



THE 20TH INTERNATIONAL CONFERENCE

UNIVERSITAS SWADAYA GUNUNG JATI Supported by ADRI

"The contribution of cross-disciplinary research to the development of creative and innovative thinking toward millennial generation"



CONFERENCE BOOK



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Advances in
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Education
and Humanities
Research**

Series: *Advances in Social Science, Education and Humanities Research*

Proceedings of the International Symposium on Social Sciences, Education, and Humanities (ISSEH 2018)

The 20th International Conference of ADRI organized by Universitas Swadaya Gunung Jati (UNSWAGATI) in collaboration with Universitas Pendidikan Indonesia (UPI) proudly presents an International Symposium on Social Sciences, Education, and Humanities (ISSEH 2018). The conference took place in Cirebon, Indonesia, on 19-20 November 2018. As the theme of this year's conference is "The contribution of cross-disciplinary research to the development of creative and innovative thinking toward millennial generation", it aims to provide a platform for discussions and sharing on current social issues throughout the world and to introduce new research findings on Social Sciences, Education and Humanities. The event will bring together research academia, policy makers, and professionals to disseminate their innovative ideas, creative designs, experiences and teaching skills.

Please click [here](#) for the conference website.

Proceedings of the International Symposium on Social Sciences, Education, and Humanities (ISSEH 2018)

The 20th International Conference of ADRI organized by Universitas Swadaya Gunung Jati (UGJ) in collaboration with Universitas Pendidikan Indonesia (UPI) was held on 19-20 November 2018 at Prima Hotel Cirebon, Indonesia. As an International Symposium on Social Sciences, Education, and Humanities (ISSEH), the conference promoted its theme “The contribution of cross-disciplinary research to the development of creative and innovative thinking toward millennial generation“. It aims to provide a platform for discussions and sharing on current social issues throughout the world and to introduce new research findings on Social Sciences, Education and Humanities.

It was wonderful to have over 300 speakers and participants representing various universities from Indonesia and other countries. We were very honored to have Dr. KH. Abdul Wahid Maktub as Staff Member of The Ministry of Higher Education Indonesia as the keynote speaker and five invited speakers from different countries with varied expertise as follows: 1) Dr Achmad Fathoni Rodli from Universitas Maarif Hasyim Latif Surabaya, Indonesia; 2) Professor Khamisah Osman from the National University, Malaysia; 3) Professor Sukree Langputeh from Fatani Univesity, Thailand; 4) Professor Challoner A Matero from San Carlos University, Philipphines and 5) Associate Professor Jean-Marie Pincemin from Poitiers University, France in this conference.

We are pleased to introduce the Proceedings of the 1st ISSEH which contains a selection of papers from contributed presentations in the conference. The Proceedings features recent result and contemporary research in Legal Studies, Political Science, Education and E-Learning, Linguistics, Religious Studies, Inter-Cultural Studies, Communication Studies, Economic Issues, Sociology and History. All the papers have been through a rigorous review and process to meet the requirements of International publication standard.

On behalf of the committee, we would like to express our gratitude to the distinguished speakers who have come to share their valuable findings and knowledge, to the chairman and members of Perkumpulan Ahli dan Dosen Republik Indonesia (ADRI) as the group of scientists and academicians in Indonesia, to all delegates from universities that have come for having cooperation with Universitas Swadaya Gunung Jati, and the exchange students at Universitas Negeri Jakarta who have come to Cirebon as our guests and taken part in making this event a great success.

Finally, we are particularly excited that the symposium sees the participation of most concerned. We would like to express our most sincere gratitude to the Advisory Boards, the Scientific Committee, the Organizing committee, well-wishers and all other people for your invaluable contribution carried out this conference. We hope to see you on the next ISSEH in 2019.

The
Suherli
Ida
Ade
Haris
Siti Khumayah

Gafar

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Wibawa, Pramis B.

Success Factors of Summarecon Mall Bekasi: A millennial perspective

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Zuriyati, Zuriyati

Material Development in Indonesian Language Teaching as General Course Based on the Century Learning Paradigm in Career and Life Skills (CLS) Aspect

Zuriyati, Zuriyati

The Transformation of Short Movie into Short Story

DAFTAR ISI

[Pamali as the Product of Ethnic Wisdom of the Indigenous People of Kampung Kuta Ciamis](#)

Adita Widara Putra

This study aims to describe some forms of Pamali or prohibitions or taboos in the Kampung Adat Kuta community which are viewed from the side of ethnic wisdom. Research on ethnic wisdom needs to be done now to maintain the preservation of ethnic knowledge that belongs to certain areas of society. This...

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[The Evaluation of Students' Soft Skill Development Program at Universitas Garut with Quadruple Helix Concept and System Model](#)

Ikeu Kania, Erna Rustiana, Gugun Geusan Akbar, Mutiana Budiman, Aceng Ulumudin, Dini Turipanam Alamanda

Lack of students' soft skill development in building interpersonal and intrapersonal relationship is a problem that occurs at Universitas Garut. This study aimed to evaluate students' soft skill development in order to facing the era of globalization. The research method used was qualitative approach...

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[Investigating the True Meaning of Car Free Day for Indonesian People](#)

Fajar S.A Prabowo, Arif Partono Prasetio, Ikeu Kania, Abdullah Ramdhani, Diena Siti Hanifah, Dini Turipanam Alamanda

Car Free Day (CFD) programs are widely adopted in Indonesia with the concept of a free day driving with the aim of reducing motor vehicle pollution. CFD is increasingly in demand by the public because it raises various activities. The purpose of this research is to explore the factors that drive society...

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[The Effect of Local Wisdom Values in Micro Enterprises Based on Creative Economic toward Their Competitiveness](#)

Rochanda Wiradinata, Arie Indra Gunawan

Micro-enterprises are one of the sectors that contribute the most to national income. But in its implementation micro businesses often have difficulties, especially in terms of competition. Creative

economy is one of the choices for micro-businesses to collaborate to create something of value sale. Cirebon...

