res [Internet]. 2013;66(8):989–95. Available from: http://dx.doi.org/10.1016/j.jbusres.2011.12.022 Syarifuddin D, Alamsyah DP. Green Perceived Value for Environmentally Friendly Products: Green Awareness Improvement. J Ekon Pembang. 2017;18(2):245–55. Kautish P. The Determinants of Consumer Willingness to Search for Environmental-Friendly Products : A Survey. Int J Manag. 2012;29(2):696–712. Suki NM. Green awareness effects on consumers’ purchasing decision: Some insights from Malaysia. Int J Asia-Pacific Stud. 2013;9(2):49–63. Angelovska J, Sotiroska SB, Angelovska N. The Impact of Cognitive Learning on Consumer Behaviour. J Int Environ Appl Sci. 2012;7(2):406–17. Alamsyah DP, Trijumansyah A, Hariyanto OIB. Mediating of Store Image on Customer Trust for Organic Vegetables. MIMBAR, J Sos dan Pembang. 2017;33(1). Paço AMF, Raposo MLB. Green Consumer Market Segmentation: Empirical Findings From Portugal. Int J Consum Stud. 2010;34(1996):429–36. Alamsyah DP, Syarifuddin D. Store Image: Mediator of Social Responsibility and Customer Perceived Value to Customer Trust for Organic Products. IOP Conf Ser Mater Sci Eng. 2018;288. Rashid NRNA. Awareness of Eco-label in Malaysia’s Green Marketing Initiative. Int J Bus Manag. 2009;4(8):P132. Rahim MHA, Zukni RZJA, Ahmad F, Lyndon N. Green advertising and environmentally responsible consumer behavior: The level of awareness and perception of Malaysian youth. Asian Soc Sci. 2012;8(5):46–54. Safari A, Salehzadeh R, Panahi R, Abolghasemian S. Multiple pathways linking environmental knowledge and awareness to employees’ green behavior. Corp Gov Int J Bus Soc. 2018;CG-08-2016-0168. Rashid NRNA, Khalid SA, Rahman NIA. Environmental Corporate Social Responsibility (ECSR): Exploring its Influence on Customer Loyalty. Procedia Econ Financ. 2015;31(15):705–13. Chen Y, Chang C. Enhance Green Purchase Intentions. The Roles of Green Perceived Value, Green Perceived Risk, and Green Trust. Manag Decis. 2012;50(3):502–20. Othman C, Rahman MS. Investigation of the Relationship of Brand Personality, Subjective Norm and Perceived Control on Consumers’ Purchase Intention of Organic Fast Food. Mod Appl Sci. 2014;8(3):92–106. Wu S, Chen Y. The Impact of Green Marketing and Perceived Innovation on Purchase Intention for Green Products. Int J Mark Stud. 2014;6(5):81–101. Mayrowani H. Pengembangan Pertanian Organik di Indonesia. Forum Penelit Agro Ekon. 2012;30(2):91–108. | 142-144 |
| 21. | Authors: | Sri Langgeng Ratnasari, Gandhi Sutjahjo, Adam |
| | Paper Title: | The Contribution Of Competence, Motivation, And Creativity Towards Teacher’s Performance Through Work Satisfaction |
| | <p>Abstract: This research aimed at finding the contribution of competence, motivation, and creativity toward teacher’s performance through work satisfaction on teachers at model schools in Batam. 117 teachers from three model schools were set as the targeted respondents. A questioner was given to the teachers to gain data on teacher’s competence, motivation, creativity, work satisfaction, and performance. The questioners were analyzed using SPSS for Windows</p> | 145-149 |

version 22.0, for its reliability and validity, and System Equation Modeling (SEM) version 22.0 for normality, regression co-efficient, and determination. The data result showed that: (1)there are three variables which significantly have positive influence; competence toward work satisfaction, motivation toward work satisfaction, and motivation toward teacher's performance;(2)one variable significantly have negative influence, that is creativity toward work satisfaction;(3) one variable has not-significant negative influence: creativity toward teacher performance;(4) two variables have not significant positive influence: competence toward teacher's performance and creativity toward teacher's performance. The contribution of competence, motivation and creativity toward work satisfaction is 76.1%, and the contribution of competence, motivation, and creativity toward teacher's performance is 29.1%. In the three model schools in Batam, competence and motivation have positive contribution toward work satisfaction; motivation has positive contribution toward teacher's performance; creativity does not contribute toward work satisfaction; competence and creativity contribute to teacher's performance although is not significant.

Keywords: Teacher's Performance, Work Satisfaction, Creativity, Competence

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| | <p>Authors: Mohammed Hayder Nadhim, Siti Sarah Omar, Ali Taha Oleiwi, Ganama Moustapha Gueme, Dahlia Fernandez binti mohd Farid Fernandez</p> <p>Paper Title: Innovative Characteristics Among Small And Medium Enterprises In (Johor) Malaysia</p> <p>Abstract: Innovation is seen as a means that aids in promoting opportunities for new businesses to grow in the market. It has been proven to have a significant increase in SMEs as well as an expansion of business due to an implementation of innovation. Hence, SMEs are in competition among themselves in Malaysia even throughout the world, to improve their strategic innovation in order for them to boost productivity as well as sustain their competitive advantage. Thus, the objectives of this research are:(1) To identify the external business success factors being implemented by the SMEs in Johor. (2) To identify the internal business success factors being implemented by the SMEs in Johor. (3) To investigate the current level of innovative practices among SMEs in Johor. (4) To identify the relationship between external and internal factors with innovative practices among SMEs in Johor. Data was collected from 152 respondents of SMEs from all sectors in Johor. SPSS version 22 was used to analyze of the data. The findings confirmed that the survey instruments used were reliable. The findings enlighten that there is a significant positive relationship between external factors (Financial resource, Government supported developments, Market dynamics, and Academia-industry collaborations) on another hand, the internal factors (Organizational culture, and Management orientation) with innovation practices. The study also found that the level of innovation practices among SMEs in Johor was at a medium level. This study recommended to apply this study in other states within Malaysia and in other countries, Besides comparing innovative practices of locally managed SMEs and SMEs managed by foreign entities can increase our understanding of SME innovation practices. The study focused on SMEs, may better to examine large companies and identify whether they have similar outcomes.</p> <p>Keywords: Innovation, SMEs, External factors, Internal factors.</p> <p>References:</p> <ol style="list-style-type: none"> 1. Szirmai A, Naudé W, Goedhuys M. Entrepreneurship, innovation, and economic development: Oxford University Press; 2011. 2. Kapetanious C, Lee SH. Geographical proximity and open innovation of SMEs in Cyprus. <i>Small Business Economics</i>. 2019;1-16. 3. Naranjo-Valencia JC, Calderón-Hernández G, Jiménez-Jiménez D, Sanz-Valle R. 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| 23. | <p>Authors: AbdiSalam Salad Abdulle, Zaini Zainol, Hawa Ahmad</p> <p>Paper Title: Impact Of Computerized Accounting Information System On Small And Medium Enterprises In Mogadishu, Somalia: The Balance Scorecard Perspectives</p> <p>Abstract: Information, communication and technology (ICT) adoption has increased dramatically over time irrespective of organizations, be public or private, profit or not for profit organizations around the world. No doubt that ICT investment will spur economic growth as studied done by many countries. The African Union Agenda 2063 has acknowledged the importance of digital inclusivity for African countries to be on par with the rest of the world as an information society. African nation and Somalia particularly have still some challenges to deploy ICT on the concern of availability, accessibility and affordability. Nevertheless, in a business environment where businesses compete in the highly fragile market, ICT modernization in all business processes including accounting is a crucial tool for continuous improvement towards competitive services offered to customers. The implementation and adaption computerized accounting systems (CAIS) for any organization such as SMEs will enable the management and owners to improve decision making, internal controls and financial information, as well as enable financial reporting to be designed and processed on a standardized format and timely. It was reported that the use of inefficient information to support financial decision making and poor quality and reliability of financial information were part of the major SMEs challenges. Therefore, this study attempts to understand the usage of CAIS and its impact on the performance of SMEs in Somalia. The survey questionnaire is designed and distributed to selected SMEs in the capital city of Mogadishu, Somalia. The results of CAIS's impact are discussed from four components of balanced scorecard namely financial, customer, internal processes and learning & growth perspectives. The results of this study may provide knowledge about the impact of usage CAIS for SMEs performance in Somalia</p> <p>Index Terms: Computerized accounting information system, financial perspective, customer perspective, internal processes perspective, learning & growth and small and medium enterprises.</p> <p>References:</p> <ol style="list-style-type: none"> 1. Abdi nor. (2013). The effect of microfinance institution lending on the growth of small and medium m enterprise in Somalia. Thesis of a Master of Science in finance degree, school of business, university of Nairobi. 2. Akande ,Olusola,O. (2011). Accounting skills as a performance factor for small businesses in Nigeria. <i>Journal of emerging trends in economics and management sciences (JETEMS)</i> Vol. 2, No. 5, pp. 372-378, © Scholarlink research institute journals 2011(ISSN-2141-7024). 3. Amviko, Agnes. (2011). Computerised accounting systems and financial reporting: A case of national water and sewerage corpor ation, Mbale branch, A research report, Makerere University, Kampala, p.1. 4. Breen, Nick Sciulli, and Cheryl Calvert. (2003). The Use of Computerized Accounting System in Small Business. 16th Annual Conference of Small Enterprise Association of Australia and new Zealand, pp. 1-12. 5. Clark Kent Arcega, Emerenciana D., Jessica G., Claudette G., Hanna J. M., Evangeline V., Jiexel L. M. (2015). Computerized vs. Non-computerized accounting system of small and medium enterprises in Lipa city, Philippines. A comparative analysis, <i>Asia Pacific journal of academic research in business administration</i>. Vol.1, No.1, April, pp.48-55. 6. Gorton, M.. (1999). Use of financial management techniques in the U.K. – Based small and medium enterprise. <i>Empirical Research Findings. Journal of financial management and analysis</i>, Vol. 12, No.1, pp.51-61. 7. Gorla, N., Somers, T. M., & Wong, B. (2010). Organizational impact of system quality, information quality, and service quality. <i>The Journal of Strategic Information Systems</i>, 19(3), 207-228. 8. Guitierrez, M., Lim, W., Ong, K.andYu, N. (2011). A study on the determinants of computerized accounting systems by SMEs in SM City | 159-165 |

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Authors: Leviana Andrew, Nurfazlina Haris, Siti Fatimah Abdul Latiff, Habiel Zakariah

Paper Title: Service Quality and Customer Satisfaction in the Retailing Industry: Evidence from Sarawak, Malaysia

Abstract: These days all organizations are facing challenges in delivering quality services, creating values and satisfying customers, let alone in the retailing industry. The economic instability due to government policy, the rising cost of living, players in the retailing industry are forced to downsize, relocate branch and minimize its operations. Not only that, retailers, specifically hypermarkets which have direct access to individual customers personally try their best to satisfy its customers through monthly promotions, member's discounts, extending physical store to online store and many more. But what are the elements of service quality and how does it affect customer satisfaction? Some studies found that customer's satisfaction seemed to be lower in the retailers that have rigid operating hours. Another study claimed that a long queue was also the culprit for lower customer satisfaction. The truth is, service quality needs assurance, responsiveness, reliability, and tangibility in order to satisfy customers. There was not enough evidence regarding service quality and customers in the retailing industry in Sarawak. Thus, this study seeks to identify the relationship between the two variables in Sarawak's setting. The researchers adapted the SERVQUAL questionnaire to analyze the gap between perceptions and expectations of the customer, concerning the service at a hypermarket. A total of 169 responses from 181 questionnaires distributed were used for the analysis of this study. The results showed that all the variables in the service quality were positively related to customer satisfaction. These findings showed that assurance, responsiveness, reliability, and tangibility are considered as service quality which then translated into the retailers' policy, management, and operations. The study also proved that service quality can be considered as a competitive advantage and should be taken seriously to ensure the survival of the hypermarket.

Index Terms: Service quality, SERVQUAL, Customer Satisfaction, hypermarkets.

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Authors: Damayanti

Paper Title: The Difference Between Fuzzy Trace Theory And Heuristic Theory In Risk Taking In The Context Of Financial Investment

Abstract: The purpose of this paper is to compare two theories, namely fuzzy trace theory and heuristic theory in the context of risk taking in financial investment decisions. Fuzzy trace theory is a global memory model developed to explain the findings that are against with a certain feeling intuition about the relationship between memory and thought. Meanwhile, heuristic theory mentions that a person's behavior in making decisions with limited and short time is because of only limited informations and all of them are in the conditions of uncertainty. The heuristic theory states that the making of fast decision involves the elements of perception, memory, framing effect and the ease of processing information and overload informant's condition. The statement of the heuristic theory is not in accordance with the main principle of the fuzzy trace theory, in which a person encodes, stores, retrieves, and forgets her/his verbatim memory and gist separately and in parallel. The difference of the two theories influences the risk taking in the field of financial investment. Some factors affecting the risk taking are as the followings: (1) Financial literacy (including memory, information and investor knowledge); (2) Emotion (prioritizing her/his feeling and intuition in decision making); and (3) Risk perception (considering one's feeling and perception in making risk decisions). Based on the conceptual analysis of the factors that influence risk taking, investors need to pay attention to: (1) financial literacy; they should consider the fuzzy trace theory, (2) emotion; they should consider the heuristic theory in making decisions, (3) risk perception; they should consider the heuristic theory. It is expected that this paper is beneficial for investors and potential investors to consider some points in taking some policies suitable either with fuzzy trace theory or heuristic theory in risk taking.

Keywords: Fuzzy trace theory, heuristic theory, risk taking and investment

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| 26. | <p>Authors: Piyachat Burawat</p> <p>Paper Title: Productivity Improvement Of Corrugated Carton Industry By Implementation Of Continuous Improvement, 5s, Work Study, And Muda Elimination: A Case Study Of Xyz Co., Ltd.</p> <p>Abstract: The purpose of this study is to make productivity better by means of 5S, work study, and Muda elimination in corrugated carton industry which was conducted from November 2018 to March 2019 from a case study of XYZ Co., Ltd. The data were collected from managers and supervisors and the problems were analyzed by brainstorming together with cause and effect diagram. Crucial problems of production occurred from human errors, i.e. production employees ignored to check the availability of machines before operating the machine, production employees neglected to prepare materials for next orders while machines operating, and warehouse employees randomly checked the humidity before the storage of corrugated sheet papers. Employees could be trained about production process, machine operation, quality inspection, and planning process. The production process could be changed from operating machine without checking machine availability and removing material remains in the machine to check availability and removing materials remains in the machine before operating new purchasing order. The output was then increased from 2,000 to 2,300 ton per month, accounting for 15.00 percent of improvement. The defect was reduced from 160 to 140 pieces per month, accounting for 12.50 percent of improvement. Regarding the storage process, it could be changed from random check of humidity to check of humidity every time. The messy in warehouse had caused mixing of wet or damp raw materials with good quality raw materials. Once it was improved by cleaning, classifying materials, products and areas with sign boards, the results showed that the materials and products were easier to find and product quality was increased. Company launches 5S policy and doing 5S activities continuously twice a month. The findings presented that the number of employees who neglected to comply with the organizational regulations was reduced from 6 to 2 persons, accounting for 66.67 percent of improvement.</p> <p>Index Terms: Muda elimination, Productivity, 5S, Work study</p> <p>References:</p> <ol style="list-style-type: none"> 1. Prokopenko, J. <i>Productivity Management: A Practical Hand Book</i>. Geneva: International Labour Office; 1987. 2. Drucker PF. <i>Management Challenges for the 21st Century</i>. New York: Harper Collins; 1999. 3. Ruch WA. Measuring and managing individual productivity. In: Douglas HH. (eds.) <i>Organizational linkages: understanding the productivity paradox</i>. Washinton, D.C.: National Academy Press; 1994. p. 105-130. 4. Lammon D. <i>An Examination of Productivity in the Utility Industry</i>. New York: Empire State College, State University of New York; 2010. 5. 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| 27. | <p>Authors: Rahel Widiawati Kimbal</p> <p>Paper Title: Social Capital In Indonesia: Process To Design</p> | |

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| | <p>Abstract: This research aimed at finding a new design of social capital in order to reinforce sustainable small industrial enterprises. It was conducted on farmers and roasted peanut entrepreneurs as the small business agents. This research used qualitative research method with triangulation technique such as observation, interview, and documentation. To analyze the data, it used Advanced Analytical Method by Spradley.</p> <p>This research discovered that the emergence of problems in the small business activities or roasted peanut industry as from the upstream to the downstream. It was severely supported by the negative social capital emerged from these industrial activities. The power of social capital which sometimes fell off actually never stagnated; however, it revived, and it could turn to be positive social capitals in terms of: (1) The Power of Colleague Network, (2) Mutual Trust and Cooperation, (3) Obedience to Life Norms, (4) Mutual Virtue and, (5) Impact Values of Life. The process of a long journey of social capital has made it even more complete with the formation of a design of social capital through a community/group formed specifically consisting of peanut farmers and roasted peanut entrepreneurs. The set that is intended for: (1) Excavating and Exploring the Resources of Members of the "Association". (2) Protecting and Guarding the Members from Business Threats. (3) Utilizing Every Business Opportunity for Business Development in a Better Version. (4) Identifying and Anticipating every Threat of a Small Business. The process of social capital has become a force contained in the design of social capital which has an overall impact on the strengthening and development of small industrial economies. It also requires support and the role of the government as a regulator for the sustainability of small industrial businesses to continue to take part and be able to prosper the community's economy.</p> <p>Key Words: Social Capital, Design, Process, Small Industrial Enterprises</p> <p>References:</p> <ol style="list-style-type: none">1. J. Hasbullah, "Social Capital Menuju Keunggulan Budaya Manusia Indonesia. MR-United Press Jakarta, 2006.2. R.W. Kimbal, " Modal Sosial Dan Ekonomi Industri Kecil" Sebuah Studi Kualitatif, 2015, pp. 1-242 https://books.google.co.id/deepublish/publish.3. A.E. Yustika, "Ekonomi Kelembagaan Definisi, Teori dan Strategi, Bayumedia Publishing Anggota IKAPI. Malang, 2008.4. N. Faturahman, "Proses Sosial dan Interaksi Sosial. http://www.academia.edu/.5. J. Hasbullah, "Social Capital Menuju Keunggulan Budaya Manusia Indonesia. MR-United Press Jakarta, 2006.6. Lin, Nan. "Social Capital: A Theory of Social Structure and Action. Cambridge University Press. Cambridge. Uk, 2001.7. A. Sudrajat, "http://bentuk-bentuk-dan-aturan-dalam-interaksi-sosial.htm/20/12/2012.8. R.W. Kimbal dkk, "Social Capital Contribution to Economic Actors in Mix barter Transaction In Pasar Blante Kawangkoan.https://doi.org/10.2991/icss-18-2018.176.9. R.W. Kimbal, " The design of ideal social capital for the development of traditional market mix in the barter transaction in pasar blante Kawangkoan" <i>ijaber</i>, Vol, 13 No.7pg.5703-5720,2015,serialsjournals.com/serialsjournalmanager/pdf/1457769317.pdf.10. R.W. Kimbal, "The Exitence Of Social Capital and Their Contribution To The Empowerment of Roasted Peanut as a small Industry in Indonesia. <i>IJET Journal</i> vol 7 No 3.25.2018 pp 321-328 special issue 25.www.sciencepubco.com/index.php/ijet.11. Sugiyono, "Memahami Penelitian Kualitatif Alfabeta. Anggota IKAPI Bandung pp 113-114, 2005.12. H.Wijaya, S. Tinggi, F.Jaffray , " Analisis Data Kualitatif Model Spradley. 2018;(March).13. M. Idrus, Metode Penelitian Ilmu-Ilmu Sosial (Pendekatan Kualitatif dan Kuntitatif).UII Press Yogyakarta, 2007. | 184-190 | | | | |
| | <table><tr><td>Authors:</td><td>Noorlizawati Abd Rahim, Zainai B. Mohamed, Astuty Amrin, Maslin Masrom,Sya Azmeela Shariff</td></tr><tr><td>Paper Title:</td><td>Conceptualization And Measurement Of University Technology Transfer Office Efficiency As A Formative Construct</td></tr></table> <p>Abstract: Although many universities have established Technology Transfer Office (TTO), there is no consensus in the literature that TTO has been successful in promoting academic entrepreneurship. Inhomogeneity of TTO services across different universities results in an inconsistent relationship between TTO formation and the rate of technology transfer activities. The TTO efficiency has been mostly researched based on the objective measures. However, far too little attention has been paid to explore the perception of academic entrepreneurs on the degree to which TTO has been efficient in greasing the wheels of their technology transfer pursuit. This paper aims to conceptualize TTO efficiency as a formative construct and to validate the proposed measurement model using partial least squares structural equation modeling (PLS-SEM). The empirical results confirmed the absence of collinearity while validity was established using a modified multitrait–multimethod (MTMM) matrix analysis. Furthermore, the indicators’ weights revealed which constituent services provided by TTO benefit academic entrepreneurs the most. This study contributes new insights into academic entrepreneurs' perception towards the effectiveness of TTO services that further pave a way for the university to prioritize improvement measures.</p> <p>Index Terms: Academic entrepreneurship, formative measurement model, modified multitrait–multimethod, partial least squares, structural equation modelling, Technology Transfer Office.</p> <p>References:</p> <ol style="list-style-type: none">1. Siegel, D.S. and M. Wright, Academic entrepreneurship: time for a rethink? <i>British Journal of Management</i>, 2015. 26(4): p. 582-595.2. Grimaldi, R., et al., 30 years after Bayh–Dole: Reassessing academic entrepreneurship. <i>Research Policy</i>, 2011. 40(8): p. 1045-1057.3. Rasmussen, E. and M. Wright, How can universities facilitate academic spin-offs? An entrepreneurial competency perspective. <i>The Journal of Technology Transfer</i>, 2015. 40(5): p. 782-799.4. Muscio, A., D. Quaglione, and L. Ramaciotti, The effects of university rules on spinoff creation: The case of academia in Italy. <i>Research Policy</i>, 2016. 45(7): p. 1386-1396.5. Slavtchev, V. and D. Göktepe-Hultén, Support for public research spin-offs by the parent organizations and the speed of commercialization. <i>The Journal of Technology Transfer</i>, 2016. 41(6): p. 1507-1525.6. Gubitta, P., A. Tognazzo, and F. Destro, Signaling in academic ventures: the role of technology transfer offices and university funds. <i>The journal of technology transfer</i>, 2016. 41(2): p. 368-393.7. Rahman, A., et al., Innovation & Commercialization: Role of Technology Transfer Office in Malaysia Universities. Kamariah and Ahmad Anuar, Melati, Innovation & Commercialization: Role of Technology Transfer Office in Malaysia Universities (November 9, 2011), 2011.8. O’kane, C., et al., University technology transfer offices: The search for identity to build legitimacy. <i>Research Policy</i>, 2015. 44(2): p. 421-437.9. Markman, G.D., et al., Entrepreneurship and university-based technology transfer. <i>Journal of business venturing</i>, 2005. 20(2): p. 241-263.10. Rizzo, U. and L. Ramaciotti, The determinants of academic patenting by Italian universities. <i>Technology Analysis & Strategic Management</i>, | Authors: | Noorlizawati Abd Rahim, Zainai B. Mohamed, Astuty Amrin, Maslin Masrom,Sya Azmeela Shariff | Paper Title: | Conceptualization And Measurement Of University Technology Transfer Office Efficiency As A Formative Construct | 191-197 |
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| 29. | Authors: | Candrianto, Mia Ayu Gusti |
| | Paper Title: | Leadership Effect, Non Physical Work Environment and Work Spirit on Employee Performance in PT Telkom Witel West Sumatera |
| | <p>Abstract: The purpose of this study was to determine the effect of leadership on the non-physical work environment, leadership and influence of non-physical work environment on work spirit and influence of leadership, non-physical work environment, and the work spirit of the employees' performance. The data used are primary data using questionnaires. The study population was all employees of PT. Telkom Witel Sumbar of 90 employees. The sample used in this study were as many as 74 people using cluster sampling. The results showed that: (1) leadership significantly influence the work environment non-physical, (2) leadership and the working environment of non-physical significant effect on work spirit, and (3) leadership, work environment non-physical, and work spirit significant effect on performance employees.</p> <p>Index Terms: Leadership, Non Physical Work Environment, Work Spirit, and Employee Performance.</p> <p>References:</p> <ol style="list-style-type: none"> 1. Aboyassin, N. A., & Abood, N. (2013). The effect of ineffective leadership on individual and organizational performance in Jordanian institutions. <i>Competitiveness Review</i>, 23(1), 68–84. 2. Contartesi, R. A. (2010). School climate: A correlational analysis of superintendent leadership communication and employee performance. Unpublished doctoral dissertation, University of Phoenix, Phoenix, AZ. 3. Alizor, J. O. (2012). Study of the relationship between self-reported leadership styles of charter school principals and their performance. Unpublished doctoral dissertation, Capella University, Minneapolis, MN. 4. Chen, C. C., Wu, J., Ma, M., & Knight, M. B. (2011). Enhancing virtual learning team performance: A leadership perspective. <i>Human Systems Management</i>, 30, 215–228. 5. Chiu, K. H., & Chen, T. (2011). Leadership as situational factor on personality-performance relationship: An empirical study of the Taiwan's office machinery sales force. <i>International Journal of Business and Management Science</i>, 5(1), 11–31. 6. Al-Abrow, H. A. W. (2013). Transformational leadership and organizational performance in the public healthcare sector: The role of organizational learning and intellectual capital. <i>Irish Journal of Management</i>, 33(1), 27–48. 7. Dutschke, J. (2003). Chief enrollment manager leadership style and enrollment performance: A correlation study. Unpublished doctoral dissertation, Regent University, Virginia Beach, VA. 8. Clarke, S., & Ward, K. (2006). The role of leader influence tactics and safety climate in engaging employees' safety participation. <i>Risk Analysis</i>, 26(5), 1175–1187. 9. Dalakoura, A. (2010). Examining the effects of leadership development on firm performance. <i>Journal of Leadership Studies</i>, 4(1), 59–70. | |

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| | <p>Authors: Nashirah Abu Bakar, Sofian Rosbi</p> <p>Paper Title: Robust Statistical Portfolio Investment in Modern Portfolio Theory: A Case Study of Two Stocks Combination in Kuala Lumpur Stock Exchange</p> <p>Abstract: Modern portfolio theory is a theory of diversification in portfolio selection to achieve lower risk for a target expected return. Therefore, the objective of this study is to reducing investment risk by developing diversification of portfolio investment using combination of two share prices that exhibits negative or low positive correlation. Data selected in this study are the rate of return for two companies that listed in Kuala Lumpur Stock Exchange (KLSE). The selected companies are Ajinomoto Malaysia Berhad and UMW Holdings Berhad. The methodologies involved in this project are expected return calculation, statistical normality checking, correlation diagnostics and expected variance evaluation for investment portfolio. The Pearson correlation analysis shows correlation value is -0.879. This finding concludes there is significant and strong negative correlation between share price return of UMW Holdings Berhad and Ajinomoto Malaysia Berhad. Result indicates the efficient frontier for investment is started with 42.5% investment in Ajinomoto and 57.5% investment in UMW. The expected portfolio return using this investment combination is 0.14 percentages. Meanwhile, the highest expected return on efficient frontier is 19.17 percentages. The investment combination for maximum return is 100% in Ajinomoto share price. The implication of this study is it will help investors to develop better decision about their portfolio investment with lower risk for a target of expected return.</p> <p>Index Terms: Investment, Modern Portfolio Theory, Correlation diagnostics, Efficient frontier.</p> <p>References:</p> <ol style="list-style-type: none"> 1. Markowitz, H. (1952). Portfolio selection. 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| | <p>Authors: Norsiah Hami, Yousif Munadhil Ibrahim, Fadhilah Mat Yamin, Shafini Mohd Shafie, Susan Sabah Abdulameer</p> <p>Paper Title: The Moderating Role of Sustainable Maintenance on the Relationship between Sustainable Manufacturing Practices and Social Sustainability: A Conceptual Framework</p> | |
| | <p>Abstract: It appears that companies' interest in achieving economic returns has made them neglect the social effects of their activities. With this imbalance in sustainability performance that causes environmental pollution and social damage, there is an urgent need to strike social sustainability. Therefore, this study aims to achieve social sustainability (SoS) by providing a proposed framework that integrates sustainable maintenance (SMA) into sustainable manufacturing practices (SMPs). Effective adoption of SMPs and SMA has a significant positive influence on SoS. Nevertheless, there are limited studies conducted on integrating SMA into SMPs and how it could impact SoS. The theoretical contribution of the present study depends mainly on expanding existing knowledge about highlighting the moderating role of SMA on the relationship between SMPs and SoS</p> <p>Index Terms: sustainable manufacturing practices; sustainable maintenance; social sustainability</p> <p>References:</p> <ol style="list-style-type: none"> 1. Sobry, S.C., The relationship between green supply chain integration and sustainable performance. 2015, Universiti Utara Malaysia. 2. Abubakar, T., A Study of Sustainability in the Oil and Gas Supply Chain. 2014, University of Central Lancashire. 3. Yusuf, Y.Y., et al., The UK oil and gas supply chains: An empirical analysis of adoption of sustainable measures and performance outcomes. <i>International Journal of Production Economics</i>, 2013. 146(2): p. 501-514. 4. Magis, K. and C. Shinn, Emergent principles of social sustainability, in <i>Understanding the social dimension of sustainability</i>, J. Dillard, V. Dujon, and M.C. 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| 33. | <p>Authors: Ubaidillah Zuhdi, Teguh Herlambang, Nasori Nasori</p> <p>Paper Title: Using Multiplier Analyses in Analyzing the Roles of Japanese Industrial Sectors</p> <p>Abstract: The purpose of this study is to analyze the roles of industrial sectors in the Japanese national economy by using simple output multiplier, and simple household income multiplier, the analysis tools in Input-Output (IO) analysis. The analysis period of the study is 2011. The results show that, on the period of analysis, manufacturing sector had the highest simple output multiplier value. Therefore, one can argue that an additional final demand for the sector would generate the most attractive effect to the Japanese economy by using the multiplier on the period of analysis. Conversely, the lowest value of the multiplier was owned by the real estate sector in 2011. On the other hand, from the point of view of simple household income multiplier, the highest value was owned by the construction sector on the analysis period. This result indicates that an additional yen of final demand for the sector would generate the highest new household income on the period of analysis. On the contrary, as with the previous multiplier, the real estate sector had the lowest simple household income multiplier value in 2011.</p> <p>Keywords: Industrial sectors, National economy, IO analysis, Japan.</p> <p>References:</p> <ol style="list-style-type: none"> 1. Szirmai, A. (2012). Industrialisation as an engine of growth in developing countries, 1950–2005. <i>Structural change and economic dynamics</i>, 23(4), 406-420. 2. Herman, E. (2016). The importance of the manufacturing sector in the Romanian economy. <i>Procedia Technology</i>, 22, 976-983. 3. DFID, U. The Contribution of Services to Development and the Role of Trade Liberalisation and Regulation. 4. Ahmed, A., & Ahsan, H. (2011). Contribution of services sector in the economy of Pakistan. <i>Working Papers & Research Reports</i>, 2011. 5. Singh, R. S. (2014). India's Service Sector–Shaping Future of Indian Retail Industry. <i>Procedia Economics and Finance</i>, 11, 314-322. 6. Ministry of Internal Affairs and Communications Japan. (2016, September). 2011 Input-Output Tables for Japan. [Online]. Available: http://www.soumu.go.jp/main_content/000443188.pdf 7. Miller, R. E., & Blair, P. D. (2009). <i>Input-output analysis: foundations and extensions</i>: Cambridge university press. 8. Zuhdi, U. (2017). An analysis of the characteristics of Japanese industrial sectors from 2005 through 2011. Paper presented at the IOP Conference Series: Earth and Environmental Science. 9. Zuhdi, U. (2014). The other perspective related to the role of information and communication technologies sectors in national economy: the case of Japan. <i>Advanced Science Letters</i>, 20(2), 483-486. 10. Zuhdi, U. (2015). An analysis of the role of information and communication technology sectors on Japanese national economy from 1995 through 2005: an application of multiplier analysis. Paper presented at the IOP Conference Series: Earth and Environmental Science. | 229-232 |
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| 34. | <p>Authors: Nor Faezah Ghazi Ahmad, Nor Aiza Mohd Zamil, Rohaida Basiruddin, Sarah Athirah Saruchi</p> | |

Abstract: Credit supply in the market is crucial in order to ensure sustainable real production can survive in the market as well as to strengthen economic activity. Therefore, it is not surprising that when the financial crisis occurred in 2008 to 2009, policymakers continued to use a variety of mechanisms such that banks could continue to maintain their credit supply. Nevertheless, risk sharing based on the business model that was adopted by Islamic banks displayed different behaviour from the conventional banks. Based on prior studies, the stability of financing growth by Islamic banks as compared to lending growth of conventional banks showed the model used by Islamic banks was more capable of effectively withstanding the financial crisis. Therefore, research into the quality of lending and financing is important to understand the growth of bank lending and financing behaviour in the market. Hence, the main objective of this study is to review the effect of ownership structure, bank capital and bank lending including financing behaviour in Islamic versus conventional banks. In addition, this study proposes a conceptual framework to further comprehend the decisions made in undertaking ownership structure, bank capital and lending in the dual banking system..

