

Proceedings of the 2nd International Conference on Accounting, Management, Economics and Social Sciences

*Looking Toward New Thinking and Creative Ideas
To Promote Optimalization and Efficiency of Institutions
in The Field of Accounting, Management, Economics and Social
Siences*

May 20, 2017

Savoy Homman Bidakara Hotel, Bandung Indonesia

DEAN'S WELCOME

Drs. H. Sonny Hersona GW

Dean of Faculty of Economics and Business

As a continuation of its previous serial event, ICAMESS II is seminar forum which has been perfected and modified to meet with the real economic and business situation in the region, as well as around the globe. We strongly hope that this year's ICAMESS II provides all of you with all the updates and features you might need.

We will work our best to make sure that there will be ICAMESS III next year, which will be better in both its arrangements and its contents.

We would like to thank all participants, representing either individuals or various universities, for their participation. We would also like to express our special appreciation to all hosting and co-hosting fellows for the great collaboration.

See you all next year.

Committee

Scientific Committee:

Pab Jotikasthira (Southern Methodist University, USA)
Wing Wah Tham (University of New South Wales, Australia)
Claudio Morana (State University of Milan, Italy)
Johan Sulaeman (National University of Singapore)
Mahfooz Ansari (University of Lethbridge, Canada)
Steen Thomsen (University of Copenhagen, Denmark)
Te-Kuang Chou (Southern Taiwan University of Science and Technology)
Rubi Ahmad (University of Malaya, Malaysia)
Suharnomo (Diponegoro University)
Ainur Rofiq (Brawijaya University)
Gatot A. Nazir (State University of Jakarta)
Adam Zakaria (State University of Jakarta)
Wahyudin Zarkasyi (State University of Singaperbangsa Karawang)
Candra Hayatul Iman (State University of Singaperbangsa Karawang)
Zaenal Arifin AR (State University of Singaperbangsa Karawang)
Mohd Norfian Alifiah (Universiti Teknologi Malaysia)

Conference Chair:

Sony Hersona (State University of Singaperbangsa Karawang)

Organizing Committee:

Rahmat Hasbullah (State University of Singaperbangsa Karawang)

Contents

Preface	xi
Conference Organization	xii
Associate Editors	xiii
Reviewers	xv

TRACK 1 Accounting and Finance

The Effect of Atitude, Subjective Norm and Behavior Control on Tax Compliance Payer With Intention As Intervening Variable Arie Frinola Minovia, Resti Yulistia Muslim	1
The Effect of Ownership Structures and Political Connection on Tax Avoidance Resti Yulistia Muslim, Arie Frinola Minovia	2
Is There Free Cash Flow Information in Decision Making Companies and Investors? Lisa Rahayu, Yuli Soesetio	3
The effects of IFRS and its enforcement on Earnings Management. A study of the Johanesburg Stock Exchange Hope Ruvimbo Tsitsi Musvosvi, Hamidah	4
The Case Study of Intellectual Capital Disclosure on Cost of Equity Capital in Indonesian Firms Mita Restiana, Neneng Djuariah	5
Could Independent Board, Board Meeting, Audit Committee, and Risk Committee improve the Asset Quality and Operational Performance Te Kuang Chou, Agung Dharmawan Buchdadi	6
Management Motivation on Fixed Asset Revaluations and Choice of Items to Revalue: Evidence from Indonesia Dyah Purwanti, Eddy Purwanto	7
Analysis of Consignment Sales Rating to 2014 Profit in CV. Lam Alif Purwakarta Gusganda Suria Manda, Dian Hakip Nurdiansyah	8
The Phenomenon of Mandatory Reporting on Legislative General Election Campaign Finance, evidence in East Java province, Indonesia Henry W. Darmoko, Abdul Rohman, Indira Januarti	9
Corporate Social Responsibility and Earnings Management in ASEAN BANKS	

