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ACCELERATION OF SCIENTIFIC KNOWLEDGE DEVELOPMENT IN THE ERA OF ASEAN ECONOMIC COMMUNITY

Thursday, 10th November 2016
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SCIENTIFIC KNOWLEDGE DEVELOPMENT IN THE ERA OF ASEAN ECONOMIC COMMUNITY

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PREFACE

This book reports the proceedings of the 1st ADRI-UNITOMO 2016 International Multidisciplinary Conference held at University Dr. Soetomo from November 9 to November 10, 2016. The purpose of this conference was to explore scientific knowledge development in the era of ASEAN Economic Community that integrates the immediate and long-term, local and global needs, and regards social, economic and environmental needs. The participants included lectures, researchers, economists, development planners, and national and international administrators.

Papers and discussion focused on the challenges of scientific knowledge development in business, management, education, engineering and the most feasible means of addressing the challenges. The participants included from the United States, the United Kingdom, Australia, Thailand, Malaysia, and Indonesia. An attempt was made to represent as many as possible of the groups and institutions working in areas related to the conference theme. All papers will be published in online Conference Proceeding with ISBN. Selected manuscripts will be published in International Journal indexed by Scopus, by firstly contact the authors

The Editors also wish to thank all the organizing committee for their valuable assistance.

Surabaya, 8 November 2016

Chairman of THE 1st ADRI-UNITOMO 2016 INTERNATIONAL CONFERENCE

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KEYNOTE 1

INDIVIDUAL CREATIVITY ENHANCEMENT TO IMPROVE LECTURER PERFORMANCE THROUGH JOB SATISFACTION ON LECTURER OF MANANEGEMNT STUDIES AUSTRALIA-INDONESIA

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ABSTRACT

Achievement of the performance of lecturer is closely related to various internal factors, one of which is the capability, ie lecturer creativity and job satisfaction. The study aims to determine the effect of individual creativity on the lecturer performance through job satisfaction as a moderating variable. This study took a random sample and data were collected through a questionnaire with Likert scale model. The results were obtained value of $R = 0.768$; $F = 80.616$; and $p = 0.000$ ($p < 0.01$) showing simultaneous individual creativity moderated by job satisfaction have a significant effect on the performance of lecturers. Likewise, the satisfaction of individual creativity and job satisfaction as two independent variables significantly influence the performance of lecturers. The coefficient of determination to simultaneously show individual creativity through job satisfaction is able to provide the effective contribution of 89% of the performance of lecturers. Partial results in individual creativity part values obtained $r = 0.254$; $t = 3.404$; and $p = 0.001$ ($p < 0.05$), which means that individual creativity is directly significant effect on the performance of lecturers. The result of the partial effect on job satisfaction as independent variables (X_2) diperoleh r part = 0.152; $t = 1,988$; and $p = 0.048$ ($p < 0.05$), which means that job satisfaction as independent variables direct significant effect on the performance of lecturers. The result of the partial effect of job satisfaction as a moderating variable (Z) values obtained r part = 0.172; $t = 2.261$; $p = 0.025$ ($p < 0.05$), which means that job satisfaction as a moderating variable significantly can be included variables that directly affect the performance as well as the moderation of the lecturer.

Keywords: individual creativity, job satisfaction, performance of lecturer

KEYNOTE 2

INDIGENOUS AND NON-INDIGENOUS AUSTRALIANS, THE NEGOTIATION OF A NATIONAL IDENTITY.

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ABSTRACT

I have been to Australia several times moved by personal interests regarding the country's beauty and cultures and acquired family ties. As an anthropologist my interest has grown over the years taking me to various Australian states so that I could experience the complex sense of national identity of this country. My journey has been fuelled by the stories of immigrants, Aborigines and non-Indigenous Australians. All of them proudly define themselves as Australians despite legitimizing their sense of belonging in different ways. This paper represents an effort to untangle the complex path that led to the creation of a national identity, a peculiar path since the identity of the country and the identity of its Indigenous people have always been in conflict. Continuous renegotiations between Aborigines and non-Indigenous Australians over the concept of national identity took place over time. Exploring the dynamics of these negotiations gives us a better understanding of the historical process of appropriation of the new land by colonisers from a material and semiotic perspective. With the implementation of the NTER (Northern Territory Emergency Response) in 2007 we have a more recent example of renegotiation of the concept of national identity to highlight the rights of the Indigenous population as natives' rights. In this case, in order to mark the opposition to the non-Indigenous population, Aboriginal people would define themselves as 'first Australians'.

KEYNOTE 3

INTERNATIONAL ACCOUNTING STANDARDS AND SELECTED MIDDLE EAST STOCK EXCHANGES

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ABSTRACT

This paper examines whether Arab countries have adopted the standards issued by the International Accounting Standards Board (IASB) or the US-GAAP. The results of this study show that companies in the Arab world use different accounting rules and regulations for measurement, recognition, and disclosures of financial position and results of operation. Consequently, comparability of the financial results of different companies in different countries in the Arab world is impaired. We recommend adopting financial accounting standards issued by the IASB. Our study shows that adopting IASB standards has a positive impact on the economic development of the Arab countries.

Keywords: Middle East Stock Exchanges, International Accounting Standards, GAAP, IASC

KEYNOTE 4

REVIEWING THE INTEGRATED FLOOD RISK MANAGEMENT SYSTEM IN GERMANY AFTER THE FLOOD OF THE CENTURY IN 2013

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ABSTRACT

In Germany June 2013 more than ten people died and over 100 were injured in widespread flooding. The total damage caused by the flood of the century amounts between six to eight billion euro. This natural hazard awoke many memories of the floods in August 2002, which resulted in total damage of 11.6 billion euro and is so far known as the most expensive natural hazard event in Germany. After the floods of 2002 there has been a reorientation toward an integrated flood risk management system in Germany. The flood of 2013 offered the opportunity to review and evaluate how the measures that have been implemented since 2002 helped to cope with the flood and what still needs to be done to increase the efficiency of integrated flood risk management. The review indicates that increased consideration of flood hazards in spatial planning and urban development, comprehensive property-level mitigation and preparedness measures, more effective flood warnings and improved coordination of disaster response, and a more targeted maintenance of flood defense systems led to a reduction of damage. Recurring flood events show that flood risk management is a continuous task and risk factors, such as climate change, land-use changes, economic developments, or demographic change and the resultant risks must be investigated at regular intervals, and risk reduction strategies and processes must be reassessed as well as adapted and implemented in a dialogue with all stakeholders.

Keywords: June 2013 flood; August 2002 flood; flood risk management; flood prevention; flood responses; Germany; natural disaster

KEYNOTE 5

THE INFLUENCE OF SCORING SYSTEM ELECTRONIC PROCUREMENT ON THE DEVELOPMENT OF CONSTRUCTION SERVICES IN INDONESIA

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ABSTRACT

e-Procurement is the process of procurement of goods / services that the implementation is done electronically based web / internet by utilizing information and communication technology that includes a public auction, pre-qualification and sourcing electronically using the web-based module. Support Information Technology can enhance the capabilities of Government in contributing to the creation of added value, as well as to achieve effectiveness and efficiency. The process of procurement of goods and services conducted by using e-procurement will significantly improve the performance, effectiveness, efficiency, transparency, accountability transactions, in addition to the operating costs can be significantly reduced because it is not needed anymore delivery of physical documents and the process administrative consuming time and cost. One of the scoring system, which is made on the selection of consulting services is preceded by the selection of pre-qualification, which at this stage is based on completeness of assessment administration, equipment, and work experience. The next stage, from the short list of partners who elected the selection is based on technical and cost assessment. Based on the scoring system at this stage emphasized on the company's experience and the experience of experts. From the simulation results using dynamic system, the scoring system on the E-proc, the result, that will be a gap that is progressively increasing among companies that experienced and inexperienced company.

Keywords: e-Procurement, scoring system, system dynamic, gap between companies

REDESIGN OF WORK ENVIRONMENT WITH ERGONOMIC INTERVENTION TO DECREASE EMPLOYEES' FATIGUE

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ABSTRACT

The purpose of this study is to evaluate the redesign of the working environment with ergonomic intervention to decrease the fatigue of employees at Batik Putri Luwes home industry at Sragen, Central Java. This research is an experimental research that have the same subject design in order to cope the problem that is faced by female employees at Batik Putri Luwes Home Industry. The problem is approached by redesigning the workplace environment using the intervention of ergonomic matters. This research uses 15 female employees in the workplace as total samples. In this research, ergonomic interventions have been set up at workplace environment, such as: (1) the instalation of exhaust systems to set up the air circulation, the humidity, and temperature of air in the workplace; (2) the re-engineering to the lamps setup to provide sufficient lighting in the workplace. The data is collected by measuring the research variables, such as: (1) air temperature, wind speed, air humidity, and light intensity; (2) work and rest pulse as indication of fatigue, and objectively get fatigue data by distributing questionaries. The steps of this research were done as follows: first, the workers of the batik industry worked at the precouse condition (the condition before doing ergonomic intervention) for 12 days. Then, they were given washing out for 1 day. After that, they were introduced to a new workplace after the place had given an ergonomic intervention for 6 days. After they had already adjust to the new condition, they would stay there for 12 days.

The results of the ergonomic intevention were : (1) the increase of windspeed from 0,14 meter /second to 0,20 meter/second; (2) the decease of air humidity from 79,18% to 71,12%; (3) decrease in work pulse from 49,15% to 25,16%. In general, the redesign of workplace environment with the ergonomic intervention at Batik Putri Luwes home industry can decrease the fatigue degrees from very tired to not tired. The essence of this research is the ergonomic intervention to the workplace environment in the batik home industry. The excellence of this research is the achievement of collaboration and commitment from both employer and employees, and the management as well. Therefore, this research has a beneficial bargain that can increase the quality of organization.

Keywords: Ergonomic, fatigue, workplace environment.

THE USE OF WEB-BASED GEOGRAPHICAL INFORMATION SYSTEM TO DETERMINE THE ALLOTMENT OF LAND SETTLEMENT

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ABSTRACT

The increase in residential areas leads to the process of land-use changes that is closely related to the limited land that available for settlement. The scarcity of land has become the trigger of the land-use changes that can cause landslide problems, disruption of industrial waste, etc. For example, illegal settlements are usually built without approval from the government. Regulation of the Minister of Public Works Number 41 has set characteristics, criteria, and land suitability for settlement. Therefore it can assist people and the government in the selection of appropriate land. This paper will discuss the use of web-based Geographical Information System (GIS) technology to analyze spatial data and attribute data (geoprocessing layer) in mapping the layout of the settlement, the allotment of land settlement based on soil type parameter, slope, residential areas, industrial, rivers, roads, educational and health facilities by using Multi-Attribute Utility Theory (MAUT). The sampling result for geoprocessing layer in Driyorejo, Gresik, Indonesia, shows that the slope result is 0-8% by the weight of 5, the soil type is Alluvial dark gray with clay sediment with the weight of 5, the distance from health facilities is >2,5km far from the hospital with the weight of 1, distance from educational facilities is >4km far with the weight of 1, the access road to the highway is around 0-500 meters with the weight of 5, distance from the river is around 0-1 kilometers with the weight of 5 and the range between the region to industrial areas is >500 meters with the weight of 1. The calculation using MAUT method resulted $U=1,059$, therefore the region is categorized as very suitable land for settlement. This application can assist the government, investors, and developers to find the location of potential land for the settlement construction.

Keywords: GIS; Web; Webmap; allotment of land settlement; MAUT

RESCUE MODEL OF COASTAL SETBACKS FROM SAND EXPLOITATION

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ABSTRACT

Coastal setback is the land along the shore edge with proportional width to the shape and physical condition of the shore minimally one hundred (100) meters from the highest tide landward. This case study investigated the sand exploitation along the coastal setbacks from Merauke District to Naukenjerai District to supply more than 90% of the material need for the constructions of infrastructure, housing, buildings, offices in Merauke Regency. Sand exploitation activities occurred more than 20 years have damaged infrastructure along the coast and coastal ecosystems, especially mangrove habitats which have functions one of which is as a natural shield from the onslaught of the sea waves where the population in Merauke District reaching 95,410 people (44.78%) of the total population of Merauke Regency is concentrated in the coastal regions. This condition is very dangerous to health, security and safety of the residents in the regions with the hazards caused by environmental damages due to illegal sand excavation. This study mainly aimed to develop a rescue model of coastal setbacks from illegal sand exploitation. The reseach used methodologies, among others: (a) selection of location which included Merauke District and Naukenjerai District by

purposive sampling approach, (b) data collection techniques using Focus Group Discussion (FGD) approach and in-depth interviews, (c) data analysis technique by Analysis Hierarchy Process (AHP). This study concluded that: (a) Supervision unit of coastal setbacks is the major priority of the local indigenous ethnic groups, (b) The set of law needed as the priority is Village Regulation, (c) Solution for sand need fulfillment is prioritized to be relocated to Okaba District and Malid District.

Keywords: Sand Exploitation, Rescue Model, Coastal Setbacks

TEST THE EFFECTIVENESS OF WASTE DISCONNECT ABON BASED RAW FISH BANDENG THORNS AND SPINACH LEAVES WITH ADDITION OF COMMUNITY VILLAGE PANELISTS SEMOLO SURABAYA

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ABSTRACT

The milkfish (*Chanos Chanos*) favored as a food because it tastes savory, meat flavor neutral (not as salty as sea trout) and are not easily destroyed when cooked. Weakness milkfish fish there are two: the flesh 'spiked' and smelled fishy', where not everyone likes going to smell fishy. (Damanhuri, 1999). From the pull thorns, which is usually done by fishing and eating houses Ikan Bakar and penyetan Bandeng in various places in Surabaya and Sidoarjo has created a new type of waste. Therefore, researchers from Teknopangan, has been engineered food by utilizing waste unplug the fishbone as Abon Duri milkfish milkfish. Regarding to the theory test Appearance (Sigit, 2000), using somewhat trained panelists panelists number of 25 people, and therefore the researchers used a panel of 25 people among heterogeneous Semolowaru Village community. Appearance Test Values and ditransormasikan into numerical values and using the Test Efektfitas (Tri Susanto, 2000), will get the product in demand / high consumer acceptance. Where the theory test this model Effectiveness model of moderate effectiveness test creation Prof.Dr.Ir. Tri Susanto.M.App.Sc 2000. Effectiveness Test generated TOTAL VALUE RESULT, the total value of the highest yields on products A, which means that the product A has the highest panelists received power, which means that the product is eligible to be a product that can Semolowaru accepted by consumers.

Keywords: milkfish, Unplug Duri, Shredded Unplug Duri, Test Effectiveness

INFORMATION NETWORK MODEL DEVELOPMENT AND USE OF ALTERNATIVE MEDIA IN DEVELOPMENT TRADITIONAL AGRICULTURAL EQUIPMENT AT THE DISTRICT TASIKMALAYA WEST JAVA

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ABSTRACT

Galonggong village is one area in the district of Tasikmalaya regency Manonjaya renowned as one of the centers manufacturers of traditional farming tools.

According to the information in this Galonggong village nearly 70% of its inhabitants are craftsmen agricultural tools. In line with the development of information technology, use of information networks has been widely used in a variety of activities, including the activities of industry and trade. Speaking of network information is always associated with the use of computers and the Internet network. Theoretically information network is an operating system that consists of a number of computers and other network devices that work together to achieve a goal. As for the notion of media use alternative is the use of media non-formal, which many people use such as community radio, facebook, whatapps, line and some alternative media more in the effort to develop the business and promote the products of agricultural equipment from a group of craftsmen agricultural implements "Galonggong" and other farm implements craftsmen who are members of the network. The method used in this study is a mixture (mixed method) that combines quantitative and qualitative research in a single study. From the results of this research note that the information network model designed for groups of craftsmen of traditional instruments in agricultural village "Galonggong" using a model of peer-to-peer (workgroups). As for the use of other types of alternative media in the promotion of agricultural tools, craftsmen using media facebook, whatapps and website.

Keywords: Information networks, computer networks, traditional agricultural tools, media alternative.

RISK COMMUNICATION STRATEGY IN INCREASING DISASTER PREPAREDNESS IN THE DISTRICT OF PANGANDARAN (STUDY ON PUBLIC EDUCATION IN SHAPING DISASTER RESILIENT COMMUNITIES IN THE DISTRICT OF PANGANDARAN)

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ABSTRACT

This study aims to determine risk communication strategies to improve community preparedness for natural disasters in the district of Pangandaran. The focus in this study include aspects communicator, message and media aspects are used in conveying information about the disaster. The method in this study using a mixture (mix method) which is a method that combines the data, engineering, design and approaches (quantitative and qualitative) in a study. Data was collected through questionnaires, interviews, observations, and through the study of literature. Based on these results it is known that the communication strategy of risk in conveying information about the disaster, from the aspects of the communicator revealed information about the disaster is delivered by people who have credibility in the field as from the Regional Disaster Management Agency (BPBD), troops of disaster preparedness (Tagana) young as well as from academia; to aspects of the message is known that in the preparation of messages tailored to the target audience and the message that was compiled using techniques motivated sequence (attention, the need, the satisfaction, visualization and action), as well as aspects of the communication media used includes print media such as brochures, photographs, leaflets; electronic media, social media and through simulated disasters.

Keywords: communications strategy, risk communication, natural disasters, tsunami.