Keywords: Bank Lending; Ownership Structure; Bank Capital; Islamic banks; Conventional banks.

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| 35. | Authors: | Azlina Musa | |
| | Paper Title: | Qualitative Increase in Family Economic Income is a Stimulus for Women Doing Business Case Studies in Urban Market Tasek Raja, Pasir Mas, Kelantan | |
| | <p>Abstract: This paper will discuss qualitative increase in family economic income is a stimulus for women doing business case studies in urban market Tasek Raja, Pasir Mas, Kelantan. This paper will examine the contribution of women in business to help improve the family economy. Also identifies the type of business and how managing their time with their families. Examining how the perceptions of the community around women are doing business. What is the key to the success of women in business. Examine Kelantan women’s phenomenon diligently working compared to men. This paper is obtained through field methods such as observation, interviews and questionnaires with one hundred women. Through the re-documentation of this assessment, can further supplement the source of reference to other researchers in the future.</p> <p>Key words: Women, Business, Family Economy, Income.</p> <p>References:</p> <div><div>1. Ashadi Zain, <i>Rahsia Bisnes Isteri Nabi: Khadijah</i>. Kuala Lumpur: PTS Profesional Publishing Sdn. Bhd., 2008.</div><div>2. Suhili Nain, <i>Kunci Kejayaan daripada Hidup Nabi</i>. Kuala Lumpur: Dewan Bahasa dan Pustaka, 1999.</div><div>3. Suwandi, Muhammad Hakimi Mohd Shafiai & Wan Nasyrudin Wan Abdullah, <i>Konsep Perniagaan Islam kajian al-Quran dan al-Sunnah</i>, <i>Jurnal Sultan Sulaiman Shah</i>, 3(2): 65-79.</div></div> | | |
| | Authors: | Abd Rahman Ahmad, Kek Siok Yee, Khairunesa Isa, Ng Kim Soon , Hairul Rizad Md Sapry | |
| 36. | Paper Title: | The Job Specification and Job Description for Indonesian Workers in Malaysian Construction Industry | |
| | <p>Abstract: The construction industry is one of the major industries contributing to the growth of Malaysia’s gross domestic product (GDP). Therefore, in order to overcome the shortage of local workers, Malaysia is highly dependent on the Indonesian workers to work in the construction industry. The aim of this paper is to identify the job specification and job description of the Indonesian workers in the Malaysian construction industry. A round-table discussion was carried out to obtain the valuable information. The results indicated that the most important job specification for each Indonesian worker who works in the construction industry is the need to have a Construction Personnel Card. In addition, a skilled Indonesian worker is needed to be certified and awarded a Foreign Workers Certificate (PKPA). However, in terms of job description, Indonesian workers are regulated by several sets of policies and laws.</p> <p>Keywords: Job Specification; Job Description; Indonesian Workers.</p> <p>References:</p> <div><div>1. Abdul Aziz, A. R. (2001). Foreign workers and labour segmentation in Malaysia’s construction industry. <i>Construction Management and Economics</i>, 19(8), pp. 789-798.</div><div>2. Adi, H. P. & Ni’am, M. F. (2012). Improving skill’s strategies of Indonesian construction labours to have global competitiveness. <i>International Journal of Civil and Structural Engineering</i>, 3(1), pp. 150-157.</div><div>3. Ananda, M. S., Sukmawati, A., Syamsun, M., & Ali, N. A. (2016). Pengembangan model peningkatan kompetensi pekerja domestik Indonesia di Malaysia. <i>Jurnal Manajemen Teknologi</i>, 15(3), pp. 262-278.</div><div>4. Berita Harian (2017). Lebih 1.7j pekerja asing sah di Malaysia. <i>Berita Harian</i>, 27 Julai 2017.</div><div>5. Bodnarchuk, M. (2012). <i>The Role of Job Descriptions and Competencies in an International Organisation. Case: Foster Wheeler Energia Oy</i>. Savonia University of Applies Sciences: Bachelor’s Thesis.</div><div>6. CIDB (2004). <i>Tinjauan Industri Pembinaan 2001-2002</i>. Kuala Lumpur: CIDB.</div><div>7. Miles, M. B. & Huberman, M. A. (1994). <i>Qualitative Data Analysis: An Expanded Sourcebook</i>. 2nd ed. Sage: Beverley Hills.</div><div>8. Mohd Rahim, F. A., Mohd Yusoff, N. S., Wang, C., Zainon, N., Yusoff, S., & Deraman, R. (2016). The challenge of labour shortage for sustainable construction. <i>Planning Malaysia: Journal of the Malaysian Institute of Planner (Special Issue V)</i>, pp.77-88</div></div> | | |
| | | Authors: | Mohammed Saud Mira, Yap Voon Choon, Chan Kok Thim |
| 37. | Paper Title: | The Impact of Human Resource Practices on Employees' Performance through Job Satisfaction at Saudi Ports Authority Based on the Assumption of Maslow Theory | |
| | <p>Abstract: Saudi Ports is one of the busiest seaports in the world and the biggest ports in the Middle East.It has the largest and most diversified economy in the Middle East with industrial exports that are internationally oriented. The Port Authority played a great role to increase the economics of the country through, cargo handling Imports and exports goods. Saudi Ports Authority has nine main ports on the two cost of the kingdom which achieved 95% of export and imports goods through the kingdom’s seaports while 55% of the cargo handled is exported. however, cargo’s over stock is the main issue that recently came up which raise the price of cargo’s handle up to 200%, which as a result of lack of job satisfaction among employees in cargo section and lack appropriate human resource practices. Therefore, our study takes a step to examine the role of human resource practice on employee’s performance and also the mediating role of job satisfaction in the relationship between human resource practices and employee’s performance in Saudi Port Authority. Moreover, this study will validate of the assumption of Maslow theory. This study will be based on primary data (survey Questionnaire)</p> | | |
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Keywords: Human Resource Practices, Job Satisfaction, Employees' Performance, Maslow Theory, Cargo Section, Saudi Ports Authority.

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| | <p>Authors: Riadh Djafri, Mariana Mohamed Osman, Noor Suzilawati Binti Rabe, Syafiee Bin Shuid</p> <p>Paper Title: Social Housing in Algeria: Case Study of Batna City</p> <p>Abstract: The housing crisis has become a major concern among Algerian citizens seeking a decent life. Low- and medium-income Algerians are facing this issue, despite various policies introduced by the state to ensure everyone is having access to housing provision. Based on the literature, majority of low- and medium-income Algerians are unable to own or buy a decent house, this leads them renting low-quality houses. The article aims to describe the current housing policies and the various housing programmes implemented in Algeria. An analysis on the architectural design of a sample of social housing units will also be discussed in this article. The findings of this research highlight the deficits, and the inferior quality of social housing in Batna city as a particular case study. Therefore, the collaboration of different stakeholders including government policies, architects and designers are needed for good quality social housing development.</p> <p>Keywords: Algerian social housing; housing policies and programmes; Algerian housing design.</p> <p>References:</p> <ol style="list-style-type: none"> 1. El-hadj, M. B., Faye, I., & Geh, Z. F. (2018). <i>Housing Market Dynamics in Africa</i> (2018th ed.). London, United Kingdom: Palgrave Macmillan. https://doi.org/10.1057/978-1-137-59792-2 2. Bellal, T. (2009). Housing supply in Alegria: Affordability matters rather than availability. <i>Theoretical and Empirical Researches in Urban Management</i>, 4(3), 97-114. 3. Hadda, M. (2015). Le logement social collectif: Entre la conception et l'usage Cas de la ville de M'sila. Université Mohamed Khider – Biskra 4. Hamidou, R. (1989). Le logement : un défi. <i>Entreprise Algérienne de presse</i>. 5. Riad, T. (2016). La question du logement en Algerie. 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| 39. | Authors: | R. Kunjana Rahardi | 261-269 |
| | Paper Title: | Pragmatic Perspective on Phatic Functions and Language Dignity | |
| | <p>Abstract: This paper means to elaborate phatic functions and language dignity of the Javanese culture-based society in Indonesia by using the Pragmatic perspective. The unclear rules of language functions, including the rules of Indonesian phatic functions, and the incomplete descriptions of language dignity will result in improper development of the language . The case seemingly happened in the Indonesian language including its dialects and vernaculars. Therefore, the researcher conducted this research to overcome this matter. There were two data collection methods used in this study, namely the observation method and the interview method. Each method was implemented through its basic and advanced techniques. The substantial source of research data was the excerpts of utterances delivered by Javanese speech community members. The process of data collection ended when the researcher finished classifying and typifying data. There were two kinds of data analysis methods used in this study, namely the distributional analysis method and the equivalent analysis method. The research result asserted that there are seven phatic functions found in the Javanese culture-based society in Indonesia, nemely: (1) joking function, (2) complimenting function, (3) apologizing function, (4) rejecting function, (5) avoiding function, (6) affirming function, and (7) reminding functions. Besides, the research result also asserted that the efforts to dignify the Indonesian language cannot stop when the linguistic rules are described in terms of linguistic definitions. The linguistic rules intertwining with the language uses as shown in the pragmatic phenomena need to be promoted continuously.</p> <p>KEYWORDS: Language dignity, phatic expressions, phatic functions; pragmaric perspective.</p> <p>References:</p> <ol style="list-style-type: none">1. Kridalaksana H. Lexicography in Indonesia. RELC J. 1979;2. Rahardi RK. 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| 40. | Authors: | Halliru Shuaibu, Yusri bin Kamin, Rabiun Haruna | 270-278 |
| | Paper Title: | Integrating Entrepreneurship Skills Across Radio, Television and Electronic Work Trade Curriculum in Technical Colleges in NorthWestern Nigeria | |
| | <p>Abstract: This qualitative study explores the integration of entrepreneurship skills (ES) across the curriculum of Radio, Television and Electronic Work trade curriculum in North-Western Nigeria. Based on the perceptions of two strata of stakeholders (entrepreneurship teachers and Radio, Television and Electronic Work curriculum planners), the feasibility and desirability of embedding entrepreneurship skills across Radio, Television and Electronic Work trade curriculum in</p> | | |

selected technical colleges were analysed after conducting a preliminary study. Document analysis and in-depth interview were used as the methods for data collection. The findings show that cross-curricula entrepreneurship skills remain non-existent in technical colleges in Nigeria, largely because its implementation is not captured in technical disciplines. However, the study points out the importance of embedding entrepreneurship skills into Radio, Television and Electronic Work trade curriculum for wealth creation and employment generation among technical college graduates. In addition, the five stages of integrating curriculum adopted from the lifelong learning model were briefly discussed. The components of entrepreneurship skills discovered in the study included: entrepreneurial awareness, starting and operating a business, business ideas and opportunities, characteristics or traits of entrepreneurs, and self and paid employment among others. Donor support and retraining needs of trade teachers were also highlighted as complementary factors for enhancing the implementation of embedded curriculum in Nigeria.

Keywords: Integrating entrepreneurship skills; Radio, Television and Electronic Work trade curriculum; Nigerian technical colleges.

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| Authors: | Mohamad Zaid Mustafa, Yahya Buntat, Muhammad Ashraf Omar, Abdul Rasid Abdul Razzaq, Rosnee Ahad |
| Paper Title: | Organizational Commitment Survey: A Confirmatory Factorial Analysis Based on Vocational Colleges Teachers Sample |

41.

Abstract: This study was conducted to verify the construct model for organizational commitment among technical teachers at the Vocational College under the Ministry of Education. A study involving 25 vocational colleges with a total sample of 493 people consisting of teachers in mechanical engineering, electrical and electronic engineering fields, and engineering. This study uses Structural Equation Modeling (SEM) approach with AMOS 20 software. Researchers used the Organizational Commitment Questionnaire (OCQ) developed by Meyer, Allen, and Smith (1993) and Meyer and Allen (1997), comprising three substructures namely affective commitment, normative commitment and continuous commitment. The number of items is 24, 8 items per sub construct and after exploratory factor analysis is carried out there were only 22 items left. In order to ensure that the organization's commitment measuring model is verified, three factors have been evaluated as unidimensionality (looking at the factor loading ≥ 0.6), Validity (convergent validity $AVE \geq 0.5$, and construct validity refers to fitness indexes) and Reliability (composite reliability, $CR \geq 0.6$ and Average

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Variance Extracted ≥ 0.5). After the CFA analysis is carried out no items were dropped because all items have loading factors > 0.6 , AVE ≥ 0.5 values for all sub constructs. While fitness indexes for Absolute Fit (RMSEA = 0.062), Incremental Fit (CFI = 0.953, TLI = 0.945) and Parsimonious Fit (Chisq/df = 2.918) met the requirements set for all CR values ≥ 0.6 . It can be concluded that after the measurement model was modified by looping between items, the model was fit to be used for structural model analysis process.

Keywords: Organizational Commitment.

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| 42. | Authors: | Andy Alfatih, Diana Dewi Sartika, Dyah Hapsari ENH |
| | Paper Title: | Empowerment Program Implementation on Small and Medium Businesses Positively Influenced the Performance of the Businesses: (Study towards Small and Medium Businesses Empowered by the Cooperative and Small and Medium Office of Ogan Ilir Regency, Indonesia) |
| | <p>Abstract: The study entitled the influence of empowerment program implementation on small and medium businesses towards the performance of the businesses in Ogan Ilir Regency, Indonesia. The results indicated that the businesses performance was good. The score was 412. In addition, empowerment program implementation was scored 458. It meant also good. In terms of regression coefficient value, it was 0.502. It implied that empowerment program implementation positively influenced the business performance. Moreover, simple regression test showed the correlation [r] between the two variables was strong because the score was 0.711, lies between 0.601 - 0.800. Besides that, the correlation was positive and unidirectional. This meant that the better empowerment program implementation was, the higher the business performance would be. The value of t amounted to 10,972. While the value of t table was 1,657. It could be concluded that H1 hypothesis that said there was a positive and significant influence empowerment program implementation towards enterprises performance was accepted. From t test, it showed that $t > t \text{ table}$ [$10,972 > 1,657$ at 95% of confidence degree with 120 samples, it was understood that the influence of empowerment program implementation towards enterprises performance was significant. The value of r square was 0.505. It meant that the influence of empowerment program implementation towards enterprises performance was as much as 50,5%. Another 49,5% was influenced by other factors [E] which were not examined in this research.</p> <p>Index Terms: Empowerment, Enterprises Performance, implementation, Program.</p> <p>References:</p> <ol style="list-style-type: none"> 1. Aditama, Yoga Tjandra. 2004. "Manajemen Administrasi Rumah Sakit, Jakarta: UI Press 2. Ahyari, Agus. 2002. "Manajemen Produksi Perencanaan Sistem Produksi Buku II". 3. Yogyakarta: BPFE Yogyakarta. 4. Assauri, Sofian. 2004. "Manajemen Produksi dan Operasi". Edisi Revisi. Lembaga Penerbit Fakultas Ekonomi, Universitas Indonesia. Jakarta. | |
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| 43. | Authors: | Diana Dewi Sartika, Muhammad Supraja |
| | Paper Title: | Learning About Crime (A Study on Children in Conflict with the Law at LPKA of Palembang, South Sumatera, Indonesia) |
| | <p>Abstract: Crime by adults may not be so astonishing. This will be different if it is committed by children, especially in relatively serious crimes, such as sexual crimes, murder, robbery, and others. This research focuses on how children learn about crime, which eventually makes them Anak yang Berkonflik dengan Hukum (ABH) – an Indonesian term for Children in conflict with the law – placed in Lembaga Pembinaan Khusus Anak (LPKA) – an Indonesian term for juvenile detention center – of Palembang. This study is based on the assumption that criminal behavior is learned, as stated by Edwin Sutherland in his Differential Association theory. This research uses qualitative perspective to find the depth of the background, actors, life, and the learning processes that influence children to commit crime. The subjects of this study are children in conflict with the law, LPKA officers, and activists of child's rights. The data was collected through in-depth interviews, observations to ABH, and extraction of secondary data related to number and type of crime committed by children. Children who are detained in LPKA of Palembang mostly come from lower middle-class families and dropouts. The results of this study show that children learn to commit crime from peer groups, social environment, and mass media. It can be concluded that being selective in choosing peer groups and developing a positive social and family environment can protect children from being involved in crime.</p> <p>Keywords: children in conflict with the law, children, crime, criminality</p> <p>References:</p> <ol style="list-style-type: none"> 1. Ayar, A., Lotfi, Y., & Nooraee, E. (2012). The Effects of Social Factors on Committing Crimes: A Case Study of Darehshahr Prison, Iran. <i>Procedia - Social and Behavioral Sciences</i>, 35(December 2011), 70–82. https://doi.org/10.1016/j.sbspro.2012.02.064 2. Chng, G. S., Chu, C. M., Zeng, G., Li, D., & Ting, M. H. (2016). A Latent Class Analysis of Family Characteristics Linked to Youth Offending Outcomes. <i>Journal of Research in Crime and Delinquency</i>, 53(6), 765–787. https://doi.org/10.1177/0022427816644947 3. Cilesiz, S. (2011). A phenomenological approach to experiences with technology: Current state, promise, and future directions for research. <i>Educational Technology Research and Development</i>, 59(4), 487–510. https://doi.org/10.1007/s11423-010-9173-2 4. Creswell, J. W. (2016). <i>Research Design, Pendekatan Metode Kualitatif, Kuantitatif dan Campuran</i>. Yogyakarta: PUSTAKA PELAJAR. 5. Denzin, N. K., & Lincoln, Y. S. (2011). <i>Handbook of Qualitative Research</i>. London: Sage Publications. 6. Friedrichs, D. O. (2017). Edwin H. Sutherland: An Improbable Criminological Key Thinker—For Critical Criminologists and for Mainstream Criminologists. <i>Critical Criminology</i>, 25(1), 55–69. https://doi.org/10.1007/s10612-016-9320-0 7. Hasbiansyah, O. (2008). <i>Pendekatan Fenomenologi : Pengantar Praktik Penelitian dalam Ilmu Sosial dan Komunikasi</i>. MediaTor, 9(1), 163–180. 8. Kartono, K. (2017). <i>Patologi Sosial 2 - Kenakalan Remaja</i> (14th ed.). Jakarta: PT RajaGrafindo Persada. 9. KPPPA. (2003). <i>Undang-Undang Republik Indonesia Nomor 23 Tahun 2002, Tentang Perlindungan Anak</i>. 10. Lilly, J. R., Cullen, F. T., & Ball, R. A. (2015). <i>Teori Kriminologi, Konteks dan Konsekuensi</i>. Jakarta: PRENADAMEDIA GROUP. 11. Magee, B. (2012). <i>The Story of Philosophy</i>. Yogyakarta: KANISIUS. 12. Mullens, A. D. (2004). <i>The Relationship Between Juvenile Delinquency and Family Unit Structure</i>. Thesis of Art Program Psychology, The Graduate College of Marshall University. Retrieved from http://mds.marshall.edu/etd/Part 13. Nindito, S. (2005). Fenomenologi Alfred Schutz: Studi tentang Konstruksi Makna dan Realitas dalam Ilmu Sosial. <i>Jurnal ILMU KOMUNIKASI</i>, 2(1 Juni), 79–95. 14. Rebellon, C. J. (2012). Differential association and substance use: Assessing the roles of discriminant validity, socialization, and selection in traditional empirical tests. <i>European Journal of Criminology</i>, 9(1), 73–96. https://doi.org/10.1177/1477370811421647 15. Sutherland, E. H., & Cressey, D. R. (1960). <i>Principles of Criminology</i> (Sixth Edit). Chicago: J.B. Lippincott Company. 16. Tibbetts, S. G. (2015). <i>Criminological Theory, The Essentials</i>. Copyright @2015bySAGE Publications Inc. 17. Walters, G. D. (2016). Neighborhood Context, Youthful Offending, and Peer Selection. <i>Criminal Justice Review</i>, 41(1), 5–20. https://doi.org/10.1177/0734016815606783 | 306-313 |
| 44. | Authors: | Abd Rahman Ahmad, Kek Siok Yee, Khairunesa Isa, Ng Kim Soon, Hairul Rizad Md Sapry |
| | Paper Title: | The Competency Level of Indonesian Migrant Workers in Malaysia |
| | <p>Abstract: Poor competency of construction workers in the construction industry is considered one of the most discouraging human resource issues in developing countries. This paper reports an investigation into the competency level of Indonesian migrant workers in the Malaysian construction industry. Data from this research was collected from</p> | 314-317 |

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| | <p>the survey questionnaires with 300 Indonesian migrant workers. Results indicated that the levels of knowledge, skill and attitude among Indonesian migrant workers towards the trades in the construction industry only showed moderate levels. Suggestions for ways to overcome skill gap among Indonesian migrant workers were given in order to enhance their competency level in the construction industry.</p> <p>Keywords: Competency, Indonesian Migrant Workers</p> <p>References:</p> <ol style="list-style-type: none">1. Dubois, D., & Rothwell, W. (2004). Competency-Based Human Resource Management: Discover a New System for Unleashing the Productive Power of Exemplary Performers. New York: Nicholas Brealey Publishing.2. Hoffmann, T. (1999). The meanings of competency. Journal of European Industrial Training, 23(6), pp. 275-286.3. Jackson, S. E., Schuler, R. S., & Werner, S. (2012). Managing Human Resources. 11th ed. Mason, OH: Cengage.4. LOMA. (1998). LOMA's Competency Dictionary.5. Md Tahir, M. Z., Jauhari, A., Asri, N. M., & Kaharudin, I. H. (2009). Sumbangan sektor pembinaan, kewangan dan infrastruktur terhadap pertumbuhan ekonomi: Kajian kes ASEAN 4. Prosiding PERKEM IV, vol. 1, pp. 57-76.6. Moulton, S. (2003). Competency Development, Integration, and Application. SHRM White Paper.7. Odusami, K. T. (2002). Perceptions of construction professionals concerning important skills of effective project leaders. Journal of Management in Engineering, 18(2), pp. 61-67.8. Shippmann, J. S., Ash, R. A., Battista, M., Carr, L., Eyde, L. D., Hesketh, B., Kehoe, J., Pearlman, K., Prien, E. P., & Sanchez, J. I. (2000). The practice of competency modeling. Personnel Psychology, 53(3), pp. 703-740.9. Wangke, H. (2014). Peluang Indonesia dalam masyarakat ekonomi ASEAN 2015. Info Singkat Hubungan Internasional, 6(10), pp. 5-8. | | | | | |
| 45. | <table><tr><td>Authors:</td><td>Oktiana Handini, M Furqon Hidayatullah, Moch Ahkyar, Gunarhadi</td></tr><tr><td>Paper Title:</td><td>The Implementation Of The Scientific Approach In Integrative Thematic Learning To Support Communication Skills of Elementary School Teachers in Cluster IX Surakarta</td></tr></table> <p>Abstract: This study aims to determine the Communication Skills of Elementary School teachers through the implementation of the Scientific Approach in Integrative Thematic Learning. this research was conducted on cluster IX Surakarta as many as 10 teachers. The research method used is a qualitative research method with participant observation techniques, interviews and documentation. Participant observation place when Integrative Thematic Learning with the Scientific Approach was carried out by teachers. The validity of the data is done by triangulation techniques which include: triangulation of methods, data and sources. the results of the study indicate that the Scientific Approach provides opportunities for teachers to think critically and creatively in broadening their learning horizons. where as Integrative Thematic Learning helps teachers and students collaborate, express as, find problems, determine alternative problem solving and interact with each other. The implementation of Scientific Approach in Integrative Thematic Learning builds interpersonal communication and intrapersonal communication in everyday life, Communication Skills is a need to interact with each other through dialogue, listening, asking questions, delivering messages and talking politely with others. The conclusion of this study is that the implementation of the Scientific Approach provides opportunities for teachers and students to interact, talk effectively, communicate in Integrative Thematic Learning. the conclusion is the teacher Communication Skills are trained and formed effectively to improve Communication Skills through effective learning, varying models, strategies, methods, and techniques in a variety of ways.</p> <p>Keywords: Communication Skills, Scientific Approach, Integrative Thematic Learning</p> <p>References:</p> <ol style="list-style-type: none">1. Colham Rose, Walcom J. Nichole (2015). Accelerated Learning for the 21 st Century Terjemahan Dedy Ahmad dkk, Bandung : Nirwana2. Daryanto.(2014) Pendekatan Pembelajaran Saintifik Kurikulum 2013. Yogyakarta: Gava Media.3. Forgotsky (1991), The Mindful School: How to Integrate The Curricula. Patine Illinois: IRI/Skylight Publishing Inc.4. HM. Musfiqon dan Nurdyansyah.(2015) Pendekatan Pembelajaran Saintifik, Sidoarjo : Nizamia Learning Center .5. Mirta Eliabeth Gonzalez Maza, 2014, Exploring Teachers' Learning : A Teacher's Experiences Integrating Scientific Modelling in The Science Classroom, Urbana, Illinois.6. Oktiana Handini (2016) The contribution of Paedagogic Competence and Professional Competence Toward Class Management (Study in Elementary School at Banjarsari Subsdistrict). Jurnal ISPI Jateng Volume 3 Nomor 1.7. (2018) The Teachers Readiness Of Integrative Thematic8. Learning in Elementary School (Exploration Study at Elementary School Teacher of Surakarta Academic Year 2017/2018). Proceeding Conference on Technology, Education and Social ..., 2018 - ejurnal.unisri.ac.id9. Putri Zudhah Ferryka, (2017) Analyzing the Thematic-Integrative Content, the Scientific Approach, and the Authentic Assessment in the Theme 1 Textbook for Grade II Students of Elementary Schools, Jurnal Prima Edukasia, 5 (2), 2017, 172-18510. Richard West dan Lynn H.Turner (2012) Introducing Communication Theory : Analysis and Application, NY : Addition Wesley Longman Inc.11. Werner J Saverin (2011) Communication Theory, NY : Mc.GrawHill.(https://www.skillsyouneed.com/ips/improving-communication.html). | Authors: | Oktiana Handini, M Furqon Hidayatullah, Moch Ahkyar, Gunarhadi | Paper Title: | The Implementation Of The Scientific Approach In Integrative Thematic Learning To Support Communication Skills of Elementary School Teachers in Cluster IX Surakarta | 318-322 |
| Authors: | Oktiana Handini, M Furqon Hidayatullah, Moch Ahkyar, Gunarhadi | | | | | |
| Paper Title: | The Implementation Of The Scientific Approach In Integrative Thematic Learning To Support Communication Skills of Elementary School Teachers in Cluster IX Surakarta | | | | | |
| 46. | <table><tr><td>Authors:</td><td>Alpino Susanto, Fazlinda Ab Halim, Said Nuwrun</td></tr><tr><td>Paper Title:</td><td>Vocabulary Learning Strategies, Vocabulary Skills, and Integrative Motivation Levels among University Students</td></tr></table> <p>Abstract: The Basic elements that contribute to the English proficiency are motivation and vocabulary learning strategies. Yet these two elements are generally acknowledged among language teachers and learners as an essential factor in language competence, but paid less attention in the learning process practicality. This research aimed to examine vocabulary learning strategies, integrative motivation, and vocabulary skills among university students in Batam, Indonesia. Vocabulary learning strategies and integrative motivation were independent variables, while vocabulary skills were the dependent variable. This research used quantitative approach. Two questionnaires were used to measure vocabulary learning strategies and integrative motivation, while a test was conducted to measure the level of</p> | Authors: | Alpino Susanto, Fazlinda Ab Halim, Said Nuwrun | Paper Title: | Vocabulary Learning Strategies, Vocabulary Skills, and Integrative Motivation Levels among University Students | 323-334 |
| Authors: | Alpino Susanto, Fazlinda Ab Halim, Said Nuwrun | | | | | |
| Paper Title: | Vocabulary Learning Strategies, Vocabulary Skills, and Integrative Motivation Levels among University Students | | | | | |

vocabulary skills. The questionnaire and test were adapted and modified from previous studies. The validity of the data in this research has been verified by language experts and the reliability by pilot test. There were 314 samples. The research revealed the finding on the vocabulary learning strategies through integrativeness and attitudes to learning situation toward vocabulary skills. The research proposes a new model of vocabulary learning strategies through integrativeness and attitudes to learning situation toward vocabulary skills. The students with the higher strategies to expand the knowledge of new vocabulary items can ideally have higher level of integrativeness and attitudes to learning situation to achieve higher vocabulary skills. Overall as a conclusion, to master the vocabulary, learners should focus on vocabulary learning strategies as well as integrative motivation.