Sylvia Rianda Anugra, Ratna Wardhani	10
Integrated Reporting An Approach from Annual Report Lag of Non Financial Report at Indonesia Stock Exchange Monica Rahardian, Ary Helmina , Jaka Isgiyarta	11
Effect of Size Company to the Value of Company with Profitability as a Moderating Variable (Case Study on Food and Beverage Company Listed on Indonesia Stock Exchange Period of 2011-2015) Sri Suartini, Hari Sulistiyo, Nanu Hasanuh	12
Reflections for Whom SAI's Performance Audit (Case study in BPK) Windhu Wibisono, Roy V. Salomo	13
Citizen Attitudes Towards Information Transparency in Local Government in Indonesia Dyah Purwanti, Rahayu Kusumawardhani	14
Conditions Effectiveness of Regional Financial Management Information System Frita Lussie Bramanti; Heni Nurani Hartikayanti	15
Computerized Accounting Information System and Information Quality: Case Study of SME in Indonesia Renna Magdalena	16
The Development of an Accounting Information System in Micro and Small Businesses in Semarang Nanik Sri Utaminingsih, Amir Mahmud, Indira Januarti	17
The Role of the Corporate Governance Mechanisms in Preventing Accounting Fraud in the Perspective of Fraud Diamond Imang Dapit Pamungkas, Imam Ghozali, Tarmizi Achmad	18
Public Awareness of Corruption in Indonesia Dyah Purwanti, Arifah Fibri Andriyani, Sriyani	19
Optimalization of Tax Potentials and Regional Retribution to Increase District Own Source Revenue in Ende Regency Sabra B. Wahab Thalib, Laurentius D. Gadi Djou, Ernesta Leha	20
Tax Aggressiveness, Firm Risk and Corporate Social Responsibility: Testing Legitimacy Theory in Manufacturing Firms Khairunnisa, Dwi Martani	21
Justice Tax Based on MSME Entrepreneur Perspective-Case Study of Atom Market Surabaya Jeanny Novliemyanti, , Fauzi Ismail Arif, Yogi Prasetyo Nugroho, Bambang Tjahjadi	22

Analysis of Strategic Factors Having Significant Roles in Optimizing Tax Revenue Endang Mahpudin, Suhono, Suparno	23
Developing Teaching Materials With Preparation Modules Accounting Practices Costs Based Guided Discovery Nora Susanti, Citra Ramayani	24
Merger Analysis of PT CIMB Niaga Tbk Based on Risk Based Bank Rating Jason Wijaya, Taufik Faturohman	25
Effect of Exchange Value, Import, Export and Inflation on Stock Price Index in Indonesian Stock Exchange Akhmad Sodikin, Ella Siti Chaeriyah, Devi Kristian	26
An Analysis on The Infrastructure Competitiveness Index As A Determinant of Investment in Indonesia Guswandi, Fajar Cahyo Utomo	27
Financial Inclusion for Low Income Communities at Underdeveloped Areas in Indonesia Budhi Suparningsih, Dhianti Mei R., Ayu Puspitaningtyas	28
Factors Affecting Cash Dividend in the Consumer Good Industry Henny Medyawati, Muhamad Yunanto	29
The Role of Industrial Factors on Optimal Capital Structure Proxy Prima Naomi, Irwan Adi Ekaputra, Buddi Wibowo	30
The Factors Behind Social Enterprise Investment Barriers -Experience In Taiwan Su-Chuan Liu, Hwa-Nan Chan, Yu-Hsin Liu	31
Analysis of Effect Return on Equity, Capital Adequacy Ratio, Net Interest Margin and Pay Out Ratio of Dividend Share Price on Banking Companies in Indonesia Stock Exchange Heriyati Chrisna	32
Capital Structure, R&D, Firm Size, and Investment Opportunity Set: Growth Sales as Mediating Mahirun Latifudin, Sugeng Wahyudi, Harjum Muharam	33
Impact of Duality CEO's on underpricing and long-term performance Maximus Leonardo Taolin, Sugeng Wahyudi	34
The Role of Risk Management Systems in Moderating the Effect of CSR Activities on Tax Aggressiveness Behaviors Muhammad Basyuni Rizqi Qodraturasyid, Siti Nuryanah	35
Enterprise Risk Management (ERM) and Firm Value: Evidence from Financial Companies in Indonesia	