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[Evaluating Problem-based Material in a Social Class: Sounds from Indonesian primary school students](#)

Ratna Tiharita

Problem-based material is rarely found in the context of Indonesian Primary Schools. Therefore, this paper is attempted to evaluating the current issue of problem-based materials and its outcomes for the students in the social class. This study used qualitative approach. The respondents were the social...

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[Research-based Lectures to Improve Students' 4C \(Communication, Collaboration, Critical Thinking, and Creativity\) Skills](#)

Maulia Depriya Kembara, Rama Wijaya Abdul Rozak, Vini Agustiani Hadian

Research is an activity that students need to actualize the understanding of the concepts they have with the ability to make solutions to problems that arise in the field. In research, all abilities possessed by students will be seen starting from communicating, collaborating, critical thinking, and...

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[Agreement as an Essential Element in Implementation of Diversion](#)

Waluyadi Waluyadi, Ismayana Ismayana, Moh. Sigit Gunawan, Jojo Junawan

The purpose of this research is to describe and analyze the implementation of child case diversion at the stage of investigation, both successful and unsuccessful. This study uses a normative / doctrinal approach. The data used is secondary data as the main data and primary data as supporting data. Secondary...

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[Communication Marketing of Youth and Sport Department of Culture and Tourism in the Water Park Cave Sunyaragi Cirebon City, West Java, Indonesia](#)

Nurudin Nurudin, Farida Nurfalah

The communication marketing in tourism is an attempt being made to convey information about the existence of a tourist attraction to the public, so that potential tourists know interested, and willing to come to the resort town in question. Identify the problem in this research are as follows: 1). To...

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[Influence of Peer Group Conformity on Moral Identity and Penchant for Watching Violent Television Shows on Aggressive Behavior in University Christian Indonesia](#)

Renatha Ernawati

This research aims to prove the influence of variable moral identity, peer group conformity, and the avocation of watching violence on television on aggressive behavior. The research population is University Christian Indonesian (UKI). This research uses quantitative research method. The type of statistics...

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[Improving the Performance of Facilitator through Individual Characteristic and Motivation in Development of Empowerment Teacher and Education Personnel \(P4TK\) Bandung – Indonesia](#)

Imas Komariyah, Komarudin Komarudin

P4TK-IPA, is an institution that provides facilities in carrying out the improvement of competence of educators and educational personnel. In carrying out the activities of the education and training needs to have the right strategy and achieve the targets in the human resources development component...

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[Measuring Patriotism and Nationalism of People's Commemoration on 17th's of August](#)

Yeni Kurniawati Sumantri, Iing Yulianti

Indonesia has experienced a long history of independence. The struggle of its people showed incredible heroism colored by the spirit of patriotism and nationalism. Nowadays, the reflection of Indonesian people in striving their independence encapsulated in the commemoration of independence which is held...

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[The Relationship between Anxiety Level and Foreign Language Learners' Reading Comprehension](#)

Aris Badara, Hilaluddin Hanafi, Kamaluddin Kamaluddin, Nurlaela Nurlaela, Ita Mulya Sari

This research attempted to examine whether there is any statistically significant relationship between reading anxiety and students in reading comprehension. Additionally, it also analyzed the level of reading anxiety experience among students in reading comprehension among 95 students of second semester...

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[Expert Perception on Quantum Approach Teaching Material Model for Speaking Mandarin](#)

Tri Budianingsih

The development of quantum approach teaching material model for speaking Mandarin is a part of Research and Development program in a private university in Jakarta. Prior to being tested to students, it is required the model was examined by experts in teaching Mandarin. The examination entails perception...

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[The Study on Legal Issuance of the Statement of Environmental Management for Micro Industry of Lambak Cracker \(A case study in Plered subdistrict – Cirebon regency\)](#)

Endang Sutrisno, Ibnu Artadi, Endang Sutrisno, Ratu Mawar, Akhmad Fikri

The Statement of Environmental Management (SPPL-Surat Pernyataan Pengelolaan Lingkungan Hidup) is capability statements by a firm official regarding managing and supervising capability about environment and industry effect towards the environment in accordance to AMDAL (Analisis Mengenai Dampak Lingkungan-Environmental...

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[The Development of Self Concept in Adolescent through Meaningful Movies](#)

Evi Delviana

This article was made to discuss the development of self concept in adolescent through a meaningful movie. The author used literature study method that is based on abstract of research result, journal review, and reference books. The development of self concept in adolescent is influenced by various...

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[Effects of Uncertainty Reduction and Benefits on Online Airplane Tickets Purchasing](#)

Sella Destia, Indah Umiyati

Communication, media and informatics technologies that are increasingly rapidly developing internet users in Indonesia are potential for business people in Indonesia, where as the rapid growth of internet users, this also encourages e-commerce growth in Indonesia. Global information has influenced the...

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Proceedings Article

[The Role of Creating Shared Value in the Company](#)

Titiek Rachmawati, Pramita Studiviany, Ida Ayu Sri Brahmayanti, Maulidah Narastri

Creating Shared Value (CSV) is a concept yielded from company policy and activities. In this case, company is mandatory in creating economical and social value at the same time, without prioritizing at one side. CSV emerges from the expansive idea of Corporate Social Responsibility (CSR) concept. It...

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[Representation of Linguistic Aspects in the Genre of Text in Junior High School's Bahasa Indonesia Textbooks in the 2013 Curriculum](#)

Jaja Jaja, Mudopar Mudopar, Maya Dewi Kurnia, Hesti Muliawati

This research aims to describe the representation of linguistic rules of each text's genres in curriculum 2013 Bahasa Indonesia's text book for 7th grade students. The description was done by analyzing the purpose, content, and structure of each genre of the texts based on the use of its linguistic rules....

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[Government Policy on Additional Income to Civil Servants](#)

Mukarto Siswoyo, Ipik Permana, Moch. Sudrajat Hidayat, Endang Sutrisno

The regional regulation No 02 of 2012 highlights additional income for civil servants. It is purposed to stimulate the improvement of work performance by increasing their prosperity. This research aims to evaluate and describe the effect of the implementation on such policy related to its purpose. So...