Keywords: Vocabulary Learning Strategies, Integrative Motivation, Vocabulary Skills.

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| | <p>Authors: Sitti Hartinah, Putut Suharso, Tati Heriati, Sulfikar Sallu</p> <p>Paper Title: Leadership of Vocational School Headship (Vocational School) Based on Religious and Integrity in the Industrial Revolution ERA 4.0</p> | |
| 47. | <p>Abstract: Good leaders have good attitudes and are obedient in following the rules of their religion. Besides, they are tolerant to others and live in harmony with other people who have different belief with them. Industrial Revolution 4.0 is an automation trend in exchanging data with the existing machines. There are several steps that can help policy makers; conformity with one another, transparency, technical assistance and independent decisions. Principal leaders need to improve capabilities, have global influence on a macro and micro basis, to build relations between students and business partners which are increasingly complex. The purpose of this study is to design the concept of leadership in this era to keep up with the existing developments. The method used was interview and did literature review by utilizing all existing technological facilities. The results were the formation of the character of a principal who has a religious spirit. Thus, leaders nowadays need to be able to blend with good professionals to students and business partners.</p> <p>Keywords: Leaders in the industrial revolution era 4.0.</p> <p>References:</p> <ol style="list-style-type: none"> Pearce, C.L., et al., Toward a theory of meta-paradoxical leadership. <i>Organizational Behavior and Human Decision Processes</i>, 2019. Al-Mahdy, Y.F.H., M.M. Emam, and P. Hallinger, Assessing the contribution of principal instructional leadership and collective teacher efficacy to teacher commitment in Oman. <i>Teaching and Teacher Education</i>, 2018. 69: p. 191-201. fakhri, L.s. and F. Talebzadeh, A framework for Professional citizenship education based on knowledge management principles. <i>Procedia - Social and Behavioral Sciences</i>, 2011. 29: p. 1133-1142. Daniëls, E., A. Hondeghem, and F. Dochy, A review on leadership and leadership development in educational settings. <i>Educational Research Review</i>, 2019. 27: p. 110-125. Sirbu, C.C., et al., Aspects Related to Management Styles and Manager Types in the Educational Organizations. <i>Procedia - Social and Behavioral Sciences</i>, 2015. 182: p. 555-559. Behbahani, A., Educational leaders and role of education on the efficiency of schools principals. <i>Procedia - Social and Behavioral Sciences</i>, 2011. 15: p. 9-11. Bakar, R., The influence of professional teachers on Padang vocational school students' achievement. <i>Kasetsart Journal of Social Sciences</i>, 2018. 39(1): p. 67-72. Caique Z. Kiriloa, J.M.A., Luiz A. de Limaa, Luiz Carlos Machi Lozanoa, Marcelo Nogueiraa,b, Cristina Correa de Oliveirac, Kazumi Nakamatsud, <i>Organizational Climate Assessment Using the Paraconsistent Decision Method</i>. 8th International Congress Of Information and Communication Technology, 2018: p. 11. Tri Jaka Kartana, <i>KONTRIBUSI FAKTOR DETERMINASI DAN UPAYA PENINGKATAN KINERJA GURU TEKNIK MESIN SEKOLAH MENENGAH KEJURUAN</i>. 2000: p. 10. Hao, Y., Exploring undergraduates' perspectives and flipped learning readiness in their flipped classrooms. <i>Computers in Human Behavior</i>, 2016. 59: p. 82-92. Masci, C., K. De Witte, and T. Agasisti, The influence of school size, principal characteristics and school management practices on educational performance: An efficiency analysis of Italian students attending middle schools. <i>Socio-Economic Planning Sciences</i>, 2018. 61: p. 52-69. Dhanesh, G.S. and G. Duthler, Relationship management through social media influencers: Effects of followers' awareness of paid endorsement. <i>Public Relations Review</i>, 2019: p. 101765. Parr, A.D., S.T. Hunter, and G.S. Ligon, Questioning universal applicability of transformational leadership: Examining employees with autism spectrum disorder. <i>The Leadership Quarterly</i>, 2013. 24(4): p. 608-622. Uzarski, D. and M.E. Broome, A Leadership Framework for Implementation of an Organization's Strategic Plan. <i>J Prof Nurs</i>, 2019. 35(1): p. 12-17. Strickler, A., J.R. Mihaló, and K.L. Celedonia, Reducing barriers to using data: A learning collaborative approach to leverage collective knowledge about treatment parent satisfaction and retention. <i>Children and Youth Services Review</i>, 2018. 95: p. 300-307. Michael, M., et al., Application of Curriculum Mapping Concepts to Integrate Multidisciplinary Competencies in the Care of Older Adults in Graduate Nurse Practitioner Curricula. <i>J Prof Nurs</i>, 2019. 35(3): p. 228-239. Traicoff, D., et al., Developing standardized competencies to strengthen immunization systems and workforce. <i>Vaccine</i>, 2019. 37(11): p. 1428-1435. Teece, D.J., Technological Innovation and the Theory of the Firm. 2010. 1: p. 679-730. Perera, H.N., et al., The human factor in supply chain forecasting: A systematic review. <i>European Journal of Operational Research</i>, 2019. 274(2): p. 574-600. | 335-341 |

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| 48. | Authors: | Eri Sarimanah, Figiati Indra Dewi, Roy Efendi, Sulfikar Sallu | 342-346 |
| | Paper Title: | Metacognitive Strategy Preview, Question, Read, Reflect, Recite, and Review. (PQ4R) In increasing interest in BACA Blended Learning in Junior High School (SMP) | |
| | <p>Abstract: Reading is one of the important language skills that junior high school students have in today's digital age. Information on the development of science and technology that flows profusely in digital forms, requires the growth of high reading interest from junior high school students. The high interest in reading is characterized by the enthusiasm of students in wanting to understand reading material in a literal, inferential evaluative, and appreciative manner. This study aims to improve the reading ability of junior high school students through the Preview, Question, Read, Reflect, Recite, Review (PQ4R) based on blended learning strategies. Blended learning technology combines face-to-face and online learning activities in the process of reading and understanding reading material. The methods in experiments using digital reading material was read using the PQ4R metacognitive strategy. The results of the study indicate that students carry out reading activities (self-planning) with Preview and Question stages. Then, the students conduct reading monitoring (self-monitoring) with the three stages; Read, Reflect, and Recite. Finally, the students evaluate the progress of reading (self-evaluation) by conducting a review. Thus, it can be concluded that the students interest in reading increases by applying the blended learning based PQ4R metacognitive strategy.</p> <p>Keyword– Metacognitive Strategy, PQ4R, Reading Interest, Blended Learning.</p> <p>References:</p> <div>1. Djaber Nacer Bouhedjam, Importance of Reading Activity in Education. <i>Research gate</i>, 2017.</div> <div>2. Guyonne Kalb, J.C.v.O., Reading to Young Children:- A Head-Start in Life? Discussion Paper No. 7416, 2013: p. 45.</div> <div>3. Irwin Kirsch, J.d.J., Dominique Lafontaine, Joy McQueen, Juliette Mendelovits, Christian Monseur, READING FOR CHANGE- PERFORMANCE AND ENGAGEMENT ACROSS COUNTRIES. ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT, 2000.</div> <div>4. Seidenberg, M.S., The Science of Reading and Its Educational Implications. <i>Lang Learn Dev</i>, 2013. 9(4): p. 331-360.</div> <div>5. Anderson, N., K. Potočník, and J. Zhou, Innovation and Creativity in Organizations. <i>Journal of Management</i>, 2014. 40(5): p. 1297-1333.</div> <div>6. Avril Loveless, Literature Review in Creativity, New Technologies and Learning. Loveless, School of Education, University of Brighton 2006.</div> <div>7. Daniel T. Willingham, The Usefulness of Brief Instruction in Reading Comprehension Strategies. <i>AMERICAN EDUCATOR</i>, 2006: p. 8.</div> <div>8. Parlindungan Pardede, A Review on Reading Theories and its Implication to the Teaching of Reading. Presented in English Department Bimanthly, 2008.</div> <div>9. Noguchi, T., et al., Characterizing the time-perspective of nations with search engine query data. <i>PLoS One</i>, 2014. 9(4): p. e95209.</div> <div>10. Azizifar, A., et al., The Effect of Pre-reading Activities on the Reading Comprehension Performance of Ilami High School Students. <i>Procedia - Social and Behavioral Sciences</i>, 2015. 192: p. 188-194.</div> <div>11. Kamalian, et al., The Effect of Task-based Reading Activities on Vocabulary Learning and Retention of Iranian EFL Learners. <i>The Journal of AsiaTEFL</i>, 2017. 14(1): p. 32-46.</div> <div>12. Tunjala, P., Educational Research Review. <i>Earli</i>, 2011. 6(2): p. 9.</div> <div>13. Ainsworth, S., How do animations influence learning? Perspectives on Cognition, Learning, and Instruction: Recent Innovations in Educational Technology, 2008: p. 30.</div> <div>14. Trisetia Wijjayanti, Y.A., Implementation of Direct Instruction Learning Method to Increase Student's Understanding and Learning Outcome for Company Budgeting Course. <i>Research Gate</i>, 2016.</div> <div>15. Dian Purnamasari, IMPLEMENTATION OF AUTHENTIC LEARNING MODEL IN SOCIAL LEARNING FOR DEPELOPMENT OF STUDENT’S SOCIAL SKILLS. 2-017: p. 7.</div> <div>16. Shihab, I.A., Reading as Critical Thinking. <i>Asian Social Science</i>, 2011. 7(8).</div> <div>17. Salmerón, L., et al., Chapter 4. Comprehension processes in digital reading. 2018. 17: p. 91-120.</div> <div>18. Tift County Schools, Blended Learning – Instructional Technology. The Tift County School System, 2004.</div> | | |
| 49. | Authors: | Herlina, Suparno Eko Widodo, R. Madhakomala | 347-353 |
| | Paper Title: | Partnership of Schools and Communities in the Era of the Industrial Revolution 4.0 in the Implementation of Alternative Education | |
| | <p>Abstract: The Industrial Revolution 4.0 is an era which anything can be automatically assisted by machines. This affects schools and communities as parts of social life. Therefore, a firm partnership between those two parties are crucially needed particularly in providing alternative education. The present research aimed at analyzing varieties of school and communities partnerships in providing alternative schools at the senior high school level. A single case study research method was employed with two informants as the primary data source and sixteen informants as the secondary data source. The data were collected through open ended, in depth interviews, and direct observations. The result suggested that Master Learning Center collaborated with particular communities, is able to provide educational needs affecting students’ achievement. This led to a general conclusion that schools-communities partnerships are considered an effective type of cooperation to supply the needs of schooling. The partnerships either assisted marginal society with the education quality improvement.</p> <p>Keywords: Schools-Communities Partnerships, Alternative Schools, Industrial Revolution 4.0.</p> | | |

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| | <table><tr><td>Authors:</td><td>Saraih, U. N., Ibnu Ruslan, R., Ali, M. A., Mohd Suffian, M. S. Z</td></tr><tr><td>Paper Title:</td><td>The Impacts of Entrepreneurial Education and Entrepreneurial Implementation on Entrepreneurial Intention: Evidences from Public University in the Northern Malaysi</td></tr></table> <p>Abstract: This study aims to identify the impacts of entrepreneurial education and entrepreneurial implementation on entrepreneurial intention among undergraduate students from one of public university in the Northern Region of Malaysia. The theoretical framework for this study is developed based on the literature review. In this study, 488 usable respondents are obtained by using a survey method. Based on the results, it is found that entrepreneurial education and entrepreneurial implementation have significant impact towards students’ entrepreneurial intention. The findings presented that students in this institution have moderately high levels of entrepreneurial education (mean=3.70), entrepreneurial implementation (mean=3.12) and entrepreneurial intention (mean=3.64). Results also presented that entrepreneurial education is significantly related to entrepreneurial intention ($\beta=.55$, $p=.00$). Other factor which is entrepreneurial implementation also significantly related to entrepreneurial intention ($\beta=.52$, $p=.00$). These study findings will be fruitful for Ministry of Higher Education (MoHE) including the policy makers and academicians to identify the factors which can create the impact on the university students to be involved into entrepreneurship. Next, the results of this study will provide a guide for the university managements on the formulation and implementation of policies. This knowledge on entrepreneurial education and implementation may help the country to eventually reduce the Malaysian unemployment rate. Last but not least, several directions for the future study have been suggested.</p> <p>Keywords: Entrepreneurial education, entrepreneurial implementation, entrepreneurial intention.</p> <p>References:</p> <ol style="list-style-type: none">1. Saraih UN, Ain Zuraini ZA, Suhana AM, Tunku Salha TA, Sharmini A, M. Harith Amlus. The influence of self-efficacy on entrepreneurial intention among engineering students. MATEC Web Conf. 2018;150:1–6.2. Krueger Jr NF, Reilly MD, Carsrud AL. Competing models of entrepreneurial intentions. J Bus Ventur. 2000;15(5–6):411–32.3. Rahim HL, Kadir MABA, Abidin ZZ, Junid J, Kamaruddin LM, Lajin NFM, et al. Entrepreneurship education in Malaysia: A critical review. J Technol Manag Bus. 2015;2(2):1–11.4. Olokundun MA. Perceptions of students on entrepreneurship education and entrepreneurial intentions in selected Nigerian universities. Covenant University; 2017.5. Hsiung T-L. 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| | <p>Authors: Norhidayah Mohamad, Hamzah Jusoh, Zarina Kassim</p> <p>Paper Title: Localizing of Community Resilience Indicators for Assessing the Urban Community Resilience in Putrajaya, Malaysia</p> <p>Abstract: The resilient concept has been widely used by major world cities as one of the strategies in tackling shocks and stresses and become more resilient to the physical, social and economic challenges. This concept helps in building a resilient community with a high-quality, proactive and dynamics which capable of addressing the challenges of urbanization. Urbanization leads to widening income inequality, high dependency on government and lack of social cohesion significantly affect the social lives of the urban community. This paper aims to localize the resilience community indicators for measuring the resilience level of the urban community in Putrajaya. The aspect studied is localizing the resilience community indicators of the urban community. This research used a qualitative approach by a semi-structured interview. The population of the study consists of three experts in resilient concept as well as community development and three main informants who lived in Putrajaya. The researcher believes that by building a resilient community, indirectly the urban community will be more prepared for the challenges of modernity in the future and move in tandem with the big cities of the world. Therefore, the emphasis of the resilience concept able to improves the quality of the community and enhances community development.</p> <p>Keywords: Localizing, Community Resilience Indicators, Resilient Community, Urban Community, Community Development</p> <p>References:</p> <ol style="list-style-type: none"> 1. Jumain F, Ashaha R, Firdaus J. Revolusi Perindustrian 4.0: Bersediakah kita? Sinar Online. 2017. 2. Razak PTSDA. Revolusi Industri Ke-4: Mampukah Menginsankan Teknologi? Majalah Sains. 2017. 3. Foundation TR, ARUP. City Resilience Index. 100 Resilient Cities. 2015(December):16. 4. Rahman AA, Ahmad AR, Malek JA, Awang MM. Penglibatan Sosial dan Pembudayaan Nilai Murni Melalui Pembelajaran Tidak Formal Dalam Kalangan Penduduk Bandar Putrajaya. <i>Kajian Malaysia.</i> 2016;34(2):75-100. 5. Zautra A, Hall J, Murray K. Community Development and Community Resilience: An Integrative Approach. <i>Journal of the Community Development Society.</i> 2009;39(1):130-47. 6. Longstaff PH, Armstrong NJ, Perrin K, Parker WM, Hidek MA. Building Resilient Communities: A Preliminary Framework for Assessment. <i>Homeland Security Affairs.</i> 2010;6(3). 7. Cutter SL, Barnes L, Berry M, Burton C, Evans E, Tate E, et al. A Place-based Model for Understanding Community Resilience to Natural Disasters. <i>Global Environmental Change.</i> 2008;18:598-606. 8. Wilson GA. Community Resilience, Globalization, and Transitional Pathways of Decision-making. <i>Geoforum.</i> 2012;43:1218-31. 9. Kumar R. <i>Research Methodology</i> SAGE Publications; 2011. 10. Idris N. <i>Penyelidikan Dalam Pendidikan.</i> Malaysia: McGraw-Hill Education Malaysia; 2013. | 359-365 |
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| | <p>Authors: Theodorus Pangalila, Jeane Mantiri</p> <p>Paper Title: The Role of Tomohon Society's Local Wisdom in Developing Tolerance Attitudes</p> <p>Abstract: The problem of tolerance in Indonesia today is something that is warmly discussed. Issues and events leading to an atmosphere of intolerance are rampant in various regions in Indonesia. This is undoubtedly a severe threat to the sustainability of the country and the Indonesian people who have the motto of Unity in Diversity, which contains a broad meaning of diversity in diversity. The purpose of this research is to identify and photograph the local wisdom of the people of North Sulawesi, especially in the city of Tomohon which can be used as values in building an atmosphere of tolerance in the community. In this study, researchers chose to use a qualitative descriptive approach by collecting data through observation, interviews and documentation studies. In this study a qualitative approach is used because it fits the problems studied, and also because: (1) the approach in this study is more flexible, (2) can present data directly, the nature of the relationship between informants and researchers, (3) can adjust and sensitive to the phenomena faced in the field. The sources of data in this study are local government, religious leaders, forums for inter-religious harmony, traditional leaders, community leaders, and local communities and immigrants. This study found that tolerance in the community of the city of Tomohon was maintained because of the strong values contained in local wisdom.</p> <p>Keywords: Local Wisdom, Tolerance, Society.</p> | 366-372 |
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| | <table><tr><td>Authors:</td><td>Laili Mufatakhah, Triana Rejekiningsih, Triyanto</td></tr><tr><td>Paper Title:</td><td>Improving Student’s Social solidarity Value Awareness through Learning Community-Based Mentoring</td></tr></table> <p>Abstract: This research was attempted to analyze the concept of the integrated Islamic school in improving student’s social solidarity value awareness through student’s learning community-based mentoring (called as Islamic Character Building or BinaPribadi Islam/BPI) conducted in Nur Hidayah Integrated Islamic Junior High School (SMPIT Nur Hidayah). This research applied qualitative research design by doing a case study on seventh, eighth, and ninth grade students. Based on the result of the analysis, it is found that the type of mentoring activity held by SMPIT NurHidayah is the type of mentoring using the coeval group approach guided by teachers. The applying of learning community of BPIuses seven continuous cycles; namely: inquiry, action research, data analysis, planning, action, reflection and evaluation. The improvement of students’ solidarity value awareness in SMPIT Nur Hidayah of Surakarta is conducted through several BPI agendas; such as: observing environment (the activity to contemplate God’s creations and its phenomenon), camping, rihlah/trip which is aimed to raise the character of understanding and caring among the students. Those activities are strengthened by raising the values of togetherness and not discriminating others (for example by making a futsal team randomly), raising the sense of belonging (for example by visiting friends who get sick), and helping friends who have problem in both academic and non-academic case.</p> <p>Keywords: Solidarity, Students, Mentoring, Learning Community, Islamic Character Building (Bina Pribadi Islam)</p> <p>References:</p> <ol style="list-style-type: none">1. B. Joy. Why the future doesn’t need us, 2000. Retrieved fromhttp://www.eirwwd.com/wired/archive/8.04/joy_prhtm2. Raufelder, W.M. Bukowski and S.Mohr. Thick Description of the Teacher student Relationship in the Educational Context of School: Results of an Ethnographic Field Study. Journal of education and training studies, vol.1(2), 2013, pp.1-18, Retrieved form http://dx.doi.org/10.11114/jets.v1i2.1083.3. H. Hankins. F.H. Giddings 1855-1931: Some Aspects of His Sociological Theory." American Journal of Sociology, vol.37, 1931, pp.349-3674.4. H.J. Tuloli, & D. E. Ismail. Pendidikan karakter: menjadikan manusia unggul. Yogyakarta: UII press, 2016.5. J.P. Chaplin, Dictionary of Psychology. New York: Dell Publishing Co. Inc., 1972.6. C. Boulder. Social Science Education Consortium Newsletter. Journal of Social Science Education Consortium, vol. 20, 1974),pp.7.7. T. A Young, Hadaway, N.L Ward, A. Barbara (2013). International Children's Trade Books: Building Blocks for Character Education. Childhood Education, 89 (6), p. 379-386. | Authors: | Laili Mufatakhah, Triana Rejekiningsih, Triyanto | Paper Title: | Improving Student’s Social solidarity Value Awareness through Learning Community-Based Mentoring | |
| Authors: | Laili Mufatakhah, Triana Rejekiningsih, Triyanto | | | | | |
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| 54. | Authors: | Abubakar Ibrahim Muhammad, Yusri Bin Kamin, Nur Husna Binti Abd. Wahid |
| | Paper Title: | Challenge of Integrating Entrepreneurial Competencies into Technical College Programs |
| | <p>Abstract: For a country to keep abreast of being competitive in global economy technical and vocational education must play a critical role. For long time, technical and vocational education disciplines have been in cache, living graduates unable to connect learned knowledge with real life problems. The emergence of integrating technical education with entrepreneurial competencies in some institutions in Nigeria advocates transformative changes both at the conceptual and technological levels. One of the challenge facing technical education in Nigeria is lack of appropriate entrepreneurial competencies in the content of technical college curriculum. The purpose of the study was to explore the challenge facing the integration of entrepreneurial competencies into the technical college curriculum. This study uses phenomenological research design method was guided by interview protocol, thus the data were qualitatively collected. This research involved ten experts from three technical institutions in Kano state Nigeria based on their educational background, field of teaching and experience in entrepreneurship education. The study found that poor funding, lack of qualified teachers, inappropriate curriculum and negative attitude toward on entrepreneurship education are the main challenges hindering the integration of entrepreneurial competencies into technical college programs in Nigeria. It is recommended that the need for an appropriate entrepreneurial competencies for technical college programs this will facilitate easy and rapid self-employment among the graduates to enable them become novice entrepreneurs for self-reliance. Consequently, 20 per cent of public expenditure should be allocated to bridge the gap in funding education.</p> <p>Keywords: Entrepreneurial Competencies, Integration, Technical College..</p> <p>References:</p> <ol style="list-style-type: none"> 1. Federal Republic of Nigeria, "National policy on education." Nigerian Educational Reseach and Development Council, Lagos, p. 47, 2013. 2. A. Idris, "A conceptual model on the implementation of technical and vocational education in Nigeria," Universiti Teknologi Malaysia, 2013. 3. A. Yulastri, H. Hidayat, - Ganefri, F. Edya, and S. Islami, "Learning outcomes with the application of Product Based entrepreneurship module in vocational higher education," J. Pendidik. Vokasi, vol. 8, no. 2, pp. 120–131, 2018. 4. N. Onuma, "Rationale for students preparation and entrepreneurship education in the face of global economic crisis in Nigeria," J. Educ. Pract., vol. 7, no. 12, pp. 200–204, 2016. 5. F. Almeida, "Experience with entrepreneurship learning using serious games," Cypriot J. Educ. Sci., vol. 12, no. 69–80, 2017. 6. B. Ubong, "Entrepreneurship education in Nigeria: issues, challenges, and strategies," Niger. J. Bus. Educ., vol. 4, no. 1, pp. 11–22, 2017. 7. L. Ortiz-Medina, E. Fernández-Ahumada, P. Lara-Vélez, A. Garrido-Varo, D. Pérez-Marín, and J. E. Guerrero-Ginel, "Assessing an entrepreneurship education project in engineering studies by means of participatory | |

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| | <table><tr><td>Authors:</td><td>Noor hayatie Yusof, Mohd. Saidin Misnan</td></tr><tr><td>Paper Title:</td><td>Relationship between Medium and Large Grade Contractors on Implementing Safety Management in Construction Site</td></tr></table> | Authors: | Noor hayatie Yusof, Mohd. Saidin Misnan | Paper Title: | Relationship between Medium and Large Grade Contractors on Implementing Safety Management in Construction Site | |
| Authors: | Noor hayatie Yusof, Mohd. Saidin Misnan | | | | | |
| Paper Title: | Relationship between Medium and Large Grade Contractors on Implementing Safety Management in Construction Site | | | | | |
| | <p>Abstract: Construction sectors are familiar with dangerous and exposed to accidents including of minor accidents, ergonomics problem, outdated machinery can cause the breakdown, and lack awareness from employers and employees. However, the occupational can be reduced through the effectiveness of prevention measure by training, good housekeeping, hazard assessment, better personal protective equipment (PPE) and inspection. The main objective of this research is to identify safety management implementation in medium and large grade contractors. A questionnaire was used as the main instrument on a Likert-type scale with a total of 46 returned questionnaire out of the 100 distributed. The respondents of this study are includes project manager, site supervisor, Safety and Health officer (SHO), engineer, clerk, planner, Quantity Surveyor (QS) and architect. The finding of this paper was identified mostly the contractors implement safety before start bidding; and after bidding and before start site work phases. The highest rank of safety activity is implemented in contractor companies is a formal safety incentive program. Furthermore, the results show significant differences on safety management implementation to working experiences and the relationship between contractor companies and safety management implementation. Based on the findings, it can be concluded that the medium and large grade contractors implement safety management properly and good.</p> <p>Keywords: Construction, Medium and Large Grade Contractors, Safety Management</p> <p>References:</p> <div>1. S. K. Sears, and G. A. Sears, "Construction project management". Clough, 2008.</div> <div>2. W. N. Osman, N. S. Amminudin, M. Nasrun, and M. Nawi, "Case Studies of occupational safety and health management in construction site : Contractor perspective". J. Adv. Res. Bus. 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| | <p>Authors: Wan Farahiyah Izni W Abd Rahman, Haniff Ahamat</p> <p>Paper Title: Legal Protection of Malaysia Umrah Pilgrims</p> | |
| 57. | <p>Abstract: The Umrah is an Islamic pilgrimage to holy cities of Makkah and Madinah and is performed by Muslims that can be undertaken at any time of the year. Umrah travel package is a common service used by consumer in Malaysia. The high demand for this service is contributed by better conditions of the economy in Malaysia so that raising awareness of Malaysian to perform Umrah and the number of registered Umrah pilgrims continued to increase annually. There are also many complaints reported in the Tribunal for Consumer Claims in relation to this service. The aim of the article is to analyse the extent to which the relevant laws protect the rights of Umrah consumers in Malaysia. Being qualitative in nature, this study collects relevant framework which include laws, regulations and guidelines which are related to Umrah services. The purpose is to analyse the adequacy of the existing consumer protection laws in protecting Umrah pilgrims. The result of the study indicated that in Malaysia, there is no self-standing law on Umrah pilgrims’ protection, though there are several laws which provide limited rights to pilgrims such as the law of contract, the law of tort, the Consumer Protection Act 1999 and the Tourism Industry Act 1992. The existing laws are inadequate to provide a comprehensive protection to the Umrah pilgrims. This article proves that there are many hindrances under the law of contract and the law of tort for Umrah pilgrims to seek for remedies. In addition, there exist lacunae and ambiguity in the statutory provisions under the Consumer Protection Act 1999 and Tourism Industry Act 1992 which need further amendments. This study proposes improvement to the existing laws so that it will be able to provide adequate protection to the Umrah pilgrims.</p> <p>Keywords: Consumer Protection, Malaysia, Pilgrims, Umrah.</p> <p>References:</p> <ol style="list-style-type: none"> 1. Department of Statistic M. 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| 58. | Authors: Aini Najwa Azmi, Yusri Kamin, Ahmad Nabil Md Nasir, Muhammad Khair Noordin | |
| | Paper Title: The Engineering Undergraduates Industrial Training Programme in Malaysia: Issues and Resolutions | |
| | <p>Abstract: Electrical and electronics is one of the sectors that have led in the process of moving to Industry 4.0 and an important contributor in Malaysia’s economy as it is one of the twelve National Key Economic Area (NKEA) in the country’s Economic Transformation Program (ETP). Globalization era needs human capital resources with competency, competitive and multi-skilled to lead a country to be a developed country. Malaysia is one of developing country in the world that is facing the unemployment issue among engineering graduates. The delayed of education transformation will affect the graduates’ skills developments which can lead to unemployment among them because the demands of today’s industries cannot be met. Many employers admit that our engineering graduates lack in non-technical skills, but they seem fine in technical skills. Industrial training is a platform for students to develop non-technical skills in the real workplace which difficult to be learned in the classroom. All bachelor's engineering students need to undergo industrial training for at least 8 weeks as stated in Engineering Accreditation Council (EAC) manual. This paper presents the issues arise and resolutions done by faculty in minimizing the issues. A qualitative study has been done to twelve industrial training coordinators in 8 public and private universities to find the experts' opinions. Many issues have been highlighted with resolutions to minimize the issues. This is very important to assure students can gain valuable industrial training by effectively developing their non-technical skills to meet the industries demands.</p> <p>Keywords: industrial training, engineering graduates, non-technical skills, unemployment, issues</p> <p>References:</p> <ol style="list-style-type: none"> G. O. 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| | <p>Authors: Apriyanti Widiyansyah, Sutjipto, Mukhneri Mukhtar</p> <p>Paper Title: Recruitment and Selection Model Lecturer Based on Islamic Boarding Schools</p> <p>Abstract: The research aims to know the pattern of recruitment and selection lecturer based boarding schools, Ethnographic studies conducted at the Institute of Shalahuddin Al-Ayyubi (INISA) at boarding schools El-Nur El-Kasysyaf in West Java Indonesia. Looking at the at some of these data, can be inferred that, there are the findings obtained with regard to Recruitment lecturer at INISA, encompasses: 1) Recruitment is done through the acceptance of permanent lecturer mutations, i.e. accept prospective lecturers from the outside to be a lecturer in INISA environmental; 2) Recruitment lecturers through a system of contracts, i.e. by lifting some of the lecturers with expertise specific and special needs for the contracted as Lecturer INISA or as Chairman, within a certain period; 3) Recruitment lecturers is done with requests for assistance to the College, government agencies, or private institutions, to submit resources with specific skills to teach in INISA; 4) Recruitment conducted by recruiting lecturers from the outside or in the campus of INISA, is then placed as adjunct faculty at each honorary lecturer status normal. Based on some of these data, it can be concluded that there are several findings obtained with regard to the selection of lecturers in INISA, among them: 1) Selection of the lecturers remained relatively tight, but not for adjunct, because selection is only done through interviews, but in the number of adjunct lecturers far more from fixed; 2) The system of selection less support for the election of a candidate lecturer skilled in learning appropriate fields are pursued, since the material test consists of General knowledge, knowledge of religion, Arabic, English, and a psychological test, and there are no tests that test the ability of the prospective lecturers in their respective fields</p> <p>Keywords: Recruitment Model, Selection Lecturer, Islamic Boarding Schools.</p> <p>References:</p> <ol style="list-style-type: none"> Halil M, Anwar MA. Inovasi Manajemen Universitas Pesantren Tinggi Darul Ulum Sebagai Perguruan Tinggi Alternatif Bagi Masyarakat. Manaj Pendidik Islam. 2016;2(1):2527–6190. Victor M. Catano, Willi H. Wiesner, Rick D. Hackett LLM. Human Resource Management: Recruitment and Selection in Canada. 4th ed. Monica Belcount, editor. USA: Nelson Education, Ltd.; 2010. 3 p. Oxford Library of Psychology. The Oxford Handbook of Recruitment. Kang Yang Trevor YU & Daniel M. Cable, editor. New York: Oxford University Press; 2014. 185 p. Mohammed F. Deployment of Social Media in the Recruitment Process. J Knowl Manag Econ Inf Technol. 2015;V(1):1–24. Ekwoaba JO. THE IMPACT OF RECRUITMENT AND SELECTION CRITERIA ON ORGANIZATIONAL PERFORMANCE. Glob J Hum Resour Manag. 2015;3(2):22–33. Ślusarczyk B. GR. The Recruitment Process In Transnational Corporations. POLISH J Manag Stud. 2014;10(1):189–97. Development E, Ogbu OJ, Remilekun OG. Impact of Recruitment and Selection Strategy on E mployees ' Performance : A Study of Three Selected Manufacturing Companies in Nigeria. Int J Innov Econ Dev. 2017;3(3):32–42. Karthiga MG, Karthi R, Balaishwarya MP. Recruitment and Selection Process. Int J Sci Res Publ. 2015;5(4):1–4. V. T. Shailashri SS. STUDY TO IDENTIFY THE RELATIONSHIP BETWEEN RECRUITMENT , SELECTION TOWARDS EMPLOYEE ENGAGEMENT. Int J Sci Res Mod Educ. 2016;1(II):149–55. Otoo IC, Agyei PM. Effectiveness of Recruitment and Selection Practices in Public Sector Higher Education Institutions : Evidence from Ghana. Eur Sci J. 2018;14(13):199–214. Kepha O, Mukulu E, Waititu A. The Influence of Recruitment and Selection on the Performance of Employees in Research Institutes in. Int J Sci Res. 2014;3(5):132–8. Stoilkovska A, Ilieva J, Gjakovski S. EQUAL EMPLOYMENT OPPORTUNITIES IN THE RECRUITMENT AND SELECTION. UTMS J Econ. 2015;6(2):281–92. Saviour AW, Kofi A, Yao BD, Kafui LA. The Impact of Effective Recruitment and Selection Practice on Organisational Performance (A Case Study at University of Ghana). Glob J Manag Bus Res A Adm Manag. 2016;16(11). Aruna S. Gamage. Recruitment and Selection Practices in Manufacturing SMEs in Japan: An analysis of the link with business performance. Ruhuna J Manag Financ. 2014;1(1):37–52. Heru Soesanto. Proses Rekrutmen dan Seleksi pada PT. Berkas Sejati Jaya. Agora. 2015;3(2):489. Bastian I. AKUNTANSI PENDIDIKAN. Yogyakarta: Erlangga; 2006. 30 p. Mintarsih Danumiharja. Profesi Tenaga Kependidikan. Yogyakarta: Deepublish; 2014. 83 p. Petrus Nyavon. Pengaruh Kinerja Dosen dengan Motivasi Belajar pada Mahasiswa Prodi Sografi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Mulawarman. ejournal.psikologi.fisip-unmul.ac.id. 2017;5(2):137–46. | |