ERGONOMIC EVALUATION FACTOR IN FACILITIES AND FURNITURE CRAFTSMEN ENVIRONMENT AT BOJONG VILLAGE

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ABSTRACT

Micro-businesses which are more famous with traditional business is one of the pillars of the national economy. With all the hustle of micro business have some limitation in the management of its labor. Similarly, micro business in wood craftsmen such as furniture. With the labor's slogan 'the most important thing is the work has to be done' ignoring health and safety. Therefore, from the results of the study in 2012 which is conducted by Pandu that the accident rate is quite high with an average of 135 accidents per month. This study will focus on ergonomic design system by testing anthropometric factors and work environment. The type of research is qualitative descriptive or a case study in Bojong Village, Pondok Kelapa, East Jakarta. Methods of data collection is using observation, interview and documentation. Based on calculation of the environmental factors all furniture business in Bojong Village, East Jakarta, that is: furniture business Mr. Edo, H.Lasmin Pak and Pak Neon. For lighting levels: 992.4 lux, 84.4 lux, lux and 166.5 final lighting level: 217.9 lux, lux 225.3. Room Temperature: 33.77 ° C, 33.84 ° C and 33.64 ° C. Noise level: db 88.18, 92.66 db and 87.69 db. The calculation results of anthropometric from three workers in the furniture business Bojong village, East Jakarta, for repair work table in the furniture business: Mr. Edo, H.Lasmin Pak and Pak Neon ie with dimensions: height 92 cm, 96 cm, 99 cm, width 56 cm, 62 cm, 64 cm and a length of 200 cm, 200 cm, 200 cm. The results showed that on average there needs to be a good improvement of environmental factors and anthropometry.

Keywords: ergonomics, anthropometry, micro, a working system

LONG APUNG LAND SIDE FACILITIES DESIGN AND DEVELOPMENT

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ABSTRACT

An airport landside facilities have an important role in airport operations. Therefore, it should be positioned so as to effectively support operational activities. Location of landside facilities should directly adjacent to the apron so as to facilitate: air distance to the passenger terminal is relatively close, the process of loading and unloading luggage faster, coordination with air crews more quickly and the response time will be faster vehicles. landside facilities are grouped into several sections, public facilities, operational, technical and supporting unit. The public facilities are part of the public service in general, include: passenger terminal building and parking area. Because public service is one of the main functions of the airport, then this area is placed in a strategic area, easily accessible and close to the apron. As for the other functions (operational, technical and supporting unit)

in the layout and more on operational considerations. One of the important things in airport operations is a matter of safety and security, regional airports have a sterile area is the area that is strictly supervised. Related to that there should be strict restrictions between the sterile area and public area, with fencing between the airside to the landside.

Keywords: landside facilities, apron, airport

SUPERVISED LEARNING SVM OF LOG EDGE DETECTION X-RAY IMAGE TO RECOGNIZE OBJECT KNIVES AT JUANDA AIRPORT.

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ABSTRACT

The detection process is started changing RGB image to YCbCr and then the canal Cb is chosen followed by 3 processes consisting of making binary image, filtration and segmentation. The binary image aims to change image to white black, filtration is used to abolish noise, and segmentation to float objects using edge detection log followed and dimension calculation consisting of the value of Round value RV and Σ pixel. After obtained the next dimension values be normalized to get the right value for the SVM classification process is also useful for training data and data testing. SVM process results in the form of a graph when the data have been trained, but if you do not do the learning output in the form of a recommendation that the object is a knife object or not.

Keywords : Canal Cb, Binner Image, Filtration, Segmentation, LoG and SVM Classification.

AUTO-TUNING METHOD FOR DESIGNING MATLAB DC MOTOR SPEED CONTROL WITH PID(PROPORTIONAL INTEGRAL DERIVATIVE)

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ABSTRACT

The character of DC motor is nonlinear and for the permanent magnet is linear. Nonlinear characteristics of DC motors such as friction and saturation can degrade the performance of conventional controls. So if the automatic control will be difficult to implement because of the lack of non-linear DC motor. The lack of non-linear dynamic model of a DC motor has limitations on the design of the circuit close-loop feedback controllers. Saturation and friction can degrade performance and Conventional control standards. PID controllers are often used for motor control applications due to its structure and a simple control algorithm that is easy to understand. Controller parameter generally uses Try and Error. This method has a

successful outcome but long enough and to obtain a satisfactory response system. This paper model of DC motor speed control is designed using multiple control, such as PID controller, PID Ziegler-Nichols and Auto-tuning PID control Matlab. The results of model performance DC motor speed control using Matlab Auto-tuning was found to have the smallest error steady state, settling time and overshoot better than PID Controller and PID-ZN (Ziegler Nichols PID). From the results of running the program get Auto-tuning Matlab in this study is the best controller with the fastest settling time is 0.2656 seconds and the smallest overshoot is 1,0591pu.

Keywords: Motor DC, PID, PID Auto-Tuning.

THE EFFECT OF TiO₂ COMPOSITION ON THE SELF CLEANING ON A GLASS SURFACE

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ABSTRACT

One of the technologies that are being developed for self-cleaning applications is to utilize TiO₂ photocatalytic material through a photocatalytic chemical reaction process assisted by the energy of ultraviolet rays. Photocatalytic effect decomposes the impurities in the form of organic compounds. TiO₂ synthesized by using precursor of TiCl₃. The synthesis incorporates ammonia washing and calcination at 300 °C for 4 hours to obtain TiO₂ anatase. TiO₂ solution was coated on the glass sample in the form of paste made by mixing PEG 4000, chloroform, and TiO₂ powder. TiO₂ composition was varied, i.e. 0 gram, 1 gram, 1.5 grams, 2 grams, 2.5 grams and 3 grams, while PEG and chloroform amounts fixed for all variations observed. Coatings were taken by the doctor blade technique. Self-cleaning testing was using two types of impurities, namely mud and dyes. The test was done in two ways, namely hydrophilic and photocatalytic properties tests. The results showed that the best self-cleaning properties was obtained on the sample with a composition of TiO₂ of 3 grams with the ability to eliminate impurities up to 96% under direct sun and 74% in UV radiation. It has a transmittance difference of up to 58.8%. The hydrophilic properties depend on photocatalytics. However, due to profuse agglomeration of TiO₂ the hydrophilic properties decreases.

Keywords: anatase, PEG, self cleaning, TiO₂

COMPARISONS GRANTING SHEEP BLOOD AND HUMAN BLOOD IN THE BLOOD AGAR PLATE (BAP) MEDIUM BY HAEMOLYSIS

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ABSTRACT

The addition of blood makes the blood medium to be rich in nutrients by providing additional growth factors needed. In developing countries such as Indonesia, the use of human blood medium is often used for routine examinations. This is because the cost relatively cheaper and the climate in Indonesia was less support for maintaining sheep and horses as blood supplier for the materials used to be one of makers blood agar medium. This study aimed to compare the granting sheep blood and human blood in the BAP medium by haemolysis. This study is experimental, characterized by haemolysis on the BAP medium. Data were analyzed descriptively qualitative. The study of 20 the BAP medium with the provision of sheep blood and 20 the BAP medium with the provision of human blood containing bacterial cultures *Staphylococcus aureus* ATCC 6538 showed no difference in the outcome of haemolysis formed.

Keywords: sheep blood, human blood, Blood Agar Plate (BAP), Haemolysis

THE INFLUENCE DECOCTION WATER OF SOYBEAN (GLYCINE MAX (L.) MERILL) DECREASED OF BLOOD CHOLESTEROL LEVELS IN MICE (MUS MUSCULUS) STRAIN BALB/C

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ABSTRACT

Cholesterol is a human disease characterized by elevated levels of blood cholesterol excess of normal limits. When eating habits are not paying attention to nutrition and lack of exercise is one way to increase cholesterol levels in the blood. Provision of decoction water of soybean is one of the herbal medicines that can lower blood cholesterol levels. Decoction water of Soybean is used as an alternative medicine to decrease blood cholesterol levels in patients with hypercholesterolemia. This research was conducted on January, 11 – 14, 2016 at the Experimental Animal Enclosure Installation, Center for Veterinary Farma Surabaya with 3 treatment groups. This type of research is experimental research. Animals used in this research were female mice 2-3 months old with an average 24 grams of 30 mice. At a dose of offal is 1 mL/head/day with administration twice a day each 0,5 mL intervals of 5 hours and the dosage of decoction water of soybean is 1 mL/mice with an interval of 1 hour after administration of offal on the fourth day. Method of examination blood cholesterol in mice using strips test with easy touch. Blood cholesterol levels in mice the treatment group, decreased compared to each positive control group mice. The results through Kruskal Wallis on SPSS stated that ($P < 0,05$), which means there is influence between the 3 treatment of mice. This results it can be concluded that the provision of decoction water of soybean can reduced blood cholesterol levels in mice after fed with high cholesterol.

Keywords: decoction water of soybean (*Glycine max* (L.) Merill), mice (*Mus musculus*), blood cholesterol

THE CORRELATION BETWEEN INJECTABLE CONTRACEPTION WITH CERVICAL CANCER IN GAMBIRAN GENERAL HOSPITAL OF KEDIRI 2015

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ABSTRACT

Cervix cancer is being the women first killer in Indonesia and the incidence will continue to increase if you do not do prevention. In Gambiran General Hospitals of Kediri in January until July 2015 as many as 42 woman (33%) of the 127 women who carry out the examination early detection of cancer cervix who suffer cervix cancer. The purpose of this research is to know correlation between Injectable Contraception with Cervical Cancer in Gambiran General Hospitals of Kediri 2015. The research design is used correlation analytic with cross sectional approach. The population in this research were all women who carry out the examination early detection of cancer cervix in the Gambiran General hospitals of Kediri 2015. The sample is taken used simple random sampling with 30 respondent. Instruments collecting data using questionnaire. Data analyze method used Spearman rho test. The data analysis used Spearman rho test is gotten (p value) =0.001 ($\alpha =0.05$) so there is H_0 is rejected and H_1 accepted this means that there is the correlation between the use of injectable contraceptives with cervical cancer. Correlation coefficient is gotten 0.655 show the relationship between the use of injectable contraceptives with the incidence of cervical cancer have the power correlation in strong level, with a positive direction. This means that the longer a women uses injectable contraceptives, the risk of cervical cancer cases will increase. There is a relationship between the use of injectable contraceptives with cervical cancer with the strong correlation and positive direction. Advised health workers should provide education about how long it is safe to use injectable contraception for a woman that does not lead to cervical cancer

Keywords: Cervical Cancer, Injectable Contraception

CRAFTING COMPETITIVE ADVANTAGE THROUGH AN INTEGRATED INTERNAL QUALITY ASSURANCE SYSTEM

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ABSTRACT

Managing the enactment of internal quality assurance system requires a proper implementation of internal quality assurance to ensure quality in Higher Education. Global challenges and dynamics of information technology development making universities in Indonesia somewhat under pressure. Higher education institution is demanded to be able to handle changes, both internally and externally, to guarantee the quality of the learning process. Based on this reason internal quality assurance plays an intense part on educational services. Quality policy of internal quality assurance system outlines an explanation of how a university understand, design and implement their internal quality assurance system in the administration of higher education services to build, manage and maintain a quality culture. In these documents there is an explanation about the background, objectives, and strategies, to improve quality in every carried out task. In a global era, the nature of daily operations tends to get more sophisticated and complex, therefore internal quality assurance system should be supported by an integrated system in the internal processes using information technology, creating a holistic cycle of quality that works best suit to the uniqueness of the institution itself. This then will generate a "Competitive Advantage" for the institution .

Keywords: Internal Quality Assurance System, Information Technology, Strategic Management, Integrated System and Competitive Advantage.

SOCIAL EMOTIONAL DEVELOPMENT AND CHARACTER AS THE FOCUS OF THE EDUCATION POLICY

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ABSTRACT

The importance of emotional and social skills of the character is perceived today for students, communities and workers. In view of the number of risky behavior in our society today, for example, drug use, violence, and other forms of emotional, excessive feelings of frustration and so forth are also venturing into the world of education experienced by students in Indonesia. The problems being faced by this country has always focused on character education. Social learning emotional is a process where children and adults acquire and effectively apply the knowledge, attitudes, and skills necessary to understand and manage emotions, set and achieve goals that are positive, feel and show empathy for others, building and

maintaining a positive relationships and make a responsible decision. This learning appears when an understanding that learning in the context of a supportive relationship that makes learning challenging, interesting, and meaningful. And this is best done through effective classroom instruction, students' involvement in positive activities in and out of the classroom, and parents are spacious and community involvement in the planning, implementation, and evaluation.

Social emotional learning and character is considered very effective if imposed from preschool through high school. Educators, parents, and policy makers synergize and ensure that the core competencies of social and emotional learning is necessary for the functioning of life for students effective and these skills need to be taught.

Keywords: Social and Emotional Learning, Character, Policy Focus

THE ANALYSIS ON THE ROLE OF YOUTH ON REGIONAL DEVELOPMENT OF ACEH TAMIANG VIEWED FROM SOCIO GEOGRAPHICAL PERSPECTIVE

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ABSTRACT

Regional development which consists of three important factors that should be heeded are natural resources, human resources and technology, known as three pillars of regional development. Qualified human resources are the factor which determines whether a region is advanced or not. The research was a survey in which the data were gathered from samples and the population. The objective of the research was to identify and to analyze the influence of some determined variables; therefore, it used explanatory approach which explained the influence of the variables and tested the hypothesis. The conclusion of the research was that 1) youngsters in Aceh Tamiang District played their role as dynamists, catalysts, motivators, innovators, and evaluators in Aceh Tamiang District viewed from socio geographical perspective, 2) the influence of the role of youngsters as dynamists, catalysts, motivators, innovators, and evaluators simultaneously had positive and significant influence regional development of Aceh Tamiang District, viewed from socio geographical perspective. Partially, the variables of dynamists, catalyst, motivator and innovator had positive and significant influence on regional development, viewed from socio geographical perspective.

Keywords : Role of Youth, Regional Development, Socio Geographical

THE EFFECT OF EDUCATION, EXPERIENCE, AND TRAINING, TO AUDITOR PROFESSIONALISM

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ABSTRACT

To be an auditor is expected by many people to get the trust as the parties that are able to conduct an audit of the financial report and responsible for the opinion

given. Professionalism becomes the main requirements for an auditor. This study aimed to get empirical evidence about the influence of education, experience, and training in the auditor professionalism. This research uses by the data collection is using questioners which has been answered by auditor respondents. The population in this study is all of the auditors Jombang Inspectorate with the sample is 24 respondents by census techniques. The data analysis uses statistic procedure by using multiple linear regression analysis. The analysis showed that education, training, and experience influence together to the auditor professionalism of Jombang by the significance level is 0.005. Based on the analysis concluded that education variable positively affects the auditor professionalism of Jombang Inspectorate by the t values is 2,693 and the significance level is 0.014. While the experience variable has negative effect or the opposite of the auditor professionalism of Jombang Inspectorate by the t values is -0.890 and the significance level is 0,384. And for training variable has positive influence on the auditor professionalism of Jombang Inspectorate by the value is 2.442 and the significance level is 0.024.

Keywords: Education, Experience, Training, and Auditor Professionalism

THE INFLUENCE OF COMPETENCE AND ORGANIZATIONAL CULTURE ON LECTURER'S PERFORMANCE OF UNIVERSITY IN JOMBANG

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ABSTRACT

The aim of this study are: (1) to describe Competence, Organizational Culture, and Lecture Performance; (2) to analyze the influence of Competence on Lecture Performance; (3) to analyze the influence of organizational culture on Lecturer's performance; (4) to analyze the influence of competence and organizational culture on Lecturer's performance. The object of this research is the Lecturer of University in Jombang. Population research object are 1227 lecturers who teach in 13 Universities in Jombang using proportional random sampling method, sampling in the set as many as 125 lecturers. Primary data were obtained from a field study using a questionnaire tool. Analyzing method uses multiple regression model. The results of descriptive analyzing show that: (1) Competence established by the pedagogic dimension, personable, professional, and social; (2) Organizational culture is formed by the dimensions of innovation, organizational climate, bureaucratic and personal communication; (3) Lecturer's performance is formed by the education and teaching activity, research and community services. The results of inferential analyzing that: (1) Competence has positive influence significantly on the performance of lecturer (2) Organizational culture has positive influence significantly on the performance of lecturer (3) Competence and organizational culture simultaneously has positive influence significantly on the performance of lecturer.