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[Violence among Senior High School Students in the City of Abepura](#)

R Partino, Ahmad Muhammad Diponegoro

This research aims at understanding (1) The quantity level of the violence to high school students in the city of Abepura; (2) The types of violence to the students; (3) The actor of violence to the students; and (4) The factors causing the violence. This research used descriptive design. The sampling...

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[Helmets Law: The obedience of bikers](#)

Ipik Permana, Hamirul Hamirul

This paper aims to find out the reasons why people in Bungo district are reluctant to wear helmets while riding and what efforts are made by the lawmakers in order to raise awareness off wearing helmets while riding. This research used case study method with qualitative approach by deploying the data...

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[Literature Study on the Influence of Arduino Microcontroller Trainer Media on Creative Thinking Level and Student Learning Outcomes in Microcontroller Learning](#)

Karno Setyo Budi, Supari Muslim, Agus Budi Santosa

The background of this research is that the microcontroller trainer media in schools still cannot significantly improve students' creative thinking skills. The main reason is because the media trainer used is still relatively complicated, so it is difficult to understand by students. This study aims...

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[Management of Hazardous and Toxic Waste: A legal study of environmental health of fish and shrimp feed Industry in PT Suri Tani Pemuka Cirebon West Java Indonesia](#)

Ayih Sutarih, Junaedi Junaedi, M. Fadri Al Baehaqi

Toxic and hazardous waste is leftovers as a result of industrial activities, which contain substances, energy, and / or other components which due to their nature, concentration and / or amounts can threaten, pollute, damage and / or endanger health and the environment. The threat actualization contradicts...

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[Content, Structure, and Linguistics Realization of Popular Articles in Newspapers](#)

Abdul Rozak, Dede Endang Mascita, Asep Firmansyah

This article is attempted to describe the content, generic structure and linguistic realization of the popular articles on the newspaper, particularly in the perspective of Indonesian newspaper. This is a descriptive research. The data collection is conducted through the documentation, reading and the...

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[Local Wisdom Story of Baridin-Ratminah and Saidah-Saeni](#)

Abdul Rozak, Ira Rahayu, Dede Endang Mascita

This research describe local wisdom values contained in these two folklore they are Baridin and Ratminah from Cirebon and Saidah and Saeni from Indramayu. Local wisdom is a set of knowledge and experiences which had good value that used to solve the problems in a certain society. Descriptive qualitative...

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[Cooperation between Teacher Guidance and Counseling with Islamic Religious Education Teacher to Provide Service Guidance Counseling](#)

Nina Ikhwati Wahidah, Mahmudi Mahmudi, Otto Fajarianto, Dewi Fajaryanti, Hasdar Hanafi

Psychological development in adolescents is often colored by various types of conflicts. So that there are so many students who are not ready and experience various problems both from the educational environment and the social environment. This is where the importance of cooperation between counseling...

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[Modeling of Ecotourism Development in Tasikmalaya District, West Java](#)

Siti Fadjarajani, Nandang Hendriawan, Ruli Asari

The Tourism Sector in Tasikmalaya Regency has excellent potential to be developed towards ecotourism-based tourism areas. Mount Galunggung Tourism Area, Jasper Park Area and Kampung Naga Region are the three tourism areas that are most likely to be used as ecotourism area modeling. The objectives of...

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[Manuscript of Pedagogy by Mirat Afkar Rijal: Anthropology-history correlation in the text of the Nusantara Arab's poetry](#)

Iin Suryaningsih

In cultivating the contents of the manuscript text, philology cannot be separated from the context of society and culture that made or gave birth to it. For this reason, in the study of the community's response to the existence of manuscripts at present, it can utilize anthropological studies. Cross-linking...

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[Could the Loyalty Program Increase Store Loyalty?](#)

Aang Curatman, Agus Suroso, Junaedi Junaedi, Yono Maulana, Rahmadi Rahmadi, Soesanty Maulany

Developing and maintaining customer loyalty is crucial in the business competition. Thus, this study aims to examine the effect of customer and customer-company identification (CCID) loyalty cardholders on the store. The samples in this study were 100 respondents who were cardholders of the minimarkets...

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[Critical Factor of Mobile Payment Acceptance in Millennial Generation: Study on the UTAUT model](#)

Ida Rosnidah, Arinal Muna, Ayatullah Michael Musyaffi, Nelia Fariani Siregar

The millennial generation is considered a golden generation in the world and Indonesia, in particular, that is capable of being the driving force of changes. They want everything to be fast and easy, especially transactions. Mobile payments provide a fast and easy solution for making payments wherever...

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[Local Wisdom Values in Kethek Ogleng Dance Tokawi Nawangan, Pacitan](#)

Agus Hendriyanto, Bakti Sutopo, Arif Mustofa

Instead of having natural wealth, Indonesia has large cultural diversities, religions, and ethnic groups. Kethek Ogleng dance is one of those cultural diversities, containing local wisdom values. Descriptive qualitative research design was implemented in this study, by using Kethek Ogleng dance as the...

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[Instagram as the Dispute Arena of Personal Branding of Local Head Candidates in West Java Province at 2018](#)

Khaerudin Imawan

The virtual room has made humans “insane.” They lose their consciousness on identities. It goes with the imaginative fantasy. They fight reality but deny the fact. The humanity side becomes apparent and fades with the paradox action. The production of texts, photo images, and audio visual made by anyone...

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[Language Style of Opposition Politician Group in Indonesia: Critical discourse analysis](#)

Eko Kuntarto, Mukarto Siswoyo, Suherli Kusmana

This study aimed to describe the style of the language of opposition politician groups in Indonesia, which could lead to relations of power non-visible (hidden power) with the ideological process that appears in oral or written discourse. This study uses a Fairclough Critical Discourse Analysis model....

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[The Effect of Customer Relationship Management \(CRM\) on Bank Customer Loyalty through Satisfaction as Mediating Variable: Evidence in Batam, Indonesia](#)

Suryono Saputra

This study examines the effect of Customer Relationship Management (CRM) on banking customer loyalty in Batam city of Indonesia through customer satisfaction as a mediating variable. The respondents of this study are the customers of commercial banking in Batam collected by using purposive sampling method....

