

MICROSS

September 28-29th 2020

VIRTUAL MERCU BUANA INTERNATIONAL CONFERENCE ON SOCIAL SCIENCE

Entrepreneurship, Sustainability, Business and Communication Era Society 5.0

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PREFACE

A. Speech of Chairman of the Committee

The excellency,

1. The Coordinating Minister for Economic Affairs of the Republic of Indonesia:
Dr. (HC) Ir. Airlangga Hartarto, MBA., MMT
2. The Governor of Special Region of Yogyakarta:
Sri Sultan Hamengkubuwono X who representative by GKR Mangkubumi
Pambayun
3. The Chairman of IEEE Representatitative of Indonesia: Prof Wisnu Jatmiko
4. Prof. Dr. Takeshi Fukusako: Kumamoto University Japan
5. Prof. Dr. Felina Young: The Philippine Women's University
6. Assoc. Prof. Dr. Normah Mustaffa: University Kebangsaan Malaysia
7. Dr. Ing. Benjamin A. Witvliet: Radio Communications Agency Belanda
8. Anton Yudhana. Ph. D: Universitas Ahmad Dahlan
9. The Rector of UMB: Prof. Dr. Ngadino Surip, MS
10. The Rector of UMB Yogyakarta: Dr. Alimatus Sahrah M.Si.M.M
11. The Director of the Post-Graduate Program of UMB: Prof. Dr. -Ing. Mudrik
Alaydrus
12. The presenters and all participants, who are students, lecturers, scholars, and
practitioners.

First of all, we must express our gratitude to Allah SWT because Mercu Buana International Conference of Social Sciences (MICOSS) 2020 can be carried out virtually. May Allah SWT always gives us his mercy and blessings. Peace and salutation be upon the most honorable Prophet Muhammad SAW, as one of the world's greatest revolutionist who has brought the civilization from the darkness to the era of light and knowledge.

The themes of the international conference of Mercu Buana International Conference of Social Sciences (MICOSS) are Entrepreneurship, Sustainability, Business, and Communication Era Society 5.0. This conference is carried out by the Directorate of the Post-Graduate Program of Universitas Mercu Buana. The conference should be conducted offline, however, due to the current situation, it changed to be online (virtual).

Mercu Buana International Conference on Social Sciences is aimed to present academic scholars, researchers, and practitioners to exchange and share experience and research in all aspects of social sciences. Furthermore, the conference provides an interdisciplinary platform for the researchers, lecturers, and practitioners to present and discuss innovation, trends, and recent concerns, including the practical challenges and solution adopted in Social Science Society 5.0

The total participants of the Mercu Buana International Conference of Social Sciences (MICOSS) are 211 scholars from Universitas Mercu Buana. The presenters of Micoss are 109 scholars where 78 papers are from Universitas Mercu Buana, 21 papers from other universities, and 10 papers from the Ministry's Research and Development.

The countries that participated in this conference are Indonesia, Malaysia, Japan, UEA, China, England, Iraq, Taiwan, Poland, Germany, Kuwait, the Philippines, and the Netherlands.

We are also thankful for the Sponsors, PT Kereta Api Indonesia (PT. KAI) and PT. Amanah Prima Indonesia (Toza) who have supported this conference.

Finally, besides our gratitude to Allah SWT, we would like to thank the guests, speakers, participants, committee, reviewers, moderators, and all sponsors for the supports given so that this conference could be carried out smoothly. I do hope that this conference would be beneficial for us and especially Indonesia as a nation. *Wassalamu'alaikum warahmatullahi wabarakatuh*

Hopefully, we can gather in the event

*Kind Regards,
Dr. Suraya, M. Si.
Chairman of the Committee*

B. RECTOR'S WELCOMING SPEECH**RECTOR'S WELCOMING SPEECH
MICOSS AND BCWSP SEMINAR
MONDAY, 28 SEPTEMBER 2020**

Your excellencies;

1. Coordinating Minister for economic affairs, Dr (HC). Ir. Airlangga Hartarto, M.B.A., M.M.T.
2. Governor of DI Yogyakarta, His Majesty Sri Sultan Hamengkubowono X who is represented by *Her Royal Highness* Princess Gusti Kanjeng Ratu Mangkubumi
3. Rector, Universitas Mercu Buana Yogyakarta, Dr. Alimatus Sahra
4. Vice-Rectors, Directors, and Deans of Mercu Buana University, Jakarta
5. Speakers and participants of today's international conference

Assalaamu'alaikum Wr. Wb,
Good morning,

First of all, let's give thanks for all the gifts given by God Almighty, Allah SWT. With His blessings, we can gather here and participate in Mercu Buana International Conference on Social Science (MICOSS) and the Conference on Broadband Communication, Wireless Sensor, and Powering (BCWSP) online today.

As an opening, I would like to welcome The Coordinating Minister for Economic Affairs, Dr (HC). Ir. Airlangga Hartarto, M.B.A., M.M.T., and the Governor of DI Yogyakarta, His Majesty Sri Sultan Hamengkubowono X who is represented by *Her Royal Highness* Princess Gusti Kanjeng Ratu Mangkubumi on the campus of Mercu Buana University. Even though this meeting took place virtually, as a joint effort to prevent the spread of the Covid-19 outbreak, we really hope that our meeting today will give benefits to the nation and country. Aamiin

I would like to say that Mercu Buana University this year, on October 22, will turn 35 years old. We hope that at this mature age, Mercu Buana University can take part for the sake of the nation and country.

Distinguished participants,

The Covid-19 pandemic that is currently affecting all countries has one global effect, which is the ability to adapt to the new habits and the ability to use technology. Because these two things are interrelated and essential during this pandemic.

For example, people need to get used to wearing face masks and make it into a habit. There is also a mass virtual communication technology, which also requires adaptation and skills to use.

It shows that the adaptation and mastery of technology have become the characteristics of society during the pandemic. Therefore, with this hypothesis, this international conference becomes relevant to be held. By combining two scientific studies; social science, especially communication, and exact science, in this case, broadband - wireless technology.

Distinguished ladies and gentlemen,

Of course, we all hope that this activity can produce real solutions that can answer the challenges of the pandemic. Hopefully, this activity can further strengthen the relationship between scholars from all over the country. Because the pandemic is supposed to encourage us to collaborate more, not to compete.

I would like to express my gratitude to The Coordinating Minister for Economic Affairs, Dr. Ir. Airlangga Hartarto, M.B.A., M.M.T., and the Governor of DI Yogyakarta, Sri Sultan Hamengkubono X and *Her Royal Highness* Princess Gusti Kanjeng Ratu Mangkubumi, as well as honorable speakers and participants of today's conference. Especially to all participant from several country, I apologize if there is anything wrong with the arrangement of today's event. May we always be given health and the ability to do good for others.

Wassalamualaikum Wr. Wb
Rector

Prof. Ngadino Surip, MS

KEYNOTE SPEAKERS PROFILE

A. Airlangga Hartarto



CURRICULUM VITAE

DR. (HC) IR. AIRLANGGA HARTARTO, MBA., MMT., IPU.

Place, Date of Birth : Surabaya, 1 October 1962

Religion : Islam

Address : Jl. Tirtayasa Raya No. 32, Kebayoran Baru – Jakarta 12160

Office : Ali Wardhana Building 4th floor, Jalan Lapangan Banteng Timur 2-4
Jakarta Pusat, DKI Jakarta, Indonesia

EDUCATION :

- Ir, Bachelor of Mechanical Engineering University of Gadjah Mada (UGM), Faculty of Mechanical and Industrial Engineering UGM (1987)
- IPU (Insinyur Profesional Utama/ Chartered Professional Engineer) Professional Certification of Indonesian Engineers Association 2015
- AMP Wharton School, University of Pennsylvania, Philadelphia - USA (1993)
- MMT, Master of Management Technology, The University of Melbourne – Australia (1996)
- MBA, Master of Business Administration , Monash University, Melbourne - Australia (1997)

OCCUPATION:

- Coordinating Minister for Economic Affairs Republic of Indonesia (2019 – now)
- Minister of Industry Republic of Indonesia (2016 - 2019)
- Member of Commission XI of the House of Representatives (2014 - 2016)
Finance, Banking, Non-Bank Financial Institutions,
National Development Planning
- Chairman of Commission VI of the House of Representatives (2009 - 2014)
Industry, Trade, Investment, Cooperation / SME, Business Competition,
Batam Authority, Aceh Authority.
- Chairman of Commission VII of the House of Representatives (2006– 2009)
Energy, Mining, Environment, Research and Technology.

EXPERIENCE OF INDUSTRIAL AND FINANCIAL WORK:

- Founder / President Commissioner, PT Fajar Surya Wisesa Tbk
Packaging paper industry with capacity of 1.5 million tons / per year in Cibitung / West Java (Since 1990 - 2016)
- Founder / President Commissioner, PT Ciptadana Capital
Companies engaged in the Capital Market; Securities, Investment Bank, Multi Finance and Asset Management, Pioneer of Real Estate Investment Trust Fund (Since 1999 - 2016).

PROFESSIONAL ORGANIZATIONS / COMMUNITY :

- Chairman of Golkar Party (2017-now)
- President of Indonesia Wushu Federation (2017 - now)
- Coordinator of Economic Affairs, Golkar Party (2016 - 2017)
- Chair of Golkar Party of :
- Cooperative SMEs (2011 - 2014)
- Trading Industry (2014 - 2016)
- Chairman of the Board of Engineers, The Institution of Engineers Indonesia (PII), (2009 - 2012, 2012 – 2015).
- President of The Institution of Engineers Indonesia (PII), (2006 – 2009).
- Secretary General of Asean Federation of Engineering Organization (AFEO) (2005)
- Chairman, Indonesian Issuers Association (AEI)
Associations of companies that have been listed on the Indonesia Stock Exchange (2005 - 2008, 2008 - 2011, 2011 – 2014)
- Members of KAGAMA Advisory Board (2009 – 2014).
- Member of Board of Trustees (MWA) –University of Gajah Mada (2002 - 2007, 2007-2012).
- Vice Chairman of the Gajah Mada Alumni Family (KAGAMA) (2005 – 2009).

AWARDS:

- Doctor Honoris Causa in the field of Development Policy from The Korea Development Institute (KDI) School of Public Policy, South Korea (2019)
- Distinguished Honorary Fellow of The ASEAN Engineering Federation Organization (2017)
- 56th Lee Kuan Yew Exchange Fellow (2017)
- Presidential Award - Satya Lencana Wirakarya (2014)
- Entrepreneurship Award of University of Gadjah Mada (2012)
- Australian Alumni Award for Entrepreneurship (2009)
Appreciation for the pioneering role in the development of business climate and leadership in civic organizations
- Founding Fellow of Asean Academy of Engineering Technology (2004)
- Finalist of Ernst & Young Entrepreneurship of The Year (2001)

AUTHOR:

- “Merajut Asa: Membangun Industri, Menuju Indonesia yang Sejahtera dan Berkelanjutan“ / Building Industry, Towards a Prosperous and Sustainable Indonesia
Publisher: Grasindo (2016)
- “Membangun Kemandirian, Mewujudkan Kedaulatan Ketahanan Energi Nasional “ / Building Self-Reliance, Realizing National Energy Security Sustainability
Publisher RM Books (2014)
- “Strategi Clustering dalam Industrialisasi Indonesia “ / Clustering Strategy in Industrialization of Indonesia,
Publisher Andi Offset (2004)

B. GKR Mangkubumi

GKR Mangkubumi merupakan putri tertua dari Sri Sultan Hamengkubuwono X bernama GRA Nurmalita Sari atau GKR Pembayun, dan saat ini dipanggil Gusti Kanjeng Ratu (GKR) Mangkubumi. GKR Mangkubumi lahir pada tahun 1972. Ia melanjutkan studinya di International School of Singapore serta Griffith University Brisbane, Queensland, Australia. Selain menjadi komisaris utama dan direktur utama di berbagai PT, ia juga aktif dalam kegiatan dan pemberdayaan masyarakat terutama di Yogyakarta dan sekitarnya. Telah banyak peran dan sumbangsuhnya kepada masyarakat desa terutama dalam upaya peningkatan ekonomi dan kesejahteraan. Di lingkungan keraton, ia menjabat sebagai salah satu Penghageng yang menuntutnya untuk memimpin beberapa upacara adat di lingkungan Keraton seperti "Tumplak Wajik", "Peksi Burak" juga beberapa upacara adat yang menjadi rangkaian prosesi pernikahan adik-adiknya Ratu Hayu dan Ratu Bendara. Aktivitas lainnya diluar keraton, GKR Mangkubumi diamanahi peran yang sangat strategis diantaranya yaitu Ketua Umum Forum CSR Kesejahteraan Sosial Nasional, Ketua Umum Badan Pengurus Pusat Asosiasi Kelompok Usaha Peningkatan Pendapatan Keluarga Sejahtera, Ketua Kadin DIY dan berbagai lembaga lainnya seperti KNPI DIY dan Pramuka DIY. Pada bulan oktober 2012, GKR Mangkubumi terpilih sebagai Ketua DPD Komite Nasional Pemuda Indonesia DIY untuk periode 2012 - 2015. Jabatan ini memberi kesempatan pada Mangkubumi untuk membawa KNPI dalam usaha memberdayakan kaum miskin.

INVITING SPEAKER

A. Assoc. Prof. Normah Mustaffa



CURRICULUM VITAE



Name : **ASSOC. PROF. DR. NORMAH MUSTAFFA**
 Work Address : Centre for Media and Communication Studies, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia, 43600 Bangi, Selangor
 Tel : 03-8921 5908 / 5456
 Faks : 03-8921 3542
 Mobile : 019-369 9925
 E-mail : normahm@ukm.edu.my / normahm1@gmail.com
 Academic Qualification : PhD (Journalism), Cardiff, United Kingdom

CAREER DEVELOPMENT

Industry Experience

- **Sept 1993 – May, 1994**
Editor at Anzagain (M) Sdn Bhd, a subsidiary of Pahang Foundation, Malaysia.

Academic Position

- **June - Nov 20, 1994**
Tutor at Faculty of Social Sciences, Universiti Malaysia Sarawak (UNIMAS).
- **Nov 28, 1994 – May 14, 1998**
Tutor at Department of Communication, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia
- **May 15, 1998 – Dec 4, 2006**
Lecturer at School of Media and Communication Studies, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia
- **Dec 5, 2006 – Dec 11, 2012**
Senior lecturer at School of Media and Communication Studies, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia
- **December 12, 2012**
Associate Professor, School of Media and Communication Studies, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia.

Administrative Position

- **March 15, 2007 – March 14, 2010**
Head, Communication and Information Management Programme, School of Media and Communication Studies, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia.
- **April 1, 2011 – March 30, 2014**
Chairperson, School of Media and Communication Studies, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia.
- **April 1, 2014 – March 31, 2016**
Chairperson, School of Media and Communication Studies, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia.
- **June 5, 2018 – May 4, 2021**
Editor-in-Chief, Jurnal Komunikasi *Malaysian Journal of Communication* (SCOPUS), Universiti Kebangsaan Malaysia.

AREA OF SPECIALIZATION/RESEARCH INTEREST

- Journalism, Visual Communication, New Media, Media Literacy
- Current Research Areas/Topics: **Komunikasi Kekeluargaan Belia Muslim Dalam Konteks Revolusi Industri ke-4 (DCP-2017-013/2)**

DESIGN/INNOVATION/INTELLECTUAL PROPERTY (IP)

- 2008. *Lite'Me*. Perisian Mengukur Tahap Kecekapan Literasi Media. Ketua Penyelidik. Dana e-Sciencefund, Ministry of Science, Technology and Innovation dan Universiti Kebangsaan Malaysia.
- 2009. *Lite'Me*. Registration of trade mark.
- 2018. Model Pendapat Heliks Berkembar/The Twin Helix Opinion Model (THOM). Registration of copyright. (UKM IKB/108/2/1723)
- 2018. Modul Karakter Animasi Identiti Tempatan. Registration of copyright. (UKM IKB/108/2/2045)

SUPERVISION

Program	Status	Main supervisor	Committee
PhD	Graduated	9	8
	Ongoing	6	6
Master (with thesis)	Graduated	14	-
	Ongoing	1	-
Bachelor	Graduated	135	-
	Ongoing	4	-

AWARDS/ACHIEVEMENTS

- Salary Increment Awards (2008)
- Gold Medal FSSK Research Poster Competition (2008)

- Excellent Service Awards (2009)
- Gold Medal FSSK Research Poster Competition (2010)
- Excellent Service Awards (2014)
- Excellent Service Awards for 20 years of Services (2015)
- Excellent Service Awards (2017)

PUBLICATIONS

Publication	Quantity
Journal (2006-2018)	50
Book	9
Book chapters	20
Research/Technical Report	11
Proceedings	11
Popular writing	4

2019

- Loh Yoke Ling, Mohd Nor Shahizan Ali & **Normah Mustaffa**. (2019). Youth media literacy in interpreting the ideology of the film documentary The Malayan Emergency (2010). *Jurnal Komunikasi Malaysian Journal of Communication*, 35(2): 193-208.
- Faryna Mohd Khalis, **Normah Mustaffa**, Mohd Nor Shahizan Ali & Neesa Ameera Mohamed Salim. (2019). The evolution of Malaysian cartoon animation. *Proceedings of the International Conference on Design Industries and Creative Culture 2019, Kedah*, 207-223.
- **Normah Mustaffa**. (2019). *Pendapat awam dalam era digital*. Bangi: Universiti Kebangsaan Malaysia. (dalam penerbitan)

2018

- **Normah Mustaffa**, Ali Salman, Wan Amizah Wan Mahmud, Badrul Redzuan Abu Hassan, Shahrul Nazmi Sannusi, Muhammad Adnan Pitchan & Wan Nur Syazmira Wan Suhaimi. (2018). Social media and the expression of opinion: Implication on the Spiral of Silence. *The Social Sciences*, 13(5): 1037-1041.
- **Normah Mustaffa** & Faridah Ibrahim. (2018). Pembungkahan visual berita krisis Lahad Datu. *Jurnal Komunikasi Malaysian Journal of Communication*, 34(1): 170-184.
- Loh Yoke Ling, Mohd Nor Shahizan Ali, **Normah Mustaffa** & Yong Ching Fei. (2018). Pengaruh ideologi estetik media 'The Malayan Emergency (2010)' dalam isu komunis dan keselamatan negara. *e-Bangi Journal of Social Sciences and Humanities*, 15(4): 25-35.
- **Normah Mustaffa**. 2018. Laporan Sabatikal 2017.
- Mohd Zuwairi Mat Saad & **Normah Mustaffa**. (2018). Kegunaan dan kepuasan Facebook dalam kalangan remaja di Lembah Kelang. Dlm. Wan Amizah Wan Mahmud, Mohd Helmi A. Rahim & Maizatul Haizan Mahbob (pnyt.). *Media dan Khalayak: Interaktiviti dan Impak*, hlm. 25-37. Kangar, Perlis: Universiti Malaysia Perlis.
- Faridah Ibrahim & **Normah Mustaffa**. (2018). Kewartawanan perang dan damai dari perspektif khalayak dan pengampang media. Dlm. Wan Amizah Wan Mahmud, Mohd

3

- Helmi A. Rahim & Maizatul Haizan Mahbob (pnyt.). *Dinamika Komunikasi: Proses dan Konteks*, hlm. 151-176. Kangar, Perlis: Universiti Malaysia Perlis.
- Hamdani M. Syam, **Normah Mustaffa** & Wan Amizah Wan Mahmud. (2018). Pembentukan sistem penyiaran di Aceh dari tahun 2006-2010. Dlm. Wan Amizah Wan Mahmud, Mohd Helmi A. Rahim & Maizatul Haizan Mahbob (pnyt.). *Dinamika Komunikasi: Proses dan Konteks*, hlm. 59-85. Kangar, Perlis: Universiti Malaysia Perlis.
 - Mohd Nor Shahizan Ali, Hasrul Hashim & **Normah Mustaffa**. (2018). Etika dalam membina makna melalui teknik naratif filem dokumentasi sejarah. Dlm. Mus Chairil Samani, Mohd Nor Shahizan Ali & Ali Salman (pnyt.). *Isu-isu media dan penapisan di Malaysia*, hlm. 79-88. Kangar, Perlis: Universiti Malaysia Perlis.
 - Mus Chairil Samani, Jamilah Maliki, Mohd Helmi Abd Rahim, Mat Pauzi Abd Rahman & **Normah Mustaffa**. (2018). Persaingan agenda media baharu dan tradisional. Dlm. Mus Chairil Samani, Mohd Nor Shahizan Ali & Ali Salman (pnyt.). *Isu-isu media dan penapisan di Malaysia*, hlm. 141-150. Kangar, Perlis: Universiti Malaysia Perlis.
 - **Normah Mustaffa**, Maizatul Haizan Mahbob & Wan Amizah Wan Mahmud. (2018). Penyelidikan komunikasi: Trend dahulu, kini dan masa hadapan. Dlm. Maizatul Haizan Mahbob & Mat Pauzi Abd Rahman (pnyt.). *Falsafah dan etika penyelidikan komunikasi*, hlm. 87-95. Terengganu: Universiti Malaysia Terengganu.
 - **Normah Mustaffa**, Shahrul Nazmi Sannusi, Ali Salman, Wan Amizah Wan Mahmud & Mohd Nor Shahizan Ali. (2018). Kredibiliti sumber: Pelbagai dimensi, satu tujuan. Dlm. Wan Idros Wan Sulaiman & Maizatul Haizan Mahbob (pnyt.). *Impak media, komunikasi dan industri kreatif*, hlm. 135-154. Terengganu: Universiti Malaysia Terengganu.
 - Mohd Nor Shahizan Ali, **Normah Mustaffa** & Hasrul Hashim. (2018). Eksperimen. Dlm. Normah Mustaffa, Ali Salman & Badrul Redzuan Abu Hassan (pnyt.). *Reka bentuk penyelidikan komunikasi*, hlm. 37-50. Terengganu: Universiti Malaysia Terengganu.
 - **Normah Mustaffa**, Ali Salman & Badrul Redzuan Abu Hassan. (2018). *Reka bentuk penyelidikan komunikasi*. Terengganu: Universiti Malaysia Terengganu.
 - Haidir Fitra Siagian, **Normah Mustaffa**, Mohd Yusof Abdullah & Fauziah Ahmad. (2018). *Komunikasi politik pemimpin pendapat*. Bangi: Universiti Kebangsaan Malaysia.
 - Wan Amizah Wan Mahmud, **Normah Mustaffa**, Hasrul Hashim & Muhammad Adnan Pitchan. (2018). Profil dan tabiat penontonan filem dalam kalangan remaja di Lembah Kelang, Malaysia. *Prosiding Simposium Kebudayaan Indonesia-Malaysia "Improving well-being livelihood for sustainability development"*, Bandung, Indonesia, 327-340.

2017

- Faryna Mohd Khalis & **Normah Mustaffa**. (2017). Cultural inspiration towards Malaysian animation character design. *Jurnal Komunikasi Malaysian Journal of Communication*, 33(1): 487-501.
- **Normah Mustaffa**, Shahrul Nazmi Sannusi, Ahmad Sauffiyen Abu Hasan & Mohd. Zuwairi Mat Saad. (2017). Journalism and news industry in Malaysia: New media, new challenges. *e-Bangi Journal of Social Sciences and Humanities*, 11(2): 73-80.

- **Normah Mustafa**, Ali Salman, Wan Amizah Wan Mahmud, Shahrul Nazmi Sannusi, Badrul Redzuan Abu Hassan & Muhammad Adnan Pitchan. (2017). The Twin Helix Opinion Model (THOM): An interactive new model of public opinion. *Proceedings of the International Conference on Media and Communication 2017, Putrajaya*, 1-10.
- Faryna Mohd Khalis, **Normah Mustafa** & Mohd Nor Shahizan Ali. (2017). Peranan teknologi dan era globalisasi terhadap pembentukan identiti karakter animasi. *Proceedings of the International Conference on Media and Communication 2017, Putrajaya*, 1-14.
- Hanafi Mohd Tahir, **Normah Mustafa** & Wan Amizah Wan Mahmud. (2017). Kemudahan bacaan visual ilustrasi dan fotografi pada reka bentuk kulit buku. *Proceedings of the International Conference on Media and Communication 2017, Putrajaya*, 1-8.
- Loh Yoke Ling, Mohd Nor Shahizan Ali, **Normah Mustafa** & Yong Ching Fei. (2017). Pengaruh ideologi estetika media The Malayan Emergency (2010) dalam isu komunis dan keselamatan negara. *Proceedings of the International Conference on Media and Communication 2017, Putrajaya*, 1-13.
- Mohd Nor Shahizan Ali, **Normah Mustafa**, Zairul Anuar Md Dawam & Novel Lyndon. (2017). Online public housing program (PHP) community sharing trends on self-efficacy photographic images. *Proceedings of the International Conference on Media and Communication 2017, Putrajaya*, 1-9.
- Sharul Azim Sharudin & **Normah Mustafa**. (2017). Visual dan reka bentuk pembungkusan dari perspekti teori Gestalt. *Proceedings of the International Conference on Media and Communication 2017, Putrajaya*, 1-11.

2016

- Faridah Ibrahim, **Normah Mustafa** & Mohd Rajib Ab. Ghani. (2016). *Penulisan Media Massa*. Kangar, Perlis: Penerbit UniMAP
- Ali Salman, **Normah Mustafa**, Mohd Azul Mohd Salleh & Mohd Nor Shahizan Ali. (2016). Social media and agenda setting: Implications on political agenda. *Jurnal Komunikasi Malaysian Journal of Communication*, 32(1): 607-623
- Das'ad Latif, Fauziah Ahmad, **Normah Mustafa** & Shahrul Nazmi Sannusi. (2016). Pengaruh objektiviti berita tentang tenaga kerja Indonesia terhadap imej Malaysia di mata masyarakat Sulawesi Selatan. *Jurnal Komunikasi Malaysian Journal of Communication*, 32(1): 533-559
- Mohd Zuwairi Mat Saad, **Normah Mustafa**, Abdul Latiff Ahmad & Badrul Redzuan Abu Hassan. (2016). Transformasi corak penulisan berita dalam akhbar arus perdana Malaysia. *Jurnal e-Bangi*, 11(1): 300-316
- Mohd Zuwairi Mat Saad, **Normah Mustafa**, Abdul Latiff Ahmad & Badrul Redzuan Abu Hassan. (2016). Pemilihan dan autoriti sumber berita bingkai pilihanraya di Malaysia. *Jurnal Komunikasi Malaysian Journal of Communication*, 32(1): 561-579
- Mohd Nor Shahizan Ali, Mat Pauzi Abd Rahman, Zairul Anuar Md Dawam & **Normah Mustafa**. (2016). The younger generation reading in siki experiment short film. *Proceedings of the Australia-Middle East Conference on Business and Social Sciences 2016, Dubai*, 606-613.

- Faryna Mohd Khalis, **Normah Mustafa** & Mohd Nor Shahizan Ali. (2016). The sense of local identity characteristics in Malaysian animation. *International Journal of Arts and Sciences*, 9(3): 485-496.
- Zuwairi Mat Saad & **Normah Mustafa**. (2016). Kandungan mesej twitter oleh ketua parti politik semasa pilihanraya negeri Sarawak 2016. *E-Bangi: Journal of Social Sciences and Humanities*, 11(2): 406-421.

2015

- Ali Salman, Mohd Yusof Abdullah, **Normah Mustafa** & Wan Amizah Wan Mahmud. (2015). Sustaining internet usage in the emerging digital economy: Transforming urban living? *Journal of Asia Pacific Communication*, 169-180.
- Shahrul Nazmi Sannusi, **Normah Mustafa** & Muhammad Adnan Pitchan. (2015). Transformation challenge for magazine advertising expenditure (ADEX) revenue in Malaysia. *Journal of Asia Pacific Communication*, 181-190.
- Fauziah Ahmad, Dafrizal Samsudin, Chang Peng Kee, Abdul Latiff Ahmad, Badrul Redzuan Abu Hassan, **Normah Mustafa** & Mohd Yusof Abdullah. (2015). Social media and the Arab spring: Dissemination of information among Malaysians. *Journal of Asia Pacific Communication*, 220-230.
- Shahrul Nazmi Sannusi & **Normah Mustafa**. (2015). Akhbar versi digital: Implikasi terhadap trend sirkulasi akhbar bercetak di Malaysia. *Jurnal Komunikasi, Malaysian Journal of Communication*, 31(2), 229-250.
- Ali Salman, Mohd Azul Mohamad Salleh, **Normah Mustafa** & Mohd Nor Shahizan Ali. (2015). New media usage and youth participation. *Jurnal e-Bangi*, 72-80.
- Mus Chairil Samani, Jamilah Maliki, Mohd Helmi Abd Rahim, Mat Pauzi Abd Rahman & **Normah Mustafa**. (2015). The media agenda of the new and traditional media in Malaysia: Constructing realities. *Jurnal e-Bangi*, 48-57.