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Authors: **Muhamad Abas, Etin Solihatin, Nadiroh**

Paper Title: **The Effect Of Reciprocal Instructional Models And Interpersonal Intelligence On The Student Learning Outcomes Of Social Science Education**

Abstract: This study aims to examine the effect of reciprocal instruction and interpersonal intelligence on student learning outcomes. This research was conducted on UHO PGSD students who programmed the subject of Social Sciences elementary school in 2018/2019. This study used a quasi-experimental method, with a non-equivalent post-test control group design. The research sample was taken with simple random techniques. The experimental class and the control class each consisted of 47 students. The experimental class is taught with reciprocal learning models while the controls are traditional learning models. Each class was taken 27% or 26 students from each class as a sample. The sample determination was based on the division of high and low interpersonal intelligence, each of 27% of the total population. So that the total sample as a whole is 52 students. Before being given treatment, the two classes were first given an interpersonal intelligence questionnaire to obtain high and low intelligence data. Data on learning outcomes are obtained through multiple choice form tests. Before use, the questionnaire instrument and the test were first validated by content and constructs by education and psychology experts. then an empirical test is carried out, the result is a validity value of 0.91 and a reliability of 0.93. The research data were analyzed by descriptive and inferential analysis. Hypothesis testing is carried out with 2 way ANOVA. Then the normality and homogeneity tests were carried out as a prerequisite test for the hypothesis test. Furthermore, if there is interaction, further testing is carried out with the HSD test to find out the main effects of the treatment. Data processing results of this study were carried out with the help of the SPSS 20. The results showed that there were differences in student learning outcomes taught by reciprocal and traditional models. Furthermore, there is an interaction between learning models and interpersonal intelligence. Students who have high interpersonal intelligence have better learning outcomes than students who have low interpersonal intelligence. Thus it can be concluded that students who have high interpersonal intelligence taught by reciprocal models have better learning outcomes than students taught with traditional models

Keywords: Reciprocal Instructions; Interpersonal Intelligence; Learning Outcomes.

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| | <p>Authors: Noorfadhleen Mahmud, Nadrawina Isnin, Asmahani Mahdi, Angie Edward Daung, Noni Harianti Junaidi</p> <p>Paper Title: Participation On Women’s Non-Governmental Organizations: A Conceptual Framework</p> <p>Abstract: Women in Non-governmental Organizations (WNGOs) can be define as women’s movement, women’s pressure group or interest group, women’s association and women’s in civil society. It is a non-profit institution that empowered to address women’s issues which the government has not been able to manage. It is a mediator whereby women issues can be brought to the attention of government. Since independence, more than 50 WNGOs have been established in Sarawak and this is an important indication that Sarawak women have realized their important roles and contribution to the society. Through WNGOs, Sarawak women have played an important part in promoting the development of society. Their roles and contribution through civil society have made society realized of the importance of their role in highlighting issues that need to be addressed. Even though the increasing number of WNGOs establishment has proven that they are needed in the development process but the issues of participation still arise. This paper makes an attempted to throw light on the various factors on women motivation and challenges that inhibit Sarawak women to participate in WNGOs in Sarawak.</p> <p>Keywords: Non-Governmental Organization, Participation, Motivation, Challenges</p> <p>References:</p> <ol style="list-style-type: none"> 1. Abu Samah, A., & Ndas Ndaaji, M. Asnarulkhadi Abu Samah and Muhammad Ndas Ndaaji. Women Participation In Self-Help Development Projects As An Instrument For Rural Women Empowerment In Nigeria. (2012). <i>Journal of American Science</i> (Vol. 8). Available: http://www.americanscience.orghttp://www.americanscience.org.101 2. Allah Nikkhah, H., & Redzuan, rof. The Impact Of NGO' Functions On Women Participation In Capacity Building Programmes In Iran. 2010. 3. Ahmad A, Ahmad A. Women in Malaysia. Asian Development Bank, Programs Department East; 1998 Dec. 4. Aishah I., Nadrawina I. & Noorfadhleen M. In Sabariah Putit (Ed.), <i>Sarawak Women Treading The Path Of Post-Independence Years-Women In Leadership And Decision Making</i>, (2010), pp. 25-77 Kuching. Sarawak Women and Famili Council. 5. Alatas SM. The Role of NGOs and Non-State Actors in Malaysia's Foreign Policy Formulation During the Mahathir Era. <i>Akademika</i>. 2003 Jan 2;62(1). 6. Gamisonia Nino. Challenges and opportunities in achieving gender equality and the empowerment of rural women and girls Rome, Italy , 20-22 September 7. Hoque, M., & Itohara, Y. Women Empowerment through Participation in Micro-Credit Programme: A Case Study from Bangladesh. <i>Journal of Social Sciences</i>. 2010. Available: http://doi.org/10.3844/jssp.2009.244.250 8. Kartina Abu Talib Masyarakat Sivil di Malaysia: Isu dan Strategi. <i>Eubios Jurnal of Asian and International Biotechics</i> Vol (6), November Kartina A. T. (2010) 9. Mediterreanean Institute of Gender Studies, Participation in NGOs: The Gender Gap in Participation 2006 10. Noorfadhleen M., Nadrawina I. & Azlina B. Women In Civil Based Society: A Case Study Of Persekutuan Perkumpulan Wanita Sarawak (PPWS) 2012. 11. Shvedova N. Obstacles to women's participation in parliament. <i>Women in parliament: Beyond numbers</i>. 2005 May 24;33. 12. Syahirah, Sharifah, Regional-Global Governance Network on Women's Rights: CEDAW and its implementation in ASEAN countries <i>Procedia - Social and Behavioral Sciences</i>, 2015, vol. 172, p. 519-524 13. Waweru, R. (2015). Factors which promote community participation in the community driven development approach. <i>International Journal of Humanities & Social Science Studies</i>, 6959(13), 2349-6959 14. Weiss ML. Malaysian NGOs: History, legal framework and characteristics. In <i>Social Movements in Malaysia</i> 2003 Sep 2 (pp. 28-55). Routledge 15. Zafar, H. (2016). Empowering women: NGOs project impacts in baluchistan-pakistan Available: | |
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Authors: Nur Hidayah Mohamed Yunus, Aini Nazura Paimin

Paper Title: The Influence Of Extrinsic Motivation On Students' Retention And Study Success

Abstract: There are concerns over the growing need of more engineers to work for the market. However, graduation rate in this field has decreased over the years. There is an urge to understand why some engineering students can achieve success while others not. Extrinsic motivation is seen as an important motivational factor that could influence students' decision to complete or quit their studies in engineering courses. The current study explores extrinsic motivation of engineering students using a qualitative approach. Data were collected using semi-structured interviews, where 24 final year engineering undergraduates from the Malaysian Technical University Network (MTUN) universities were selected using referral and chain referral techniques of sampling. Data were analysed using a thematic coding approach and Atlas.Ti software was used to assist the coding process. The findings found that the successful students were mostly influenced by three main extrinsic factors namely people, program, and incentives.

Keywords: External motivation, retention, success, higher education

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Authors: Nor A'tikah Mat Ali, Siti Khadijah Zainal Badri, Nurul Farhana Mohd Noordin, Intan Marfarrina Omar

Paper Title: Social Support And Job Satisfaction Among Academicians: A Comparison Between Public And Private University In Malaysia

Abstract: The role of social support at workplace become one of the most important variables that can give impact on employee's attitude. Closely related to employee's performance, many studies have confirmed the role of social support

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in enhancing employee's job satisfaction. The aims of this research is two-folds. First, to investigate the differences and second to compare the effect of social support on job satisfaction among academicians in Malaysia. Overall, a total of 420 samples were obtained, wherein 210 participants withdrawn from each setting. Data was collected using self-administrated questionnaire, and analyzed using SPSS version 22. The finding suggested that social support levels (i.e. supervisor support and co-worker support) are higher among academicians in private university. Level of job satisfaction, otherwise is higher among public university. Overall, the mean values indicated high level of social support and job satisfaction among academicians in both university. Analysis of t-Test revealed that there is no significant differences in terms of social support, however the significant being observed in terms of job satisfaction between academicians in Malaysia public and private university. This study also ascertained the positive impact of social support on job satisfaction to both samples. Implication of this study includes empirical contribution and deliberation on social support and job satisfaction. Suggestion from this study includes improving social support to enhance overall academicians' job satisfaction.

Keywords: Social Support, Supervisor Support, Co-worker Support, Job Satisfaction.

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Authors: Sri Marmoah

Paper Title: Principal's Leadership In Developing Primary School Students Character

Abstract: This study aims to analyze the principal's efforts in building student character, the role of the teacher to assist the principal in building the character of students, and the efforts of principals, teachers, and committees to overcome obstacles in building student character. The study used a qualitative approach. Data was gathered through interviews, observation, documentation, and questionnaire. Data were analyzed by reducing the data, presenting data, and inferring data. The findings obtained in this research cover a wide range of topics: (1) the principals are directly involved in building the students' character through a variety of school activities; (2) the principals oversee the development of student character directly; (3) principals and teachers work together to build the character of students through the integration of the character values with the teaching material; and (4) lack of supporting infrastructure and the teachers who are not cooperative become the obstacles faced by a principal in building the student's character. Based on the results, the researcher recommends that school can collaborate with school committees, and other school residents to develop students character and integrate character building with subjects taught at the time of teaching and other activities.

Keywords: Leadership; Head Master; Character

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Authors: Khairunesa Isa, Nurizah Md Ngadiran, Abd. Rahman Ahmad, Masnur Putra Halilintar, Hasnati, Surya Dailiati.

Paper Title: Effect Of Job Experience And Job Performance Among Indonesian Workforce

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| <p>Abstract: Malaysia is among the Association of Southeast Asian Nations (ASEAN) countries that have the highest number of Indonesian labour force. The inclusion of Indonesian work force in Malaysia is one of the programs by the Indonesian government that aims in helping these workers to gain better jobs and at the same time improve the economy of the country. Here, most of the Indonesian work force in Malaysia work in domestic sectors (such as construction, plantation) and most of them lack of industry-ready skilled workers in spite performance that are in line with the scope of the task despite of having work experiences. Besides that, it is necessary in ensuring that the Indonesian labour force is industry-ready and competitive in order to o meet the skill sets required by the ASEAN country. This paper discussed the relationship between the Indonesian construction sector work force's experience and level of skills in Malaysia. Hence, it is recommended that each Indonesian labour have at least some experiences before entering the field of work, especially abroad.</p> <p>Keywords: Construction Worker, Indonesian Work Force, Job Experience, Skilled Worker.</p> <p>References:</p> <ol style="list-style-type: none"> 1. Adi, H. P. (2017). Technical Skills Requirement of Indonesia Construction Labors to Work in Malaysia. AIP Conference Proceedings. March, 10 2. Adi,H.P. and Ni'am, M.F. (2012). Improving Skill's Strategies of Indonesian Construction Labour to Have Global Competitiveness (International Journal of Civil and Structural Engineering. Vol. 3. (1), August, 3. Bhandari K., Soni H. (2015). Impact of Gender, Age and Work Experience on Satisfaction Towards Work Life Balance (with special reference to Bank of Baroda, Udaipur). Journal of Business and Management. Vol. 17. (3). pp.48-53 4. Charlesraj, V.P.C., Maheswari, J. U., Kalidindi, K. N. and Varghese, K. (2004). Knowledge Management for Planning Construction Projects Using Dependency Structure Matrix. In Khosrowshahi, F. (Ed.). 20th Annual ARCOM Conference. Vol. (2). pp. 831–8 5. Gill, A., Sharma, S., Mathur, N. & Bhutani, S. (2012). The Effect of Job Satisfaction and Work Experience on Employee-Desire for Empowerment : A Comparative Study in Canada and India. International Journal of Management. 6. Holzer, E. & Schahn, J. (1990). Studies of Individual Environmental Concern: The Role of Knowledge, Gender, and Background Variables. Environment and Behavior. Vol. 22. (6). pp. 767-786. 7. Kanika, G., Dar, I. A. & Mishra, M. (2017). Job Satisfaction and Work Engagement : A Study Using Private Sector Bank Managers. Advance in Developing Human Resources. p.1-4.journals.sagepub.com/home/adhr 8. Muya, M., Mulenga, M.N., Bwalya, D.C., Edum-Fotwe, F.T. and Price, A.D.F. (2004). Long Period Analysis of Construction Skills Supply in Zambia. In. Khosrowshahi, F. (Ed.). 20th Annual ARCOM Conference. Vol. 1. pp. 67–76. 9. Ng, T.W.H., Eby, L.T., Sorensen, K.L., Feldman, D.C. (2005). Predictors of Objective and Subjective Career Success. A meta-analysis. Pers. Psychol. 58. pp. 367–408. 10. Odusami, K. T & Oyediran, O. (2007). Training Needs of Construction Site Managers. Emirates Journal for Engineering Research. Vol. 12 (1). Pp. 73-81 11. Pinder, C.C & Schroeder, K. G. (1987). Time to Proficiency Following Job Transfer. Academy of Management Journal. 30. pp. 336-353 | 465-468 | | | | |
| <table> <tr> <td data-bbox="111 1032 287 1068">Authors:</td> <td data-bbox="287 1032 1425 1068">Chin Ying Shin, Hasmah Zanuddin.</td> </tr> <tr> <td data-bbox="111 1068 287 1113">Paper Title:</td> <td data-bbox="287 1068 1425 1113">New Media Literacy And Media Use Among University Students In Malaysia</td> </tr> </table> <p>Abstract: False information is a concern in this digital era where communication technologies, particularly social media, enable the public to consume, create, and share media content. New media literacy associated with critical thinking is of importance in keeping away from the negative influences of the widespread misleading news and information. Due to the limited studies on new media literacy in Malaysia, this study aimed to identify the levels of new media literacy among university students in Malaysia, measure the difference in new media literacy across demographic factors, and examine the relationship between media use and new media literacy. The quantitative data were collected through survey questionnaire at a private university in Malaysia. The findings showed that most of the students are at the medium level of new media literacy. No significant difference was found in new media literacy based on demographic factors, except media use which also had a small positive correlation with two dimensions of new media literacy, namely functional prosumption and critical prosumption. The findings served as a valuable input for public or private institutions or organizations that are responsible or keen in tackling fake news.</p> <p>Keywords: New Media Literacy, Functional Consumption, Critical Consumption, Functional Prosumption, Critical Prosumption, Media Use</p> <p>References:</p> <ol style="list-style-type: none"> 1. Chang C, Liu E, Lee C-Y, Chen N-S, Hu DC, Lin C-H. Developing and validating a media literacy self-evaluation scale (MLSS) for elementary school students. The Turkish Online Journal of Educational Technology. 2011;10(2):63-71. 2. Boczkowski P, Mitchelstein E, Matassi M. Incidental news: How young people consume news on social media. Proceedings of the 50th Hawaii International Conference on System Sciences. 2017. 3. Newman N, Fletcher R, Kalogeropoulos A, Levy DAL, Nielsen RK. Reuters institute digital news report 2018. 2018. 4. Raj PS. Media literacy is critical The Star Online. 2019 29 January. 5. Aldwairi M, Alwahedi A. Detecting fake news in social media networks. Procedia Computer Science. 2018;141:215-22. 6. Zanuddin H, Watimin NH. Managing crisis and response time analysis: Effectiveness of online monitoring strategy analysis. The European Proceedings of Social & Behavioral Sciences. 2018;XL:157-77. 7. El Rayess M, Chebl C, Mhanna J, Hage R-M. Fake news judgement: The case of undergraduate students at Notre Dame University-Louaize, Lebanon. Reference Services Review. 2018;46(1):146-9. 8. Feuerstein M. Media literacy in support of critical thinking. Journal of Educational Media. 1999;24(1):43-54. 9. Balaban-Sali J. New media literacy of communication students. Contemporay Educational Technology. 2012;3(4):265-77. 10. Baharuddin MF. Digital literacy awareness among students. Research Hub. 2016;2(1):57-63. 11. Tenku Shariman T, Talib O, Ibrahim N, editors. The relevancy of digital literacy for Malaysian students for learning with Web 2.0 technology2014. 12. Chen D-T, Wu J, Wang Y-M. Unpacking new media literacy. Journal of Systemics, Cybernetics and Informatics. 2011;9(2):84-8. 13. Chen D-T, Lin T-B, Li J-Y, Lee L. Establishing the norm of new media literacy of Singaporean students: Implications to policy and pedagogy. Computers & Education. 2018;124:1-13. 14. Aufderheide P. Media literacy: A report of the national leadership conference on media literacy. Washington, DC: Aspen Institue1993. 15. Buckingham D. The media literacy of children and young people: A review of the research literature. London: Ofcom; 2005. 16. Literat I. Measuring new media literacies: Towards the development of a comprehensive assessment tool. Journal of Media Literacy Education. 2014;6(1):15-27. 17. Potter WJ. The state of media literacy. Journal of Broadcasting & Electronic Media. 2010;54(4):675-96. | Authors: | Chin Ying Shin, Hasmah Zanuddin. | Paper Title: | New Media Literacy And Media Use Among University Students In Malaysia | 469-474 |
| Authors: | Chin Ying Shin, Hasmah Zanuddin. | | | | |
| Paper Title: | New Media Literacy And Media Use Among University Students In Malaysia | | | | |

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| 67. | Authors: | Victoria Sundari Handoko, Susetiwawan, Muhammad Supraja |
| | Paper Title: | Struggle For Power In Tourism Supply Chain Management At Goa Pindul Karst Area, Indonesia |
| | <p>Abstract: The rapid development of tourism villages in the Special Region of Yogyakarta, Indonesia, represents the transformation of villages into modern villages. Bejiharjo Village, one of tourism villages in Indonesia, seeks to implement tourism industrialization by improving the village competitive advantages despite the traditional community life. One of the strategies of the tourism village in improving its competitiveness is the implementation of effective Tourism Supply Chain Management (TSCM). Tourism Groups (pokdarwis) of Dewa Bejo have been appointed by Bejiharjo Village Government to manage the village tourism destination by implementing the strategy. However, the implementation faced some obstacles due to the struggle of power involving the tourism groups which compete to obtain control over the management of Goa Pindul Karst Area. The main issues addressed in this research are the way the struggle for power among the groups becomes an obstacle in supply chain management and the possible solutions for such a problem. The ethnographic research employed observations and in-depth interviews with 11 tourism groups and the village government. The findings reveal that the struggle for power among the groups has become the main obstacle in the optimization of tourism supply chain management. The role of the government and the involvement of various parties are needed for addressing and overcoming the struggle for power so that more effective supply chain management can be realized for improving tourism.</p> <p>List Terms: tourism village, Goa Pindul Karst Area, struggle for power, tourism supply chain management..</p> <p>References:</p> <ol style="list-style-type: none"> Hugos, M., Essentials of Supply Chain Management. 2003, New Jersey: John Wiley&Sons,Inc. Russell, R.S. and B.W. Taylor, Operations Management: Creating Value Along the Supply Chain. 2011, the United States of America JOHN WILEY & SONS, INC. Zhang, X., H. Song, and G.Q. Huang, Tourism supply chain management: A new research agenda. elsevier, 2009: p. 345–358. Song, H., Jingyan Liu, and G. Chen, Tourism Value Chain Governance: Review and Prospects Journal of Travel Research, 2012: p. 96-107. Chen, H., et al., Research on the Conflict Analysis of Supply Chain Management based on Graph Model with MRCR in 2nd International Conference on Software Engineering, Knowledge Engineering and Information Engineering (SEKEIE 2014) 2014, Atlantis Press Singapore. p. 57-61. Lash, S., Sociology of Postmodernism. 1990, London: Routledge. Andersen, M.L. and H.F. Taylor, Sociology: Understanding a Diverse Society. 2000, Amerika: Wadsworth. Cañada, E., Tourism in Central America, Social conflict in a new setting. 2010, Managua: www.albasud.org Bengi Ertuna, G.K., Local community involvement in rural tourism development: The case of Kastamonu, Turkey PASOS, 2012. 10 (2): p. 17-24. Handoko, Victoria Sundari, The Power Struggle between Agent: Capital Placement Strategy in Goa Pindul Tourism Arena (Master's Dissertation), 2018, Retrieved from Electronic Thesis and Dissertations (ETD), Gadjah Mada University. Handoko, Victoria Sundari, Domination Among Tour Operators in Karst Conservation Area of Goa Pindul, Indonesia. International Journal Economic in Emerging Economies, vol. 12, No.2, 2019: p. 175-181 Bourdieu, P., Language and Symbolic Power. 1995, Cambridge: Polity Press. Eckstein, S., Power and Popular Protest: Latin American Social Movement. 1989, Barkeley: University of California Press. | 475-479 |
| 68. | Authors: | Norhafiza Abdullah, Ainur Zaireen Zainudin, Nurul Hawani Idris |
| | Paper Title: | Review on Manifestations of Rural Hollowing |
| | <p>Abstract: Rural hollowing is a recent geographic phenomenon that has received significant attention in China, which experienced rapid urbanization. It is formed due to many houses was kept empty by the owner and a lot of new rural house were built outside the village and retaining the old ones in the inner village. It has led to the wasteful use of land resources and abandoned the houses. The purpose of this paper is to review recent research on the manifestation of rural hollowing phenomenon around the world. In this regard, is revise done based on two objectives: Firstly, to identify each manifestation of rural hollowing and secondly to examine the characteristics of each manifestation. The review made mainly in accordance with point researchers findings particularly on the Phenomenon of Rural Hollowing in China, Iran, Europe, and other developed countries or regions. The review found that the problems of rural hollowing manifest themselves in the following aspect: Land Hollowing, Population Hollowing, Economic Hollowing, Physical Hollowing, Infrastructure and Social Services Hollowing, and Cultural Hollowing. Each of manifestations has its own characteristics in order to categorize each of the manifestations of rural hollowing. The review is particularly useful</p> | 480-485 |

