



# THE 20<sup>TH</sup> 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"*



ATLANTIS  
PRESS



## CONFERENCE BOOK

Hotel Prima Cirebon West Java Indonesia  
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[ABS-8]  
**THE EVALUATION OF STUDENTS SOFT SKILLS DEVELOPMENT PROGRAM  
AT UNIVERSITAS GARUT USING QUADRUPLE HELIX CONCEPT AND SYSTEM MODEL**

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**Abstract**

Lack of students soft skill development in building interpersonal and intrapersonal relationship is a problem that occurs at Garut University. This study aimed to evaluate students soft skill development in order to facing the era of globalization. The research method used was qualitative approach with quadruple helix concept and system model. The data were collected by doing observation and interview with the third vice rector for students affairs. It is equipped with the evaluation result from other data such as academic, government, business and community elements. The result of this research showed that soft skill development at Garut University done by either student affairs lecture or supervising lecture is still low. It is shown by students good manner that has not improved yet although formally, Garut University has hold several activities related with students soft skill developments such as student orientation, community service, character building, personality development, table manner and other soft skill developments. Based on interviewed with academic, government, business and community elements, the result showed that students of Garut University have obstacles in verbal communication, analytical skills, independence, critical thinking, self management, motivation, commitment, logical argumentation, initiative, creativity and discipline . The implication of this study is the need of soft skill development program guidance in order to actualize students with good intrapersonal and interpersonal skills.

**Keywords:** Supervising, Soft Skill and Quadruple Helix

**Topic:** Public Administration and Social Welfare



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# Advances in **Economics, Business and Management Research**

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

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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, Philippphines 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  
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Haris  
Siti Khumayah

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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 Prasetyo, Ikeu Kania, Abdullah Ramdhani, Dina 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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#### **Proceedings Article**

[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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#### **Proceedings Article**

[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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#### **Proceedings Article**

[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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#### **Proceedings Article**

[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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#### **Proceedings Article**

[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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#### **Proceedings Article**

[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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#### **Proceedings Article**

[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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#### **Proceedings Article**

[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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#### **Proceedings Article**

[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 of 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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#### **Proceedings Article**

[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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#### **Proceedings Article**

[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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#### **Proceedings Article**

[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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#### **Proceedings Article**

[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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#### **Proceedings Article**

[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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#### **Proceedings Article**

[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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#### **Proceedings Article**

[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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#### **Proceedings Article**

[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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Haris Budiana, Nunu Nurwaliyah

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Iis Lisnawati, Yuyun Yuniawati, Welly Nores Kartadireja

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Alda Rifada Rizqi

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Ajeng Tina Mulyana, Yumna Rasyid, Zuriyati Zuriyati

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Gugun Geusan Akbar, Ikeu Kania, Aceng Ulumudin, Grisna Anggadwita, Lintang Sukma Harmanto, Dini Turipanam Alamanda

Many cities in Indonesia try to develop and design effective strategies to create smart cities through innovation and technology. Bandung is one of the local governments in Indonesia which is known as the pioneer of smart city in Indonesia. The Bandung City Government has succeeded in developing innovative...

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Hartono Hartono, Suroso Suroso

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### [Enhancing Concept Understanding and Problem Solving Ability by Using Blended Learning System in Social Sciences Learning in Grade V SDN Tanjung III](#)

Dadang Iskandar, Acep Roni Hamdani

This study is back grounded by students who had not maximally achieved concept understanding ability and problem solving ability in Social Sciences learning. Through this study, the solution to solve that problem is examined by applying learning which use Blended Learning system. Blended Learning is...

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Iin Wariin Basyari, Endang Herawan, Ayu Hartini

Learning resources that are contextual with the nature, social condition, and culture become very important in the learning of social sciences. The aim of this study is to identify the socioeconomic and cultural phenomena of the natural stone artisans which can be used as a worksheet for social sciences...