2014

- Haidir Fitra Siagian, Mohd. Yusof Hj. Abdullah, **Normah Mustafa** & Fauziah Ahmad. (2014). Kesan dan penyertaan Ulama Selaku Pemimpin Pendapat Dalam Pembangunan Nasional di Provinsi Sulawesi Selatan. *Mediasi, Jurnal Komunikasi*, 345-359.
- Hasrul Hashim, Sabariah Mohamad Salleh, **Normah Mustafa**, Badrul Redzuan Abu Hassan, Mohd. Nor Shahizan Ali & Mohd Helmi Abd. Rahim. (2014). The Juxtaposition Relationship Between The Narrative Process and the Final Product of An Audio Visual Production. *International Journal of Multidisciplinary Thought*, 4(1), 347-352.
- Lee Hui Er, **Normah Mustafa** & Ali Salman. (2014). Faktor-faktor yang mempengaruhi remaja Lembah Kelang untuk terus membaca dan membeli melalui pengiklanan facebook. *Jurnal Komunikasi Malaysia Journal of Communication*, 30(1), 229-250.
- Ali Salman, Mohd Azul Mohamed Salleh, Mohd Yusof Hj. Abdullah, **Normah Mustafa**, Abdul Latiff Ahmad, Chang Peng Kee & Suhana Saad. (2014). ICT acceptance among Malaysian urbanites: A study on additional variables in user acceptance of the new media. *Geografia: Malaysian Journal of Society and Space*, 86-96.

2013

- **Normah Mustafa**, Wan Amizah Wan Mahmud, Fauziah Ahmad, Maizatul Haizan Mahbob & Mohd Helmi Abd Rahim. (2013). Kebergantungan Internet dan Aktiviti Online Remaja di Lembah Kelang. *Jurnal Komunikasi Malaysia Journal of Communication*, 29(1), 199-212.
- Faridah Ibrahim, **Normah Mustafa**, Fauziah Ahmad, Chang Peng Kee & Wan Amizah Wan Mahmud. (2013). Peace journalism: Implications of war and peace news amongst Malaysian audience. *Journal of Asian Pacific Communication*, 23(1), 258-269.
- Mohd. Nor Shahizan Ali, Latiffah Pawanteh, **Normah Mustafa**, Hasrul Hashim & Abdul Latiff Ahmad. (2013). New Audience Message Absorption via Audio Visual Technology. *Asian Social Sciences Journal*, 9(8), 107-115.
- Mohd. Helmi Abd. Rahim, **Normah Mustafa**, Fauziah Ahmad & Novel Lyndon. (2013). A “Memorscape” Malayan Union 1946: The Beginning and Rise of Modern Malay Political Culture. *Asian Social Sciences Journal*, 9(6), 36-42.

2012

- Noor Azlin Bidin & **Normah Mustafa**. (2012). Blogosphere: How youth perceived blogs credibility. *Jurnal Komunikasi Malaysia Journal of Communication*, 28(1), 33-54.
- Haidir Fitra Siagian, Mohd Yusof Abdullah, **Normah Mustafa** & Fauziah Ahmad. (2012). Kedudukan ulama dalam mensosialisasikan kebijaksanaan Negara. *Mediasi Jurnal Komunikasi*, 3(6), 165-186.
- Mohd Nor Shahizan Ali, Mat Pauzi Abd Rahman, Hasrul Hashim, **Normah Mustafa** & Mus Chairil Samani. (2012). Freedom of photography – the Malaysian scenario: A vital element of press freedom. *Asian Social Sciences Journal*, 8, 38-45.
- Fauziah Ahmad, Chang Peng Kee, **Normah Mustafa**, Faridah Ibrahim, Wan Amizah Wan Mahmud & Dafrizal. (2012). Information propagation and the forces of social media in Malaysia. *Asian Social Sciences Journal*, 8, 71-76.
- Faridah Ibrahim, Ali Salman, Chang Peng Kee, **Normah Mustafa** & Fauziah Ahmad. (2012). Striking a balance between science and arts: Mass media dilemma in reporting health and environmental issues. *Asian Social Sciences Journal*, 8, 77-84.
- Maizatul Haizan Mahbob, Wan Idros Wan Sulaiman, Wan Amizah Wan Mahmud, **Normah Mustafa** & Mohd Yusof Abdullah. (2012). The elements of behavioral control in facilitating the acceptance of technological innovation on Malaysia online government services. *Asian Social Sciences Journal*, 8, 125-131.
- Faridah Ibrahim, Tika Nuraeni, Fauziah Ahmad, Chang Peng Kee & **Normah Mustafa**. (2012). Bahasa komunikasi dan pengantaraan produk: Satu analisis. *Gema Online Journal of Language Studies*, 12(1), 257-273.

2011

- **Normah Mustafa**, Faridah Ibrahim, Wan Amizah Wan Mahmud, Fauziah Ahmad, Chang Peng Kee & Maizatul Haizan Mahbob. (2011). Diffusion of innovations: The adoption of facebook among youths in Malaysia. *The Innovation Journal: The Public Sector Innovation Journal*, 16(3), article 8.
- Faridah Ibrahim, **Normah Mustafa**, Chang Peng Kee & Fauziah Ahmad. (2011). Images and issues of superpowers: An analysis of the international news coverage by

7

the government owned news agency, Bernama via four national dailies. *The Innovation Journal: The Public Sector Innovation Journal*, 16(3), article 6.

- Fauziah Ahmad, **Normah Mustaffa**, Samsudin A. Rahim, Fuziah Kartini Hassan Basri, Abdul Latiff Ahmad & Jamaluddin Aziz. (2011). Confronting environmental risk via communication. *The Innovation Journal: The Public Sector Innovation Journal*, 16(3), article 9.
- Wan Amizah Wan Mahmud, Faridah Ibrahim, **Normah Mustaffa** & Fuziah Kartini Hassan Basri. (2011). Malaysian film censorship board (LPF) in the globalization era: Towards transformation and innovation. *The Innovation Journal: The Public Sector Innovation Journal*, 16(3), article 10.
- Ali Salman, Faridah Ibrahim, Mohd Yusof Abdullah, **Normah Mustaffa** & Maizatul Haizan Mahbob. (2011). The impact of new media on traditional mainstream mass media. *The Innovation Journal: The Public Sector Innovation Journal*, 16(3), article 7.
- **Normah Mustaffa**, Faridah Ibrahim, Fauziah Ahmad & Mohd Helmi Abd Rahim. (2011). *Visual dan pemberitaan perang dalam media di Malaysia. Jurnal Pengajian Media Malaysia*, 13(2), 65-74.

RESEARCH GRANTS

- | | |
|--|---------------------------|
| 1. Media Literacy: Access And Interpreting Of Media Messages Among Malaysia Secondary School Students (Kod projek: 06-01-02-SF0212) | Okt 2006-Okt 2008 |
| 2. Hubungan Isu-Isu Awam, Pendapat Publik Dan Pengaruh Media Massa Ke Atas Generasi Muda (Kod projek: SK/15/2008/GLKK) | Jul 2008-Mac2009 |
| 3. Pemberitaan Perang Dan Damai: Analisis Media Dan Khalayak (Kod projek: UKM-GUP-TKS-08-11-288) | Jan 2008-Dis 2009 |
| 4. Kajian Penempatan dan Kebolehterimaan Kerja Graduan Komunikasi dan Media (Kod projek: SK/11/2009/GLKK) | Apr 2009-Okt 2009 |
| 5. Kepentingan Komunikasi Tanpa Lisan Dalam Pengajaran di Universiti (Kod projek: UKM-PTS-044-2009) | Jul 2009-Sept 2010 |
| 6. Teknik Selingan Bagi Menghilangkan Kebosanan dan Rasa Mengantuk Para Pelajar Semasa Kuliah (Kod projek: UKM-PTS-042-2009) | Jul 2009-Jan 2010 |
| 7. Effects of Media Violence on Young Adults: Revisiting Cultivation Theory from the Perspective of Malaysian Audience (Kod projek: UKM-SK-05-FRGS0076-2009) | Nov2009-Okt2011 |

- | | |
|--|---------------------------|
| 8. Penyeliaan Pelajar Kelas Metodologi Penyelidikan: Keengganan Pelajar untuk Bertemu Pensyarah (Kod projek: UKM-PTS-043-2009) | Ogos2009-Jul 2010 |
| 9. Pembinaan Pelan Komunikasi (Kod projek: UKM-GPP-PPKK-29-2009) | Og2009-Ogos2010 |
| 10. Kewarganegaraan dan 1Malaysia: Perundingan semula identiti dalam era globalisasi (Kod Projek: UKM-AP-CMNB-19-2009/1) | Dis2009-Nov2012 |
| 11. Pengujian Teori Difusi Inovasi Terhadap Penerimaan Facebook Dalam Kalangan Remaja di Lembah Kelang (Kod projek: UKM-SK-05-FRGS0069-2010) | Apr2010-Mac2011 |
| 12. Pengujian Teori Penentuan Agenda dalam konteks Agenda Etnik Media dan Khalayak (Kod projek: UKM-SK-05-FRGS0072-2010) | Mei2010-Apr2012 |
| 13. Lagi Teknik Selingan Bagi Menghilangkan Kebosanan dan Rasa Mengantuk Pelajar Semasa Kuliah (Kod Projek: UKM-PTS-049-2010) | Jun – Dis2010 |
| 14. Reevaluating Agenda Setting Theory: Constructing Citizen vs Government Agenda (Kod Projek: UKM-SK-05-FRGS0174-2010) | Ogos2010-Ogos2012 |
| 15. Persepsi Khalayak terhadap Kredibiliti Sumber Media di Malaysia (Kod Projek: UKM-DIPM-094-2011) | Mac 2011 – Feb2012 |
| 16. Pembentukan Dimensi Kebolehpercayaan Media untuk Mengukur Prestasi Media (Kod Projek: UKM-GUP-2011-140) | Ogos2011-Ogos2012 |
| 17. Pembinaan Model Khalayak Pasca Moden Dalam Persekitaran Media Baru (Kod Projek: FRGS-2011-SS-UKM-03-7) | Jun2011-Dis2012 |
| 18. Transforming Towards e-PR in the Malaysian Public Relations Professional Body (Kod Projek: PHI-2011-01) | Jul2011-Dis2012 |
| 19. Academic Writing Skills and Graduate Students: Coping with Writing Challenges (Kod Projek: PTS-2011-093) | Apr2011-Sept2012 |
| 20. Pembudayaan dan pemediaan remaja: Isu seksualiti dalam arus globalisasi (Kod Projek: SK-2012-006) | Jan2012-Jul2012 |

21. Kebergantungan Internet dan aktiviti-aktiviti online remaja di Lembah Kelang (Kod Projek: SK-2012-004)	Feb2012-Julai2012
22. Pengujian Teori Kebergantungan Media Terhadap Khalayak Dalam Konteks Berita Konflik di Asia Barat (Kod Projek: FRGS/1/2012/SS09/UKM/02/2)	Apr2012-Apr2014
23. Peranan Visual Dalam Berita Krisis Lahad Datu Sabah Menerusi Akhbar Aliran Perdana (Kod Projek: DPP-2013-163)	Jan – Dis 2013
24. Kewartawanan Damai Daripada Perspektif Media Aliran Perdana, Media Alternatif dan Khalayak: Kajian Kes Lahad Datu, Sabah (Kod Projek: DPP-2013-162)	Jan – Dis 2013
25. Reka bentuk Semula Multimodaliti Melalui Hubungan Perseiringan Idea Dalam Proses Naratif Dengan Hasil Akhir Penerbitan Produksi Audio Visual (Kod Projek: FRGS/1/2013/SS09/UKM/03/2)	Apr2013-Sept2015
26. Kajian impak terhadap kawalan dan penapisan filem (Kod Projek: SK-2014-003)	Apr2014-Mac2015
27. Model Interaktif Media Baru: Reaksi Belia Terhadap Dasar Transformasi Kerajaan (Kod Projek: FRGS/1/2014/SS09/UKM/02/1)	Jul2014-Dis2016
28. Konteks literasi visual praktis UKM sebagai sebuah universiti penyelidikan (Kod Projek: TD-2015-006)	Sept2015-Ogos2017
29. Kajian keperluan Bahasa Inggeris, penjagaan imej, kesantunan dan protocol dalam kalangan sukarelawan sukan SEA2017 (Kod Projek: SK-2017-015)	Mac2017-Mac2018
30. Komunikasi kekeluargaan belia muslim dalam konteks revolusi industri ke-4 (Kod Projek: DCP-2017-013/2)	Feb2018-Jan2020
31. Literasi perundangan media baharu dalam kalangan belia (Kod Projek: DCP-2017-013/4)	Feb2018-Jan2020
32. Spesifikasi keperluan sistem rangkaian sosial bagi belia tegar (Kod Projek: DCP-2017-013/6)	Feb2018-Jan2020
33. Pengaplikasian Model KAP (Knowledge, Attitudes and Practices) dalam keselamatan pembelian barangan dalam talian oleh golongan belia (Kod Projek: GGPM-2018-013)	Ogos2018-Jul2020

MEMBERSHIP/PARTICIPATION IN COMMITTEE/SOCIETY
--

- Ministry of Higher Education Research Grants Panel (Social Science Domain). 2015-until now.
- UKM Research Grants Panel (Social Science Domain). 2014-until now.
- Certified MQA Assessors for Media and Communication Programme, Malaysian Qualification Agency (MQA). 2007-until now.
- Panel Assessor for MQA Swaakreditasi Universiti Teknologi Mara (UiTM).
- Panel Expert for University Malaya Masters of Media Studies Final Project. 2016-until now.
- Editorial Advisory Board. *Global Media Journal-Malaysian Edition*. Global Network of Communication Scholar. 2016 –until now.
- Member of Ethical Research Committee, Faculty of Social Sciences and Humanities, UKM. 2016-until now.
- Management Committee, School of Media and Communication Studies, Faculty of Social Sciences and Humanities, UKM. 2007-until now.
- Life member. Persatuan Pendidik Komunikasi Malaysia. Beginning April 2018.
- External Advisor for Curriculum Development. Universiti Sains Islam Malaysia (USIM). 2017-2019
- Director for the International Conference on Media and Communication (MENTION2011). 2011
- Panel Expert for Bahagian Penerbitan Buku Negara (BPDN). Ministry of Communication and Multimedia. 2006-until now.
- Subject Matter Expert CMCL5103 Communication Law. Open University Malaysia.
- Subject Matter Expert CMCT5103 Advance Communication Theory. Open University Malaysia.
- Associate Editor. Jurnal Komunikasi, *Malaysian Journal of Communication*. Vol 13 & 14 (1997), Vol 21 (2005), Vol 22 (2006), Vol 23 (2007), Vol 24 (2008), Vol 25 (2009). School of Media and Communication Studies, Faculty of Social Sciences and Humanities, UKM

B. Dr. Felina Young (Full Professor)

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 Email Address: youngfelina@gmail.com

Educational Attainment		
Doctor of Business Administration	De La Salle University, 1996	Silver Medal
Master in Mathematics	De La Salle University, 1991	Silver Medal
AB in Mathematics	College of the Holy Spirit, 1969	Cum laude
Certificate of Eligibility	Civil Service Commission	
Full Professor	San Beda College, College of the Holy Spirit, Philippine Womens' University	
Author/Writer	Written 11 Books, Numerous Researches and Articles	
Scholarships		
Canadian International Development Agency (CIDA), Canada, 1995	Dissertation Grant	
Fund for Assistance to Private Education (FAPE), 1995	Master's Grant	
SSpS Scholarship, College of the Holy Spirit	Bachelor's Scholarship	
Special Training		
International Master Trainor in International Business	UNCTAD/WORLD Trade Organization, Geneva, Switzerland, 2002	
Accreditors' Training in PAASCU	PAASCU, 2002	
Regional Quality Assessor Trainer	CHED, 2002 till the present	
Assessors Training in Philippine Quality Award (PQA)	Development Academy of the Philippines, 1999	
ISO 9000	Philippine Trade & Training Center, 1993	
Employment		
Chancellor/ Senior Vice President for Academic Affairs	Philippine Women's University, 2015 to present	
First Lay President	College of the Holy Spirit, 2011 – 2015	
First Vice President for Higher Education & Dean of the Graduate School	Jose Rizal University, 2009 -2011	
First Vice President & Founding Dean, Graduate School of Business	San Beda University, 2001 -2009	
Program Director , Graduate School of Business	IPWI, Jakarta, Indonesia, 1997-2001	
Program Director	Chiang Kai Shek, 2000 to 2009	
Organization Development Consultant	College of the Holy Spirit, 2007 to 2011	
Program Chair, Mathematics & Computer Science	College of the Holy Spirit, 1992 to 2001	
Program Chair, Business Management & Entrepreneurship	San Beda College, 1996 - 2001	
Visiting Adjunct Doctoral Faculty	Ateneo de Davao University, 2000 – 2007	
Doctoral Faculty	De La Salle University, 2001 to 2011	
Faculty, Graduate School of Business	Philippine School of Business Administration, 1992 - 2008	
Faculty	De La Salle University	
Faculty	College of St. Benilde	

Other Positions (Academe)	
International Advisory Council (Board of Directors)	Premier University, Bangladesh, present
Board of Directors	Asia Pacific Management Development Association, 1998
Board of Trustees	San Beda College, 2004-2009
Board of Trustees	College of the Holy Spirit, 2008 to 2015
Board of Trustees	PACU, 2006
Board of Trustees	Mother Science Edelwina Foundation, Inc., 2005 to 2015
PAASCU Commissioner	PAASCU, 2003 to present
NCR-Quality Assessment Team	CHED, 2001 to present
Chartered Member, Director	PCDEB, 2001-2004
Member, PI LAMBDA THETA	International Honor Society & Professional Association in Education, USA
Professorial Chair Holder	1 st Andrew Gotianun Professorial Chair Holder
Member of the Editorial Board, PWU Research Journal	Philippine Womens' University, 2015 to present
Editor-in-Chief, SBC Graduate School of Business, Research Journal	San Beda College, 2001 to 2009
Editor-in-Chief, PSBA Research Journal	PSBA, 2000 to 2009
Referee, Review Board, DLSU Journal of Business & Management	De La Salle University
Referee, Review Board, Journal of Business & Management	San Carlos University
Referee	Siena College
Reviewer, LET	St. Joseph's College
Dissertation/Thesis Adviser/Panelist/Chair	De La Salle University, San Beda College, Ateneo de Davao University, College of the Holy Spirit, College of St. Benilde, Philippine School of Business Administration, Chiang Kai Shek College, Philippine Womens' University
Chair, <ul style="list-style-type: none"> • Executive Development Program, • Professional Enrichment • Research • Business Education • Information Technology • Mathematics 	San Beda College, 1996 -2001 Mendiola Consortium, 1998
Vice-Chair: Laboratories	College of the Holy Spirit, 1997
Clinical Supervisor	College of St. Benilde, 1998
Faculty Moderator <ul style="list-style-type: none"> • Management Society • Research • Bedan Dance Theater 	San Beda College, 1996 -2001
Other Positions (Industry)	
Business Consultant	Miramar Confectionery
Business Consultant	Harden Foods, Inc.
Business Consultant	VIFEL
Awards & Recognition	
PTTC Award as Consultant	Philippine Trade & Training Center, 2019
Fellow of Royal Institute of Educators	Royal Institute of Educators, Singapore, 2016
PLT Eminent Filipino Women Educators Award	Pi Lambda Theta, 2013
Diplomate in Business Education	Philippine Council of Deans and Educators, 2010
Outstanding Educator in Management (National Winner)	Philippine Council of Deans and Educators, 2010
James Meany Accreditation Award	PAASCU, 2007
Parangal ng Bayan-National Award	International Research & Communication Center, Inc., 2005

The 3 rd Dr. Jose P. Rizal Awards for Excellence in Education	KAISA, Manila Times, 2004
Fellow in Business Education	Philippine Academy of Professionals in Business Education, 2005
Gintong Ina Awards (Teodora Alonzo Awardee for Education)	Golden Mother & Father Foundation, 2001
Dr. Andrew Gotianun Sr. Professorial Chair for Business (First Recipient)	San Beda College, 2000
Service Excellence Award	Philippine Trade & Training Center, 1997
Students' Choice Awards: Professionally Competent Award	DLSU-CSB PUSO, 1998
Chair, Business Management & Entrepreneurship	San Beda College, 2004, Management Society, 2001
Outstanding Women of CHS	College of the Holy Spirit, 1998
CHS College Alumnae Achievers	College of the Holy Spirit, 1994
Outstanding Alumnae of the Science Department	College of the Holy Spirit, 1991
Books	
Strategic Management Made Simple	Rex Bookstore, 2015
Organization Development, Made Simple	Abiva Publishing, 2015
Pearls of Gold	Bright Minds Publishing, 2011
Pengantar Ekonomi	Universitas Adi Buana Surabaya, Indonesia, 2011
Fundamentals of Research Writing	BP Publishing, Semarang, Indonesia
Principles of Marketing	Rex Bookstore, 2008
Mathematics of Investment, Made Simple	Rex Bookstore, 2008
College Algebra	Rex Bookstore, 2006
Intellectual Capital	Bright Minds Publishing, 2004
Statistics Made Simple	Bright Minds Publishing, 2018
Research Writing Made Simple	Bright Minds Publishing, 2019
Researches and Articles	
NM Business Watch	Mindanao Business News Weekly
PWU Research Journal	Philippine Womens' University
San Beda College Research Journal	San Beda College
Scientia	San Beda College
CHS Research Journal	College of the Holy Spirit
DLSU Research Journal	De La Salle University
PSBA Research Journal	Philippine School of Business Administration
CHSAF Alumni Newsletter	College of the Holy Spirit
International Speaker	
ASAIHL International Conference	Sri Lanka, December, 2019
International Conference on Emerging Technologies	Korea, November 2019
International Conference on Strategic Mental Revolution (ICSMR)	Jakarta, July 2019
International Conference on Social Sciences (ICOSS)	Bandung, July 2019
Jinan Education Bureau, China	Jinan, China, 2019
Pingdu Government Conference	Pingdu City, China, 2019
SEAMEO-UNESCO Education Congress	Bangkok, Thailand, 2004
Hawaii International Conference on Business	Hawaii, 2003
26 th ARTDO International Management & HRD Conference & Exhibition	Bali, Indonesia, 1999
International Business Seminar	Jakarta, Indonesia, 1998
Dissertation Writing	JIMS, Jakarta, Indonesia
Currency Turmoil in the Financial & Currency Markets in Asia	Los Angeles, USA, 1997
International Seminar	IPWI, Jakarta, Indonesia, 1997
Management of the 21 st Century	West java, Indonesia, 1997

Total Quality Management,	Bandung, Indonesia, 1996
Change Management for Global Competitiveness	IPWI, Jakarta, Indonesia, 1996
Industry Speaker	
Effective Project Management	Department of Tourism, 2019
Project Management	Intellectual Property Office, 2018
Project Management	House of Representatives, 2018
Total Quality Management	Department of Trade and Industry, 2019
Six Sigma	The Philippine Trade Training Center, 2016
Purchasing Management	The Philippine Trade Training Center, 2017
Supply Chain Management	Frabelle Group of Companies, 2010
Project Management	The Philippine Trade Training Center, 2017
Supervisory Effectiveness	The Philippine Trade Training Center, 2014
Strategic Planning	National Book Development Board, 2016
	Philippine Trade and Training Center (PTTC), 2004
Intellectual Capital Management	Association of Government Psychologists of the Philippines, 2004
Globalization & the Challenges of the New Millennium	KAY LEE Fashion, Inc., 2004
Best Practices in Human Resource Management	Rice & Research Institute, Nueva Ecija, 2005
The Psychology of Politics	Association of Government Psychologists of the Phil, 2003
Quality	Rotary Club of Tondo, 2003
5 th Mindanao Summit	Davao City, 2003
Manage, Value, & Audit Intellectual Capital	Davao City, 2004
Entrepreneurship	ENEDA, 2003
Jipang Strategic Planning Seminar	Island Cove, Cavite, 2000
Competence & Confidence in Writing & Speaking	Aparri Electronics Corporation, Subic Bay, 2000
Total Quality Management in Laboratory Practices	The Philippine Association of Schools of Medical Technology/Public Health, 1999
Applying TQM to Accounting & Finance Functions	Price Waterhouse, 1997
Educational Speaker	
Doing Research	Siena School System, 2019
Leadership in Management	Agustinian Congregation , REX, 2019
Commencement Speaker	CDCEC Calamba, 2019
Commencement Speaker	CDCEC Bataan, 2018
The Art of Developing Deans	Our Lady of Fatima, Pampanga, 2018
The Marketing Rope	Maria Enverga University, 2016
Mentoring and Coaching	Principals' Circle of the Philippines, 2015
Commencement Speaker	San Pedro College of Business Administration, 2014
Challenges in Higher Education	Catholic Educational Association of the Philippines (CEAP), 2013
Transnational Education	PACSB, 2010
Cross Border Education	AIM, 2009
Institutional Research Forum	University of Perpetual Help System, 2007
Achieving Quality Through PAASCU Accreditation	Principals' Circle of the Philippines, 2007
Six – Sigma	San Beda College, 2007
Writing Instructional Materials	De Los Santos –STI, 2006
College Algebra	Rex Book Store, Inc., 2006
SIFE-NCR Regional Competition	SIFE Philippines, 2006
Entrepinoy 2k6: Negosyo As Usual	San Beda College, 2006
Educational Services	The Philippine Competitiveness National Conference, 2005
Microteaching	Microteaching Laboratory, St. Joseph, 2004
Student Research Forum 11: The Research Process	College of Holy Spirit, 2005
Collaborative Learning, Productive Experience, The Innovative Shift in Business and Entrepreneurial Education.	International Business and Entrepreneurial Management Conference, 2005

Seminar-Workshop on Module Preparation	Ateneo de Zamboanga University, 2004
Corporate Social Responsibility - A Business Challenge	Miriam College, 2004
Intellectual Capital Management: A Competitive Edge in the 3 rd Millennium	College of The Holy Spirit, 2004
Strategic Planning in Educational Selling	Pasig Catholic College, 2004
Commencement Speaker	STI College, Batangas, 2003
Administrators' Strategic Planning	San Beda College, 2003
Strategic Planning: A Significant Performance Indicator of Quality Education	UST, 2003
Educational Research Initiatives Towards a Culture of Peace	College of Holy Spirit, 2003
Voluntary Accreditation and Quality Assurance	PAASCU, 2002
Quality Life for Quality People	San Beda College, 2003
The US Capital Market: The World Trade Center Aftermath Attack	San Beda College, 2001
Export and Business Convention	DLSU College of Saint Benilde, 2001
Employment in the Age of Globalization	San Beda College, 2000
Managing One's self Strategically	San Beda College, 2001
Quality Life for Quality People	San Beda College, 2002
Celebrating Managerial Milestone: The Lion Towards Global Competitiveness	San Beda College, 2000
Current Roles and Achievements of Women in the Contemporary Period	College of the Holy Spirit, 2000
Bedans.Com(Careers Onward the Millennium)	San Beda College, 2000
The Power of Career Planning	San Beda College, 2000
Appropriate Research Initiatives in a 3 rd Millennium Learn place	DLSU College of Saint Benilde, 1999
Bedans@Work	San Beda College, 1999
Seniors Forum for the Bedan Leaders of the New Century	San Beda College, 1999
ISO 9000: A Total Quality Management System, Philippine Experience	College of the Holy Spirit, 1997
ISO 9000: A Total Quality Management System, The Philippine Experience	De La Salle University, 1997
Test and Measurement	College of the Holy Spirit, 1997
Fora Mathematica	DLSU College of Saint Benilde, 1996
Trails, Trials, Tradition in Catholic Education	CEAP, 2005
2005 Summer Conference of Administrators' Council	Subic, 2005
Convergence: Enhancing Partnership in Philippine Education	COCOPEA, 2005
Zonal Consultative Conference on Accreditation In Aid of Quality and Excellence in Higher Education	Commission on Higher Education (CHED), 2004
2004 Mid-Year Administrators' Council Meeting	San Beda College, 2004
2004 Summer Conference of Administrators' Council	San Beda College, 2004
Responding to a World-Class Paradigm in Business Education	PCDEB, 2003
Regional Consultative Conference	Commission on Higher Education (CHED), 2003
Making Ends Meet: Excellence, Economics, and Evangelization in the Philippine Catholic Schools	CEAP, 2003

Summer Planning Conference of SBC Administrators Council	San Beda College, 2003
Globalizing Business Education through Quality Assurance Strategies	PCDEB, Makati City, 2002
First Public Seminar on the DBA Dissertation	Ateneo de Davao University, 2002
Managing Transitions in the Age Human Capital, Chasing Butterflies in a Open Garden	Personal Management Association of the Philippines, 2002
Revitalizing Mathematics Education Through Peace Culture	Mendiola Consortium, 2002
ITC - PTTC Program for Trainers' Training for the Development of Trainers & Counselors in International Business Management	Philippine Trade and Training Center (PTTC), 1999
Breakthroughs Convergence	Personnel Management Association of the Philippines
Expanding Horizons, Exploring Dialogue: Shaping Catholic Education in Asia in the New Century	Commission on Higher Education (CHED), 2001
Global Trends in Education	San Beda College, 1999
Management Education: Meeting the National and Global Challenges of the 3 rd Millennium	Council of Management Educators, 1999
Applying Powerpoint in Classroom Instruction	San Beda College, 1999
Managers for the Masses: The Time is Now	The Philippine Council Management, 1998
Creating A Research Design for Area Research	College of the Holy Spirit, 1997
Human Resource Development and the Dynamism of Asia Pacific	PACSB, Bohol, 1997
Curriculum Planning and Development in Business Education	Mendiola Consortium, 1996
The Many Faces of Intelligence	College of the Holy Spirit, 1997
Writing the Philippines for Managing Information	Philippine Management Congress, 1996
Supervision	College of the Holy Spirit, 1996
Bedan Education for Global Competitiveness	San Beda College, 1996
Business Education Within the Context of Globalization	PACSB, 1996
1996 SME Conference	Saint Louis University Extension Institute for Small Scale Industries Foundation, Inc. Baguio City, 1996
Tests and Measurement	College of the Holy Spirit, 1996
Using Innovative Instructional Strategies for Creative and Effective Teaching	College of the Holy Spirit, 1996
Academic Management Seminar	PACSB, 1995
Innovative Techniques in Teaching Mathematics	DLSU-College of Saint Benilde, 1995
Gearing Up for Global Competition	Entrepreneurs Society of the Philippines 1995
Financial Management for Educational Managers	College of the Holy Spirit, 1995
Continuing Improvement Through A Shared Vision	College of the Holy Spirit, 1995
Microsoft Word	DLSU-College of Saint Benilde, Manila, 1995
Techniques in Teaching Mathematics	Mendiola Consortium, 1994
ISO 9000 Quality Management System	Bureau of Product Standards, Pasay City, 1993
Teaching Mathematics in Filipino	Mendiola Consortium, Manila, 1991
CHS Faculty Seminar Workshop: Person of the Teacher	College of the Holy Spirit, Manila, 1991
Boolean Algebra and Its Applications	The Mathematical Society of the Philippines, 1991
Research Instrumentation & Techniques	Mendiola Consortium, 1990
Garments Subcontracting	Garment Subcontracting Association of the Philippines, 1990
1989 Annual Convention	The Mathematical Society of the Philippines, 1989
Effective Science Teaching	University of the East, 1983
Seminar on Mathematics in Business & Education	The Mathematical Society of the Philippines, 1980
Quantitative Techniques in Business	PACSB, 1978