Bestari Dwi Handayani, Anis Chariri, Abdul Rahman	36
Conservatism in Islamic and Conventional Banks (Study in Indonesia and Malaysia) Nanda Putri Ghassani Fildzah, Dini Rosdini	37
Empirical Testing of the Accuracy Various Models to Measure Value of the Firm Nurchahyaning Dwi Kusumaningrum, I Made Narsa	38
TRACK 2 Management	
The Cultural Shocks in Indonesia Ahmad Hermanto, Abdul Rivai	39
The establishment of Business Clustering by Applying Value Chain with Multiple Commodities Approach in Efforts to Increase the Competitiveness of the Region M Faisal	40
Enhancing Employee Engagement Through Organizational Climate (Case Study Educational Staff in School of Business and Management Institut Teknologi Bandung) Hary Febriansyah, Dematria Pringgabayu, Nurfaiza Hidayanti, Feny Citra Febrianti	41
Conceptual Framework of "JICK'10 Key Steps to Change" Implementation on Televisi Republik Indonesia Amanda Setiorini, Tjatjuk Siswandoko, M. Irawan Noor	42
Forecasting of Satisfaction and Repurchase Intention of Indonesia Shoppers In Shopping Malls Risca Fitri Ayuni	43
Geo-service Industry Analysis: Scanning Challenges and Opportunities for Sustainable Asia- Pacific Tamer Zaki Fouad Mohamed	44
Eco-Label and Purchase Intention: The Role of Trusted Values to Green Products Wisnu Wijayanto, Harry Soesanto	45
Repurchase Intentions of Mass Transit Service Users: Roles of Service Quality, Customer Trust, and Corporate Image Retno Mulatsih, Harry Soesanto	46
Quality of Services Strategy to Increase Satisfaction of Primary Services Users Community at Nanggalo and Lapai Public Health Care in Padang City Hayu Yolanda Utami, Rizky Natassia, Susi	47

Business Environment in Indonesian Furniture Industry: Case Study in PT. Chitose Internasional, Tbk Ardi Apriliadi, Moch Fadly Ibrahim, Popy Rufaidah	48
Testing Employer Branding Model in Private Universities Gina Goniah, Popy Rufaidah	49
Assessing the Recent Efficiency of Rural Banks in West Java Indonesia Mokhammad Anwar, Layyinaturrobaniyah, Ratna Komara, Sulaeman Rahman	50
Brand Orientation Scale (BOS): Testing in Small Medium Enterprises Resti Rachmawati, Popy Rufaidah	51
Potential Analysis of SME Development in Business-Handicrafts of Minangkabau Spare Gold Yarns in the Whole Sumatera Area Mareta Kemala Sari, Dina Amaluis Syailendra, Eka Saputra and Ariesta	52
Value Chain Analysis Of PT. Electronics City Indonesia Tbk : Case Study in Modern Electronics retail Company Anne Angelia, Ramadiwati Mekar, Adelina Daswir, Popy Rufaidah	53
The Determinant of Work Motivation and Implication on Lecturer Performance in Karawang Region Rahmat Hasbullah	54
The Relationship Between Emotional Intelligence and Job Performance Among Employees at Majlis Perbandaran Alor Gajah, Melaka Malaysia Noor Haty Nor Azam, et.al	55
The Influence of Organizational Culture "The Telkomsel Way" on Employee Performance of PT Telkomsel in Area 2 Jabotabek West Java Maulana Yusup	56
Occupational Stress on Job Performance of Office Work-Based Employees in Malaysia's Port Nur Faithzah Jamian, et.al	57
Influence Analysis Factors on The Performance of Work Unit at The Regional Government Binjay. Financial Management By Region as Moderating Variable Anggi Pratama	58
The Influence of Compensation, Organizational Culture and Organizational Commitment to Employees Performance in UPT Balai Informasi Teknologi LIPI and UPT Balai Pengembangan Instrumentasi LIPI Dina Lusyana.	59
Protean Career Attitude and Career Satisfaction: Mediating role of Skill Malleability Wahyu, Suharnomo	60

