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

The 2nd Social and Humaniora Research Symposium (SoRes 2019) took place in Bandung, Indonesia, on 23 October 2019. It is hosted by Institute of Research and Community Service (LPPM Universitas Islam Bandung - Unicha). As the theme of this year's conference is "Building human resources through technology and creative media", this conference aims (1) to bring together scientists, practitioners, students, researchers, and civil society organization representatives in the social and humanities symposium; (2) to share and discuss theoretical and practical knowledge on innovation in social and humanities.

The range of the topics covered by SoRes 2019 includes: Communication, Psychology, Management, Accounting, Economics, Law, Islamic Education, Early Childhood Education, Communication of Islamic Broadcasting, Family Law of Islam, Sharia Economic Law and other related topics. We thank to the reviewers who have contributed in the review process. Then, we would like to express our sincere appreciation to everybody who has contributed to the conference, the authors, participants and to all the organizing committee member for their support and enthusiasm which granted success to the conference.

Hopefully, the articles of this proceeding will give the contribution to the knowledge in social and humaniora research. For the academicians, researchers, students and practitioners, we hope this conference could give the advantages such as new idea for next research and the network between all of us.

The Editors

Atie Rachmiate

Dikdik M. Sodik

Dadi Ahmadi

Ike Lunita Triwardhani

Arha'ivah Satriani

Rahmatul Adwiyah

Alhamuddin

Asnita Frida Sebayang

Steering Committee

- Dr. Isma Widiaty, S.Pd., M.Pd.
Universitas Pendidikan Indonesia, Indonesia
- Ani Wilujeng Suryani, S.E., M.ActgFin., Ph.D
Universitas Negeri Malang, Indonesia
- Prof. Dr. Kesi Widjajanti, Ir., S.E., M.M.
Universitas Semarang, Indonesia
- Prof. Dr. M. Zaim, M.Hum.
Universitas Negeri Padang, Indonesia
- Akhsanul In'am, Drs., M.N., Ph.D
Universitas Muhammadiyah Malang, Indonesia
- Yuni Sari Amalia, S.S., M.A., Ph.D
Universitas Airlangga, Indonesia
- Dr. Roro Retno Wulan, S.Sos., M.Pd.
Telkom University, Indonesia
- Dr. Santi Isnaini, S.Sos., M.M.
Universitas Airlangga, Indonesia
- Dr. Tanzil Huda, Drs., M.Pd.
Universitas Muhammadiyah Jember, Indonesia
- Dr. Azizul Kholis, S.E., M.Si.
Universitas Negeri Medan, Indonesia
- Prof. Dr. Edi Setiadi, S.H., M.H.
Universitas Islam Bandung, Indonesia
- Ir. A. Harits Nu'man, M.T., Ph.D, IPM.
Universitas Islam Bandung, Indonesia
- Dr. Atih Rohaeti Dariah, S.E., M.Si.
Universitas Islam Bandung, Indonesia
- Asep Ramdan Hidayat, Drs., M.Si.
Universitas Islam Bandung, Indonesia
- Prof. Dr. Atie Rachmiate, M.Si.
Universitas Islam Bandung, Indonesia
- Dr. Ike Junita Triwardhani, S.Sos., M.Si.
Universitas Islam Bandung, Indonesia
- Dadi Ahmadi, S.Sos., M.I.Kom.
Universitas Islam Bandung, Indonesia
- Lilim Halimah, BHSc., M.HSPY.
Universitas Islam Bandung, Indonesia
- Arba'iyah Satriani, S.Pi., M.A.(Hons)
Universitas Islam Bandung, Indonesia

Organizing Committee

- Dadi Ahmadi, S.Sos., M.I.Kom.
Universitas Islam Bandung, Indonesia
- Dr. Ike Junita Triwardhani, S.Sos., M.Si.
Universitas Islam Bandung, Indonesia
- Dr. Alhamuddin, M.M.Pd.
Universitas Islam Bandung, Indonesia
- Arba'iyah Satriani, S.Pi., M.A.(Hons)

- Universitas Islam Bandung, Indonesia
- Andalusia Neneng Permatasari, S.S., M.Hum.
Universitas Islam Bandung, Indonesia
 - Lilim Halimah, BHSc., M.HSPY.
Universitas Islam Bandung, Indonesia

Proceedings Article[Micro Waqf Bank: New Sharia Financial Instruments in Indonesia](#)

Siska Lis Sulistiani, Muhammad Yunus, Eva Misfah Bayuni

This research aims to study and improve the benefits of micro waqf banks as Islamic microfinance institutions that have only been pioneered since 2017 in Indonesia. The research method used was qualitative research using normative juridical through interview and literature study methods, and analyzed...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article[Factors Influence on the Quality of Management Accounting Information System and Its Impacts on Good Corporate Governance Implementation](#)

Rini Lestari, Diamonalisa Sofianty, Ririn Sri Kuntorini

Poor implementation of Good Corporate Governance (GCG) in sharia banking institutions resulted in many obstacles, such as the low Quality of the Management Accounting Information System (QMAIS) at the institution. Weak human resources, poor organizational culture and the absence of external environment...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article[Website Quality 4.0 on Admission of New Students \(PMB\) at Higher Education](#)

Mochamad Malik Akbar Rohandi, Eka Tresna Gumelar, Lufthia Sevriana

This study aims to measure the quality of higher education websites in Bandung using the Webqual 4.0 method based on user ratings of actual perceived quality of expected quality so as to make it easier for prospective students to obtain the information needed and make it a one stop information. The research...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article[The Community Economic Empowerment Based on Zakat Funds: A Case Study in BAZNAS West Java](#)

Sri Fadilah, Mey Maemunah, Nopi Hernawati

The background of the research is that West Java Province that has a large population and has 27 cities / regencies with all its diversity and culture as well as the regional advantages of being the wealthy area of West Java. However, West Java also has economic and social problems, namely unemployment...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article[Improving the Awareness of Providing Halal Food Among Street Vendors](#)

Hirawati Oemar, Eri Achiraeniwati, Yanti Sri Rejeki, Anis Septiani, Ezar Amrullah

Based on a preliminary survey, almost all street vendors around UNISBA believe that the processed products they sell are halal, even though the raw materials they use do not have halal certificates. This shows the lack of understanding and awareness of street vendors regarding the halal product. As one...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article[Model of Applying Criminal Sanctions in Overcoming Corruption Through Criminal Sanction by Substitute Money](#)

Ade Mahmud, Dian Alan Setiawan, Eka Juarsa, Dey Ravena, Taufiq Rahman, Iman Sudirman

The implementation of criminal sanctions against corruption has been a problem related to the deterrent effect for convicted people and their contribution to recover state losses. This study (1) determining the influence of criminal sanctions of substitute money in returning state financial losses due...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Road Map E-Commerce as an Alternative Law Protection for Consumers in Era Trade Online](#)

Rizka Rizka

The purpose of this research is to discuss the development of digitalization of the economy in the face of the industrial revolution era 4.0. It which needs to be addressed intelligently so that it does not require consumers or do business through the transformation of consumer protection instruments...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Communication Strategy of Disdukcapil of Bengkalis Regency in Disseminating Information to Community in Rupert Sub-District](#)

Genny Gustina Sari, Welly Wirman

Observations in 2018 showed that the people of Rupert Subdistrict had difficulties in arranging correspondence, especially regarding e-KTP cards, family cards, birth certificates and other documents in Disdukcapil Bengkalis Regency (Office of Population and Civil Registry) and the slow information they...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Tourism Communication 4.0 in Purwakarta Regency](#)

Evi Novianti, Aat Ruchiat Nugraha, Lukiati Komala, Kokom Komariah

The current digital era or known as the 4.0 era, makes it easy for humans to communicate and interact indirectly in meeting their needs, one of them through browsing in the digital world. The digital world presents a variety of human needs about information, including tourism information. Tourism information...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Halal Awareness of Muslim Millennials Toward Cosmetics and Skincare Decision](#)

Marizsa Herlina, Nur Azizah Komara Rifai, N. Sausan Muhammad Sholeh, Nety Kurniaty

Indonesia government has planned that all of the cosmetics distributed in Indonesia must have the halal certification in 2019. Therefore, it is important for Muslims in Indonesia to have a halal awareness in consuming cosmetics and skincare products. This study explores what variables influence the halal...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Effect of Intellectual Capital on Performance with Islamic Work Ethics as a Moderating Factor](#)

Kania Nurcholisah, Nurleli Nurleli, Nurfahmiyati Nurfahmiyati

This study aims to find out for 1) How the Effect of Intellectual Capital on Financial Performance. 2) How Intellectual Capital that implements Islamic work ethics can improve performance. This research method uses descriptive verification method. Data collection techniques used are financial documentation...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[The Determinants of Spiritual Poverty in Bandung](#)