First Southeast Asian Conference on Mathematical Education	The Mathematical Society of the Philippines
Community Service	
Active Member	Rotary Club of Centennial Quezon City, 2001
Service Excellence Award	Philippine Trade and Training Center (PTTC), 1997
Supervisory Effectiveness for Improved Quality and Productivity	Philippine Trade and Training Center (PTTC), Bacolod City, 1999; General Santos City, 1999; Cagsawa Hall, Legaspi City, 1999; Nueva Ecija, 2000;
	Philippine Trade and Training Center (PTTC), 1997, 1998, 2000, 2001, 2002, 2003, 2004
Effective Leadership Skills	Philippine Trade and Training Center (PTTC), 2003
The SME Opportunities Caravan	Plaza Ma. Luisa Suites Inn Dumaguete City, 2003
	Saber Inn, Hotel and Restaurant, Nueva Vizcaya, 2003
	Saber Inn, Hotel and Restaurant, 2003
Advance Supervisory Skills for Improved Quality and Productivity	Aparri Electronic Corporation, 2000
Strategic Planning: Enhancing Business One-Stop Shops and SME Centers for Competitive and Quality Service	Department of Trade and Industry, 2000
5S Trainers' Training Program on 5S of Good Housekeeping	Department of Trade and Industry, Davao City, 1999
Quality and Basic Productivity Tools & Techniques	Department of Trade and Industry, Leyte, 1999; Oriental Mindoro, 1999; Vigan, 1999; Pangasinan, 1999; Palawan, 1999; Samar, 1999
Productivity Awareness & Advocacy Program for SMES	Department of Trade and Industry, Leyte, 1999
Basic Productivity Tools and Techniques	Department of Trade and Industry, Cavite 1998
Total Quality Management/ Good Manufacturing Practices for the Food Industry	Department of Trade and Industry, Cabanatuan, City, 1997; General Santos City, 1997; Dagupan City, 1997; Bacolod, City, 1997
The Future Challenges of the Banaba Industry	Philippine Trade and Training Center (PTTC), 1997
Consultant	Community Involvement Center, San Beda College, 2009

MODERATOR PLENARY

Leila Mona Ganiem



Sekilas

Dr. Leila Mona Ganiem, S.Pd, M.Si, M.Si, CICS, CPR, CIQaR, CIQaN
Fellow of American Academy of Project Management (FAAPM)

Tempat tanggal lahir : Jakarta, 23 August 1970
 Alamat : Kompleks Deppen Blok H- 32, Cimanggis, Jakarta
 Tel/Fax: (021) 8733912, Hp: 0818 199875
 Email : leilamona@hotmail.com; leilamona@gmail.com
 Blog : leilamona.blogspot.com
 Status : Menikah dan memiliki 2 putera

Aktivitas Profesional

- Komisioner Konsil Kedokteran Indonesia, Periode 2014-2020
- 2013 – sekarang Menjadi Narasumber di Lemhannas RI
- Tim Seleksi Penerima Beasiswa LPDP, Kemenkeu (2016-2018)
- 1999 – sekarang Konsultan Komunikasi dan Pengembangan Pribadi, Trainer dan Pembicara Seminar
- 1999-2008 Instruktur/Trainer di Sekolah Pengembangan Pribadi, John Robert Powers Internasional.
- 2008- 2011 Certified Facilitator for DDI - Facilitation Skills Workshop
- 1993-1996 Kementerian Luar Negeri, Kedutaan Besar RI di Islamabad, Pakistan

Pengurus Pusat Ikatan Sarjana Komunikasi Indonesia

- Wakil Ketua Umum Ikatan Sarjana Komunikasi Indonesia (2017-2020)
- Ketua Bidang Hubungan Media, Ikatan Sarjana Komunikasi Indonesia (2013-2017)
- Ketua Bidang Hubungan International, Ikatan Sarjana Komunikasi Indonesia (2008-2013);
- Ketua Panitia Konferensi Nasional Komunikasi 2015 di Solo
- Sekretaris Jenderal Empower Youth Indonesia (2017-2018)
- Dewan Pakar Pengurus Besar Wanita Al Irsyad Al Islamiyah (2017-2022)
- Pengurus Komite, SMA Negeri 2 Depok (2017-2020)
- Tim Ahli Pimpinan Pusat Al-Irsyad Al Islamiyah Masa Bakti 2017-2022

- Staf Pengajar:
 - 2008-sekarang... Dosen Pasca Sarjana Universitas Mercu Buana (S2) Komunikasi Mercubuana (Integrated Marketing Communication, Strategic Corporate Communication, Reputation Management and Crisis)
 - 2018... Dosen Fakultas Kedokteran Uhamka (Komunikasi Kedokteran)
 - 2007-2010... Dosen Fikom di Universitas Pancasila (SI); (Komunikasi Antarbudaya)
 - 2008-2012...Dosen Komunikasi di Pasca Sarjana (S2) Prof. Dr. Mustopoh (Beragama) (Strategic Communication Planning for Public Relations)
 - 2008-2010...Dosen Komunikasi Sekolah Pasca Sarjana (S2) Sahid (Strategic Communication Planning for Public Relations)
 - 2010...Dosen Pascasarjana (S2) Paramadina (materi: Negosiasi Bisnis)
 - 2011-2013...Dosen Pascasarjana (S2) Universitas Jayabaya (materi: Komunikasi Antarbudaya)
- 1999-sekarang: Dosen Tamu di : ITB; IPB; Universitas Indonesia; Unsoed (Universitas Sudirman Purwokerto); Universitas UPN Veteran Jakarta; Universitas Pajajaran; Undip Semarang; Universitas Airlangga Surabaya; Universitas Gadjah Mada (UGM), STAIN Kediri; UIN Jakarta; UIN Sumatera Utara, Universitas Paramadina; Universitas Atmajaya; Universitas Jayabaya; Universitas Binus; BSI; Universitas Bandar Lampung; Universitas Al-Azhar; UMJ; STMIK Amikom Yogyakarta; Universitas Pancasila; Universitas Moestopoh Beragama; Universitas Sahid; Universitas Islam Riau, Universitas Jayabaya, UIN-Sumatera Utara, London School of Public Relations dll
- Nara sumber di media cetak dan elektronik.
- Motivator pada generasi muda dan professional dalam bidang pengembangan pribadi.

Pembuatan Kurikulum

- 2007 – 2014 Anggota Konsorsium Pengembangan Pribadi, Pendidikan Luar Sekolah, Kemdikbud
- 2008 Team Perancang Kurikulum dan Pembentukan Fakultas Pariwisata Universitas Pancasila
- 2008 Team Perancang Kurikulum dan Pembentukan Program Pasca Sarjana Komunikasi UPI YAI
- 2010 Team Penyampai Nilai-Nilai Olimpiade dan Pembuatan Buku untuk Komite Olimpiade Indonesia (KOI)

Pendidikan Formal

1. Master (S2), Antropologi, FISIP, Universitas Indonesia, 2012
2. Doctoral (S3), Ilmu Komunikasi, FISIP, Universitas Indonesia, 2007
3. Master (S2), Manajemen Komunikasi, FISIP, Universitas Indonesia, 2001
4. Diploma Public Relations, Advertising, Marketing, London School of Public Relations, Jakarta, 1998.
5. S1, Program Studi Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan UPBJJ-UT (Perwakilan Islamabad, Pakistan), 1996
6. Program Pendidikan Akta IV Pendidikan, FKIP Program Studi Pendidikan Bahasa Inggris, UPBJJ-UT (Perwakilan Islamabad, Pakistan), 1996
7. Diploma III, Jurusan Pendidikan Bahasa Inggris, IKIP Bandung, 1993.
8. Program Pendidikan Akta III Pendidikan, FKIP Program Studi Pendidikan Bahasa Inggris, IKIP Bandung, 1993

Pendidikan Informal, diantaranya:

- Kursus Lemhannas Angkatan 1, Konsil Kedokteran Indonesia, 2014
- Journalism Training di the Institute of Mass Communication, Islamabad, Pakistan, 1996.
- Menghadiri berbagai training dan seminar berkaitan dengan kepemimpinan, pengembangan pribadi, manajemen, komunikasi dll
- Asia Works Trainings: Basic Training (1998), Advance Course (1998), Leadership (1998-1999), Mastery (2005), Mastery Retreat (2007).
- Mengikuti Workshop Penulisan Narasi, Pantau, 2006.
- Mengikuti berbagai training pengembangan soft skill dibidang komunikasi, manajemen dan penulisan di PPM: diantaranya: Business Presentation Skill, Translation Workshop; Report Writing Workshop.

Sertifikasi

1. Certified Facilitator for DDI - Facilitation Skills Workshop (2008)
2. Sertifikasi Dosen (2016-sekarang)
3. Sertifikasi Strategis Public Relations, BNSP, Agustus 2018
4. Sertifikasi dengan gelar CICS (Certified International Communication Specialist) dari The American Academy of Project Management (AAPM) (2018)
5. Sertifikat Kompetensi Manajerial Public Relations, Strategic Public Relations & Media Relations: BNSP, 2019 (CPR)
6. Sertifikasi Peneliti (Ahli) Kualitatif Internasional Bersertifikat (Certified International Qualitative Researcher) CIQaR, diselenggarakan oleh Komite Akreditasi Nasional-KAN; Quantum HRM Internasional; Metiri dan IQRA (Indonesia Qualitative Researcher Association) (Desember 2019-Desember 2022)
7. Sertifikat Kompetensi Asesor Kompetensi, BNSP (2019-2022)
8. Sertifikat Kompetensi Metodologi Instruktur, BNSP (2020-2023)
9. Sertifikasi Peneliti (Ahli) Kuantitatif Internasional Bersertifikat (Certified International Qualitative Researcher) CIQaR, diselenggarakan oleh Komite Akreditasi Nasional-KAN; Quantum HRM Internasional; Metiri dan IQRA (Indonesia Qualitative Researcher Association) (Juli 2020-Juli 2023)

Hak Kekayaan Intelektual (Haki)

1. Buku Beda itu Berkah, 2016, atas nama Dr. Leila Mona, M.Si, Nomor Pencatatan : 084197, Tanggal 15 Desember 2016
2. Nyarbod Studi tentang Disiplin Tubuh dalam Pendidikan Karakter di Sekolah Islam Berasrama, 2016, atas nama Dr. Leila Mona, M.Si, Nomor Pencatatan : 084196, Tanggal 15 Desember 2016
3. Komunikasi Kedokteran Konteks Teoretis dan Praktis, atas nama Dr. Leila Mona, M.Si, Nomor Pencatatan : 000177756, Tanggal 31 Januari 2020
4. Komunikasi Korporat Konteks Teoretis Dan Praktis, atas nama Dr. Leila Mona, M.Si., Dr. Eddy Kurnia, M.Si., Nomor Pencatatan: 000177755, Tanggal 31 Januari 2020

Aktivitas Profesional dan Sosial di Publik

- Juri pada kegiatan:
 - Juri pada Anugerah Komunikasi Nasional, Kemkominfo dan ISKI, 2018;
 - Juri pada Lomba Public Speaking Tingkat SD- Al Irsyad tk Nasional (2017)
 - Juri pada Anugerah Komunikasi Nasional, Kemkominfo dan ISKI, 2015;
 - Juri pada I-News Maker Award – Pemilihan Tokoh Indonesia 2015 ;
 - LKS Bipartit Award Tingkat Nasional dari Kemenakertrans, 2014;
 - Duta Komunikasi 2012;
 - LKS Bipartit Award Tingkat Nasional dari Kemenakertrans, 2011;
 - Juri pada CSR Award Tingkat Nasional, Pemilihan Perusahaan Terbaik dengan CSR Koperasi, Kementerian Koperasi, 2009;
- Selama 28 tahun menjadi pembicara pada lebih dari 2000 kegiatan publik (training/seminar/konferensi) di bidang komunikasi, pengembangan pribadi, kajian sosial dan komunikasi kedokteran
- Narasumber pada:
 - Pemilihan Putri Indonesia 2009; Pemilihan L-Men, 2004; Pemilihan Miss Indonesia 2006; Staf Istana Kepresidenan RI (Jakarta dan Jawa Barat) 2008; Pemilihan Miss Coffee 2012; Pemilihan Miss Coffee 2013; Akademi Fantasi Indosiar; 2004; Indonesian Model Indosiar, 2004; Road Show Surf; Road Show Shinzui; Pemilihan Pegawai Terbaik di BCA; Pemilihan Pegawai Terbaik BNI; Pemilihan Duta Museum Indonesia 2012; Pemilihan Duta Komunikasi 2012; Solusimu UKP4 (Unit Kerja Presiden Bidang Pengawasan dan Pengendalian) 2014; Pemilihan Duta Inovasi PGN 2014 dll; Pemilihan Abnon DKI 2018 & 2019, Penghargaan Ibu-Ibu Tangguh 2018, KPPU, Kementerian-Kementerian, Pemda Provinsi dan Kabupaten Kota, Lembaga Negara, Ibu-Ibu Kopassus; PTIK Komisi Pemberantasan Korupsi (KPK) dll
- Narrator berita, berjudul “Voyage of Friendship”, antara Indonesia dan Pakistan pada acara kunjungan Perdana Menteri Mohtarma Benazir Bhutto ke Indonesia, di Pakistan Television, 1996.
- Ketua Penyelenggara *Beauty Contest*, Pemilihan Putera Puteri Serasi Se-Bandung Raya, 1990.
- Koordinator, Asia Pacific Countertrade Conference, 1997 di Jakarta dan 1999 di Kuala Lumpur.
- Memandu acara “Bincang Komunikasi” di Radio dan TV Rasil AM 720, 2013-sekarang
- Koordinator dan pemandu acara “Dialog Special ISKI” di Binus TV, 2011-2013
- Narasumber di kegiatan Bagimu Guru Kupersembahkan CSR Telkom-Republika (2006-2011));
- Orasi Ilmiah Wisuda Sarjana SI, S2 LPMI tahun 2015
- Orasi Ilmiah Wisuda Sarjana Stikom Prosia tahun 2017
- Pembicara di Islamic Bookfair ke 17, *Personal Social Responsibility*, di JHCC, Jakarta, 18 April 2018
- Narasumber di Universitas Soedirman Purwokerto, November 2019

Publikasi yang telah dilakukan, diantaranya

1. Menulis Menularkan Kebaikan bagi Indonesia Sejahtera” Majalah Indonesia News, Edisi Khusus Tahun 1, Agustus 2019.
2. Tahapan Komunikasi Terapeutik Dokter dan Pasien di Klinik Kecantikan, Dara Aulia & Leila Mona Ganiem, Jurnal Komunikasi Global (JKG) Volume 9 No. 1, 2020 (June 2020).
3. Buku Komunikasi Korporat, Konteks Teoritis dan Praktis, Penulis: Dr. Leila Mona Ganiem dan Dr. Eddy Kurnia, Prenada, Cetakan Pertama: Juli 2019; Cetakan Kedua: Januari 2020
4. Pemberdayaan Karakter Tanggung Jawab Sosial Siswa SD dalam Membangun Lingkungan Sehat, Baskara: Journal of Business & Entrepreneurship Development, Universitas Muhammadiyah Jakarta, Vol. 1, No. 2 (2019), E-ISSN : 2623-0089
5. “Pemberdayaan Tokoh Masyarakat dan Adat Sebagai Media Komunikasi Harmonis dan Pembangunan Desa” Rosmawaty Hilderiah Pandjaitan, Leila Mona Ganiem; Prosiding PKM-CSR Vol.2 (2019) e-ISSN: 2655-3570.
6. “Regulasi Telemedicine di Indonesia”, Konferensi Nasional dan Seminar Internasional Komunikasi, Ikatan Sarjana Komunikasi Indonesia, 2019
7. “Indonesia Jaya dengan PSR” Majalah Indonesia News, Edisi Khusus Tahun 1, Agustus 2019.
8. “Membangun Lingkungan Sehat di Kawasan Wisata Pantai Sawarna”, Penulis: Leila Mona Ganiem dan Rosmawaty Hilderiah Pandjaitan, terbit di Jurnal Bakti Masyarakat Vol 2 No 2, 2019, Universitas Tarumanegara
9. Warta ISKI, Jurnal Ikatan Sarjana Komunikasi Indonesia 2018, “Keterbukaan Informasi Publik pada KKI” Vol 1, No 02 (2018) ISSN: 0853 4470
10. Ethical Communication for Doctor and Patient In the Digital Era, pada SUME (Surabaya Update on Medical Education) 2018, yang diselenggarakan oleh Fakultas Kedokteran Universitas Airlangga, Surabaya, Indonesia.
11. Mengembangkan ‘*Personal Social Responsibility (PSR)*’ dalam Membangun Karakter Mahasiswa, Jurnal Ilmu Komunikasi Acta Diurna, Vol. 14 No 2, Oktober 2018, ISSN: 1412-6443 (Cetak) dan 2620-6676 (Elektronik); Jurusan Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Jenderal Soedirman
12. Buku Komunikasi Kedokteran, Konteks Teoritis dan Praktis, Penerbit Prenada, 2018
13. Tim Penulis Buku Saku Praktik Dokter dan Dokter Gigi di Indonesia, Konsil Kedokteran Indonesia, 2017
14. Pencapaian Brand Corporate Melalui Brand Activation Pendekatan Experiential Marketing (Studi Kasus Laboratorium Klinik), Magdalena Tono dan Leila Mona Ganiem, Jurnal Fikom UNTAR VOL 9. NO: 1 2017.
15. Leader’s Motivation Language – A Study on Internal Communication at National Library of Indonesia, _Ade Farida, Leila Mona Ganiem; Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia (JKISKI) VOL 2, NO 2: Juli-December 2017; <http://www.jurnal-iski.or.id/index.php/jkiski/article/view/105>
16. Sekolah Kejuruan Sebagai Corporate Social Responsibility Djarum Foundation, D Sulaeman, L Mona - WACANA, Jurnal Ilmiah Ilmu Komunikasi, 2017
17. Pemberdayaan Perempuan Miskin Kota Melalui Pendidikan, Jurnal ASPIKOM-Jurnal Ilmu Komunikasi, 2017, Volume 3, Issue 2, halaman 239-255
18. Survei Kepuasan Pelanggan terhadap Pelayanan Konsil Kedokteran Indonesia, 2015
19. Buku PSR, (Leila Mona Ganiem, Jackie Ambadar dan Chichi Sukardjo), Prenada, 2015
20. Belajar Manusia & Antropologi dari Iwan Tjitradjaja, Eulogi, (Kontributor), Penerbit Buku Obor, 2015

21. Buku "Keterampilan Negosiasi dalam Hubungan Industrial- untuk Panduan Pengusaha" dan "Keterampilan Negosiasi dalam Hubungan Industrial: untuk Panduan Serikat Pekerja" Tim penulis, Kemnakertrans, 2014
22. Peran Strategis Ahli Komunikasi di Lembaga Pemerintahan, Konferensi Nasional Komunikasi ISKI, Lombok 2014
23. Communicating Character Education to Student in Darul Marhamah Islamic Girls Boarding School Cileungsi, AMIC (Asuab Media Information and Communication Centre) Conference, 2013
24. Konferensi Aspikom, Bali 2013, dengan tema "Kontribusi Korporasi dalam Pembentukan Karakter Bangsa Melalui Budaya Korporasi (*Corporate Culture*)"
25. Buku "Teori Komunikasi Antarpribadi" penulis Prof. Dr. Muhammad Budyatna dan Dr. Leila Mona Ganiem, Prenada, 2011
26. Buku Politikal Branding & Public Relation (Silih Agung Wasesa) Tip and Tricks Personal Branding (Leila Mona Ganiem), Penerbit Gramedia, 2011
27. Perspektif Budaya pada Komunikasi Pemasaran Terpadu, Konferensi Universitas MercuBuana, Bali 2010, terbit dalam buku "Ilmu Komunikasi: Sekarang dan Tantangan Masa Depan" Penerbit, Prenada 2011
28. "Sejarah Komunikasi Antarbudaya" Jurnal Ilmiah, MediaKOM, Universitas Mercubuana, Volume 4 Nomor 7 – Februari 2011, ISSN: 1979-0139
29. "Komunikasi Non-Verbal pada Kredibilitas Komunikator", Jurnal Ilmiah, MediaKOM, Universitas Mercubuana, Volume 3 Nomor 5 – Februari 2010, ISSN: 1979-0139
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31. "Mengembangkan Jati Diri Bangsa Melalui Komunikasi", terbit di KOMUNIKASI, Jurnal Ikatan Sarjana Komunikasi Indonesia, ISSN 0853-4470, Vol I-No. 1 – Oktober 2009
32. "Pilpres 2009: Siap Kalah, Siap Menang (Tinjauan Etika Komunikasi Politik)" terbit di The Fatwa Magazine, Membangun Negara-Bangsa dengan Moral dan Etika, ISSN: 1979-4576, Edisi 11, tahun II, Juli 2009.
33. Menulis Buku: "Beda itu Berkah", Penerbit Akbar, 2009
34. Tim penulis buku: "Pendidikan Nilai-Nilai Olimpiade" Modul 2, Komite Olimpiade Indonesia, 2010

Artikel pernah terbit di: *Harian Kompas*, *Media Indonesia*, *Info Magazine*, *Bisnis Indonesia*, *Koran Sindo*, *Republika*, *Pikiran Rakyat*, *The Jakarta Post*, *Pakistan Observer*, *The News (Pakistan)*, *Majalah Femina*, *Majalah Kartini*, *Nova*, *Web Komunitas Perkawinan Campuran*, *KPC Melati*, *majalah-majalah Perbankan (LPPI, INFO Risk Management IRPA)*, *Buletin the Fatwa Center*, *Kontributor tetap 'Else Magazine' (2009-2010)*, dll.

Konferensi atau Seminar Internasional

- Pembicara pada 5th International Symposium of Journal Antropologi Indonesia, 2008;
- Pembicara pada International Seminar Intercultural Communication Unity in Diversity, Universitas Pancasila, 2008
- Peserta, First International Graduate Student Conference on Indonesia, "(Re) Considering Contemporary Indonesia: Striving for Democracy, Sustainability and Prosperity, A Multidisciplinary Perspective, 2009
- Pembicara pada PR Week, IPRA, 2010 mengenai Public Relations berkonteks Multikultural

- Pembicara pada AMIC (Asian Media Information and Communication) Conference, 2013
- Pembicara pada The 2nd International Conference on Communication, Media & Society: Media, Gender and Culture 2014 (iCOMES2014)
- Keynote Speaker pada Seminar Kepemimpinan di Mesir, di selenggarakan oleh Persatuan Pemuda Mahasiswa Mesir, April 2017
- Delegasi RI untuk The 20th Meeting of The ASEAN Joint Coordinating Committee on Dental (20th AJCCD), 09-10 October 2017, Siem Reap City, Kingdom of Cambodia
- Pembicara pada Festival Hadrami, Fakultas Ilmu Pengetahuan Budaya Universitas Indonesia, 25-26 April 2018
- Wakil Indonesia untuk Dialog Antimicrobial Resistance dengan Organisasi-organisasi Nirlaba di dunia, Jenewa, Mei 2018 (penyelenggara: South Center, ReAct, The Third World Network)
- Pembicara pada the 5th SUME (Surabaya Update on Medical Education) with “Communication & Professionalism in Medical Education” Faculty of Medicine Airlangga Surabaya, September 2018
- Narasumber pada Seminar di Konsulat Jenderal RI di Dubai, United Arab Emirates, Oktober 2018.
- Delegasi RI untuk The 92th Meeting of The ASEAN Joint Coordinating Committee on Dental (20th AJCCD), 11-12 February 2019, Brunei Darussalam
- Moderator pada Seminar Internasional Komunikasi, Ikatan Sarjana Komunikasi Indonesia, 2019

Reviewer pada Jurnal

1. Tim Reviewer dan Editor pada jurnal bertema: Masa Depan Komunikasi, Masa Depan Indonesia - Komunikasi dan Kesejahteraan Sosial, ISSN 978-602-14699-5-8 (Tahun 2014)
2. Tim Reviewer dan Editor pada Jurnal: Masa Depan Komunikasi, Masa Depan Indonesia - Transformasi Komunikasi Politik, ISSN 978-602-14699-9-6 (Tahun 2014)
3. Tim Reviewer dan Editor pada Jurnal: Masa Depan Komunikasi, Masa Depan Indonesia - Demokratisasi Masyarakat Plural, ISSN 978-602-14699-8-9 (Tahun 2014)
4. Tim Reviewer dan Editor pada Jurnal: Masa Depan Komunikasi, Masa Depan Indonesia - Geopolitik dan Geostrategi, ISSN 978-602-14699-7-2 (Tahun 2014)
5. Tim Reviewer dan Editor Pada Jurnal: Masa Depan Komunikasi, Masa Depan Indonesia - Demokrasi Dalam Ruang Virtual, ISSN 978-602-1054-00-0 (Tahun 2014)
6. Tim Reviewer dan Editor pada Jurnal: Identitas Indonesia dalam Televisi, Film, dan Musik, 978-602-19866-1-0 (Tahun 2014)
7. Tim Reviewer ProsidingKonferensi Nasional Komunikasi 2015, Konsep. Kerangka Kerja, Kreativitas Karya Karya Kultur, Jilid 1, ISSN 978-602-1054-04-8
8. Tim Reviewer ProsidingKonferensi Nasional Komunikasi 2015, Konsep. Kerangka Kerja, Kreativitas Karya Karya Kultur, Jilid 2, ISSN 978-602-1054-05-5
9. Tim Reviewer ProsidingKonferensi Nasional Komunikasi 2015 Konsep. Kerangka Kerja, Kreativitas Karya Karya Kultur, Jilid 3, ISSN 978-602-1054-06-2
10. Tim Reviewer ProsidingKonferensi Nasional Komunikasi 2015 Konsep. Kerangka Kerja, Kreativitas Karya Karya Kultur, Jilid 4, ISSN 978-602-1054-07-9
11. Tim Reviewer ProsidingKonferensi Nasional Komunikasi 2015 Konsep. Kerangka Kerja, Kreativitas Karya Karya Kultur, Jilid 5, ISSN 978-602-1054-08-6

12. Tim Reviewer ProsidingKonferensi Nasional Komunikasi 2015 Konsep. Kerangka Kerja, Kreativitas Karya Karya Kultur Jilid 6, ISSN 978-602-1054-03-1
13. Tim Reviewer ProsidingKonferensi Nasional Komunikasi 2016: Membangun Literasi Baru: Pendidikan VS Komunikasi, ISBN 978-602-1054-09-3
14. Tim Reviewer ProsidingKonferensi Nasional Komunikasi 2016: Kecerdasan Komunikasi, Sendi Kehidupan Bangsa, ISBN 978-602-1054-09-3
15. Tim Reviewer ProsidingKonferensi Nasional Komunikasi 2016: Teknologi Baru: Pencerdasan Komunikasi Atau Perombakan Informasi, ISBN 978-602-1054-09-3
16. Tim Reviewer ProsidingKonferensi Nasional Komunikasi 2016: Gelanggang: Aneka Ragam Perspektif Tantangan Komunikasi, ISBN 978-602-1054-09-3
17. Mitra Bebestari Jurnal Humas Universitas Pendidikan Indonesia, Januari 2017
18. Mitra Bebestari Jurnal Wacana, Fikom Universitas Moestopho Beragama, 2017-sekarang
19. Tim Reviewer Prosiding Konferensi Nasional Komunikasi 2017
20. Tim Reviewer Prosiding Konferensi Nasional Komunikasi 2017
21. Tim Reviewer Prosiding Konferensi Nasional Komunikasi 2018
22. Tim Reviewer Prosiding Konferensi Nasional Komunikasi 2019
23. Mitra Bebestari Jurnal Komunikasi Universitas Tarumanegara, (3 Jan – 21 Des 2019)
24. Reviewer Jurnal Komunikasi Global, Unsiyah, Banda Aceh (2018-2019)
25. Reviewer pada PPM Universitas Satya Negara, 2019
26. Mitra Bebestari Jurnal Komunikasi Universitas Tarumanegara, 2020
27. Reviewer pada Jurnal Komunikasi Universitas Mercu Buana, 2020
28. Reviewer pada Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia, 2020

EVENT SCHEDULE

RUNDOWN

**International Conference on Broadband Communications, Wireless Sensor and Powering
& Mercu Buana International Conference on Social Science
Ruang Meeting Zoom, Monday-Tuesday September 28th - 29th 2020**