Keywords: competence, organizational culture, and lecturer performance

IMPROVING EDUCATION SERVICE QUALITY AND INDEPENDENTLY TO GLOBALIZATION ERA

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ABSTRACT

Quality and independently on education in the form of ability, stand alone and services, quality of education can point to the quality of the process and the quality of results (products). An education can be qualified in terms of the process if the learning process is most effective, and learners experience the learning process meaningful (meaningful learning) also acquire the knowledge that is useful both for themselves and for others (functional knowledge) which is supported appropriately by resources (human, financial, infrastructure and facilities). Quality of education services is a guarantee that the process of education adjusted with was supposed to happen and also in line with the expected quality of education so that it corresponds with what is supposed to be and what to expect which is used as the ceiling (benchmark). Factors causing low quality of education is the process of providing educational services is still far from expectations. On the one hand, the provision of education services have yet to find the most appropriate way, the rapid development of science and technology as well as increasing the life of the community has been the increasing demands of social life as education customers. The higher the social life of the community in line with the development of science and technology has further increased the demands of social life. At the end of these demands is geared towards education, because people believe that education is able to answer and anticipate these challenges. Education is one of the efforts to be made by the school as an institution where people hope of a better life in the future. Education needs to be changes that can be made through change and improvement in the management or the management of education at school or university. Quality assurance of education determine and convey what is promoted to consumers, more than it has been started to improve the process of determining what customers want to design quality products and processes using the quality function deployment (Quality Function Development). If the quality is specified as customer satisfaction then the product will follow the expected quality through the process of serving customers, the quality education services are very important for consumers to obtain the service satisfaction of educational services provided by schools, for users and society as a customer of educational services put expectations greatly to the school in order to anticipate and respond to the challenges of life in the days to come, especially to improve the quality of education has been achieved not encouraging. The quality of education is closely linked to the educational process. Without the process of quality education services not obtainable product quality services, in other words there will be no customer satisfaction (the users and the public)

Keywords: Educational services, Quality and Indepent

INCREASE ACADEMIC CLIMATE, INDIVIDUAL CREATIVITY AND ITS IMPACT ON THE LECTURER PERFORMANCE OF HIGHER EDUCATION IN EAST JAVA

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ABSTRACT

Lecturer performance is one parameter which can be the size of the effort to develop the quality of human resources in the field of a higher education. Achievement of lecturer performance has been linked to an academic climate that supports creativity lecturer, so this research will focuss in the academic climate as predictor unit that accommodates individual creativity in achieving academic performance optimization. This reserach took 172 lecturers in management studies program that accredited A of higher education in east java through purposive sampling technique. Data were collected through a Likert scale. Hypothesis test results obtained in the first step $R = 0.740$; $F = 205.661$; and $p = 0.000$ ($p < 0.01$), which means that optimization can significantly academic climate variables represent individual creativity in a positive impact on the performance of lecturers. The coefficient of determination explained that the academic climate dominates and is able to represent the creativity of individuals to contribute effectively amounted to 54.7% of the performance of lecturers. The second step shows the value of $R = 0.801$; $F = 44.725$; and $p = 0.000$ ($p < 0.01$) indicating that the simultaneous optimization of the academic climate and individual creativity gives significant positive impact on the performance of lecturers. It is also known from coefficient determination demonstrated academic climate and creativity of individuals able to contribute effectively amounted to 64.2%. Partial assay analysis results are known partial value $R = 0.391$; $t = 14.341$; and $p = 0.000$ ($p < 0.01$), which means that the optimization of the academic climate have a significant impact on improving the performance of lecturers. Similarly, individual creativity variable with partial value of $R = 0.308$; $t = 6.688$; and $p = 0.000$ ($p < 0.01$), which proves that the individual creativity gives significant positive impact on the performance of lecturers.

Keywords: academic climate, individual creativity, lecturer performance

THE ROLE OF HOLISTIC EDUCATION FOR ACCOUNTING STUDENTS IN ASEAN ECONOMIC COMMUNITY ERA

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ABSTRACT

Enforcement of the ASEAN Economic Community (AEC) is a major challenge being faced by the Indonesian people. Indonesian people should have the competitiveness to be able to compete in ASEAN. AEC will be applied to transactions of goods and services. One of the services included in the agreement AEC is the accounting services. The number of accountants Indonesia is still relatively small compared to other ASEAN countries. Moreover, the quality accountants Indonesia was still difficult to compete with accountants from other

ASEAN countries. Based on this, it is necessary education and policies that can improve and prepare Indonesia accounting students in AEC. Policy of increasing the number and quality of accountants have been formulated by the Indonesian Institute of Accountants. But there has been no technical provisions related to improving the quality of students, especially accounting students. Holistic education can be a method given by the college to prepare students to face AEC. Holistic education is an education that develops students' potential, include the potential for intellectual, emotional, physical, social, aesthetic, and spiritual. This study aims to provide a picture of whether there is a change of holistic education in the accounting curriculum. In addition, this study also provides an overview of the implementation of holistic education in the accounting study program curriculum.
Keywords: AEC, students, accounting, holistic

REINFORCEMENT OF INDONESIAN LABOR THROUGH SUSTAINABLE HIGHER EDUCATIONAL SYSTEM BASED ON FRAMEWORK OF ASEAN QUALIFICATION REFERENCE

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ABSTRACT

ASEAN Economic Community stimulates the necessity for Indonesia in facing this situation. Migration of high influx labor within ASEAN countries member cannot be avoided. Indonesian economic growth as the member of ASEAN becomes target for foreign labor (within other ASEAN members) to come and compete in the labor market. Those labors join Indonesian labor market with high competency coupled with low wage. This condition for Indonesian labor certainly can be regarded as a threat. Therefore Indonesian government needs to response to the threat by enhancing strength coupled with opportunities that are possessed by Indonesia. Indonesia which possesses high number of citizen should be aware that it can be used as strength in produce high quality labor in which this also can be used as opportunity in facing impacts of ASEAN Economic Community. The strengthen of Indonesian labor competencies need to be done since free labor access is one of ASEAN Economic Community blueprint which is standardized by ASEAN Qualification Reference Framework (AQRF) mainly in numerous skills that are written and signed in the ASEAN Mutual Recognition Arrangement (MRA). The reinforcement of Indonesian labor competencies can be done by governance of sustainable higher educational system which is based on AQRF and implementation of participatory and comprehensive regulation.

Keywords: Reinforcement of Indonesian Labor, Governance of Sustainable Higher Educational System, ASEAN Qualification Reference Framework.

ACCELERATE DEVELOPMENT OF SCIENTIFIC KNOWLEDGE IN THE ERA FACE THE ASEAN ECONOMIC COMMUNITY ON INDONESIA

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ABSTRACT

This Research to know Sustained scientific progress over the next decade in indonesia and beyond will require new advanced discovery ecosystems quite different from the computational and collaborative environments in which most research is performed. These systems will need to connect increasing numbers of scientists, enable use of data and computational services at unprecedented scales, foster scientific discoveries based on ever more complex cross disciplinary hypotheses, facilitate the immediate sharing and exchange of existing and emerging knowledge and provide mechanisms for timely control of and feedback to instruments and simulations. To achieve this goal requires computerscienc research advances in multiple areas. We propose here a new research program within the observation designed to shorten significantly the time needed to transform scientific data into actionable knowledge by enabling the dynamic creation of advanced discovery ecosystems. The overarching research goal is to not simply sustain but to accelerate the remarkable pace of scientific knowledge discovery that has defined the 20th on country indonesia. Hence the name of the proposed program: Accelerating Scientific Knowledge Domain These advanced discovery ecosystems will provide interconnected communities of scientists with the technologies and infrastructures needed to access and use a diverse set of computational and storage resources and extreme scale data. This study used a qualitative approach and quantitative approaches in research methodology

Keywords: Accelerate, Knowledge, Development, Domain, AEC.

THE CONTEN OF THE BOOK VALUES OF ETHNIC USING LONTAR YUSUF IN BANYUWANGI SOCIETY AND ITS APPLICATION IN COUNSELING

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ABSTRACT

This study is based on the importance of cultural variables in all activities counseling. Cultural differences can influence the client's decision and the outcome of the counseling. Book Lontar Yusuf community owned Using in Banyuwangi contains values that are universal and that is distinctive. these values are thought to contain elements that can be utilized for the development of theoretical models of counseling. This study aims to disclose (1) the content or the content of the values of the book Lontar Yusuf, (2) the meaning of the content of the values in the book Lontar Yusuf when viewed from its contents, (3) the

relationship of the content of the values in the book Lontar Yusuf with counseling theories West (existing) when viewed from the meaning of the content in the book values of Lontar Yusuf, (4) Using Community counseling model contained in the book of Lontar Yusuf. values Using tribal culture which is the study findings are based on a basic philosophy found some of the core values associated with all three of the counseling approach, namely: (a) Capable of bringing people towards a better character. (B) Being able to bring themselves to maintain heart and always doing good. (C) Capable of carrying a person aware and understand the need for patience in dealing with problems. (D) Being able to bring someone to pray and get closer to God. (E) Remind someone to be able to come back to have a zest for life with real action as maintain her physical appearance. Using Community counseling model contained in the book of Yusuf Lontar contained some truth value functionally can be used in looking at human nature and the purpose of counseling. the value of honesty can be utilized in human nature, the nature of the problem, and the purpose of counseling. The value of persistence can be utilized in human nature, the nature of the problem, and the purpose of counseling. Values of loyalty can be utilized in human nature, the nature of the problem, and the purpose of counseling. Values of courage can be utilized on the nature of human nature, the nature of the problem, and the purpose of counseling. values of justice can be utilized in human nature and goals of counseling. Values can be utilized in the decency of human nature and the purpose of counseling. Humanitarian values can be utilized on the goals of counseling. The social value can be utilized on the goals of counseling. Values can be utilized faith in human nature and goals of counseling.

Keywords: Values , Lontar Yusuf, Counseling

CULTURAL UNDERSTANDING THROUGH TEST OF ENGLISH AS FOREIGN LANGUAGE (TOEFL) TEXTS : GENERAL WORLD KNOWLEDGE SCHEMATA

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ABSTRACT

TOEFL certificate is one of requirements for most Indonesia's university students before they graduate or apply for scholarships. It shows their competence in English proving by the score they must reach. Many university students find difficulties in reaching the score required by the institutions because some of them do not have enough English skills and some with good English cannot answer well for being unable to understand the cultural topic suggested in the test. Therefore, they need not only good English skills but also cultural understanding. Based on the facts, this paper aims to identify some different cultures suggested on TOEFL text especially on the culture of campus. By using descriptive qualitative, the data collected are texts suggesting cultural topics of campus life such as parking system, classes or courses, traffic regulations, etc. from some selected TOEFL books used for student's preparation. The data will be interpreted and described from schemata theory point of view. It is hoped the results will be significant for university students or anyone who need to understand TOEFL better and get a highest score.

Keywords : TOEFL; cultural understanding; schemata theory

GROUP COUNSELING AS A COMMUNICATION STRATEGY IN BUILD SELF-DISCIPLINE AND SELF-EFFICACY FOR PLWHA

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ABSTRACT

The increasing of HIV-AIDS infection became one of the serious public health problem in Indonesia today. Some methods are aim to look for a way out to suppress the preventive and curative either individually or in groups. Group counseling merupakan communication strategy conducted to raise awareness of people living with HIV-AIDS (PLWHA) that aims to build self-discipline and Self-Efficacy. In addition, Self-Discipline and Self-Efficacy needs in internalization in several studies a positive impact on a person's behavior. In this case, counseling techniques can be used as means of communication in building Self-Discipline and Self-Efficacy in behavior and perception in people living with HIV-AIDS (PLWHA). The expectation with the counseling aimed at building Self-Discipline and Self-Efficacy in HIV-positive people, they have self-control become more powerful, so it can reduce the spread of of HIV-AIDS infection.

Keywords: Self-Discipline, Self-Efficacy, people living with HIV (PLWHA), Counselling group

HOW LITERATURE CAN BRING ASEAN PEOPLE TOGETHER

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ABSTRACT

What and How literature plays its role? Such question becomes a big issue since it is connected to the role of literature itself in the development of a nation that is a part of bigger community, Asean community, for example. The definition of literature is very broad, as broad as the universe. However, by deeply understanding and trying to learn the elements of literary works, the readers would obtain values such as education and morality, culture, social life, even critics and entertainment. Moreover, by knowing the definition, it will be easier to see the role of literature. The aim of the paper is to try to learn the definition of literature from different point of views, next how literature can be used as a tool to connect people from different background of social life, such as Asean people, to be called one community. Finally, the paper discusses several ways in which the readers of literature are introduced to implement critical reading, reading of short literary works, and the use of previewing.

Key words: literature, culture, community, critical reading.

THE NARRATION OF ENGLISH CULTURAL KNOWLEDGE AND ENGLISH CULTURAL LEARNING IN INDONESIA TODAY

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ABSTRACT

Indonesia has come into AEC era today. Accelerations on technology and information in this era will also affect relationship between Indonesian and English in both its theories and practice. In theories, Indonesian needs to learn more about English through any formal educations. However, in practice, Indonesian actually is familiar enough with English since that language has been used everywhere now. English then has been such cultural knowledge in its learning in formal and everyday ways of Indonesian. The problem is; how English cultural knowledge could enhance English learning in Indonesia? By asserting qualitative method in narrative and explorative view, this article would like to answer that English actually is not very alien to Indonesians. As cultural knowledge, Indonesians interpret English as expressions of education, popular culture, discourse, or even performative identities. That knowledge reflects English as habit of Indonesian that could be mentioned as cultural capital. This capital is accustomed furthermore so that English is considered normal nowadays. In conclusion, English for Indonesians has been normal because of its condition as cultural knowledge and its massive learning nowadays. AEC may not bring such shock for Indonesians because people already see English as habit in its language learning everyday.

Keywords: cultural capital, globalization, habit, knowledge, language

THE USE OF COMMUNICATIVE LANGUAGE TEACHING (CLT) FOR DEVELOPING ENGLISH SPEAKING' COMPETENCE TO THE LECTURER OF KADIRI UNIVERSITY

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ABSTRACT

This paper aims to suggest some ways of developing communicative language teaching speaking to the lecturer of Kadirri University. That is the one of the effort of stimulating and motivating them to speak, to ask some questions and to avoid them for boredom and learning English with fun based on their age. There are many activities of speaking teaching which used communicative language teaching can applied for developing the English speaking's competence of Kadirri University's lecturer such as: acting from the scripted, communication games, discussion, prepared talks, discussion, questionnaires, simulation and role play. The most important starting point when deciding how to teach speaking is to gather background data about the students. This involves gathering personal data, such

as age, language, background and previous language learning, and information about their goals and needs and the context in which they will need to use English. Conducting communicative language teaching for developing the English speaking' competence is the best choice and can be integrated and brought into the classroom. It is special classroom because consist of the lecturer in adult age. That is why the teacher must be able to liven up the classroom to make it enjoy and not bored anymore.

Keywords: speaking, communicative language teaching, enjoy, boredom

THE CORRELATION BETWEEN STUDENTS' WRITING COMPETENCE AND STUDENTS' CALL ACHIEVEMENT IN CONTENT-BASED LANGUAGE TEACHING: A CASE OF ENGLISH MAJOR AT HALU OLEO UNIVERSITY

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ABSTRACT

The purpose of this study was to investigate the correlation between students' writing competence and students' CALL achievement in Content-Based Language Teaching: a case of English Major at Halu Oleo University (UHO). The design of this study was correlation research design and using writing test that was given to 20 students' from 95 students' of CALL course using accidental/convenience/haphazard sampling technique and documentation. The data was analyzed and calculated using SPSS 16 Correlation Pearson Product Moment through Multiple Linear Regression Analysis. The study found that from the score of writing and CALL score, the result showed that there were a positive, very high and significant correlation between students' writing competence and students' CALL achievement in CBLT which sig value is $0.00 < 0.05$ and the (r) value are 0.944 (from vocabulary and CALL), 0.932 (from language use and CALL) and from language use and vocabulary is 0.930. It means that H1 is accepted and H0 is rejected. Through the result, it has been proved that the implementation of Content-Based Language Teaching (CBLT) in CALL course assisted students' to get the good achievement in CALL and enhance students' writing competence. This study suggested that for the next researcher to use CBLT as the approach in the teaching process while teach in the classroom.

UNDERSTANDING CHARACTERIZATION THROUGH THE CHARACTERS' BODY LANGUAGE IN LITERARY WORKS: THE ANALYSIS OF DRAMA TEXTS

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ABSTRACT

Understanding someone's thoughts and feelings can be through physical characteristic and the body language of the speaker, the relationship with the social environment and mental condition. The earliest understanding of what is thought and felt by a person is through the physical description of a character, expressions and body movements of the characters. Through body language of a character could conclude a person's character. In addition to the plays shown through narration, also through performance instructions. The physical dimensions are physical characteristics, such as age, sex, state of the body, facial features and other physical characteristics. Body language communication is non-verbal messages (without words), is a process of exchange of thoughts and ideas where the message can be either movements associated with physical, facial expression, sight, touch, artefacts (emblem), silence, speech tempo as well as sound pressure. Through these dimensions is expected to help define the character of character through physical description and body language described by the authors, directors or players, in the script and staging

Keywords: Character, physical dimension, body language

A STUDY OF KNOWLEDGE AND REASONING MATHEMATICS IN ALGORITHMS COMPUTING

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ABSTRACT

In this paper, we intend to show, the links between mathematical reasoning and the algorithms computing. The question in this paper are how to categorize knowledge in logic and algorithms and what kind of mathematical reasoning which is used in algorithms computing. Method used in this is literature based research methodology. The study objective are to categorize knowledge learned in Algorithms and kind of mathematical reasoning which is used in algorithms computing. The result of the study is the categorization of the knowledge that can be done by using deductive and analogy logic. All knowledge which is learned in Algorithms computing must be categorized into conceptual and metacognitive knowledge. Reasoning mathematics in algorithms are deductive reasoning. The deductive reasoning used to compose the algorithms and to investigate the truth of an algorithms have been made. Learning question design directing to conceptual and metacognitive knowledge is proven to be able to create meaningful learning process. 85% of students can identify inter-correlation between one concept to others, and 81% of students can evaluate their own works.

Keywords: Reasoning Mathematics, Algorithms, Deductive Reasoning, inductive Reasoning, Conceptual Knowledge

ACQUISITION OF THE RESULTS OF LEARNING THROUGH PROBLEM BASED LEARNING INSTRUCTIONAL STRATEGIES IN TERMS OF DIFFERENT COGNITIVE STYLES

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ABSTRACT

Problem Based Learning is a learning strategy that starts from the problem. Problems that are designed for PBL to challenge learners to further develop critical thinking skills and be able to solve the problem of the effectively. In addition to learning strategies cognitive styles of learners also have an effect on learning outcomes. Different learning styles will be different effects on learning outcomes. Research findings concluded that individuals who have cognitive style field independence showed better learning results compared with the cognitive style field dependence for their lenih carefully or use the analytic approach in solving problems. Thus the learning outcomes will be more meaningful when using PBL learning strategy, especially for learners who have a learning style fild independence. Cognitive style of field independence is the ability that has the analytical approach is the ability to view information and perceptions as part regardless of the surrounding context.