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[Content Analysis of Kindergarten Daily Learning Implementation Plans \(RPPH\) in Central Jakarta Region](#)

Nila Fitria, Rohita Rohita

Learning devices are a real form of learning activities. Learning tools include weekly implementation learning plans (RPPM), Daily Implementation Learning Plans (RPPH), and assessments. The lesson plan for daily implementation is a design made by the teacher to carry out one day of activities in the...

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[The Planning Design to Improve Community Participation of Rural Areas Development](#)

Hery Nariyah, Darwanto Darwanto

The planning function in an effort to increase the participation of the village's physical development is a description of the discussion about the problem of the less optimal planning function in an effort to increase the participation of the village's physical development. The planning that has been...

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[The Parameter of Character Reinforcement through Optimization of School Literacy Movement Oriented to Critical Discourse Analysis](#)

R. Panca Pertiwi Hidayati, Dheni Harmaen, Rendy Triandy

This research is motivated by the school's obligation to actively foster students' interest in reading through characterized GLS. Since the GLS operation, a parameter which measures character reinforcement through searching of GLS quality performed by teachers at school is needed. In this case, the author...

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[Understanding of Kindergarten Teachers of the 2013 Curriculum of Early Childhood Education](#)

Rohita Rohita, Hesti Hapsari Sekarlawu

Curriculum 2013 Early Childhood Education (ECE) is a curriculum that applies in the world of child education in Indonesia today. In this regard, Kindergarten teachers must be able to understand the 2013 ECE Curriculum (K13) so that they can provide various activities and experiences that can optimize...

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[The Effect of Individual Characteristic, Communication, and Work Environment on Employee Performance PT Hilex Cirebon West Java](#)

Siska Ernawati Fatimah, Lisa Harry Sulistyowati, Sunimah Sunimah, Agustina Agustina, Nadhira Nadhira

This research was conducted on PT Hilex that located in Plered Kabupaten Cirebon, this company established since 2001 and pure PMA that is have a good market in ASIA. PT Hilex Cirebon produced cable, for this time research devoted to the production of motor and car cables totaling 120 employees, researchers...

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[Using Human Resources Character Education through the Characteristics of Art and Culture](#)

Ade Tuty R. Rosa

This paper is motivated by a study of the theory of experts related to character education, character meaning, cultural and cultural characteristics of human and community resources. The social problems faced by the nation today are character degradation. Systems in the digitization era will trigger...

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[Female Perspective on Learning Styles: English Department Students Universitas Muhammadiyah Maluku Utara](#)

Adi F. Mahmud, Salwa Muin, Nursina Hamia

Understanding learning styles can enhance teaching and learning effectiveness by identifying students' preference for comprehending and utilizing the information presented in classes. This study aims to (1) investigate what learning styles preferred by females students (2) what females students dominantly...

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[The Impact of Religious Obedience Against Religious Tolerance on Junior High-School Student](#)

Ahmad Syamsu Rizal, Munawar Rahmat

West Java is the province with the most followers of Islam. Of the total population of 43 million, almost 42 million are Muslims. However, according to BMPT the most radical act of Islamic radicalism occurred in West Java. It is as if there is a relationship between Islam and radicalism. Tasikmalaya...

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[Building Faith for Children through Learning Model of Kisah Qur`ani in Junior High School](#)

Udin Supriadi, Fahrudin Fahrudin

The essence of religion is to believe in God Almighty who needs to be instilled in children from an early age. Junior High-School as education institutions for children should foster more awareness for religious fundamental. During this time, religious learning was only in the form of habituation without...

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[The Implementation of Corporate Social Responsibility \(CSR\) Program by an Oil and Gas State Company \(PERTAMINA\) in Indonesia](#)

Nasir Asman

The study aims to describe the implementation of Corporate Social Responsibility (CSR) program at an Oil and Gas State Company PT Pertamina EP Asset 3 Cirebon in Klayan Gunung Jati Cirebon as well as the image from the surrounding society toward the company due to the programs. The techniques of collecting...

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[The Implementation of Regional Policy of One-Way Urban Road Networks in Addressing Traffic Congestion](#)

Yanto Heryanto, Nursahidin Nursahidin, Muhammad Luthfi F.

The main concern of this study is the Implementation of the Regional Policy concerning Traffic Management and Engineering in addressing Congestion in three main streets in Cirebon City. The problems identified are includes: 1) how is the implementation of the regional policy 2) factors influencing the...

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[Building Artificial University Model Based on National Ranking Parameters](#)

Achmad Fathoni Rodli

The increasingly digital pattern of society makes the conditions for changes in governance and implementation significant to be implemented immediately. So that patterns or models of evolution can provide benefits to access to education that is not limited by distance or time. In this study the object...

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[The Influence of Job Satisfaction and Organizational Commitment on Organizational Citizenship Behavior](#)

Maftuhatul Fazriyah, Edy Hartono, Rini Handayani

This study aims to acknowledge the influence of the job satisfaction and organizational commitment on the organizational citizenship behavior of the employees, either partially or simultaneously. The research was conducted at Astra International Tbk Cirebon with 51 respondents. This is an associative...

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[The Influence of Organizational Culture on Organizational Commitment and its Implications on the Performance of City Public Service](#)

Ade Sholahudin, Adi Setiawan, Muhamad Alwi

Work Effort (Willingness to perform) is as a level of willingness of an individual to give his best ability. This condition is in line with what is meant by commitment. Own commitment is measured by how far the level of willingness of individuals to work hard in carrying out their functions in the organization....

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[Implementation of Village Development Policies: Building Indonesia from suburbans](#)

Heryani Agustina

Village development is a national development strategy that is in accordance with the vision of developing Indonesia from the suburbans to improve people welfare because a large poor population in Indonesia lives in the village. The Indonesian government in the reform era has been paying great attention...

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[Investigating Experience on Blended Learning Classroom Practices in Tertiary EFL Students](#)

Ratnawati Ratnawati, Didih Faridah, Syafiul Anam, Pratiwi Retnaningdyah

Digital literacy has been increasingly most important in the world that has become more globalized. Therefore, blended learning is deemed necessary to equip students to master the 21st century competences that promotes 4C learning skills (Critical thinking, Creativity, Collaboration, and Communication)....