Day 1 : September 28th 2020

TIME	DESCRIPTION
07.00 – 07.30	Committees Prepare
07.30 – 08.00	Participants Registration / Join Zoom
07.45 – 08.00	- Playback UMB Video Profile - Zoom Participants Rules Announcement
08.00 – 08.05	Seminar Opening by MC
08.05 – 08.10	Singing of Indonesia Raya
08.10 – 08.15	Prayer
08.15 – 08.25	MICOSS Chairwoman report
08.25 – 08.35	BCWSP Chairman report
08.35 – 08.45	Opening speech by UMB Rector Prof. Dr. Ngadino Surip
08.45 – 09.00	Greeting and Opening Event by Coordinating Minister for Economic Affairs of Republic Indonesia Dr. (HC). Ir. Airlangga Hartarto, MBA., MMT
09.00 - 09.05	Photo Session
09.05 - 09.35	Keynote Speech : Daerah Istimewa Yogyakarta Governor, Sri Sultan Hamengku Buwono X

TIME	DESCRIPTION
09.35 – 09.45	Break Time
09.45 – 11.30	Presentation by Invited Speakers : <ol style="list-style-type: none"> 1. Prof. Dr. Takeshi Fukusako Kumamoto University Japan 2. Prof. Dr. Felina Young The Philippine Women's University 3. Assoc. Prof. Dr. Normah Mustaffa University Kebangsaan Malaysia 4. Dr. Ing. Benjamin A. Witvliet Radio Communications Agency Belanda 5. Anton Yudhana, Ph.D Universitas Ahmad Dahlan
11.30 – 12.15	Q & A Session
12.15 – 12.20	Following Event Announcement Closing Seminar by MC
12.20 - 12.55	Break Time
12.45 - 13.00	Participant Registration/ Join Zoom
13.00 – 15.00	Pararel Session MICOSS Early Postgraduate Program Promotion
	Pararel Session BCWSP Early Postgraduate Program Promotion
15.00 – 15.15	Break Time
15.15 – 18.00	Pararel Session MICOSS Early Postgraduate Program Promotion
	Pararel Session BCWSP Early Postgraduate Program Promotion
18.00 – 18.30	Break Time
18.30 – 20.00	Pararel Session MICOSS Early Postgraduate Program Promotion

TIME	DESCRIPTION
	Announcement -Best Paper BCWSP -Best Presenter BCWSP

Day 2 : September 29th 2020

WAKTU	URAIAN
07.00 – 07.30	Committees Prepare
07.30 – 07.55	Participants Registration / Join Zoom
07.55 – 08.00	Opening by MC
08.00 – 10.00	Workshop by ADOBSI Team
10.00 – 10.15	Announcement -Best Paper MICOSS -Best Presenter MICOSS
10.15 - 10.20	Closing Event by MC

PRESENTATION SCHEDULE

PARALLEL SESSION I

No	Time	Name	Universitas	Virtual Room	Link	Moderator	Admin
1	13.00-13.15	Endang Afritiani	Universitas Mercubuana	ZOOM 1	Topic: Accounting Finance Management 1 Time: Sep 28, 2020 01:00 PM Jakarta Join Zoom Meeting https://us02web.zoom.us/j/82293970676?pwd=aUJNaG04QUdHempSWktMNzZlRNEUzZz09 Meeting ID: 822 9397 0676 Passcode: 11111	Dr. Lin Oktris, M.Si, CMA. (Lin.oktris@mercubuana.ac.id)	Ari Pangudi (arie.pangudi@mercubuana.ac.id)
2	13.15-13.30	Noviesag Artanto	Universitas Mercubuana				
3	13.30-13.45	Uki rivendra	Universitas Mercu Buana				
4	13.45-14.00	Yulius Yuwono Saputra	Universitas Mercu Buana				
5	14.15-14.30	Harun Arroseyid	Universitas Mercu Buana				
6	14.30-14.45	Raden Budi Ginanjar	Universitas Mercu Buana				
7	14.15-15.00	Rudianto	Institut Bisnis dan Multimedia Asmi				

No	Time	Name	Universitas	Virtual Room	Link	Moderator	Admin
1	13.00-13.15	Agus Susanto	Universitas Mercubuana	ZOOM 2	Topic: Human Resource Management 1 Time: Sep 28, 2020 01:00 PM Jakarta Join Zoom Meeting https://us02web.zoom.us/j/2593242902?pwd=SDdUQTRuT2VwSUNnUEhBUlFCMk4UT09 Meeting ID: 259 324 2902 Passcode: 11111	Mas Wahyu Wibowo, Ph.D (maswahyuwibowo@mercubuana.ac.id)	Dyah Fitria P (dyah_fp@mercubuana.ac.id)
2	13.15-13.30	Hari Yansyah Akil	Universitas Mercubuana				
3	13.30-13.45	Mochamad Soelton	Universitas Mercubuana				
4	13.45-14.00	Ignatius Oktafa Ika Fordamea	Universitas Mercubuana				
5	14.15-14.30	I Gede Aryana Mahayasa	Universitas Hindu Indonesia Denpasar				
6	14.30-14.45	Devi Marlita	Institut Transportasi dan Logistik Trisakti				
7	14.15-15.00	Tri H. Sulistyanto	Universitas Mercubuana				
8	15.00-15.15	Ahmad Muhajir	Universitas Mercubuana				
9	15.15-15.30	Rini Ariyani	Universitas Mercu Buana				

No	Time	Name	Universitas	Virtual Room	Link	Moderator	Admin
1	13.00-13.15	Rina Anindita	Universitas Esa Unggul	ZOOM 3	Topic: Operation Management 1 Time: Sep 28, 2020 01:00 PM Jakarta Join Zoom Meeting https://us02web.zoom.us/j/6958827526?pwd=dk51ZTNuaDVpNzFGZEFLMkpYcklHdz09 Meeting ID: 695 882 7526 Passcode: 11111	Dr. Achmad H Sutawijaya, M.Comm (a.h.sutawijaya@mercubuanana.ac.id)	Linda P (linda.puspitasari@mercubuanana.ac.id)
2	13.15-13.30	Freddy Johanis Rumambi	Institut Bisnis & Muntimedia asmi				
3	13.30-13.45	Rian ubaidillah	Universitas Mercubuana				
4	13.45-14.00	Dr. Dewi Nusraningrum, MSi.	UNIVERSITAS MERCU BUANA				
5	14.15-14.30	rosalendro eddy nugroho	UNIVERSITAS MERCU BUANA				
6	14.30-14.45	Ahmad Hidayat Sutawidjaya	Universitas Mercu Buana				

No	Time	Name	Universitas	Virtual Room	Link	Moderator	Admin
1	13.00-13.15	Freddy Johanis Rumambi dan Niswa Nabila Sri Bintang Alam	Institut Bisnis MultiMedia Asmi	ZOOM 4	Topic: Strategic & Marketing Management 1 Time: Sep 28, 2020 01:00 PM Jakarta Join Zoom Meeting https://us02web.zoom.us/j/8137823719?pwd=WEtUR1RCK1JlRWptNVhuTTl2M2sxQT09 Meeting ID: 813 782 3719 Passcode: 11111	Dr. Erna S.Imaningsih, M.Si (erna.sofriana@mercubuanana.ac.id)	Warso (warso066@gmail.com)
2	13.15-13.30	Jamila Lestyowati	Balai Diklat Keuangan Yogyakarta				
3	13.30-13.45	Dr. Ririn Wulandari, SE, MM	Universitas Mercubuana				
4	13.45-14.00	Vinnoya Apcaresta Alika	Universitas Mercubuana				
5	14.15-14.30	Ni Nyoman Adityarini Abiyoga Vena Swara	UNIVERSITAS HINDU INDONESIA				
6	14.30-14.45	Dr. Ririn Wulandari, SE, MM	Universitas Mercubuana				
7	14.15-15.00	Ade Imani Arsyad	Universitas Mercubuana				

No	TIME	Name	Universitas	Virtual Room	Link	Moderator	Admin
1	13.00-13.15	Irma Kusumawati	Universitas Mercubuana	ZOOM 5	Topic: Communication 1 Time: Sep 28, 2020 01:00 PM Jakarta Join Zoom Meeting	Dr. Nur Kholisoh, M.Si (kholisoh.nur@gmail.com)	Rio Armanda (rioarmanda88@gmail.com)
2	13.15-13.30	Yoyoh Hereyah	Universitas Mercubuana				
3	13.30-13.45	Ellaine Bingarrayni	Universitas Mercu Buana				

4	13.45-14.00	Nadira Sekar Lintang	Universitas Mercubuana	https://zoom.us/j/9112721822?pwd=VzJ4QlFtaE5uREliaWVTZlBqSytnQT09 Meeting ID: 911 272 1822 Passcode: 11111
5	14.15-14.30	Nurnazmi, S.Pd., M.Si	STKIP Bima	
6	14.15-15.00	Ridoni Daniel	Universitas Mercu Buana	
7	15.00-15.15	Herie Saksono dan Imam Radianto Anwar Setia Putra	Badan Penelitian dan Pengembangan Kementerian Dalam Negeri	

PARALLEL SESSION II

No	Time	Name	Universitas	Virtual Room	Link	Moderator	Admin
1	15.30-15.45	Puji Rahayu	Universitas Mercu Buana	ZOOM 1	Topic: Accounting Finance Management 2 Time: Sep 28, 2020 03:30 PM Jakarta Join Zoom Meeting https://us02web.zoom.us/j/82293970676?pwd=aUJNaG04QUdHempSWktMNzZRNlUzZz09 Meeting ID: 822 9397 0676 Passcode: 11111	Dr. Lin Oktris, M.Si, CMA. (Lin.oktris@mercubuana.ac.id)	Ari Pangudi (arie.pangudi@mercubuana.ac.id)
2	15.45-16.00	Hajuini	Universitas Mercu Buana				
3	16.00-16.15	Riri Pratiwi	Universitas Mercu Buana				
4	16.15-16.30	Anita Elisabeth	Universitas Mercu Buana				
5	16.30-16.45	Delvia Vamela	Universitas Mercu Buana				
6	16.45-17.00	Pirmansyah	Universitas Mercubuana				
7	17.00-17.15	Desya Puspa Wijaya	UPN VETERAN JAWA TIMUR				

No	TIME	Name	Universitas	Virtual Room	Link	Moderator	Admin
1	15.30-15.45	Steffi	UNIVERSITAS MERCU BUANA	ZOOM 2	Topic: Communication 2 Time: Sep 28, 2020 03:30 PM Jakarta Join Zoom Meeting https://us02web.zoom.us/j/2593242902?pwd=SDdUQTRuT2VwSUNnUEhBUlFCMkR4UT09 Meeting ID: 259 324 2902 Passcode: 11111	Dr. Inge Hutagalung, M.Si (inge_hutagalung@yahoo.com)	Dyah Fitria P (dyah_fp@mercubuana.ac.id)
2	15.45-16.00	Paramitha Kinanthi	Universitas Mercubuana				
3	16.00-16.15	Didik Haryadi Santoso	Universitas Mercu Buana Yogyakarta				
4	16.15-16.30	Dede Munajat	Universitas Mercubuana				
5	16.30-16.45	Fransiskus Emilus Dhosa Kadju	Universitas Mercu Buana				
6	16.45-17.00	Erwin Kartinawati	Universitas Sebelas Maret Surakarta				
7	17.00-17.15	Dra. Betty Gama, M.Si.	Universitas Sebelas Maret Surakarta				

8	17.15-17.30	Dudi Iskandar	Universitas Budi Luhur			
9	17.30-17.45	Yudid Andri Setiyawan	Universitas Mercu Buana			
10	17.45-18.00	Imam Radianto Anwar Setia Putra, Purwadi, Hari Prasetyo Sutanto, Rosidah, Anung Sutakwo Hadi	Badan Penelitian dan Pengembangan Kementerian Dalam Negeri			
11	18.00-18.15	Luerdi, S.IP., M.Si	Department of International Relations Universitas Abdurrab			

No	TIME	Name	Universitas	Virtual Room	Link	Moderator	Admin
1	15.30-15.45	Hanif Satrio Utomo	Universitas Mercubuana	ZOOM 3	<p>Topic: Communication 3 Time: Sep 28, 2020 03:30 PM Jakarta</p> <p>Join Zoom Meeting https://us02web.zoom.us/j/6958827526?pwd=dk51ZTNuaDVpNzFGZEFLMkpYckiHdz09</p> <p>Meeting ID: 695 882 7526 Passcode: 11111</p>	Dr. Emilia Bassar, M.Si (emiliabassar@gmail.com)	Linda P (linda.puspitasari@mercubuana.ac.id)
2	15.45-16.00	Kusumah Arif Prihatna	Universitas Bina Nusantara				
3	16.00-16.15	Nurhayani Saragih	Universitas Mercubuana				
4	16.15-16.30	Radik Sahaja	Universitas Mercubuana				
5	16.30-16.45	Avicenna Raksa Santana	Universitas Mercubuana				
6	16.45-17.00	Minhaji & Samsul Arifin	Universitas Ibrahimy, Situbondo				
7	17.00-17.15	Sitti Aminah and Herie Saksono	Research and Development Board Ministry of Home Affair				
8	17.15-17.30	Ajeng Furida Citra	Gunadarma University				
9	17.30-17.45	Adi Suhendra, Asrori, Hotnir Sipahutar, Herman Yaározatulo Harefa, Yusniah Anggraini	Research and Development Agency, Ministry of Home Affairs				

No	Time	Name	Universitas	Virtual Room	Link	Moderator	Admin
1	15.30-15.45	Raysa Hasyimmi	Universitas Mercubuana	ZOOM 4	<p>Topic: Human Resource Management 2 Time: Sep 28, 2020 03:30 PM Jakarta</p> <p>Join Zoom Meeting</p>	Dr. Yanto Ramli, MM. (yanto.ramli@mercubuan a.ac.id)	Warso (warso066@gmail.com)
2	15.45-16.00	Istiqmal Fajar Dinar Jono	Universitas Mercubuana				
3	16.00-16.15	Maharani Gustianingtyas	Universitas Mercubuana				

4	16.15-16.30	Cicilia Eritawanti Widjilestari	Universitas Mercu Buana	https://us02web.zoom.us/j/8137823719?pwd=WEtURlRCK1JlRWptNVhuTTl2M2sxQT09 Meeting ID: 813 782 3719 Passcode: 11111
5	16.30-16.45	Ai Hermayati	Universitas Mercu Buana	
6	16.45-17.00	Fattahurafi Trisnawan	Universitas Mercu Buana	
7	17.00-17.15	Fathia Ardiza	Universitas Mercu Buana	
8	17.15-17.30	Richa Yunita Prasetya	Universitas Mercu Buana	
9	17.30-17.45	Yanti	Universitas Mercu Buana	

No	Time	Name	Universitas	Virtual Room	Link	Moderator	Admin
1	15.30-15.45	Dr. Ririn Wulandari, SE, MM	Universitas Mercubuana	ZOOM 5	Topic: Strategic & Marketing Management 2 Time: Sep 28, 2020 03:30 PM Jakarta Join Zoom Meeting https://zoom.us/j/9112721822?pwd=VzJ4QlFtaE5uREliaWVTZlBqSytnQT09 Meeting ID: 911 272 1822 Passcode: 11111	Arief Bowo Prayoga K., Ph.D (ariefbowo@mercubuana.ac.id)	Rio Armanda (rioarmanda88@gmail.com)
2	15.45-16.00	Dewi Nusraningrum	Universitas Mercu Buana				
3	16.00-16.15	Erlina Puspitaloka Mahadewi	Universitas Mercu Buana				
4	16.15-16.30	Noviandy Hermanto	Universitas Mercu Buana				
5	16.30-16.45	Herie Saksono dan Worry Mambusy Manoby	Badan Penelitian dan Pengembangan, Kementerian Dalam Negeri				
6	16.45-17.00	Dr. Ririn Wulandari, SE, MM	Universitas Mercu Buana				

PARALLEL SESSION III

No	TIME	Name	Universitas	Virtual Room	Link	Moderator	Admin
1	18.15-18.30	Wahyudi	Universitas Mercubuana	ZOOM 1	<p>Topic: Communication 4 Time: Sep 28, 2020 06:00 PM Jakarta Join Zoom Meeting https://us02web.zoom.us/j/82293970676?pwd=aUJNaG04QUdHempSWktMNzZlRNEUzZz09</p> <p>Meeting ID: 822 9397 0676 Passcode: 11111</p>	Rizki Briandana, M.Comm, Ph.D (rizki.briandana@mercubuana.ac.id)	Ari Pangudi (arie.pangudi@mercubuana.ac.id)
2	18.30-18.45	Woro Harkandi Kencana	Universitas Persada Indonesia YAI				
3	18.45-19.00	Ambang Priyonggo	University of Malaya/Universitas Multimedia Nusantara				
4	19.00-19.15	Muhammad Raqib Mohd Sofian	UNIVERSITI SAINS MALAYSIA, PENANG, MALAYSIA				
5	19.15-19.30	Luhur Hertanto	Universitas Mercu Buana				
6	19.30-19.45	M. Nasor	Universitas Islam Negeri (UIN) Raden Intan Lampung				
7	19.45-20.00	Gammara Lenggo Geni	Universitas Mercubuana				
8	20.00-20.15	Wayan Tantre Awiyan	Universitas Mercubuana				

No	Time	Name	Universitas	Virtual Room	Link	Moderator	Admin
1	18.15-18.30	Resti Eva Maya	Universitas Mercu Buana	ZOOM 2	<p>Topic: Human Resource Management 3 Time: Sep 28, 2020 06:00 PM Jakarta</p> <p>Join Zoom Meeting https://us02web.zoom.us/j/2593242902?pwd=SDdUQTRuT2VwSUNnUEhBUlFCMKJ4UT09</p> <p>Meeting ID: 259 324 2902 Passcode: 11111</p>	Dr. Dewi Nusraningrum, MM. (dewinusraningrum@gmail.com)	Dyah Fitria P (dyah_fp@mercubuana.ac.id)
2	18.30-18.45	A.M. Nur Huda Kalimullah	Universitas Mercu Buana				
3	18.45-19.00	Umi Lestari	Universitas Mercu Buana				
4	19.00-19.15	Yulius Irwanto Putera Suwandhi Hutomo	Universitas Mercu Buana				
5	19.15-19.30	Toha Trimono	Universitas Mercu Buana				
6	19.30-19.45	Bebi Aulia Paramitha Anggororini	Universitas Mercu Buana				
7	19.45-20.00	Rio Suareski	Universitas Mercu Buana				
8	20.00-20.15	Faisal Luthfi	Universitas Mercu Buana				

No	Time	Name	Universitas	Virtual Room	Link	Moderator	Admin
1	18.15-18.30	Irma kurniasih	Universitas Mercu Buana	ZOOM 3	<p>Topic: Human Resource Management 4 Time: Sep 28, 2020 06:00 PM Jakarta</p> <p>Join Zoom Meeting https://us02web.zoom.us/j/6958827526?pwd=dk51ZTNuaDVpNzFGZEFLMkpYcklHdz09</p> <p>Meeting ID: 695 882 7526 Passcode: 11111</p>	Dr. Anik Herminingsih, M.Si (anik_herminingsih@mercubuana.ac.id)	Linda P (linda.puspitasari@mercubuana.ac.id)
2	18.30-18.45	Syifa Farahdiba	Universitas Mercu Buana				
3	18.45-19.00	Mohamad hamdhani munawar syahid	Universitas Mercu Buana				
4	19.00-19.15	Prihatini	Universitas Mercu Buana				
5	19.15-19.30	Sulistriadi	Universitas Mercu Buana				
6	19.30-19.45	David Nehemia Sabarwan	Universitas Mercu Buana				
7	19.45-20.00	Novita Dewi Purnama	Universitas Mercu Buana				
8	20.00-20.15	Nico Alexander Vizano	Universitas Mercu Buana				

No	TIME	Name	Universitas	Virtual Room	Link	Moderator	Admin
1	18.15-18.30	Meisyanti	Universitas Persada Indonesia Y.A.I	ZOOM 4	<p>Topic: Communication 5 Time: Sep 28, 2020 06:00 PM Jakarta</p> <p>Join Zoom Meeting https://us02web.zoom.us/j/8137823719?pwd=WEtUR1RCK1JlRWptNVhuTTl2M2sxQT09</p> <p>Meeting ID: 813 782 3719 Passcode: 11111</p>	Dr. Henny Gusfa, M.Si (henni.gusfa@mercubuan a.ac.id)	Warso (warso066@gmail.com)
2	18.30-18.45	Muhtadin Maghribi Arsha	Universitas Mercubuana				
3	18.45-19.00	Endah Pratiwi	Universitas Mercubuana				
4	19.00-19.15	Wiwini Setianingsih	Universitas Mercu Buana				
5	19.15-19.30	Dr Triana Noor Edwina Dewayani Soeharto, M.Si, Psikolog	Faculty of Psychology, Universitas Mercu Buana Yogyakarta, Indonesia				
6	19.30-19.45	Dr. Yoto Widodo, M.Si.	Universitas Veteran Bangun Nusantara				
7	19.45-20.00	Selamat Ginting	Universitas Mercu Buana				

PRESENTED PAPER ABSTRACTS

MICOSS_001

Determinants of Municipal Government Employees' OCBEUmi Lestari¹, Lenny C Nawangsari²

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umilestari983@gmail.com¹, lenny.christina@mercubuana.ac.id²**ABSTRACT**

This study aims to analyze the Effect of Green Transformational Leadership, Organizational Commitment, and Autonomous Motivation on Organizational Citizenship Behavior for the Environment (OCBE) in employees of Tangerang Food Security Agency. This study was a quantitative study involving 56 employees as respondents. The data were collected using questionnaires and then analyzed with SEM (Structural Equation Modelling). The results of this study showed that all variables had a positive and significant effect on OCBE employees of Tangerang Food Security Agency. The limitation of this study was that the data have not been completed with in-depth interviews with respondents. Managerial implications that can be applied to encourage OCBE are varied but can begin with the application of transformational leadership values. The benefit of this study lies in the occupational background of the respondents, namely municipal government employees. Municipal governments had a strategic role in realizing sustainable development.

Keyword: Green Transformational Leadership, Organizational Commitment, Autonomous Motivation, OCBE

MICOSS_002

The Influence of Apparatus Competence and Organizational Commitment on the Quality of Village Funds Financial Reports

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Abstract

The objective of this study is to analyze the effect of the Village Apparatus Competence and Organizational Commitment on the Quality of Village Funds Financial Reports. This research was conducted at villages in Sukabumi Regency, West Java, which involved the Village Head as one of the Village Fund Management Apparatuses as the observation unit with 193 villages as the research samples. The obtained data were analyzed by using SEM models and processed using Smart PLS software. The results of this study revealed that the competence of the apparatus significantly influences the quality of Village Fund reports and organizational commitment does not greatly affect the quality of Village Fund reports.

Keyword: Village Fund, Apparatus Competence, Quality of Village Fund Report

MICOSS_003

The determinants of Sustainable Corporate Performance at PT. GCR Textile

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ABSTRACT

Both industrialization and globalization provide a positive impact on economic growth but they, on the other hand, are also a major cause of environmental damage. To avoid this environmental damage, every company in its operation is required to focus on the environment-friendly concept to achieve sustainable corporate performance. The purpose of the article is to examine and analyze the influence of Green Transformational Leadership, and Green Training Variables on Sustainable Corporate Performance at PT. GCR Textile through the Employee Green Behavior as the mediating variable. The research method was a quantitative approach with a causal exploration design. The sample of this study was 90 respondents who use a simple random sampling technique. Data collection techniques using a questionnaire instrument with a Likert scale measurement. Data were then analyzed by using SEM PLS Smart PLS Software version 3.2.8. The results of this study indicate that the independent variable has directly a significant effect on sustainable corporate performance also through its mediating variable employee green behavior. The author recommends that management should improve pro-environment leadership, equal training opportunities, and recruitment for pro-environment employees.

Keyword: Green transformational leadership, Green training, Employee green behavior, Sustainable corporate performance.

MICOSS_004

ROLE OF ONLINE ADS ON DYNAMICS OF CONSUMER BEHAVIOR**Paramitha Kinanthi**

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Inge Hutagalung

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ABSTRACT

This study aims to determine the role of online advertising on the dynamics of consumer behavior. The researchers' argument is based on the number of online promo advertisements with a payment system through mobile payment developed to attract consumer buying intentions. The research paradigm is constructivism. The research method used in the study is Interpretative Phenomenological Analyzes (IPA), with data collection techniques through depth interviews. The results showed that advertising must be adjusted to the type of consumer behavior. For rational type consumers, advertising messages must be made through rational appeals. That is, advertising messages are facts as well as information about products that will be able to convince consumers about the usefulness of the product, and are delivered in an informative manner. Furthermore, in digital advertising messages will be processed referring to the AISA (Awareness, Interest, Share, and Action) model. In the AISA model, advertising messages will be shared with reference groups to be discussed, and determine the stages of action. Meanwhile, consumer behavior as recipients of persuasion messages will experience dynamics depending on the learning process of the behavior experienced. Satisfaction with consumers will make consumers to buy or re-use products. In the end, three hypotheses were concluded as a result of research, namely (1) the more ads have relevance to needs the more attractive consumers will be to see/read advertisements. (2) The more rational the way consumers think, the dynamics of consumer behavior will be in the operant position (the position based on profit and loss). (3) The greater the reference group's support for an advertisement, the more it will strengthen consumer action.

Keyword - *online advertising; type of consumer; need of consumer; advertising messages; reference groups.*

MICOSS_005

**ANALYSIS OF THE EFFECT OF GOOD COPORATE GOVERNANCE AND THE
ROLE OF THE INTERNAL CONTROL SYSTEM ON THE IMPLEMENTATION
OF ANTI FRAUD STRATEGY**Hajuini¹, H. Setiyawati²^{1,2}Departement of Accounting, Universitas Mercu Buana, Jakarta.¹hazwinzein@gmail.com ²hari_setiyawati@mercubuana.ac.id**ABSTRACT**

The implementation of the Anti-Fraud Strategy for commercial banks in Indonesia is required by Bank Indonesia with the purpose of controlling or at least minimizing fraud incidents in banks. This study aims to examine and analyze the significant influence of the application of good corporate governance principles and the role of the internal control system on the implementation of anti-fraud strategies. This research is a quantitative study using a causal and effect approach. Data is obtained through the distribution of questionnaires in each Credit Center and Bank BNI Branch Offices in Jakarta. 40 samples are selected using a purposive sampling. The data analysis method used is the Equation Model Structure (SEM) with the Partial Least Square (PLS) approach. The results of this study indicate that the application of the principles of good corporate governance and the role of the internal control system significantly influence the implementation of anti-fraud strategy,

Keyword: Good Corporate Governance, Internal Control System, Anti Fraud Strategy.

MICOSS_006

Preference of Media Politics and Beginner Voter Belief in Surakarta

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ABSTRACT

The Indonesian Presidential Elections of 2014 and 2019 indicated the behavioral changes in mass media, especially that of private television. The involvement of media owners in the political arena can influence the content of most journalistic broadcasts. Therefore, the aim of this study is to determine the perception of student voters in Surakarta on media houses with political preferences. This might be because the media owner is actively supporting a political party or a particular candidate. Furthermore, if the media is under the influence of politics, how can voters have confidence in the information dissipated, especially during elections. The data obtained for this study was through the distribution of questionnaires to college students aged 17-25 years that are voting for the first time. Most of the respondents stated that the involvement of media owners in politics is not a problem as long as it does not affect the independence of the content being broadcasted. Consequently, students voting for the first time have been able to select and sort media content, therefore their political choices are not necessarily influenced by the media. Furthermore, the belief in the media is not directly related to political preferences but depends on the content or what is conveyed to the public.

Keyword: Mass Media, Political Preferences, Beginner Voters, General Elections.

MICOSS_007

THE PERCEPTION TOWARD SORE CERIA PROGRAM OF RRI (RADIO OF THE REPUBLIC OF INDONESIA) TANJUNG KARANG TO DEVELOP TEENAGERS' INTEREST IN RADIO BROADCASTING
(Study at SMAN 9 Bandar Lampung)

By:

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ABSTRACT

Adolescence is a transition from childhood to adulthood and lasts for about ten years. Teenagers must try to find their identity when facing certain situations that demand them to adjust not only to themselves but also to their environment to easily interact and avoid dilemmatic conditions. The transition from childhood to adulthood tends to raise someone's curiosity and vulnerability. For this reason, teenagers need to be trained in certain skills according to their interests and allowed to develop their talents. Some of the activities that can be utilized for teenagers other than school are television and radio broadcasting media. The method used in this study was a descriptive qualitative method to obtain an overview of teenagers' perception at SMA Negeri 9 Bandar Lampung toward the *Sore Ceria* program of RRI Tanjungkarang to develop the interest and talent in the field of radio broadcasting. The teenager's perception can be categorized into the following descriptions: 1) the positive perceptions because the *Sore Ceria* program is providing information, educating, filling their free time, and adding new experiences. It is also held gathering events, a means of personal development, and entertainment through radio broadcasting, 2) the negative perceptions are caused by the frequent schedule changes, discrete personnel recruitment, and the *Sore Ceria* program is infrequently mentioned.

Keyword: Teenagers' Perception, *Sore Ceria* Program, and Develop Teenagers' Talent and Interest.

MICOSS_008

The employees turn over factors at Carrefour ITC BSD.