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| | especially in Malaysia, and need for further research in Malaysia according to the problems of vacant and idle houses in the rural area. | | |
| | Keywords: Rural Hollowing, Vacant Houses, Abandonment Land, Manifestations, Characteristics. | | |
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| | Authors: | Ramot Peter, Masda Surti Simatupang | |
| | Paper Title: | Teamwork Soft Skill Development In Facing The Globalization | |
| 69. | <p>Abstract: The globalization has impacted to creating the multicultural business environments that tend to make some handicaps in establishing an effective team in the working area. Teamwork is one of the crucial soft skills that professionals must have in contributing to the succession of a business in the globalization era. This study aims to explore the evidence of the learning process as a contribution to developing the teamwork soft skill for the students as the agents of change for future. The lecturer must play an important role in facilitating the learning process in order to achieve the target. To collect the data, the researchers execute the research by using classroom observation, distributing the questionnaires to the students and interviewing the students and lecturers. The data will be analyzed by using descriptive qualitative analysis. The results show that the students are enthusiastic in developing their teamwork soft skill through implementing the discussion group and finalizing the project group assignment in order to achieve the high scores of assessments. This implies that the students must possess the teamwork soft skill in order to develop an effective team working in facing the multicultural business environment as impacts of the globalization era.</p> <p>Index Terms: Globalization, multicultural, soft skill, teamwork.</p> <p>References:</p> <ol style="list-style-type: none">1. Benawa A, Peter R, Makmun S. The Effectiveness of Full Day School System for Students' Character Building. In <i>IOP Conference Series: Materials Science and Engineering</i> 2018 Jan (Vol. 288, No. 1, p. 012160). IOP Publishing.2. Bahari H. Toleransi Beragama Mahasiswa (Studi tentang Pengaruh Kepribadian, Keterlibatan Organisasi, Hasil Belajar Pendidikan | | |
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| | <p>Agama, dan Lingkungan Pendidikan terhadap Toleransi Mahasiswa Berbeda Agama pada 7 Perguruan Tinggi Umum Negeri), Laporan Penelitian. Jakarta: Badan Litbang dan Diklat Kementrian Agama. 2010.</p> <ol style="list-style-type: none"> Woodward I, Skrbis Z, Bean C. Attitudes towards globalization and cosmopolitanism: cultural diversity, personal consumption and the national economy. <i>The British journal of sociology</i>. 2008 Jun;59(2):207-26. Raka G, Mulyana Y, Markam SS, Semiawan CR, Hasan SH, Bastaman HD, Nurachman N. Pendidikan karakter di sekolah: Dari gagasan ke tindakan. Jakarta: PT Gramedia. 2011. Ferguson. <i>Career Skills Library: Teamwork Skills</i>. New York: Ferguson Publishing, 2009. Sopiah. <i>Perilaku Organisasi</i>. Yogyakarta: Andi Publishing, 2008. Judge TA, Robbins SP. <i>Perilaku Organisasi Organizational Behavior</i>. Penerjemah Diana Angelica, et al., Jakarta: Salemba Empat. Buku. 2008;1. Allen A. Jean. Strategi membangun tim tangguh. Jakarta: Prestasi Pustaka Publisher, 2004. Ruiz Ulloa BC, Adams SG. Attitude toward teamwork and effective teaming. <i>Team Performance Management: An International Journal</i>. 2004 Oct 1;10(7/8):145-51. Fios F, Manurung C, Peter R. Multicultural Education as A Must in Indonesia (A Hermeneutic Analysis to Bina Nusantara University Student's Perceptions Towards ASEAN Community). <i>Advanced Science Letters</i>. 2017 Feb 1;23(2):916-9. Putranto NA, Woods P. Comparison Indonesian and Australian Students' Cultural Intelligence and Attitude towards Teamwork: Case study of Institut Teknologi Bandung and Griffith University. <i>Sains Humanika</i>. 2016 Jan 27;8(1-2). Rachmat, N. Beriman dan Beragama: Membangun Relasi dengan Tuhan dan Sesama. Jakarta: Hegel Pustaka, 2015. Nazir, M. <i>Metode Penelitian</i>. Bogor: Ghalia Indonesia, 2005. | |
| 70. | Authors: | Masda Surti Simatupang, Ramot Peter |
| | Paper Title: | The Ambivalence of Electronic Games to Character and English Performance |
| | <p>Abstract: The popularity of electronic games, commonly called video games, has now emerged in all ages of the population, mostly children and the youth. Becoming well-liked electronic games among students, parents and educators fear that the time consumed for the games exceed that of learning. Nevertheless, it is unavoidable for students to play games in their leisure time. Furthermore, some researchers found negative and positive impacts of electronic games. The purpose of this study enlightens the ambivalence of the impact of playing electronic games to university students' character and their English performance. The participants were 148 university students filling in the self-evaluated questionnaires to appraise whether the electronic games contribute negatively or positively to their character and English performance. The first category from the negative impact indicates that electronic games manipulate their character with no socializing and bad-tempered, while the positive side deals with fast decision making, enjoying life, and socializing with others. The second category from the negative side involves the harsh and vulgar words, while from the positive side shows the improvement of the freshman's English performance through English electronic games, i.e. the vocabulary, listening, reading and speaking skills. It can be concluded that electronic games do not only impart negative effects but also provide the positive impacts. It concludes that freshman should manage their time between gaming and studying.</p> <p>Keywords: ambivalence, character, English performance, video games.</p> <p>References:</p> <ol style="list-style-type: none"> Ryan RM, Rigby CS, Przybylski A. The motivational pull of video games: A self-determination theory approach. <i>Motivation and emotion</i>. 2006 Dec 1;30(4):344-60. Griffiths MD. The educational benefits of videogames. <i>Education and health</i>. 2002;20(3):47-51. Grizzard M, Tamborini R, Lewis RJ, Wang L, Prabhu S. Being bad in a video game can make us morally sensitive. <i>Cyberpsychology, Behavior, and Social Networking</i>. 2014 Aug 1;17(8):499-504. Sălceanu C. The Influence of Computer Games on Children's Development. Exploratory Study on the Attitudes of Parents. <i>Procedia-Social and Behavioral Sciences</i>. 2014 Sep 5;149:837-41. Hasan Y, Bègue L, Scharrow M, Bushman BJ. The more you play, the more aggressive you become: A long-term experimental study of cumulative violent video game effects on hostile expectations and aggressive behavior. <i>Journal of Experimental Social Psychology</i>. 2013 Mar 1;49(2):224-7. Liu TY, Chu YL. Using ubiquitous games in an English listening and speaking course: Impact on learning outcomes and motivation. <i>Computers & Education</i>. 2010 Sep 1;55(2):630-43. Simatupang MS. Video Games and the Improvement of English Learning: University Students Perspective. www. mjltm. com info@mjltm. org. 2017 Sep 1:151. Yip FW, Kwan AC. Online vocabulary games as a tool for teaching and learning English vocabulary. <i>Educational media international</i>. 2006 Sep 1;43(3):233-49. Carnagey NL, Anderson CA, Bushman BJ. The effect of video game violence on physiological desensitization to real-life violence. <i>Journal of experimental social psychology</i>. 2007 May 1;43(3):489-96. Anderson CA, Dill KE. Video games and aggressive thoughts, feelings, and behavior in the laboratory and in life. <i>Journal of personality and social psychology</i>. 2000 Apr;78(4):772. Anderson CA. An update on the effects of playing violent video games. <i>Journal of adolescence</i>. 2004 Feb 1;27(1):113-22. Shieber, J. (2019). Video game revenue tops \$43 billion in 2018, an 18% jump from 2017. <i>TechCrunch</i>. https://techcrunch.com/2019/01/22/video-game-revenue-tops-43-billion-in-2018-an-18-jump-from-2017/ Marchand A, Hennig-Thurau T. Value creation in the video game industry: Industry economics, consumer benefits, and research opportunities. <i>Journal of Interactive Marketing</i>. 2013 Aug 1;27(3):141-57. Prensky M. Digital game-based learning. <i>Computers in Entertainment (CIE)</i>. 2003 Oct 1;1(1):21-. Gee JP. Learning by design: Good video games as learning machines. <i>E-learning and Digital Media</i>. 2005 Mar;2(1):5-16. Gros B. Digital games in education: The design of games-based learning environments. <i>Journal of research on technology in education</i>. 2007 Sep 1;40(1):23-38. Yip FW, Kwan AC. Online vocabulary games as a tool for teaching and learning English vocabulary. <i>Educational media international</i>. 2006 Sep 1;43(3):233-49. | |
| 71. | Authors: | Wan Nasrul Afiq Wan Nazri, Syafiqah Saidi, Nur Hazirah Noh Seth, Mohd Rasidi Pairan, Hanifah Jambari, Nurul Aini Mohd Ahyan |
| | Paper Title: | Multiple Intelligence Focusing on Practical Subjects among Final Year Students of School of Education, Universiti Teknologi Malaysia |

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| | <p>Abstract: This study was conducted to identify the significant differences between female students and male students who took the workshop's practical subjects. Therefore, three objectives of the study are to identify the multiple intelligences among students, the dominant of multiple intelligence in the workshop's practical subjects and to identify the significant differences between multiple intelligences and the gender of the 4th year student from School of Education, Faculty of Social Science and Humanities, Universiti Teknologi Malaysia in the subject practical workshop. The design of this study is a descriptive study using quantitative data. In this study, the population identified consists of 204 4th year students of the School of Education, Faculty of Social Science and Humanities who attended the Bachelor of Technology with Education in Mechanical Engineering (SPPJ), Buildings (SPPQ), Electrical and Electronic (SPPR) and Living Skills (SPPH). A total of 180 samples were identified based on sampling formula and the instrument used was a set of questionnaire with reliability value of $\alpha = 0.86$ which contained 48 items in part B based on multiple intelligence and respondent demographic in part A. The study data was processed using Statistical Package for Social Sciences SPSS version 25 to get the results of the study in the form of descriptive analysis like percentage, frequency, mean score and standard deviation while inference analysis with independent T-test to find mean difference between gender. The findings show that each student has more than one intelligence for each respondent and the intelligence of Naturalist, Intrapersonal, Verbal Linguistics and Kinesthetic Body is the dominant intelligence of the students. In addition, the findings showed that there was no significant difference between the multiple intelligences and the gender of the students. In conclusion, intelligence varies by individual and is unrelated to gender and intelligence can be enhanced through education and experience.</p> <p>Keywords: Higher education multiple intelligence, practical, student</p> <p>References:</p> <ol style="list-style-type: none">1. Siti Rahayah Ariffin, Roseni Ariffin HMZ. Faktor Kontribusi Kecerdasan Pelbagai dalam Kalangan Pelajar Remaja. Fakt Kontribusi Kecerdasan Pelbagai dalam Kalangan Pelajar Remaja J Pendidik. 2008.2. Azizi Yahaya, Y. B. Kecerdasan Emosi dan Hubungannya Dengan Pencapaian Akedamik dan Tingkah Laku Pelajar. 2005.3. Bogeholz, S. Nature Experience and its Importance for Environmental Knowledge, Values and Action: Recent German Empirical Contributions. Environment Education Research, 12, 65-84.2006.4. Broda, M. B. Multiple Intelligences. ESSAI: Vol 7, Article 13. 20095. Gardner H. Frames of Mind: The Theory of Multiple Intelligences (Google eBook). New York: Basic Books. 1983.6. 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| 72. | <table><tr><td>Authors:</td><td>Yustinus Suhardi Ruman</td></tr><tr><td>Paper Title:</td><td>Social Base of Relationship between Religious Groups in West Manggarai District, East Nusa Tenggara Province</td></tr></table> <p>Abstract: In an increasingly knowledge-based society, social cohesion can be built through government policy, such as open access to the similar resources required for all groups. Reflecting on the setting, this study emphasizes the social resources that exist within the community itself. In this sense, it referred to kinship relations between the two religious' groups, namely Catholicism and Islam. By using a qualitative approach and the concept of social cohesion, this study found that the two religious groups who are living together as one community in the inland or rural in West Manggarai district have the same family background. In consequence, the social obligations that they receive solely based on it, regardless of religious differences. This study, therefore, concluded that the background of the same family relationships contributes to creating social cohesion in society.</p> <p>Keywords: social, cohesion, Catholic, Muslims</p> <p>References:</p> <ol style="list-style-type: none">1. Macionis JJ. Sociology (14th ed.). 2012;2. Johnson DP. Teori Sosiologi Klasik dan Modern. Jakarta: PT.Gramedia; 1998.3. Lahmar H. Social Cohesion : Identification of Parameters Measurement. 2015;3(1):90–2. | Authors: | Yustinus Suhardi Ruman | Paper Title: | Social Base of Relationship between Religious Groups in West Manggarai District, East Nusa Tenggara Province | 503-506 |
| Authors: | Yustinus Suhardi Ruman | | | | | |
| Paper Title: | Social Base of Relationship between Religious Groups in West Manggarai District, East Nusa Tenggara Province | | | | | |

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| | <table><tr><td>Authors:</td><td>Budi Kurniadi, Nantia Rena Dewi Munggaran, Dudi Yudhakusuma, Riefky Krisnawan, Suhermanudin</td></tr><tr><td>Paper Title:</td><td>Strategy for Implementing the Policy of Optimizing Advertisement Tax Revenues in Bandung District</td></tr></table> <div><p>Abstract: Regional autonomy gives freedom to the regions to explore the sources of financial revenues guaranteed by the Regional Government Law and until now each region is very dependent on the local tax sector. Various policy efforts have been made by the regional government to manage, regulate and manage local taxes, but are still not optimal. This study aims to formulate a strategy for implementing the policy of optimizing advertisement tax revenues in the Revenue and Financial Management Office of Bandung Regency. The research method used is mixed methods with qualitative and quantitative approaches (sequential exploratory). Qualitative approaches were chosen in line with the purpose of this study to uncover and illustrate a reality of public administration regarding the implementation of advertising policies through the development of concepts based on facts and data carefully and to draw meaning from ideas, attitudes and motives related to problems and research objectives, while Quantitative approach as a cross check on the results of Qualitative data analysis. The results of the study found that the effective policy implementation model for optimizing advertisement tax revenues in the Office of Revenue and Financial Management is the Strength-Opportunity (SO) strategy, which uses internal power to take advantage of opportunities. owned.</p><p>Keywords: Optimizing tax revenues; Policy implementation; Strategy formulation</p></div> <div>73. References:<div><div>1. CV Patton. DS Sawicki. Basic methods of policy analysis and planning. New York: Prentice Hall: Englewood Cliffs.Plenbury. 1986. Pp 157-163.</div><div>2. FM Fischer. J Gerald. SM Sidney. Handbook of public policy analysis: theory,politics and methods. Boca Raton, London, New York : CRC Press Taylor And Francis Group. 2007. p.91.</div><div>3. SM Grindle. Politics and policy implementation in the third world. New Jersey : Princeton University Press. 1980. P.8-11.</div><div>4. MW Plenbury. Management accounting in the public sector. London. Pittman. 2000. p.12.</div><div>5. RM Steers. Organizational effectiveness: a behavioral view.Santa Monica California: Goodyear Publishing Company, Inc. 1997. p.5</div><div>6. MW Plenbury. Management accounting in the public sector. London. Pittman. 2000. p.18-19.</div><div>7. LR Jauch. WF Glueck. Manajemen strategis dan kebijakan perusahaan. 3rd Ed. Jakarta. Erlangga. 1998. p.6.</div><div>8. FR David. Strategic management 4th.Ed. New York: Mac Millan Publishing Company. 2004. p. 6-7.</div><div>9. LR Jauch. WF Glueck. Manajemen strategis dan kebijakan perusahaan. 3rd Ed. Jakarta. Erlangga. 1998. p.7.</div><div>10. JW Creswell. Research design: qualitative and mixed approach. USA: Sage Publication. 1994. p.32.</div><div>11. LW Neuman. Basic of social research qualitative and quantitative approaches. 2nd Ed. University Of Wiscosin Whitewater USA : Pearson Education,Inc. 2007. p.139.</div><div>12. FR David. Strategic management 4th.Ed. New York: Mac Millan Publishing Company. 2004. p. 178.</div><div>13. SM Grindle. Politics and policy implementation in the third world. New Jersey : Princeton University Press. 1980. p.8.</div><div>14. CV Patton. DS Sawicki. Basic methods of policy analysis and planning. New York: Prentice Hall: Englewood Cliffs.Plenbury. 1986. p.156-167.</div><div>15. BW Hoogwood. BG Peters. Policy dynamics. New York: Wheatsheaf Books, Brighton, Sussex and St Martins Press. 1983. p.131</div></div></div> | Authors: | Budi Kurniadi, Nantia Rena Dewi Munggaran, Dudi Yudhakusuma, Riefky Krisnawan, Suhermanudin | Paper Title: | Strategy for Implementing the Policy of Optimizing Advertisement Tax Revenues in Bandung District | 507-514 |
| Authors: | Budi Kurniadi, Nantia Rena Dewi Munggaran, Dudi Yudhakusuma, Riefky Krisnawan, Suhermanudin | | | | | |
| Paper Title: | Strategy for Implementing the Policy of Optimizing Advertisement Tax Revenues in Bandung District | | | | | |
| | <table><tr><td>Authors:</td><td>Igogbe Regina Onyilo, Mahyuddin Bin Arsat, Terungwa Stephen Akor, Adibah Abdul Latif, Nor Fadilah Mohd Amin</td></tr><tr><td>Paper Title:</td><td>Sustainable Development and Sustainability in Engineering Education in Nigeria</td></tr></table> <div><p>Abstract: Following the United Nation’s pronouncement of 2005-2014 as the Decade for Education for Sustainable Development (DESD), education and particularly Higher Education was earmarked as the most convenient and appropriate vehicle for advancing training and awareness for sustainability and sustainable development. This study reviewed articles to investigate the level of awareness about ESD among engineering stakeholders in Nigeria and also to investigate the various approaches that could be used to integrate Sustainability in Engineering Education curriculum in Nigeria. The study employed a systematic review on Sustainable Development and Sustainability in Engineering Education in Nigeria. Articles on Sustainability Education and Sustainability in Engineering were analyzed using inductive content analysis. The review showed that, there is lack of awareness about ESD even among engineering stakeholders; and approaches such as: modular/ Bolt-in, Project Based Learning (PBL), Integrative Learning, Problem Project Based Learning (PPBL), amongst others were found out to be used by scholars in other parts of the world for incorporating sustainability in their Engineering Education programs. It could be a Stand-alone or an Integrated course. The researcher therefore suggests the use of any of these approaches to institutions and faculties planning to integrate sustainability in their programs. This study recommends that; for sustainable education to yield a meaningful result, Government should create awareness about the need for sustainability in the country. This can be done through Sustainability Education intervention and implementation of Sustainability Policies.</p><p>Keywords: Education for Sustainable Development in Nigeria, Sustainability Education, Sustainability Development in Engineering.</p><p>References:</p></div> <div>74.</div> | Authors: | Igogbe Regina Onyilo, Mahyuddin Bin Arsat, Terungwa Stephen Akor, Adibah Abdul Latif, Nor Fadilah Mohd Amin | Paper Title: | Sustainable Development and Sustainability in Engineering Education in Nigeria | 515-520 |
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| 76. | Authors: | Arie Supriati, Theodorus Pangalila | |
| | Paper Title: | Transparency Policy Implementation Process Manado City Government | |
| | <p>Abstract: The Implementation of the Transparency Policy as a technique used to adequately carry out local government civic duties, by the Manado City Government, is aimed at organizing transparent and accountable local governance in accordance to Law No 14 of the Year 2014 on public information disclosure. This study aims at determining and implementing a transparency policy of the administration. Data was collected using the descriptive qualitative technique, and the result found that the current implementation process passes through various stages as viewed from policy substance, thereby making the process less effective with numerous obstacles. The purpose of this study is to create a transparency policy which is easy to access information by the community. The following were suggested in the research. The need to develop a legal umbrella for local regulation, to gain access to all elements of the policy such as actors, implementers as well and the policy objectives Secondly, it is accountable to public information disclosure.</p> <p>Index Terms: policy implementation, transparency, government.</p> <p>References:</p> <ol style="list-style-type: none"> 1. Tachjan. Implementasi Kebijakan Publik. Bandung: Puslit KP2W Lemlit UNPAD; 2006. 2. Wibawa S, Prabuningrat Y, Pramusinto A. Evaluasi Kebijakan Publik. Jakarta: Raja Grafindo Persada; 1994. 3. Jones, Charles O. Pengantar Kebijakan Publik (public Policy). Ismanto R, editor. Jakarta: Raja Grafindo Persada; 1996. 4. Sedarmayanti. Good Governance (Kepemerintahan yang baik) dalam Rangka Otonomi Daerah. Bandung: Mandar Maju; 2010. 5. Utomo W. Administrasi Publik Baru Indonesia, perubahan Pradigmatic dari Administrasi Negara ke Administrasi Publik. Yogyakarta: Pustaka Pelajar; 2006. | | 529-532 |
| 77. | Authors: | Sallaudin Hassan, Mohd. Farid Shamsudin | |
| | Paper Title: | Measuring the Effect of Service Quality and Corporate Image on Student Satisfaction and Loyalty in Higher Learning Institutes of Technical and Vocational Education and Training | |
| | <p>Abstract: The 11th Malaysia Plan has emphasized that TVET HLIs is expected to increase the number of enrolment, improve quantity and quality of graduate to meet industry demand. However, in a competitive higher learning industry, previous researches revealed that TVET HLIs are facing challenges such as service quality and corporate image that potentially effect student satisfaction and loyalty. The main objective of this research is to measure the effects of service quality and corporate image on student satisfaction and loyalty. Stimulus- Organism- Response (SOR) model was adapted in conceptualizing the relationship between the constructs. The scope of study is focus on student from TVET HLIs which is Universiti Kuala Lumpur (UniKL). This study adapted quantitative method whereby questionnaires was used as instrument for data collection. 398 data were collected and analyzed using PLS-SEM. The measurement model indicated that the measurement items are reliable and valid. The structural model indicates that there is a significance and direct effects of service quality and corporate image on student satisfaction and student loyalty. In addition, student satisfaction also has significance and direct effects on student loyalty. In the future research, it is suggest to extend the scope to other TVET HLIs and public HLIs.</p> <p>Keywords: Service Quality, Corporate Image, Student Satisfaction, Student Loyalty</p> <p>References:</p> <ol style="list-style-type: none"> 1. Ministry of Higher Education (2018). Retrieved 20 July, 2018. Available: http://www.mohe.gov.my/en/. 2. Economic Planning Unit & Prime Minister's Department, 2015. Strategy Paper 9-Transforming Technical and Vocational Education and Training to Meet Industry Demand. Eleventh Malaysia Plan, 2016-2020 3. Anusorn, K., Duangporn, P. (2015). The mediating effect of satisfaction on student loyalty to higher education institution. European Scientific Journal October 2015 /SPECIAL/ edition 1, ISSN: 1857 – 7881 (Print) e - ISSN 1857- 7431 4. Economic Planning Unit (2015). Strategy Paper 9-Transforming Technical and Vocational Education and Training to Meet Industry Demand. Eleventh Malaysia Plan, 2016-2020. 5. Subrahmanyam Annamdevula, (2016),"The effects of service quality on student loyalty: the mediating role of student satisfaction", Journal of Modelling in Management, 11(2). 6. Austin, A. J., & Pervais, S (2017). The Relation Between “ Student Loyalty ” and “ Student Satisfaction ” (A case of College / Intermediate Students at Forman Christian College), 7881(January), European Scientific Journal January 2017 /SPECIAL/ edition ISSN: 1857 – 7881 (Print) e - ISSN 1857- 743. 7. Cronin, J.J., & Taylor, S.A. (1992). Measuring service quality: A reexamination and extension. Journal of Marketing, 56(3), 55–68. 8. Gallifa, J., & Batalle, P. (2010). Student perceptions of service quality in a multi-campus higher education system in Spain. Quality Assurance in Education, 18(2), 156-170. 9. Parasuraman, A., Zeithaml, V. A. and Berry, L. L. (1988), SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality, Journal of Retailing, 64(1)12–40. 10. Kwok See Ying (2015). The mediation effect of value on experience and service quality towards satisfaction in Malaysian tourism industry. PhD Thesis. Universiti Teknologi Malaysia. 11. Raza, M. A., Siddiquei, A. N., Awan, H. M., & Bukhari, K. (2012). Relationship between Service Quality, Perceived Value, Satisfaction and Revisit Intention in Hotel Industry. Interdisciplinary Journal of Contemporary Research In Business, 4(8), 788-805. 12. Fitri HA, Ilias A, Abd Rahman R, Abd Razak MZ (2008) (2008). Service Quality and Student Satisfaction : A Case Study at Private Higher Education Institutions. International Business Research, 1(3), 163–175. Yilmaz, V., & Ari, E. (2017). The effects of service quality, image, and customer satisfaction on customer complaints and loyalty in high-speed rail service in Turkey: a proposal of the structural equation model. Transport Science Journal, 13(1), 67–90. 14. Hatch, M.J., Schultz, M., & Williamson, J. (2003). Bringing the corporate Into Corporate Branding. European Journal of Marketing, 37(7/8), 104-164. 15. Kotler, P, & Amstrong (2010). Principles of Marketing, 13edn. Prentice Hall. New Jersey. 16. Kuo, Y.-K., & Ye, K.-D. (2009). The causal relationship between service quality, corporate image and adults' learning satisfaction and loyalty: A study of professional training programmes in a Taiwanese vocational institute. Total Quality Management & Business | | 533-538 |

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| | <table><tr><td>Authors:</td><td>Agoes Hendriyanto, Bakti Sutopo, Arif Mustofa</td></tr><tr><td>Paper Title:</td><td>The Preservation Strategy of Kethek Ogleng Pacitan in Millennial Era</td></tr></table> | Authors: | Agoes Hendriyanto, Bakti Sutopo, Arif Mustofa | Paper Title: | The Preservation Strategy of Kethek Ogleng Pacitan in Millennial Era | |
| Authors: | Agoes Hendriyanto, Bakti Sutopo, Arif Mustofa | | | | | |
| Paper Title: | The Preservation Strategy of Kethek Ogleng Pacitan in Millennial Era | | | | | |
| 78. | <p>Abstract: Kethek Ogleng Pacitan is one of the magnum opus legacies in Indonesia. It is the performing arts living in the midst of the Pacitan society. In the same cases of other arts, Kethek Ogleng requires attention for its sustainability due to the marginalization of the present traditional art as well as the inclusion of arts originating from outside cultures which are considered more modern and advanced. Therefore, the preservation strategy must be contextualized with the current state of society. From this urgent need, however, the focused researches on such issues have not been significantly discussed. From this case, this research is aimed at revealing various strategies that can be utilized to preserve the Kethek Ogleng. To meet this aim, the qualitative descriptive, with the primary object Kethek Ogleng Pacitan Art, is employed. Further, the data collection uses a variety of methods including observation participants, interviews with Ogleng Kethek artists, and literature studies. It is thus worthwhile to be written that the preservation strategy of the Performing Arts in the millennial era can be both a short-term and long-term strategy. Then, the strategies are as follows; (1) Kethek Ogleng roadshow; (2) revitalization of the Wanoro Condro art studio; (3) art festivals; (4) citizens' celebrations; (5) extracurricular activities at various levels of educational institutions; (6) preserving the art as the intangible heritage so-called Warisan Budaya Tak Benda (WBTB); and (6) visualization as well as digitalization of Kethek Ogleng Pacitan.</p> <p>Keywords: strategy, art, Kethek Ogleng, preservation.</p> <p>References:</p> <p>1. Dharmawan Paluseri. D., et.al. (2019). Determination of Indonesia's Intangible Cultural Heritage in 2018. Directorate of Heritage and Cultural Diplomacy Directorate General of Culture Ministry of Education and Culture: Jakarta.</p> <p>2. Fan Naa Na Muhammad, et.al.(2017). Extracurricular Learning of Dance with Local Wisdom Basis. <i>Journal CATHARSIS</i>, 6 (2), 108-114.</p> <p>3. Galla, A. (2001). <i>Guidebook for the Participation of Young People in Heritage</i>. Conservation. Brisbane. Hall and Jones Advertising.</p> <p>4. Georgios, Lykeas. (2018). The Transformation of Traditional Dance from Its First to Its Second Existence: The Effectiveness of Music-Movement Education and Creative Dance in The Preservation of Our Culture Heritage. <i>Journal of Education and Training Studies</i>, 6, (1), pp. 104-112.</p> <p>5. Kotler, P.,& Armstrong, G. (2004). <i>Principles of Marketing</i>. 10th ed. New Jersey: Prentice Hall.</p> <p>6. Lim, F. (2008). <i>Philosophy of Technology, Don Ihde About Human & Tools</i>. Yogyakarta: Kanisius.</p> <p>7. Masri, Andri. (2010). <i>Visual Strategy (Playing with Formalistic and Semiotic to Produce Visual Quality in Design)</i>. Yogyakarta: Silk Mesh.</p> <p>8. Rohkyatmo, Amir. (1986). <i>Elementary Knowledge of Dance and Some Dance Problems</i>. Jakarta: Depdiknas (Department of National Education).</p> | 539-543 | | | | |

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Paper Title: Virtual Chemistry Laboratory: A Panacea to Problems of Conducting Chemistry Practical at Science Secondary Schools in Nigeria

Abstract: Laboratory activity as an integral part of learning chemistry provides students with a learning experience built up through student's interaction with concrete material is deficient in science secondary school students in Nigeria. This unpleasant situation resulted from the fact that, in many schools, laboratory personnel and facilities are either partially available or not completely available. This paper discussed some of the benefits of a virtual chemistry laboratory and how its three-dimensional interactive nature would be used to overcome these problems in order to enhance students' understanding and achievement in chemistry through the integration of the virtual chemistry laboratories in conducting chemistry practical. The paper further suggested for the integration of virtual chemistry laboratories or even support the real laboratories with virtual ones, particularly in schools that lack equipped chemistry laboratories in Nigeria.

Index Terms: Virtual chemistry laboratory; problems; panacea; chemistry practical; Science Secondary school.