Ade Yunita Mafrohat, Westi Riani, Meidy Haviz

This article aimed to identify the determinants of spiritual poverty in Bandung. The number of Indonesia's urban poor man continues to increase every year, and one of its contributions is from the urban poor population of West Java, namely from the City of Bandung. Although the contribution of poverty...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Sunset Policy in Local Tax \(Vehicle Tax\) Reviewed from Equity Principles and Its Impact on Tax Payers Compliance](#)

Lisa Andayani Hasibuan, Milla Sepliana Setyowati

Jakarta Provincial Government has implemented Sunset Policy Program for local tax in 2015 until 2019. This policy goals is to optimize local tax revenue in Jakarta Province. On the other hand, the implementation of this policy made contradictive effects or impact for the taxpayer's compliance. The method...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Android-Based Accounting Application for MSME](#)

Irena Paramita Pramono, Riyang Mardini, Asri Suangga, M. Jefriandy Ilhamsyah

The ease of recording financial transactions and providing financial reports digitally is also provided by various accounting applications or software. The accounting application facilitates the input process, offers faster and more accurate data processing, and complete output. Accounting applications...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Empowerment of Housewives and Teenagers in Albinaa Madrasa Sukarasa Village, Arjasari Sub-District Bandung Regency](#)

Puti Renosori, Endang Prasetyaningsih, Selamat Selamat, Ahmad Arief Nurahman

This paper aims to analyze the empowerment of housewives and teenagers conducted at Albinaa Madrasa. The empowerment adopts Participatory Learning and Action (PLA) – a participatory-based approach – by involving the community to be trained by direct practice. The empowerment activities include improving...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Village Consultative Institution Status as a Form of Democracy Life in the Village](#)

Rini Irianti Sundary, Deddy Effendy, Irawati Irawati

The village has a strategic position as a spearhead as well as a benchmark in implementing and evaluating the national development integrally. In organizing the village government there is a village device that is one of which is the village consultative Institution (BPD) as an institution that carries...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Sharia-Based Rehabilitation Model of Social Economic](#)

Popon Srisusilawati, Panji Adam Agus Putra, Ayu Tuty Utami

The aim of the Sharia-based socio-economic rehabilitation research for drug victims at the Grapiks foundation in the village of Cimekar, Cileunyi, Bandung Regency is to provide solutions to the problems that have been faced, namely the tendency of drug victims to re-use very large. Rejection from families...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[An Accuracy Test of Qibla Direction Measurement of Mosques and Prayer Rooms](#)

Fahmi Fatwa Rosyadi Satria Hamdani, Encep Abdul Rojak, Rizka Amalia, Amalia Hutami, Ummu Rosyidah

Qibla direction plays a pivotal role and is one of the requirements for the validity of prayer (salah). If someone performs the prayer without facing the qibla, the prayer is considered to be invalid accordingly. The mosque and prayer room buildings around the campus of Universitas Islam Bandung precisely...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[The Effect of Anti-Corruption Campaign on the Exposure Aspects on Social Media Facebook and Instagram](#)

Neni Yulianita, Nurrahmawati Nurrahmawati, Anne Maryani

Corruption has existed throughout human history and continues to transform over time. Corruption is increasingly rooted in various joints of human life. The problem of corruption experienced by the Indonesian people is at an alarming point. Corruption still occurs frequently, for example in fairly complicated...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Economics Feasibility Analysis of Fragrant Lemongrass \(Andropogon nardus\) Cultivation and Distillation System \(Case study in Ganunghalu and Rongga sub-district, Bandung Barat Regency\)](#)

Nugraha Nugraha, Aviasti Aviasti, Dewi Shofi Mulyati, Reni Amaranti, Chicha Nursagita, Indra Topik Maulana

One of the regions that produce lemongrass oil in West Java is Gununghalu and Rongga sub-district, Bandung Barat Regency. The problem faced in citronella cultivation is uncertainty on the quality of lemongrass and simple refining technology. This research was conducted to determine lemongrass cultivation...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Implementation of Origami Construction to Improve Logical Thinking Ability on Early Age Children](#)

Nurul Afrianti, Respitawulan Respitawulan, Atie Rachmiatie

This study aims to gain a conception of the application of origami construction for escalating the logical thinking ability on early age children. The method used in this study is descriptive research with qualitative research approach. The subjects are students of Class A in Kelompok Bermain (playgroup)...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Green Behaviors Factors on Green Human Resources Management Practice on the Employees of “The First Movers on Sustainable Banking” in Indonesia](#)

Allya Roosallyn Assyofa, Asni Mustika Rani, Tia Yuliatwati

Based on the 2018 Environmental Performance Index (EPI), Indonesia's environmental quality is ranked 133 out of 180 countries. The low quality of the environment is caused by human resources who do not comprehend the concept of environmentally friendly industries. The low comprehension of environmentally...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[The Views of Online Media Journalists About Implementation of the Truth Principle in Covering Event of 212 Reunion](#)

Arba'iyah Satriani, Andalusia Neneng Permatasari, Tia Muthiah, Fadhila Nur Rizky Islami, Kireina Dwi Faraumina

In journalistic practice, the meaning of the truth is debatable. It is something absurd because it can be interpreted differently depending on the needs. According to Harsono in the book of "Elements of Journalism" that is written by Bill Kovach and Tom Rosenstiel, the meaning of the truth is in the...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Bullying Victimization in Elementary School Students in Bandung City](#)

Ihsana Sabriani Borualogo, Hedi Wahyudi, Sulisworo Kusdiyati

Bullying is a severe problem in Indonesia. West Java has a higher rate of bullying cases, where Bandung City is the highest rating among other districts in West Java. This study aims to explore school bullying in Bandung City from the perspective of the bullied students. This study will help to get a...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Competence of Islamic Higher Education Graduates from the Perspectives of Stakeholders in the Era of Industrial Revolution 4.0](#)

Alhamuddin Alhamuddin, Adang M. Tsauray, Eko Surbiyantoro, Andi Murniati

This study aimed to determine the competence of graduates of Islamic Education Study Program in the perspective of user society. The study used a quantitative approach with survey method. Data collection techniques were conducted by questionnaire, interview, and documentation. Data analysis was utilized...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Empowerment of Cassava Farmers Through Processing of Local Potential Based on Home Industry](#)

Alhamuddin Alhamuddin, Rabiatul Adwiyah, Fahmi Fatwa Rosyadi Satria Hamdani, Shindu Irwansyah

Women's involvement in the productive business sector will cause social change. The inclusion of women in the labor market or productive work affects household economic activity, resulting in changes in family economic structure. Empowering mothers can be done through processing food that can be used...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Analysis of "Halal" Word in Social Media Using Text Mining and Word Networking](#)

Eneng Nur Hasanah, Dheka Dwi Agustiningsih

The increasing of Islam news in internet makes some perceptions for many people in the world. One of them is about "Halal" concepts as the Islam standard for muslim belief of God. Halal product is the product that created based on Islamic standard law. In every product, it is necessary to ensure its...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Influence of Islamic Service Behavior on Patient Loyalty](#)

Mohammad Wahyu Ferdian, Muhardi Muhardi, Dadang Kusnadi

Introduction: Patient loyalty is a patient attitude that reflects a loyalty to the service to take advantage of repeated health services in meeting the needs of medical services. This study aims to determine the effect of Islamic service behavior on the loyalty of uninsured patients in obstetrics and...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[The Development of Village Entrepreneurship Through Digital Marketing Communication](#)

Wulan Tri Gartanti, Ike Junita Triwardhani, Raditya Pratama Putra

Entrepreneurship has become the most promising field nowadays and it will run well if accompanied by an understanding of the importance of communication. The current rapid development of communication has had a positive impact on society in conducting the communication process, one of which is the use...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Teacher and Student Communication in Science Education at Schools](#)

Ike Junita Triwardhani, Wulan Trigartanti, Indri Rachmawati

One of the crucial factors in carrying out education is building an educational environment. Many school environments are not yet integrated with students' learning needs and goals to be achieved. Building a school environment is not only done by teachers but also students and school support systems....