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

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**Abstract**—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 with quadruple helix concept and system model. The data were collected by doing observation and interview with the third vice rector for student's affairs. It is equipped with the evaluation result from other data such as academic, government, business and community elements. The result of this research showed that soft skill development at Universitas Garut done by either student affairs lecture or supervising lecture is still low. It is shown by students' good manner that has not improved yet although formally, Universitas Garut has hold several activities related with student's soft skill developments such as student orientation, community service, character building, personality development, table manner and other soft skill developments. Based on interviewed with academic, government, business and community elements, the result showed that students of Universitas Garut have obstacles in verbal communication, analytical skills, independence, critical thinking, self-management, motivation, commitment, logical argumentation, initiative, creativity and discipline. The implication of this study is the need of soft skill development program guidance in order to actualize students with good intrapersonal and interpersonal skills.

**Keywords**—supervising; soft skills; quadruple helix

## I. INTRODUCTION

In this globalization era, the university students as young generations who are educated in University are demanded to have the ability in accomplishment nationally and internationally. Students who have graduated from the university should own relevant competencies with the job market (2). One of the competencies that must be owned is hard skills and soft skills. Hard skill competence is mastery and use of science and technology. Meanwhile, soft skill

competence is an ability of other and self-regulating. Soft skill is very important thing that should be owned by each person, especially by university students, because they will interact and socialize with either the people in their working environment or society.

Ability, talent or skill of the university students can realize by the hard skill and soft skill improvement. Soft skill is an ability that can be done non-technically. It means the skills are formless and invisible. This skill can be said as personal and interpersonal skill [1]. If the students have good soft skill, they will be able to be good in their act, communication, thought in the society [2].

The development of soft skill not only can be taught, but also can be spread. Soft skill development activity will not be perfect if it is focused only on training, conference, workshop, and others training. The soft skill development is very important in academic education that oriented with technic and done by practicing continuously. Soft skill development activity should be planned and programmed well under the guidance of mentors, so that the activity can be appropriate with the activity purpose [3].

Therefore, soft skill training for the university students needs lecturers' role that interacts with students in campus environment. The lecturers are expected to be able to guide and train the student in achieving good soft skill. Lecturer is one of the important things both in lectures process and in students' soft skill training towards the nation's progress. In this case, lecturers are much needed. The lecture should be able to explore the students' potency in order to motivate and be responsible to themselves [4].

The lecture has a role in learning process and determining students' output. The output is not only an academic score, but also good personality of the students. 40% of Garut University students have not as expected personality competence. Accordingly, soft skill development activity was done as an

effort in solving students' problems. The lecturers are expected to be able to give learning process productively. Because every student will experience changed and developed era.

Garut University gives soft skill training to the students in order to face globalization era like implementing several soft skill development activities such as: Student Orientation, Community Service, Character Building, Personality Development, Table Manner, and other soft skill activity which is held while the learning process occurred. These activities are under the responsibilities of Vice Rector for Students' Affairs and academic supervisor.

The implementation of soft skill development in Garut is done by system model approach (input, process, and output), where the students as the input, giving a material about improvement of mental welfare, ethics, behavior, character, and career development of students by doing counseling, educating, and training as a process, and the changing of students' behavior as an output.

The lack of students' ability in communication, independence, critical thinking, self-management, motivation, commitment, logical argumentation, initiative, creativity and discipline are the phenomenon happened in Garut University. The purpose of this study is to evaluate soft skill development of Garut University students in facing globalization era by using Quadruple Helix.

#### A. Soft Skills

Research on student's soft skills has been studied by [1] and [5], according to [1], 80% of success in the world of work is determined by the mind set (soft skills) and 20% is determined by technical skills (hard skills). Unfortunately, in practice, the portion of soft skills development in higher education is only 10% in the curriculum, while 90% contains hard skills. Soft skills have different names, sometimes referred to as "non-technical" skills, competencies or learning outcomes. Sometimes the meaning also intersects with life skills ", generic competencies ", main competencies ", etc. [2].