Keywords: learning outcomes, problem based learning, cognitive style

DEVELOPMENT OF LEARNING MATERIALS BIPA CHARGED CULTURE FOR FOREIGN SPEAKERS IN BEGINNER LEVEL

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ABSTRACT

The principle characteristic of the charged BIPA teaching materials for foreign speakers beginner level, using a variety of language that is easily understood and in accordance with foreign speakers legibility beginner level, able to motivate, as well as having four aspects of engineering practice speaking and grammar axercises in each chapter. Instructional materials are arranged in the form of A4 with the font Arial size 11 pt. In addition . , the teaching materials developed are also based on the princeples of material development. In the aspect of the content/materials are based on the principles of relevance , adequace , adaptive and innovative. In the aspect of the presentation is based on the principle of self instructional and systematic. In the aspect of language and read ability using adaptive principles, consistence. In the aspect of graph used the principle of consistency and relevance. Second, prototype teaching materials developed by five parts include (a) physical form, (b) the cover of the book, (c) the charge content/material, (d) supplementary material, and (e) evaluation, suggestions that can be recommended is the need to do further research to test the effectiveness of teaching materials BIPA cultural content for foreign speakers so that the beginner level teaching materials that can be used optimally arranged in learning BIPA.

Keywords: Development, Teaching Material, BIPA, Foreign Speakers, Beginer level

STUDY OF USE OF INDONESIA LANGUAGE IN POLICIES AND REGULATIONS IN INDONESIA

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ABSTRACT

The use of law language in the formulation process of legislation and policy of the government are still many shortcomings. These shortcomings make legislation & policy product is often unclear, ambiguous and open to multiple interpretations therefore it can become a legal loophole. Such problems arise due to limited control and inability to use good Indonesian enforcement and law makers. In addition due to the limited choice of vocabulary equivalent owned caused a lot of regulatory and legal documents are still using foreign language Law can be effective if it is formulated through strict legal language and reflects the values that live in the community and should be communicated properly to subjects of law intended to realize order and justice in society. The use of Indonesia language in the field of law should have fixed, clear, and qualified monosemantik Indonesian aesthetics. Additionally, the user should follow the principle of Indonesia language in general. It is intended to not bring out the ambiguities and multiple interpretations that can provide more legal certainty. Therefore, it is necessary to study the use of Indonesia language in the law and policy in Indonesia. This study will result in the evaluation of the use of Indonesia language in the field of legal policy and legislation, as well as an inventory of the shortcomings and loopholes in it. The study was conducted in the scope of the policy and legislation in the field of business law.

Keywords: Indonesia, the language of laws, regulations, policies, effective

THE EFFECT OF THE COMPETENCE OF HUMAN RESOURCES AND ORGANIZATIONAL LEARNING ON ORGANIZATIONAL PERFORMANCE (STUDIES IN THE SCHOOL OF ECONOMICS IN EAST JAVA)

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ABSTRACT

This study aimed to analyze the influence of human resource competencies to organizational performance STIE; analyze the influence of organizational learning on organizational performance STIE; analyze the influence of human resource competencies through innovation culture on organizational performance STIE; analyze the effect of a learning organization through organizational competence to organizational performance STIE. The study population was the whole School of Economics who has at least 50% of study program accredited "B from BAN PT number 11 (eleven) High School of Economics that this study used a sample of saturated (census) on the grounds that the number of population in this study include small , Respondents from the entity unit examined in STIE institution is the Chairman, Vice Chairman I (Academic Affairs) and Chairman of the Program. with a total of as many as 49 (the Forty-Nine) man. Results of testing the hypothesis can be explained: Competence of human resources has a positive impact on

organizational performance and exhibited significantly STIE. The results of this study indicate that the first hypothesis (H1) is accepted; Organizational learning has a positive impact on organizational performance and exhibited significantly STIE These results indicate that the second hypothesis (H2) is received; Competence of human resources through a culture of innovation has a positive impact on organizational performance and exhibited significantly STIE These results indicate that the third hypothesis (H3) is received. Learning organization through organizational competence and exhibited significantly have a positive effect on organizational performance STIE results of this study indicate that the fourth hypothesis (H4) was rejected.

Keywords: Competence HR, Organizational Learning, Culture of Innovation, Organizational Performance

MODEL IMPROVED KNOWLEDGE AND SKILLS-BASED FINANCIAL STATEMENTS FOR BUSINESS SAK ETAP COOPERATIVE ALUMNI PARTICIPANT TRAINING IN EAST JAVA IN ORDER TO ENTER THE MEA

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ABSTRACT

The background of this research is based on the application of the Regulation of the Minister of Cooperatives and Small and medium Republic of Indonesia NO: 12 / Per / M.KUKM / IX / 2015 on General Guidelines for Accounting for Real Sector Cooperative mentioning that the real sector cooperatives that do not have public accountability, then required financial statements refer to the Financial Accounting Standards Entities Without Public Accountability (SAK-ETAP). The purpose of this research is to increase knowledge and skills in preparing financial statements based SAK ETAP for those business Cooperative Alumni Participant Training In East Java, especially in Probolinggo in this case designated are: Business Multipurpose Cooperative "Perempuan Sejahtera Leces Permai" Women's Cooperative "Dahlia ", and KPRI" Women Sejahtera ". The methodology used in this study, there are three stages, namely the preliminary stages of the identification and analysis of problems, the implementation phase is providing guidance, counseling and mentoring and providing recommendations monitoring and evaluation stage. This research is descriptive qualitative research object Cooperative in Probolinggo in this case designated are: Business Multipurpose Cooperative "Sejahtera Women," Women's Cooperative "Dahlia", and KPRI "Women Prosperity". The results of this study are from three cooperatives appointed the need for assistance in the preparation of its financial statements in accordance with SAK ETAP.

Keywords: financial statements, SAK ETAP

CHARACTER EDUCATION BASED ON PANCASILA VALUES THROUGH CURRICULUM 2013 ON PRIMARY EDUCATION CHILDREN IN MADURA

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ABSTRACT

The importance of character education seems to have been recognized by the government. As an expression comes from the founding father of the nation that the battle will be more severe because the opponent is no longer come from the outside but from the inside, then through character education is proclaimed in the curriculum, especially in curriculum 2013, an obvious emphasis on the spiritual and social through their first core competencies and second core competencies that must exist in all subjects in school. This study is a qualitative descriptive study with triangulation, using data collection techniques, namely questionnaire, observation and interview. Research will be conducted in an elementary school using Curriculum 2013 in the District Kamal, there are five primary schools in Kamal those are SDN Banyuajuh 2, SDN Banyuajuh 3, SDN Banyuajuh 6, SDN Kamal 1, SDN Gili Anyar. The results of this study are expected to examine more deeper in the development of character-building nation, ie characters that contain values of Pancasila as education that contains the values of Pancasila with the essence of Pancasila as the outlook of the nation is a prime shield for the challenges and threats as forming the national character that is unique and distinctive that became distinguishing element between one nation by another nation

Keywords: character education, curriculum 2013, primary education

STUDY OF PRIMARY SCHOOL TEACHER COMPETENCE IN TANAH BUMBU REGENCY

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ABSTRACT

Teacher competence is central factor that influencing teacher performance to create human resources with certain quality. Teacher competence influenced by many factors, such as educational background and teaching experience for his specific subject. This study aims to: 1) map the competence of primary school teachers in Tanah Bumbu Regency, and 2) analyze the effect of educational background and teaching experience to teacher competence. This study used quantitative approach. Population of this research is all primary school teachers in Tanah Bumbu regency which already followed Online Test of Teacher Competence (UKG Online) as many as 1,106 teachers. Samples were taken by using purposive

random sampling as much as 20% of the total population that numbered 160 people. Variables of this study are: 1) Teacher Competence, 2) Educational Background and 3) Teaching Experience. This study used quantitative analysis includes percentage technique and multiple linear regressions. The results showed: 1) Primary school teacher competence in Tanah Bumbu Regency is above the national average score of 53.05, but still below the Minimum Competence Standards (SKM) of 55. The average score of pedagogic competence is 48.15 and professional competence is 55.91. 2) There is a significant simultaneous effect of educational background and teaching experience to teacher performance. Partially, only teacher experience variable that that significantly influence the teacher competence.

Keywords: Teacher Competence, Educational Background, Teaching Experience

IDENTIFYING THE MISCONCEPTIONS OF NATURAL SCIENCE (IPA) USING CRI (CERTANTY OF RESPONSE INDEX) AT THE PRIMARY SCHOOL STUDENTS IN TARAKAN

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ABSTRACT

The objective of this study is to identify the misconceptions of Natural Science (IPA) on primary school students in Tarakan. The output of this study is presented into a national scientific journal with ISSN. This study absolutely contributes to the schools and the education providers (universities). This study can identify the misconceptions of what happens to the students, so that teachers know how to handle and remediate these misconceptions. This study employs quantitative descriptive research. The population is the sixth grade students of primary schools in Tarakan. It is because the students of this grade have got the learning material on force, light, and simple machine. The technique;s used in taking the sample is cluster sampling by considering on the three criteria, namely: superior, medium, and low school category which is based on the mean scores of final test (UAS) on natural science subject. So, the sixth grade students of SDN A, SDN B Tarakan, and SDN C Tarakan are chosen as the sample of this study. The instrument of this research is a written test in a form of multiple choice test equipped with the CRI (certainty of response index) answer sheet. The data are collected by distributing multiple-choice test which is consisted of 40 questions that are equipped with the CRI answer sheet.

Keywords: Misconceptions, Natural Science, CRI, Primary School

PROFILE OF UNDERSTANDING LAYERS OF FUNCTION DERIVATIVES AND FOLDING BACK OF COLLEGE STUDENT PROSPECTIVE TEACHERS OF MATHEMATICS BY GENDER

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ABSTRACT

This research aimed to describe the profile of understanding layers the concept of the function's derivative and folding back college student prospective teachers of mathematics by gender. This study used a qualitative descriptive approach . The data obtained is validated, then the analysis step-by-step reduction, data presentation, categorization, interpretation and inference. The analysis process is guided to the understanding of the model which hypothesizes Pirie-Kieren owned eight layers understanding. The results showed that there was no difference between the achievement of a layers of the subject of women and man, both of them have an indicator layers of understanding ie; primitive knowing, image making, image having, property noticing, formalising, observing and structuring, then reaching also the first indicator (In1) of inventising layer, and indicators "ask questions about graphs the third-degree polynomial function" that leads to the second indicator (In2) of inventising layer. Based on the indicators of these, both subjects understanding layer ie inventisingoid. But both subjects distinc 10 (ten) items the process of achieving this understanding. Women performed twice folding back the form of "off-topic", and man made that once. Instead of man performed twice folding back the form "working on the deeper layers", both subjects do not perform folding back the form "cause discontinuous".

Keywords: understanding layers, folding back, gender.

TEACHERS PROFESSIONALISM AND THE CHALLENGE OF EDUCATION IN A GLOBAL ERA

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ABSTRACT

The professional Attitude of a teacher is very necessary in the face of education in this global era. The task of the teacher is not only teaching, but also educate, nurture, guide and shape the personality of the student. Mistakes teachers in understanding the profession will result in the shifting of the teacher function slowly. The relationship between teachers and students who need each other turns into a relationship of mutually indifferent, not blissful and boring. Professionalism of teachers is determined by behavior, will and capabilities on condition that Prime. Professionalisation should be viewed as a continuous process, so that the attitude and professional teachers actually formed in this process, pre-service education, educational upgrading, including in his coaching from professional organizations and the workplace, the society against the profession of teacher training, enforcement of the code of ethics of the profession, certification, improved quality of prospective teachers, rewards, etc collectively determine a person including professional development of teachers. This article presents an attempt discussion space for educators, prospective educators, and related parties in order to better understand, implement, and develop attitudes and behavior in the world of education through good example in mind, speech, and action.

Keywords: Professional, Teacher, Education, Global Era

LESSON STUDY : COLABORATION BETWEEN TEACHER TRAINEES' COMPETENCE AND STUDENTS' ACHIEVEMENT

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ABSTRACT

The study was conducted with the purpose to describe: 1) the teacher trainees' competence and motivation, 2) the students' achievement. There were five teacher trainees who joined in Teaching Practice Program and they were as teacher models in practicing Lesson Study at SMP Negeri 3, 5 and 7 Tarakan. Research design of this research was descriptive qualitative with snowballing technique. Data analysing with research instruments were interview and field notes, started on April to October, 2016. There were two cycles of Lesson Study that each cycle consists of three steps; Plan, Do and See. The result of the research can be revealed that 1) mahasiswa PPL, as teacher trainees, are able to improve their teaching quality through practicing Lesson Study at SMP by having good lesson Plan, teaching preparation, classroom management, teaching instructional material, good interaction between teacher and students based on the standardized lesson Plan 2) Practicing Lesson Study also has significant role in empowering teacher trainees' motivation to generate the students' performance at the classroom interaction by sharing idea from all teacher trainees in teaching reflection session, and 3) The minimum score of SMP Student is 75, based on the students' score on the first circle for first teacher trainee is 57,14% and second circle was 71.42%, second teacher trainee was 44,4,4% and second circle was 86,11%, third teacher trainee was on the first circle was 54,45% and second circle was 94,59%, fourth teacher trainee was on the first circle was 7.40% and second circle was 81,25%, and the last teacher trainee was on the first circle was 71,87% and second circle was 100 %. Based on the data finding above, it can be revealed that Lesson Study has a significant role in improving teacher trainee's competence and motivation, also the students' achievement of SMP Negeri Tarakan.

Keywords: Lesson Study, Competence, Teaching Practice Program

FACTORS INFLUENCING THE SCHOOL CLIMATE AT INDONESIA SCHOOL OF KUALA LUMPUR (SIK), MALAYSIA

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ABSTRACT

This study attempts to examine the factors influencing the school climate (Interaction, Facilities of school, and Feeling of Trust). The study used sample of 212 students of Indonesian School of Kuala Lumpur (SIK). The Confirmatory Factor Analysis (CFA) was conducted to investigate the correlation among the factors. The result of this study found the interrelated between the dimensions of school climate.

Keywords: School Climate, CFA, TCSQ

RISING STUDENT'S ACADEMIC HONESTY: THE IMPLEMENTATION OF CLASSROOM DEVELOPMENTAL BIBLIOTHERAPY (CDB) IN BAHASA INDONESIA LEARNING AT MADRASAH IBTIDAIYAH

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ABSTRACT

The aims of this research are to find out: (1) the implementation of classroom developmental bibliotherapy (CDB) in Bahasa Indonesia learning process to improve student's academic honesty, and (2) the result of the implementation of CDB in Bahasa Indonesia learning to improve student's academic honesty. This is a classroom action research. The subjects are 28 students from 5th grade of MI (Madrasah Ibtidaiyah) Cahaya. This research has 3 cycles with 3 to 4 sessions in every cycle. In every session, the learning process are integrated CDB's stage into Bahasa Indonesia learning process in competencies: reading, writing, and speaking. The qualitative and quantitative data are collected with several technics: observation, interview, students self report and students journals analyzes. The process of data analysis are: data reduction, data display, and an overview of conclusions / verification. The data analyzes is explained as findings and reflections in every cycle that will be follow up to the next cycle or stop the action. The result are: (1) the implementation of CDB in Bahasa Indonesia learning are success especially in playing drama, and (2) the improvement of student's academic honesty is known from by the number of honest student increase to 96%, and the students show some behavior to maintain their academic honesty.

Keywords: Classroom Developmental Bibliotherapy (CDB), Academic Honesty.

THE MISCONCEPTIONS OF NATURAL SCIENCE (IPA) IN PRIMARY SCHOOL TEACHERS IN RURAL AREAS OF NORTH KALIMANTAN

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ABSTRACT

The objective of this study was to identify the misconceptions of Natural Science (Ilmu Pengetahuan Alam) on primary school teachers in rural areas of North Kalimantan. This study employed a quantitative descriptive research. The population was the primary school teachers in rural areas of North Kalimantan that was Long Pujungan district, Malinau, North Kalimantan. The techniques used in taking the sample was a cluster sampling where 22 primary school teachers in rural area of North Kalimantan were taken. The instrument of this research was a written test in a form of multiple choice test equipped with the CRI (certainty of response index) answer sheet. The data were collected by distributing multiple-choice test which was consisted of 40 questions equipped with the CRI answer sheet and interview. Thus, this research result indicated that the teachers had got misconceptions about natural science concept, that is, force, light, and simple machine. The misconceptions were caused by the internal knowledge of the teachers themselves and the learning resources used by the teachers.

Keywords: Misconceptions, Natural Science, CRI, Rural Areas.

THE INFLUENCE OF PROJECT BASED LEARNING MODEL AND LEARNING MOTIVATION TOWARD THE STUDENTS LEARNING OUTCOME ON CAR LIGHTING SYSTEM AT SMK ISLAM AL-AMAL SURABAYA

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ABSTRACT

The goals of this study are: (1) acquiring information about the difference of the results student learning are taught with use the on project based learning model and students who are taught by using learning direct model to learning an car lighting system in state vocational schools islam Al-Amal surabaya; (2) obtaining information the difference of the results learn an car lighting system between students who have learning motivation high and students who have learning motivation low in state vocational schools Islam Al-Amal surabaya; and (3) finding information on interaction between the use of learning model and learning motivation of the results of learning car lighting system in state vocational school Islam Al-Amal surabaya. This research is using design research Non Equivalent Control Group Design. The population in research is all students XI technique class of car lighting system that uses 2013 curriculum in the Surabaya city with a population of affordable is a student XI vocational islam Al-Amal Surabaya. The results showed that: (1) The results study of students applying project based learning model (cognitif range = 75,125, and affective range = 70,903, and psychomotor range = 81,736) is significantly higher those applying model learning directly (cognitif range = 71,789, and affective range = 69,115, and psychomotor range = 79,883); (2) The high motivated students (cognitif range = 87,456, and affective range = 76,787, and psychomotor range = 88,085) is also significantly higher than those having low motivated ones (cognitif range = 60,458, and affective range = 63,231, and psychomotor range = 73,534); and (3) there issignificant interrraction between the use of learning model and motivation to results study for student learning car lighting system in state vocational schools islam Al-Amal surabaya. Based on the study it is conclcluded that influence between learning model and motivation to cognitive range of students result study $F = 7,383$ (Sig. 0,009 < 0,05). The influence between learning model and motivation to affective range of students result study $F = 10,937$ (Sig. 0,002 < 0,05,). The influence between learning model and motivation to psychomotor range of students result study $F = 8,217$ (Sig.0,004 < 0,05).