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[The Role and Duties of the Indonesian National Army \(TNI\) in Combating Terrorism in Military Operations Other than War](#)

Dini Dewi Heniarti, Oentoeng Wahjoe, Anita Puspawati, Liya Sukma Muliya, Husni Syawali, Rahmadani Putri, Iip Sariipudin, Novianto Novianto

The handling of criminal acts of terrorism has been carried out by the Police as the leading sector. The broad scope of the handling of terrorism resulted in the emergence of the idea of involving the Indonesian National Army (TNI) in efforts to eradicate terrorism. The purpose of this article is to...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Corporate Social Responsibility in ASEAN: Case Study ASEAN CSR Network](#)

Mohammad Husni Syam, Eka An Aqimuddin, Arinto Nurcahyono, Erik Setiawan

Corporate Social Responsibility (CSR) is a form of corporate obligation to restore the social welfare of the community. Some studies on CSR usually only focus on corporate commitment to CSR, only a few focuses on CSR institutions. This research wants to examine CSR advocacy at the regional level which...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Value Proposition of Instagrammable Digital Tourism in Forming Brand Identity](#)

Raditya Pratama Putra, Aria Ar Razi

Brand identity will determine the purpose and meaning of a business that encourages people to identify and take that brand as their choices. The brand identity formed needs to pay attention to the value propositions presented such as Functional Benefits, Emotional Benefits, and Self-Expressive Benefits....

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[The Quality of Financial Reporting of Zakat Funds in West Java](#)

Nunung Nurhayati, Helliana Helliana, Yuni Rosdiana

This study aims to determine the implementation of zakat accounting information systems on the quality of financial reporting for district / city BAZNAS in West Java Province. This research is motivated by the phenomenon that the quality of financial reporting in BAZNAS has not been integrated as a whole,...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Social Network Typology of Doing Transactions in Minangkabau Traditional Market](#)

Marleni Marleni, Rinel Fitlayeni, Ikhsan Muharma Putra

Traditional markets is not only a place for doing transactions among traders and buyers but also as a social institution that maintains the social structure of the society. Transactions conducted in traditional markets are influenced by emotional connections and social networks. The purpose of this research...

Article details[Download article \(PDF\)](#)**Proceedings Article**[The Implementation of SAK EMKM on UMKM Financial Reports \(Case Study of Cibuntu Tofu UMKM, Bandung\)](#)

Nopi Hernawati, Ririn Sri Kuntorini, Irena Paramita Pramono

Industry in Indonesia is developing quite rapidly, especially home industries that support people's lives; one of which is tofu industry. In reality, this tofu industry is not yet developing due to the absence of good management and financial administration system caused by the lack of knowledge of SMEs...

Article details[Download article \(PDF\)](#)**Proceedings Article**[Existence of Potential Areas of Space According to Ibn Sina's Ontology Perspective](#)

Nugraha Pranadita, Imas Rosidawati Wiradirja, Tansah Rahmatullah

A potential area of space is an area that is above a country that is still free of power. Areas of potential space can be used limitedly by other countries that are not geographically based on the principle of spatial justice. Claims of power over a potential space area can be made by the state underneath...

Article details[Download article \(PDF\)](#)**Proceedings Article**[The Use of Artificial Intelligence to Reveal Negative Impact of a Products Legally as an Understood Side](#)

Nugraha Pranadita

The convenience that can be provided by technological developments in various fields through the use of devices with artificial intelligence has authorized the technology to act outside human orders. The impact of the use of authorization by devices using artificial intelligence generally has a positive...

Article details[Download article \(PDF\)](#)**Proceedings Article**[Supervision Polemics of Indonesian Broadcasting Commission \(KPI\) on Internet Content](#)

Aep Wahyudin

Internet users in Indonesia reached 171.17 million in 2019. Data on Spring 2014 Global Attitudes mentioned that in developing countries the impact of the internet has given bad influence. It prompted the Indonesian Broadcasting Commission (KPI) to supervise the internet. However, it received disagreement...

Article details[Download article \(PDF\)](#)**Proceedings Article**[Accounting Information System Design for Zakat on Bandung Islamic University Baitul Maal](#)

Magnaz Lestira Oktarozza, Elly Halimatusadiah

The purpose of this research is to analyse the information system that is being implemented to identify the problems faced by Baitul Maal Unisba. The problem faced is the lack of use of documents in documenting the activities carried out, the lack of supervision and control of every process and procedure,...

Article details[Download article \(PDF\)](#)**Proceedings Article**[Risk Management Safety and Health Industries in the Village Blacksmith Craftsman Mekarmaju, Sub Pasirjambu, Bandung Regency](#)

Yeti Sumiyati, Tatty Aryani Ramli, Fajar Awalia Yulianto, Jejen Hendar, Fariz Farrih Izadi

Industrial safety and health are important in business activities. Almost all entrepreneurs and workers, currently still ignoring the safety and health problems of the industry. This is due to technical and economic factors. By neglecting it can lead to large risks such as disability, financially causing...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Hospital Management System Analysis in Effort to Improve Service Quality by Using Structured Design Life Cycle Method \(A Case Study of Al-Mulk Regional Public Hospital in Sukabumi City\)](#)

Ari Yulianti, Muhandi Muhandi

The aim of this research is to analyse Hospital Management Information System (HMIS), and to analyse Structure Design Life Cycle (SDLC) method utilization in Al-Mulk Regional Public Hospital in Sukabumi City. The method utilized in this research is a descriptive qualitative method. The type of this research...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Patient Safety Management Re-Design by Using Hospital Failure Mode Effect Analysis \(A Case Study of Assyifa Islamic Hospital Ward in Sukabumi\)](#)

Tina Oktarina, Muhandi Muhandi

The aim of this research is to analyse patient safety management with Hospital Failure Model Effect Analysis (HFMEA) in Assyifa Islamic Hospital ward. The method utilized in this research is a descriptive qualitative method. As much as 100 non-surgical inpatients units was taken as sample in this research....

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[The Hooked Model as Communication Strategy of “Kembaliin” App as an Information Media for Handling Lost and Found](#)

Aria Ar Razi, Raditya Pratama Putra

“Kembaliin” is a mobile application specifically designed to assist urban communities in solving problems of lost and found items in public places online. The design model of application functions as an intermediary media and liaison in facilitating the need for information exchange between the lost...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Legal Basis of Land Reform](#)

Lina Jamilah, Arif Firmansyah

Land reform is an overhaul of ownership and control of agricultural land and legal relations related to land acquisition. The purpose of holding land reform is to enhance income and standard of living of smallholder farmers as a foundation or prerequisite for carrying out economic development towards...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Knowledge Sharing Through Majelis in Fostering the Economy of Jamaah](#)

Muhandi Muhandi, Nurdin Nurdin, Aminuddin Irfani

This study aims to analyse the role of knowledge sharing through majlis in improving the economy of jamaah. It starts by identifying the field situation related to the existence of a knowledge majlis as a place of knowledge sharing and livestock business groups formed to strengthen the bargaining power...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Knowledge Chain as a System in Developing Pesantren Entrepreneurship](#)

Muhandi Muhandi, Nurdin Nurdin, Aminuddin Irfani

This research aims to analyse the role of knowledge chain as a system in developing pesantren entrepreneurship. In line with the objectives of this study, the analysis approach used is knowledge chain model. The study is conducted at the pesantren Dzikir Al-Fath in Sukabumi City, Indonesia. Data is collected...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Analysis of Rumah Sehat Terpadu - Dompét Dhuafa Hospital Bogor to Develop a Design Strategy of Speech Therapy Service](#)

Shafa Husnul Khatimah, Muhandi Muhandi

This research is conducted to analyse a hospital to develop a design strategy of speech therapy service by using value chain and TOWS. The approach utilized in this research is a qualitative descriptive approach. The speech therapy facility addition possibility is analysed by collecting primary data...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[The Comparison of Credibility and Authenticity of Scoutmasters of Indonesian Scouting](#)

Yulianti Yulianti, Dian Widya Putri, Stephani Raihana Hamdan

Referring to the Constitution of the Republic of Indonesia Number 12 of 2010, the 2013 National Education Curriculum, and Presidential Regulation Number 87 of 2017 which all lead to strengthening character education through Praja Muda Karana (Pramuka) that was scout activities as mandatory extracurricular...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Media Literacy Abilities of Broadcast Monitoring Volunteers to Encourage Healthy Broadcast](#)

Dedeh Fardiah, Ferry Darmawan, Rini Rinawati

Making public to aware of media is not only parent responsibility but also responsibility of all parties both of media or public component generally. In Indonesian, public representation legitimized in a state institution called Indonesian Broadcasting Commission (KPI). This form of public participation...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Education on Corruption Investigative Reporting for Radar Journalists at Priangan Timur](#)

Septiawan Santana, Edi Setiadi, Zulfebriges Zulfebriges, Doddy Iskandar Cakranegara

Community Service hopes to provide a concrete picture of the importance of media relations with anti-corruption education. This activity is interesting: 1. To provide an overview of the importance of reducing the problem of corruption for readers' anti-corruption education. 2. Practicing the skills of...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Training of Making Financial Statements Using Microsoft Excel to Bankable Financial Statement at Small and Medium Enterprises in Bandung City](#)