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[Understanding of Principal Accounting Subject Based on Gender and Mathematics Ability: Empirical evidence from Indonesia](#)

Acep Komara, Agung Yulianto

Student accounting capabilities begins with an understanding of principal accounting courses. This has been the main focus to note in the accounting students before learning attended the advanced courses in accounting. Therefore, this study aims to explore the difference between gender and mathematics...

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[Application of Criminal Delegation to Hate Speech on Consumer Complaints through Social Media](#)

Harmono Harmono, Iwan G Gumilang, Tina Marlina, Rima Febriany Rachman

Hate Speech is one of the cases that is being happened lately. This case usually stems from the submission of an opinion through social media and it is considered to have violated the law and thus leads to reporting and or prosecution. No exception for consumers who complain about the poor service from...

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[Curriculum Development Procedure in Unswagati Cirebon](#)

I. Robia Khaerudin, Lien Maulina

This research aims to get an overview of the procedures for curriculum development in University of Gunung Jati (Unswagati) Cirebon. Presidential Regulation Number 08 of 2012 raises the demand for graduates to have certain qualifications. Kerangka Kualifikasi Nasional Indonesia (KKNI) regulates the ability...

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[Study of Legends and Folklores as Efforts to Develop Instructional Materials in High Schools](#)

Suherli Kusmana, Jaja Jaja

This research is aimed at obtaining appropriate teaching based on the student's cultural background to help ease their difficulties in learning short stories. Folklore has a good deed and is close to the students' life, and therefore it is suitable to be implemented as teaching material. This research...

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[The Affective Factors Causing Students to be Passive During the Speaking Class](#)

Haris Budiana, Nunu Nurwaliyah

It was found that many students were passive during the speaking class. This research aims to investigate the affective factors causing their passiveness. It was conducted in a senior high school in Cirebon in 2018/2019 academic year taking 20 students, who were identified reluctant to speak during the...

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[Leadership Style of Principal and Organizational Culture Improve Teacher Job Satisfaction](#)

Henny Suharyati, Sutji Harijanto

The aim of this study is to explore the empowering of leadership style and organizational culture in increasing the senior high school teacher job satisfaction. The research used a quantitative approach by taking a survey. The affordable population in this study are 146 heads of public and private high...

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[The Role of the National Government in the Preservation of the World Heritage Site of Crisologo Street Vigan Ilocos Sur Philippines](#)

Carmina Dolor L. Estonanto, Jeanna Chelcea V. Javier, Patricia Ellice L. Centeno, Edelyne S. Laquindanum

The Crisologo Street situated in Vigan City is the last surviving site in the Philippines depicting urban planning and architecture that reflects the mixture of different cultural imprints on the Filipino heritage including Spanish urban planning with authentic 19th to the early 20th century architecture...

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[Platinum Model in Indonesian Language Learning for Elementary Schools](#)

Endry Boeriswati

The purpose of this study was to develop an Indonesian language learning model in elementary schools. This model is named the Platinum Learning Model. This Model is to foster critical thinking skills through the use of Indonesian in elementary school. The Platinum model was developed based on the theory...

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[Student's Self-Efficacy in Speaking Learning](#)

Iis Lisnawati, Yuyun Yuniawati, Welly Nores Kartadireja

This study aims to describe ways that can be used to improve students' self-efficacy in speaking learning. This research uses a descriptive qualitative method with literature study techniques. One of the causes of student speaking difficulties is anxiety. Anxiety is associated with low self-efficacy....

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[Curriculum Evaluation on Hotel Administration Study Program at Bandung Tourism Higher Education](#)

Lien Maulina, I. Robia Khaerudin

This research is aimed to evaluate the curriculum of Hotel Administration Study Program at Bandung Tourism Higher Education viewed from two dimensions, starting from curriculum as a document and curriculum as implementation, these issues divided into two research questions, namely 1) how is the performance...

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[Tourism Marketing Strategy to Enhance the Visitors' Interest](#)

Dian Andriany, Intan Andini

The research aims to find out the causes of less visitors coming to the Talaga Pancar Pine Forest tourism in Lengkong Kulon Village, Sindangwangi District, Majalengka Regency and the marketing strategies in increasing visitor interest. This qualitative descriptive study uses data collection techniques...

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[A Character-Based Academic Advising Model to Improve the Students' Self-Concepts](#)

Suhendra Yusuf, Ayi Najmul

The aim of this research is to explore the model of faculty academic advising and its relationship with the students' self-concept, i.e., self-understanding, self-awareness, and self-recognition. A Character-based academic advising was proposed in response to the ineffectiveness of implementation of...

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[Regional Plan of Public Relations: A strategy in tourism sector](#)

R. Mahendra Haryo Bharoto, Welly Wihayati, lin Indrayanti

This study aims at identifying factors supporting regional plans employed by the local government by using public relations and to find out the role of public relations in promoting and increasing tourism visit in one of historical sites in the city of Cirebon, Sunyaragi Cave .It is a qualitative study...

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Investigating the True Meaning of Car Free Day for Indonesian People

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Abstract—Car Free Day (CFD) programs are widely adopted in Indonesia with the concept of a free day driving with the aim of reducing motor vehicle pollution. CFD is increasingly in demand by the public because it raises various activities. The purpose of this research is to explore the factors that drive society to come to Car Free Day in Indonesia. This research is a type of qualitative research and explorative. Data was collected for 3 months by observing, interviewing, and distributing questionnaires to 400 respondents. The data was then analyzed using exploratory factor analysis (EFA) with the help of SPSS analysis tools. From 10 factors that produced by interviews with a number of key persons, the results showed that the factors were reduced to five namely culinary factor, refreshing factor, expression factor, family tourism factor and business factor. Judging from the Eigen-value, culinary factor is the most dominant factor in encouraging Indonesian people to come to Car Free Day. The results of this study indicate that car free day in Indonesia, provides more benefits in the form of community happiness, but it does not significantly impact to the improvement of environment as its original purpose.