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| | Paper Title: | Islamic Values: Travelling through the Last Laugh | |
| | <p>Abstract: According to Ahmad Rafiki and Kalsom (2014), religion is one of the most influential social institutions that is significantly associated with people’s attitudes, values, and behaviours. In Islam, values are every single thing Allah has prescribed as good, true, and useful. The two main sources and references of Islamic values are al-Quran and Hadith. In the light of faith, the purpose of this paper is to analyse the Islamic values in The Last Laugh. This fiction is written by Kris Jitab in his compilation of short stories entitled ‘Victor’s Last Wish and More Yarns’ published in 2004. The author portrays his literary skills in the form of writing. Since he was born in the setting of place of his short story, Sarawak, he successfully shares his knowledge of the environment, culture, and identity. He combines the emotions of desire, ambition, love, rejection, and self-deception through the characters’ eyes. He is witty and brilliant enough as he signals the dark sides of following the tradition blindly especially when it is harmful towards the society. Hence, travelling through The Last Laugh to highlight the Islamic values will be of a great help to Muslim readers in understanding and digesting the story from the Islamic perspectives.</p> <p>Keywords: culture, Islamic values, religion, tradition.</p> <p>References:</p> <ol style="list-style-type: none">1. A. Ahmet. (2017, June 29). Norms and values in Islam [Online]. Available: http://islam.uga.edu/norms_values.html2. M. A. Abdul Rahman, Pendidikan moral: Teori etika dan amalan sosial. Serdang: Universiti Putra Malaysia, 1999.3. D. S. Gazalba, Islam dan perubahan sosio-budaya. Kuala Lumpur: Pustaka Budaya, 1983.4. D. Mustafa, Etika pengurusan. Kuala Lumpur: Utusan Publications and Distributor Sdn. Bhd., 1996.5. Al-Ghazali, Ihya ulumuddin (Translated by Prof. Tk. H. Ismail Yakub Sh.). Kuala Lumpur: Victory Ajensi, 1988.6. A. Z. Hanani, “The traces of Islamic values in short stories,” in International Conference on Education and Psychology, 2016, pp. 353-356.7. R. Afzalur, Islam: Ideology and the way of life. Kuala Lumpur: A. S. Noordeen, 1995.8. M. U. al-Aziz, Islam penyubur jiwa dan pendidik akhlak manusia. Kuala Lumpur: Era Ilmu Sdn. Bhd., 1995.9. S. Zainuddin, Islam dalam kehidupan harian. Kuala Lumpur: Darul Nu'man, 1995.10. L. S. M. P. Ananda, S. Foziah, A. B. Noraini, A. R. Doreen Azlina, and M. H. Noor Azhana, Stride ahead: Focus on English. Selangor: Longman, 2009. | | |
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| | Paper Title: | Malaysia’s Green Neighbourhood Initiatives: Implementing and Approach in Putrajaya, Selangor and Johor | |
| | <p>Abstract: Green neighborhood is a neighborhood that practices a way of life to meet the needs of people's activities. Green neighbourhoods can form friendships, practice agricultural areas, use renewable energy methods and maintain sensitive nature. This practice also makes easy access to home, workplace, infrastructure, public utilities, transit facilities and easily accessible in neighbourhood. Conflicts between rapid development and communities required a new paradigm to understand about the relationships between green neighbourhood and communities. The objectives of the paper are to study the implementation of green neighbourhood initiatives in Putrajaya, Selangor and Johor and to determine their element of sustainability in the green action plans. The action plans and programs by local authorities in green neighbourhood initiative was summarised in a framework. The methodology of study base on document analysis which related to the green city and neighbourhood initiatives conducted by the study area is summarised in the tabulation of action or program. Based on the result’s analysis, it indicated each study area has created its own approaches and strategies of sustainability by adopting impressive programs and strategies such as implementing pedestrian walkway, bicycle lane, community farming, rainwater harvesting, composting and others. The action and program in green neighbourhood and green city by the local authorities are their commitment to social, economic and environment. Local Authorities and the private agencies can contribute their commitment in order to implement green neighbourhood with having a comprehensive action plan. In conclusion green neighbourhood implementation in Putrajaya, Johor and Selangor practices as an action for the present and future development.</p> <p>Keywords: Green Neighbourhood; Sustainable; Community</p> <p>References:</p> <ol style="list-style-type: none">1. Abdul Halim A, Mohammad Sukeri K, Yusuf P. (2013). Ke Arah Pembangunan Mampan Setempat: Pelaksanaan Local Agenda 21 oleh Pihak Berkuasa Tempatan di Malaysia. Jurnal Pendidikan Sains Sosial Dan Kemanusiaan. 6(2): 209–222.2. Asan, M. O. H. D. N. O. H., & Ashim, H. A. S. A. H. (2005). Refocusing Development Towards Sustainability – The Case of Selangor , Malaysia The Bruntland Commission articulated the concept of sustainable development as it is known today in 1987 . In this concept , equity , growth equity , integrated with elements of environmental protection . The United Nations Conference on Environment and Development held in Rio de Janeiro in 1992 (UNCED) brought about the first global agreement on into the 21 st Century . The progress of implementing Agenda 21 was August- 4 September 2002 in Johannesburg , South Africa ., 6, 125–135.3. Dahlia Rosly, Nor Zaliza Mohd Puzi, Muhamad Ridzuan Arshad (2013). Planning Strategies, Guidelines And Action Plan For Green Neighbourhoods In Malaysia. (Malaysia : PLANMalaysia).4. Economic Planning Unit. (2015). Strengthening Infrastructure to Support Economic Expansion. Rancangan Malaysia Kesebelas (Eleventh Malaysia Plan) : 2016-2020. Retrieved from http://rmk11.epu.gov.my/book/eng/ Elevent-MalaysiaPlan/RMKe-11 Book.pdf5. Faridah Shafii, Zainab Arman Ali, Mohamed Zahry Othman. (2006). Achieving Sustainable Construction in The Developing Countries of Southeast Asia. Proceedings of the 6th Asia-Pacific Structural Engineering and Construction Conference (APSEC 2006), 5 – 6 September 2006, Kuala Lumpur, Malaysia. C29-C44.6. Ho WS, Hashim H, Lim JS. (2014). Integrated Biomass And Solar Town Concept For A Smart Eco-Village In Iskandar Malaysia (IM). | | |

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| | <p>Authors: Naeem Ashfaq, Hussin Bin Salamon, Mohd Fauzi bin Abu Hussin, Nasrul Hisyam bin Nor Muhamad, Sulaiman Shakib Bin Mohd, Aminuddin Bin Ruskam</p> <p>Paper Title: Technical Aspects of Official Letters from Caliph Umar Ibn Al-Khattab</p> | |
| 82. | <p>Abstract: The period of ‘Umar ibn al-Khattab’s caliphate is undoubtedly the golden age of Islam in every respect. Having prophet Muhammad ﷺ as the messenger of Islam, he is the architect of the Islamic State in its technical sense. Within the period of his glorious administration, he was not only able to extend the wings of Islam east and west, thus making the Islamic state was the biggest single states at that time. This study aims to explore the official letters addressed to different officials of the Islamic State by Caliph ‘Umar ibn al-Khattab. These letters reflect his ultimate capabilities in managerial skills on ethnic and linguistic tendencies through the linking forces of Islam. The method is library-based research, and the collected data is taken from secondary sources, which was collected from different classical books. The outcomes of this study show that these letters have multi-faced guidelines, which may be adopted and implemented from high to low levels of management in organizations. Additionally, this research depicts that how different type of groups and officials should be communicated, instructed and managed through effective communication means in a various academic and real environment.</p> <p>Index Terms: Caliph ‘Umar ibn Al-Khattab, Official Letters, Categorization, Managerial Qualities, Divine Guidance</p> <p>References:</p> <ol style="list-style-type: none"> Adil, M. (1991). Letters of Hadrat Umar Farooq (2nd ed.). Karachi: International Islamic Publishers Ltd. Al-Nawawy, A. Z. Y. b. S. (1996). Al Minh'aj fi Sharh e Muslim bin Hajjaj. Ryadh: Bait Al Afkar al Dwalyyah. Al-Tantawi, A. (1983). Akhbar e Umar. Beirut: Al-Maktab al Islami. Alam, S. M. (2017). Khulafa-e Rashideen: The Four Pious Khulafah. Hyderabad, India: Indian School of Excellence Trust (INDSET). As-Sallābī, ‘. M. (2007). ‘Umar Ibn Al-Khattāb: His Life and Times (N. al-Khattab, Trans.). Riyadh: International Islamic Publishing House Bly, R. W. (2004). Webster's New World letter writing handbook. Indianapolis: Wiley Publishing, Inc. Camiciotti, G. D. L. (2014). Letters and letter writing in Early Modern culture: An introduction. Journal of Early Modern Studies, 3, 17-35. F'ariq, K. A. (1978). Hadrhat Umar kay Sarkari Khutut (1st ed.). Lahore: Idarah Islamayat. Hamidullah, M. (1987). Majmu'ah al was'aiq al syasyyyah li 'Ahd al Nabi wa al Khilafah al Rashidah. Beirut: Dar al Nafais. Irving, W. (1849). Mahomet and his successors. New York and London: The Co-Operative Publication Society, Inc. Nevalainen, T., & Tanskanen, S.-K. (2007). Letter writing. Amsterdam: John Benjamins Publishing. Nu'mani, S. (1939). Al-Farooq (Z. A. Khan, Trans.). Lahore: Sh. Muhammad Ashraf. Petrucci, A. (2008). Scrivere lettere: una storia plurimillennaria: Laterza. T'aj, R. (2007). 'Ahd e Khilafah e Rashidah main siasi khutut naweesi aur mu'ahad'at kay iblaghi pehlu ka tahqiqi aur tanqidi j'aizah. (PhD), University of Karachi, Karachi. Wehrich, H., & Koontz, H. (1995). Management: A global perspective. Singapore McGraw-Hill. | 563-580 |

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| | Paper Title: | Determinants of User Awareness of New Information Systems - Electronic Tax Filing Perspective | | |
| | <p>Abstract: Information systems literature has been stuffed with much relating to the determinants of user acceptance, adoption and diffusion through applications of variety of theories such as Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), Innovation Diffusion Theory (IDT), Model of PC Utilization (MPCU), Technology Acceptance Model (TAM1&2) and Unified Theory of Acceptance and Use of Technology (UTAUT). The argument here is that such determinants also have their antecedents. For instance, awareness has been used as a determinant to either user intention or behavior towards acceptance, adoption or diffusion but little has been done in examining the determinants of awareness itself. This paper estimates the determinants (gender, age, education, internet experience, size and manual filing experience) of user awareness of new information systems from the perspective of electronic tax filing in Nigeria. Data was collected from the potential users in seven states in Northwestern Nigeria which was analyzed through Ordinary Least Squares regression analysis. It was found that gender, education, internet experience and manual tax filing experience are the significant determinants to user awareness of new information systems while age and size was found to be insignificant. The study contributes to the literature through focusing on an area neglected by previous researchers. It also contributes to the practice as the outcome of the study will be beneficial to policymakers in devising means for enhancing awareness of new information systems prior to actual adoption.</p> <p>Keywords: age, gender, educational qualification, experience, user awareness of information system.</p> <p>References:</p> <ol style="list-style-type: none"> 1. M. Fishbein, & I. Ajzen, Belief, attitude, intention and behavior: An introduction to theory and research. Reading, MA: Addison-Wesley, 1995. 2. I. 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| 84. | Authors: | Euphrasia Susy Suhendra1, Mitha Filandari, Emmy Indrayani, Maulana | | |
| | Paper Title: | The Direct and Indirect Effect of Enterprise Resource Planning System Implementation on Firm Performance through the Organizational Capabilities as a Mediator | | |
| | <p>Abstract: In the midst of rapidly changing business environment and technological advancement, ERP becomes the solution for companies to improve efficiency and effectiveness by integrating existing system thus that companies can</p> | | | 588-597 |

increase their performance. Using RBV approach, companies can properly manage their resources through the organizational capabilities also play an important role in improving firm performance. This paper aims to examine the effect of ERP system implementation on firm performance both directly and indirectly through the organizational capabilities as intervening variable at manufacturing companies listed on Indonesia Stock Exchange period 2013-2017 which consists of 100 samples of ERP Adopters and Non-Adopters. The conceptual model in this study tested and analyzed using PLS-based SEM. The results showed that the implementation of ERP system has significant effect on firm performance and organizational capabilities. Organizational capabilities also have significant effect on firm performance. In addition, organizational capabilities have proven to mediate the relationship between ERP system and firm performance. This shows that the implementation of ERP system makes the information system to be integrated thus it enable companies to be more efficient and will affect the organizational capabilities in maximizing the utilization of company resources that ultimately can improve the firm performance.

Keywords: ERP System, Firm Performance, RBV Approach

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Authors: Irwan Raharja, Dwi Irwati, Sawarni Hasibuan

Paper Title: Design of Performance Measurement in Indonesia Plastics Seeds Coloring Company by using Stakeholder Perspective PRISM

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Abstract: Plastic seed manufacturing industry is an important plastics industry in Indonesia, seen from the needs of plastic consumption to make this industry have considerable opportunities. The measurement system of manufacture industry performance has been so far only centered on financial indicator, whereas this industry is included on the industry which gets many attention from stakeholder related to the potential of environmental pollution caused. The purpose of this research is to develop framework of performance measurement in manufacture industry of plastic seeds coloring by adopting stakeholder perspective Prism. Prism performance measurements have advantages that provide a

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| | <p>more comprehensive performance measurement overview than performance measurement using Balanced Scorecard. Steps of research begins with screening KPI, determining performance achievement target, measuring performance target achievement of each KPI and improvement recommendation. The PRISM performance measurement performed in company are then classified into the Traffic Light System category, and find 5 Key Performance Indicators (KPIs) in the red or critical category. Target achievement of KPI employed is the worst in the Case Study done, followed by KPI related product and one KPI related to product distribution system. The low target achievement of KPI employed has implication on the loss annual production 1,028,580 kg equals to \$ 102,82.</p> <p>Keywords: Performance Measurement, Prism, Stakeholder, Traffic Light System.</p> <p>References:</p> <ol style="list-style-type: none">1. Ahmad K, Zabri SM. The Application of Non-Financial Performance Measurement in Malaysian Manufacturing Firms. <i>Procedia Econ Financ</i> [Internet]. 2016;35(October 2015):476–84.2. Andy Neely, Chris Adams, Paul Crowe. The performance prism in practice. <i>Meas Bus Excell</i> [Internet]. 2001;5(2):6–13.3. Bourne M, Neely A, Platts K, Mills J. The success and failure of performance measurement initiatives: Perceptions of participating managers. <i>Int J Oper Prod Manag</i>. 2002;22(11):1288–310.4. Frederico GF, Cavenaghi V. The Measurement of Organizational Performance with a Focus on Stakeholders: A Performance Prism Approach. Vol. 55, <i>POMS 20th Annual Conference</i>. 2009. p. 1–17.5. Georgescu I, Budugan D, Cretu L. Non-Financial Performance Control - The Key To A Successful Business. <i>Lucr Ştiinţifice</i>. 2010;53(2):311–5.6. Hasibuan S, Gumbira-Sa'id E, Eriyatno E, Saillah I, Honggokusumo S, Romli M. The Integration of Cleaner Production Indicators on the Environmental Performance Measurement System for the Indonesian Natural Rubber Industry. <i>Int J Adv Sci Eng Inf Technol</i>. 2013;3(2):107.7. Kaynak R, Tuygun Toklu A, Elci M, Tamer Toklu I. Effects of Occupational Health and Safety Practices on Organizational Commitment, Work Alienation, and Job Performance: Using the PLS-SEM Approach. <i>Int J Bus Manag</i>. 2016;11(5):146.8. Kennerley M, Neely A. A framework of the factors affecting the evolution of performance measurement systems. <i>Int J Oper Prod Manag</i>. 2002;22(11):1222–45.9. Neely A, Gregory M, Platts K. Performance measurement system design: A literature review and research agenda. <i>Int J Oper Prod Manag</i>. 2005;25(12):1228–63.10. Neely A, Adams C, Kennerley M. <i>The Performance Prism-The Scorecard for Measuring and Managing Business Success</i>. London. Prentice Hall. 161 p.11. Sorooshian S, Aziz NF, Ahmad A, Jubidin SN, Mustapha NM. Review on Performance Measurement Systems. <i>Mediterr J Soc Sci</i> [Internet]. 2015;7(1):123–32.12. Striteska M, Spickova M. Review and Comparison of Performance Measurement Systems. <i>J Organ Manag Stud</i>. 2012;2012:1–13.13. Youngbanta U, Rompho N. The Uses of Measures in Performance Prism in Different Organizational Cultures. <i>J Account Finance</i> [Internet]. 2015;15(6):122–8. 12.14. D, Alrawabdeh W, Almadi F, Shrafat F. Performance measurements systems : Stages of Development Leading to Success Faculty of Economics and Administrative Sciences Faisal AlMadi (PhD) Faculty of Economics and Administrative Sciences Fayiz Shrafat. <i>Interdiscip J Contemp Res Bus</i>. 2012;4(7):440–8. | | | | | |
| | <table><tr><td>Authors:</td><td>Azlin Shafinaz Arshad, Marziah Mokhtar, Afiza Azura Arshad, Arlinah Abdul Rashid</td></tr><tr><td>Paper Title:</td><td>Exploring Factors Contributing to the Success of Women Entrepreneurs in Malaysia</td></tr></table> | Authors: | Azlin Shafinaz Arshad, Marziah Mokhtar, Afiza Azura Arshad, Arlinah Abdul Rashid | Paper Title: | Exploring Factors Contributing to the Success of Women Entrepreneurs in Malaysia | |
| Authors: | Azlin Shafinaz Arshad, Marziah Mokhtar, Afiza Azura Arshad, Arlinah Abdul Rashid | | | | | |
| Paper Title: | Exploring Factors Contributing to the Success of Women Entrepreneurs in Malaysia | | | | | |
| | <p>Abstract: The purpose of the study is to explore factors contributing to the success of women who embarked in entrepreneurship. The study was conducted on 150 women entrepreneur in Malaysia by distributing the survey questionnaire. using convenience sampling. The study found charisma and friendliness are the most crucial factors contributes to the success of women entrepreneur while government support is the least contributing factor. Factor analysis conducted on success factors of women entrepreneur in Malaysia categorized the factors into four constructs; Individual & Social Characteristic, Marketing & Business Support, Efficient Management and Customer Engagement. The study found that Customer Engagement Factor contribute the most to the success of women entrepreneur in Malaysia.</p> <p>Keywords: Entrepreneur, Entrepreneurship, Success Factors, Women Entrepreneur.</p> <p>References:</p> <ol style="list-style-type: none">1. A Ogunlana F. <i>The Role of Entrepreneurship as the Driver of Economic Growth</i>: Centria University of Applied Sciences; 2018.2. Seth S. Why entrepreneurs are important for the economy. Investopedia Academy (Internet). 2015 September 17,2017 Available from: https://www.investopedia.com/articles/personal-finance/101414/why-entrepreneurs-are-important-economy.asp.3. Madura J. <i>Introduction to business</i>: Cengage Learning; 2006.4. Yusuf N, Albanawi NI. The role of entrepreneurship in economic development in Saudi Arabia. <i>Business and Economic Journal</i>. 2016;7(1):5.5. Hisrich RD, Peters MP, Sheperd DA. <i>Entrepreneurship, International Edition</i>. McGraw Hill, New York: USA; 2005.6. Shane SA. <i>A general theory of entrepreneurship: The individual-opportunity nexus</i>: Edward Elgar Publishing; 2003.7. Ramadani V, Hisrich RD, Gërguri-Rashiti S. Female entrepreneurs in transition economies: insights from Albania, Macedonia and Kosovo. <i>World Review of Entrepreneurship, Management and Sustainable Development</i>. 2015;11(4):391-413.8. EconomicCencus. <i>Better Data for Better Future</i>. Putrajaya.; 2016.9. Friar JH, Meyer MH. Entrepreneurship and start-ups in the Boston region: Factors differentiating high-growth ventures from micro-ventures. <i>Small Business Economics</i>. 2003;21(2):145-52.10. Abdul M, Gunasagaran K, Kamarudin NA, Mizanur M. Critical success factors and challenges of women entrepreneurs in Klang Valley, Malaysia. <i>Journal of Advanced Research in Business and Management Studies</i>. 2017;6(1):11.11. Alam SS, Jani MFM, Omar NA. An empirical study of success factors of women entrepreneurs in southern region in Malaysia. <i>International Journal of Economics and Finance</i>. 2011;3(2):166-75.12. Mutalib RA, Arshad R, Ismail N, Ahmad Z. Women and entrepreneurship: An overview of women entrepreneurship programs in Malaysia. <i>JGD Special Issue on Social Entrepreneurship</i>. 2015; 11:15-28.13. Teoh WM-Y, Chong S. Improving women entrepreneurs in small and medium enterprises in Malaysia: policy recommendations. <i>Communications of the IBIMA</i>. 2008;2(5):31-8.14. Rani' SHA, Hashim N. Factors that Influence Women Entrepreneurial Success in Malaysia: a Conceptual Framework. <i>International Journal of Research</i>. 2017;16.15. Kemkar M, Sharma J. Women entrepreneurship - Factors leading to Success of Women Led Enterprises. <i>Research Journal of Management</i> | | | | | |

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| | <p>Authors: Sunday Elijah, Ahmed Balarabe Musa.</p> <p>Paper Title: Dynamic Impact of Trade Openness on the Economic Growth in Nigeria</p> <p>Abstract: In theory, it was conforming to the accepted standard the open economies grow faster than the closed economies, and respectable economic development level could be achieved. This paper investigates the dynamic impact of trade openness on the economic growth in Nigerian economy between 1980 - 2016 empirically. Secondary data were sourced, from the 2016 Central Bank of Nigeria Statistical Bulletin'. The tests of diagnostic conducted are: cointegration test, unit root test and error correction model. The analysis result revealed the trade openness was found to have negatively impacted on the economic growth in both the short run and long run. Based on study findings, it is recommended that since the imports of the country are more than its export; the government needs to have the present efforts to sustain the diversification of the economy to achieve economic growth led by exports. Furthermore, the collaborative effort of government with private sectors should encourage the export substitute in the nation to discourage importation and promote export of primary commodities especially the ones that have absolute advantages to the nation. Lastly, the study also recommended that the government of the country should sustain the policy of Treasury Single Account (T.S.A) so as that the loopholes will be blocked in the private and public sectors of the nation, and also to make sure there is equity in the utilization of the revenue generated internally for the masses to benefit.</p> <p>Index Terms: Trade Openness, ARDL, Import, Export, Economic Growth.</p> <p>JEL Classification Codes: E30; F10; F14; F19; F49</p> <p>References:</p> <ol style="list-style-type: none"> 1. Adejoke, S. I. and Olusuyi, E. A., and Babatunde, A. G. (2013). " Trade Openness and Economic Growth in Nigeria: An Empirical Analysis." <i>International Journal of Humanities and Social Science Invention</i> 2(6). 2. Pesaran et. al. (2001). "Bound Testing Approach to the Analysis of level relationships." <i>Journal of Applied Econometrics</i> 16(3): 289-326. 3. Alajekwu, U. B., et al. (2013). "Trade openness, stock market development and economic growth of Nigeria: Empirical evidence." 4(3): 120-127. 4. Altee, A. H. and Esmaeel, S.E. and Saled, M. S. (2014). "Financial development, trade Openness and economic growth: Evidence from Sultanate of Oman." <i>Journal of economic and sustainable development</i> 5(23). 5. Asghar, N., et al. (2014). "Financial development, trade openness and economic growth in developing countries: Recent evidence from panel data." 99-126. 6. Bank, W. (2013). <i>Global Economic Perspective: Economic Implications of Remittances and Migration</i> Washington: World Bank. 7. Barro, R. J. Sala-i.-Martin., X. (2004). <i>Economic Growth</i> 2nd Edition. London: The MIT Press. 8. Barro, R. J. (1991). "Economic growth in a cross section of countries." 106(2): 407-443. 9. Christopher, E. (2014). "Impact of Trade Openness on the Output Growth in the Nigerian." <i>Economy British Journal of Economics, Management & Trade</i> 4(5): 755-768. 10. Da'Silva, C. (2014). "Impact of Trade Openness on the Output Growth in Nigeria." <i>British Journal of Economics, Management and Trade</i> 4(5): 755-768. | |
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| | <table><tr><td>Authors:</td><td>Jugindar Singh Kartar Singh, Nik Hasnaa Nik Mahmood, Zabedah bt Othman</td></tr><tr><td>Paper Title:</td><td>Emotional intelligence, social competencies and cultural adjustment of expatriates in Malaysia: The mediating role of self-motivation</td></tr></table> <p>Abstract: Emotional intelligence and social competencies are a few constructs that predict the cultural adjustment of expatriates. There is a dearth of studies that explored the impact of emotional intelligence and social competencies on the cultural adjustment of expatriates in Malaysia. Hence, this study focusses on the relationship between emotional intelligence and social competencies on cultural adjustment of expatriates. Additionally, the mediation role of self-motivation was examined. This quantitative study used a cross-sectional survey to collect primary data. Random sampling was used to collect data from a sample of 301 expatriates. Questionnaires were sent either by hand or electronically. This study used PLS SEM to estimate the model. The results pointed out that emotional intelligence and social competencies are essential predictors of cultural adjustment. The results also revealed the mediating role of self-motivation. The findings added to the current body of knowledge and presented new insights into the contribution of emotional intelligence and social competencies towards cultural adjustment of expatriates. Based on the findings, organizations and HR managers involved in managing expatriates for global assignment can implement policies and processes to select and prepare the right expatriates for global assignments.</p> <p>Keywords: Emotional intelligence, social competency, self-motivation, cultural adjustment, expatriates .</p> | Authors: | Jugindar Singh Kartar Singh, Nik Hasnaa Nik Mahmood, Zabedah bt Othman | Paper Title: | Emotional intelligence, social competencies and cultural adjustment of expatriates in Malaysia: The mediating role of self-motivation | |
| Authors: | Jugindar Singh Kartar Singh, Nik Hasnaa Nik Mahmood, Zabedah bt Othman | | | | | |
| Paper Title: | Emotional intelligence, social competencies and cultural adjustment of expatriates in Malaysia: The mediating role of self-motivation | | | | | |
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Paper Title: An Analysis of Basic Accounting Practices of Microenterprises

Abstract: Every microenterprise needs to learn and perform basic accounting practices to ensure that their business progress is running smoothly. Besides able to improve the business performance of a company, accounting practices also represent the result of operations of a company, as well as the statement of financial position. Therefore, by understanding financial performance very well might help the microenterprises not only to evaluate and monitor their business activities but also facilitate them in a critical way to make a better decision. The purpose of this paper is to study the application of basic accounting practices among the microenterprises in Batu Pahat. The data were collected among 157 owners of microenterprises. The data were analysed in frequency and percentage form by using The Statistical Package for Social Sciences (SPSS). The findings showed that most of the microenterprises practiced a very basic accounting system, maintained both cash and accrual accounting and practiced recording both electronically and manually. The survey also showed that most of the microenterprises completed the accounting cycle by keeping records of their daily business transaction and prepared the financial statement at the end of period mostly on income statement and statement of cash flow. With such well-maintained and completed financial records, it can be translated into feasible and good decision-making which may eventually result in business success. Besides, this survey found that the main challenges that were faced by microenterprises were lack of accounting knowledge and limited cost and time in preparing the financial statement for their businesses. Thus, it was recommended that microenterprises should improve their accounting skills and increase their knowledge by joining any training for seminar on the accounting practices toward the effectiveness of their financial management and entrepreneurial development.

Keywords: Microenterprises, accounting practices, financial statement.

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| Authors: | Pandapotan Sitompul, Suparno Eko Widodo, R. Madhakomala |
| Paper Title: | Effect of Work Culture and Leadership Against Employee Commitments In The Industrial Revolution 4.0 Era |

Abstract: The era of revolution 4.0 is an era where almost all data processing transactions are connected to each other, so the decisions taken by a leader in the work culture of employees can be easily monitored. The objective of this research is to study the effect of work culture and leadership on employee commitment. The process of research was conducted at PT. Astra Agro Lestari Tbk. it has used case study method. The samples of research were 105 employee of PT Astra Agro Lestari Tbk. that were selected in a simple random sampling. The results of finding are: (1) there is a positively direct effect of work culture on employee commitment, (2) there is a positively direct effect of leadership on employee commitment (3) there is a positive direct effect of work culture and leadership together on employee commitment. Referring to these findings, the researcher could conclude that employee commitment is positively affected by work culture and leadership. Therefore, to maintain employee commitment, the organization has to apply the work culture and leadership. Finally, it should be concluded that work culture and leadership should be taken into consideration in generating the employee commitment.

Keywords: Employee Commitment, Work Culture, and Leadership of Industrial Revolution 4.0.

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| | <p>Authors: Nur Syamimi Jiran, Muhamad Zameri Mat Saman, Noordin Mohd. Yusof</p> <p>Paper Title: Development of Cost Estimation Model of the Membrane System</p> <p>Abstract: Apart from product quality, the manufacturing cost is an important element to compete in the competitive industry. Detail economic assessment is important to estimate the product cost accurately and avoid overestimating or underestimating that give bad impact to the firm. Membrane system; a compact, sustainable and cheaper wastewater treatment system compared to the traditional system. Yet, there is limited study analysing the economic aspect of the membrane system due to the limited historical data, a complicated process involved and deal with tangible overhead costs. Thus, this study aims to develop a cost model to estimate the total cost of the membrane system during its lifespan. Activity-based costing (ABC) method is used as cost estimation technique to calculating the overhead cost and added the direct costs to determine the life-cycle cost (LCC) of the membrane system by using Microsoft Excel while Microsoft Visual Basic is used to demonstrate a user-friendly cost estimation model. The proposed cost model is a simpler system because the end user is guided to get the LCC value without has to deal with a complicated equation. The proposed model cost is tested to estimating the LCC of HFMM in treating wastewater from the prototype stage until the disposal stage.</p> <p>Keywords: Activity-based costing, Cost estimation model, Membrane system, Life cycle costing</p> <p>References:</p> <ol style="list-style-type: none"> Seo K-K, Park J-H, Jang D-S, Wallace D. Prediction of the life cycle cost using statistical and artificial neural network methods in conceptual product design. <i>International Journal of Computer Integrated Manufacturing.</i> 2002;15(6):541-54. 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| 92. | Authors: | Satya Nugraha, Yusuf Latief |
| | Paper Title: | Developing Quality Culture in Power Plant Construction Company to Improve Competitiveness |
| | <p>Abstract: The tight competition in the construction sector in Indonesia's infrastructure projects presents a challenge to construction service companies, especially in the power plant infrastructure industry. To improve the competitiveness of construction service companies, customer satisfaction guarantees must be created, as follows: 1) Products must be in accordance with the requirements, the project done is completed on time, the costs incurred are relatively cheap and collateral for Health, Safety and Environment (HSE) should be realized. In creating customer satisfaction, the concept of Quality Culture needs to be applied. By using the Deming Cycle method in building a quality culture, it is expected that power plant construction service companies could increase competitiveness. This study aims to determine the effect of developing a quality culture on power plant construction service companies, data obtained through archival analysis, interviews and questionnaire surveys. Data processing concludes the activities needed on developing a quality culture for risk-based organizational functions in power plant construction service companies as a way to increase competitiveness. The results of this study are the concept of building a PDCA-based quality culture in the Quality Management System in a power plant construction services company.</p> <p>Index Terms: Competitiveness, Construction Service Company, Quality Culture, Power Plant</p> <p>References:</p> <ol style="list-style-type: none">1. Adebanjo, D. (1999). An investigation of quality culture development in UK industry. International Journal of Operations & Production Management, Vol. 19 No.7, 633-649.2. Ana Cláudia Campos, J. d. C. M., João Albino Silva, Patrícia Oom do Valle. (2014). Critical success factors for a total quality culture: A structural model. Tourism & Management Studies, 10(1).3. Batten, J. (1994). A total quality culture. Management Review. Vol.94, 61.4. Bilal Ahmad Khan, H. N. (2018). The impact of strategic quality orientation on innovation capabilities and sustainable business growth. International Journal of Quality & Reliability Management, Vol. 35 No. 8, pp. 1568-1598. doi: 10.1108/IJQRM-07-2017-01265. Carmen M. Felipe, J. L. R. a. A. L. L.-R. (2017). Impact of Organizational Culture Values on Organizational Agility. Sustainability. doi: 10.3390/su91223546. Chandrupatla, T. R. (2009). Quality and reliability in engineering. Cambridge: Cambridge University Press.7. Dangerfield, B., Green, SD and Austin, S. (2010). Understanding construction competitiveness : the contribution of system dynamics. Construction Innovation, Vol. 10(4), pp.408-420. doi: 10.1108/147141710110835798. David Galllear, A. G. (2004). An Empirical Investigation of the Channels that Facilitate a Total Quality Culture. Total Quality Management & Business Excellence, Vol.15(8), 1043-1067.9. Dilek Cetindamar, H. K. (2013). Measuring the competitiveness of a firm for an award system. Competitiveness Review: An International Business Journal, Vol.23(1), 7-22. doi: 10.1108/1059542131129659710. Dragana Velimirovića, M. V. a. R. S. (2011). ROLE AND IMPORTANCE OF KEY PERFORMANCE INDICATORS MEASUREMENT. serbian Journal of Management, 6(1), 63-72.11. Gershman, B. (2016). Long-Run Development and the New Cultural Economics. SSRN Electronic Journal, 221–261. doi: 10.2139/ssrn.283462812. Ghazi A. Samawi, e. a. (2018). Relation between Total Quality Management Practices and Business Excellence: Evidence from Private Service Firms in Jordan. International Review of Management and Marketing, 8(1), 28-35.13. Goetsch, D. L., & Davis, S. B. (2014). Quality management for organizational excellence. Upper Saddle River, NJ: Pearson.14. Hari G. Soeparto, B. T. (2014). Industri Konstruksi Indonesia: Masa Depan dan Tantangannya. ITB Journal.15. Hart. (1994). Quality Handbook for the Architectural, Engineering and Construction Community. Milwaukee: ASQC Quality Press.16. Haupt, T. C., and Whiteman, D. E. (2004). Inhibiting factors of implementing total quality management on construction sites. The TQM Magazine, vol. 16, No. 3, pp. 166-173.17. Hofstede, G. (2011). Dimensionalizing Cultures: The Hofstede Model in Context. Online Readings in Psychology and Culture, 2(1). doi: 10.9707/2307-0919.101418. Johnson, J. J. (2000). Differences in Supervisor and Non-Supervisor Perceptions of Quality Culture and Organizational Climate. Public Personnel Management, Vo.29 No.1.19. Kanji, G. W., A. (1998). Business Excellence model for suppl y chain management, Total Quality Management. vol. 10(no. 8), pp. 1147-1168. | |
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| 93. | Authors: | Hasdi Aimon, Sri Ulfa Sentosa, Anggi Putri Kurniadi |
| | Paper Title: | Analysis of Current Account and Real Exchange Rate: Lower Middle Income Countries in Association of Southeast Asian Nations |
| | <p>Abstract: The study investigates the simultaneous equation model of the current account and real exchange rates in group of lower middle income in Association of Southeast Asian Nations (ASEAN). This study uses time series from 2000-2017 (18 years) and cross section 6 countries (Indonesia, Philippines, Vietnam, Lao, Myanmar, and Cambodia). There are three important findings in this study; first, for the current account is financial development has positive effect while government spending and foreign direct investment have negative effect; second, for the real exchange rate is economic openness, money supply, and interest rate have positive effect while foreign direct investment and current account have negative effect; third, only current account affects real exchange rates. Therefore, it is highly recommended for group of lower middle income in ASEAN to intervene in monetary policy variables so that uncontrolled deficits and fluctuations can achieve equilibrium in group of lower middle income in ASEAN.</p> <p>Key terms: Current Account, Real Exchange Rate, Lower Middle Income, ASEAN.</p> <p>References:</p> <ol style="list-style-type: none"> 1. P. R. Krugman and M. Obstfeld, <i>International Economics: Theory And Policy</i>, 6th ed. Pearson Education Singapore Pvt Ltd, India, 2003. 2. B. H. Kim, H. G. Min, Y. S. Hwang, and J. A. McDonald, "Are Asian countries' current accounts sustainable? Deficits, even when associated with high investment, are not costless," <i>J. Policy Model.</i>, vol. 31, no. 2, pp. 163–179, 2009. 3. E. Lau, A. Z. Baharumshah, and C. T. Haw, "Current account: Mean-reverting or random walk behavior?," <i>Japan World Econ.</i>, vol. 18, no. 1, pp. 90–107, 2006. 4. Z. Tan, Y. Yao, and S. J. Wei, "Financial structure, corporate savings and current account imbalances," <i>J. Int. Money Financ.</i>, vol. 54, pp. 142–167, 2015. 5. M. Lu, "Current account dynamics and optimal monetary policy in a two-country economy," <i>Int. J. Monet. Econ. Financ.</i>, vol. 5, no. 3, p. 299, 2012. 6. E. Vangjeli, S. Gerdhe, and M. Teneqexhi, "Current account balance in Albania and the influence of different factors on it," <i>Int. J. Trade Glob. Mark.</i>, vol. 5, no. 3/4, p. 235, 2012. 7. O. Gervais, L. Schembri, and L. Suchanek, "Current account dynamics, real exchange rate adjustment, and the exchange rate regime in emerging-market economies," <i>J. Dev. Econ.</i>, vol. 119, pp. 86–99, 2016. 8. J. Madura, <i>International Financial Management</i>, 9th ed. Florida Atlantic University, 2011. 9. M. G. Arghyrou and G. Chortareas, <i>Real exchange rates and current account imbalances in the Euro-area</i>, no. 0. 2006. 10. F. Mochtar and Y. Affandi, "Current Account and Real Exchange Rate Dynamics in Indonesia," <i>Econ. Financ. Indones.</i>, vol. 61, no. 2, p. 83, 2018. 11. D. Romelli and E. Vasconcelos, "Current Account and Real Exchange Rate changes : the impact of Trade Openness," <i>Eur. Econ. Rev.</i>, pp. 1–25, 2013. 12. A. Salman, "Empirical Analysis Of The Impact Of Fdi On Pakistan's Current Account Balance," vol. 2, pp. 143–156, 2009. 13. C. Calderón, A. Chong, and L. Zanforlin, "Current Account Deficits in Africa : Stylized Facts and Basic Determinants," <i>Econ. Dev. Cult.</i>, vol. 56, no. 1, pp. 191–221, 2007. 14. M. D. Chinn and E. S. Prasad, "Medium-term determinants of current accounts in industrial and developing countries: an empirical | 662-668 |