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ABSTRACT

This study aims to determine, develop and test the impact of motivation, job satisfaction and discipline factors on turnover impact at Carrefour ITC BSD branch in Tangerang Selatan. In answering of the management business impact related to the increasingly turnover that gradually happening time to time since the year of 2015 to 2019 as a period of observation with an average of 25% turnover rate per year. The type of research being used is descriptive with quantitative approach, through PLS method (Partial Least Square) using Smart PLS 3.2.8 as data processing tool. The research sample set was fully population of the entire employee within those organization which is 104 employees for multilevel position available within the organization. The result of this study prove that the impact of motivation, job satisfaction and discipline factors are simultaneously impacting on the employee turnover (Y), whereas based on path coefficient motivation (X1) and job satisfaction (X2) are significantly positive while discipline factor (X3) shows negative nonsignificant. Thus, the Carrefour management is advised to improve the industrial relationship between employees and the top management level in order creating more intense communication and harmony among all the employees concerned.

Keyword: Motivation, Job Satisfaction, Discipline and Turnover.

MICOSS_009

The Effect of Organizational Culture and Information Asymmetry on Tendency of Accounting Fraud

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ABSTRACT

This study aims to examine the effect of organizational culture and information asymmetry to accounting fraud tendencies. The population of this research is Regional Work Unit (SKPD) South Tangerang and Tangerang City. The data sources used in this study is primary data. Primary data is obtained from the answer to the questionnaire in the respondent's content. The questionnaire was used to collect data and research samples of 40 respondents and research sample of 41 respondents. The sampling technique used was purposive sampling technique. The data obtained were analyzed using the PLS analysis technique (Partial Least Square) through the PLS software. The results showed that organizational culture had a significant effect on accounting fraud, while information asymmetry had no significant effect on accounting fraud.

Keyword: Organizational Culture, Information Asymmetry, Tendency of Accounting Fraud

MICOSS_010

**PREGNANT RETUAL COMMUNICATION IN SUNDA KARUHUN CULTURE
AS THERAPEUTIC COMMUNICATION FOR PREGNANT MOTHERS
(Study of Communication Ethnography of Baduy Outside the Tribe Kanekes)**

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ABSTRACT

Sundanese cultural rituals have been inherent and become a unity of the Baduy Outside the community in their lives. This research study is about intercultural communication between the Baduy Outside the tribe where there are rituals that apply the principles of therapeutic communication. Each culture regulates aspects of social, economic, health, and others. In the context of health, there are rituals during the period of pregnant women until giving birth in the Baduy Outside the tribe, during the ritual period there are therapeutic communication practices that can comfort pregnant women. The purpose of this study is to find out how the principles of therapeutic communication are applied in rituals as a culture of pregnancy that must be carried out by Baduy Outside Kanekes women, any ritual that reflects the principles of therapeutic communication values that can provide comfort. This research approach is qualitative with Dell Hymes' ethnographic communication theory. The results of this study that the presence of the closest person of the mother / husband can be a sedative pregnant woman in undergoing the process of pregnancy until delivery. Inheritance of rituals about Sundanese cultural customs of pregnant women is inherited and continues to be preserved into the identity of the Baduy Outside the community. Communication practices as a form of cultural inheritance, rituals that occur in the Outer Baduy for pregnant women are a reflection of the similarity and appropriateness of the principle of purpose with therapeutic communication. So that communication can be a panacea for meetings the needs of information that can provide peace and comfort for pregnant women.

Keyword : *Ethnography , Pregnancy, Sundanese Custom, Ritual.*

MICOSS_011

BLUSUKAN COMMUNICATION AND ACTIVITY OF CAMPAIGNING FOR SURAKARTA CITY'S LOCAL LEADER ELECTION

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ABSTRACT

Blusukan communication is the one conducted by the candidate couple to get majority votes in Local Leader Election (thereafter called Pilkada) in Solo City. Despite modern society, face-to-face communication still effectively persuades people. Through blusukan communication, candidate can affect the problems occurring within society and what they want for the future improvement. Otherwise, people highly expect that the candidates can realize what they want when they are elected to be the couple of mayor and deputy of mayor. This research aimed to find out the category of pilkada campaign news in 2015 contained in Solopos daily in the period August-November 2015 and the effectiveness of blusukan communication conducted by candidate couple of FX Hadi Rudyatmo-Achmad Purnomo. This interpretative research was an interpretation on the data of research object. This research used constructionist paradigm. The data source included primary and secondary ones. Techniques of collecting data used were interview, observation, and documentation. Then, data was analyzed using Miles and Huberman's interactive of analysis. The result of research showed that the news on pilkada campaign contained in Solopos daily can be divided into four categories: political debate, sympathetic statement, political promises, and campaign as Javanese cultural identity. Meanwhile, the effectiveness of blusukan communication is a means of building collective communication within society by means of delivering seven Si, public hearing, and social value.

Keyword: Campaign, Pilkada, Blusukan

MICOSS_012

**DISCOURSE IN INDONESIAN NEWSPAPER REPORTS: A CASE STUDY OF
INDONESIAN PRESIDENT ELECTION CAMPAIGN FROM 2014 TO 2019****Dudi Iskandar***Lecturer at Communication Science Faculty of Budi Luhur University, South Jakarta
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ABSTRACT

Today's political realities of media are alignments. There is no political contestation that does not involve the media. There was a radical change in media institutions from watchdog to involved in power struggles. This is where the media becomes political actors. Media involvement in political contestation is realized by constructing news that benefits certain political parties or candidates. Then the news presented to the public will build discourse that benefits certain parties and candidates. Media alignments with certain candidates can be seen in the 2014 and 2019 presidential election campaigns. Amid in the political interests of the contestants, journalism as the main product of the media is challenged to remain in principle and the journalistic code of ethics. The focus of this research is the headlines news, including photographs, in Kompas, Koran Sindo, and Media Indonesia, the 8th and 14th editions of April 2019. With a qualitative approach and using critical language analysis research methods Roger Fowler et al, this study found. First, the news in Kompas, Koran Sindo, and Media Indonesia in the 2014 and 2019 presidential election campaigns took sides politically, either openly or secretly. Second, the reader must change the perspective of media reality today. The alignment of media politics with certain candidates is a necessity. The two findings have implications for the third finding, there must be a change in the journalistic code of ethics which now seems out of date.

Keyword : Discourse, politics, Kompas, Koran Sindo, Media Indonesia

MICOSS_013

**ANALYSIS OF THE INFLUENCES OVER RETURN ON EQUITY THROUGH
CAPITAL STRUCTURE
(CASE STUDY OF PT X IN FISCAL YEAR 2009-2018)**

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ABSTRACT

The aim of this research is to discover those influence of short-term debt to assets, long-term debt to assets, total debt to assets, size, sales growth and total asset turnover to return on equity at PT X during period 2009-2018 financial year. The research method uses quantitative approach Population with sample used by accounting data of PT X that has been audited for certain period of 2009 - 2018. Data were analyzed by SPSS version 25. This research revealed that 1) There has an influence and refusal impact between short-term debt to return towards equity, 2) There has an negative reacted between long-term debt to return on equity, 3) There has an negative effect between total debt to return against equity, 4) there has no affects between company size of return on equity, 5) There has an positive impact between sales growth to return on equity, 6) There has none influence between total asset turnover over return on equity, 7) There has simultaneously reacted between short-term debt to assets , long-term debt to assets, total debt to assets, size, sales growth, and total asset turnover to return against equity.

Keyword: short-term debt, long-term debt, total debt to asset, return of equity

MICOSS_014

THE EFFECT OF EDUCATION, MOTIVATION AND DISCIPLINE ON THE PERFORMANCE OF MILITARY PERSONNEL IN THE UNITED NATIONAL EDUCATION SERVICE

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ABSTRACT

An organization is said to succeed in achieving its goals depending on the members of the organization. If the organization can manage its personnel well, it is likely that the stated organizational goals can be achieved with satisfactory results. The purpose of this study was to determine whether there is a significant influence on the level of education, motivation and discipline on performance. This type of research in this study is associative research that is measuring the association between three variables. The existing population is 100 personnel and those who meet the criteria for random sampling to obtain a sample of 70 personnel. The data analysis technique used in this study is multiple linear regression analysis. The results showed that Education, Motivation and Discipline simultaneously had a significant effect on the Performance of Military Personnel of the Navy Navy Education Office. The level of education had no significant effect on Personnel Performance, Motivation had a partially significant effect on Personnel Performance. Personnel. Considering that the level of education has a significant influence on the Performance of Personnel in the Personnel of the Indonesian Navy Education Office, the Indonesian Navy Education Office must pay attention to the personnel education factor so that they are more motivated and can make them more disciplined in their work.

Keyword: Education, Motivation, Discipline and Performance

MICOSS_015

INDONESIAN EQUITY FUND PERFORMANCE DETERMINANTS**Raden Budi Ginanjar¹, Augustina Kurniasih²**^{1,2} Master of Management, Postgraduate Program, Mercu Buana University¹budiginanjar83@gmail.com, ²augustina.kurniasih@mercubuana.ac.id**ABSTRACT**

This research was conducted to find out the determinants of the equity mutual funds performance with a modern portfolio analysis approach which is the development of portfolio theory put forward by Markowitz. This study uses the Purposive Sampling technique to select sample Indonesian Rupiah-denominated equity mutual funds data in the form of characteristics and performance of equity mutual funds throughout 2019. Multiple linear regression methods are used to answer the research problem. The results showed that the ability of investment managers to conduct stock selection has a positive and significant effect while the ability of investment managers in terms of market timing shows a negative and significant effect on the performance of equity mutual fund as measured by Treynor Measure and Sharpe Ratio. Other results show that the size of a mutual fund has a negative impact to the performance of equity mutual funds in 2019 as measured by the Treynor Measure approach, while the age of the equity mutual fund has no impact to both measurements of the performance of equity mutual funds. This research is expected to particularly contribute to mutual fund investors in terms of selecting good-performing equity mutual funds and for investment managers in determining the company's strategy in managing investor funds in the form of mutual funds.

Keywords: Market timing, stock selection, performance, mutual fund, risk and return

MICOSS_016

**Analysis of the Influence of Green Commitment, Organizational Culture, and Green Transformational Leadership on Employee Green Behavior, with Work Motivation as an Intervening Variable
(Study in Work Unit of the Secretariat General Ministry of Energy and Mineral Resource's Employees)**

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ABSTRACT

This study aims to examine the effect of green commitment, organizational culture, green transformational leadership, on employee green behavior in Secretariat General of the Ministry of Energy and Mineral Resources with work motivation as an intervening variable. The sampling method used was proportionate stratified random sampling. The instrument in this study used a questionnaire against 119 respondents (Slovin formula), which was analyzed descriptively and quantitatively. Data analysis using Structural Equation Model - Partial Least Square (SEM-PLS) analysis methods, and the results obtained that green commitment, organizational culture, and green transformational leadership have a positive and significant effect on work motivation and employee green behavior. Likewise, work motivation towards employee green behavior, and green commitment, organizational culture, and green transformational leadership have a positive and significant effect on employee green behavior with mediated work motivation. Organizational culture is the variable that has the most direct effect on employee green behavior.

Keyword: *Green Commitment, Organizational Culture, Green Transformational Leadership, Work Motivation, Employee Green Behavior*

MICOSS_017

Agenda Setting Trends: Twitter Topic Trending For Online News Sites In The 2019 Presidential Election**Yudid Andri¹, Suraya²**^{1,2}Universitas Mercu Buana, Jakarta¹yudid.andri@gmail.com, ²suraya.suraya@mercubuana.ac.id**ABSTRACT**

The development of technology in the mass media industry has developed very rapidly both in quantity and quality. Various forms of media that have developed have created a serious debate about the agenda in the public discussion in general in society and the role of mass media in contributing to social problems. The use of computer technology and information systems has created new media such as online media (.com) and social media, which in turn creates its own audience and the interaction within cyberspace. Editorial decisions have experience shift on the content provided on cyber news, from news agenda into public agenda. This research will examine mutual relationship of agenda setting within digital mainstream media, namely the online news site JPNN.com and RMOL.id, with the hashtag trending topic on Twitter during the 2019 presidential election period between 20-26 May 2019. Hypothesis expected in this research that there is a positive mutual relationship between JPNN.com's online media headlines and RMOL.id towards trending topic and hashtags on Twitter. But, the results of the study cannot prove the hypothesis that there is a positive mutual relationship between news agenda of online news sites and public agenda whose using Twitter. The two online news sites have not yet made Twitter as the main reference source for news, as Twitter and other social media are mostly used as media to promote news links and their web portal.

Keyword : *Agenda Setting; Online Media; Twitter; Presidential Election.*

MICOSS_018

The Healthcare Strategy INA-CBG's in PCP Green Marketing Model

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ABSTRACT

The study is to response lack of research in marketing hospital and payment system from the high levels of Out Of Pockets (OOP) healthcare expenditure, and its impact on access to health services by the poor. The Indonesia government has introduced various social insurance programs for health with special platform. The application of the INA-CBG package rates requires hospital management to be able to optimize hospital green marketing management strategy, streamline efficiency costs, cost control, carrying out quality control, and access through service cost calculations, based on the unit cost calculation owned by the hospital. The purpose of research was to find out the Professional Care Providers (PCP) in marketing strategy 5.0. innovation can strive for the optimal INA-CBG Package at Hospital. The study using the Analytic Hierarchy Process (AHP) method to determine solutions to various proposed problems. The sample of research are patients and decision makers of type C hospitals in Jakarta Indonesia. From the research results obtained the most dominant problem factor data is INA-CBG's Tariff (41.0%), then the health service behavior towards the cost of treatment (35.1%), and quality of professional health services (23.9%). Meanwhile, the most dominant solution in the problem of the INA-CBG Package is the improvement of INA-CBG's Tariff of 47.1%, then the strategy of implementing PPA in interprofessional collaboration by PPK and clinical pathway was 36.3%, and quality and cost management strategies 16.6%. The conclusion of study is that PPA can strive for optimally on INA-CBG's Package at the hospital and provide quality health services that are standardized for JKN patients also innovation in green marketing model in hospital.

Keyword: AHP Method, Green Marketing Model, INA-CBG's, Professional Care Provider (PCP)

MICOSS_019

EMPLOYEE ENGAGEMENT MILLENNIAL GENERATION (GEN Y) EVIEWED FROM LEADERSHIP FACTORS, INTERNAL COMMUNICATION, AND ORGANIZATION CLIMATE

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ABSTRACT

This research is to examine the factors of employee engagement of millennial generation (GEN Y) to the company in terms of leadership, internal communication and organizational climate. This study uses a quantitative approach to test the proposed hypothesis. The subjects of this study were all employees in the millennial age group at PT. MNC Networks with a total sample of 90 people. The study uses a data collection method with a Likert scale that provides five answer choices. Processing and analyzing research data using PLS (Partial Least Square) software version 3.0. The results of this study indicate that 14% of leadership factors have an influence on the organizational climate at PT. MNC Networks, with a t_{count} of 2.866 and a P value of 0.005. Leadership apparently also has a direct influence on employee engagement in the amount of 22.90%, with a t_{count} of 4.866 and a P value of 0.000, while for internal communication factors also affect the organizational climate of 16.30%, with a t_{count} of 3.069 and a P value of 0.002, but for internal communication does not have a direct influence on employee engagement where the significance test results only show 0.10%, with a t_{count} of 0.370 and a P value of 0.712. Factors of organizational climate turned out to have an influence on employee engagement that is equal to 10.90%, with a t_{count} of 2.739 and a P value of 0.007. The structural model formed for organizational climate = 0.385 * leadership + 0.415 * internal communication, while the structural model for employee engagement = 0.522 * leadership - 0.041 * internal communication + 0.328 * organizational climate

Keyword: Employee Engagement, Leadership, Internal Communication, Organizational Climate

THE EFFECT OF GOOD CORPORATE GOVERNANCE, LEVERAGE AND COMPANY PROFILE ON RISK DISCLOSURE

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ABSTRACT

This research aims to examine the effect of Good Corporate Governance, leverage, and company profile on risk disclosure. Risk disclosure is the disclosure of information relating to risks presented in a company's financial statements in accordance with the type of risk studied. Good Corporate Governance in this research consist of commissioners and directors 'meetings, attendance of commissioners and directors' meetings and company size. This research is quantitative research on state-owned companies listed on the Indonesia Stock Exchange in 2014-2018 using the entire population in the study consisting of 20 populations and 100 observations. Multiple regression analysis is performed to analyze the data. The results showed the presence of board of commissioners and directors meetings, company size and company profile influence on risk disclosure. While meeting frequency of board commissioners and directors, leverage have no effect on risk disclosure.

Key words : Good Corporate Governance, Leverage, Company Profile, Risk Disclosures

**The Effect of Transformational Leadership and Organizational Culture on Behavior Employee Innovative with Knowledge Management as Intervening Variables
(Case Study of Financial Education and Training Agency)**

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ABSTRACT

This study aims to determine the transformational leadership effect and organizational culture on innovative behavior of employees in Financial Education and Training Agency. This research is a quantitative object research of employees in the Financial Education and Training Agency environment in October 2019 to April 2020. The variables used are independent variables namely transformational leadership and organizational culture, the dependent variable is innovative behavior, and the intervening variable is knowledge management. The study population numbered 928 employees at BPPK with proportionate stratified random sampling techniques. The research data source is primary data through questionnaires to employees of the Financial Education and Training Agency. Data collection techniques using instruments questionnaire. The study are as follows: (1) Transformational leadership has a positive and significant effect on Knowledge Management, (2) Organizational Culture has a positive and significant effect on Knowledge Management, (3) Transformational Leadership has a positive and significant effect on Employee Innovative Behavior, (4) Organizational Culture has a positive and significant effect on Employee Innovative Behavior, (5) Knowledge Management has positive and significant effect on Employee Innovative Behavior, (6) Transformational Leadership has positive and significant effect on Employee Innovative Behavior through Knowledge Management, (7) Organizational Culture has positive and significant effect on Employee Innovative Behavior through Knowledge Management, (8) Transformational Leadership and Organizational Culture has a positive and significant effect on Knowledge Management, and (9) Transformational Leadership, Organizational Culture has a positive and significant effect on Employee Innovative Behavior through Knowledge Management.

Keyword: transformational leadership, organizational culture, innovative behavior, Financial Education and Training Agency

Rationalization of Digital Media in Developing Market Potential for Retail Products: Case Study in Welcoming Industry 5.0

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Abstract

Digital media is a form of technological advance in Industry 4.0 that entrepreneur can utilize it to reach customers. This research aims to analyze, describe, and explain the rationalization of various digital media usage in an integrated manner as a means of marketing communication in an effort to develop the market potential of a product in the face of Industry 5.0. The research was conducted on the issue of the development of product market potential using Qualitative approach and Case Study method toward entrepreneurial firm in retail product. The findings are digital media have their respective roles as marketing communication tools, and are used in an integrated way to provide information and attract customers

Keyword: rationalization, entrepreneurship, digital media, concept of digital media, marketing communication, market potential development, retail product, industri 4.0, industry 5.0

INDONESIA'S BORDER SECURITY POLICY IN THE NATUNA ISLANDS (2014-2020)

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ABSTRACT

This paper aims to describe Indonesia's border security policy in the Natuna Islands between 2014 and 2020. The state used to play an active role in moderating tensions in the South China Sea, yet paid less attention to its own security while the Natuna was one of the vulnerable borderlines. The rise of domestic interest orientation in the new presidency of Joko Widodo brought about the importance of border security. The research applied the qualitative method with a descriptive analysis. In order to understand the border security policy in the Natuna, the research applied Wendtian constructivist approach suggesting the role of identity and institution to analyze the state's behavior and policy in international politics. The research found that Indonesia increased military and defense capability as the form of its border security policy in the Natuna made up by deploying troops and military equipment, building defense infrastructure, and strengthening constabulary function and boarding patrols. Such border security policy portrays Indonesia's rising awareness as a maritime state amid the perceived regional structure of East Asia.

Keyword: border security policy, Natuna Islands, military and defense capability.

**THE EFFECT OF TRANSFORMATIONAL LEADERSHIP AND ORGANIZATIONAL COMMITMENTS TO ORGANIZATIONAL CITIZENSHIP BEHAVIOR FOR THE ENVIRONMENT (OCBE) WITH JOB SATISFACTION AS INTERVENING VARIABLES
(CASE STUDY EMPLOYEES OF SUKU DINAS CIPTA KARYA, TATA RUANG DAN PERTANAHAN KOTA ADMINISTRASI JAKARTA UTARA)**

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ABSTRACT

The purpose of this study is the way to understand and explain the effect of transformational leadership and organizational commitment on Organizational Citizenship Behavior for the Environment (OCBE) employees of Suku Dinas Cipta Karya, Tata Ruang dan Pertanahan Kota Administrasi Jakarta Utara with job satisfaction as an intervening variable. The research method uses quantitative approach, which takes 60 respondents by questionnaire. The questioner uses Likert Scale with 5 levels of answers. The data collection thequices by questionnaires to employees of Suku Dinas Cipta Karya, Tata Ruang dan Pertanahan Kota Administrasi Jakarta Utara. The data analysis is using the SEM (Structural Equation Modeling) method by the Software SmartPLS (Partial Least Square) version 3.2.9. The results of the study are as follows: (1) Transformational Leadership has a positive and significant effect on Job Satisfaction, (2) Organizational Commitment has a positive and significant effect on Job Satisfaction, (3) Job Satisfaction has a positive and significant effect on OCBE, (4) Transformational Leadership has a positive and significant effect on OCBE, (5) Organizational Commitment has no effect and not significant on OCBE, (6) Transformational Leadership has a positive and significant effect on OCBE through Job Satisfaction, and (7) Organizational Commitment has a positive and significant effect on OCBE through Job Satisfaction

Keyword: transformational leadership, organizational commitment, OCBE, job satisfaction

Influence of Green Transformational Leadership and Innovation Towards Corporate Sustainability Through Green Motivation at PT.Tri Digital Perkasa

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ABSTRACT

Start-up companies make many contributions in absorbing the workforce, where 88.25% have a number of employees above 50 people, to maintain *corporate sustainability* we need to identify several factors. The most important factor is human resources in leadership, especially *green transformational leadership*. Through the correlative quantitative research method, this study calculates and describes the effect of Green Transformational Leadership, Innovation and Green Motivation on Corporate Sustainability. The data collection method in this study used a questionnaire method by taking 64 respondents in PT . Mighty Tri Digital . Data were collected through the literacy studi and questionnaires, with the test instrument construct validity and reliability of *Cronbach's Coefficient Alpha*, the data was analyzed by 1) the descriptive equations; 2) structural test models; 3) evaluation of the value of regression (R^2); 4) validation of the overall structural model using the *Goodness of Fit Index (GoF)*; 5) Testing the *Predictive Relevance (Q^2)* LISREL (*Linear Structural Relations*) program version 8.70. The instruments used were declared valid variables (AVE value > 0.5) and reliable (*Cronbach Alpha* > 0.90). The results of this study indicate that Green Transformational has a positive and significant effect on corporate sustainability, Green Transformational Leadership has a positive and significant effect on Green Motivation, Green Motivation has a positive and significant effect on Corporate Sustainability, Innovation has a negative and not significant effect on Corporate Sustainability, Innovation has a positive and significant towards Green Motivation, Green Transformational Leadership has a positive and significant effect on Corporate Sustainability through Green Motivation, Innovation has a positive and significant effect on Corporate Sustainability through Green Motivation.

Keyword : Corporate Sustainability, Green Transformational Leadership

**ANALYSIS OVER HUMAN RESOURCES INFORMATION SYSTEM
IMPLEMENTATION WHICH INFLUENCED MOTIVATION AND
COMPETENCE IN IMPROVING EMPLOYEE PERFORMANCE AT ONE OF
MINERAL MINING AND COAL CONTRACTOR COMPANY**

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ABSTRACT:

This research has purpose to find out and investigated the role of HRIS implementation, motivation and competence to improve the employees performance at PT. XYZ. The research method used quantitative methods with causality approach. The population and sample were amounted to 190 employees. Data were analyzed using structural equation modeling (SEM). This research was revealed that: 1) HRIS implementation had significant beneficial influence towards motivation, 2) HRIS implementation had significant positive reaction to competence, 3)HRIS implementation had significant beneficial impact towards employee performance, 4) Motivation had significant positive effect on employee performance, 5)Competence had a remarkable reaction over employee performance, 6) Motivation has partially mediates an influence of HRIS implementation against employee performance, and 7) Competence has partially mediates an influence of HRIS implementation against employee performance.

Keyword: HRIS Implementation, Motivation, Competence and Employee Performance

MICOSS_027

**THE EFFECT OF MOTIVATION DISCIPLINE WORK, AND COMPENSATION
TO EMPLOYEE'S PERFORMANCE AT PT XYZ**

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ABSTRACT

This study aims to test, analyze and explain the effect of motivation, work discipline and compensation on employee performance at PT XYZ partially and simultaneously that has a significant positive impact on PT XYZ's company. The study uses primary data obtained from the distribution of questionnaires containing respondents' opinions about motivation, work discipline and compensation for employee performance. The sampling method used is convenience sampling. of population 120 using slovin formula with an error rate of 0.05 can be 70 respondents who meet the criteria to be sampled. The analytical method used is multiple linear analysis using SPSS Version 20.0. these results indicate that there is a positive and partially significant effect on the motivation variable,

Keyword: Motivation, Work Discipline and Compensation for Employee Performance

MICOSS_028

**THE EFFECT OF LEADERSHIP MOTIVATION, AND TRAINING ON
EMPLOYEE'S PERFORMANCE IN ENSO HOTEL****Prihatini¹, Ahmad Badawi Saluy²**^{1,2}Universitas Mercu Buana, Jakarta55118310026@student.mercubuana.ac.id, ahmad.badawi@mercubuana.ac.id**ABSTRACT**

The purpose of this research is to examine, analyze and explain the influence of Leadership, Motivation and Training on Enso Hotel's Staff Performance partially and simultaneously which have positive and significant effect on Enso Hotel. This research is using primary data from questionnaire about the influence of Leadership, Motivation and Training on staff performance, which had been initially distributed to respondents. Sampling method used in this research is convenience sampling. Using the Slovin formula with 0.05 error rate, out of 108 population, 70 respondents who meet the criteria to be sample are chosen. Analysis method used is multiple linear analysis using SPSS Version 20.0. The research result shows that there is a partial positive and significance influence on motivation, work discipline and compensation variables toward staff performance variable.

Keyword : Leadership, Motivation, Training, Staff Performance

MICOSS_029

The Influence of Marketing Mix, Costumer Value and Costumer Satisfaction on the Purchase Intention of Granite and Marble Natural Stone at PT. Intinusa Selareksa, Tbk, Jakarta.

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ABSTRACT

This study aims to determine Marketing Mix, Customer Value, Customer Satisfaction with the intention to purchase granite and marble natural stone in the company. The research with quantitative descriptive methods conducted in March 2020 for customers of PT. Intinusa Selareka Tbk. The sample used was 100 people and the sampling technique was done by simple random sampling. Data obtained using a questionnaire and processed using Smart PLS 3.0 analysis.

Keyword: Marketing Mix, Customer Value, Consumer Satisfaction, Purchase Intention

MICOSS_030

**THE INFLUENCE OF COMPETENCE, TRAINING AND DEVELOPMENT TO
THE IMPROVEMENT OF COMPANY PERFORMANCE IN PT. REKIND****Sulistriadi¹, Masydzulhak Djamil², Ahmad Badawy Saluy³**^{1,2,3}Universitas Mercu Buana, Jakarta¹55118310058@student.mercubuana.ac.id,²masydzulhak.djamil@mercubuana.ac.id,³ahmad.badawi@mercubuana.ac.id**ABSTRACT**

This research aims to determine the effect of competence, training and employee development in improving performance at PT ReKayasa Industri. Research data obtained through field research by interviewing research subjects through a questionnaire as a research measurement tool. The number of samples in this study were 135 employees. This research model consists of 4 variables, namely performance improvement, development, training, and competence. Before processing data, testing the research measuring instrument is applied first which includes the analysis of the validity and reliability of the evaluation of the hypothetical research model outer model and inner model. Outer model evaluation is a stage to evaluate the validity and reliability of a variable, while the inner model is a stage to evaluate the causal relationships between variables. This research proves that improving the performance of employees of PT. REKIND is determined directly by the employee's competence and the training the employee has received. Human Resource Training and Development is a planned effort programmed by a company or organization that aims to achieve mastery of the skills, knowledge and behavior of employees or members of the organization. However, development has no direct effect on improving performance.

Keyword : Competence, Training, Employee Development, Performance Improvement

MICOSS_031

Financial Distress Prediction: Case Study Plantation Companies Listed on Indonesia Stock Exchange

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ABSTRACT

This study aims to empirically test the Financial Distress model Modified Altman and Zavgren. The Companies that become population in this study were Plantation sub-sector Companies listed on Indonesia Stock Exchange in the period 2013-2017, using Altman modified and Zavgren model. Research result shows that Modified Altman and Zavgren Model can be used to predict the Financial Distress of Plantation sub-sector Companies in the 2013-2017 period, and there are differences between two prediction models, where Modified Altman are more accurate than Zavgren model.

Keyword: Financial Distress, Plantation Companies, Modified Altman, Zavgren

MICOSS_032

The Effect of Working Stress and Organizational Commitment on Turnover Intentions with Organizational Culture as Intervening Variable among Middle Managers in Indonesia

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ABSTRACT

The purpose of this analysis is to look at the determinants of turnover intentions among managers in Indonesia. Based on existing, we hypothesized that Organizational Culture is a mediator in the relationship between Work Stress, Organizational Commitment towards turnover intention in Indonesia. The respondent is clustered in middle managers from 2 industries: manufacturing and service. A total of 215 questionnaires were returned from the middle managers' level. The data were analyzed using Structural Equation Model - Linear Structural Relationship (SEM LISREL). There are 5 hypothesis questions to be proved. This research was made due to very little or none similar research in Indonesia with the respondent middle management level. These findings provide new insights into the field of international human resources in growing MNCs and service businesses.