Nurhayati Nurhayati, Magnas Lestira Oktaroza, Nurleli Nurleli, Nining Koesdiningsih

Nowadays, the challenges and difficulties of adopting information technology are mainly. Accounting Information System (SIA) in making financial reports on Small and Medium Enterprises in Indonesia is an obstacle to Small and Medium Enterprises development as well as for entrepreneurs. In the city of...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Fast Method Training Read the Qur'an Bilhikmah for the Tutor Candidate of the Mosque al-Furqan of UPI and the Mosque Around It](#)

Muhammad Wildan Yahya, Asep Ahmad Siddiq, Parihat Parihat, Munawar Rahmat

It requires every Muslim to read the Quran. This is one aim of Islamic Religious Education (IRE) in higher education so that students can read the Quran. Only about 70% of students cannot achieve this educational goal. One reason, mistakenly applying the learning method. Bilhikmah is a fast method of...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[When It Start? Tracking Back History of International Law in Indonesia](#)

Eka An Aqimuddin

History of international law always depends on international law definition that used by subject either set of rules of inter-state or inter-nation relation. Once said that history of international law in Indonesia occurred since sixteenth century considering facts that several kingdoms in Indonesia...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Personal Selling Skill in Building Interaction with Consumers](#)

Yusuf Hamdan, Anne Ratnasari, Aning Sofyan, Yenni Yuniati

Efforts to develop businesses organized by Micro, Small and Medium Enterprises have the full support of the government, private institutions, universities, and other institutions. The program implemented by the government is to improve the competitiveness of business actors. One of the business actors...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Implementation of Business-Partner Relationship in Empowering Small Business](#)

Anne Ratnasari, Yusuf Hamdan, Aning Sofyan

A strong relationship between entrepreneurs and various parties, includes small business is one of the requirements to achieve success in product sales. The relationship is called a partner relationship or relationship-based marketing. This study aims to analyse the partner relationship skills carried...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Development of Religious Consciousness in the Value of Respect to Parents](#)

Agus Halimi, Arif Hakim, Ayi Sobarna

Social economics observer Alvin Toffler said when the economy was supported by the industrial and factory sectors, the order of family life began to feel the pressures of change. The impact felt by the people of Indonesia, most parents become workers, so the practice of the value of character education,...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Utilization of Social Media in Developing Community-Based Internet on Village](#)

Ferry Darmawan, Dedeh Fardiah, Rini Rinawati

Today's technological sophistication is able to change the structure of interpersonal communication that was originally from face to face to mediated communication interpersonal. Community-based internet development shows that in the process of information dissemination internet development is carried...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Application of the Rasch Model in Analysis of Exam Questions at the Faculty of Psychology of Universitas Islam Bandung](#)

Dwi Agustin Nuriani Sirodj, Rizka Hadian Permana, Suhana Suhana

In knowing student achievement in a particular course, students often use examinations conducted at least twice a semester. It is expected to be able to measure accurately the extent of student competence in the course concerned. But in reality, not all students get good quality grades. However, the...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[The Literation of Disaster Mitigation for Early Childhood](#)

Arif Hakim, Dinar Nur Inten, Dewi Mulyani

The development of the literation program of the disaster mitigation at the early childhood education is necessary remembering it is getting a lot of disaster around us. Therefore, it is necessary to develop soon and include into the learning, even become one of the themes in education curriculum of...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Implications of Women Education and Infrastructure of Health on Quality of Baby Births in Agricultural and Non-Agricultural Regions](#)

Nenny Hendajany, Rizal R. Deden

Demographic bonus will be a demographic disaster if the quality of human resources is not well prepared. One of the problems that can hamper the preparation of quality human resources is the problem of stunting. West Java was taken as the object of research because it is a large province but has a stunting...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Management of Waqf Assets at Waqf Institutions in Indonesia](#)

Ifa Hanifia Senjiati, Zaini Abdul Malik, Itsnaina Lathifah Ridwan, Shindu Irwansyah

Waqf is one of the financial instruments in Islamic economics used in the time of the Prophet. The waqf assets currently managed still revolve around land assets, mosques, madrasah or Islamic boarding schools and funerals. The implementation of most waqf institutions does not have good waqf asset management,...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Teaching Competency Development for Early Childhood Education](#)

Nan Rahminawati, Arif Hakim, Ayi Sobarna, M. Masnipal

Early Childhood Education Teachers in Indonesia still have below average standards, one of which is the standard of educators, most of the PAUD teachers in Indonesia are still high school graduates. The conditions above, of course, affect the quality of learning, so that not a few applications in the...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Factors Influencing Risky Driving Behavior in Young Motorcyclists at Bandung City, Indonesia](#)

Milda Yanuvianti, Farida Coralia, Siti Qodariah

Risky driving behaviour is one of the causes of road accidents, especially in adolescents. This study is aimed to get factors causing risky driving in teenage drivers in the city of Bandung, based on the Theory of Planned Behaviour (TPB). The method of this study is descriptive. The population of this...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[The Concept of Biodiversity Park Plan and Design for Abandoned Land Based on Community Participation](#)

Weishaguna Weishaguna, Astri Mutia Ekasari, Verry Damayanti, Gina Puspitasari Rochman

The existence of abandoned land in urban areas tends to occur on lands that function as conservation or environmental protection and preservation. The availability of abandoned land belonging to the Bandung City Government covering an area of 20 ha in Cisurupan Village has not been managed optimally....

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Designing Teacher Training to Improve Early Detection of Children with Special Needs](#)

Andhita Nurul Khasanah, Temi Damayanti Djamhoer, Sulisworo Kusdiyati, Stephani Raihana Hamdan
The aim of this study is to provide early detection of children with special needs in early education and to offer proper handling for children with special needs. In fact, many preschool teachers experience difficulty in recognizing children with special needs with various characteristics. Difficulties...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Training Building Positive Characters to Children Through Foster Parents in SOS Village Indonesia Lembang](#)

Engeng Nurlaili Wangi, Yuli Aslamawati, Dewi Sartika, Ria Dewi Eryani, Siti Mutya Lutfiani
SOS Children's Village is a non-profit non-governmental social organization actively supporting children's rights, namely a loving family and home. Foster parents in SOS Children's Village felt "overwhelmed" overcoming bad behaviour of foster children. This parenting problem continues from year to year....

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[The Effect of Macroeconomic Variables on Sharia Stock Prices in the Jakarta Islamic Index](#)

Didi Mashudi, Mohamad Andri Ibrahim, Fadilah Ilahi

The capital market has a very important role in the current global economy as a place to raise funds and as an attractive investment media for investors. At present, the capital market will be an indicator of a country's economic stability. However, volatile and unpredictable stock prices are one of...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[The Prospect of Co-Operative Structure in Secondary Education Graduates](#)

Hendrikus Pedro, Koentjoro Koentjoro, Sito Meiyanto

Structural empowerment has been studied in various organizations, but has not been studied in co-operative organizations, whereas empowerment is an important issue in co-operatives. Co-operative Structural empowerment is the ability of individuals to use co-operative structures to achieve their goals....

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Analysis of the Final Income Tax Treatment for the Procurement of Imported Materials \(In the Construction of Power Plant Project at PT XYZ Based on the Certainty Principles of Tax Collection\)](#)

Ariyanto Ariyanto, Inayati Inayati

In an effort to achieve the tax revenue target provided by the Government, the Directorate General of Tax (DGT) is working hard to explore all potential taxes from every business process in Indonesia, including imposing a Final Income Tax for procurement of imported materials in the EPC contract for...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[The Welfare of Slum Areas in Bandung City Based on Consumption Expenditures Patterns \(Case Study: Slum Areas Babakan Surabaya, Kiaracandong, Bandung City\)](#)

Ria Haryatiningsih, Fatimah Zahrah

The purpose of this study was to get a picture of the level of welfare of the slum areas of Bandung through its consumption spending patterns. The study was conducted in Babakan Surabaya in the District of Kiara Condong. Babakan Surabaya is one of the villages in the District of Kiara Condong and is...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Analysis of Value Added Tax Facility Policy for Procurement of Railway Based on Ease of Administration Concept](#)

Aji Fajar Suryo Antoro, Ning Rahayu

Cause of congestion is the number of vehicles passing on limited roads. There are various kinds of negative impacts of congestion, including the loss of time, energy, health, economy, and so on. Free traffic jams such as trains are a solution to traffic congestion, especially in the Greater Jakarta area...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Customers' First Impression of a Brand and Its Relation to Their Shopping Experiences](#)