Keywords: Project Based Learning, Learning Motivation, Learning Outcome

IMPLEMENTATION OF COMPETENCY CERTIFICATION MODEL FOR VOCATIONAL HIGH SCHOOL STUDENTS OF ELECTRICAL ENGINEERING DEPARTMENT FOR FACING ASEAN FREE MARKET (MEA)

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ABSTRACT

Free trade in the neighborhood of Southeast Asian Nations (ASEAN) has agreed together that all workers should have the expertise or competency certifications, including vocational graduates. Directorate of Technical and Vocational Education (Dit P-SMK) in early 2016 has held technical guidance for the creation of a Professional Certification Agency First Party (LSP-P1) against SMK 1650 in 34 province all over Indonesia and was declared eligible. Based on that idea, there are a number of problems associated with the implementation of professional certification in vocational needs to be examined through this preliminary study, namely: (1) how to structure and develop a certification scheme, (2) how to make the assessment and competency test to be accounted for, (3) how the procedure provides assessors and quality that measurable, and (4) how to maintain and TUK assessors. The purpose of this study are: (1) develop a model of competency testing and certification in order to carry out professional certification of quality and accountability in order to face competition in the market environment of the Asean free (MEA), and (2) enhance the participation of lecturers as resource potential in college (PT) in accordance with their respective expertise, in order to implement a professional certification program for vocational students in electrical engineering expertise. Outcomes of this study are: (1) The book documents of the job description and employment in the field of electrical lightning installation and electrical power installation, (2) The book documents of the competencies that needed in the field of electrical lightning installation and electrical power installation, (3) The book documents of the assessment and competency tests in the field of electric lighting and power installations complete with the SOP, and (4) SOP supply availability of assessors in the field of electric lighting and power installations are ready to enter the job market of ASEAN.

Keywords: MEA Era, LSP-P1, Human Resources and Professional Certification

CRITICAL STUDY OF HOMELESS CHILDREN' MORALITY IN ISLAMIC BOARDING HOUSE OF "AL-BADAR" BLIMBING MALANG

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ABSTRACT

The life of homeless children is identical with violence and freedom. The strongest will dominate the group. Insecure life style become a sensitive area to expose criminality among them as like stealing, robbing, snatching free sex, drug abuse, and murdering. Therefore their life is far from morality and spirituality value. Social environment has ignored their morality on themselves. From the discussion above, this research was done to analyze critically toward morality development of

homeless children before and after having been inserted moral value in Islamic Boarding House of Sadar Al-Badar Blimbing Malang. This research was done at home stay which has been running accompaniment program toward homeless children in Malang city. This home stay is designed as like Islamic boarding house, which teaches norm and moral value toward homeless children under its control. This research used qualitative approach and took 3 children as the subject. The data taken was collected through interview, observation, participatory and supported documents which is related to this research design. After doing this research, it can be concluded that homeless children as the research subject had immoral attitudes for example drunk, stealing, lying, and free sex among them. However, after having been inserted moral value and applied, their attitudes change to be more appreciating themselves, appreciating others, honest, and their social attitudes become sharper. The supporting factor toward their attitude change is the process of inserting which is done naturally. It was preceded by cognitive awareness process and continued by giving positive habitual actions to them.

keywords: cognitive awareness, homeless children, violence

ANALYSIS OF IPS MATERIAL IN INTEGRATED CURRICULUM TEXTBOOKS TEMATIK 2013 PRIMARY CLASS IV

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ABSTRACT

This study aims to assess the IPS material contained in the book of integrated thematic curriculum in 2013 the fourth grade of primary school. Selection of class IV due to the initial implementation of integrated thematic learning in 2013 in a high-class curriculum. This study used a qualitative approach with a especially method of discourse analysis and content analysis of data obtained through the analysis of texts and documentary study. Which is the object of this research is the book of integrated thematic curriculum fourth grade of primary school in 2013 and 2013. Study materials IPS material is organized from the teaching materials and simple close around the child to a more extensive and complex. Depth presentation of the material in the textbook IPS 2013 class IV thematic curriculum is associated with students' knowledge. The level of difficulty of the material adapted to the development of learners who are at the stage of "concrete-operational", giving the students in understanding the material.

Keywords: Learning Materials IPS, The depth of material IPS, Breadth of material IPS, Textbook, Curriculum 2013

THE EFFECT OF PROBLEM BASED LEARNING MODEL AND WORK MOTIVATION ON THE LEARNING OUTCOME IN ELECTRIC MOTOR INSTALLATION AT SMK NEGERI 7 SURABAYA

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ABSTRACT

The goals of this study are: (1) acquiring information about the difference of the results student learning are taught with use the on problem based learning model and students who are taught by using learning direct model to learning an electric motor installation in state vocational schools 7 surabaya; (2) obtaining information the difference of the results learn an electric motor installation between students who have work motivation high and students who have work motivation low in state vocational schools 7 surabaya; and (3) finding information on interaction between the use of learning model and work motivation of the results of learning electric motor installation in state vocational school 7 surabaya. Quasi experimental design, non equivalent control group design were used in this research. The population/goal in this research is all class XI of Electric Power Installation Engineering Department taught in the 2013 curriculum.

The results showed that: (1) The results study of students applying problem based learning model (cognitif range=81,74, and affective range=77,53, and psychomotor range=78,48); (2) The high motivated students (cognitif range=80,677, and affective range=77,167, and psychomotor range=80,319) is also significantly higher than those having low motivated ones (cognitif range=79,105, and affective range=76,536, and psychomotor range=78,369); and (3) there issignificant interrraction between the use of learning model and motivation to results study for student. Based on the study it is conclcluded that influence between learning model and motivation to cognitive range of students result study $F = 21,161$ (Sig. 0,000 < 0,05). The learning outcome to affective range of students result study $F = 8,802$ (Sig. 0,004 < 0,05,), and the learning outcome to psychomotor range of students result study $F = 9,106$ (Sig.0,004 < 0,05).

Keywords: problem based learning model, work motivation, and learning outcome.

DERADICALISM OF RELIGIOUS THROUGH HEBAT (HYPNOTHERAPY, E-LEARNING, GUIDANCE OF RELIGIOUS ACTUALIZATION AND INFORMATION TECHNOLOGY)

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ABSTRACT

Radicalism of religious is happen anywhere, including on campus. Its presence on campus is rarely recognized by the academic community, except a few who have a concern for radical movements. -intra Organizations as well as extra, followed by students into the growth of radicalism, especially radicalism of religious. Radicalism in college does not appear obviously in the form of student activities, but it is a latent form, so the potential is often lacking detected early. Radicalism behavior can be detected through the personality of students. Model HEBAT is an acronym of Hypnoteraphy, E-Learning, Guidance of religious Actualization and information technology). is a therapeutic model of religious radicalism through actualization. HEBAT models consist of games and hypnoteraphy used to detect the level of student radicalism and therapy provided through hypnoteraphy and value investment is done through e-learning. The test is given in the form of online games in smarthphone and google online, game scores obtained from students produced three personality categories, namely: (a) a student of nationalism, (b) students individualism, and (c) the student radicalism. Guidance for actualization forreligious integrate the student activities in the form of e-learning. Hypnoteraphy used to condition the mind to the detected radical students. Hypnoteraphy modify analytical functions logical mind is reduced so as to allow students into the unconscious state (sub-conscious /unconscious), so that students can accept the prevailing norms of religion and society.

Keywords : radicalism of religious, deradicalisme, Model HEBAT

HOPE AND OPTIMISM ON THE FUTURE OF ISLAM INDONESIAN: A PHENOMENOLOGICAL STUDY OF PESANTREN IN PANTURA

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ABSTRACT

This study aimed to understand the meaning perception of hope and optimism about the future of Islam in Indonesia. Hope and optimisme is different concept. Hope is the effort to achieve success required agency thinking and waypower. Optimisme is cognitive construct consisted of a general belief on the positive results, based on the reasonable expectations of a person to achieve success and belief in one's ability to achieve it. Every community need to both hope and optimism, in facing the changes in the social and religious life. The study used phenomenological research in pesantren Tarbiyatut Tholabah Kranji. Participant of study was student of pesantren (santri) as well as student of islamic higher education, STAIDRA. The student desirability as research subjects because they

would become community leaders. The collection of data obtained through observation, in dept interview and documentation. The research focused to hope and optimism of students as the successor of scholars on the future of Islam in Indonesia whether they still have an optimism for the future of Islam Indonesia better. Results of the study showed confidence about the future of Indonesian Islam is based on optimism. The strong optimism on the future of Islam Indonesia supported by a moderate Islamic views are always responsive to changes in society. Keywords: hope; optimism; Islam; Indonesia

DEVELOPING MINORITY RIGHT WITHIN A COMMUNITY DEVELOPMENT APPROACH IN BAWEAN ISLAND

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ABSTRACT

This article focuses on presenting an academic ambiguity of minority and majority theory within socio- religion studies. Semantically, academic term of minority and majority refer to numeric population within society. Majority word used to draw opinions, decisions, and systems of government that are powered by more than half the people involved and minority word refers to a group of people of the same race, culture, or religion who live in a place where most of the people around them numerically have different opinion, culture, or religion. Research finding says that shifting majority and minority paradigm within socio religion studies is an urgent state to review. In addition, this Research shows three main possibilities for strengthening religious minority group in tourism development. First is exposing local culture for positioning value in tourism. Second, involving the indigenous people as a real actor for development and, third, exposing local resources to support green tourism development.

Keywords: Minority studies; minority right, green tourism development

PRINCIPLE OF GOOD FAITH IN STANDARD CONTRACT

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ABSTRACT

The principle of good faith has a very important function in contract law. This principle must also be present in raw contract prepared by one of the parties and tend to be unilateral. Article 1338 paragraph (3) Burgerlijk Weetboek determines that the contract should be implemented in good faith. In the law of contract, good faith refers to obedience to reasonable commercial standards of fair dealing . In an effort to provide protection to the weaker party, the standard contract must not only be implemented in good faith, but also must be made in good faith. Good faith must exist before the standard contracts made in the law of contract, good faith refers to obedience to reasonable commercial standards of fair dealing. As a result of non-fulfillment principle of good faith in the manufacture of standard contracts can result in a contract can be canceled or null and void.

Keyword : Good Faith, Standard Contract

PUBLIC PARTICIPATION IN PREVENTING MONEY POLITICS IN LOCAL ELECTION 2017

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ABSTRACTS

The focus of this research is the political behavior of society with regard to the election of political money in order during the reform, in particular the local election in 2017. Mapping perception and behavior in relation to money politics will be the home base for determining the factors that influence the occurrence of money and politics develop strategies and actions people's behavior as a model for the conduct of elections. This study used a participatory action research approach (participatory action research) are defined as activities that are participatory research among community residents in a community / social broader scope of fostering transformative actions (changes in living conditions are better). Thus, Dubai does not stop at mere research activities, but continues to empower community members in a participatory manner to perform a number of actions for the improvement of their living conditions. While the findings in this study are (1) the modus operandi of the political money ket year is always increasing in quantity and quality; (2) the cause of the money politics initiated by the candidate to the office of the public to meet with the urgency of the needs of people daily; (3) efforts that can be done to minimize the practice of money politics is the politics of the moratorium provision money by political parties and candidates, as well as anti-political movement together all elements of the nation's money.

Keywords: money politics, elections, democracy

CONSTITUTIONALITY JUDICIAL REVIEW: GOVERNMENT REGULATION IN LIEU OF LAW ACT BY CONSTITUTIONAL COURT

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ABSTRACT

Government Regulation in Lieu of Law Act by Constitutional Court is authority Presiden for publishing without interference legislative because happenings crunch that forced that due to the interference of the State it self. Presiden as subjective rights course in practice there are some PERPPU deemed to have been detrimental to the constitutional rights of citizens. As a legal product that is not in favor of the interests of citizens or members of human rights protection it can certainly be tested. The question is who has the authority to test recall KonstitusJii Court (MK) as the judiciary. according to Article 24 C 1945 Constitution NRI one authority is judicial review on the Constitution. f so who has the authority to test PERPPU. Judging from his position PERPPU order sequence a par with the Act, the Constitutional Court was legally can also judicial review PERPPU

Keywords: Constitutional Court, judicial review, Regulation

**ACKNOWLEDGE TRADER POLICY OF SREET VENDOR GUIDANCE IN SURABAYA
(Study on the Surabaya City Regulation No. 17 of 2003)**

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ABSTRACT

Research "Acknowledge the policy guidance of street vendor in Surabaya, the study of the Surabaya government regulation no. 17 years 2003 produce conclusion that a) vendor street is the target Surabaya City Government has a unique character, one side gets coaching support from city officials, but on the other hand as the party against the policy of the government of Surabaya on various policies that touch the interests of street vendors, but in general character of Vendor street auxiliary forces have peace in trying to become a partner uaha Surabaya city Government, b) vendor street is target Surabaya city Government has increased his welfare both financially and socially, 2) the government of Surabaya has realization of guidance variety street vendor so as to create a state of the city Surabaya clean, orderly, beautiful and safe. This study dilakuakn against street vendors and Surabaya's city government use traditional qualitative research opens the possibility of a variety of materials obtain any information from all sources.

Keywords: Policy, Development, Development Realization

**PERFORMANCE ANALYSIS OF PROGRAM ACTIVITIES AND FINANCIAL DISTRICT
GOVERNMENT VILLAGE IN GIANYAR AS IMPLEMENTATION OF GOVERNMENT
REGULATION NO 47, 2015**

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ABSTRACT

In order to implement the Act No. 6 of 2014 which is implemented through Government Regulation No. 47 in 2015 on village administration. One form of implementation success is when the village was able to manage program activities and finances of the village well. Gianyar regency is one of regencies in Bali is one of the Desa Batuan became a pilot village in Indonesia in financial management and village fund program. This study was conducted to seek information and knowledge about how the government's performance in particular village in Gianyar regency in managing finances and its village fund program. The method used in this study is analytical and exploratory qualitative method by conducting a thorough analysis of the seven villages of the pilot villages, six villages that are considered good and bad in the management and financial reporting activities of the village. These research findings are as follows; Some villages are considered bad (Village Klusa, Petulu, and Kerta) because: First, not able to realize the program of work. Secondly, financial reporting does not follow the rules. Third, the village has problem category in villages like was having social conflicts, lack of human

resources excellence, environmental access to the city a bit far. While the village categorized as either (Tampak Siring Village, Desa Mas, Village Perliatan) in the program of activities and the financial statements of the village, due to sufficient human resources, the role head and village aktifberkomunikasi and were able to make improvements village. While the pilot villages (Desa Batuan) is a village that has a complete infrastructure, human resources and facilities are very adequate and the role of the village head and mutually supportive society.

Keywords: Performance Analysis, Program Activities, Financial, Village, Gianyar, Bali

SELF AND IDENTITY IN TANIZAKI'S NAOMI

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ABSTRACT

This paper studies the self identity in Tanizaki's Naomi through the main character Joji. As a library and qualitative research, this paper uses a novel as the data and the words in quotations as the source of data for this research. This paper uses social psychology view and expressive criticism of literature to study the object that is discussed. The conclusion is that Tanizaki is a writer who participates in the debate of challenge of western cultural invasion at the time the work of Naomi was produced in 1924, Joji, the main character that is studied is the portrayal of a man that is obsessed with the western way of life, but he disappoints because of his naïve view of the ideal ways of life.

STUDY ISLAMIC CONSUMPTION THEORY: REVIEW OF PUBLIC CONSUMPTION PATTERNS IN SURABAYA

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ABSTRACT

Surabaya that grows as a big city triggers behave consumptive society in order to fulfill the demands of life, especially in an effort to fulfilling living costs for everyday. Life in urban areas provide a variety of choice and convenience to the people according with the facilities and infrastructure available. Consequences are large expenses budget to get it. Thus the family living costs are also getting bigger. The perceived demands of life very hard for the family in the middle class and lower middle or commonly called "wong cilik". Phenomena of consumer spending patterns community in Surabaya has happened since a few years ago. Several previous studies proving their spending patterns consumptive society is mainly done by housewives who have an impact on the financial condition of the family. The pattern of economic adaptation families do in order to fulfill the necessities of life including a wife go works to supplement the family income, implementing a

frugal life, trying to determine priority needs, even implementing debt management "gali lubang tutup lubang". Some families were hang up his cost of subsidies from the parents/family/relatives because their income is not sufficient. Islamic consumption theory according Imam Al-Ghazali is the use of goods and services in order to fulfill the needs, obtained through work activities, and shall be based on ethics law in order to achieve the benefit to the afterlife, so avoid subsistence groups and became very weak. Components of necessity of human life that can not be avoided and is a basic requirement is essentially in the form of food needs, housing needs, and the needs of clothing (Imam al-Ghazali, 2014). The size of consumption Islamic directed not to miserly or dissipate. The consumption pattern is also included in the category qana'ah directed consumption just to make ends meet and not excessive, bearing in mind that the ultimate goal of which is to fulfill the consumption of current consumption (present consumption) in the world and for the future (future consumption) in worship. The greater the consumption the greater worship toward falah.