How to Increase Work Motivation? Dewi Susita, Marsofiyati	61
The Impact of Perceived Organizational Support, Proactive Personality and Employee Creativity on Career Satisfaction The Elisabeth Cintya Santosa, Ahyar Yuniawan	62
Measuring community satisfaction in local authority: Important Satisfaction Analysis Suharto, Amilia Hasbullah	63
The Impact of Academic Service Quality on Student Satisfaction Ester Manik, Iwan Sidharta	64
Work Motivation Enhancement Through Leadership and Compensation in Cooperation Employees at Karawang Regency Solehudin	65
Influence the Function of Leadership, Motivation and Communication on Performance clerk in the Public Works Agency Karawang Sony Hersona GW	66
Smart Predictors of Job Seekers Self-Disclosure on Padang City on the Future Sofyardi	67
Influence of Customer Relationship Marketing and Satisfaction of Customer Loyalty Anny Nurbasari, Nisa Hanum Harani	68
Determinants of Halal Cosmetics Purchase Intention Adrian Haro	69
A study of Islamic Tourism in Indonesia : Opportunities and Challenges Toward Economic Growth Wiwik Rachmarwi, Lukman Hakim, Muhadi Riyanto	70
The Effect of Heritage Tourism towards City Image Andi Jananto, Popy Rufaidah	71
Development Strategy of Tourism Object of Desa Menari in Semarang Regency Komsu Koranti, Sriyanto	72
Proposed Business Strategy for Moimei in Order to Increase Sales and Sustain in Competitive Market Ardita Sofyani	73

Innovation Performance : Study in The Centre of Research and Education and Training for Government Apparatus The National Institute of Public Administration (PKP2A LAN) Republic of Indonesia
Yuyu Yuningsih, Ade Irma Susanty 74

A Service Quality of Islamic Microfinance in Indonesia: an Importance-Performance Analysis Approach
Dety Nurfadilah, Sudarmawan Samidi, Iwan Kurniawan Subagja 75

TRACK 3 Economics

Design of Government Spending on Education, Health, Subsidies and Expenditure on Poverty in North Sumatra
Renny Maisyarah, Syofyardi 76

The Causality Between Money Supply and Interest Rate and Its' Effects on Inflation in Indonesia
Zahrul Fuadi, Muhammad Nasir, Mohd. Nur Syechalad 77

Aims of Effect and Fiscal Independence and Local Revenue Against Human Development Index
Ayu Kurnia Sari, Renny Maisyarah 78

The Effect of Priority Budget Policy to Economic and Financial Transformation-Regency District Deli Serdang
Abdiyanto 79

Flypaper effect on local government spending by balanced funds (DAU, DAK DAN DBH) in West Sumatra Province
Citra Ramayani, Jolianis 80

Bank' Risk Taking Behaviour And The Optimisation Of Monetary Policy
Risna Triandhari et.al. 81

Effect of Foreign Price, Exchange Rate, National Income, and Forward Exchange rate on Consumer Prices in Indonesia
Sri Isnowati, FX Sugiyanto, Akhmad Syakir Kurnia 82

TRACK 4 Social Sciences

Students Attitudes Towards Terrorist Networks in the News on Television
M.C Kinanti Raras Ayu 83

Youths Reception towards identity negotiations of Subordinate culture with dominant culture, Isyana Sarasvati, between clasical and pop mucisian
Arimbi Putri, Sari Monik Agustin 84