In soft skills there are many attributes that can be identified, such as personal accountability, level of collaboration, conflict, negotiation skills, ability to adapt communication clarity and creative thinking [3]. Furthermore, Khanna states that soft skills have a significant impact on the attitude of a person when interaction with clients, customers, colleagues, and other stakeholders. The more positive the attitude the better the results of the relationship [3]. Whereas in Austria, Wahl examined that ability to master English (language) is the most important soft skill for university graduates followed by management skills, motivation and being able to integrate with the team as well as verbal and written communication skills [4].

More details, Sunarto made the soft skills category needed by the industry into 14 categories, namely: 1) project management skills; 2) readiness to international business travel; 3) Readiness to domestic business travel; 4) English language ability; 5) ability of other foreign languages; 6) presentation ability; 6) communication skills; 7) focusing on

goals and targets; 8) team management; 9) team integration; 10) analytical capability; 11) desires to continue education and training; 12) stress resilience; 13) self-motivation; and 14) self-management [5].

#### B. Quadruple Helix

Ref [6]. stated the role of government, business and academics (Triple Helix) are important in providing knowledge and innovation, including soft skills knowledge. The Triple Helix concept then developed into a Quadruple Helix, with differences in the integration of civil society and integrating innovation and knowledge [7]. Quadro plea Helix Innovation Theory is a collaboration of four sectors, namely: Academic, Government, Business, and Civil Society that play a role in encouraging the growth of innovation. Quadruple Helix is a field that can move people to increase creativity, ideas and skills [8].

### II. METHODOLOGY

The research method used in this soft skill program evaluation research in Universitas Garut is qualitative method with system and analysis model. It was done by using quadruple helix approach. The data was collected by observation and interview with the main informant. In this case, the main informant is the Vice Rector for Students' Affairs. The data was completed with the evaluation result from another source such as academic, government, business and community elements.

Furthermore, the collected data was analyzed by using quadruple helix approach through deep interview with academic, government, business and community elements that frequently interact with the students. Then, the data were reduced, presented and drawn conclusions.

### III. RESULTS AND DISCUSSION

The competition of working environment in the globalization era demands people to have deft and skillful human resource. The university students are demanded having high quality of hard skill and soft skill. Hard skill is the ability of students' academic score. Meanwhile, soft skill is the ability of people interaction and self-management. Besides having high academic score, students are demanded having high soft skill. Both hard skill and soft skill are the requirement of bachelor success in facing the competition of working environment.

Maybe not every student knows about their own potential and skill. The lecturer is expected to know their students' potential. With the lecturer's help, the students are directed to go deep into their useful potential and talent. The lecturer has an important role in encouraging the students to develop their potential in order to facing competition globally. The students who are able to see and have an innovation about the situation will be very useful for themselves and the other people.

In this study, the researchers evaluated soft skill development program of Universitas Garut by system model approach. The students of Universitas Garut as an input have already given education and training by several activities such

as Student Orientation, Community Service, Character Building, Personality Development, Table Manner and other soft skill training.

Academic has big capacity to encourage students' soft skill in order to make the students having good soft skill. Academic has a role as an agent who can spread science, technology, and art. It also has a role as an agent who can develop students' soft skill in the society. The students as the input were given planned and scheduled education and training. In education and training, the students were given the comprehension of the importance of improving their interests and talents when they study in University, so by being giving direction and guidance by every participation of non-academic activity they can improve their soft skill such as improving thinking skills, learning skills, and living skills.