Keywords—community happiness; car free day; exploratory factor analysis

I. INTRODUCTION

Some people might think that the possession of motor vehicles indicates individual wealth and even desirable economic growth. In 2016, the annual growth of motor vehicle in Indonesia has reached 8,19 percent [1]. Indonesian motor vehicles are dominated by motorcycle with 105,2 million units and followed by passenger car with 14,6 million units in 2016. If that number compared with projected Indonesian population that are economically active for 2015, the ratio of people-to-motorcycle would be around 2,43. It can be interpreted that roughly 1 out of 2 people in Indonesia own a motorcycle. For passenger car, the ratio is approximately 17,5. As widely known, the rapid growth of vehicles ownership does not come without consequences. Indeed, the problem does not lie on

vehicle ownership per se. More problems lie on vehicles usage rate. Nonetheless, there is a strong correlation between the number of vehicle ownership and vehicle usage rate [2]. As a matter of fact, the usage rate of vehicles in Non-OECD nations – including developing nations such as Indonesia – is already exceed those in OECD nations and will continue to rise [2]. One major concern with increased vehicle usage rate is related to the sustainability of healthy living and environment. According to Centre of Sustainability in 2004, sustainability is simply defined as, “...the capacity for continuance into the long-term future [3]. This concern has also been adopted by MOST (Moving on Sustainable Transportation) in 1999 that suggests any policy that involve transportation should also take economic, social, and environmental considerations into account [3]. It is argued that beyond certain level, increased vehicle usage rate causes more harm than the opposite including traffic congestions (economic), inequity and health impact (social), and water and air pollution (environmental) [3]. As part of the solution, CFD is offered by municipal government in several cities in Indonesia. Some of the cities that are regarded as unsuccessful in implementing CFD are including Jakarta, Bandung, and Garut. However, at the contrary, a successful implementation of CFD is found in Malang.

Based on observation conducted in this study, regardless of the deviation from its original intention, CFD in Indonesia is still crowded by visitors. They don't seem to be bothered by behavioral violations that take place in CFD. This phenomenon rises a question about the true meanings of CFD for the citizens of Indonesian. It can be predicted with ease, that the CFDs in Indonesia might bring different meanings to its citizens. Moreover, an evidence found that CFD is not effective in lowering the nitrogen oxide (NOx) that could cause seizure, difficulty in breathing, and even death [4]. However, the lack of knowledge about the motivational factors which underlie the visitation to CFD would make it difficult for policy maker to formulate further policy to shape people's behaviors into a

more desirable pattern. At the other hand, there are little clues that can be obtained from past studies to explain the motivation to visit CFD among Indonesian people. One similar study found that the motivation of Indonesian people to visit CFD in Jakarta is to do recreational sports that can be defined as any pleasurable physical activities that produce positive benefits [5]. Another study found factors that positively affect the intention of Indonesian people to visit CFD are including utility of CFD (i.e. the reduction of CO emissions and distance travelled by car), attitude towards CFD, and socio-economic status (income, age, and family size) [6]. The lack of investigations on the motivation of Indonesian people to visit CFD represent a gap to be filled and thus define the original contribution of this study. Furthermore, the purpose of this study is to explore the true meaning of CFD for Indonesian people, thus the benefits of CFD for the society can be further defined and measured.

A. Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB)

There are few social psychological theories that can be used to explained the factors that motivate the actual usage of CFD in Indonesia. To mention a few are the theory of reasoned action (TRA) and the theory of planned behavior (TPB). Both of them are developed to predict behavior by investigating its intention [7]. As implied by Ajzen [7], intentions are assumed to capture the motivational factors that influence a behavior. Both TRA and TPB posit that behaviour is preceded by behavioural intention as its antecedent. Furthermore, behavioural intention is influenced by attitude toward that behaviour and subjective norm [8]. Attitude represents perceived social support received by a person in performing the behaviour meanwhile subjective norm represents one's beliefs about the favourability of the outcome of that behaviour [8]. The TRA is then further extended by TPB that support an argument that behavioural intention and actual behaviour are influenced by perceived ability – including skills, opportunities, and resources – of an individual to actually perform that behaviour [7].

Both of the theories, TRA and TPB, are still lack of explanatory power regarding behavioural violation as found in Indonesia's CFD. Fortunately, a preliminary investigation of Chang [9] found that TPB as able to provide a more accurate prediction of moral behaviour including unethical behaviour. In this study, perceived behaviour control is found as the most important predictor of unethical behaviour [9]. Applying these findings in the case of behavioural violation in Indonesia's CFD means that the visitors possess sufficient skills, opportunities, and resources to do that violation. It also means that the behavioural violation provides desirable outcomes to the wrongdoers either it is the street merchants and the visitors (attitude) and, more interestingly, received social support from its surroundings (subjective norms). Again, these notions only add more importance to the endeavour to find the true meanings of CFD for Indonesian citizens.

B. The Purpose of Car Free Day

The original purpose of car CFD is to promote citizens' awareness toward natural environment and healthy lifestyle

[10]. According to de Marco, it is a day that is dedicated for families to do activities that are difficult to be done in weekdays [10]. Referring to past studies, there are several purposes that originally served by CFD including to reduce air pollution [11], to reduce noise pollution [11], to promote mental and physical health [11-12], and to increase social interactions [11-12], and to provide space for public recreation [12]. Invers [13] argues that CFD is a medium to build a better city because it helps the society to realize how valuable life can be without traffic. CFD also perceived as providing opportunities to re-evaluate city plan and travel patterns [14]. CFD also provide a place for communities to do social activities (socializing) [15]. Indirectly, CFD also meant to promote healthy lifestyle through sports and recreation [15].

As found in several cases, CFD is also associated with shopping activities and trading place such as in Porto Alegre [15]. In another case, as found in Shenzhen of China, CFD serve as a tool to preserve the sustainability of natural environment [15]. CFD also serves as an event to promote cultural and religious growth as implemented in Israel [15]. In Bogota, CFD is used as a mechanism to strengthen social equality [15]. Meanwhile in Paris, CFD promotes tourism and quality of life [15]. Hence, CFD can have multiple purposes that may gain benefits from each other. In Indonesia, only a few investigations are conducted on CFD in various cities. For example, Anwar investigates visitors' perception about CFD and common activities that take place in CFD [16]. Furthermore, Anwar found that people in Surabaya show positive acceptance toward CFD [16]. In Bandung, Arfianto investigate the relationship between community motives and recreational sport activities [17]. Prasetyo also discuss CFD as a means of spatial transformation in Bandung [18]. Priyono also investigate about the use of CFD as public place for recreational sport activities. However sizeable amount of unsuccessful cases of CFD in Indonesia are found. It can be easily synthesized that the actual usage of CFDs in Indonesia are not consistent with its initial purpose. Several facts about behavioural violations are found in CFDs as presented in the following sections [19].