Johan Faladhin, Dewi Martina

This research discusses about how an impression of a mall can be formed from an individual shopping experience. As does the visitor of SKA Mall in Pekanbaru who do shopping can feel the experience with some impression as a result. First impression of a consumer will affect their perception of the next...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Interpersonal Skill Communication of Social Workers to Improve Human Resources](#)

Anne Maryani, Nurrahmawati Nurrahmawati, Asep Muhammad Ramdan, Irfan Ahmad Nugraha

The role of government agencies, namely junior high schools under the auspices of Department of Education and Social Rehabilitation for street children carried out by UPT Puskesmas under the auspices of Social Service in building community welfare, is inseparable from the problems that are tried to be...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[The Role of Women in Community Movement to Build Awareness on HIV-AIDS](#)

Nova Yulianti, Dede Lilis Chaerowati, Mochamad Rochim

It is not easy to discuss about AIDS because it is related to sensitive issues such as sex, homosexuality or deviant sexual behaviour. Then, there is miss-conception, excessive fear and judgment. AIDS sufferers also get discrimination and shunned by society. Local residents Care for AIDS (WPA) is a form...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Selection of Priority Needs for Employee Recruitment in Islamic Banking](#)

Mohamad Andri Ibrahim, Nanik Eprianti, Akhmad Yusup

The challenges faced by sharia banking in Indonesia are getting bigger every year, it can be seen from the market share of sharia banking that is still below 5%, meaning that the sharia banking industry in Indonesia has not been able to compete with conventional banking, the Financial Services Authority...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[The Outer Space Exploration Under International Space Law: An Islamic Point of View](#)

Neni Ruhaeni, Fariz Farikh Izadi

The success of the Soviet Union in launching the Sputnik I Satellite in 1957 marked the start of space exploration. The advancement of the outer space science and technology has made it possible and opened up considerable opportunities for states and certain parties to carry out activities in outer space....

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Increasing Knowledge and Skill in Preventing Children Sexual Abuse](#)

Indri Utami Sumaryanti, Fanni Putri Diantina, Rizka Hadian Permana, Miki Amrilya Wardati

The absence of Children Sexual Abuse (CSA) prevention in school and community in Indonesia, were encourage researcher to acknowledge the effectiveness of CSA prevention called Body safety training (BST). BST provided children the information and skill in preventing CSA by introduced them the safety of...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Personality and Social Media Addiction Among College Students](#)

Indri Utami Sumaryanti, Salma Azizah, Fanni Putri Diantina, Endah Nawangsih

Previous survey indicated the tendency of social media addiction among university students in Bandung. Other research reported that personality dimension had significant effect on social media addiction. This research aimed to provide information about personality and social media addiction among university...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Mindful Parenting: Study on Parents of Preschool Children](#)

Ayu Tuty Utami, Andhita Nurul Khasanah, Ali Mubarak, Sarah Sartika

Parenting needs a calm and aware state regarding what parents might be facing at that moment. Also, it requires parents to be mindful; thus, they are more aware of their emotions, accept situation, and improve quality of their interaction. This is called mindful parenting. This type of parenting becomes...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Building Women's Resources in Local Politics: A Case of Indonesia Political Women's Caucus Karawang](#)

Dede Lilis Chaerowati, Nova Yuliati, Mochamad Rochim

Women have historically been underrepresented in political spheres. They remain underrepresented in the region's political institution, especially at local levels of governance. Political women's organizations as institution that build women's capacity in politics are still not fully able to increase...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Movement #2019GANTIPRESIDENT by Mardani Ali Sera \(Case Study Regarding the Process Hashtag #2019GANTIPRESIDEN Becoming a Political Movement in the 2019 Elections\)](#)

Nila Nurlimah, Aziz Taufik, Leti Karmila, Nur Fitriastutit

From the perspective of political communication, the phenomenon of the Hashtag Movement #2019GANTIPRESIDEN is a political movement against the mainstream that has brought back the president for the second time. There is a phenomenon where parties who do not want it try to campaign to replace the president....

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Challenges of Local Radios in Advertising Their Business](#)

Atie Rachmiate, Arief B. Kristanto, R. Mulyana, Mohamad Arief, Aini K. Nur

The rapid development of new media has led conventional media to the edge of existence radio is still significant. The main problem faced by radios is the continuous decline in advertising revenue. The factor of free trade escalation which made a number of radio stations shut down. In the midst of these...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Analysis of the Feasibility Design of West Java Halal Tourism Applications](#)

Susilo Setiyawan, Rabiatal Adwiyah

Tourism is a necessity for almost every human being as a form of self-actualization to add experience, new knowledge and eliminate the fatigue of daily routines. Muslims who are scattered in Arab countries and the Middle East also feel the same way, the number of publications and promotion of tourism...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Development of Media Literation on Group of Vocational School Students](#)

Kiki Zakiah, Askurifai Baksin, Dian Widya Putri

The Principal of Vocational School realizes that students experience communication barriers, even though their ability to make communication media products is reliable. Problem solving offered by the Public Service (PS) team the development of media literacy. Media literacy education is carried out through...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Evaluation of Psychoeducation Programs to Increase Knowledge's Family Caregivers of People with Psychotic Disorders](#)

Farida Coralia, Siti Qodariah, Milda Yanuvianti, Lilim Halimah

Knowledge about psychotic disorders, having a positive attitude towards psychotic disorders and having knowledge about the care required is an important aspect for families caring for and handling psychotic disorders (family caregiver) to provide ongoing care. Psychoeducation can facilitate effective...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Development of Halal Tourism Destinations to Improve Economic Growth](#)

Zusmelia Zusmelia, Ansofino Ansofino, Yossi Ekaputeri, Nilma Desrirosya

The focus of the research is to explain the types and diversity of creative industry businesses, the creative economy, interacting with each other in forming their business networks, creating business agglomeration. The research method is the panel data method with five destination regions during the...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Analysis of Early Children Upbringing's Community-Based Program](#)

Nia Kurniati Syam, HMZ Nandang, Vania Maovangi Day, Yani Ramdani

A particular communication style to care early children needs to apply optimally because it provides positive impacts to the life future of the children. Therefore, the growing period of early children is a very important thing within a family. This research is carried out to analyze how parenting communication...

[Article details](#)

[Download article \(PDF\)](#)

Proceedings Article

[Social Economic Empowerment of Homeless Families](#)

Siti Anah Kunyati, Sriwardani Sriwardani, Nunung Hastika

Society and government often blame the poor like homeless and scavengers. They live together without marriage, sleep in the storefronts and wild huts. They are not registered by the state and are in social exclusion, even have not assurance and civil rights. This study aims to description the steps to...

Article details**[Download article \(PDF\)](#)****Proceedings Article****[2019 Presidential Election Campaign in Islamic Newspaper](#)**

Dudi Iskandar

The involvement of the media in the 2019 presidential and vice-presidential campaign was very clear. The journalism orientation of a media is inseparable from its background, ideology, and owner. In the political interests of the contestants, journalism as the main product of the media is challenged...

Article details**[Download article \(PDF\)](#)****Proceedings Article****[Climate Analysis of Islamic Services at Universitas Islam Bandung](#)**

Dewi Sartika, Lisa Widawati, HMZ Nandang

Unisba as one of the Islamic Higher Education Institutions in Bandung, has a vision of 'Becoming an independent, advanced and prominent Islamic College in Asia'. One of the problems that often occurs is performance and administrative services that are less than optimal, so that services to students are...

Article details**[Download article \(PDF\)](#)****Proceedings Article****[A Comparative Study on Structural Empowerment of Co-Operatives Members in Urban and Rural Setting](#)**

Hendrikus Pedro, Koentjoro Koentjoro, Sito Meiyanto

The co-operative movement was underpinned by the industrial revolution 1.0, when human power was replaced by machines which then led to urbanization from rural to urban. In the industrial revolution 4.0, human resources will compete with robots, thus the cooperative movement as an effort to adapt to...

Article details**[Download article \(PDF\)](#)****Proceedings Article****[Effectiveness of Training and Development Toward Cultural Competence of Indonesian Fisheries Migrant in South Korea](#)**

Sri Suwarsi, Rusman Frendika, Dudung Abdurrahman, Sandra Dewi Herdiyati, Alfi Nuralfiani

The aim of this research in the long term is to develop training patterns that are suitable for migrant workers' needs in order to have cultural competencies that are suitable for the country where they are the base country. The unit of analysis of this study was conducted on the number of fisheries...

Article details**[Download article \(PDF\)](#)****Proceedings Article****[Public Service Performance in Lahat Regency, South Sumatra](#)**

Hardiyansyah Hardiyansyah, Koesharijadi Koesharijadi, Muhamad Akbar

The purpose of this research is to find out and analyze the influence between the implementation of e-government policies, the commitment of leaders and the development of apparatus resources on the performance of public services in Lahat Regency. The method used is a quantitative method by distributing...