Soft skill development process in Universitas Garut was done by applying these steps: (1) Developing Competence; (2) Managing Emotion; (3) Moving Through Autonomy Toward Independence; (4) Developing Mature Interpersonal Relationship; (5) Establishing Identity; (6) Developing Purpose; (7) Developing Integrity. Then, Universitas Garut applied learning skill to make the students always be able to develop themselves by continuously learning process. Thinking skills were given to make the students be able to solve the problems in their daily life, and living skills were directed to the improvement of students' ability in adaptation of their daily life. In the improvement of learning skills, the students got learning technique, mind mapping, and reading technique. Thinking skills were focused on the improvement of students' ability in solving the problems and making decision. Living skills were more emphasized in several things such as self-management, vision building, communication technique, conflict management and time management.

The output of soft skill development activity was the expectation that students having life skills for themselves, their groups, and the society. The communication skill, emotional skill, language skill, grouping skill, having ethics and morals, politeness, and spiritual skill were the purpose of students' soft skill development is held. Therefore, knowledge and skill that have been mastered can bring welfare and comfort for themselves and their environment.

Based on the study result, it can be said that students' soft skill development that has been done by Universitas Garut have to be improved intensively, planned, and scheduled. It was given material by competent expert and evaluated every activity deeply because soft skill is much needed in their work environment, both in government and private company.

As stated in the research background, the result of this students' soft skill development evaluation study was analyzed by Quadruple Helix approach through the deep interview about Universitas Garut students' soft skill with four sectors such as: Academic, Government, Business, and Civil Society. For more clear explanation, the interview result was explained as follows:

#### *A. Academic Sector*

Based on the observation and interview result with the academic, it showed that soft skill development program done by Universitas Garut is started from Student Orientation, Community Service, Character Building, Personality Development, Table Manner and other soft skill training. The program has not improved students' soft skill ability. Students' soft skill ability was still low, especially about the discipline, independence, courage in expressing opinion, confidence, communication skill with the lecturer, teamwork that should be improved.

#### *B. Government Sector*

Based on the observation and interview result with several informants from the government showed that Universitas Garut students' soft skill have not shown their maximal ability in working. The result of this study showed that the communication, analytical ability, independence, critical thinking, self-management, motivation, commitment, logical argumentation, initiative, creativity and discipline of Universitas Garut students is still low and need to be improved. The soft skill of every University students is needed especially in their work environment.

#### *C. Business Sector*

The demand of work environment towards the criteria of workers candidate becomes getting higher. Work environment prioritize not only the high ability of academic (hard skill), but also the inherent value of people (soft skill). This ability can be said as non-technical ability that has a role as important as academic role. In the business sector, intrapersonal skill, interpersonal skill, leadership skills are needed to lead the developing business. Based on the result of observation and interview done by the researchers and the entrepreneur, it can be stated that Universitas Garut students' soft skill have not be mature. It was proved by the students working in private company or business who has not owned high competitiveness in their soft skill. The indicators are creative thinking, leadership skill, communication skill, negotiation skill, transforming character and time management.

#### *D. Civil Society Sector*

Based on the result of observation and interview with the society about Universitas Garut students' soft skill, it was found that the students have not had high soft skill especially in communication with the society, independence, critical thinking, self-management, motivation, commitment, logical argumentation, initiative, creativity and discipline. Students are pushed not only scientifically smart, but also having initiative and creativity. Besides, students' good attitude is the main thing that is assessed by the society. This assessment can be seen by lack of students' communication with the society in KKN activity. Moreover, university students are individualist nowadays. They just study at class. Just few students join the organization and activity related with conveying people aspirations. It makes the society assessment of student's soft skills are low. Whereas, by joining the organization, the soft skill of university students is trained well.

#### IV. CONCLUSION

Soft skill development of Universitas Garut students have been planned and scheduled through counselling, educating, and training under the Vice Rector for Students' affairs responsibility and academic supervisor. The result of soft skill development activity was analyzed with the quadruple helix approach. Based on the four factors, it can be concluded that the soft skill ability of Universitas Garut students still have to be improved especially the communication, independence, critical thinking, self-management, motivation, commitment, logical argumentation, initiative, creativity and discipline.

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