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| 94. | Authors: | Sri Layla Wahyu Istanti, Agung Juliarto |
| | Paper Title: | Corporate Governance Implications For Earnings Quality |
| | <p>Abstract: Earnings is an indicator of corporate performance evaluation. This study examines the role of leverage and corporate governance on earnings quality in banking companies in Indonesia. The results of the study indicate that higher leverage reduces the Earnings Quality. The high level of leverage indicates that the company has a large burden to pay off debt, so that it influences financial performance, especially profits. This model is consistent with previous empirical research. The age of firm, the proportion of commissioners’ board and the number of audit committees as the implications of Corporate Governance have no significant effect on earnings quality. This research model is not consistent with the results of previous studies on the effect of corporate governance on Earnings Quality.</p> <p>Keywords: Earnings Quality, leverage, corporate governance.</p> <p>References:</p> <ol style="list-style-type: none"> 1. J. L. Gissel et al., “Earnings Quality : It ’ s Time to Measure and Report Earnings Quality : It ’ s Time to Measure and Report,” vol. 75, no. 11, 2005. 2. D. A. Cohen and P. Z. Å, “Accrual-based and real earnings management activities around seasoned equity offerings,” <i>J. Account. Econ.</i>, vol. 50, no. 1, pp. 2–19, 2010. 3. S. Cohen and O. Vlismas, “Analyzing the relations between intellectual capital and performance Sandra Cohen and Orestes Vlismas,” pp. 1–33, 2011. 4. M. C. Jensen and W. H. Meckling, “Theory of the firm: Managerial behavior, agency costs and ownership structure,” <i>J. financ. econ.</i>, vol. 3, no. 4, pp. 305–360, 1976. 5. F. Hossain, “Impact of Firm Specific Factors on Capital Structure Decision : An Empirical Study of Bangladeshi Companies,” <i>Int. J. Bus. Res. Manag. (IJBRM)</i>, vol. 3, no. 4, pp. 163–182, 2012. 6. W. R. F. A. T. 3rd ed. T. . P. H. Scott, <i>Financial Accounting Theory</i>, 3rd ed. Toronto: Prentice Hall, 2003. 7. Y. K. Susanto and A. Pradipta, “Corporate governance and real earnings management,” <i>J. Int. Bisnis, Ekon. dan Huk.</i>, vol. 9, no. 1, pp. 17–23, 2016. 8. H. Thi, M. Khanh, and N. V. Khuong, “Audit Quality , Firm Characteristics and Real Earnings Management : The Case of Listed Vietnamese Firms,” <i>Int. J. Econ. Financ. Issues</i>, vol. 8, no. 4, pp. 243–249, 2018. 9. S. Sugianto and J. Sjarief, “Analisis Pengaruh Kepemilikan Manajerial, Proporsi Dewan Komisaris Independen dan Konservatisme Akuntansi Terhadap Kualitas Laba serta Pengaruhnya terhadap Nilai Perusahaan,” <i>J. Akunt.</i>, vol. 12, no. 1, pp. 80–103, 2018. 10. Y. D. Pratiwi and W. Meiranto, “Pengaruh Penerapan Corporate Governance Terhadap Earnings Management Melalui Manipulasi Aktivitas Riil,” vol. 2, no. 1, pp. 1–15, 2013. 11. K. Schipper and L. Vincent, “Earnings Quality,” in <i>Accounting Horizon Supplement</i>, 2003, pp. 97–110. 12. I. Molaei, D. Molaei, R. Yari, and M. Aghabaki, “The Investigation of Effecting factors on Earnings Quality,” <i>J. Basic Appl. Sci. Res.</i>, vol. 2, no. 3, pp. 3077–3080, 2012. 13. P. M. Dechow, “Understanding Earnings Quality : A Review of the Proxies , Their Determinants and Their Consequences Understanding Earnings Quality : A Review of the Proxies , Their,” vol. 50, pp. 344–401, 2010. 14. B. K. Agyei-mensah, “Internal control information disclosure and corporate governance : evidence from an emerging market,” <i>Corp. Gov.</i>, vol. Vol. 16, no. 1, pp. 79–95, 2016. 15. H. Kuo, L. Wang, and D. Lin, “CEO Traits , Corporate Performance , and Financial Leverage,” <i>Int. J. Econ. Financ.</i>, vol. 7, no. 1, pp. 68–86, 2015. 16. M. A. Hashmi, R. K. Brahmana, E. Lau, and M. A. Hashmi, “Political connections , family fi rms and earnings quality,” 2018. 17. C. C. Lee and C. K. Lin, “The major determinants of influencing the operating performance from the perspective of intellectual capital: Evidence on CPA industry,” <i>Asia Pacific Manag. Rev.</i>, 2018. 18. B. G. Godigbe, C. M. Chui, and C. Liu, “Directors network centrality and earnings quality,” <i>Appl. Econ.</i>, vol. 00, no. 00, pp. 1–20, 2018. 19. D. Muid, “Pengaruh Mekanisme Corporate Governance Terhadap Kualitas Laba,” <i>Fokus Ekon.</i>, vol. 4, no. 2, pp. 94–108, 2009. 20. L. H. Warrad, “The Influence of Leverage and Profitability on Earnings Quality : Jordanian Case,” vol. 7, no. 10, pp. 62–81, 2017. 21. A. Srivastava, “Why have measures of earnings quality changed over time ? \$,” <i>J. Account. Econ.</i>, vol. 57, no. 2–3, pp. 196–217, 2014. | 669-676 |

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| | Authors: | Sarah Athirah Saruchi, Nor Aiza Mohd Zamil, Rohaida Basiruddin, Siti Zaleha Abdul Rasid, Nor Faezah Ghazi Ahmad |
| | Paper Title: | Empirical Linkage of Intellectual Capital and Performance of Islamic Banks |
| 95. | <p>Abstract: With the eminence of the era of knowledge-based economies, the concept of intellectual capital (IC) is of vital importance for organisations to survive in these vigorous environments. As one of the knowledge intensive sectors, there is no exception to banking institutions in enhancing their intellectual capital efficiency to the forefront especially for Islamic banks (IBs) that have to compete with the firmly-established conventional banks. Accordingly, this study intends to measure the relationship between intellectual capital efficiency and banks' performance. In total, 59 Islamic banks are selected and their audited annual reports are compiled from the banks' websites respectively from year 2006-2017. Value-added intellectual coefficient (VAIC) are applied in measuring IC efficiency. The findings provide empirical evidences of positive relationship between IC efficiency and banks performance, nonetheless, when decomposes into human capital efficiency (HCE), structural capital efficiency (SCE) and capital employed efficiency (CEE), only human capital efficiency shows significant positive relationship with performance of the banks while the other two components show significant negative linkage with bank performance. Furthermore, due to criticisms towards VAIC method, this study using modified value-added intellectual capital coefficient (MVAIC) and found that MVAIC has significant positive relationship with bank performance while relational capital as additional variable in MVAIC regression model has no significant effect with bank performance. This study provides better insights on the importance of utilisation of IC by banking institutions particularly for Islamic banks.</p> <p>Index Terms: bank's performance, intellectual capital; banks' MVAIC, VAIC</p> <p>References:</p> <ol style="list-style-type: none"> 1. Roos J. Exploring the concept of intellectual capital (IC). Long Range Planning. 1998;31(1):150-3. 2. Rahimi G, Seyyedi MH, Damirchi Q, editors. The role of tacit knowledge in innovation of public management. 2012 International Conference on Education and Management Innovation [IPEDR]; 2012. 3. Kesse GO, Pattanayak J. Does investing in intellectual capital improve productivity? Panel evidence from commercial banks in India. Borsa Istanbul Review. 2019. 4. Nimtrakoon S. The relationship between intellectual capital, firms' market value and financial performance: Empirical evidence from the ASEAN. Journal of Intellectual Capital. 2015;16(3):587-618. 5. Campanella F, Derhy A, Gangi F. 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| 96. | <p>Authors: Nizar Alam Hamdani, Galih Abdul Fatah Maulani, Arif Abdullah Muharam</p> <p>Paper Title: Entrepreneurial Culture in the Village of the Barbers, Garut, Indonesia</p> <p>Abstract: Garut is not only well-known as the city of dodol, but also as the city of the barbers. Most barbersmen in Indonesia come from Garut, precisely from a village named Kampung Parung, Banyuresmi Subdistrict. Usually, upon completion of high schools, they go to big cities to open barbershops instead of going to universities. This has been a well-established entrepreneurial culture in that village for decades. The purpose of this study is to identify how this long entrepreneurial culture is established. To this end, a survey was addressed to 120 barbersmen. The results show that family plays an important role in establishment of entrepreneurial culture in the village in question. Education is not much of importance to them.</p> <p>Keywords: Entrepreneurial Culture; Entrepreneurship, Village of the Barbers.</p> <p>References:</p> <ol style="list-style-type: none"> Mirzanti IR, Simatupang TM, Larso D. Mapping on Entrepreneurship Policy in Indonesia. Procedia - Soc Behav Sci [Internet]. 2015;169(August 2014):346–53. Available from: http://dx.doi.org/10.1016/j.sbspro.2015.01.319 Duman L, Bedük A, Köylüoğlu AS, Ay K. Entrepreneurship Culture at SMEs: A Case Study in Konya. Procedia - Soc Behav Sci [Internet]. 2015;207:492–501. Available from: http://dx.doi.org/10.1016/j.sbspro.2015.10.119 Kemal ÖKTEM Mehmet Devrim AYDIN Serdar EKİNCİ M. Sosyo Ekonomi Türkiye’de Girişimciliğin Geliştirilmesinde KOSGEB’in Rolü ve Önemi: Uygulamalı Bir Çalışma The Role and Importance of KOSGEB in Improving the Entrepreneurship in Turkey: A Field Study. 2007; Alam Hamdani N, Abdul Fatah Maulani G. The influence of E-WOM on purchase intentions in local culinary business sector. Int J Eng Technol. 2018;7(2.29):246. Zuraya N. Tingkat Kewirausahaan di Indonesia Rendah [Internet]. www.republika.co.id. 2018. Available from: https://www.republika.co.id/berita/ekonomi/korporasi/18/10/18/pgsax3383-enggartiasto-tingkat-kewirausahaan-di-indonesia-rendah Ács ZJ, Szerb L, Lloyd A. The Global Entrepreneurship Index 2018. 2018. P W. Jumlah Pengusaha di Indonesia Meningkat, Tapi... [Internet]. koinworks.com. 2018. Available from: https://koinworks.com/blog/jumlah-pengusaha-di-indonesia-meningkat/ Supriadin J. Banyuresmi, Kampung Sekolah Tukang Cukur Andal Indonesia [Internet]. www.liputan6.com. 2017. p. 1. Available from: https://www.liputan6.com/regional/read/2968462/banyuresmi-kampung-sekolah-tukang-cukur-andal-indonesia Teguh I. Ada Apa di Balik Banyaknya Juru Pangkas Rambut Asli Garut? [Internet]. tirto.id. 2019. p. 1. Available from: https://tirto.id/ada-apa-di-balik-banyaknya-juru-pangkas-rambut-asli-garut-deL7 Şahin TK, Asunakutlu T. Entrepreneurship in a Cultural Context: A Research on Turks in Bulgaria. Procedia - Soc Behav Sci. 2014;150:851–61. Castaño M, Méndez M, Galindo M-ángel. The effect of social , cultural , and economic factors on entrepreneurship ☆. J Bus Res [Internet]. 2015;1–5. Available from: http://dx.doi.org/10.1016/j.jbusres.2015.01.040 Chaşovschi C, Bordeianu O, Clipa D. Entrepreneurial Culture in Transition Economies. The case of Romania and Republic of Moldova. Procedia Econ Financ. 2014;15(14):1507–14. Seaman C, Bent R, Unis A. Family entrepreneurship culture, entrepreneurial intent, futures and foresight in Scottish Pakistani communities. Futures. 2016;75:83–91. Gavron R. The entrepreneurial society. London: IPPR; 1998. Majocchi A, Presutti M. Industrial clusters, entrepreneurial culture and the social environment: The effects on FDI distribution. Int Bus Rev. 2009;18(1):76–88. Fritsch M, Wyrwich M. Persistence of Regional Entrepreneurship: Causes, Effects, and Directions for Future Research. Jena Econ Res Pap. 2017;(April):1–30. | 685-687 |
| 97. | <p>Authors: Nizar Alam Hamdani, Anggun Oktavia Herlianti</p> <p>Paper Title: Brand Storytelling of Wedding Marketplace</p> <p>Abstract: Digital economy propels the service industry to integrate online and offline interactions between companies and its customers. This study was intended to describe the brand storytelling in wedding marketplace that has a special blog to share its customer’s story. This study involved 135 respondents surveyed through online questionnaires. The result concluded that the brand storytelling has received an objectively good response. This indicated that the company must elucidate inviting storytelling with the intention of attracting customers’ responses</p> <p>Keywords: Brand Storytelling; Wedding Marketplace</p> <p>References:</p> <ol style="list-style-type: none"> Flórez-Aristizábal L, Cano S, Collazos CA, Benavides F, Moreira F, Fardoun HM. Digital transformation to support literacy teaching to deaf Children: From storytelling to digital interactive storytelling. Telemat Informatics [Internet]. 2019;38:87–99. Available from: https://doi.org/10.1016/j.tele.2018.09.002 Hamdani NA. Building knowledge-creation for making business competition atmosphere in SMEs of Batik. Manag Sci Lett. 2018;8:667–76. Ambrosius GR. Brand matters in an aging marketplace. J Act Aging. 2010;28–35. Ryu K, Lehto XY, Gordon SE, Fu X. Compelling brand storytelling for luxury hotels. Int J Hosp Manag [Internet]. 2018;74(October | 688-691 |

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| 98. | Authors: | Anton Wardaya, Sasmoko, Idris Gautama So, Agustinus Bandur |
| | Paper Title: | Mediating Effects of Digital Technology on Entrepreneurial Orientation and Firm Performance : Evidence from Small and Medium-sized Enterprises (SMEs) in Indonesia |
| | <p>Abstract: Small and Medium sized enterprises (SMEs) plays important role in Indonesia economic. It contributes to 99.9% of national economic, 97% to employment and 60.34% to Indonesia GDP. Moreover, Indonesia is known to be one of the most internet users. However, currently, there is lack of studies to understand the role of digital technology and entrepreneur orientation on influencing the performance of SME’s in Indonesia. This study aims to develop a conceptual model linking entrepreneurial orientation, digital technology capability and SME performance. This study is using Systematic literature review (SLR) method. The result of SLR was used as the based for the concept development. More than 1100 publication published from 2010 to 2019 were screened with entrepreneurial orientation, digital technology and SMEs’ performance as keywords. Finally, 34 journals were included for this review. Based on the review there were three possible relationships in the conceptual model which are (1) there is a positive relationship between entrepreneurial orientation and firm performance; (2) there is a positive relationship between entrepreneurial orientation and digital technology capability and (3) there is a positive relationship between digital technology capability and firm performance. It concludes with the need for further study to find empirical validation of the three relationships. Contribution of this study is giving the conceptual framework that both entrepreneurial orientation and digital technology capability might have important roles to SMEs’ performance in Indonesia</p> <p>Keywords: digital technnnology, entrepreneurial orientation, SMEs’ performance.</p> <p>References:</p> <ol style="list-style-type: none"> 1. TAMBUNAN T. Entrepreneurship Development: Smes in Indonesia. <i>J Dev Entrep [Internet]</i>. 2007;12(01):95–118. 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| 99. | Authors: | Astrid Kartika, Alberto Daniel Hanani | |
| | Paper Title: | Analytic Hierarchy Process (AHP) Approach To Aircraft Type Selection On High-Frequency Domestic Routes | |
| | <p>Abstract: In opening a new route, all airline companies in Indonesia need to get approval from the Ministry of the Transportation Republic of Indonesia. When asking an approval to open a new route, it becomes an important thing and needs careful planning. The national flag carrier of Indonesia, which serves a full-service product to its customers, has plans to open several new domestic and international routes in 2019. Like other Indonesian airlines, it also needs to submit its five-year business plan to get the Air Transport Business Permit (or Surat Izin Usaha Angkutan Udara - SIUAU) from Ministry of Transportation. This paper focuses on several high-frequency domestic routes from/ to Soekarno Hatta International Airport, such as Jakarta – Denpasar, Jakarta – Medan, Jakarta – Semarang, Jakarta – Surabaya, and Jakarta – Yogyakarta. By using both a combination of the Focus Group Discussion (FGD) and the Analytic Hierarchy Process (AHP) methods in selecting the most suitable aircraft type, several criteria and alternatives were defined. 6 (six) important criteria in selecting the most suitable aircraft (Maximum Take Off Weight (MTOW), Cost per Available Seat Kilometer (CASK), operational performance, delivery time, fleet commonality, and additional benefits) and 4 (four) alternative aircraft types (B737-800NG, B737-8MAX, CRJ1000, and A330-300) that are suitable for those routes were defined. The result shows that the most suitable aircraft for high-frequency domestic routes is B737-800NG, which rank first in fleet commonality, operational performance, and delivery time. Then followed by B737-8MAX, A330-300, and CRJ1000. Thus, this study provides an illustration of aircraft type selection problem solving for known routes, which expectedly could help other airline companies in considering more careful planning in the future.</p> <p>Keywords: Aircraft Selection Process, Analytic Hierarchy Process, Fleet Planning, Focus Group Discussion</p> <p>References:</p> <div><div>1. Centre for Aviation. (2016, June 2). CAPA Global Airline Financial Outlook. Available: https://centreforaviation.com/analysis/reports/leader-global-airline-financial-outlook-283799</div><div>2. IATA. (2018, October 24) IATA Forecast Predicts 8.2 billion Air Travelers in 2037. Available: https://www.iata.org/pressroom/pr/Pages/2018-10-24-02.aspx</div><div>3. G. Gumelar. (2018, February 1). Indonesia Dikunjungi 14 Jutaan Turis Sepanjang 2017. Available: https://www.cnnindonesia.com/gaya-hidup/20180201163952-269-273237/indonesia-dikunjungi-14-jutaan-turis-sepanjang-2017</div><div>4. P. Clark, Buying the big jets: Fleet planning for airlines (2nd ed.). Aldershot: Ashgate, 2007.</div></div> | | 697-704 |
| 100. | Authors: | Nizar Alam Hamdani, Anggun Oktavia Herlianti, Sukma Nugraha, Asep Suparman | |
| | Paper Title: | Electronic -Word Of Mouth In Tourism 4.0: Customer Review Of Online Travel Agent | |
| | <p>Abstract: Changes in tourist behavior encourage the Indonesian tourism industries to adapt to the era of industrial revolution. Tourism 4.0 becomes a new competitive advantage in winning tourism competition in the global market. The purpose of this study is to describe E-WOM in the context of tourism 4.0. To collect data, an online survey was addressed to 113 respondents. Our findings lead to a conclusion that tourism industries should strive to develop digital products so to influence consumer purchase decisions.</p> <p>Index Terms: E-WOM, Customer Review, Online Travel Agent.</p> | | 705-708 |

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| 101. | <div> <div> <div>Authors:</div> <div> Khairunesa Isa, Zahrul Akmal Damin, Lutfan Jaes, Azmi Abdul Latiff, Abdul Halim Abdul Rahman, Abu Khari A'ain, Naim Maslan, Siti Solehah Tenah </div> </div> <div> <div>Paper Title:</div> <div>Domains That Lead To Happiness At Workplace</div> </div> <div> <div>Abstract:</div> <div> <p>Happiness among employees can give significant impact on performance of any organization. Thus, it is important to know factors that lead to happiness at workplace. This study aims to identify domains that contribute to happiness at workplace among staff at University A. A total of 535 employees were selected using random sampling technique to fill out a questionnaire. Results analyzed using SPSS show that social domain is the main contributor to happiness among staff at University A with a mean value of 3.108. This is followed by individual domain (mean = 2.996) and organization domain (mean = 2.721). Therefore this study shows that social domain which refers to relationship among individual, family and society has a high impact on happiness among employees at workplace. Meanwhile job environment in individual domain and work environment in organization domain have a moderate impact on happiness among employees at workplace. Thus, this research suggests that organizations should consider assisting employees in having work life balance by restricting working hours and providing time for their employees to do volunteer work in the society.</p> </div> </div> <div> <div>Keywords:</div> <div>happiness, happiness at workplace, social domain, job environment and work life balance..</div> </div> <div> <div>References:</div> <div> <ol style="list-style-type: none"> Amirullah, M. (2017). Factor That Lead to Happiness at The Workplace Among Academician: A Case of UiTM. Melacca. UiTM Melacca City Campus. Ariati Jati. (210). Kesejahteraan Subjektif dan Kepuasan Kerja Pada Staf Pengajar (Dosen)di lingkungan Fakultas Psikologi Universiti di Ponegoro. <i>Jurnal Psikologi Undip</i> 8, No.2. Alfarisi (2010). Hubungan Antara Kepuasan Kerja dengan Produktivitas Pada Guru. Skripsi Tidak Dipublikasikan. Pekanbaru. Fakultas Psikologi Universitas Riau. Carr. (2004). <i>Positive Psychology: The Science of Happiness and Human Strength.</i> New York: Bruner-Roudledge. Carr, J., Kelly, B., Keaton, R & Albercht, C. (2011). <i>Getting To Grips With Stress In The Workplace: Strategies For Promoting A Healthier, More Productive Enviroment.</i> Human Resource Management International Digest 19(4): 32-38 Dean, B., Diener, R. B. (2007). <i>Positive Psychology Coaching: Putting The Science of Happiness to Work for Your Client.</i> Canada: John Wiley & Sons. Fisher, C.D. (2010). Happiness at Work. <i>International Journal of Management Reviews</i>, 12, 384-412. http://dx.doi.org/10.1111/1468-0297.00570 Gavin, J.H. and Masson, R.O., (2004). The Virtuous Organization: The Value of Happiness in The Workplace. <i>Organizational Dynamic</i>. 33. 379-392. Jaes, M.F., Isa, K., Ahmad, A.R., and Yusoff, R.M. (2018). The Analysis of Competency Based for Indonesian Construction Labourers. <i>International Journal of Engineering and Technology(UAE). Open Access</i> Volume 7, (4). 132-136. Jain, A., Saeed, K., Arnaut, S. & Kortum, E. (2012). The Psychosocial Environment at Work: An Assessment of the World Health Organization Regional Office for the Eastern Mediterranean. <i>Eastern Mediterranean Health Journal</i> 18(4): 325-331. Lyubomirsky. (2007). The Benefit of Frequent Positive Afect: Does Happiness Lead To Success? <i>Psychology Buletin</i> 131. (6). Meriam, O.M., (2017). Faktor-faktor Determinan Kebahagiaan Kerja Karyawan (Studi Kasus Pada PT. Bank Bukopin Tbk. Cabang Manado). <i>Jurnal Riset Business dan Management.</i> Vol. 5 (4). 611-630. Muda, W.H.N.W., Libunao, W.H., Isa, K., Ahmad, A.R., and Yusoff, R.M. (2018). Leadership Capability Framework for the Construction Industry Leaders in Malaysia. <i>International Journal of Engineering & Technology</i>, 7 (4.28), 505 -509. Rashid, A. Sharif, M. Narina, A.S and Rosman, Y. (2014). Personality and Happiness Among Academician in Malaysia. <i>Procedia-Social and Behavioral Science.</i> Vol. 116. 4209-4212. Seligman. (2005). <i>Authentic Happiness.</i> UK: New York. </div> </div> </div> |

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| | <div><div>Authors:</div><div>Yuliana Setyaningsih, R. Kunjana Rahardi</div></div> <div><div>Paper Title:</div><div>Quality Of Arguments Used In The First-Round Presidential Debate: Critical Pragmatics And Stephen Toulmin's Perspective</div></div> | | |
| | <div><div>Abstract:</div><div>It is important for politicians to have a good argumentative skill. For state leaders, the ability to think logically, to use rhetoric, and to argue systematically, scientifically, sharply, and eloquently is very crucial. The year 2019 is the political year for Indonesia. Political campaigns leading to the presidential and the legislative election, both in national and regional levels, will happen in 2019. The focus of this research is to investigate the depth and breadth of the arguments stated by the presidential candidates and how those arguments are presented. The research substantial data source is in the form of speech transcript of the recorded video of the first-round presidential debate by two pairs of president and vice-president candidates. The research data were the debate arguments found in the video transcript and the contexts surrounding them. The data gathering method used observation by employing recording and note-taking techniques. After the data were gathered, they were selected and classified based on their types for further analysis. The analysis method was distributional method and content analysis. Both data analysis methods were applied to yield significant results of the study. The results showed that there are simple patterns of argument containing claim, subclaim, data, and warrant. The orders of elements of arguments might be varied. The research results also showed that there were various pragmatic meanings found in the arguments used by the president and vice-president candidates. The results of the study which was analyzed using the critical pragmatic perspective reflect how far the candidates were concerned with the marginalized, the underprivileged, and the subjugated people.</div></div> <div><div>Keywords:</div><div>Critical pragmatics, political argumentation, presidential debate</div></div> <div><div>References:</div><div><div>1. Ilie C. Parliamentary debates. 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| 103. | | | |

Pragmatic Perspective on Phatic Functions and Language Dignity

R. Kunjana Rahardi

Abstract:- This paper means to elaborate phatic functions and language dignity of the Javanese culture-based society in Indonesia by using the Pragmatic perspective. The unclear rules of language functions, including the rules of Indonesian phatic functions, and the incomplete descriptions of language dignity will result in improper development of the language. The case seemingly happened in the Indonesian language including its dialects and vernaculars. Therefore, the researcher conducted this research to overcome this matter. There were two data collection methods used in this study, namely the observation method and the interview method. Each method was implemented through its basic and advanced techniques. The substantial source of research data was the excerpts of utterances delivered by Javanese speech community members. The process of data collection ended when the researcher finished classifying and typifying data. There were two kinds of data analysis methods used in this study, namely the distributional analysis method and the equivalent analysis method. The research result asserted that there are seven phatic functions found in the Javanese culture-based society in Indonesia, namely: (1) joking function, (2) complimenting function, (3) apologizing function, (4) rejecting function, (5) avoiding function, (6) affirming function, and (7) reminding functions. Besides, the research result also asserted that the efforts to dignify the Indonesian language cannot stop when the linguistic rules are described in terms of linguistic definitions. The linguistic rules intertwining with the language uses as shown in the pragmatic phenomena need to be promoted continuously.

Index Terms: Language dignity, phatic expressions, phatic functions; pragmatic perspective.