Marginalization of Women in Sleeping Beauty Tale (Critical Discourse Anlysis of Sun, Moon and Talia Tale by Giambattista Basile)	
Prisckha Mayufithi Islamitha, Udi Rusadi	85
Isolated Society Description of Kangean Islan in Contemporary Indonesian Era: Analysis of Documentary Movie “Ironi Pulau Kangean”	
Afrizal Nur	86
Supervisory Communication In Digital Era (Case Study of QLUE and CRM in Jakarta Provincial Government)	
Affi Astari Purnama, Irwansyah	87
Social Capital in Organizational Internal Communication	
Yohana Tolla, Hendriyani	88
Advertising in Corporate Rebranding (Case Study of Corporate Advertising BPJS Ketenagakerjaan 2016)	
Irla Yulia, Umami Salamah	89
Active Learning training influences Transfer Motivation-An empirical research Paper	
Rachana Mukherjee, Jain Mathew	90

The 2nd International Conference on Accounting, Management, Economics and Social Sciences

Programme Schedule and Rooms Allocation

A. Programme Schedule

07.30 WIB – 13.00 WIB Registration

08.15 WIB – 10.15 WIB Concurrent Session 1

10.15 WIB – 10.30 WIB Coffee Break

10.30 WIB – 10.40 WIB Opening

10.40 WIB – 12.00 WIB Keynote Speech

1. Wing Wah Tham PhD (Senior Lecturer at UNSW,
Australia)

2. Prof Te -Kuang Cho (Dean of STUST, Taiwan)

12.00 WIB – 13.00 WIB Lunch

13.00 WIB – 15.00 WIB Concurrent Session 2

15.00 WIB – 15.45 WIB Sharing Session (STUST - Scholarships and
University Networking)

15.45 WIB – 16.00 WIB Coffee Break

16.00 WIB – 18.00 WIB Concurrent Session 3

B. Rooms Allocation (15 minutes is allocated for presentation and discussion per presenter)

1. Accounting and Finance
 - 1) Room 1 Session 1 (08.15 WIB – 10.15 WIB):
 - 2) Room 2 Session 1 (08.15 WIB – 10.15 WIB):
 - 3) Room 1 Session 2 (13.00 WIB – 15.00 WIB):
 - 4) Room 2 Session 2 (13.00 WIB – 15.00 WIB):
 - 5) Room 1 Session 3 (16.000 WIB – 18.00 WIB):

2. Management
 1. Room 3 Session 1 (08.15 WIB – 10.15 WIB):
 2. Room 4 Session 1 (08.15 WIB – 10.15 WIB):
 3. Room 3 Session 2 (13.00 WIB – 15.00 WIB):
 4. Room 4 Session 2 (13.00 WIB – 15.00 WIB):
 5. Room 3 Session 3 (16.000 WIB – 18.00 WIB):

3. Economics
 1. Room 2 Session 3 (16.000 WIB – 18.00 WIB):

4. Social Science
 1. Room 4 Session 3 (16.000 WIB – 18.00 WIB):

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2. The Effect of Ownership Structures and Political Connection on Tax Avoidance
Resti Yulistia Muslim, Arie Frinola Minovia
3. Is There Free Cash Flow Information in Decision Making Companies and Investors?
Lisa Rahayu, Yuli Soesetio
4. The effects of IFRS and its enforcement on Earnings Management. A study of the Johannesburg Stock Exchange
Hope Ruvimbo Tsitsi Musvosvi, Hamidah
5. The Case Study of Intellectual Capital Disclosure on Cost of Equity Capital in Indonesian Firms
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6. Could Independent Board, Board Meeting, Audit Committee, and Risk Committee improve the Asset Quality and Operational Performance
Te Kuang Chou, Agung Dharmawan Buchdadi
7. Management Motivation on Fixed Asset Revaluations and Choice of Items to Revalue: Evidence from Indonesia
Dyah Purwanti
8. Analysis of Consignment Sales Rating to 2014 Profit in CV. Lam Alif Purwakarta
Gusganda Suria Manda, Dian Hakip Nurdiansyah

Room 2 Session 1 (08.15 WIB – 10.15 WIB)