Keywords: Islamic consumption Theory, consumption patterns, consumption needs

EXISTENCE OF INDONESIAN ADVOCATE PROFESSION

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ABSTRACT

Hope to have legislation that specifically set while an umbrella in running materialize advocate profession, lawyers are more confident in addition to other law enforcement officials, such as judges, prosecutors and police, as well as respected as an equal partner in the law enforcement process. But the big question is how the existence of the profession of advocate Indonesia before and after the enLawment of Law No. 18 of the Advocate, as well as any constraints that occur in their implementation. The rule of law relating to the profession of advocate before the enLawment of Law No. 18 of the Advocate, scattered in various laws, such as Law No. 1 of 1946 on the Law of Criminal Code, Law No. 1 of 1950 on the Supreme Court, Emergency Law No. 1 of 1951 governing temporary measures to organize the unity of the pecking order and civil court events, and Herziene Indlandsch Reglement (HIR). Before the release of Law Number 18 Year 2003 concerning Advocates, advocate the use of the term in prLawice there has been no standard for the profession. In various provisions of the legislation of any inconsistency pr. For example Law No. 14 of 1970, as has been replaced by Law No. 35 of 1999, and was replaced again by Law No. 4 of 2004 as well as the latter is replaced by Law No. 48 of 2009, regarding the power of Justice, to use the term legal aid and lawyers. Birth of the Law of the Republic of Indonesia Number 18 of 2003 concerning Advocates (Law Advocate) is the expectation of a long delayed during the 58 years since the independence of the Republic of Indonesia, the laws governing the profession of advocate a free, independent and responsible for the implementation of a judicial honest, fair, and legal certainty for all seekers of justice in upholding the law, truth, justice, and human rights.

Keywords: Profession Advocates, Law, Advocate Organization

THE IMPACT OF TAX MANAGEMENT, EARNING MANAGEMENT ON FINANCIAL DISTRESS WITH MODERATING EFFECT OF FINANCIAL STRATEGY: EMPIRICAL STUDY FOR MANUFACTURING SECTOR IN INDONESIAN STOCK EXCHANGE

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ABSTRACT

This research studied the effect of variable tax management, income management variables based real activities and accrual-based earnings management variables of the financial distress of manufacturing sector companies on the Indonesia Stock Exchange. The study uses secondary data from the period 2006-2015 by selecting a sample of 14 companies from seven sub-sectors of manufacturing. This study uses multiple regression model and data processing through-Amos SPSS software version 23. The study found that variables accruals-based earnings management significantly influence financial distress manufacturing company in Indonesia Stock Exchange. While the variable tax management and accrual-based earnings management variables not significant effect on financial distress manufacturing company in Indonesia Stock Exchange. In this study also used variable leverage moderating variable, the variable capital expenditure and variable size, with the result that the variable size variable capital expenditure and significant influence or strengthen the position of financial distress of manufacturing companies in the Indonesia Stock Exchange.

Keyword: Financial distress, Earning management, Tax Management

THE IMPACT OF PARTICIPATION BUDGET ON PERFORMANCE IMPROVEMENT COOPERATIVE IN EAST JAVA

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ABSTRACT

The budget is a method of implementation of goals and objectives of the organization becomes operational. A budget is a tool of control, coordination, and communication budget as a tool to motivate the performance of the members of the organization. This research analyzes the impact of budget participation on the performance improvement of cooperatives in East Java. The research sample at 60 cooperatives in East Java, the unit of analysis is the chairman of the cooperative. The research method using linear regression. Participation budget was measured using a budget of manufacture Budget Plan Cooperative. Cooperative performance was measured using profitability. Results Participation budget has an impact on improving the performance of cooperatives. Budgets are made presented and ratified at a meeting of members, so members are motivated to improve cooperation by being active in the operations of the cooperative. The liveliness of the cooperative members have an impact on the increase of net income.

Keywords: Participation Budget, Improved Performance, Profitability, Business Profits

THE DEVELOPMENT OF ACCOUNTING MEDIA LEARNING WITH MINDJET MINDMANAGER 9 APPLICATION FOR TRADING COMPANY ACCOUNTING TRANSACTION IN POLYTECHNIC MADIUN

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ABSTRACT

This research aims to develop accounting learning media with Mindjet MindManager 9 application for polytechnic madiun with basic competence of the registration of the trading company accounting transactions and determine the feasibility of the media as a learning media which based on assessment of subject matter expert, media expert, accounting teacher and the opinion of the students. The research adapted from ADDIE development model which is a type of Research and Development (R&D) there are 5 stages include: 1) Analysis, 2) Design, 3) Development, 4) Implementation, 5) Evaluation. The Development stage, the media feasibility assessed by one materials expert, one media expert, one accounting teacher, 4 students for one to one trying out, 10 students for small group tryout, and 19 students for field tryout. Data collection used in this research is questionnaire. Method of data analysis used in this research were qualitative and quantitative descriptive. The result showed that the level of feasibility of accounting learning media with Mindjet MindManager 9 application as a learning media based on assessment: 1) Subject matter expert obtained an average score of 4.73 which is included in the category of Very Feasible, 2) Media expert obtained an average score of 4.10 are included in the category of Feasible, and 3) Accounting teacher obtained an average score of 4.07 which is included in the category of Feasible. The student response to the media at the time of one to one trying out, small group tryout, and field tyout showed Positive Response with percentage of $\geq 65\%$ in each indicator. The accounting learning media with Mindjet MindManager 9 application is Feasible for use as a learning media.

Keywords: Accounting Learning Media, Mindjet MindManager 9, Accounting Trading Company, ADDIE

RISK TAKING OF STOCK INVESTMENT IN RELATION WITH THE LOSS AVERSION ON BASED PERSPECTIVE BEHAVIOR FINANCE

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ABSTRACT

The purpose of this study to test how much risk taking investors in investing associated with loss aversion. Loss aversion as an independent variable in terms of the two sides of the gain domain and loss domain. Investors who are in Loss aversion at gain domain tend to have a lower risk taking than when in the loss domain. The tendency of investor behavior differences in two different domains is described in A Hypothetical value function (Kahneman and Tversky, 1979). To determine differences in behavioral loss aversion from two domain against risk taking are used ANOVA. Hypothesis test results using the alpha index indicates that investors was in the position of loss aversion in the gain domain has a risk-taking is lower than at the time in the position of loss aversion in the loss domain. The test results by using post hoc significance shows that loss aversion has a significant influence in the decision to invest in particular risk taking in stock.

Keywords: loss aversion, risk taking, investment, behavior finance

UNDERSTANDING PERSONAL MOTIVATION OF CONSUMER'S NON-DECEPTIVE TO BUYING OF LUXURY BRAND COUNTERFEIT PRODUCT IN SURABAYA, INDONESIA

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ABSTRACT

The objective of this study is to investigate of the interaction between factors of personal motivation and consumer knowledge toward buying intention of consumers non-deceptive. Design research used Experimental approach. The research object are luxury brand products counterfeit. Consumers non-deceptive has response of 160 questionnaires on the locations two mall are ITC and Royal in Surabaya city. The brand of Louis Viutton brand (handbags) and Rolex (watches) as stimulation to answer of the hypothesis. Methods analysis used are confirmatory factor and test MANCOVA. The study results are discussed within the context of motivation-opportunity-ability (MOA) theory. The study showed a positive interaction of personal motivations as influences factors to buying behavioural, with consumer knowledge as an moderator variabel. The result, has no significant difference both factors influence consumers intend to bought the Louis Viutton or Rolex brand products counterfeit. Implicit, that personal forces to consumers intending of Rolex counterfeit brand. Personal factors is an encourage consumers knowledge intending to buying a product Louis Viutton counterfeit brand as a reflection of self confident, enjoying, and adventures in value expression by them self .

Key Words: Personal Motivation, consumer's knowledge, Buying Intention, non-deceptive counterfeit

BUSINESS PROCESS RE-ENGINEERING CONCEPT IMPLEMENTATION FOR IMPROVING PROFIT

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ABSTRACT

National sugar production in the new millennium only reached 2.3 million tons per year, while the national sugar consumption reached 4.5 million tons per year. For that reason, so the government should encourage sugar mills to diversify the products immediately. In producing sugar also generates solid waste such as blothong. This study discusses about the implementation of the concept of Business Process Re-engineering (BPR). BPR concept is used to design the sugar mill business management in order to optimize its resources, so it is marketable. Under researcher observation, Lestari sugar mill, do not optimize in using of waste as second output of sugar production yet. Blothong waste utilization as briquette also help the government in developing new renewable energy that can be optimized. As known that, Lestari sugar mill has not been used blothong waste optimally and this research recommend for designing new business management, which reprocess blothong waste to be used as briquettes in order to increase profit. An outcome from the business management can increase profit as much as Rp 135.615.420.000,00 with the amount of total production cost as much as Rp 95.130.356.000,00 and having profit / gross loss from the business as much as Rp 40.485.064.000,00. The proposal of the design of the business management gained more profit as pointed Rp 156.797. 670.000,00 which is included briquettes blotong revenue. So, the total amount of new business management cost is Rp 95.718.455.000,00 and gaining profit/gross loss as much as Rp 61.079.115.000,00. That achievement was increase as much as 22% from the previous business management.

Keywords: Business Process Re-engineering, sugar mill, renewable energy, innovation, production, briquettes, waste blothong, profit.

ACCELERATION OF KNOWLEDGE MANAGEMENT DEVELOPMENT IN THE ERA OF ASEAN ECONOMIC COMMUNITY

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ABSTRACT

Acceleration of knowledge development in the era of the ASEAN economic community is the guidance that had been directed into a necessity and a reality. The presence of technology as a part of scientific knowledge required the entire knowledge to be quickly and easily accessed by the user without limited by time and distance. Knowledge management can contribute to the vitality and success of the organization. Efforts to measure intellectual capital and assess the effectiveness of knowledge management should help us understand the knowledge management. The acceleration effort on the development of knowledge

management expects to achieve improved efficiency of organization, reduce repeated actions, facilitate the decision-making process, establish learning culture in among member of organization that is finally able to achieve self-awareness to continuously develop skills and knowledge.

Keywords: knowledge development, effectiveness, continuously develop skills

THE INFLUENCE OF VERTICAL FISCAL IMBALANCE AND FUND DECENTRALIZATION ON CAPITAL EXPENDITURE PUBLIC SERVICE OF REGION AUTONOMOUS

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ABSTRACT

This research is conducted to examine the influence of vertical fiscal imbalance and fund decentralization variable on capital expenditure public service of region autonomous using explanatory research. The conclusion of this research is fiscal decentralization policy has made area autonomous increasingly dependent on decentralization fund of central government for expending of cost and capital expenditure public service. The Increasing of vertical fiscal imbalances coefficient proven that give the significantly positive influence on capital expenditure public service. This is show that the increasing of capacity ability fiscal region autonomous for expending of cost and also capital expenditure public service area autonomous. Fund desentralitation significantly positive influence on capital expenditure public service of the autonomous regions

Keywords: Fund Decentralitation, Vertical Fiscal Imbalance, Capital Expenditure Public Service

EFFECT OF SOCIAL CAPITAL AND PSYCHOLOGICAL OWNERSHIP ON EMPLOYEE ENGAGEMENT

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ABSTRACT

The condition of the current world economic growth is slowing making many companies work hard to maintain its business optimally. Various kinds of efforts, means, and methods have been used by companies to maintain their business. Revitalization of the company and other resources including Human Resources (HR) is a major concern of companies as a step to improve efficiency to get the performance or effectiveness and optimal human performance. Company as an organization that has a working group and individual employees with diverse backgrounds face very complex problems on a global perkonomian situation unstable at this time. Some large companies rationalize by reducing employees and close some of its business units in order to load the company to be light and optimum performance of their employees. Employees required to give their best talent, has a high motivation to work and make the maximum contribution to the

company. The purpose of this study to prove whether there is an influence of social capital and psychological ownership to employee engagement . The research object is PT. Penta Prima Printing as many as 125 people. Data were analyzed using SPSS version 21.0. The test results proved the hypothesis that social capital and psychological ownership effect on employee engagement.

Keywords: social capital, psychological ownership, employee engagement.

DID KOREA SERIOUSLY LIBERALIZE ITS MARKET ACCESS OF SERVICES IN AKFTA?

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ABSTRACT

This paper aims to measure and to compare the level of liberalization of services sector of Korea in WTO and AKFTA especially in Mode 3 (Commercial Presence). The method used to measure the level of liberalization is Hoekman index and t-test is used for testing out the significance of the increase of liberalization level from WTO to AKFTA. The results showed that Korea liberalized as many as 104 sub-sectors in WTO and upgrading to 147 sub-sectors in AKFTA. The level of liberalization of Korea is 0.53 (scale 1) in the WTO and increase to 0.76 in the AKFTA. Based on t-test results, the level of liberalization of Korea in AKFTA from WTO is significantly increasing at 5% level. This means that Korea was seriously liberalize its market access of services in AKFTA for Indonesia and other ASEAN countries. The level of liberalization of Korea in AKFTA could be the basis for Indonesia to the next bilateral trade negotiations with Korea.

Keywords: Level of Liberalization, Services Sector, Commercial Presence, AKFTA

ECONOSMART : ECONOMIC LITERACY ACCELERATION IN THE ERA ASEAN ECONOMIC COMMUNITY

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ABSTRACT

The world community change and shift more rapidly with the development of technology. Information and Communication Technology (ICT) as part of science and technology in general is all the technology related to retrieval, collection, processing, storage, distribution and presentation of information. The education must immediately clean up the technology curve. Student learning began to shift, from conventional turning to technology. Researchers continue with the creative effort and innovations brought econosmart learning through web-based economy (www.econosmart.com), android (PlayStore) and the appstore (econosmart v5). Economy should be accelerated learning in two languages to improve the quality of students in the context of the Asean Economic Community, which should be able to compete regionally.

Econosmart is the result of research and development studies, which try to improve the economic literacy of students and society more easy, unexpensive, and fun.

Keywords: Technology, Education, Econosmart.

ANTECEDENT VARIABLES TO THE VALUE OF COMPANIES IN BUMN LISTED ON BURSA EFEK INDONESIA

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ABSTRACT

This paper aims to determine the factors that affect the value of state-owned enterprises in Indonesia are on the interest for investors to invest his funds in addition to private companies. This article describes the phenomenon of the value of state-owned enterprises listed on the Indonesia Stock Exchange through previous research studies.

The value of the company to be very interesting if the management is given independently in managing companies and accounting firms can provide the appropriate opinion of management performance as well as companies can contribute in the form of corporate social responsibility and will enhance shareholder value.

Keywords: value of companies, micro fundamentals, macro fundamentals, corporate social responsibility disclosure, ownership structure, financial performance, the auditor's opinion

TAX AMNESTY AND REGIONAL ECONOMIC GROWTH

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ABSTRACT

Recent developments in various economic indicators in the area indicate the economic outlook in 2016 grew better than the economic growth in 2015, although slightly lower than previous forecasts. Economic recovery was mainly supported by the increase in the economic growth performance of Java and Sumatra. However, the improved economy is still not optimal absorption risks from budget in central government expenditure saving measures which include cutting the funds transferred to the regions. In addition, the still high uncertainty in the global economy impact on exports estimated area helped limit the overall performance of the regional economy. Seeing these developments, the overall economic growth in 2016 is estimated to be in the range of 4.9 to 5.3% (yoy), slightly lower than the

previous range, which is 5.0 to 5.4% (yoy). Java economic growth is forecasted to be supported by stronger household consumption accompanied by an increase in inter-regional trade performance. This is reflected in the consumer confidence index improved gradually since mid-year. In addition, the continued large-scale infrastructure development in various areas in Java Java helped push overall economic improvement. Economic recovery is the main export destination countries is also likely helped push overseas export performance followed by a performance of the processing industry.

Keywords: Tax Amnesty, Regional Economic, Infrastructure Development

POTENTIAL BUSINESS OPPORTUNITIES AMONG STUDENTS NAROTAMA

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ABSTRACT

Globalizing World today directly affects economic development in Indonesia. These economic developments also affect the chances of entrepreneurial students at the University Narotama. Interest in entrepreneurship students are also influenced by the activities of several professors as a practitioner than as educators. With experience as a practitioner lecturer made some lecturers pass on the ability of the students to entrepreneurship. The method used is a survey of new students in 2016 at the University Narotama. The results obtained from this study is 49% derived SMA and 51% comes from private high school. 117 students want to do the work in the room and 78 students want to do work outside the room. 111 students happy with the practitioner's explanation - theory faculty, 70 students happy explanation practitioner faculty and 13 students happy explanation theory. 7% of the students love to work as an entrepreneur, 22% of the students love to work as civil servants and 71% of the students love to work as a clerk at once entrepreneurship. Trendiest marketing model today is through online marketing. The hope students can realize the potential and opportunities for entrepreneurs to gain knowledge in Narotama.

Keywords: potential, opportunity, entrepreneur, student

CONSTRUCTION AND ECONOMIC GROWTH IN INDONESIA IN THE FACE OF ASEAN ECONOMIC COMMUNITY

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ABSTRACT

Indonesia is also facing increasingly economic competition, especially in the face of such free-market in Southeast Asia (MEA) at the end of 2015. New problems that will be faced by Indonesia in the future is the entry of goods and commodities similar import with local products which will threaten the domestic industry. The hope of domestic industries to produce goods of quality and can meet domestic needs as well as being a superior product that can compete with foreign products, and can be exported abroad. Governments and businesses must be able to anticipate the implementation of MEAs because later it will create the unity of the market and production base that will make the flow of goods, investment, and labor freely from one country to another country in Southeast Asia. Activity in the construction sector is the driving force of economic development. Provision of infrastructure can activate the other economic sectors. However, investment in the construction sector has not shown any significant increase. Works construction sector depends on the realization of the physical workings of the projects are completed within a period of one quarter. Index construction value of the first quarter 2015 amounted to 177.85 and 199.20 in 2016.