Keyword: Turnover Intentions, Work stress, Organizational Commitment, Organizational Culture

MICOSS_033

ANALYSIS OF THE EFFECTIVENESS OF INTERNAL CONTROL SYSTEM AND MORALITY OF MANAGEMENT ON TENDENCY OF FRAUD IN ACCOUNTING

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ABSTRAK

This research begins with the phenomenon of fraud in accounting that has occurred in many countries, where fraud that occurred in Toshiba Corp (Japan) and SNP Finance (Indonesia) has tarnished credibility in accounting practices. This study aims to examine and analyze the significant influence of the effectiveness of the internal control system and the morality of accounting management on the tendency of fraud in accounting. This research is quantitative with a causal approach. The population of this research is the private sector companies in Jakarta and Tangerang. The sample of this research were 60 companies. Data were analyzed using the Second Order Confirmation Equation Model (SEM) structure with the Partial Least Square (PLS) approach. The results showed the effectiveness of the internal control system had no significant effect on the tendency of fraud in accounting. Conversely, Management Morality has a significant effect on the tendency of fraud in accounting.

Keyword: Tendency of Fraud in Accounting, Effectiveness of The Internal Control System, Management Morality

MICOSS_034

TNI Accelerative Communication in Mitigation The Citarum River Environment in West Java

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ABSTRACT

This research examines Indonesian Military Forces (Tentara Nasional Indonesia (TNI)) accelerative communication in mitigation to the Citarum River environment in West Java. Citarum is initially called by the World Bank as the dirtiest river in the world. (Hamid, 2018). Now, some sections of the Citarum area are tourism destinations. Such condition exists by TNI's contribution as the leading guard for the Citarum Harum national project. They have successfully involved the society to participate in building environmental-friendly behaviors in the Citarum area. The research focus is how the TNI's social communication in the Citarum Harum program to apply accelerative communication principles, based on development social communication. This research is generally aimed at obtaining description on the communication approach conducted by the TNI to achieve the Citarum Harum program's goal. Whereas theories and concepts applied to this research include organizational communication theory, development social communication, accelerative communication, and environmental mitigation concept, especially for river.

Method applied to this research is case study. Case study is classified as descriptive analysis research. It is a kind of research focusing on specific case for observation and analysis in precise and thorough way. The research is conducted in intensive, detailed, and deep way against specific organization, institution, and symptom with narrow area or object. Data is collected through observation and depth interview with source persons, namely members of TNI running activities for Citarum Harum in Bandung and its surrounding area. The research results describe that accelerative communication is developed based on group interpersonal communication competence as a basis for building public participation for achieving Citarum Harum.

Keyword: Communication, Accelerative, TNI, Mitigation, Citarum River

MICOSS_035

Influence of Political Events, Inflation, and the Exchange Rate on Credit Growth of Commercial Banks

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ABSTRACT

This study aims to analyze the influence of election political events, inflation, and the exchange rate on credit growth of Commercial Banks with Loan to Deposit Ratio (LDR) as a moderating variable. The research data is secondary data, quantitative, panel data obtained from observations for five years, from May 2014 to June 2019. The study population is all Commercial Banks listed on the Indonesia Stock Exchange and has never been delisted from May 2014 to June 2019 totaled 31 Commercial Banks, the research sample was 23 banks using the purposive sampling method. Data analysis using panel data regression Least Square Dummy Variable with 1426 observations. The results found that there was a positive and significant influence on election political events and inflation on credit growth, while the exchange rate had a negative and not significant effect on credit growth. Simultaneous testing, there is a significant influence of the three independent variables on credit growth as dependent variable, while testing by including the LDR moderating variable, there is a positive and insignificant effect of the LDR on the influence of the independent variables on the dependent variable.

Keyword: political events, inflation, exchange rate, LDR

MICOSS_036

How The OK OCE Program Have An Effect On Improving The Performance Of The MSME?

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ABSTRACT

This study aims to analyze the influence of training and mentoring on improving the performance of MSME OK OCE Participants. So far, the OK OCE movement on the one hand is still questionable about its success. On the other hand, some argue that the OK Océ movement has succeeded. This research was conducted to overcome and answer these contradictory phenomena, using the Purposive Sampling sampling method, and using Hair Theory to determine the number of samples. The statistical analysis used is Multiple Regression Analysis and is processed by the SPSS program. Measurement of indicators is carried out using the ordinal scale with the Linkert Method. The results showed that the training and mentoring provided to OK OCE participants significantly and positively influenced the performance of MSME OK OCE participants. Either together, or partially. However, the influence of mentoring on the performance of MSMEs given to OK OCE participants was greater than the influence of training. In addition, the results of the correlation analysis showed that training and mentoring were effective in improving the performance of MSMEs.

Keyword: MSME, Performance, Training, Mentoring, OK OCE

MICOSS_037

**EFFECT OF NEED FOR ACHIEVEMENT AND TRAINING ON TEACHER
PERFORMANCE THROUGH COMPETENCE MEDIATION VARIABLES:
CASE STUDY OF VOCATIONAL SCHOOL TEACHERS IN BOGOR DISTRICT
2019-2020**

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ABSTRACT

This study aims to analyze the effect of need for achievement, training on performance with competence mediation variables on vocational teachers in Bogor Regency. The population in this study were vocational school teachers in Bogor Regency, totaling 2975 people. The sample used was 100 people. The sampling technique uses slovin method. Data analysis method uses Structural Equation Model Partial Least Square (SEM PLS). The results found that need for achievement did not affect teacher performance. Training has a positive effect on teacher performance. Need for achievement has a positive effect on teacher competence. Training has a positive effect on teacher competence. Need for achievement has a positive effect on teacher performance through the variable of teacher competence mediation. Training has a positive effect on teacher performance through mediating variables of teacher competence..

Keyword: need for achievement, training, competence, teacher performance, SEM PLS

MICOSS_038

The Effect of Green Human Resource Management on Sustainability Business at Carrefour Indonesia (ITC BSD)

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ABSTRACT

This Study aims to analyze the influence of Green Human Resource Management, consist of variable Green Recruitment, Green Training, Green Performance Appraisal, Green Compensation and Reward on Sustainability Business at Carrefour Indonesia ITC BSD Tangerang. This research used a quantitative approach and was taken during September 2019 - Juni 2020. The population being researched were 150 employees of Carrefour ITC BSD Tangerang. The sampling method of analysis used a Smart Partial Least Square by the help of SPSS (Statistical Product For Service Solution) Software version 3.0. The result showed Green Recruitment, Green Training, Green Performance Appraisal, Green Compensation and Reward on this partial and simultaneous have a positive influence and significantly to Sustainability Business. Based on the result, it is recommended that companies should increase by doing Green Recruitment, adding the intensity of green training inside or outside the company, giving the Green Performance Appraisal and provide the Green Compensation and Reward maximally for improve the Sustainability Business.

Keyword : Green Human Resource Management, Green Recruitment, Green Training, Green Performance Appraisal, Green Compensation and Reward, Sustainability Business.

MICOSS_039

Building Knowledge Management Through the Tacit Knowledge Video in The Ministry of Finance Corporate University

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ABSTRACT

One of the things done in the knowledge management is making tacit knowledge videos. This study aims to: (1) analyze the process of tacit knowledge video production; (2) analyze the obstacles faced in making tacit knowledge videos; (3) find a solution to the obstacles encountered in making video tacit knowledge. The method used is the action research method where the authors conducted this research themselves, and then analyzed in a descriptive qualitative manner. The study uses primary and secondary data in the form of processes and experiences conducted by researchers, literature study, and video searching on Kemenkeu Learning Center (KLC). The results showed that the making of video through a series of processes, which are pre-production, production, post-production, evaluation, and uploading on KLC. The obstacle of making videos is because there is no clarity of the deadline for completing the work in the quality control stage and the lack of Widya's ability to make videos. The results of this action research can be copied by other parties who will do similar research. Another important finding from this research is the need for employees with special expertise in the video making.

Keyword: tacit knowledge, MoF CorpU, Skill Group Owner, knowledge video

MICOSS_040

Service of Excellence of DKI Jakarta Public Service Mall And Customer Satisfaction

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ABSTRACT

Public service innovation by employing a one-stop integrated service concept through Jakarta Public Service Mall for the citizens of Jakarta requires excellent service to generate positive perception and satisfaction of people who have applied for a permit and non-permit request. This research aims to find out the influence of excellent service and customer satisfaction, the influence of excellent service and people's perception, and the correlation between people's perception and people's satisfaction. This research employed excellent service theory and explanatory quantitative methods. The number of samples is 100 respondents, which are collected in Jakarta Public Service Mall in June 2019. Data were analyzed using rank-Spearman correlation. The results showed that excellent service has a positive influence on the citizens' satisfaction, with the total effect of 66.2%. Conclusion: The excellent service influences the increase of citizens' satisfaction. Recommendation: Innovation in providing public service is essential as the system advancement.

Keyword: service excellent, citizens satisfaction, Jakarta Public Service Mall

MICOSS_041

GREEN BELT KEDUNG OMBO RESERVOIR AND LOCAL COMMUNITY WELFARE

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ABSTRACT

Kedung Ombo Reservoir is one of the reservoirs built by the government to improve community welfare. So that the reservoir can be utilized according to the plan, it is necessary to involve the community in the management of one part of the reservoir, it is the green belt. Based on this background, this study aims to map and empower poor communities around the Kedung Ombo Reservoir and provide assistance in the utilization and planting of green belts. The research location was in Boyolayar in Ngargosari and Sendangpalang in Ngargotirto, Sumberlawang District, Sragen Regency, Central Java Province. The method used is a survey method. From the results of the study showed, for the community in the two hamlets had long used the green belt as a place to grow crops, But the trees planted did not match what was expected by the Kedung Ombo Reservoir manager. Therefore the community needs assistance to choose tree crops that are useful to strengthen the shoreline coastline, and the community gets the most out of planting trees in the green belt.

Keyword: Green Belt, Welfare, Local Communities

MICOSS_042

**COMMITMENT MANAGEMENT ROLE IN IMPROVING SAFETY
PERFORMANCE IN INDONESIA AIRLINE INDUSTRIES THROUGH THE
IMPLEMENTATION OF SAFETY MANAGEMENT SYSTEM**

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ABSTRACT

The purpose of this study is to examine Commitment Management role in improving airline industry safety performance in Indonesia through the implementation of *Safety Management System*. The data analysis method applied in this study is *Structural Equation Modelling (SEM) listrel*, which was conducted by distributing the questionnaire to the 280 operational staffs in the airline companies in Indonesia as samples. The results of the study tells that Commitment Management affects *Safety Management System*; Culture affects *Safety Management System*; Commitment Management does not affect *Safety Performance*; Safety Culture affects *Safety Performance*; and *Safety Management System* affects *Safety Performance*. Based on the results, the researcher recommends some improvement in applying *safety management system* to the companies and to ensure the legal safety requirement, regulations, and procedures that will remain in effect are met; the steps to run the safety system based on the instructions and safety management procedures are recommended as well. This study examines variables related to *Safety Management System* in airline industries, the variables that are rarely investigated in many previous studies.

Keyword: Commitment Management, Safety Culture, Safety Management System, Safety Performance, Airline Industry

MICOSS_043

The Influence of Leadership, Performance Appraisal System, Work Motivation on Job Satisfaction and Employee Performance of PT PDSI

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ABSTRACT

This study aims to determine, describe, measure and analyze the influence of Leadership, Performance Appraisal System, Work Motivation on Job Satisfaction and Employee Performance of PT PDSI. The subjects of this study are employees of PT PDSI representing all sections. The data obtained were analyzed using Multiple Linear Regression using SPSS version 24. Where the results of the study showed that there was a significant influence of Leadership and Motivation variables on employee job satisfaction while the Performance Evaluation System variable did not affect employee job satisfaction. Furthermore, for the variable of leadership has a significant influence on employee performance, while the Performance Appraisal System and Motivation has no effect on employee performance. Job satisfaction has a significant effect on employee performance. The better job satisfaction obtained by employees, the employee's performance will also improve. Job satisfaction mediates the relationship between work motivation and employee performance.

Keyword : Leadership, Performance Evaluation System, Work Motivation, Job Satisfaction, Employee Performance

MICOSS_044

THE INFLUENCE OF LEADERSHIP AND ORGANIZATIONAL CULTURE AGAINST OCBE MEDIATED BY MOTIVATION IN AJB BUMIPUTERA 1912

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ABSTRACT

A company is formed with the purpose to increase the profit targeted by the company every quarter and year. These targets can be supported and achieved if each employee had an Organizational Citizenship Behavior Environment (OCBE). This study aimed to test and analyze the influence of leadership and organizational culture variables on OCBE in AJB Bumiputera 1912 through motivation as a mediating variable. The research method used a quantitative approach with a causal exploratory design. The sample of this study were 134 respondents using simple random sampling technique. Data collection techniques used a questionnaire instrument with a Likert scale measurement. The data were analyzed using SEM PLS Smart PLS Version 3.2.8 Software. The results of this study indicate that the independent variable has a significant effect on OCBE either directly or through the mediating variable Motivation. The author suggests management to improve leadership, organizational culture and motivation to increase employee voluntary behavior towards the organizational environment.

Keyword: Leadership, Organizational Culture, Motivation, OCBE

MICOSS_045

The Strategies of Television Broadcast During the Pandemic Covid-19: A Case Study on Kompas Television

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ABSTRACT

This study aims to analyze the media management strategy at Kompas TV during the Covid-19 pandemic. In March 2020, an outbreak of the Covid-19 pandemic in Indonesia affected the operations of broadcasting office, which forced people to work from home. This situation affects the operations, strategy, and content of the television industry, and the concepts of planning, organizing, actuating, and controlling are used to analyze the strategies. Furthermore, the data was obtained through the case study methods of interview and observation. The results showed that Kompas TV through its digital platform in the form of websites, YouTube channels, and social media achieved an increase in the number of viewers, users, and engagement during the pandemic. Also, it can be used as a reference for the television industry in order to maintain revenue in times of crisis.

Keyword: strategy, broadcast management, television station, pandemic Covid-19.

MICOSS_046

How Does Turnover Intention Affect Work Life Balance and Time Demand of Work Choices

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ABSTRACT

This study aims to examine and analyze the effect of Job Insecurity, Work Life Balance and Time Demands of Work on Work Stress and Turnover Intention Employees of Innovative Telecommunication Industries. This research was conducted on 80 respondents using a quantitative descriptive approach. The approach used in this research is Structural Equation Model (SEM) with Smart-PLS analysis tools. The results showed Job Insecurity had a positive and significant effect on Work Stress. Work Life Balance has a negative and significant effect on Work Stress. Job Insecurity has a positive and significant effect on Turnover Intention. Work Life Balance has a negative and significant effect on Turnover Intention. Time Demands of Work has a positive and significant effect on Turnover Intention. Work Stress has a positive and significant effect on Turnover Intention.

Keyword : Job Insecurity, Work Life Balance, Time Demands Of Work, Work Stress dan Turnover Intention

MICOSS_047

CONVERSATIONS OF TWITTER USERS ON LIBRARY IN DIGITAL ERA

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ABSTRACT

Conversations and libraries are two sides of a coin that have an important role in changing human civilization. Conversations can change the opinions, affections, and actions of others. While the library is a means for the public world to be created. Through Twitter as the most widely used social media, social action and transformation through literacy awareness and library love is possible. This study aims to analyze twitter users' conversations about the library from July 1 to 2019 using Ncapture from the Nvivo version 10. Analysis of the data in addition to applying word frequency queries (searches with the most frequently occurring words) as well as membership category analysis (MCA) for describing the activities, ratings, events, and rules of conversation of Twitter users. The results of the study explain 40 accounts that are actively discussing the library of 4,078 conversations, boasting four Keyword that most often arise from searches with the word library, namely: books, literacy, information, and collections. This library conversation leads to a common motivation, hope, perception, and social action to create a better literacy life.

Keyword : conversation, library, twitter, digital era

The Role of Interpersonal Communication Between Parents and Children in Encouraging Reading Interest in the Digital Era

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ABSTRACT

This research aims to explain and analyze the process stages of interpersonal communication between parents and children age 3-6 years old in encouraging their interest in reading in this digital era. In modern society, it is more common to see parents who do not communicate with their children very often due to their daily activities that heavily depends on technology. Children in age 3-6 years old are exposed by radiation from gadgets. According to Mark Knapp, the process of interpersonal communication is divided into three main categories. Basically, the new literacy skill needs to be acquired by all individuals with old literacy, in which reading is part of it, as its foundation in this digital era. This research uses qualitative approach with study case method. The methods of collecting the data in this research are conducting intensive interviews, observation, and literature study. There are six pairs of parents and children as informants in this research. The result shows that the informants have not fully conducted interpersonal communication in encouraging minat baca using story books. The conclusion is that there is an effective communication in interpersonal communication stage performed by parents to encourage their children's interest in reading in the digital era.

Keyword: Interpersonal Communication, Mark Knapp, Literacy, Digital Era

MICOSS_049

“Framing Analysis: Corona Virus News on Kompas.Com”

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ABSTRACT

This research aims to dig deeper into how Kompas.com framing the news of Corona Virus and also analyze the news value. It applies qualitative approach and Robert N Entman Framing analysis method as the picture of social phenomena in Corona Virus news. Kompas.com is chosen as the research subject, while the news of Corona Virus on March to April 2020 become the research object. The data are collected by using documentation technique and purposive sampling, selecting sample based on characteristics perceived as representing to be used in this research. The sample consists of 38 news. The results shows that in reporting Corona Virus, Kompas.com create diverse narrations in order attract news readers to the informations reported. There are two visible elements, impact and Human Interest. Kompas.com always sets forth ideology of capitalist economy in framing over the news of Corona Virus. However, Kompas.com is trying to wrap the news content with a polite and wise language to guard its professionalism as a mass media which accentuates universal, intelligence, and professionalism value.

Keyword: Framing, News, Corona Virus, Kompas.Com, Economy of Capitalist Media

MICOSS_050

**IMPACT OF WORK MOTIVATION, COMPENSATION, AND WORKING
ENVIRONMENT ON EMPLOYEE PERFORMANCE AT PT. KAWAI
INDONESIA**

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ABSTRACT

This study discusses motivation, compensation, and environment on Employee Performance at PT. Kawai Indonesia both partially and simultaneously. The method used is a quantitative method with the type of associative research. The population in this study were all employees of PT. Kawai Indonesia. The sample method used is probability sampling with sampling techniques using simple random sampling. The data analysis method uses multiple linear regression analysis with the help of SPSS software program version 24.00. The results showed that some of these studies had a positive effect on the performance of the employees of PT. Kawai Indonesia. Compensation of a significant positive effect on the performance of employees of PT. Kawai Indonesia. Positive work environment significantly on the performance of employees of PT. Kawai Indonesia. Simultaneously work motivation, compensation, and work environment together significantly influence the performance of employees of PT. Kawai Indonesia.

Keyword : Motivation, Compensation, Work Environment, Employee Performance

MICOSS_051

Subjective Language Accomodation in Official Twitter Account of Tirto.id

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ABSTRACT

This study aims to describe the use of subjective language in Tirto.id's Twitter account. The theory used in this research is accommodation theory, with a phenomenological approach and qualitative methods. In this study, it is known that Tirto.id accommodates subjective language styles—which are commonly used by Twitter users—to create fluid or familiar situations for readers. However, that language style is not used for all news. News containing issues of sexual violence, violence in Papua, terrorism, and other human rights violations, for example, is conveyed using formal language. Thus, it appears that there are two accommodation strategies carried out, namely convergence and divergence. Tirto.id does not always use a convergence strategy (subjective language), because there are important issues that need to be addressed using standard language (divergence), which reflects the legitimacy of Tirto.id as a media institution.

Keyword: Subjective Language, Accomodation Theory, News Website, Twitter

MICOSS_052

The Factors Influence Intention to Use Mobile Payment in Jakarta^{1*} R. Wulandari, ²E.D.Winastyo¹Postgraduate Lecturer at Mercu Buana University,²Students of the Master of Management Program at Mercu Buana University*Corresponding Author: ririn.wulandari@mercubuana.ac.id**ABSTRACT**

This study aims to determine the effect of perceive ease of use, perceive usefulness, perceive of mobility, and perceive of trust on interest in using mobile payments in Jakarta. The research analysis used multiple linear quantitative analysis. The study population is consumers who have used mobile payments, or who have not used them for purchasing transactions for goods and services. Determination of the number of samples using the Hair theory, because the number of population is not known precisely. Sample totaled 124 respondents. The results show that there is a significant and positive influence between perceived ease of use, perceive usefulness, perceive mobility, and perceived trust on interest in using mobile payments. The basic concept of TAM Theory is 2 variables of behavior and consumer perceptions of technological change, perceived ease of use and perceived usefulness. The results of this study are the development of this theory by adding perceive mobility and perceived trust as behaviors and perceptions that influence the interest in using changes in technology, in this case mobile payment technology.

MICOSS_053

Digital Transformation in e-Government Development Study in IndonesiaSitti Aminah¹, Herie Saksono²^{1,2}Research and Development Board, Ministry of Home Affairs

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The Industrial Revolution 4.0 and Society 5.0 have encouraged governments utilizing technology in order to improve the quality of public services and government administrative. Study aims to determine the level of e-government development in Indonesia, indentifying the obstacle factors and formulating digital government transformation on the implementation of e-government. The study was designed using a qualitative approach supported by secondary data. The Data was collected through: (1) e-Government surveys both survey publish by United Nation and e-Government Evaluation publish by the Ministry of Empowerment Apparatus and Bureaucracy Reform. Focus Group Discussion was held in May 2019 to identify e-Government inhibiting factors. Data were analyzed using descriptive analysis techniques. Study shows that the development of e-government are slow and lags behind ASEAN countries. E-Government index in government institutions is not on target. There is a gap between the e-Government indexes and central institutions as well as gaps between the Provincial and Regency / City Governments. The inhibiting factors of e-Government are: (1) Regulations are not enough to encourage and guide e-government (2) Lack of data integration; (3) Gaps in the availability of ICT infrastructure between regions; (4) limited ICT competence and (5) bureaucratic culture and leadership.

Keyword: e-Government, Digital Transformation,

The Best Counseling Methods for Fishermen in Overcoming Coral Reef Ecosystem Damage in Pasawaran Regency

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ABSTRACT

This study was conducted to determine the effect of extension methods and achievement motivation on knowledge about the impact of damage to coral reef ecosystems. In order to achieve this goal, this research was conducted using a mix method that is quantitative supported by qualitative data from interviews. Quantitative Method used for fishermen in Padang Cermin Subdistrict, Pasawaran Lampung Regency with n = 60 using 2X2 factorial. While the Qualitative Method conducted interviews with a number of Fishermen, Padang Cermin District Head, Sanggit Village Head, Community Social Institutions (NGOs) Concerned with Lampung Environmental Reform and Development and Satuan Markas Officer at Pangkalan TNI AL Lampung. The results of this study indicate that the knowledge of the overall impact of damage to coral reef ecosystems for fishermen who are provided counseling with the demonstration method is higher than the lecture method, for fishermen who have strong motivation to succeed, counseling using the demonstration method is higher than the lecture method, for fishermen who have weak successful motivation, counseling using the lecture method is higher than the demonstration method, there is a significant interaction between the counseling method and successful motivation and overall for those who have strong success motivation is higher than the motivation for weak success. So that in this study counseling with the demonstration method is more appropriate and suitable for use, because it has implications for improving the planning and development of counseling programs through demonstration methods, increasing the government's role in raising awareness of fishermen in the conservation of coral reef ecosystems, increasing the role of fishermen in the preservation of coral reef ecosystems, and increasing the role of extension workers in order to increase fishermen's knowledge about the impact of damage to coral reef ecosystems.

Keyword: ecosystem, coral reef, counseling, motivation to succeed, fishermen

MICOSS_055

**THE INFLUENCE OF WORKING CAPITAL MANAGEMENT ON
PROFITABILITY AND ITS IMPACT ON LOAN INTEREST
(Empirical Study at: PT. BRINGIN KARYA SEJAHTERA FROM 2012-2016)**

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ABSTRACT

Companies that have efficient working capital management can improve the company's ability to manage current assets and current liabilities better. When a company has high production capability, the company can provide sufficient funds and capital. With good management of working capital management, it is certainly expected that the company can produce good profitability so as to produce attractive financial portfolios in the eyes of investors, with the creation of a good image in the financial portfolio it will be easy for companies to obtain sources of funds obtained including third party funds with competitive interest. This research aims to analyze the effect of working capital management on profitability and its impact on loan interest expense at PT. Bringin Karya Sejahtera through empirical studies in 2012 - 2016. The data collected is secondary data. Secondary data obtained from financial data of PT. Bringin Karya Sejahtera from 2012 - 2016 is used as a research sample, various sources such as journals, books and other related publications. The research method of multiple regression analysis and panel funding analysis. The results showed simultaneously or partially Working Capital Management (Current Ratio, Debt To Assets Ratio, Receivable Turn Over and Working Capital Turnover) significantly influence Profitability (Return on Assets) and Loan Interest Rates, with R2 in the Analysis Panel showing that the influence of Management Working Capital through better profitability. Management of PT. Bringin Karya Sejahtera should pay attention to working capital management to increase profitability in order to get a good loan interest.

Keyword: Working Capital, Liquidity, Profitability and loan interest rate

MICOSS_056

**SHORT-TERM AND LONG-TERM PERFORMANCE OF INDONESIAN
HANDICRAFT INDUSTRY EXPORTS TO GDP AND ITS IMPLICATIONS FOR
THE EMPLOYMENT IN THE MSMEs IN THE DIGITAL ECONOMIC ERA**

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ABSTRACT

In the current digital economic era, the export performance of the Indonesian handicraft industry is still fluctuating. It is hoped that the role of exports in Gross Domestic Product will increase the absorption of labor in the Micro, Small, and Medium Enterprises sector. Micro, Small, and Medium Enterprises have proven to be resilient in every economic crisis. Research objectives to examine the effect of short-term and long-term performance of Indonesia's Handicraft Industry Exports on Gross Domestic Product and employment of Micro, Small, and Medium Enterprises. The data analysis method used is multiple regression with the Error Correction Model (ECM), to obtain the relationship between the independent variable and the dependent variable in the short and long term. The results showed that the export of Indonesia's handicraft industry had a significant and positive effect on Gross Domestic Product both in the short and long term. Gross Domestic Product has a significant and positive effect on employment in the micro and small business sectors in the short and long term. The model test results show that theoretical plausibility according to the estimate, accurate estimates of the parameters, high explanatory ability, and high predictive ability. Thus, positive government policy is needed that can drive exports of the handicraft industry in the short and long term

Keyword: employment; export; gross domestic product; handicraft industry; micro, small and medium enterprises

MICOSS_057

Self-Concept and Career Development of Santri Welcoming the Society 5.0

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ABSTRACT

The purpose of this study was to develop the ideal self-concept of female santri (students) from Pondok Pesantren Salafiyah Syafi'iyah Sukorejo in Situbondo Indonesia through into the society 5.0 era. Methods of expecting service-learning (SL); preferred from the review of the subjects "Personality Psychology", "Islamic Psychology", and "Islamic Guidance and Counseling" are then aligned with the needs of the santri community. Results: The development of the ideal santri self-concept is a generation of khaira ummah with the character of "Pelopor" (leaders in the way of Allah and leaders with the people to build civilization). To implement the khaira ummah generation, santri develop a personal design of their personal qualities that balances the quality of skills (shalahiyyah) with integrity (shalih). Mastered: master and practice knowledge (alim); honest and enterprising (as-shidq); love and care (rahmah); able to control themselves (wara', zuhud, and sabar); simple and modest (qonaah, ridha, and ikhlas); tawadhu' and wawas diri (guard appearance, speech, and heart); and communicative. The self-concept of santri which is charged with worship and builds civilization; contrary to developmental self-concept theory

Keyword: Self concept, Career Development, Society 5.0

MICOSS_058

THE STUDENTS' RECEPTION OF @LAMBE_TURAH'S GOSSIP ACCOUNT POSTS IN PUBLIC RELATION STUDENTS AT MERCU BUANA UNIVERSITY**Nadira Sekar Lintang¹, Achmad Jamil²**Magister Ilmu Komunikasi, Universitas Mercu Buana Jakarta
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The presence of @Lambe_Turah gossip account that shares information about the life of celebrities in Indonesia has given an idea of how difficult it is to maintain the celebrity privacy life. By accessing @Lambe_Turah account, it makes Instagram users get the latest information about Indonesian celebrities, or other general information quickly, especially for students.

This research used qualitative research as the method with a reception analysis approach. The basic theory of this research is information integration theory about how the information shared is integrated into absolute information, grapevine theory about informal dissemination of rumours, and the uses and gratification theory which is described how Instagram users and followers of the @Lambe_Turah interpreted @Lambe_Turah's contents.

This research showed that data obtained through in-depth interviews with ten respondents. The result of the data described through three positions, they are the dominant hegemony of four people, the negotiation position of six people, and no one is in the position of opposition. The result of this research showed that the majority of respondents stayed in a negotiated position.