9. The Phenomenon of Mandatory Reporting on Legislative General Election Campaign Finance, evidence in East Java province, Indonesia
Henry W. Darmoko, Abdul Rohman
10. The Role of Risk Management Systems in Moderating the Effect of CSR Activities on Tax Aggressiveness Behaviors
Muhammad Basyuni Rizqi Qodraturrasyid, Siti Nuryanah
11. Empirical Testing of the Accuracy Various Models to Measure Value of the Firm
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12. Effect of Integrated Reporting Firm Value-An Approach from Financial Statements and Non Financial Reports on the Indonesia Stock Exchange
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Sri Suartini, Hari Sulistiyo, Nanu Hasanuh

14. Reflections for Whom SAI's Performance Audit (Case study in BPK)
Windhu Wibisono, Roy V. Salomo
15. Citizen Attitudes Towards Information Transparency in Local Government in Indonesia
Dyah Purwanti, Rahayu Kusumawardhani
16. Faktor-Faktor yang Mempengaruhi Efektivitas Sistem Informasi Pengelolaan Keuangan Daerah
Frita Lussie Bramanti, Heni Nurani Hartikayanti

Room 1 Session 2 (13.00 WIB – 15.00 WIB)

17. Computerized Accounting Information System and Information Quality: Case Study of SME in Indonesia
Renna Magdalena
18. The Development of an Accounting Information System in Micro and Small Businesses in Semarang
Nanik Sri Utaminingsih, Amir Mahmud
19. The Role of Corporate Governance Mechanisms in Preventing Accounting Fraud in the Perspective of Fraud Diamond
Imang Dapit Pamungkas
20. Public Awareness of Corruption in Indonesia
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Sabra B. Wahab Thalib, Laurentius D. Gadi Djou, Ernesta Leha
22. Tax Aggressiveness, Firm Risk and Corporate Social Responsibility: Testing Legitimacy Theory in Manufacturing Firms
Khairunnisa, Dwi Martani
23. Justice Tax Based on MSME Entrepreneur Perspective-Case Study of Atom Market Surabaya
Jeanny Novliemyanti
24. Analysis of Strategic Factors Having Significant Roles in Optimizing Tax Revenue
Endang Mahpudin, Suhono

Room 2 Session 2 (13.00 WIB – 15.00 WIB)

25. Developing Teaching Materials With Preparation Modules Accounting Practices Costs Based Guided Discovery
Nora Susanti, Citra Ramayani
26. Merger Analysis of PT CIMB Niaga Tbk Based on Risk Based Bank Rating
Jason Wijaya, Taufik Faturrohman
27. Effect of Exchange Value, Import, Export and Inflation on Stock Price Index in Indonesian Stock Exchange
Akhmad Sodikin, Ella Siti Chaeriyah
28. An Analysis on The Infrastructure Competitiveness Index As A Determinant of Investment in Indonesia
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29. Financial Inclusion for Low Income Communities at Underdeveloped Areas in Indonesia
Budhi Suparningsih, Dhianti Mei R.
30. Factors Affecting Cash Dividend in the Consumer Good Industry
Henny Medyawati, Muhamad Yunanto
31. The Role of Industrial Factors on Optimal Capital Structure Proxy
Prima Naomi, Irwan Adi Ekaputra, Buddi Wibowo
32. The Factors Behind Social Enterprise Investment Barriers -Experience In Taiwan
Su-Chuan Liu, Hwa-Nan Chan

Room 1 Session 3 (16.000 WIB – 18.00 WIB)

33. Analysis of Effect Return on Equity, Capital Adequacy Ratio, Net Interest Margin and Pay Out Ratio of Dividend Share Price on Banking Companies in Indonesia Stock Exchange
Heriyati Chrisna
34. Capital Structure, R&D, Firm Size, and Investment Opportunity Set: Growth Sales as Mediating
Mahirun Latifudin, Sugeng Wahyudi
35. Impact of Duality CEO's on underpricing and long-term performance
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Bestari Dwi Handayani, Anis Chariri, Abdul Rahman
38. Conservatism in Islamic and Conventional Banks (Study in Indonesia and Malaysia)
Nanda Putri Ghassani Fildzah, Dini Rosdini

TRACK 2 Management

Room 3 Session 1 (08.15 WIB – 10.15 WIB)