Keywords: Economic Competition, Construction, Infrastructure

DEVELOPMENT CAMPUS APARTMENT for SUSTAINABLE FINANCIAL SUPPORT OF HIGHER EDUCATION

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ABSTRACT

The development of the campus is a demand that can not be avoided and abandoned in the global era, so that the necessary innovation and diversification of products to find new sources of revenue in addition to the cost of education of students. One strategy that can be done is to optimize the portion of the campus land. Campus apartment is intended to provide students with integrated residential campus complex. Campus apartment development on a vast area 3000 m² with a building height of 100 m, KDB 50% and a building area of 29,000 m² outbreaks 11.452. Spacious apartments consist of 23 056 m², spacious fasum 238 m², 1545 m² office area, retail area of 90 m². 714 apartment units with future planning and permitting two years, the construction period of 2 years. Apartment sales revenue of Rp. 246 M, 59% of construction costs, marketing costs 5%, the cost of licensing and planning 6%, operating expenses 5% and a margin of 25% to Rp. 62,5M. Campus Apartment alternative development is by university/Foundations, Investor Cooperation, cooperation contractors and construction bank loans. In this scheme it is expected that the university is not only a sustainable financial awaiting payment from the students but the university has a new source of funding is from apartment sales, profit management of apartments and retail units in area apartments. Additionally, it will create a new segment which

means the student housing outside the city / island, international students are integrated with campus facilities materialized Smart and Compact.
Keywords: Campus Apartement, Smart and Compact, Integrated Residential Campus

INCREASING PRICES, SUPPLY AND DEMAND FOR COMMERCIAL PROPERTIES AS A STRATEGY TO SUPPORT THE IMPLEMENTATION OF TAX AMNESTY

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ABSTRACT:

Commercial property prices still grew 0.89% (yoy) with the highest price growth came from the hospitality segment (23.17%, yoy) and convention hall (11.07%, yoy), while the lowest price growth occurred in the apartment segment (0.42%, yoy) as a strategy to increase the level of tenant sales and occupancy rates. Price growth slowed in all regions of Indonesia, with the lowest price growth in the region Jabodebek (0.43%, yoy), due to sluggish demand. Despite the slowdown of growth in property prices, but some areas have increased the supply of property, Medan region experienced higher growth than the previous quarter (0.09% to 0.16%, qtq), the supply of commercial properties in Jabodebek also grew (0.32%, qtq) especially hotels (3.49%, qtq), offices (2.69%, qtq) and convention hall (1.87%, qtq), in Banten also increased (0.33%, qtq), especially the apartment segment sales (3.21%, qtq). In annual terms the growth of supply of property occurred in the apartment segment (18.47%, yoy), in particular the sale of apartments (strata), hotels (7.93%, yoy) and office (6.07%, yoy). On request of the property, there is increased demand Surabaya highest (4.34%, yoy) in the office segment (20.03%, yoy), particularly the sales office and apartment segment (10.46%, yoy), in particular the sale of apartments. Keywords: Commercial Property, Price Growth, Supply Growth

DEVELOPMENT OF INVESTMENT LIBERALISATION OF ASEAN FRAMEWORK AGREEMENT ON SERVICES (AFAS) PACKAGE 1-8 AND ENTRY TO FOREIGN DIRECT INVESTMENT (FDI) ASEAN ORIGIN IN INDONESIA AIR TRANSPORTATION SERVICES

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ABSTRACT

This paper aims to explain how about the level of commitment of Indonesia in air transport services in cooperation AFAS Package 1- 8 and the development of investment in this sector since the signing of the cooperation AFAS Package 1 - 8. To map the position of Indonesia in the sector of air transport services in cooperation AFAS the method used were indexation and Hoekman index. To measure competitiveness using Data Envelopment Analysis (DEA) to measure the economic impact analysis of input-output model of regional ASEAN. Based on the analysis of AFAS 1-8 shows that the air transport services sector until now has not been opened. Domestic liberalization conditions under Regulation Updates (DNI 2016) FEP allowed on air transport services between 49 percent to 67 percent. One of the sub-sectors that have been opened with the majority shareholding for foreigners (67 per cent) is supporting air transport services subsector. When seen through the analysis of the competitiveness of efficient transport services based on the value of the Indonesia Air Transport efficient only remaining other services are still very much value for efficient.

Keywords: Services, AFAS, Efficient

COGNITIVE AND PSYCHOLOGICAL BIAS ON THE INVESTMENT DECISION MAKING BEHAVIOR

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ABSTRACT

The purposes of this research were to understand and analyze the behavior of the psychological bias experienced by investors in making investment decisions. Psychological bias experienced by investors led to wrong decision making and fatal losses. This research used qualitative interpretive phenomenology method to understand the phenomenon of decision making based on the perspective of investors. The result showed that: (1) The phenomenon of cognitive bias and psychological bias behavior occur in nearly all informants, (2) Bias expected emotion behavior includes: overconfidence, representativeness bias, loss aversion, cognitive dissonance, availability bias, and self attribution bias, (3) Bias immediate emotion-integral behavior includes: rumors, the influence of friends, drastic changes in the market, political situation, macro economy, foreign investors, and brokers. (4) Bias immediate emotion-incident behavior includes: body condition, work routine, factor in social, family, grief, lunar phase, weather, (5) experience, knowledge of the capital markets and the management of good emotions determine the level of psychological stability and reduce bias behavior.

Keywords : Cognitive bias, Psychological bias, Decision Making Behavior, Qualitative

BUSINESS INTEGRATION OF MARITIME AND TOURISM SUPPORTING REGIONAL ECONOMIC IMPROVEMENT FOR EASTERN INDONESIA

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ABSTRACT

Maritime economic growth and increasing of tourism economic supported “Tol Laut” program. Data BPS (2016) states the number of foreign tourists visiting Indonesia during January-April 2016 reached 3.52 million visits, up 7.51 percent compared with the number of foreign tourists in the same period in 2015, which totalled 3.27 million visits. Additionally related maritime economy, the data agency said freight shipping in April 2016 the country reached 20.8 million tons, up 1.98 percent compared to the previous month and rose 16.50 percent compared to the same month in 2015. Economic growth in Indonesia east must be used optimally by the Government to develop a model of economic integration and Maritime Tourism

Keywords: Maritime, tourism, economic

BLUE OCEAN STRATEGY IN CREATING A MARKET SPACE IN THE ERA OF MEA

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ABSTRACT

Ocean Blue is part of the business world, in the present and from past. However, strategic thinking has been more focused on strategy-based red ocean of competition is very tight. If described in this way, staregi is how the fight against the enemy, and fought over a piece of land is limited and numbered anyway. The rapid advancement of technology in business blueprint strategy in Indonesia, substantially increasing the productivity of the industry and allow suppliers from outside ASEAN to produce a variety of products and services that are unprecedented. Consequently, there commoditization of products and services is growing rapidly, the price war is getting hotter, and the price margins shrinking. All this indicates that the business environment has been the growth of most of the fertile land management approaches and strategies of the 20th century had become a barren land. When it became bloody red oceans, management needs to be more attentive to the blue ocean rather than things that are unusual by the manager to the current generation. The initial step of this study is to define the basic unit of analysis for our research. It aims to understand the root of the high performance of a company. The results of this study is to reconstruct market boundaries of competition and create blue oceans superior. So later, managers can identify of many possible business blue ocean opportunities that exist that can be used as guidelines in the strategy blueprint preformance create space market in MEA era.

Keywords : Blue Ocean Strategy, Market Space, MEA, Red Ocean

INCREASING PRODUCTIVITY AND VARIOUS CHIPS MARKETING SYSTEM IN ORDER TO BENEFIT FROM A FREE MARKET ECONOMY SOCIETY ASEAN

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ABSTRACT

Small and Medium Enterprises (SMEs) have role ain the growth and resilience of the national economy. Since the implementation of the Asean Economic Community (AEC), The role of SMEs in the implementation of MEAs increasingly important in sustaining national economic driver, especially as an export commodity marketing and creators of new jobs. One of the SMEs in the District Ward, Mojokerto are SMEs Manufacturer's chips. SME Survey based manufacturer of chips there is various obstacles, among others: chips are still low productivity and accessibility of the market is still very limited. The solution of the problems of SME Manufacturer's chips is: (1) create and use Appropriate Technology (TTG) is the engine oil drainer; Parer raw material chips; chopper machine raw material chips; (2) the development of market access through the exhibition of products of

SMEs and trade cooperation with the Center Shop-by. On the implementation of the research obtained the following results: (1) the utilization of the machine skinner raw material chips can increase the production capacity in the shelling of raw material chips amounted to 366%, (2) the utilization of machines drainer oil can improve productivity draining oil on average by 250% (3) utilization of raw material chips chopper machine can increase the average productivity of chopped raw material chips at 340%; and (4) sales through product exhibitions and trade cooperation can add increased revenues amounting to 60.34% of SME.

Keywords: Productivity, Marketing, Chips

GREEN CONSUMERISM : AN ECO-FRIENDLY BEHAVIOUR FORM THROUGH THE GREEN PRODUCT CONSUMPTION AND GREEN MARKETING

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ABSTRACT

This research is referred to analyse the influence of consumer attitude of green product towards purchase intention. The consumer attitude of green product is a psychological tendencies that is expressed by evaluating a certain entity with some advantage or disadvantage considerations. The problem of this research is the low of consumer awareness to consume green product, because the lack to comprehend the importance of green product usage for health and eco-friendly. The purpose of this research is to test the influence of consumer attitude of green products towards purchase intention. Hypothesis testing using Partial Least Square (PLS). The result of analysis show that there is influence among consumer attitude of green product towards consumer purchase intention significantly.

Keywords : Consumer Attitude, Green Product, Buying Interest, Green Marketing

ENHANCING THE ENTREPRENEURIAL SPIRIT OF FARMER GROUPS BY UTILIZING WASTE CASHEW FRUIT

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ABSTRACT

Dasuk County in Sumenep Regency is a biggest cashew apple producer, but still the welfare is under the whole region's average. All that farmers know is just farming, harvesting and selling the cashew nuts as fast as they can and get the money to support their living. But what they did not know that the fruit's body is also valuable. With their geographical condition that far away from the touch of technology, it was hard to enhance their level of education. The team has a purpose to increase society welfare through enhancing of local farmers entrepreneurial spirit with knowledge sharing and technology transfer in forms of training and mentoring approach. The subjects include entrepreneurial motivation, skills

training, introducing new technologies and online marketing training. The team also help to establish farmer networks in the region.

Keywords: Training, assistance, technology, entrepreneurship

COMPETITIVE DYNAMICS IN SMALL BUSINESS: THE ANALYSIS OF COMPETITIVE PERCEPTION AMONG DEAF SMALL BUSINESS OWNER IN SURABAYA

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ABSTRACT

The purpose of this study is to explore the process of improving the competitive dynamics in the market by deaf small business owner. The background of this study is the lack of competitiveness of business running by the deaf owner especially those who still in the startup level. It takes a concerted effort to improve its competitive strength in developing their business. This study uses the information processing approach to examine three activities, scanning the competitive environment, the interpretation of competitive actions, and reactions based on that assessment. This research uses qualitative method with fenomenological approach, where researchers try to explain or reveal the meaning of a concept or phenomenon of experience based on the awareness that occurs in deaf business owner's mind. In this study, researchers collect, summarize and interpret the data obtained, which then reprocessed in order to obtain a clear picture, directed and thorough of the problem which is the object of research. Phenomenological approach is used to analyze the original data collected from interview questions and dialogue with the informant. Structural interpretation of the experience described by researchers in the description of the participants.

Keywords: competitive dynamics, competitive perception, small business, deaf.

DESIGN OF LOMBOK TENGAH TOURISM MARKETING INFORMATION SYSTEM WEBSITE

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ABSTRACT

The improvement and design of tourism marketing information system website of Lombok Tengah Regency is an attempt to develop a site that contains the tourism information and the news related to tourism in Lombok Tengah Regency. This tourism marketing information system website is the centre of tourism marketing information system. This study is a descriptive study. The method used in gathering data is library research method and interview. From the efforts of developing and designing of tourism marketing information system website of Lombok Tengah information, the researcher can develop user generated content site that makes all of Lombok Tengah tourism stakeholders can be connected into the main sites.

Keywords: Information Systems, Tourism marketing, Lombok Tengah

DEVELOPING DIGITALPRENEURSHIP BASED ON LOCAL WISDOM TO IMPROVE INDONESIA MICRO SMALL MEDIUM ENTERPRISES COMPETITIVENESS FACING ASEAN ECONOMIC COMMUNITY (AEC)

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ABSTRACT

Mobile technologies and hyper-connectivity have made easier for companies with focus on e-commerce to maximize consumers target when their searching for a specific product by using their online habits. Traditional advertising often used by traditional retailers lack this ability. In Indonesia many traditional retailers and micro small medium enterprises (SME's) are use its advertising. This research purpose is defining combination between digital era and entrepreneurship in order to improve SME's competitiveness facing Asean Economic Community (AEC) based on local wisdom. Research methodology is qualitative with rationalistic approach. To achieve purpose of this study a review of literature was conducted through, prior research review, library research, offline and online mass media. Research result showed rising online sales with implementing digitalpreneurship will help SME's and expand their base of customer globally, but they can also give negative impact on bottom lines of offline stores, significantly impacting on profits, commercial of property prices, and employment opportunities.

Keywords: Digitalperenurship, SME's

STRATEGY DEVELOPMENT CREATIVE INDUSTRY CENTERS FOOTWEAR OF WEDORO

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ABSTRACT

Small and Medium Enterprises (SMEs) have an important role and strategic for economic growth. Because, at the time of the economic crisis in Indonesia, SMEs are the economic sectors which have the most excellent durability. Wedoro Village, District Waru, famous for the creative industry centers footwear, especially slippers and shoes. A wide variety of slippers and shoes with different types available. Stores, outlets, to home industry, spread across Wedoro. Wedoro region has been known as one of the predecessors of creative industries in the field of fashion, especially in the field of footwear. Currently the industrial centers of creative footwear is experiencing a decline in sales compared with its heyday in 2001-2006 years ago. This research aims to design a strategy of development of the creative industry center Wedoro footwear. The method used is the SWOT analysis and Grand Strategy. The results of this study indicate that the cause of the

decline in sales is a flood of Chinese products, rising raw material prices, and the lack of innovation in product design. Hence the need for guidance from the government in developing innovation in product design and innovation in marketing. Hence the existence of a creative industry center Wedoro can grow and create jobs for local residents as well as increasing revenue Sidoarjo.

Keywords: Strategy, Industry Centers, Footwear, Wedoro

ANALYSIS OF EFFICIENCY IN AGRIBUSINESS BROILER IN THE DISTRICT IN ORDER LAMONGAN ENTERING THE MARKET ASEAN

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ABSTRACT

The purpose of this research is (1) Analyzing the level of efficiency of use of production factors partnerships broilers in Lamongan. (2) Analyzing the level of competitive and comparative advantage broiler partnership in Lamongan in order to enter the ASEAN free market. Location research done purposively in Lamongan Lamongan district with primary considerations prospects have the largest number of poultry population in East Java. The results showed the performance of agribusiness broiler industry in Lamongan efficient and profitable and able to expand it is seen from the private profits are positive, overall the business has a comparative advantage and competitive advantage, based DRCR <1 and PCR <1.

Keywords: efficient, comparative, competitive

THE EFFECT OF TOURIST ATTRACTION, PROMOTION AND IMAGE OF THE DECISION OF TOURISTS VISITED ON THE BEACH BOOM BANYUWANGI

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ABSTRACT

This study aimed to analyze the decisions of tourists visiting the Turkish Boom Banyuwangi where strategically located and easy to reach because it is located in the town of Banyuwangi. Very need to be examined from a variety of influences decisions on the beach Boom tourists visiting Banyuwangi, among others owned tourist attraction, promotion is done and the Image of known travelers. Decision been very interesting study as the basis for policy making for local governments as well as the particular Banyuwangi in East Java in general to the development of beach tourism in the future. The appeal will Banyuwangi eksostisme Boom Beach sunrise, culinary tourism, arts and culture infatuated sewu and has black sand that can cure various diseases. Turkish Boom Banyuwangi will be declared in 2017 as

a development Marina Boom Banyuwangi to connect with the Bena beach in Bali and Labuhan Bajo in East Nusa Tenggara, the condition is expected to coast Boom Banyuwangi fore as a tourist attraction can suck the tourists both domestic and foreigners to enjoy the fascination held and enhances competitiveness. Promotion by local governments have not been able to suck up rating in line with expectations despite a boom beach image Banyuwangi already known by domestic tourists and foreign tourists. The application of good management systems is expected to increase as the Banyuwangi Boom coast coastal tourist appeal and competitiveness in line with the increase in the number of tourist visits.