Article details**[Download article \(PDF\)](#)****Proceedings Article****[The Significance of Educator Certification in Developing Pedagogy, Personality, Social and Professional Competencies](#)**

Umi Rusilowati, Wahyudi Wahyudi

According to UNDP, UNESCO, and GTCI reports, the quality of Indonesian education was still low, so that a joint effort (government, educational institutions and community) is required to improve the quality of education, such as participating in a program educational certificate. This research was conducted...

Article details**[Download article \(PDF\)](#)****Proceedings Article****[Communication Model for Management Synergy of Nature Reserves](#)**

Indriyati Kamil, Oekan S. Abdoellah, Herlina Agustin, Iriana Bakti

Management of the Kamojang nature reserve is currently experiencing many obstacles and causing problems. Problems and pressures that occur in the nature reserve area include three elements, namely; small economic elements, exploitation elements, and recreation elements. This research aims to find a communication...

Article details**[Download article \(PDF\)](#)****Proceedings Article****[The Effect of Organizational Culture, Organizational Learning and Creativity on Employee's Performance](#)**

Halid Hasan, Farika Nikmah

This research is conducted to see the direct and indirect relationship among organizational culture, organizational learning and creativity as well as employee's performance. With the assumption is that employee's performance can be affected by a conducive organizational culture, a sustainable learning...

Article details**[Download article \(PDF\)](#)****Proceedings Article****[Purchase Intention of Private Label Products as the Impact of Visual Merchandising and Customer Value](#)**

Nina Maharani, Arief Helmi, Asep Mulyana, Meydia Hasan

The Purchase intention of private label products in Indonesia is below 10%, so it takes effort to build the purchase intention of private label products. Factors that can affect the purchase intention of private label products are visual merchandising and customer value. This study aims to develop propositions...

Article details**[Download article \(PDF\)](#)****Proceedings Article****[Effect of Gratitude and Self Control to Impulsive Buying in Unisba Students](#)**

Anna Rozana, Eni N. Nugrahawati, Dinda Dwarawati

The problem in this research arose from our discovery about Unisba student's behavior in excessive buying of cosmetic products. They buy these products without planning and consideration about the need of those cosmetic products. They did this behavior even after they have learnt Education of Islamic...

Article details**[Download article \(PDF\)](#)****Proceedings Article****[Implementation of Thematic Learning Model at Elementary Schools of Lima Puluh Kota Regency](#)**

Villia Anggraini, Sofia Edriati, Ade Dewi Maharani, Liza Husnita

Purpose of this study was to describe the implementation of thematic learning model at elementary schools. This research used a qualitative approach. It was conducted at three elementary schools located in Lima Puluh Kota Regency, West Sumatra. Technique of data collection used method of observation,...

Article details**[Download article \(PDF\)](#)**

Strategic Entrepreneurship in Enhancing the Role and Competitiveness Advantage of Pharmacy Colleges

Kosasih Kosasih*, Deden Indradinata

Faculty of Pharmacy
Bhakti Kencana University
Bandung, Indonesia

*kosasih@bku.ac.id, deden.indradinata@bku.ac.id

Oktri M. Firdaus, Achmad Fadjar

Faculty of Engineering and Economic
Widyatama University
Bandung, Indonesia

oktri.firdaus@widyatama.ac.id,
fadjar.achmad@widyatama.ac.id

Abstract—Pharmacy Colleges are demanded to have competitiveness and contribution in the economic and social development of the community which so far has been lacking. this requires a strategic entrepreneurship to be able to take advantage of opportunities simultaneously creating competitiveness advantage. This research used descriptive qualitative methods and theoretical studies to get an overview of the implementation of strategic entrepreneurship at pharmacy colleges. The results of the study showed several obstacles and weaknesses of pharmacy colleges in implementing strategic entrepreneurship, including the weak mindset of entrepreneurship, entrepreneurship leadership, and the culture of entrepreneurship in managing resources, so that the results of innovation and down streaming of research results are still not widely felt by the public. This requires the application and development of an appropriate strategic entrepreneurship model to be used in pharmacy colleges in seeing opportunities and increasing competitiveness through managing available resources.

Keywords: *strategic entrepreneurship, competitiveness advantage*

I. INTRODUCTION

A. Introduce the Problem

The role of educational institutions to produce and encourage human resources, both students and communities who have the character of entrepreneurship is increasingly becoming a demand and a need in line with the development of the regional and global environment. Higher education as one of the leading mediators and facilitators in developing young generation has an obligation to teach, educate, train and motivate their students so that they become intelligent generations who are independent, creative, innovative and able to create various job or business opportunities. This requires universities to increase their role not only as a learning institution, but also as a research and entrepreneurial university. And unfortunately this has not been fully played out by many tertiary institutions including pharmacy study colleges.

One concept of entrepreneurial university is the existence of a strategic innovation system accompanied by awareness of the importance of insight into entrepreneurship that is developed creatively and systematically in universities to create effective mechanisms in the transfer of science and technology, community empowerment, and enhancement of national economic competitiveness.

Entrepreneurial universities can mean three things, namely colleges as an organizations become entrepreneurial, entrepreneurial campus communities, and universities with regional environments follow the pattern of entrepreneurial relationships. With this paradigm, it will ultimately create an entrepreneurial atmosphere in the campus environment and create knowledge-based society and economic development.

The basic question is how the forms and ways that can and must be implemented by universities, so that they can be transformed significantly contribute to the development of science, community empowerment and have a great significance for economic growth.

The transformation towards entrepreneurial university is expected to be able to run if all the existing elements actively create innovation in each domain of their college mission [1]. Such circumstances encourage the emergence of a substantial shift in the character of the organization, ethos and work patterns that must be formed systematically to achieve a situation with better opportunities and values and continue to improve in the future.

This of course requires a good and integrated strategy and governance in utilizing and improving the quality of available resources, and the right education system to make it happen.

Strategic entrepreneurship is a simultaneous behavior in looking for opportunities (opportunity seeking) and at the same time looking for advantage (advantage seeking) superior organizational performance [2]. Strategic entrepreneurship has created a new field of research that must be developed [3]. An understanding of Strategic Entrepreneurship at an early stage asks whether Strategic entrepreneurship is a simple framework, model, theory, paradigm, concept or point of interface [3]. Although models related to Strategic entrepreneurship have emerged [2-4], new models need to be developed and the scope

adopted in the proposed model needs to be analyzed in more detail.

This research was conducted to explore a strategic entrepreneurial model carried out at educational institutions especially pharmacy colleges in the city of Bandung to realize an entrepreneurial university. Starting from the direction of institutional policy, analysis of the factors that play a role, barriers to implementation and achievement, and the Strategic entrepreneurship model used.

The expected benefits are gaining understanding and inculcation of character and enhancing entrepreneurship skills that must be applied by all members of the community within the institution, both by the leadership with its strategic policies, lecturers with their learning methods, staff with the support of their resources and active involvement of students in the entrepreneurship program on campus.

B. Explore Importance of the Problem

The concept of entrepreneurial university which is assumed to be a step towards transformation of tertiary institutions is considered a failed idea which states "The Entrepreneurial University is a failed idea [5]. This is not to disparage the entrepreneurial activities of faculty, graduates and students. Research and higher education universities have a role in innovation. However, if entrepreneurialism is institutionalised as a policy of government and universities, all manner of things starts to go wrong. Not only do participants suffer from disappointed expectations, as expected returns fail to materialize but also, more importantly, universities that 'go entrepreneurial' ultimately destroy the science commons essential to the university's continued [5].

This of course raises challenges for the education system governance in higher education to present a management strategy model that can accommodate these needs. The basis of strategic management is the thought that the strategy creates an integration between the company's internal strengths and weaknesses on the one hand and external opportunities and threats on the other [3]. Strategic management relates to the overall direction and vision of the organization implemented by management through a combination of resources with the aim of building capabilities in a particular environment.

C. Describe Relevant Scholarship

1) *Entrepreneurial university*: Referring to a book made by Triple Helix Research Group Director at Newcastle University Business School UK, Henry Etzkowitz, entitled *The Triple Helix*, mentioned that entrepreneurial university is a form of capitalization of knowledge [6]. He became the driver (driver) of the triple helix concept. Triple helix itself is a very interrelated interaction between universities, industry and government. Furthermore, Henry explained the five norms of entrepreneurial university. First, capitalization. The capitalization of knowledge is the basis for economics and development, which is an effort to enlarge the role of universities in society. Second, interdependence. Entrepreneurial universities interact closely with industry and government and do not become ivory towers for the

community. Third, independent. Entrepreneurial university is a relatively independent institution. It does not depend on the environment of other institutions. Fourth, cross marriage (hybridization). The tension between the principles of interdependence and independence raises the driving force as an effort to realize the format of a hybrid marriage organization to realize both objectively simultaneously. Fifth, reflexivity is continuing the renovation of the internal structure of the university as its relation to changes in industry and government.