Keyword : Reception, Gossip, Posting, Instagram, @Lambe_Turah

MICOSS_059

THE ROLE OF HINDU WORK ETHICS IN IMPROVING THE PERFORMANCE OF HUMAN RESOURCES IN THE ERA OF INDUSTRIAL REVOLUTION 5.0

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ABSTRACT

This study aims to determine the role and influence of Hindu work ethics in the relationship between locus of control and performance. The very rapid changes and developments in technology in the 5.0 era changed human behavior quickly too. To strengthen the competitiveness of Village Credit Institutions (LPDs-Lembaga Perkreditasi Desa) as banking institutions at the village level in Bali, human resources who have work ethics based on noble religious values are needed so that they do not have deviant behavior such as corruption and other forms of cheating. This research was conducted on all LPDs in Denpasar City, amounting to 35 units. The data were collected through observation, interviews, questionnaires, and literature study. The results showed that the locus of control and Hindu work ethics had a positive and significant effect on the performance of the LPDs Chairman in Denpasar City. The interaction between variables locus of control and Hindu work ethics states that Hindu work ethics play a role in strengthening the influence of locus of control on the performance of the LPDs Chairman in Denpasar City. So that in the development of human resources in the LPDs, it is necessary to focus on ethical behavior based on the values of the teachings of the Hindu religion to achieve organizational goals as well as to build noble, noble, and honorable human beings.

Keyword: locus of control, Hindu work ethic, human resource performance.

MICOSS_060

Community Role in Improving Muslim-Friendly Value Chain in COVID-19 Pandemic at Geopark Bayah Dome Tourism Area

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ABSTRACT

The purpose of this research is to know the role of community in improving the value chain of Muslim-friendly tourism in the COVID-19 pandemic at Geopark Bayah Dome Tourism area, Lebak Regency, Banten province. Methodology in this research is using Analytical Hierarchy Process (AHP) obtained by the most important order is the standard new order, then the aspect of the Geopark and later aspects of Muslim-friendly tourism. As for the sectoral aspect obtained six priority aspects, namely the facility with a weight of 16.3%, a tourist attraction with Bobo 15.6%, public awareness with weights 14.6%, geotourism with a weight of 12.6%, health protocols 11.8%, and which is not less critical is management and information with a weight of 10.7%. Qualitative descriptive analysis of primary data collection through focus group discussion (FGD), and secondary data from regional government agencies of Lebak Regency and other sources. The Output is a recommendation of the role of society that can improve the tourism value chain in the tourism area Bayah Dome becomes a geopark and geotourism area, and the majority of residents embrace Muslim can be developed using the concept of Muslim-friendly tourism. In the condition of pandemic COVID-19 that needs to be done from the strategic side of strengthening the rules in the normal new order, then the aspect of the Geopark and then the aspect of Muslim-friendly tourism. As for the sectoral aspect need special attention to facilities, tourist attraction, public awareness, geotourism, health protocols, management and information. Strategies with multiple criteria, your goal is to be one.

Keyword: Community Role, Covid-19 Pandemic, Geopark, Muslim Friendly Tourism, Tourism Industry

The Effect of Transformation Leadership on Organizational Performance through the Strong Lecturer Engagement - A Case Study on Senior Lecturers at Private Universities

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ABSTRACT

Transformational leadership is one of the leadership types that can be applied in an organization, especially for organizations in the field of education. This study was conducted on several lecturers spread across several campuses in Indonesia. The results showed as follows. (1) Engagement influences performance with a T-statistic value of 4.000 (> 1.96). Furthermore, the original sample estimate value is positive that is 0.582. Therefore, H1 is accepted. (2) There is a significant relationship between transformational leadership and engagement with a T-statistic value of 16.737 (> 1.96). Furthermore, the original sample estimate value is positive that is 0.820. Therefore, H2 is accepted. (3) There is no significant relationship between the transformational leadership and performance with a T- statistic value of 0.145 (< 1.96). Furthermore, the original sample estimate value is positive that 0.202 which indicates that the relationship between transformational leadership and performance is negative. Therefore, H3 is rejected.

Keyword: Transformational Leadership, Engagement, Performance.

MICOSS_062

COASTAL COMMUNITY PREPAREDNESS FOR TSUNAMI IN NORTH LOMBOK

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ABSTRAK

North Lombok Regency is the youngest district in NTB with an area of 809.53 Km², and is geographically located at the North Foot of Mount Rinjani. The location of North Lombok Regency is very strategic, it is located in a tourist destination. The sea transportation route in the Lombok Strait is increasingly crowded as refueling traffic from the middle east, as well as from Australia in the form of metal mineral routes to the Asia Pacific. This area has a number of tourist objects that are very well known abroad, such as Gili Terawangan, Sendang Gile Bayan Waterfall, the beauty of Segare Anak Lake at the top of Rinjani and many more. In 2017, the number of tourist visits in North Lombok almost reached 1 million people. Tourists, both foreign and domestic, have a total of 995,966 people. Seeing the rapid development of tourism in North Lombok by looking at the vulnerability of the area to a tsunami, it is necessary to consider reducing the risk of the impact of the tsunami and maintaining the stability of the tourism industry. Most of the people in North Lombok are very dependent on the tourism industry. So real efforts are needed in reducing disaster risk, one of which in this study is to look at community preparedness. This study aims to analyze community preparedness efforts in North Lombok Regency. The method used in this research is a qualitative method with descriptive analysis where any data or information obtained through the analysis process is conveyed in the form of a description. The result of this research is that post-earthquake preparedness of coastal communities has just begun to be carried out by conducting and preserving local wisdom by building houses with light construction such as newga, awareness and preparedness of coastal communities in the tsunami disaster mitigation process are not yet fully prepared because there is still a lack of training and simulations on community preparedness. in the face of the threat of a tsunami, the community has begun to build awareness of the importance of preparedness science in mitigating the occurrence of a tsunami disaster as evidenced by starting to build house construction with various options such as Plus Plus Plus Plus Plus Instant Steel Structures, Earthquake Resistant Instant Houses, Steel Structure Instant Houses, Healthy Simple Instant, Conventional Instant Houses, and Wooden Instant Houses are one of the ways for preparedness in facing the threat of a tsunami in order to create disaster resilient coastal communities in northern Lombok.

Keyword: coastal community, preparedness, tsunami.

MICOSS_063

Relationships marketing of the era digital in travel Umroh and Hajj companies in Indonesia during covid-19

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ABSTRACT

This research is to find out the marketing communication strategy of ICT travel agent PT Indo Citra Tamasya is a Travel Bureau that has an official permit from the Ministry of Tourism and the Ministry of Religion that is segmented as Wholesale Package. PT Indo Citra Tamasya has been operating since 2009 until now. PT Indo Citra Tamasya Wholesaler Package Umrah and Halal Tour, located in Jakarta. The theory used in this study is the SWOT Analysis Theory, by using research methods with the SWOT analysis method, it wants to show that the company's performance can be determined by a combination of internal and external factors, both factors must be considered in the SWOT analysis. The method used in this research is to use a qualitative approach. With data collection techniques through observation, interviews and documentation. The results found that the communication strategy carried out by ICT was quite good, because after researching it had followed the stages of strategic planning techniques using SWOT analysis, strengths and weaknesses, opportunities, and threats, but still needs to be improved again with new innovative strategic planning techniques, in order to face competition in the travel tourism business in the covid-19 period.

Keyword: Strategy Marketing Communication, Travel agent

MICOSS_064

Innovation of Dokter Kependudukan Online (dr. KePO) in Improving Local Governance System in Gresik District, East Java Province

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Abstract

The study is about the innovation of Dokter Kependudukan Online (Dr.KePO) in improving local governance in Gresik district, East Java province. This study was motivated by the existence of a new paradigm in local government services at the village level. The aims of this study was to improve the performance of local government administration. This study uses a qualitative method. Triangulation of data sources was to explore the truth of certain information through various methods and sources of data collection. Participant observation, written documents, archives, historical documents, official records, personal notes or writings and pictures to produce different evidence or data. While data processing, researchers performed data reduction. The reason for choosing this method because this study was a contemporary social event or phenomenon. With this method, researchers can make observations and in-depth interviews with careful subjects. The results obtained in this study were that the regional government of Gresik district has carried out several social interventions to improve services to the community from city to rural levels. Local government intervention in this context was Department Demography and Civil Registration which directs the creation of innovation in facilitating population administration management services and civil registration.

Keyword: Regional Government, Rural Innovation, Social Intervention, Technology Innovation, Policy Innovation

MICOSS_065

**Marketing Strategy Sharia Financial Institutions to Promote Sharia Fintech and
Micro and Small Enterprises (MSES)****Vinnoya Apcaresta Alik¹, Sugeng Santoso², Siti Nurmaliki³, Nur Anissa⁴**^{1,2,3,4}Mercu Buana University, Jakarta¹55119110020@student.mercubuana.ac.id, ²sugeng.santoso@mercubuana.ac.id,
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Financial technology (Fintech) is a combination of technology with financial/financial services that develop from the direction of the conventional business model to be online. This research discusses the role of Fintech, especially sharia Fintech in business actors. The case study in this study was how the role of Fintech to encourage businesspeople to obtain loans easily and quickly. From the results of the analysis that the development of Fintech conducted by the financial institutions of both banking, cooperatives and other finance can improve financial literacy and financial inclusion in the MSES. The results of this study were obtained from the spread of questionnaires to 40 MSES that became primary data. This questionnaire consists of 30 questions outlined according to several variables to be researched, among them: the relationship between the level of FINTECH (X1), Quality System (X2), Features of Service (X3), and Wishes to use SHARIA FINTECH (X4) in MSES Performance (Y). From the results of the Analysis of Correlation Variables and the reliability test results variables that (X1), (X2), (X3), (X4) significant effect on (Y). Based on the list of OJK, the last data showed already Shariah-labeled Fintech companies, which sell sharia loans. Reviewed from the needs of the MSES players, Fintech is the closest is the Laku Habis. Laku Habis to develop productive business and investment in improving the quality of MSES activities by encouraging saving and supporting financing activities.

Keyword: Fintech, MSES, Syariah, Laku Habis

MICOSS_066

Baduy's Indigenous Entrepreneurship and Mobile CommunicationS Mulyadi¹, H Prabowo², A F Citra³¹²³Faculty of Psychology, Gunadarma University, Depok¹kakseto_288@yahoo.co.id, ²hendroprabowo@staff.gunadarma.ac.id,³afuci_psy@staff.gunadarma.ac.id**ABSTRACT**

Baduy is a fairly extreme indigenous people because it still retains customs with oral tradition and does not receive formal education. By inhabiting an unchanged customary area (5,101.85 ha) but not a remote area (170 km from Jakarta), Baduy people have to deal with an increase in population (11,705 people by 2017) and modernization. This qualitative case study analyzed the data to answer the two questions: (a) What values underlie indigenous entrepreneurship in the Baduy community? (b) What kind of mobile communication process is applied to the Baduy community to support the entrepreneurship? This study was conducted with the document review, participant observation and interview involving local people as 11 participants. We found that: (a) Pikukuh as a local value underlying indigenous entrepreneurship; (b) Mobile communication process to support the entrepreneurship. Gatekeeping theory in the use of social media is discussed.

Keyword: pikukuh, indigenous entrepreneurship, mobile communication, Baduy.

MICOSS_067

The Extensible Business Reporting Language and Fraudulent Financial Statement in Indonesia

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ABSTRACT

This study aims to prove the effectiveness of the implementation of Extensible Business Reporting Language (XBRL) on the level of fraudulent financial statements. The sample was determined by using purposive sampling method and obtained 81 companies as the research sample. The results showed that XBRL with the SIZE control variable affected financial statement fraud. In contrast, the control variables DAR, ROA, GDP, and PBV did not support the effect of XBRL on financial statement fraud. The test results also prove that there are differences before and after implementing XBRL, where the measurement of financial statement fraud is lower after the application of XBRL. This result means that the implementation of XBRL will force companies to provide accountable and transparent information. The business and financial information collected in XBRL is a machine format reading and operation, thereby increasing the ease of dissemination and public analysis, thus making it easier to detect fraudulent financial statements.

Keyword: Extensible Business Reporting Language (XBRL), Firm Size, Fraudulent Financial Statemet

MICOSS_068

**The Implementation of Environment Communication in Maintaining the Cleanliness
of Cisadane River
(Case Study in Government and Environment Department of Tangerang City)**

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ABSTRACT

Environment become a fundamental essential matter in the life, but not all of humans being can maintain the environment so that the pollution is occurred. One of some pollutions which is occurred in Indonesia water pollution in Cisadane River. A river that flows from Bogor City (West Java) to Tangerang Regency (Banten). Tangerang City as one of the cities flown by the Cisadane River and has the responsibility in keeping the Cisadane River clean. To implement environmental communication means disseminating environmental information, empowering the community to resolve various conflicts about the environment which in turn are expected to continue to preserve the environment. This research use case study method be reviewed from transformational communication application by data collecting method is observation and interview to Government and Environment Department of Tangerang City. The environmental communication carried out by the Tangerang City Government and the Tangerang City Environment Department is reviewed by the implementation of transformational communication features both media, information, education and social mobility components which are also related to synergy and strategic features. There is also a need for awareness of the public and other stakeholders in maintaining the cleanliness of the Cisadane River and the need for synergy between the regional and provincial governments that flows through the Cisadane River.

Keyword : Implementation, Environment Communication, Cisadane River

MICOSS_069

Social Activism through the Use of Social Media: A Case Study of the Gerakan Kesejahteraan Tuna Rungu Indonesia (GERKATIN)

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ABSTRACT

Gerakan Kesejahteraan Tuna Rungu Indonesia "GERKATIN" is a community that uses new media in activism or social movements to interact and create communication networks, the media used is Instagram. The purpose of this study is to describe the use of new media used by GERKATIN in every stage of social movements according to Macionis (2014). The theory used in this essay is Roger Fidler's (1997) theory of mediamorphosis. The type of research is using the case study method (Stake: 2005). The results of this study indicate that GERKATIN's use of the new media for Instagram at the emergence stage is in the form of (1) spreading issues with persuasive messages, (2) writing captions and sharing posting times, (3) having quizzes or challenges. The merger stage consists of (1) posting live reports, (2) participation of public figures or celebrities, (3) using the hashtag feature. At the formalization stage in the form of (1) Instagram live and Instagram stories. In the results or reduction stage in the form of (1) changes in Instagram's appearance. Where, in the use of Instagram by GERKATIN, it has a positive impact on followers and for GERKATIN and the deaf.

Keyword : Social Activism, Social Media, Mediamorphosis Theory

MICOSS_070

**Implementation of Knowledge Management to Improve Human Resource Competence in Indonesian Cleaning Service Industry in Digitalization Era
(review article)**

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ABSTRACT

The Covid-19 pandemic development currently affects all sectors of life of the world. In Indonesia the impact of the pandemic happens to business world. This article aimed to review the implementation of Knowledge Management to improve human resource competence in Indonesian cleaning service industry in digitalization era. Cleaning services, are the key component of New Public Management as they are believed to lower costs and improve quality. Under an outsourcing contract, the vendor provides cleaning staff (cleaning service employees) and all necessary equipment and supplies to clean the buildings. The author has tabulated the needs for employees from 37 companies that open vacancies for cleaning service employee positions announced on the internet. Among those companies 51% take the minimum education requirements as senior high school (SMA/SMU/SMK/SLTA) and the remaining 49% companies take lower education level. It is still unknown about the role of individual education to knowledge management implementation and how its role to improve human resource competence. It is necessary to do in-depth research on the function of employees' education in knowledge management implementation to improve human resource competence of employees who serve cleaning services both in their own companies and other companies in the digitization era nowadays.

Keyword: Knowledge Management, Human Resource Competence, Cleaning Service Industry

RAJAWALI TELEVISI (RTV) SOCIAL MEDIA MANAGEMENT**Wahyudi¹, Nur Kholisoh²**^{1,2}Universitas Mercu Buana, Jakarta¹wahyu.tv@gmail.com, ²nur.kholisoh@mercubuana.ac.id**ABSTRACT**

The era of digital disruption marked by the massive use of social media and digital technology has an impact on real challenges facing the national television industry in Indonesia. Currently television stations not only compete with other television stations but also have to compete with influencers on social media in capturing viewers and advertisements. For the television industry, the presence of social media can be seen as a challenge and an opportunity in carrying out its business processes. Seeing this phenomenon, Rajawali Televisi (RTV) is aware of the great influence of social media as a media for program promotion and distribution of broadcast content. This study aims to determine the social media management of RTV. This study uses a qualitative research approach with a case study method and uses the conceptual foundation of Regina Lutrell's The Circular Model of SOME. Data collection techniques in the form of interviews, literature study, and documentation. The results show that currently the use of social media on RTV greatly contributes to building the closeness of the audience to its programs and increasing company revenue obtained from YouTube adsense and advertising on RTV social media. RTV social media management seeks to pay attention to the aspects of share, optimize, manage, and engage so that social media Facebook, Instagram, Twitter, and Youtube can be used optimally to achieve company goals.

Keyword: social media, television, RTV

MICOSS_072

Digital Mass Media Group Platform in Society Era 5.0

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ABSTRACT

The implementation of digital platforms by media groups in Indonesia enters society 5.0. TransMedia Group is one of the media groups that carry out the stages of communication technology in disseminating information. This study wants to find out how the implementation of the digital platform carried out by the TransMedia Group as mass media in facing the competition in the media industry in Indonesia. This study uses the perspective of The Communication Technology Ecosystem in conducting its analysis with a qualitative approach and data collection techniques using interviews and observations of the management and digital group platform. The results of this study, the TransMedia communication technology ecosystem uses hardware in the form of a device platform while the software is in the form of websites, social media, and applications. The content on this digital platform is in the form of text, video, and audio information that is integrated between media in the TransMedia Group in its organizational infrastructure. This social system entering society 5.0 makes it easier for people as digital platform users to find news and entertainment information via digital but also supports dynamic interactions between media and audiences and audiences with audiences.

Keyword: digital platform, The Communication Technology Ecosystem

Digitizing Newspaper Content in Indonesia: The Challenge of Enforcing Culture of Immediacy

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ABSTRACT

This research is aimed to examine on how the culture of immediacy is implemented in a newspaper undergoing digital transformation. This paper is written based on the case of Harian Kompas, the most influential newspaper in Indonesia, that just officially launched its paywall-based digital site, kompas.id as an alternative platform. Within this context, the daily implemented the digital-first strategy to put the priority of rapid digital news production prior to its slow-pace print edition. Through ethnography fieldwork in the daily's newsroom, relying on depth interviews and participant observations, the study highlights a notion that the culture of immediacy is not easy to implement. The challenge rests on the fact that it is not only contradictive to the common rhythm of rigid newspaper work-flow and deadline among reporters and editors; but further it is considered harmful to the daily's prescribed core value of polished-style and comprehensive journalism originated from its editorial philosophy. It is within the constant negotiations among all the newsroom's actors, the culture of immediacy remains to be a contesting value that should be carried out by the daily as a way to excrete the old habit of print deadline while the digital-first transformation is still taking shape.

Keyword: immediacy, digital-first, journalistic, news production

MICOSS_074

RISK ANALYSIS OF THE ARCH-GARCH METHOD AND THE PROBABILITY OF THE RUNS TEST METHOD IN BANKING SHARES BOOK III RECORDED IN INDONESIA STOCK EXCHANGE

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ABSTRACT

is so strong that it is important to conduct research on the risk analysis of the ARCH GARCH method and the probability of the runs test method, on Book III banking stocks on the IDX. This study aims to obtain the risk value that investors will accept based on the calculation of Value at Risk based on the optimum model by means of the Autoregressive Conditional Heteroscedasticity - Book III banking shares on the Indonesia Stock Exchange (IDX) have the second large capitalization after Book IV banking. This sector is predicted to have a significant positive effect on the Indonesian economy. The influence Generalized Autoregressive Conditional Heteroscedasticity (ARCH-GARCH) method analysis and to obtain the winning probability value for each Book III banking share.

Keyword: Banking Stocks, ARCH, GARCH, VaR, Probability.

MICOSS_075

**DESTINATION BRANDING BASED ON TRI HITA KARANA IN THE
DEVELOPMENT OF SUSTAINABLE TOURISM IN THE ERA OF SOCIETY 5.0**

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ABSTRACT

In the era of Society 5.0, which has begun to develop in several countries, makes the world more dynamic and competitive, including providing changes in the tourism sector. Sustainable tourism development with a touch of digital technology is the key to success in tourism development. One of the tourist attractions currently being developed on the island of Bali is Nusa Penida. Nusa Penida has a very promising tourism potential ranging from marine tourism, cultural tourism, and spiritual tourism. As a marine tourism, Nusa Penida waters are part of the world's coral triangle, while as spiritual tourism, Nusa Penida is an area with strong spiritual vibration, and therefore it is known as a sacred place. Tri Hita Karana are the values of local wisdom of Balinese society that are universal and can be implemented in various aspects including tourism aspects. A tourist destination identity can be developed by incorporating Tri Hita Karana elements. Tri Hita Karana-based Destination Branding will form a positive perception and image in the minds of tourists and besides that this concept is able to maintain harmony and sustainability of the tourist attractions of the Nusa Penida.

Keyword: Destination, Branding, Tri Hita Karana, Society 5.0

MICOSS_076

THE FACTORS EFFECT PURCHASE DECISION OF BRAND X PUMP IN PT XYZ.

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ABSTRACT

This research aims to examine and analyze the effect of variable brand image, product quality, product price, and delivery time on the purchase decision of brand X pump in PT XYZ. This statistic parametric study use method a multiple regression in which the data processed by the SPSS program. The sample size was 54 companies that already purchased a pump directly to PT XYZ in 2019. The instruments used in the form of a structured questionnaire with a Likert scale were used to collect data which consisted of 22 questions arranged based on indicator and dimension derived from each variable. The result showed that all the independent variable has a significant and positive influence to purchase decision as a dependent variable. In other side, at this research found that consumers still consider the brand image factor, so what happens is consumers still choose and decide to buy product X, with an increase in sales, despite experiencing dissatisfaction with some of these factors.

Keyword: brand image, product quality, product price, delivery time, and purchase decision.

Good Public Governance Towards Society 5.0 in Indonesia: A Review

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ABSTRACT

The existence of society 5.0 has become more visible since the concept was released in Japan. On the other hand, Good Public Governance (GPG) is expected to trigger the growth of a super-smart society. Along with the pace of technological development and innovation creation, GPG has not been embedded in people's daily lives because there is no platform to be prepared for society 5.0. This study aims to examine the dynamics and problems that occur in the management of GPG in Indonesia in the process towards society 5.0. The approach used is qualitative with analysis techniques through literature review. The management of GPG is considered not optimal, in line with the performance of GPG in the central and local governments which has not been widely published. From the results of the analysis, it is found that there are problems that have not been resolved in the efforts of the GPG to encourage the realization of society 5.0 in Indonesia. The practical implications offered are: improvement of internet infrastructure that reaches remote areas, preparation of legal frameworks, a collaboration between state institutions and with corporations, and strengthening of innovative policies based on research that supports society 5.0. This paper provides specific recommendations that can be used to manage GPG in preparing community 5.0 in Indonesia.

Keyword: Society 5.0, Good Public Governance, Indonesia Government

MICOSS_078

Regional Capacity Improvement to Provide Digital ServicesImam Radianto Anwar Setia Putra¹, Purwadi², Hari Prasetyo Sutanto³, Rosidah⁴, and Anung Sutakwo Hadi⁵^{1, 2, 3, 4, 5} Researchers at the Research and Development Agency

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This research was conducted to analyze the performance of regional public services towards smart cities through e-Government. The need for digital services is increasing today. For this reason, local governments need to increase capacity to respond to changes in electronic-based services. The study was conducted with a descriptive qualitative method. The results show that service delivery can be achieved well through infrastructure support, efforts to implement Smart City master plans, and public readiness to receive digital-based services. This study recommends strengthening local government institutions and digital service policy frameworks; and preparing the urban empowerment development.

Keyword: Regional Government Capacity, e-Government, Smart City,

MICOSS_079

Knowledge Management as a Consensus for Strengthening the Research and Development Agency of the Ministry of Home Affairs

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ABSTRACT

Knowledge used to increase the value and performance of organization through the elaboration of its intellectual resources. For this reason, knowledge management is important for Research and Development Agency in improving their quality. This research aims to ensure that the knowledge management approach can be used as a foundation for strengthening Research and Development Agency. Qualitative research procedures and methods have chosen in exploring various phenomena of activities of the R & D Agency which react closely with the concept of knowledge management. A qualitative approach is a study conducted by researchers which used to find and understand hidden things behind a phenomenon that sometimes difficult to understand. Using a symbolic approach, it is assumed that the object of people, situations and events does not have their own understanding through collecting in-depth interview data, and data analysis in qualitative research was carried out in a narrative. R & D the Ministry of Home Affairs has a conformity with the application of knowledge management to be further strengthened in terms of agencies, including procedures in the interaction between research and development networks as well as innovation and human resources. Furthermore, this research formulates several conclusions, namely; 1) Development of three other dimensions of knowledge management in the performance system in order to achieve organizational output, given the capacity of knowledge through the use of tacit abilities and implicit knowledge. 2) reconstructing interactions to support learning organizations through the use of generative organizational criteria to strengthen consensus of knowledge management. 3) the use of a flexible structure and the development of organizational competencies in the implementation of activities in order to seek various knowledge development and innovation.

Keyword: Knowledge Management, Intellectual Capital, Learning Organization

The Influence of Political Marketing Communication Jokowi on Facebook Towards the Reputation and Image among Millennial Generation in General Election 2019

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ABSTRACT

In Indonesia's current political situation, political marketing has an essential role in winning the general election. In an open competition, among candidates, Presidents and Vice Presidents strive maximally to give information so that the voters will be in favor of them. This situation also dealt with the same to Joko Widodo, who was a candidate for President in General Election 2019 by performing political marketing communication through various media such as new media as a communication message tool, particularly among the millennial generation. This research aimed to examine and measure the influence of Joko Widodo's political information on Facebook towards the image and reputation among the millennial generation in the last 2019 General Election. This research uses *the Stimulus Organism Response* theory, a theory of political marketing communication, and a theory about image and reputation. This research also uses a positivist paradigm with a qualitative approach. The method used is a survey method using questionnaires to obtain information from millennial generation in Jakarta, with a total 400 people. The sampling technique uses *proportional sampling* and data analysis with *path analysis*. This research shows that political marketing communication has only 9.6% of a direct impact on reputation. The image has an immediate effect on a reputation as much as 86,6%, while the indirect impact of political marketing communication of image towards reputation is 64,49%.

MICOSS_081

Green Operations Management with Green Business and Green Marketing Perspective

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ABSTRACT

Management operations of the company as a necessity that is not inevitable by the company both manufacturing and services. Nowadays, operations management cannot avoid the global trend of green operations in which the company's operations must not damage the environment or should be environmentally friendly, although it is required to benefit the company in order to awake its business sustainability. The principles of green companies orientation on humanity, profit and save the Earth. The research was conducted to determine the influence of green operations management on green marketing, green operations management of green business and green business towards green marketing. The results show that the influence of green operations management on the influential green marketing is not significant, green operations management positively influence the green business and green business effect positively on green marketing.

Keyword: green operations management, green business, green marketing, green company

MICOSS_082

Supply Chain Management Through Feasibility Study New Product Rayon Fiber with Silk Quality at PT XYZ

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ABSTRACT

As a manufacturing company, PT XYZ has been producing rayon fiber products oriented to the domestic and export markets. PT XYZ is a company incorporated in the multi-national group company, which is a producer of rayon fiber with the world's largest production capacity. Therefore, PT XYZ plans to make additional investments to produce rayon fiber with silk quality located in Indonesia and is expected to provide benefits to the real investment climate in Indonesia and increase the country's foreign exchange. Before investing, it is necessary to do a feasibility analysis first to determine the level of investment feasibility. Analysis is carried out for the next 5 years in various scenarios, namely pessimistic, moderate and optimistic. Some things that are needed to do this analysis are determining future sales estimates, calculating cost of goods sold, making income statements and cash flows, calculating financial feasibility parameters, and doing sensitivity analysis. Based on the analysis, it was found that it turned out that investment was feasible, both in a pessimistic, moderate, and optimistic scenario. Of course, an optimistic scenario produces the best feasibility compared to all other scenarios.

Keyword : Investment, Feasibility of producing new rayon fiber products with silk quality

MICOSS_083

OPPORTUNITIES AND CHALLENGES OF WOMEN'S SMALL AND MEDIUM ENTERPRISES (UKM) IN PRODUCING SONGKET WOVEN FABRIC TRADITIONAL BIMA IN THE PANDEMIC TIME OF COVID-19

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ABSTRACT

Small and Medium Enterprises (UKM) that exist in the community can be in the form of companies, women's business groups or government programs in the form of Joint Business Groups (KUBE). The Women's Business Group has group members consisting of female weavers, both of whom are housewives in a nuclear family (conjugal family); housewives who have problems in the family such as divorce, one partner has passed away, has the status of being separated from her bed or becoming a second wife; and girls. The production activity of Bima's traditional songket woven cloth experienced problems in the field during the Covid-19 epidemic, so it is necessary to analyze the opportunities and challenges of joint business groups during the Covid-19 epidemic.

The research method used a qualitative approach with the type of phenomenological research. The informants in the study consisted of main informants and supporting informants, using a sampling technique, namely purposive sampling. Data collection techniques using observation, interviews and documentation. The research results will be analyzed using data reduction, data display and data verification, to test the validity of the data using the credibility test with the type of data validity, namely triangulation of data sources, triangulation of data collection techniques and triangulation of time.