C. The Implimentation of CFD in Jakarta

To relief its citizens from air pollution, provincial government of Jakarta stipulates a provincial regulation number 2 of 2005 regarding the air pollution control with CFD as one of its programs [20,21]. The implementation of this regulation is governed by Governor Decree number 12 of 2016 that clearly stated the type of activities that can be accommodated by CFD including natural environment, sport, and culture and art [22]. Although the CFD Committee is permitted to provide some space for street merchants, street merchant is held accountable about the cleanliness of that space. Surprisingly, CFD in Jakarta was once used to hold a political campaign [23] that already prohibited by Governor Decree number 12 in 2012. In his retrospect, Alfred Sitorus – an initiator of CFD in Jakarta – admit that CFD already successful to decrease the level of air pollution in Jakarta by 60 percent [24]. However, CFD is still failed to shift the lifestyle that heavily relies on motor vehicles and also incurs garbage problems [24]. Similar problems also emerge in Bandung.

D. The Implementation of CFD in Bandung

In 2011, the Municipal Government of Bandung turn to car free day (CFD) as the means to reduce the negative effects of high car traffic density. This decision can be found on Mayor's Decree of 551/Kep.449-Dishub/2011 [25]. As implied by Didi Ruswandi, as The Head of Transportation Department of Bandung City, the reduction of air pollution is the main reason behind the stipulation of car free day (CFD) in Bandung [26] as enforced by the revised decree of Bandung Mayor on CFD (551/Kep.1017-Dishub/2015) [25]. According to Mayor's Decree, the activities that are allowed in CFD are sport-related activities including jogging and gymnastic. In addition to motor vehicles, all street merchants and traditional transportation mode such as rickshaws are prohibited to enter the area of CFD [25]. Unfortunately, the reality has showed the opposite. In the middle of May 2018, The Municipal Government of Bandung stated that the purpose and functions of CFD in Bandung will be evaluated and reviewed as it deemed to be failed [27].

E. The Implementation of CFD in Garut

The implementation of CFD also received a lot of criticism. Although transportation statistics and local government regulation to govern the implementation of CFD are difficult to be found, Garut Express [28] stated that the initial purpose of CFD in Garut is to reduce the level of air pollution. In reality, CFD is flooded by street merchant that mostly sell clothes and culinary [28]. This situation makes it difficult for Garut citizens to exercise or even to ride a bicycle [29]. As admitted by The Head of Natural Environment, Sanitary, and City Park Agency of Garut, CFD also plague by garbage in addition to street merchants [30].

F. The Implementation of CFD in Malang

The opposite case of CFD is found in Malang. As a city that is only populated by 856.410 people in 2016, Malang regarded as a city that is able to successfully implement CFD [31]. The implementation of CFD in Malang is reinforced by Mayor's Decree number 1 in 2011 [31]. The purpose of CFD in Malang, that is hold on Ijen Street at Sunday morning, is to provide an open public space for recreation and sports [32]. CFD in Malang also served as a meeting place for communities and hobbyist [32]. Students also take advantage of CFD to promote their aspiration and programs [32]. Other activities that are also commonly found in CFD are musical performance, talk show, and seminar [32].

II. RESEARCH METHODS

This research used quantitative design that characterized by explorative nature. This method is chosen in order to answer two primary questions, namely:

- What are the factors that motivate Indonesian people to visit CFD?
- How is the level of influence of each factor found in motivating Indonesian people to visit CFD in rank-ordered fashion?

Before the survey is conducted, preliminary interview is conducted to carefully selected informants that yields 10 factors that serve as the references of the next phase. To represent these 10 factors, 22 indicators are developed and become the items of questionnaire. By using purposive sampling method, the questionnaires are distributed sequentially to 400 respondents in April 2018. The questionnaires are distributed in various CFD in Jakarta, Bandung, Garut, and Malang. Data collected from the survey are analyzed by using exploratory factor analysis (EFA) with the help of a statistical software.

The study found that the respondents are dominated by women by 70 percent. Based on location, the sample size is distributed evenly among Jakarta, Bandung, Garut, and Malang. Most respondents also came from 17 to 25 age group (40 percent) and 26 to 40 years age group (41 percent). Interestingly, half of the respondents (50 percent) admitted that they spent between IDR 25K to 100K in CFD. Only 20 percent spent more than IDR 100K. Based on frequency of visit, most respondents visit CFD for 2 to 5 times (35 percent). At its extreme, some respondents (15 percent) visit CFD for only once and others visit CFD for more than 10 times (20 percent).

The steps involved in this research adhere to the sequence of EFA as follows:

- Phase 1: checking empirical relationship between variables by using several tests that are simple correlation, measure of sampling adequacy (MSA), Keisher-Meyers-Oklin (KMO), and Bartlett Test of Sphericity.
- Phase 2: the phase of factor extraction, that is, a process of factors formation by using Eigen value as the criteria of selection. Factors with characteristics root more than 1 are considered as significant.
- Phase 3: the phase of factor rotation by using varimax rotation to maximize the variance of the squared loadings of a factor on all variables.
- Phase 4: the phase of interpreting the factors based on factor loading of a variable toward its factor.

III. RESULTS AND DISCUSSION

From 22 indicators that are investigated, through the process of factoring can be reduced into 5 (five) factors (see Table 1).

TABLE 1. EMERGING FACTORS, INDICATORS, AND LOADING FACTOR

No	Factor	No. of Item	Indicator	Loading Factor
1	Factor 1 Culinary	1	Shopping paradise	.735
		5	Culinary tour	.916
		6	Snacks variety	.948
		7	Inexpensive snacks	.960
		8	Delicious snacks	.939

Table 1. Cont.