The above norms are added by the following four entrepreneurial university pillars. First, academic leadership is able to formulate and implement a strategic vision. Second, legal control (legal control) on academic resources, including physical property such as university buildings and intellectual property that emanates from research. Third, the organization's capacity to transfer technology through patents, licenses, and incubation. Fourth, an ethos of entrepreneurship among managers, faculty and students.

2) *Strategic entrepreneurship*: Strategic entrepreneurship emerged as a new concept in the study of entrepreneurship (behavior seeking opportunities) and strategic management (behavior seeking excellence). Studies in the field of strategic management have gradually explained the relationship between strategic management and entrepreneurship [7]. Strategic entrepreneurship is a newly recognized field that draws, not surprisingly, from the fields of strategic management and entrepreneurship. Strategic entrepreneurship is built around two core ideas. (1) Strategy formulation and execution involves attributes that are fundamentally entrepreneurial, such as alertness, creativity, and judgment, and entrepreneurs try to create and capture value through resource acquisition and competitive positioning. (2) Opportunity-seeking and advantage-seeking - the former the central subject of the entrepreneurship field, the latter the central subject of the strategic management field - are processes that should be considered jointly. This entry explains the specific links between strategy and entrepreneurship, reviews the emergency and development of the strategic entrepreneurship field, and discusses key implications and applications [8].

Studies that focus on the Strategic Entrepreneurship variable on how behavior seeks opportunities and excellence so that it can be integrated to create a balance between the two behaviors to achieve sustainable competitive advantage [2] have failed to consider time and space considerations related to "balance" [4]. practically improved and developed by maintaining the main structural stages. The Strategic Entrepreneurship Model designed [2] is then developed [4] as follows:

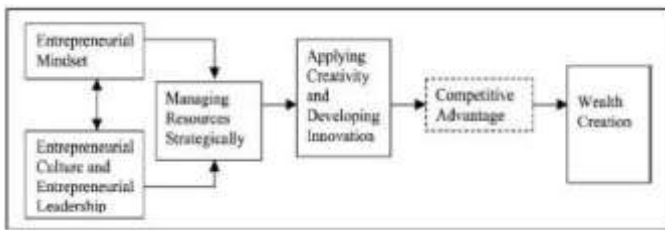


Fig. 1. Practical model of strategic entrepreneurship [2].

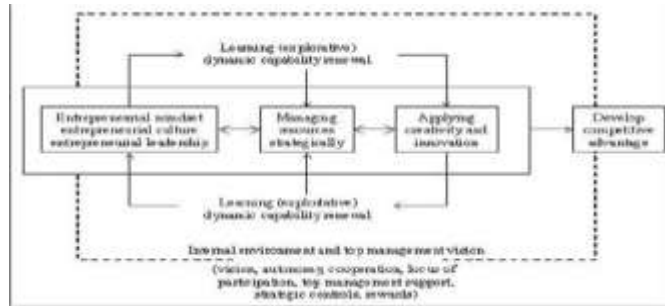


Fig. 2. Strategic entrepreneurship model [4].

The transformation towards entrepreneurial university is expected to be able to run if all the existing elements actively create innovation in each of their dharma domains [1]. Such circumstances encourage the emergence of a substantial shift in the character of the organization, ethos and work patterns that must be formed systematically to achieve a situation with better opportunities and values and continue to improve in the future.

Increasing the role of tertiary institutions in realizing entrepreneurial university requires an effective strategic entrepreneurship model to improve the understanding and inculcation of character and entrepreneurship skills that must be applied by all members of the community within the institution, both by leaders with their strategic policies, lecturers with capabilities and learning methods, staff with the support of resources and the active involvement of students in entrepreneurship programs in the campus environment and their interactions with the outside world.

D. State Hypotheses and Correspondence to Research Design

The concept of strategic entrepreneurship that has been developed suggests that companies use entrepreneurial thinking to identify opportunities, manage resources strategically to deal with opportunities; apply creativity and innovation and produce competitive advantage. Organizational leaders must maximize in pursuing new opportunities while simultaneously maximizing results and application of competitive advantage to create organizational value in a sustainable manner.

II. METHOD

In this research, the method used is a qualitative approach, with descriptive analytical methods. Qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perception, motivation, action, etc. holistically, and by means of descriptions in the form of words and language, in a specific

context that natural and by utilizing various natural methods [9].

Research is done on natural objects, which develop as they are, not manipulated by researchers and the presence of researchers does not affect the dynamics of these objects [10]. Qualitative research is a method used to explore and understand meaning [11]. To explore these views, questions also need to be asked to construct the meaning of the situation of the participant.

Creswell further also mentions that: Qualitative research methods are used to obtain data from a particular place that is natural, but researchers conduct treatment in data collection by distributing questionnaires, structured interviews and so on [11].

Sugiyono said that: In qualitative research it does not use the term population, but is called a 'social situation', or a social situation consisting of three elements, namely: places, actors, and activities that interact synergistically. The social situation can be stated as an object of research that wants to be known "what happens in it". In social situations or objects of this study researchers can observe in depth the activities (activities) of people (actors) that exist in certain places (places) [10].

Therefore, in this research researchers will explore matters relating to the application of strategic entrepreneurship carried out in several pharmacy colleges in the city of Bandung in order to realize an entrepreneurial university. Determination of data sources on subjects that are observed and interviewed is done purposively, that is chosen with specific considerations and objectives.

The next step after determining the data and data source is defining it operationally. It is intended that the variables / studies of research that have been set can be operationalized so as to provide clues about how a variable / study can be measured and described.

In this case the researchers collaborated with partner research teams from Widyatama University to support studies in the form of a comparison of the implementation of strategic universities conducted at Widyatama University, especially in the faculty of engineering, which is a study program that has the same family, namely science and technology, and several colleges high who already applied Entrepreneur University.

III. RESULTS

A. Recruitment

Data collection and analysis in this research was carried out through the stages of research activities carried out since 2018, both through literature reviews, policy reviews and documents as well as observations in exploring strategic entrepreneurship carried out by pharmaceutical universities in order to enhance their role and competitive advantage in dealing with social developments and technology which is currently entering the industrial era 4.0 faced by all educational institutions, which is demanded to immediately change the direction of higher education policies from high Learning universities and Research Universities to Entrepreneurial Universities.

One of the concepts of entrepreneurial university is the existence of a strategic innovation system accompanied by an awareness of the importance of insight into entrepreneurship that is developed creatively and systematically in tertiary institutions to create effective mechanisms in the transfer of science and technology, community empowerment, and enhancement of institutional competitiveness and national economic competitiveness.

B. Statistics and Data Analysis

The results of the field study in the form of literature reviews, policies, documents and observations to several universities indicate the important role of entrepreneurial mindset, entrepreneurial culture, entrepreneurial leadership, resource management strategies and the application of

creativity and innovation in building the competitive advantage of a college.

Kemenristekdikti as a supervisor of tertiary institutions implements a university clustering program to assess the performance and health of their organizations, with the main components assessed among others: a) the quality of human resources, b) the quality of institutions, c) student activities, d) the quality of research and community service, and e) innovation performance.

From the analysis of available data both data from the Higher Education Database (PDDikti) Kemenristekdikti, data released by the main Kemenristekdikti units, as well as other relevant sources, then obtained 5 (five) Indonesian higher education clusters with the composition [1]:

TABLE I. CLUSTERISATION OF HIGHER EDUCATION IN 2018 [12].

Group	Number of Higher Educations	Average Value					
		Quality of Human Resources	Institutional	Students	Research and Community Service	Innovation	Score
1	14	3.49	3.64	2.13	2.69	2.06	3.06
2	72	2.36	3.08	0.71	1.30	0.57	1.96
3	299	1.24	2.59	0.19	0.66	0.13	1.26
4	1470	0.57	1.55	0.04	0.16	0.02	0.63
5	155	0.36	0.00	0.01	0.03	0.01	0.10
National	2010	0.74	1.66	0.10	0.28	0.07	0.75

The data shows that in general, most universities in Indonesia still have a low level of research and community service performance, which in turn also influences their innovation performance.

There are three things in the Entrepreneurial University paradigm, namely universities as organizations become entrepreneurial, entrepreneurial campus communities, and universities follow the pattern of entrepreneurial relationships with their regional environment. With this paradigm will ultimately create an entrepreneurial atmosphere in the campus environment and create knowledge-based society and economic development).