The results of the field findings show that there are opportunities and challenges in producing the traditional Bima songket woven cloth during the Covid-19 pandemic. Opportunities in producing traditional Bima songket woven fabrics are that the products produced can be sold in large quantities and are used for children's school needs, preparations for children's college payments and postpartum preparation. The challenge in producing Bima's traditional songket woven cloth is the decreased turnover during the Covid-19 pandemic; Bima's traditional woven fabric production does not match the business group's income; Expenses are greater than income; Marketing techniques use the canvas business model and during the Covid-19 pandemic, they carried out promotions through social media Facebook and WhatsApp; and Management during the Covid-19 pandemic, namely producing only ordered goods to minimize the amount of expenditure for women's business groups.

Keyword: *Opportunities and Challenges, Women UKM Group, Songket Woven Fabric*

MICOSS_084

Revisit Intention To The Museum Bank Indonesia**A I Arsyad¹, M Sabar²**^{1,2}Universitas Mercubuana, Indonesia¹adearsyad24@gmail.com, ²mudji_sabar@yahoo.com**ABSTRACT**

This study aimed to analyze how much influence the dimensions of Service Quality on Visitor Satisfaction and its impact on the Revisit Intention to Museum Bank Indonesia (Museum BI). Furthermore, this study also aims to examine the theoretical relationship that Visitor Satisfaction is a pre-requisite for Revisit Intention. This study uses a nonprobability sampling method. The number of samples was determined based on the Slovin formula calculation to obtain a total sample size of 275 respondents. The data analysis technique used was PLS-SEM with the SmartPLS version 3.2.8 application. The results showed that Responsiveness and Empathy directly affected Revisit Intention, while Tangibles, Assurance, Reliability, and Visitor Satisfaction had no direct effect on Revisit Intention. This study also proves that visitor satisfaction does not have a significant effect on Revisit Intention. In addition, Visitor Satisfaction is not a positive moderator for the influence of the Independent variable on the Dependent Variable. It is proven that the indirect effect of Independent Variables on Dependent Variables through Visitor Satisfaction is less than the direct effect of Independent Variables on the Dependent Variable. Therefore, one of the managerial recommendations from the results of this study is that the Management of Museum BI is advised not to focus solely on virtual visitor satisfaction to increase Revisit Intention.

Keyword: Service Quality, Visitor Satisfaction, Revisit Intention

MICOSS_085

Analysis of the Effect of Product Quality, Price Fairness, and Brand Image on Consumer Loyalty with Customer Satisfaction as an Intervening Variable in Sajiku Brand Instant Seasoning Products in North Jakarta

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ABSTRACT

The research objective was to determine the influence of the variable product quality, price fairness, and brand image on consumer loyalty, by mediating customer satisfaction. The method used in this research is a quantitative descriptive method. The population of this study was all users of the Sajiku brand instant seasoning in North Jakarta. The sample was determined to be 198 respondents, based on the Loehlin theory. The method used in sampling is a nonprobability sampling. The method used in analyzing the data is the Structural Equation Model (SEM) method. The tool used as a software in using SEM is Lisrel 8.80. The results showed that product quality, price fairness, and brand image had a significant effect on consumer loyalty, mediated by customer satisfaction. However, price variables have the strongest influence compared to variables of product quality and brand image, both on consumer loyalty and on customer satisfaction. Based on this, to improve the performance of Sajiku brand instant seasoning in North Jakarta, the first step is to evaluate special pricing for the North Jakarta area, as well as need to expand promotions so that its brand image is increasingly recognized, as well as convince consumers that products meet health standards with packaging that reflects that matter.

Keyword: quality product, price fairness, brand image, customer satisfaction, customer loyalty

MICOSS_086

Political Marketing Communication Strategy of Prabowo-Sandiaga in the 2019 Presidential Elections (Neuroscience Studies on Social Media Campaign)

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ABSTRACT

With the intention to succeed in the 2019 presidential elections that was full of open competition and transparency, candidates required a method to market their political initiatives, parties, or candidates to society. For those reasons, political marketing holds an important role in democratic context which is actualized by marketing strategies as the best method to gain a triumph. In addition, the candidates must convince the voters to take sides and vote for them. This can be achieved if the candidates obtain a great support from the voters. This situation is relevant to Prabowo-Sandiaga as one of the candidates in the 2019 presidential elections. In politics, neuroscience approach can be applied as one of the strategies for political marketing. A research on neuroscience is important to carry out in order to inform the ongoing situation to society and enable them to respond and also take sides for controversial statements delivered by the candidates in their campaigns. This research aimed to study the political marketing strategy conducted by Prabowo-Sandiaga on social media in order to obtain a support in the 2019 presidential elections. This research applied a symbolic interaction theory and political marketing communication which are categorized as a method and marketing applications in politics. The paradigm used in this study was constructivists with case study method and deep interview as the data collection techniques. The interviewees were individuals who involved in the campaign team of Prabowo-Sandi, social media account administrators of Prabowo-Sandi, several political communication experts, and neuroscientists. The results revealed that Prabowo-Sandi applied a Lees-Marshment method as the political marketing communication strategy with economic populist program as the political product offered to constituents.

Keyword: Political Marketing Communication, symbolic interaction, social media, and neuroscience

MICOSS_087

**ACCOUNTANT PERCEPTION TO INCREASE USEFULNESS OF
AGRICULTURE FINANCIAL ACCOUNTING INFORMATION IN INDONESIA**

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ABSTRACT

This study aimed to describe and explained the attitudes and roles of accountants, understanding of agricultural financial information services in Indonesia to be improved from an accountant's perspective and accounting arrangements which include recognition, measurement, and disclosure of agricultural activities in accordance with PSAK 69 about agricultural accounting. The results of this study state that increased the use of agricultural financial accounting information in terms of PSAK 69 in agribusiness accounting can be demonstrated by increase in stock market prices, that can impact to rise of share prices. Agricultural financial accounting information currently does not provide a role in decision making in the agricultural industry, because there are still many agricultural industries does not know the function of accounting information. As solution to these problems, accountants suggest some of services for the agricultural industry. Understanding in the agricultural industry through socialization about increasing the usefulness of agricultural financial accounting information and provide the information on accounting arrangements that include recognition, measurement and disclosure of agricultural activities in accordance with PSAK 69 on agricultural accounting.

Keyword: Perception, Agricultural Accounting, Accountant, PSAK-69

MICOSS_088

**Husband's Support and Work-Family Conflict In Mothers Working in Era 5.0: An Indigenous Psychological Approach
(Role of Relationship in Communal Sharing and Equity Matching)**

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ABSTRACT

This study aims to determine the effect of the husband's support on work-family conflict in working mothers through social relations equality matching and communal sharing based on the indigenous psychology approach. This research was conducted in the Special Region of Yogyakarta. The characteristics of the research subject are the wife who identifies herself as Javanese, has children under 12 years of age who live with her husband and work as professionals. The research data was collected through a survey method using a work-family conflict scale, a husband support scale and a communal sharing social relationship scale, a social equality matching scale given to 296 research subjects. The research data analysis used was a test measurement model at once against 3 constructs using path analysis. Based on the results of the model test, it was found that the model of the influence of husband's support on work-family conflict in working mothers through social relations equality matching and communal sharing was empirically tested (kai-squared value with $p > 0.05$; GFI value ≥ 0.90 ; AGFI value ≥ 0.90). In addition, it was found that (a) the social relations of communal sharing have a direct influence on family work conflicts in working mothers with a total effect of -0.334 ($p < 0.05$); (b) Social relations equality matching has an effect on family work conflicts in working mothers with a total effect of -0.135 ($p < 0.05$) but the effect is indirect through communal sharing social relations; (c) Husband's support has an effect on work-family conflict in working mothers with a total effect of -0.205 ($p < 0.05$), but the effect is indirect through social relations of equality matching and communal sharing.

Keyword: work-family conflict, husband's support, communal sharing, equality Matching

MICOSS_090

The Influence of Organizational Culture, Motivation and Job Satisfaction on Teacher Performance at Bina Insan Mandiri Vocational High School

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ABSTRACT

Improving teacher performance in an organization or especially in schools is very necessary to be able to produce good performance. The purpose of writing this journal is to determine the factors that can affect teacher performance, where the authors limit the factors of organizational culture, motivation and job satisfaction of teachers at SMK Bina Insan Mandiri. The method in this research is a descriptive method with a quantitative approach (deductive). The subject of this research is Bina Insa Mandiri Vocational High School. The population in this study were the principal, the vice principal in the curriculum sector, the vice principal for student affairs and finally the teachers at the school, with the total population in this study amounting to 67 people. Determination of the number of samples using saturated samples, data collection techniques using observation, questionnaires and documentation, while data analysis techniques using parametric statistical tests. Hypothesis testing is done by interpreting the results of the linear regression test. Based on the results of the analysis of funding calculations, it can be concluded that organizational culture, motivation and job satisfaction both independently and simultaneously have a positive and significant effect on the performance of the Bina Insan Mandiri Vocational High School teachers. That is, the better the organizational culture, motivation and job satisfaction of the teacher, the better the teacher's performance towards the Bina Insan Mandiri Vocational High School.

Keyword: Organizational Culture, Job Satisfaction and Performance Master

MICOSS_091

**THE EFFECT OF AUTHENTIC LEADERSHIP, TRUST, WORK AUTONOMY
TOWARD MEMBER'S PERFORMANCE OF THE INDONESIAN PACKAGING
FEDERATION ASSOCIATION IN JAKARTA**

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ABSTRACT

This study aims to check the effect of Authentic Leadership, Trust, Work autonomy on employee performance at the Indonesian Packaging Federation Association in Jakarta. The research type is quantitative research with descriptive method. The population of all employees using a nonprobability sampling technique with saturated sampling. This research found 60 respondents as the sample. Analysis using Multiple Linear Regression data in which each variable results has a significant and positive effect, such as Authentic Leadership, Trust, Work Autonomy toward Member Performance. Leadership must give more complete trust to subordinates with work awareness factors for performance to increase the use of performance methods.

Keyword: Authentic Leadership, Trust, Work Autonomy, Member Performance

MICOSS_092

CONTENT MANAGEMENT OF INSTAGRAM KEMENKO PMK IN FORMING BRAND AWARENESS (Case Study on Instagram @kemenko_pmk)

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ABSTRACT

Instagram usage is often used as a tool to deliver messages to public, such as to build brand awareness with eWOM (Electronic Word of Mouth), who created by user comments about products or services posted. Purpose of this study are to find out how social media team manage an information for create brand awareness and how public awareness about that content. Using message management theory and brand awareness, this study use a constructivist paradigm with a case study method. The researcher used in-depth interviews with 3 informants of Kemenko PMK instagram and 15 followers. Technical analysis with data reduction, data display, decision making and verification. Data validity checking techniques with triangulation source. The results showed that managing Instagram, Kemenko PMK team was not carry out their duties effectively so instagram is not interactive and not interesting, so public does not know the roles, functions and tasks of Kemenko PMK because the lack of information provided. The suggestion is to be able to set audience and content strategy, implement copy writing, reproduce interesting content and make Instagram as 2-way social media communication.

Key Word : message management, Brand Awareness, Sosial Media, Instagram.

MICOSS_093

The Influence of Transformational Leadership and Interpersonal Trust on Innovative Work Behavior through Organizational Citizenship Behavior as a Mediation Variable

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ABSTRACT

The purpose of this study was to explain the relationship of the independent variables, namely transformational Leadership and Interpersonal Trust, to the dependent variable, namely Innovative Work Behavior through the intervening variable, namely Organizational Citizenship Behavior (OCB). The research method used is quantitative using Structural Equation Model analysis. The results showed that (1) Transformational Leadership had no significant effect on OCB, (2) Interpersonal Trust had a significant effect on (OCB), (3) Transformational Leadership had a significant effect on Innovative Work Behavior, (4) Interpersonal Trust had a significant effect on Innovative Work Behavior, (5) OCB has a significant effect on Innovative Work Behavior, (6) Transformational Leadership and Interpersonal Trust together have a significant effect on OCB, (7) Transformational Leadership , Interpersonal Trust and OCB together have a significant effect on Innovative Work Behavior, (8) OCB partially mediates Transformational Leadership and Interpersonal Belief in Innovative Work Behavior because it only partially mediates Interpersonal Trust in Innovative Work Behavior, does not mediate Transformational Leadership on Innovative Work Behavior.

Keyword: Transformational Leadership , Interpersonal Trust, Organizational Citizenship Behavior (OCB), Innovative Work Behavior

MICOSS_094

The Impact of Transformational Leadership Style, Work Motivation and Organizational Culture on Employee Performance at Directorate General Ministry of Villages, Development of Disadvantaged Regions and Transmigration

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ABSTRACT

The purpose of this research was to exposed those impact from transformational leadership style, work motivation, and organizational culture on employee performance at Directorate General Ministry of Villages, Development of Disadvantaged Regions and Transmigration. This research used quantitative research methods with type of causality research. The population in this research were all Civil Servants with positions of Echelon III, IV, and staff with amounted of 115 employees and the sample to be research as many as 89 respondents (Slovin, 5% error tolerance). Data collection techniques through questionnaires and documentary research then analyzed by Multiple Linear Regression Analysis. The results from this research was indicated that transformational leadership style had positive and significant impact on employee performance, work motivation had positive and significant influence on employee performance and organizational culture had positive and significant impact towards employee performance. Transformational leadership style is variable which has the greatest influence over employee performance.

Keyword: Transformational leadership style, work motivation, organizational culture, employee performance.

MICOSS_095

**EDUCATIONAL APPLICATION OF “NAKULA EDU” AS TECHNOLOGY
CONSTRUCTION OF NEW MEDIA IN BUILDING COMPETITIVE
ADVANTAGES IN THE COVID-19 PANDEMIC**

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ABSTRACT

The purpose of this study is to explain technology negotiations (technology creators) with schools that provide education services for high school students in building competitive advantage during the Covid-19 pandemic. This form of research uses qualitative methods, case studies by collecting data through interviews and documentation. The informants of this study were application IT managers, teachers and students as well as school management who used the Nakula Edu application. The results of this research are negotiations carried out by IT experts in creating applications with school management objectified through school facilities, in the form of mobile applications and systems that link with schools, which become new media in student learning. Socialization is carried out with the school with parents and students. Improving the use of the application creates a comfortable learning culture with complete Nakula features. The perfection of Nakula Edu's features is based on learning needs according to the school curriculum that builds competitive advantage during the Covid 19 pandemic and the educational revolution based on industrial implementation 5.0.

Key Words: Social Construction, SCOT, Educational Application, Nakula Edu

MICOSS_096

COMMUNICATION MODEL OF CAR COMMUNITY IN JAKARTA BASED ON SOCIAL CAPITAL IN ACCELERATING THE HANDLING OF COVID-19

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ABSTRACT

This study is to analyze the communication of the car community in the acceleration of COVID-19 handling. All community activities based on social capital (trust, norms and networks) in the COVID-19 pandemic situation are directed at community activities in accelerating the pandemic handling. This community carries out various activities such as social services and which supports the government's recommendations on social distancing and the rules that the government has launched to suppress the current COVID-19 transmission. This study is to identify and describe the communication of the car community in group decision making through a qualitative approach. This research applies four functions in functional perspective theory in Hirowaka & Gouran decision making. The paradigm used in this research post-positivism. The object of this research is the car community. The results of this study are two types of group communication were obtained in this study: promotive-interactive and interactive-interactive based on social capital of trust and networks which belongs to the community which were initiated by the general chair and management as well as members, the two types above were found in the communication of car community in the decision making process. In making problem analysis decisions, identification of alternatives, goal setting, evaluation, care for people, mutual cooperation are needed to accelerate the handling of COVID-19 as a high quality decision.

Keyword: Communication, Car Community, Social Capital ,Covid-19

MICOSS_097

Issue Management of Joko Widodo's Policy in Ensuring Effective Government Communication Regarding the Case of Rice Import

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ABSTRACT

This research aims to analyze Joko Widodo's issue management in establishing government's communication in the case of rice import by Ministry of Trade. This research uses the issue life-cycle theory proposed by Stephen Littlejohn and issue management theory by Howard Chase. This study also uses constructivist paradigm and qualitative approach. Meanwhile, the research method used is case study. To collect data, the researchers conduct indepth interview and observation. The result of analysis shows that government communication did not fulfil the standard of public issue management and has brought harm for society due to the government's inability to solve the case of rice import right away. The conclusion of this study is the government has failed to manage the case of rice import and establish an effective communication about the issue.

Keyword: issue management, policy, government communication, the case of rice import

MICOSS_098

HEGEMONIC DISCOURSE IN MALAYSIA: A STUDY ON THE NEWS COVERAGE BY UTUSAN MALAYSIA ON THE ISSUE OF COMANGO

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ABSTRACT

In recent years, Malaysia has been embroiled with religious conflicts that cause fractions among its citizens and most of the conflicts involved Islam, which is the official religion of the country. Islam has always been a sensitive subject among the citizens as it has been used as a hegemonic tool for maintaining the status quo by the previous ruling government, UMNO. Previously in 2014, Comango, which stands for the Coalition of Malaysian NGOs, participated in the Universal Periodic Review (UPR) process conducted by the United Nations Human Rights Council by sending a report regarding the state of human rights in Malaysia. Comango had allegedly promoted sexual and religious freedom, which is contrary to traditional Islamic teachings. Meanwhile, the mass media, as a medium of power that could influence the society, plays a major role in providing reliable information to the readers through their reporting and their preferential tendency on a particular issue. Thus, this study intends to analyse the messages and discourses being conveyed to the audience by a mainstream Malay newspaper, Utusan Malaysia, especially the Malay community. It will in turn help to shape public opinion and public policy, which could become a national concern. This study found that Utusan Malaysia has been playing the role of a mouthpiece for UMNO, and has constantly played the religious and racial cards in their reporting regarding these issues.

Keyword: Hegemony, media portrayal, Malaysian press

MICOSS_099

**THE INFLUENCE OF ORGANIZATIONAL COMMITMENT,
TRANSFORMATIONAL LEADERSHIP AND WORK MOTIVATION THROUGH
ORGANIZATIONAL CITIZENSHIP BEHAVIORS ON PERFORMANCE IN THE
PRATAMA TAX OFFICE, JAKARTA KALIDERES**

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ABSTRACT

Realization of tax acceptance as one of the main performance indicators (IKU) Tax Office (KPP) is very important in supporting state financing. Year 2017 and 2018 KPP Pratama Jakarta Kalideres can reach the realization of acceptance which is the target of 118.48% and 139.33%. In the year 2019 the realization of acceptance did not reach the target of 96.52%. From the results of the factor-factor studies that have not achieved the achievement of target acceptance is the organizational commitment (X_1), transformational Leadership (X_2) and Motivation (X_3) through organizational citizenship behavior (OCB) (Y_1) to Performance (Y_2). The number of samples in this study was all KPP employees totaling 102 people. Data collection techniques are through internal data collection, interviews and questionnaires. Data analysis techniques using track analysis with SmartPLS processing software (Partial Least Square). The results of the hypothesis testing showed that: 1) the organizational commitments positively and significantly affect the OCB; 2) Transformational leadership is positively and significantly influential against OCB; 3) The motivation of positive and significant influence on OCB; 4) Organizational commitments have a positive and significant impact on performance; 5) Transformational leadership has a positive and significant influence on performance; 6) The motivation has a positive and significant influence on performance; 7) OCB has a positive and significant influence on performance; 8) The organizational commitment indirectly proves the influence of performance through OCB; 9) The transformational leadership indirectly also proves the influence of performance through OCB; 10) Indirect motivation also proves the influence of performance through OCB. The study concluded that an increase through understanding of organizational commitments, transformational leadership, and motivation would affect the OCB of employees who would influence improving KPP's performance. The results of this research can be a reference for the organization to understand the variables that affect the OCB as a material of study and evaluation for performance enhancement.

Keyword: organizational commitments, transformational leadership, motivation, Organizational Citizenship behavior, performance.

MICOSS_100

The Influence of Work Environment, Workload and Competence against Account Representative Performance at Directorate General of Taxation in West Jakarta Regional Tax Office

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ABSTRACT

This research aims to measure the impact of work environment, workload and competence on the performance of Account Representative at West Jakarta Regional Tax Office. This research included in quantitative. The sample research were 80 Account Representatives from DGT in West Jakarta Regional tax Office. The data analysis used multiple linear regression analysis. The results of multiple linear regression analysis shows that work environment, workload and competence partially had positive and significant impact towards the performance of Account Representative. The test results shows that work environment, workload and competence simultaneously had positive and significant influence towards account representative performance.

Keyword: Work environment, workload, competence and account representative performance.

MICOSS_101

The Influence of Career Development, Training and Competence on Employee Performance at PT Angkasa Pura Logistic (APLog)

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ABSTRACT

The purpose of this research was to analyzed those influence from career development, training and competence on employee performance at PT. Angkasa Pura Logistic either simultaneously or partially. The population used in this research were all employee of PT. Angkasa Pura Logistic, amounted to 545 people. The sampling method used was simplified purposive sampling technique by assist of Slovin formula therefore it was obtained sample with total 90 respondents. Multiple linear regression used as analytical method with t-test and f-test obtained using SPSS ver 21.00. These results showed that there had an influence of career development, training and competence on employee performance at PT. Angkasa Pura Logistic either simultaneously or partially. This shows that the better competencies possessed by employee the more effective those training which held by company and the more precise career development that carried out by company, the more employee performance will be increase in carrying out their work.

Keyword: Career development, training, competence, employee performance.

MICOSS_102

The Covid-19 Infodemic and the Challenge of Visual Journalists in Disaster Risk Communication

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ABSTRACT

This research is aimed to find out how visual journalists who are vulnerable to being exposed to the corona virus in facing the infodemic and how to disaster risk communicating in order to protect their families from the risk of Covid-19. The different research with the others is covid 19 infodemic. Weick's concept of enactment, stakeholder theory, and chaos theory are discussed as frameworks for emerging research. The type of this research done with a qualitative approach to data collection through in-depth interviews with a number of visual journalists in Jakarta who are active in covering the Covid-19 pandemic information. The researcher found that there is a tendency to restrict information intake to reduce the anxiety that visual journalists face when working in high-risk environments. The news in the mainstream mass media can be confusing and can be mentally terrorizing. The research results are expected to add insight into infodemics which are new things in communication science.

Keyword: Infodemic, Journalist, Covid-19

MICOSS_103

Purchase Intention of Pregnancy Pillow: Price, Brand Awareness, and Brand Image**D Nusraningrum¹, DK Gading²**¹Universitas Mercu Buana, Jakarta²Surya Bedsheet, Jakarta¹dewinusraningrum@mercubuana.ac.id, ²delitakusuma@gmail.com**ABSTRACT**

This study was conducted to determine analysis of price, brand awareness, and brand image to the purchase intention of pregnancy pillow. The object of the research is the mothers and pregnancy women in Indonesia. The data was obtained by using a questionnaire distributed online to 115 respondents. The data was examined with Partial Least Square by testing the outer and inner model with a significance level of 0.05 (5%=1.96). The results indicated that price (t-stats=1.134) positive but has no significant influence toward purchase intention, brand awareness (t-stats=2.239), and brand image (t-stats=4.709) are positive and have influences on purchase intention. The highest impact is from brand (t-stats=4.709). It shows that product innovation for pregnancy pillow is an essential consideration for consumers to buy pregnancy pillow. In overview, Surya Bedsheet is a small medium enterprise engaged in the production of baby and mother products that continually upgrade their product and customer service for better serve the customers.

Keyword: Price, Brand Awareness, Brand Image, Purchase Intention

MICOSS_104

**ATTACKING CAMPAIGN AND SARA POLITICIZATION AS A THREAT TO
VIRTUAL PUBLIC SPACES AND INDONESIAN CYBER- DEMOCRACY
(Semiotics Analysis on 2019 Presidential Election Campaign Narrative on Twitter
between The Incumbent and The Opposite)**

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ABSTRACT

Currently Indonesia is slowly starting to enter the era of community 5.0 or also called integrative virtual community created by the help of big data technology. This phenomenon then affects all aspects of Indonesian people's lives, such as social, economic, cultural, and so on. Even virtual reality continues to expand in the lives of Indonesian people, because the development of new media makes the political domain come to switch to cyberspace. Not a few social media accounts are used as buzzers, both for upgrading coalition, or downgrading the political opponents. This is very visible in the campaign of the 2019 Presidential Election in Indonesia. That is why this research uses a critical paradigm with Critical Discourse Analysis (CDA) from Teun van Dijk to analyze the narratives of the political campaign at the 2019 Presidential Election critically concerning the construction of Indonesian democracy. As a theoretical basis, the author combines the concept of Lebenswelt by Jürgen Habermas and Zwischenraum by Hannah Arendt to develop the meaning of democracy participatory-substantive, which in practice today tends to put more priority on procedural aspects. The results showed that both the incumbent stronghold (Joko Widodo and Ma'ruf Amin), as well as the opposition (Prabowo Subianto and Sandiaga Uno) both use social media to amplify their political campaigns respectively. However, many supporting accounts from each faction actually use attacking campaigns in the form of propaganda, provocation, SARA, and Hoax. Each camp only focuses on mere procedural aspects with the aim to win, without providing good political education and democracy for the people of Indonesia. This then makes Indonesian democracy a thick style plurality, tolerance, and Unity in Diversity actually began to fade. In short, the narratives that were built during the 2019 Presidential Election campaign on Twitter made the public partly divided and certainly greatly threatens substantive democracy in Indonesia.

Keyword: 2019 Presidential Election, Political Campaign 5.0, Twitter, Substantive Democracy, Indonesian Cyberspace

MICOSS_105

Improved Employee Performance through Organizational Citizenship Behaviour for the Environment (OCBE)

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ABSTRACT

This study aims to determine the effect of OCBE, Green Performance Appraisal, and Green Compensation on employee performance in two employee groups based on gender. This type of research is a quantitative approach using a survey method with a sample of 60 people. Data analysis using SEM with the Generalized Structural Component Analysis (GSCA) program. This study proves that OCBE, Green Performance Appraisal, and Green Compensation have an effect on employee performance in female employee groups. Whereas in the group of male employees the Green Performance Appraisal has no effect on Employee Performance.

Keyword: Green Performance Appraisal; Green Compensation and Rewards; OCBE; Employee performance

MICOSS_106

Organizational Citizenship Behavior for Environment

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ABSTRACT

This study aims to determine the influence of Leadership Style, Organizational Culture and Work Motivation on Organizational Citizenship Behavior for Environment (OCBE) in two groups based on gender. This type of research is quantitative research with a survey method with a sample of 60 employees in the Directorate General of Fiscal Balance. This research uses Structural Equation Model (SEM) data analysis with Generalized Structural Component Analysis (GSCA) software. The results of this study indicate that Leadership Style, Organizational Culture, and Work Culture affect employee OCBE either directly or simultaneously in male employee groups. In the female employee group, all hypotheses are influential except for Organizational Culture has no effect on OCBE.

Keyword: Leadership Style, Organizational Culture, Work Motivation, OCBE

MICOSS_107

THE IMPLEMENTATION OF SUPPLY CHAIN MANAGEMENT AND GREEN SUPPLY CHAIN TO IMPROVING PERFORMANCE ON PHARMACEUTICAL PRODUCTS: CASE IN PHARMACEUTICAL COMPANY, JAKARTA

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ABSTRACT

This article uses a qualitative research paradigm methodology with the Supply Chain Operation and Green Supply Chain concept approach to improve the performance of supply chain activities in the Indonesian pharmaceutical company. The purpose of this research is to analyse framework of Supply Chain Management and Green Pharmacy Supply Chain (SCM & GPSC) in the pharmaceutical company in Indonesia. Data was collected through interviews of informant's key representatives. A major problem that faced was overcoming the challenges of supply and demand by the pharmaceutical company in Supply Chain Management (SCM) and Application of Green Pharmacy Supply Chain (GPSC) in the business of pharmaceutical in Indonesia. Result: This study focuses on the Supply Chain Management framework model and Green Pharmacy Supply Chain in Indonesia. Model framework of Supply Chain Management (SCM) and Green Pharmacy supply chain (GPSC) is important to applied in pharmaceutical company in Indonesia to minimize the impact of the environment that is detrimental to that caused by a supply chain processes. Commitment and comprehensive implementation are required in the pre-production of production and delivery to the distributor of pharmaceutical, retailers and to green consumers. Everything must be in accordance with the vision, the rules were issued and assigned by the government in relation to the field of the environment.

Keyword: Supply Chain Management, Green Supply Chain, Green Pharmacy Supply Chain.

MICOSS_108

Increasing Environment Performance through Employee Green Behaviour

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ABSTRACT

This study aims to analyze the effect of Green Recruitment, Green Training and Employee Green Behavior on Environment Performance in two groups of employees based on employee length of service. The research paradigm used is positivism with the type of quantitative research and using a survey method. The research population is employees at PT PT Wira Cipta Perkasa with a total sample size of 60 people. This study uses Structural Equation Model data analysis with Generalized Structural Component Analysis software. This research proves that Green Recruitment, Green Training and Employee Green Behavior have an effect on Environment Performance except in a group of employees whose length of work is less than 3 years, which explains that Green Training has no effect on Employee Green Behavior.

Keyword: Green Recruitment, Green Training, Employee Green Behavior, Environment Performance

MICOSS_109

Organizational Citizenship Behaviour for the Environment (OCBE) on Generation X and Generation Y Millennial

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ABSTRACT

OCBE in financial organizations is needed to support Sustainability Financial. The purpose of this study was to determine the influence of leadership, organizational culture and job satisfaction on Organizational Citizenship Behavior for the Environment (OCBE) in generation Y millennial and generation X. This type of research used quantitative research and survey methods. The study population was employees of financial organizations in Jakarta with a sample of 60 people. The results of this study prove that Leadership and Organizational Culture have an effect on OCBE through Work Satisfaction, except for the X generation group who stated that leadership had no effect on OCBE.

Keyword: Leadership, Organizational Culture, Work Satisfaction, OCBE