2	Factor 2 Refreshing	2	Attracted to visit	.604
		3	Safe location	.897
		4	Delightful place	.903
		19	Enjoying entertainment	.619
		21	Relieving fatigue	.805
3	Factor 3 Expression	22	Having fun	.834
		9	Getting together with friends	.787
		10	Community creativity	.835
		17	College students creativity	.788
4	Factor 4 Family Vacation	18	College students activities	.835
		20	Creative college students	.819
		14	Pleasurable excursion	.647
5	Factor 5 Commerce Activities	15	Delightful playground	.926
		16	Children interactivity	.908
5	Factor 5 Commerce Activities	11	Opening business	.837
		12	Developing business	.871
		13	Affordable excursion	.835

A. Culinary Factor

Although it is not part of the intended purpose of CFD, culinary emerged as the first factor in this study. Whereas, inexpensive snacks (0,960) and snack variety (0,948) are two most influential indicators of culinary factor. Indeed, CFD in Indonesia is known as a place to have culinary feast and shopping spree, for example CFD in Solo City [33]. In Jakarta, CFD visitors admit that culinary feast is the preferred activities after exercise [34].

B. Refreshing Factor

Refreshing is the second factor that emerged in this study and highly influenced by delightful place (0,903) and safe location (0,897). This is a factor that is quite consistent with the initial purpose of CFD in Indonesia: sports, arts, and recreation. Open space is a scarce commodity in major cities in Indonesia even though it has important merits, namely improving social health [18]. Khotdee also found an evidence that public open space significantly affects quality of life [35].

C. Expression Factor

Expression is a factor that is formed by 4 indicators. Community creativity (0,835) and college students' activities (0,835) are two dominant indicators that form expression. Art is part of the expression that commonly found in CFD in Indonesia. Music and dance are performed by various communities and individuals [18]. Based on the interview conducted by [36], communities in CFD is part of attraction for people to visit CFD.

D. Family Vacation Factor

Family vacation is the fourth factor that is formed in this study. It is found that CFD also become an exciting playground for children (0,926), to facilitate interaction among children and between children and their environment (0,908), and pleasurable excursion for the whole family (0,647). This is consistent with the result of unscientific investigation of Wahyuni [36] that found CFD provide opportunity to have a good family time on the middle of empty street without vehicles that passing by, without air pollution, and without traffic congestion. Moreover, CFD has become an alternative tourism destination for families [37].

E. Commerce Factor

The last factor that motivate Indonesian citizens to visit CFD is commerce factor. This factor constitutes of developing business (0,871), opening business (0,837), and affordable excursion (0,835). In Pontianak, the capitol of West Kalimantan Province, sales of snacks, clothes, and toys produce the most profit for merchants [38]. The merchants in CFD Jakarta admit that CFD represents opportunity to reap considerable profits [34].

F. The Dilemma of Car Free Day in Indonesia

Clean Air Initiative for Asian Cities (CAI-Asia), on the event of Better Air Quality Conference in 2010, award a "Good" label for Clean Air Quality criteria to Indonesia [39]. However, current situation of Car Free Day in Indonesia has departed from its initial purpose to fight global warming [18]. The tagline of CFD as a free traffic day also failed to be completely implemented because the visitors are still arrived at CFD by using cars or motorcycles and park them around CFD. This behaviours has caused congestion on adjacent roads [18].

The misuse of CFD take several different forms. For example, recently, there was an unfortunate incident in which CFD used as a place to promote political agenda or presidential candidate [40]. This event invites concern from government and other stakeholders. Eventually, the Governor of DKI Jakarta issue a regulation number 12 / 2016 which assert that CFD must be free from all politics-related agenda [40]. In respect to cleanliness, the lack of awareness from visitors and merchants toward clean environment has made CFD become less attractive [41].

The initiator of CFD, Ari Mochamad, also criticize the street vendors that swarmed the CFD on Sudirman-Thamrin Street in Jakarta. In his opinion, CFD is not a Sunday Market [42]. According to Ari Mochamad, although the existence of street vendors in CFD cannot be eradicated, their activities must be highly regulated to ensure the orderliness, convenience, and aesthetic aspects of CFD [42]. Indeed, CFD is the third place that is meant to make a contribution in providing space for the formation of progressive, responsive, and democratic multiculturalism [18].

IV. CONCLUSION AND RECOMMENDATION

A. Conclusion

Based on the discussion, it can be concluded that there are 5 factors that motivate people to visit CFD. Those factors are culinary, refreshing, expression, family vacation, and commerce. This study found that refreshing is the dominant factor. Furthermore, there is two factors that indicate the existence of deviation on the CFD in Indonesia from its initial purpose, namely culinary and commerce factor. These two factors could be the cause of various problems related to reduced level of cleanliness, convenience, and orderliness of CFD. These findings indicate a paradox in the implementation of CFD in Indonesia. It seems that Indonesian people use CFD as the place to find entertainment, i.e. tourism destination, instead of as a means to reduce air pollution and to promote public health by providing space for people to do physical

exercise. This study provides significant contribution in providing the evidence of the problem, two less-common motives, that might plague the implementation of CFD in Indonesia.

B. Recommendation

As found in this study, CFD has become a new tourism destination that commonly revolves around culinary business. Therefore, it is an imperative for the municipal government to provide tighter regulation to manage street vendors, including food merchants, along with its enforcement action. So far, the policy implemented by municipal government toward the street vendors in Indonesia tend to be repressive, e.g. eviction and raid. Unlike this common policy, this paper suggests “management” approach to deal with this issue because repressive policy will only invite resistance from the street vendors that leads to heightened conflict. It is near impossible to eradicate street vendors at least in the short run because becoming street merchants is mostly a means of survival in the context of urbanization. One possible solution is by applying restriction regarding the trading area and the number of street vendors in CFD. Nonetheless, to instill discipline among street vendors, particularly regarding the orderliness and cleanliness, is a more difficult challenge. Therefore, further studies are needed to investigate trading behaviors of street merchant in CFD in order to propose more effective solutions.

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