C. Ancillary Analyses

Strategic Entrepreneurship is a simultaneous behavior in looking for opportunities (opportunity-seeking) and at the same time looking for advantages (advantage-seeking) superior organizational performance [2]. The practical model of strategic entrepreneurship that is the operationalization of data collection and analysis is based on the concept of the Strategic Entrepreneurship Model [4].

The development and development of an entrepreneurial mindset, culture and leadership on average begins with the establishment of a clear vision and mission and institutional strategic plan and focus on achieving the entrepreneurial university organized in the Tridharma program of higher education.

The data obtained from the vision and mission plan document review and strategic plans from several universities included in cluster 1 or which are the object of benchmarking

in conducting research shows clear statements and focus on the direction of their college to become an entrepreneurial university and even become a world class university that guides implementation operational plan both institutional strengthening and resource strengthening to encourage research performance and its down streaming and have an impact on the number and performance of innovations produced. The concept model that he developed consists of: resources, capabilities, strategy, entrepreneur, environment and organizational structure.

IV. DISCUSSION

The study of Strategic Entrepreneurship involves actions in a different combination of entrepreneurship (focus on opportunities) with actions that essentially create strategic advantage [4]. Specifically characterizes the making of entrepreneurial strategies with a level of intent and clear vision to change reinforce the concept of vision in Strategic Entrepreneurship, by identifying the focus at the present with the vision of the organization in the future. This is in line with the scope that adds a component of resource management and dynamic capability, so that the Strategic Entrepreneurship model consists of eight components: opportunity identification, innovation, acceptance of risk, flexibility, vision, growth, resource management and dynamic capability [13].

Even so, the field study shows that there are differences found in the challenges and obstacles of higher education institutions that are in government and private sector management. Resources that tend to be stable are owned by government universities. Another case with universities managed by private parties with various limitations is often an

inhibiting factor in building and developing an Entrepreneurial ecosystem.

Field data shows that several state universities have adequate resources and facilities to create an entrepreneurial environment, for example there are business units that are built with all the conveniences when the leadership of the organization has an entrepreneurial character (entrepreneurial leadership). But on the other hand there are also weaknesses that have when the existing entrepreneurial culture does not encourage innovation because existing human resources already exist in their comfort zones.

Some private universities even have excellent innovation performance when an entrepreneurial culture that is built synergistically between independent needs and sustainability clashes with limitations and high levels of competition.

The basis of strategic management is the thought that the strategy creates an integration between the internal strengths and weaknesses of the organization on the one hand and opportunities and external threats on the other [3]. Competitive advantage results from the difference in value between organizational offerings compared to offers that are appropriate by competitors. Ownership of resources that are valuable, rare, cannot be imitated, and cannot be replaced and also a favorable market position is considered as the main source [14-16].

If entrepreneurship is understood as the identification and creation of new opportunities and if strategic management is understood as the transformation of these opportunities into sustainable competitive advantage, then entrepreneurial behavior is of primary importance to the organization if it wants to succeed in a competitive environment.

Resources and capabilities are interconnected. Organizational growth emphasizes the importance of human and physical resources mediated by managerial abilities [17]. Then build the cognitive abilities of actors and their ability to regulate interactions between resources in providing services to organizations, generating capabilities. Thus resources can be combined and developed from time to time to generate unique capabilities that enhance competitive advantage. The type of resources needed for an organization depends on the environment. organizations that grow fast in a dynamic environment require intangible resources (especially entrepreneurial human resources).

Strategic management is related to the overall direction and vision of the organization implemented by management through a combination of resources with the aim of building capabilities in certain environments to gain opportunities while creating competitiveness. Organizations must develop an entrepreneurial mindset as a way of thinking that focuses on identifying and exploiting opportunities in the face of uncertainty. This mindset is in line with a growth orientation, entrepreneurial culture that is tolerant of failure where individuals encourage flexibility, creativity, continuous innovation and renewal [2] and entrepreneurial leadership that refers to the ability to influence others and manage resources strategically. Entrepreneurial mindset needs are associated with EO (entrepreneurial orientation), ensuring that the mindset is changed into activities.

Meanwhile the organizational structure is considered as the basis for implementing an effective strategy, in the utilization and search for opportunities. The organizational structure is designed to assist the organization in allocating work, resources and administrative mechanisms that enhance the capabilities and control of the company's strategy. Changes in company structure are often needed when strategic changes, administrative problems and economic inefficiencies [3]. In Strategic Entrepreneurship, the company's structure should always describe the entrepreneurial culture (organizational). Then it helps develop and support a continuous search for entrepreneurial opportunities that can be exploited with sustainable competitive advantage.

V. CONCLUSION

It has been found that strategic entrepreneurship is such a key element in pharmacy colleges, both in developed and developing countries. However, in a developing country like Indonesia, several challenging obstacles exist. This is due to the fact that most of the human resources involved in pharmacy colleges lack in such 21st century skills as entrepreneurship, communication and digital skills. This strengthens the idea of implementing strategic entrepreneurship in enhancing the role and competitiveness advantage of pharmacy colleges.

ACKNOWLEDGMENT

This research was supported by Direktorat Jenderal Penguatan Riset dan Pengembangan Kemenristekdikti (DJPRP-Kemenristekdikti). We thank to our colleagues from Bhakti Kencana University and Widyatama University who provided insight and expertise that greatly assisted the research, although they may not agree with all of the interpretations/conclusions of this paper. We thank to Ayumi kosasih for assistance and all supported, and Fauzan Zein as head of Research department in Bhakti Kencana University, also thank to all research partner (Oktri M, Firdaus and Fadjar Achmad) team and official for cooperation and comments that greatly improved the manuscript. We would also like to show our gratitude to all colleagues and family for sharing their pearls of wisdom with us during the course of this research, and we thank to reviewers for their so-called insights.

REFERENCES

- [1] A. Martinelli, M. Meyer and N. Von Tunzelmann, "Becoming an entrepreneurial university? A case study of knowledge exchange relationships and faculty attitudes in a medium-sized, research-oriented university," *The Journal of Technology Transfer*, vol. 33, no. 3, pp. 259-283, 2008.
- [2] R.D. Ireland, M.A. Hitt, and D.G. Simon, "A model of strategic entrepreneurship: the construct and its dimensions," *Journal of Management*, vol. 29, no. 6, pp. 963-989, 2003.
- [3] S. Kraus, I. Kauranen and C.H. Reschke, "Identification of domains for a new conceptual model of strategic entrepreneurship using the configuration approach," *Management Research Review*, vol. 34, no. 1, pp. 58-74, 2011.
- [4] P.P. Kyrgidou and M. Hughes, "Strategic Entrepreneurship: Origins, Core Elements & Research Directions," *European Business Review*, vol. 22, no. 1, pp. 46-63, 2010.

- [5] C. Armbruster, "Research Universities: Autonomy and Self-reliance After The Entrepreneurial University," *Policy Futures in Education*, vol. 6, no. 4, 2008.
- [6] H. Etzkowitz, *The Triple helix, University-Industry-Government Innovation in Action*. New York: Routledge, 2008.
- [7] A.D. Handrimurtjahjo, "Peran Strategic Entrepreneurship," no. 9, pp. 437–446, 2014.
- [8] P.G. Klein, *Strategic Entrepreneurship*. Prepared for Eric H. Kessler, ed., *encyclopedia of Management Theory*. New York: Sage, forthcoming, 2012.
- [9] L.J. Moleong, *Metode Penelitian Kualitatif*. Bandung: PT Remaja Rosda Karya, 2007.
- [10] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, 2012.
- [11] J.W. Creswell, *Research Design; Pendekatan Kualitatif, Kuantitatif dan Mixed*. Yogyakarta: Pustaka Pelajar, 2010.
- [12] Ristekdikti, *Klasterisasi Perguruan Tinggi Indonesia 2019*. Jakarta, 2019.
- [13] M.A. Hitt, R.D. Ireland, S.M. Camp and D.L. Sexton, "Guest editor's introduction to the special issue—strategic entrepreneurship: entrepreneurial strategies for wealth creation," *Strategic Management Journal*, vol. 22, no. 6/7, pp. 479–491, 2001.
- [14] C.K. Prahalad and G. Hamel, "The core competence of the corporation," *Harvard Business Review*, vol. 68, no. 3, pp. 79–91, 1990.
- [15] M.E. Porter, *Competitive Advantage: Creating and Sustaining Superior Performance*. New York: The Free Press, 1985.
- [16] B. Wernerfelt, "A resource-based view of the firm," *Strategic Management Journal*, vol. 5, no. 2, pp. 171–180, 1984.
- [17] E. Penrose, *The Theory of the Growth of the Firm*. New York: Wiley, 1959.