I. INTRODUCTION

In the monography entitled *Kelas Kata dalam Bahasa Indonesia* (Word Classes in the Indonesian Language) written in a bid to fulfill the Alexander von Humbolt research grant in Johann Wolfgang Goethe University, Frankfurt am Main, West Germany in 1985. Prof. Dr. Harimurti Kridalaksana affirmed that the phatic category was a relatively new invention in the Indonesian linguistics. It was true what the Indonesian renowned linguist had said as up to today there has been only a little research on phatic expressions (1).

Undeniably, a number of papers on the similar topic were written. Some scientific studies were also conducted in the form of undergraduate thesis, graduate thesis, and dissertations. However, the quantity and quality of the study are far from being considered significant (2). In anticipating the signs of low interest in the study, in the past one year the writer has been specifically investigating phatic expressions in the language, particularly those in the educational domain.

In terms of the small number of references for phatic expressions, it is expected that the research on phatic expressions can be conducted successfully for three consecutive years and reference books on Indonesian phatic expressions will soon be published (3).

This short paper means to elaborate phatic functions and language dignity of the Javanese culture-based society in Indonesia by using the pragmatic perspective. Besides, this paper also means to describe efforts to dignify the Indonesian language.

II. REVIEW OF LITERATURE

Discussions on phatic expressions are inseparable from the issues of language function and dignity. While Kridalaksana said that phatic categories function to initiate, sustain, and assert communication, Sudaryanto affirms that the intrinsic function of language is to humanize human beings to live with and for others (4). In the writer's opinion, to live for and with other human beings, one must be first and foremost able and willing to communicate with others. In the discussions on the language functions which are interrelated with language status, either as a national or official language, the issue of language dignity has become important to discuss, because the dignity of a language, or the lack of it, depends highly on and is determined by the beauty and eloquence of the language in serving its functions (5).

In the writer's opinion, the beauty and eloquence of the language in carrying out the functions are in accordance with the clarity and establishment of the language rules. The clear and established rules of language are non-negotiable in order to raise the dignity of a language (6). Therefore, the prolonged efforts to standardize the language rules through various means, despite rejections and disloyalty from the language users in employing the language rules to produce utterance and to create exchanges, must be stirred up again through more effective strategies.

Hence, the Indonesian language will not be a foreign language in its own country in the future to come. In this brief note, the writer intends to elaborate the pragmatic phenomena, namely phatic function, in the constellation of functions and dignity of the Indonesian language. The unclear language rules and its limitation in sustaining the identity of semantic meaning, referred to as 'the fuzziness of grammatical categories' particularly related to the speaker's meaning, can be explained through this language study using a pragmatic approach (7). The term phatic

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communion was initiated by Bronislaw Kasper Malinowski, a Polish anthropologist who undertook an ethnographic work in Trobriand Islands, Melanesia in 1923. From his ethnographic study, the well-known anthropologist introduced two language functions, namely (1) pragmatic function and (2) magical function (8). The term 'phatic' is derived from the verb in Greek, which means 'to speak', while the term 'communion' means 'the creation of ties of union'. Further, the term 'phatic communion' is understood as 'establishing an atmosphere of sociability rather than communicating ideas (9).

In Sudaryanto the term "communion" refers to the "personal encounter phenomenon; face-to-face encounter between two people". Thus, 'communion' is not the same as 'communication' which essentially means 'the transfer of information, ideas, thoughts', which is referred to as 'communication of thought,' by Abercrombie (10), (11). This prominent linguist affirms that language does not merely function as a means to communicate information, ideas, thoughts, but above all, it is a means to place 'others as equal.' In the writer's opinion, the process to make someone equal as others is only possible when the addresser and addressee are able and willing to cooperate and to treat other people as equals. Thus, the cooperation to make others equal can only be achieved when there is an 'encounter' between them to cooperate. The writer's opinion is corroborated by Abercrombie that 'ties of union' means union in encounter to build agreements (12).

Phatic communion, according to Richards et al., is 'a term used by the British-Polish anthropologist Malinowski to refer to communication between people which is not intended to seek or convey information but has the social function of establishing or maintaining social contact.' They assert that the main purpose of phatic communion is neither to 'seek information' nor 'to transfer information', but it aims to "establish and preserve sociability." (13) Consequently, the English utterance "How are you?" which is translated into Indonesian "Apa kabar?" is not necessarily meant to seek for the addressee's 'information' or 'news'. Similarly, in an encounter, someone greets 'Sehat-sehat saja Bapak!', the addresser does not necessarily seek information about the addressee's 'health condition,' but it is meant to merely 'build sociability' with the addressee. Therefore, it would be strange for a university student who addresses the lecturer in a campus lobby by greeting, 'Selamat pagi, Pak!' (Good morning, Sir!) and is responded curtly by the professor who says, 'Sudah siang kok pagi!' (It's noon time already!) (2).

The Javanese rural community is well-known for their friendliness and they usually exchanges pleasantries among neighbors, such as addressing the neighbor who is on her way to the market by saying, "Tindak peken, Bu!" (Are you going to the market?). In the same friendly manner, the phatic expression will be responded with an utterance "Injih! Monggo! (Yes, I am. See you later). Therefore, even though the addresser has already known that the addressee is going to the market, the friendly question still needs to be expressed to 'preserve sociability.' Someone who is not familiar with the importance of sociability will reply rudely, 'Orang jelas-jelas sudah tahu saya mau ke pasar kok malah

tanya begitu?' (It is clear that I am going to the market. Why do you need to ask?) (14).

It would be strange to respond rudely to questions about his/her wellbeing to establish a small talk or to maintain sociability by saying, 'Sehiiiiitttt! Orang jelas jalannya begini kok ditanya sehat-sehat saja!' (I am soooooo healthy, you know? Can you see that I can walk just fine? Why do you ask whether I am healthy or not?) (15).

In the previous studies, such as a study by Kridalaksana, some phatic markers have similar forms as interjections. In an utterance and in a certain exchange, the phatic markers such as 'ah, eh, halo, ya' overlap with interjections. Some discourse markers are actually phatic markers, such as 'mbok, deh, kek, tho, ding, dong, kan, kok', while some others are pure interjections such as 'aduh, idih, wah, aduhai, wai, bah, ih, nah, syukur, astaga' (1).

Understanding of the 'clearcut identity' and 'overlapping identity' is important as the clear identity and language structure will have great influence on the interpretation of linguistic forms. In relation to that, as a rule, phatic communion has a communicative dimension, whereas interjection has an emotive dimension. Phatic communion is commonly used in spoken contexts and tends to be non-standard in nature. Therefore, phatic communion is signaled by sociolect and regional dialects (16). Further, it should be clear that the linguistic phenomena in the pragmatic domain are not the same as the linguistic phenomena in the linguistic domain. The intrinsic meaning in pragmatics must be interconnected with the pragmatic context, which essentially consists of sets of assumptions, both personal and communal (17). On the other hand, linguistic meaning is understood dyadically as proposed by Bühler and Revesz. Linguistics does not involve the contextual dimensions in the form of sets of assumptions, which are defined Rahardi as triadic in nature (triadic meaning). The phatic phenomenon belongs to the linguistic entity with a triadic dimension (18).

Understanding the phatic intention as uttered by the addresser is impossible to be done if the focus is only on the linguistic markers. In the Javanese language, the form 'monggo' or 'sumonggo' in the utterance or exchange has various pragmatic meaning interpretations. This happens because the variety of pragmatic meanings is determined by the different assumptions which essentially underlie the contexts (15). Thus, interpreting the intention of 'monggo' is not first of all determined by the spatio-temporal contexts which involve the dimensions of time and place, or the social-societal contexts as elaborated by Hymes, but it is determined by the different sets of assumptions being the essence of the pragmatic contexts proposed earlier by Rahardi (19), (20).

Similarly, in the Indonesian language, the forms 'Ayo, lah!' and 'Lha, ayo lah!' have different pragmatic meanings. Understanding the speaker's intention or the pragmatic meaning through speakers' exchanges guarantees the accuracy of interpretation than through the speaker's utterance. The reasons behind this are the breadth and width

of the contexts, both linguistically (co-text) – either linguistic or paralinguistic in nature—and extralinguistically – either social, societal, situational or pragmatic, which will determine the accuracy of interpretation of the speaker's meaning or speaker's sense (5).

Linguists have not investigated phatic communion in the pragmatic perspective. Bousfield and Locher argued that there has been a discrepancy between the study of language impoliteness and language politeness since Fraser elaborated four major perspectives, namely: (1) the social norm review, (2) the conversational-maxim view, (3) the face-saving view, and (4) the conversational contract view (21), (12). It can be concluded that the study of linguistic phatic communion is left behind compared to studies on other pragmatic phenomena and it tends to be deserted by language researchers.

Concerns over the low quantity of research on language phatic communion were expressed by Kridalaksana and hammered down by Rahardi that the study of phatic communion is one of the deserted pragmatic phenomena which needs to be promoted (19). This concern is in line with the previous explanation, in which the issues of phatic communion is closely related to the language functions. The phatic communion in the pragmatic perspective which tends to be deserted is the manifestation of language disfunction which is contradictory to the efforts to promote and optimize the language function to raise the language dignity (22).

Pragmatics, in the writer's idea, has two clearcut dimensions, namely specific dimension and universal dimension. The pragmatic specific dimension shows to us that all aspects of pragmatic, such as the scope, the principles, the maxims, and the phenomena must apply specifically and specially (23). The existence of certain community and culture which is unique and specific in nature will automatically determine the manifestation and identity of the pragmatic form. The culture-specific Pragmatics brings impetus to pragmatic studies in the culture-specific dimensions, which leads to the pragmatic studies in the specific dimensions, called sociopragmatics (24).

The fundamental difference between the general pragmatic studies and the specific pragmatic studies in the specific social and societal contexts can be clearly seen. The general pragmatic studies must be based on the situational context which essentially consists of personal and communal sets of assumptions. Pragmatics within the social and societal contexts should be based not merely on the situational context but it must also involve the contexts in the social and societal dimensions, referred to as the indexical contexts (19).

To illustrate, the utterance '*Sampun-sampun, mboten sah repot-repot*' (Please, no! Don't bother yourself with me' uttered by a Javanese guest is clearly 'culture-specific', in which culture is embedded in its meaning. Although a guest actually needs water in the hot and humid weather, as a rule, the utterance above is appropriately said to manifest politeness containing the dimension of phatic function. In the general pragmatic study, for instance, in respect to Grice's work on cooperative principles, particularly the maxim of quality, the above function is clearly in contradictory to the Grice's maxim of quality. In Grice's

cooperative principles, such utterance is deemed to violate the maxim of quality because the maxim requires someone to say '*apa adanya*' (be truthful) in order to honor the maxim of quality (25).

In line with the specific and universal dimensions of pragmatics, phatic functions evidently have the universal dimensions instead of specific ones. It is argued that it is undeniable that phatic functions are specific in nature because phatic functions are essentially culture-specific set against the specific social backgrounds (26). That being said, it is confirmed that in its latter dimension, phatic function is culture-specific. In the culture-specific dimension, the manifestation of phatic function in a given society and culture will be different from that in another culture.

III. METHODOLOGY

The research aimed to find out various phatic functions and language dignity in a Javanese culture-based society. This pragmatic research applied the descriptive qualitative research. The locational source of data is the daily utterances in a Javanese community (27). Substantially, the source of data is the utterances spoken by members of Javanese speech community members containing functions of phatic language.

The data are excerpts of utterances containing phatic functions obtained from the bigger excerpts of utterances. The data were gathered by implementing the observation method. The techniques used to apply this data collection method are the recording technique and the note-taking technique. The collected data were then classified and categorized to be analyzed by applying the contextual method [4], (27).

IV. RESULT AND FINDINGS

In a community whose level of survival is low, such expression as '*silakan dimakan saja semua*' (Please eat them all) does not always have a pragmatic force as manifested in its literal linguistic form (28). It is possible that the contrary happens, that is '*jangan dimakan semuanya*' (Don't eat them all). This is true in the Javanese expression, such as '*dipun agem kemawon sandalipun*' (Please wear the sandals) when the guest enters the living room, which does not necessarily mean to request the guest to keep wearing the sandals when entering the living room. On the contrary, what is actually meant is to signal the guests to leave the sandals outside the host's living room, especially when the living room is covered with a beautiful carpet and shiny tiles.

Rahardi mentioned that such a society is a community living with a '*samudana*' (ambiguity, insinuation) cultural background (29). It is clear that the speaker's intention in a specific social and cultural context is not sufficiently explained in a more general context, which is defined by Leech as speech situational context. The situational context dimension proposed by Leech does not accommodate the specificity and particularity previously mentioned in

Rahardi and consequently, to study the pragmatics within the specific and unique dimensions, a combination of situational and socio-cultural contexts must be prepared, or what is mentioned previously as the indexical contexts (24).

The next question is: where is the universality of the phatic functions? The answer is that first, phatic function is not separated from the linguistic entity. The contexts being constituted to understand the speaker's intention in the study of phatic functions should be embedded, integrated, and inseparable from the identity of the language itself. Such contexts are called context-embedded in language (30). The embedded context in the language is not necessarily the same as the intralinguistic context or internal context commonly understood as co-text. The intralinguistic context or internal context, as a rule, precedes and/or follows a certain language form being understood to find the linguistic and semantic meanings. Unlike the co-text identity, 'integrated' or 'embedded' linguistic contexts are constituted in the linguistic signs, structure, rules, and process of the language (31).

In relation to this, Du Bois states that: '...rather, it concerns context embedded in language—contextual implications located in linguistic signs, structures, rules, and processes.' (20) Hence, the Javanese language has language forms of utterance in the phatic context such as '*selamat pagi*' and '*pagi*' or maybe shortened into '*gi*', and each has a different implicature, which is defined as context-embedded in language. The emerging language manifestation shows different pragmatic meanings. The form '*selamat pagi*' implies the 'normal' utterance, while the form '*pagi*' implies an 'abnormal' intention, and lastly, the form '*gi*' clearly implies a 'very abnormal' intention.

The elaborated linguistic forms and the restricted linguistic forms, which imply the variety of speaker's intentions, is one of the markers that phatic functions contain universal dimensions. This phenomenon can be found in many languages in the world. In English, the forms 'good morning' and 'morning' to greet definitely have different speaker's senses. Du Bois confirms that the most fundamental pragmatic universal is that all human language have pragmatics (24). In relation to that, it is suffice to say that all human languages have phatic phenomena. When pragmatic is culture-specific, phatic functions must also be unique and culture-specific.

Second, the phatic phenomena have the aspect of context dimensionality. One language applies a different dimensional aspect from another language. To illustrate, in Indonesian, there are several words to represent different interpretation of personal deixis. Address terms '*dab*' and '*cho*' may have similarity in terms of dimensions of social distance. An expression '*mau ke mana, dab?*' and '*mau ke mana, cho?*' can be easily interpreted as having the same personal deixis referring to close social distance. Compared to the Javanese greeting '*badhe tindak pundi, Bapa?*', the differences in the dimensionality interpretation between '*dab*', '*cho*', and '*bapa*' shown in the excerpt above can be found in many languages. Speaking of phatic functions, keeping in mind that all languages have certain 'context dimensionality' in interpreting the linguistic meaning, as one of the pragmatic phenomena, phatic functions carry the context dimensionality as well (32).

The third is the grammaticality fact. In terms of pragmatic universality, Du Bois asserts that 'a key reason for the pervasiveness and centrality of pragmatic universals is that there exists a prominent mechanism for embedding pragmatic dimensions within the linguistic structure: grammaticization.' (20) Pragmatics and grammaticality are in fact inseparable and closely intertwined. Pragmatics is not necessarily understood as the study of the external structure of language but the study is inevitably related with the internal structure of language. Suffice to say that certain linguistic forms determine the language's pragmatic meaning. However, the contrary is true that the pragmatic force and meaning determine the linguistic forms used by the speakers (2). The same goes with the phatic phenomena, in which the speaker's intention in using certain phatic functions will determine the linguistic forms. On the contrary, the linguistic forms used by a speaker determine the phatic pragmatic functions. All languages are identified to have phatic universality mentioned earlier.

Therefore, it is not automatically said that pragmatic is merely a context-bound, instead of context-free, study of language; and the contexts refer to the extralinguistic contexts. The understanding of the pragmatic issues which is focused on the extralinguistic contexts only will tend to mislead as it tends to oversimplify (33). To respond to this, Du Bois states that "Pragmatics in this sense cannot be reduced to extralinguistic, 'real world' knowledge, as something outside the domain of language; rather it concerns context embedded in language..." (20) As discussed in the previous parts, a dignified language is among others the one which has clear linguistic rules. The rules are not only intertwined within the linguistic dimensions, but they must also intertwine with the extralinguistics. The clear rules allow language users to enjoy the ease of learning the language. The linguistic rules are codified through standardization. The extralinguistic rules are formulated in the regular concrete use in the society (34). When these have been done well, the extensive and pervasive use of language will be achieved. This means that the language may express various interests and intentions, functions, and purposes.

A. Joking Function of Phatic

The habit of making jokes or telling funny stories is the typical characteristics of cultured citizens. Jokes, anecdotes, or humor are very beneficial to maintain social relationships between the speaker and the addressee. The joking habit between the speaker and the addressee in the following excerpts serves to strengthen the ties and solidarity between them (35). In the educational domain, teachers or lecturers who are good at cracking jokes or telling funny stories tend to be well-liked by their students. On the contrary, teachers or lecturers who cannot crack jokes or tell funny stories are considered rigid, unpleasant, and definitely not everyone's favorite.

In the Javanese culture, there is a term *ngemut inten* or literally "chewing diamond" – stiff upper lips -- to refer to

people who cannot laugh. However, in the pragmatic study, jokes and puns can have double meaning or ambiguity. The same language forms can be considered as purely phatic function of joking and telling stories, while on the other hand it can be considered as fake jokes or puns. When someone is sad and looks troubled but still tries to remain calm and smile, jokes and puns may be the manifestation of a façade. To illustrate, the following excerpt can be examined closely.

Excerpt 1

S : “How many centimeters is one foot?”
A : “Thirty..”
S : “Thirty? **Whose foot is that?**” (*laughing*).

Context of Utterance:

The speaker was a 33-year-old female lecturer in the Mathematics Education Study Program. The addressee was a 19-year-old male student. The utterance was spoken during the afternoon lecture. The purpose of the joke was to break the ice so that the students focused on the subject at hand and to reduce the classroom’s tense atmosphere so that the students did not doze off. The addressee answered candidly.

B. Complimenting Function of Phatic

In a daily conversation in the society, giving compliment to others is considered normal. Compliments are the manifestation of appreciation and respect to others. Giving compliment and receiving it fairly, not excessively, will allow the addressee to feel appreciated (32). Showing appreciation is commendable and in a certain community, such as the Javanese, giving compliments is the manifestation of courtesy. In the following excerpt, the compliment is given by saying *Sae sanget!* or “Very good!” to respond to someone’s achievement. When the achievement is outstanding, it is normal for people to congratulate and show appreciation. By receiving compliments naturally, someone will feel comfortable and happy, which can be felt by the person who give compliments as well.

In the educational domain, especially in the interaction between teachers and students in the class, giving compliment can be considered as an obligation. One of the principles that teachers or lecturers must do is to ensure that students succeed in their efforts to study by continuously motivating and appreciating them, especially when someone shows outstanding achievement in their study. Compliments can be given by speaking the language forms as shown in the following excerpt (5). However, compliments can also be given in the form of action and non-verbal gestures, such as applause, thumbs-up sign, smile, etc. The combination of verbal language forms and non-verbal bodily gestures is the manifestation of compliments which can be motivating and gratifying (30).

It is worth noting that compliments in the conversations can only be delivered naturally, not excessively. Excessive compliments, especially when the compliments do not reflect the reality, may turn into insult and humiliation. Exaggerated compliments will be considered as an irony. Thus, it must be clearly defined which one is a compliment to appreciate someone’s achievement and which one is the

manifestation of insult and humiliation to degrade someone’s dignity. Insult or humiliation can be counterproductive because it can ruin relationship between the speaker and the addressee (5).

Take this instance: A man just bought a second-hand car. The car he recently bought was not really a good-looking car as it had a few dents. Then, out of the blue, his friend complimented him sarcastically by saying: “Wow, your car is very goood, just like BMW!” This sarcastic compliment would definitely crush the man’s heart. Even worse, the fake compliment may cause the man an embarrassment because the car he just bought was not in a good condition as opposed to what is stated in the fake compliment. The following excerpt also provides a good illustration.

Excerpt 2

S : “We have discussed copulation and interaction.
How many populations have you observed?”
A : “100 populations”
S : “**Very good.**”

Context of utterance:

The speaker was a 35-year-old female lecturer and the addressee was a 20-year-old female student. They were studying Evolution. The speaker’s intent to ask the addressee was to check whether the student paid attention to the previous lecture to which the addressee responded precisely.

C. Apologizing Function of Phatic

Phatic functions are commonly and widely expressed during an apology. An adult person can easily detect whether the apology is sincerely a phatic function or merely an expression of falseness. People can apologize without meaning to do it. In the Western culture, it is easy for someone to say sorry. In the Javanese culture, saying sorry means to apologize. If apologizing is done properly because of making mistakes, such as accidentally stepping on someone’s foot, it can be said that the apology is purely phatic in nature. However, in some instances, people express phatic functions without intending to do so. It means that the apology is the manifestation of pretense (36). In the following excerpt, the phatic manifestation can be found in the expression: *Maaf Pak, saya belum jelas dengan definisi titik interior? Mohon dijelaskan kembali Pak.* (Excuse me, Sir. I still cannot understand the definition of interior point. Can you explain it once again?). Note: The word “maaf” can be translated as “I’m sorry” or “Excuse me” in English depending on contexts.

It is not clear whether the language forms manifest the pure phatic function, meaning that the person is apologizing, or whether the phatic function is not a pure apology, because in such cases there is no need to apologize. It is up to the readers to examine and analyze it. In understanding the pragmatic meaning of the language forms, it is important to describe the pragmatic context, or the shared personal and communal assumptions between the speaker and the

addressee (17). It is advisable to describe the speech components of the utterance as commonly done in a sociolinguistic research.

Excerpt 3

- S : "What is the definition of an interior point we have discussed earlier? Does anyone remember? For example, there are A C (complement) R, x is the interior point (the speaker is writing the mathematical formula on the white board). and how to determine it?"
- A : "I'm sorry, Sir, I don't understand the definition of interior point. Can you explain it once again?"

Context of utterance:

The speaker was a 30-year-old male lecturer of the Mathematics Education and the addressee was a 20-year-old male student. The utterance took place during the afternoon lecture. The speaker asked the students to remember the previous discussion on the interior point. However, the addressee asked the lecturer to explain the material once again because the concept was too difficult for him to grasp.

D. Rejecting Function of Phatic

Sometimes, someone declines a request to do something for someone. Similarly, sometimes, people are reluctant to do something as requested. The rejection can be conveyed directly, but most often the rejection is conveyed indirectly (14). In the following excerpt, the rejection is found in the following utterance: 'mmm... bentar hapeku di mana ya?' (Mm...wait...where's my phone?). The utterance is of course not merely intended to inform the speaker that the phone is lost, but most importantly, the addressee wants the speaker to know the underlying message that the addressee does not want to share the third person's phone number.

Thus, it is crystal clear that indirect rejection is conveyed to avoid discomfort. In terms of phatic function, such language forms can be categorized as the manifestation of phatic functions. In the educational domain, the practice of phatic communion exemplified above is salient. Lecturers and students often use phatic functions in communication. Therefore, it can be asserted that phatic functions in the educational domain is ubiquitous, not only in informal setting but also in formal situation. The determinant of the phatic function is the pragmatic context, in which personal and communal assumptions are shared among its interlocutors. The following utterance exemplifies the point.

Excerpt 4

- S : "What is Wari's phone number? Do you have it? Let me jot it down."
- A : "Mmm... wait. Where's my phone?"

Context of utterance:

The speaker was a 19-year-old undergraduate female student. The addressee was a graduate student doing a teaching practice in the speaker's class. The speaker asked the addressee to give her the third person's phone number because she wanted to coordinate her to discuss the program which would be carried out by the undergraduate and graduate students. The addressee responded to the speaker's request by pretending to look for her cellular phone in order

to get the phone number of the third person, as requested by the speaker.

E. Avoiding Function of Phatic

In a daily conversation, an addressee may avoid a speaker when he/she is being confirmed something. Such avoidance is likely to happen due to feelings of discomfort when talking about a certain topic. Therefore, the addressee expresses the language form such as "No, Ma'am." Actually, the addressee might hide something from the speaker behind the phrase "No, Ma'am." The type of avoidance expressed in the phatic function "No, Ma'am" is considered as a pure phatic function because the meaning of the avoidance is to negate, as in the negative words "No, Ma'am." The shared understanding of the background among the speaker and the addressee about the given topic, or about something which is hidden by the addressee in the conversation determines the locutionary act of the utterance (37).

Whether the language form manifests the type of avoidance or has another intention can only be understood by interrelating it with the extralinguistic context of the utterance. It is not enough for someone to examine the preceding and following language forms to arrive at the correct understanding of the utterance. The readers can examine the excerpt which contains the phatic function of avoidance as discussed earlier.

Excerpt 5

- S : "Well, No, Ma'am, actually, we wanted to ask for your biodata."
- A : "Oh, I see. No, no, no you don't need my biodata. Just a moment, I'm on our way there to see Kresen, and the graduate students. They were downstairs. Okay, that's enough for now, An. Don't go anywhere."

Context of utterance:

The speaker was a 19-year-old female student. The addressee was a female lecturer. The situation of the utterance was initiated by the speaker who was waiting for the addressee to leave the class. The conversation took place after the lecture in front of the class located on the first floor. The situation began when the speaker wanted to gather personal information about the addressee. However, before she asked, the addressee explained that there was no need to attach her biodata in the program, so that the speaker did not express her intention to ask.

F. Affirming Function of Phatic

Teachers or lecturers must often repeat what they have conveyed to their students. Repetition makes the information much clearer and firmer. Affirmation is done through the repetition of the statement. In explaining the course material, lecturers often make affirmation (38). In teaching in front of the class, lecturers may repeat some statements. However, not all of them can be considered as affirmation.



Sometimes, repetition is not affirmation. It is merely done to attract students' attention. This happens frequently in the class, both in elementary school and high school. In a day-to-day conversation among the community members, affirmation in the form of repetition of statements is often made. The following excerpt is important to examine and clarify the utterance '*Matriks yang diperbesar itu apa?*' (What is the augmented matrix?)

Excerpt 6

P : "What is the augmented matrix? **What is the augmented matrix?** For example I have
(writing an example on the white board) what would happen if this were changed into an augmented matrix?

A : (dictating) "Three..two.. five.. seven..."

S : writing the addressee's answer

Context of utterance:

The speaker was a 26-year-old female lecturer. The addressees were several students in the Mathematics Education Study Program. The class atmosphere was relaxed and stress-free. The utterance took place in the class during the teaching learning process. The speaker conveyed the utterance in order to measure students' understanding of the course materials.

G. Reminding Function of Phatic

Phatic communion in the educational domain can manifest in the form of "reminder." It is common for lecturers or teachers to convey something to their students in order to remind them of something. The function of reminding can be expressed purely in an utterance which means reminding, or it can be in the form of an utterance which does not really mean to remind the addressee (39). Therefore, it can be confirmed that reminding function may serve purely to remind someone or not.

The pragmatic interpretation on whether an utterance is purely phatic function or not can be examined by closely connecting it with the pragmatic context. The pragmatic context must be differentiated from its situational context commonly described in the pragmatic analysis. In addition, such pragmatic context is different from its typical sociolinguistic context, namely speech components (40). Besides, the pragmatic context is different from the intralingual context which is usually called cotext. In terms of the pragmatic meaning of the phatic category of reminding, the following utterance needs to be examined.

Excerpt 7

S : "**Just to remind you. Is this the one you meant?**
Or the first line is subtracted by the second line or the first line is multiplied..."

A : "The first line is subtracted by the second line."

Context of utterance:

The speaker was a 26-year-old female lecturer in the Mathematics Education. The addressees were several students taking her class. The utterance took place in the classroom during the lecture. The speaker expressed her utterance to remind the addressees how to operate the calculation.

Considering the aspects of language dignity, the writer asserts that Indonesian is qualified as a dignified language. The Indonesian language has clear linguistic rules. The Indonesian language carries various different interests and serves many functions, both as a national language and an official language. However, it does not mean that the efforts to dignify the language must end here (41). As mentioned previously, the study of phatic functions in the Indonesian language has not been widely conducted as it is considered a new field of study. It is thus urgent to investigate the matters in depth so that the usage rules of the pragmatic phenomena, i.e. phatic functions, will be discovered soon. It is clear, thus, that phatic functions whose purposes are to initiate, sustain, and reinforce communication among the speakers and addressees are in line with the inherent language functions, namely being men and women for and with others.

Being men and women for and with others mean being with others in a close encounter or, in the case of phatic functions, 'communion'. In the communion, communication takes place, even when the communication is not meant to transmit information but simply to break the ice. In respect to this, Leech mentioned the maxim of phatic which governs that someone must avoid silence. The avoidance of silence, or speaking incessantly is clearly in contradictory to the maxim of quantity which expects the speaker to give as much information as is necessary for their interlocutors to understand their utterances, but to give no more information than is necessary (5). The violation of the maxim of quantity can be overcome and explained by saying that if the avoidance of silence does not have a specific illocutive purposes, then it merely serves the functions of 'initiating, reinforcing, and sustaining' communication. Hence, it must be said that it does not violate the Maxim of Quantity in Grice's Cooperative Principles.

V. CONCLUSION

As a conclusion, it must be asserted that there are seven phatic functions found in this research, namely: (1) joking function, (2) complimenting function, (3) apologizing function, (4) rejecting function, (5) avoiding function, (6) affirming function, and (7) reminding function. In addition, it must be emphasized that the efforts to dignify the Indonesian language cannot stop when the linguistic rules are described in terms of linguistic definition. The Indonesian grammatical rules have been specified and codified for a long time. Nevertheless, the debate remains in whether the Indonesian language has truly been a dignified language, or whether it has served so many different functions, or has it catered many diverse interests, or is it studied by a wide audience. In the writer's opinion, the linguistic rules intertwining with the language use as shown in the pragmatic phenomena need to be promoted continuously. The pendulum of language study which has swung to the linguistic issues related to usage, optimization of language functions, has become the right momentum to dignify the Indonesian language more perfectly.



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