Keywords: Tourist Attraction, Promotion, Image, Competitiveness

INCREASING PRODUCTIVITY AND MARKETING SYSTEM OF MILKFISH PROCESSED PRODUCTS AS ONE OF LEADING PRODUCT IN JAVA ECONOMIC CORRIDOR

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ABSTRACT

This research was conducted, is based on the weaknesses in the small and medium enterprises (UKM) in general, which include: (1) the means of production are still conventional; (2) the low skills of the human resources (HR); (3) lack of knowledge about the product diversification; (4) lack of knowledge about higinies; (5) packaging model that has not been good; (6) the packaging process is still manual; (7) lack of ability to establish trade cooperation; and (8) are still traditional marketing model. Research conducted in the village of Kalanganyar, Sedati subdistrict, Sidoarjo regency is, in general aim to optimize the product processed milkfish (whitefish) in Indonesia as one of the featured products, either in Java Economic Corridor, and nationally. More specifically, this research is directed to: (1) an increase in the productivity of whitefish processed through engineering and utilization of Appropriate Technology; and (2) an increase in the expansion of market access through the exhibition of products of UKM, and trade cooperation. The results showed that: (1) the use of whitefish scales cutter machine (MPSB) were able to increase the productivity of UKM by 317 %; (2) the fumigation whitefish machine (MPB) were able to increase productivity by 245%; (3) raw material mixing machine brains of whitefish (MPAOB), were able to increase production capacity by 395 %; (4) with the use of processing machines whitefish, productivity and quality of processed whitefish can be improved, stability and supply products to customers more secure, the unit cost of production becomes cheaper thus increasing the competitiveness of the product; (5) sales through product exhibitions take effect by 72.5% of the increase in operating revenues of UKM; and (6) the average number of sales of processed whitefish continues to rise, from May to the month of September 2016, either through its own sales, through the exhibition of products of UKM, as well as through trade cooperation.

Keywords: Productivity processed whitefish, Appropriate Technology, and Marketing System

INDICATORS THAT INFLUENCE PERSONAL MANAGEMENT OF SMALL MEDIUM ENTERPRISES BASED ON TRIPLE HELIX METHOD

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ABSTRACT

Small and medium enterprises (SMEs) have been growing rapidly, so that its requires a good of management for considering the crucial role of SMEs for Indonesian economy. The research aims to notify the university, government and private sector by using triple helix method. Personal management program aim to improve the capability small business to be more responsible and independent through financial support, training for human resources so that they can be more professional and skillfully. These a will support marketing and business sustainability in the future. The method mostly used in this research is triple helix. Triple helix is one solution of the constraints faced by businessman and create mutual collaboration amount university, government and private sector or industry. The research has five indicators, these are business management, rules and policy, information technology and communication, human resources development and wider networking. The result of research is significant indicators that influence of personal management of SMEs are business management has significant influence with human resources management with 5,439 critical ratio value and 0,000 proportion value, and business management has significant influence on rule and policies with 5,078 critical ratio value and 0,000 proportion value.

Keywords: Small Medium Enterprises, Personal Management, Triple Helix

THE EMPOWERMENT MODELS DEVELOPMENT OF UNEMPLOYED WOMEN THROUGH THE EMPOWERMENT AND FAMILY PROSPERTY MOVEMENT

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ABSTRACT

The empowerment and Family prosperty and hereinafter referred to as PKK is a movement that grow from below by women as a mover and dinamisator to build, nurture, and form a family in order to realize the welfare of the family as a unit of the smallest group in people. Importance of the role of women and the PKK in improving the welfare of the family, the purpose of this research is to develop model of empowerment of women is not working to develop the entrepreneurial potential

of women to the PKK as a container. The objective of this study is the PKK in the Perumahan Pondok Permata Suci Gresik. The empowerment of women is motivated by the potential for entrepreneurship are owned by women and the high cost of living in the town of Gresik, which requires mothers to help her husband in the family economy. The lack of women's empowerment program does not work cause of this potential is less developed, so that the results of these efforts insufficient. Women's empowerment model framework does not work prepared using a qualitative approach using conclusive Research to obtain important and accurate information to evaluate the problem solving that is being studied by dept interviews and analyzed using content analiys method that is composed of a skeleton model of empowerment of women not working in the perumahan Pondok Permata Suci Gresik. The conclusion of this research is in Pondok Permata Suci RT04 / RW 12 has a very large potential for empowerment but not yet empowered with the optimal require special empowerment model

Keywords: The empowerment and Family prosperty, empowerment of women, family welfare

OPTIMIZATION EMPOWERMENT OF COMMUNITY AREA WISATA ANYAR MANGROVE SURABAYA

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ABSTRACT

The rapid development in Surabaya making the residents feel as if the city is not convinced that there is still a metropolitan nature, in the form of the use or conservation of mangrove forests. However, all was finally answered from Surabaya City Government opened Ecotourism Mangrove Gunung Anyar Surabaya in the East Coast region (Pamurbaya) located in RW VII Districts Gunung Anyar. Pamurbaya area itself is located on the edge of the Madura Strait is narrow breadth relative. It's just very unfortunate, the crowds of visitors who come less offset by empowering communities that exist around the Ecotourism Mangrove Gunung Anyar. Therefore, research is important so that existing community empowerment around Mangrove Gunung Anyar Travel can be optimized. This study used qualitative methods. This method is used in order to study the problems can be more in-depth and comprehensive. According to the qualitative methods now in analyzing the data will be used skeleton model of economic development is a community-based economic development strategy which states that the people themselves have the right to promote the vision of economic development and growth in accordance with the specific culture, life is rooted in natural resources conditions and limitations ecology. From the results of this study are expected to optimize the use of Ecotourism Mangrove Gunung Anyar to Improve the welfare of the community and to improve the quality of the results of the use of Mangrove Gunung Anyar travel mainly local residents

Keywords: ecotourism, mangrove, empowering communities.

IMPROVING SERVICE OF QUALITY USING QFD

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ABSTRACT

UD. AdiTeknik is one of the workshops in Sidoarjo engaged in repair services industry tools. In running the business today, less developed workshop. This is evident from the number of machines that the utility is very low due to the lack of the number of service users the workshop. One of the things that affect the number of customers is customer satisfaction. After listening to complaints from several consumers, aware that consumers are less satisfied with the quality of services Aditeknik workshop. For that, we need to do research on customer satisfaction on the quality of services rendered. One method that can be used to help companies to improve the quality according to customer wishes is a method of Quality Function Deployment (QFD). From this research, there are twelve attributes of the desires and needs of consumers on the quality of service workshop Aditeknik that the quality of repair, cleanliness and neatness of the workshop, complete facilities of customer, employee performance, repair results in accordance with demand, timeliness of completion, the ability to analyze problems, clarity fees and the completion time, warranty repair results, employee friendliness, ease of contacting a workshop, and a willingness to give input on the matter. Attributes are used in the preparation of HOQ are attributes that do not meet consumer expectations. These attributes are the completeness of customer facilities, the quality of the repair, repair results conformity with the request, timeliness of completion, and clarity of the cost and time of completion. Having arranged the order of priority obtained HOQ technical response that specialization of work, improved administration, rechecking repair results, structuring the work environment and increase customer facilities.

Keywords: Service, Quality Funtion Deployment, Aditeknik

STRATEGIC MARKETING OF VIDEO ON FACEBOOK: IMPACTING PROMOTION OF MALANG STRUDEL

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ABSTRACT

Tourism industry represents the industry owning high complexity because representing some service products covering accessibilities and facilities of the tourism destination and tourist attraction which must be sold to the tourist. The effort to sell the product is so called with tourism marketing. Because the product yielded by the tourism industry in the form of service hence it owns different characteristics so that they have implication to marketing strategy. The fanpage-facebook one of the social media tools to reach new customer and to make an

engagement for a loyal customer. Many social media users in Indonesia using Facebook as media for sharing their activity during traveling and promotion. They posting their video to show off how they enjoy the tourism leisure. This research describes the marketing strategic of Malang tourism object video publication on Facebook of Malang Strudel in relations with the promotion of their local food product. The result of this research indicated Video on Facebook became the effective promotion of Malang Strudel products. Content Analysis became the method for this research. Comment of the video and decision to buy of Malang Strudel products will be analysis using linear regression. Some suggestions related to this researcher are: doing online marketing marketing. It shall be started with the market segmentation. After the transaction finished, it must be required to maintain the relationship. The relationship represents the aftersale service which aims to remain the tourist nostalgia in order to make them revisiting the tourist destination and buy the local product.

Keywords: strategic marketing, tourism product, promotion, tourism

THE IMPACT OF ENTREPRENEURSHIP CAPACITY BUILDING BASED ON PARTICIPATORY ACTION LEARNING SYSTEM

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ABSTRACT

Universitas Muhammadiyah Sidoarjo (UMSIDA) is one of the largest private universities in Sidoarjo. To realize the quality of graduates are of high quality and meet the challenges of work and be able to open up business opportunities, therefore some courses through the curriculum includes subjects of entrepreneurship and business feasibility analysis. Based on data there are many graduates choose to work as employees at a factory which contained around Sidoarjo and become civil servants. The purposes of entrepreneurship capacity building in UMSIDA is for the formation of new independent entrepreneurs tenacious, resilient, creative and able to provide innovation into market demand. The method of this program is participatory action learning system (PALS). PALS is a method of student engagement in the learning process of active participants in the program entrepreneurship (entrepreneurship) is scientifically with all approaches so as to form a system of participatory learning interactions, both personal and communal. Implementation of this program are training and discussion. The results of the program is an increase in the program's impact is for the tenant by measuring the ability of tenants to understand some of the variables into the training materials before and after the program is increased by 52.094% of before the program at 34.690 value and after the program at 86.785 value. With the entrepreneurship capacity building program is able to improve the understanding and the quality of tenants in improving product quality and the quality of scientific effort needed to conduct business.

Keywords: PALS method, tenant, entrepreneurship capacity building.

REVIEW OF THE IMPLEMENTATION OF UNDERSTANDING THE ACTORS SMES FINANCIAL ACCOUNTING STANDARDS ENTITIES WITHOUT PUBLIC ACCOUNTABILITY (FASE WPA) IN THE PROCESS OF PREPARATION OF FINANCIAL STATEMENTS (CASE STUDY ON SMES PERFORMERS DISTRICT OF BATAM CITY)

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ABSTRACT

This research aims to determine the level of understanding of the performers of Micro, Small and Medium Enterprises (MSMEs) in the implementation of FASE WPA in the process of preparation of financial statements by conducting a case study on MSMEs in the district of Batam City. This research uses descriptive qualitative research. Sampling technique used is purposive sampling. Data collection techniques used is literature study, questionnaires, observation, interviews and documentation. Data analysis technique used is descriptive statistics. The results showed that the level of understanding of MSMEs in the district of Batam City in applying FASE WPA is still low because as much as 76.15% performers of MSMEs do not understand about the application of FASE WPA . The financial statements were prepared by the MSMEs are not in accordance with FASE WPA , it is because of the internal reasons as 23.85% performers of MSMEs have the notion (mindset) that the financial statements according to the standard it is complicated and has not been required, 13.76% performers of MSMEs educational background in addition to accounting that did not understand accounting, 5.50% performers of MSMEs still lack knowledge of science and technology development, with 3.68% performers of MSMEs do not have a professional accounting employees, and external reasons that consists of 29.36% lack of socialization of the authorities deliver FASE WPA .

Keywords: Level of understanding of performers of MSMEs, FASE WPA

THE ORGANIZATIONAL CHANGES BY META-ANALYSIS OF IDENTIFICATION EMPLOYEE EMPOWERMENT

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ABSTRACT

Generally employee empowerment is the most important aspect toward successfulness during organizational change process. Qualitative method implemented in this study uses meta-analysis approach. The aim of this study is to find out the components of employee empowerment.

Key words: Components of Employee Empowerment, Organizational Change

DEVELOPMENT OF TRADITIONAL MARKET BASED ON CONSUMER BEHAVIOR IN SURABAYA

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ABSTRACT

This study aimed to analyze the factors that made the difference consideration of consumers shopping at traditional markets and modern markets. The objectives will be reviewed on the perception of traders and consumers of traditional markets, as well as consumer perceptions of the modern market. Data analysis techniques used to achieve the goal of the research is the statistical analysis by factor analysis and discriminant analysis samples were taken using nonprobability sampling with accidental sampling where traditional market traders and consumers as well as the modern consumer market in five areas of the city of Surabaya. The results showed differences in perception between merchants and consumers in traditional markets, meaning that traditional market traders do not fully understand the needs of consumers. Consumers tend to shop at traditional markets because the price can be negotiable and cheap, served straight, shop daily necessities, while the consumer to decide to shop in modern market, due to the facility of payment, find entertainment, shuttle service, intimacy, close location, fresh goods, net odorless, air ac, quality, arrangement of goods, discount, prestige. It is strongly advised to harmonize between traders and consumers of traditional markets, need counseling for traditional market traders disurabaya by departments market. The development of traditional markets in Surabaya need to be comprehensively developed markets means to repair the building market in accordance with the wishes of consumers, so will remove market traditional seedy image, messy, dark, smelly and so on, into the prestige market, cozy, neat, bright, safe and enjoyable. Keywords: Traditional Market; Modern Market; and Consumer Behavior

INVESTMENT CENTER OF SMEs MIX-USED TO SUPPORT SIDOARJO GOVERNMENT REVENUE

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ABSTRACT

Sidoarjo District Government (2014) states the total number of Micro, Small and Medium Enterprises (SMEs) in Sidoarjo, reaching 171 264 business units. The details, micro-enterprises 154 891 units, 154 units of small and medium businesses, and large enterprises to 16,000 units. This will certainly attract many investors to pour funds to build Center of SMEs in Sidoarjo. Sidoarjo government also would take the initiative in order to increase local revenue, in addition to improving the performance of SMEs, but also to cooperate with the investors to take advantage of regional assets into Center of SMEs keywords: SMEs, business, investor

TOURISM AND STRATEGIES FOR INCREASING REGIONAL ECONOMIC GROWTH

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ABSTRACT

The tourism sector is an invisible export because of its ability to bring in foreign exchange. Foreign exchange comes from the tourism sector spending foreign tourists visiting Indonesia. Statistics tourist arrivals showed an upward trend over the past few years and reached the highest number of visits in 2015, as many as 10.2 million visits. Aside from the tourists, tourism revenue also comes from spending tourists. The number of domestic tourist trips during the second quarter of 2014 totaled 116.8 million with an average trip expenditure per person per trip amounted to 851.68 thousand rupiah. Foreign guests who come and stay reached 10.87 million people, or as much as 19.04 percent of all the guests who come and stay, increased by 684.9 thousand people or 6.72 percent compared to the situation in 2014, which reached 10.18 million person

Keywords: Tourism, Foreign Exchange, Tourism Revenue

EFFECT OF EMPLOYEES SERVICE PERIOD IN INCREASING OF TROUBLE ON MAINTENANCE PT. AMG

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ABSTRACT

Company allowed to have a number of machines that run a lot of man, where man naturally would have had pension age, at that time, a number of companies is not unthinkable that the regeneration process and the need to keep the business should always be properly maintained at all times. In this cases used multiple regression analysis is a regression analysis was used to determine the pattern or form of relationship the amount of damage the equipment as the dependent variable (Y) with independent variables that affect it. The independent variables are suspected of having ties with the amount of damages is the amount of time employees working age (X). Significance of the test data demonstrated that there are significant number of working-age between employees and the number of employees the ability to increase the amount of engine damage equipment enormous 66.83 percent, 33.17 percent remaining is influenced by other variables. With a linear equation is $Y = 5.675 + 0.175 X$. Because as the above companies have started to seriously improve the quality of human resources to deal with real and consistent, since if the employee is not able to negatively affect the ability of production machinery and labor influence on corporate profits due to the cessation of the machine. Companies must immediately make a good recruitment policy system, when policy of recruitment fee will greatly influence the control of the generation which in turn negatively affects the company itself. Other researchers are expected in the future to study the effect of recruitment delays, so

the lack of preparation was not found so the next generation does not over generations, such as the current national leadership

PARENT ROLE IN PROMOTING CHILDREN'S ENTREPRENEURSHIP INTENTION

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ABSTRACT

Entrepreneurship intentions is one of predisposition factors that determine a person's entrepreneurial behaviour. Various aspects determine how much a person's intention to perform a behaviour, one of which is the social environment in a child's life, especially parents. Research also shows that the intention of entrepreneurship can be nurtured from an early age through education. As the child first and main educator, parents play an important role in the process. This article discusses how the role of parents through parenting is done to foster entrepreneurship intention in children by using theories of planned behaviour.

Keywords: entrepreneurship intention, parent

BUILDING THE SOCIETY LEGAL CULTURE THROUGH LEGAL COUNSELING MODEL AS A SOCIAL MARKETING

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ABSTRACT

Fostering the legal awareness is a current social change demand as part of government attention and promotion in various development efforts. Therefore, the establishment of a new legal product will become a reality if supported by the society members legal awareness. Legal awareness is the basis of the implementation of the law and it related to legal culture closely. Building the society legal culture should be oriented for the efforts to in still, promote and institutionalise the values underlying the law that require legal communication. The current legal counselling are required not just to do with the formal legal approach, but it can be done through a social marketing approach that more responsive in dynamics of change and the need for legal information in each segment of society.

Keywords: the awareness and society legal culture, legal counselling, social marketing

THE EFFECTIVITY OF ENTREPRENEURSHIP TRAINING IN PROMOTING ENTREPRENEURSHIP KNOWLEDGE AND MOTIVATION FOR PEOPLE WITH HEARING IMPAIRMENT

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ABSTRACT

The purpose of this study is to explore the effectiveness of entrepreneurship training in promoting entrepreneurship knowledge and motivation in the deaf individuals in Surabaya. This research is motivated by the low levels of entrepreneurship motivation that makes the deaf become low income workers or even unemployed. This research was conducted using the experimental method with One Group Pre Test Post Test design. Data were collected using entrepreneurship motivation questionnaire. The data obtained through questionnaire were analyzed using t test. The data analysis shows result that there are increased entrepreneurship knowledge and motivation in individuals with hearing impairment after attending entrepreneurship training.

Keywords: entrepreneurship training, hearing impairment, entrepreneurship knowledge, entrepreneurship motivation