1. The Cultural Shocks in Indonesia
Ahmad Hermanto, Abdul Rivai
2. The establishment of Business Clustering by Applying Value Chain with Multiple Commodities Approach in Efforts to Increase the Competitiveness of the Region
M Faisal
3. Enhancing Employee Engagement Through Organizational Climate (Case Study Educational Staff in School of Business and Management Institut Teknologi Bandung)
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8. Repurchase Intentions of Mass Transit Service Users: Roles of Service Quality, Customer Trust, and Corporate Image
Retno Mulatsih, Harry Soesanto

Room 4 Session 1 (08.15 WIB – 10.15 WIB)

1. Quality of Services Strategy to Increase Satisfaction of Primary Services Users Community at Nanggalo and Lapai Public Health Care in Padang City
Hayu Yolanda Utami, Rizky Natassia, Susi
2. Business Environment in Indonesian Furniture Industry: Case Study in PT. Chitose Internasional, Tbk
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Gina Goniah, Popy Rufaidah
4. Assessing the Recent Efficiency of Rural Banks in West Java Indonesia
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5. Brand Orientation Scale (BOS): Testing in Small Medium Enterprises

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6. Potential Analysis of SME Development in Business-Handicrafts of Minangkabau Spare Gold Yarns in the Whole Sumatera Area
Mareta Kemala Sari, Dina Amaluis Syailendra, Eka Saputra and Ariesta
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2. The Influence of Organizational Culture "The Telkomsel Way" on Employee Performance of PT Telkomsel in Area 2 Jabotabek West Java
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7. How to Increase Work Motivation?
Dewi Susita, Marsofiyati
8. The Impact of Perceived Organizational Support, Proactive Personality and Employee Creativity on Career Satisfaction
The Elisabeth Cintya Santosa, Ahyar Yuniawan

Room 4 Session 2 (13.00 WIB – 15.00 WIB)

1. Measuring community satisfaction in local authority: Important Satisfaction Analysis

Suharto, Amilia Hasbullah

2. The Impact of Academic Service Quality on Student Satisfaction
Ester Manik, Iwan Sidharta
3. Work Motivation Enhancement Through Leadership and Compensation in Cooperation Employees at Karawang Regency
Solehudin
4. Influence the Function of Leadership, Motivation and Communication on Performance clerk in the Public Works Agency Karawang
Sony Hersona GW
5. Smart Predictors of Job Seekers Self-Disclosure on Padang City on the Future
Sofyardi
6. Influence of Customer Relationship Marketing and Satisfaction of Customer Loyalty
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7. Determinants of Halal Cosmetics Purchase Intention
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8. A study of Islamic Tourism in Indonesia : Opportunities and Challenges Toward Economic Growth
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Yuyu Yuningsih, Ade Irma Susanty
5. Service Quality of Islamic Microfinance in Indonesia: an Importance-Performance Analysis Approach
Dety Nurfadilah, Sudarmawan Samidi, Iwan Kurniawan Subagja

TRACK 3 Economics

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1. Design of Government Spending on Education, Health, Subsidies and Expenditure on Poverty in North Sumatra
Renny Maisyarah, Syofyardi
2. The Causality Between Money Supply and Interest Rate and Its' Effects on Inflation in Indonesia
Zahrul Fuadi, Muhammad Nasir, Mohd. Nur Syechalad
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Risna Triandhari, Sugiharso Safuan, M. Syamsudin, Halim Alamsyah
7. Effect of Foreign Price, Exchange Rate, National Income, and Forward Exchange rate on Consumer Prices in Indonesia
Sri Isnawati, FX Sugiyanto, Akhmad Syakir Kurnia

TRACK 4 Social Sciences

Room 4 Session 3 (16.000 WIB – 18.00 WIB)

1. Students Attitudes Towards Terrorist Networks in the News on Television
M.C Kinanti Raras Ayu
2. Youths Reception towards identity negotiations of Subordinate culture with dominant culture, Isyana Sarasvati, between clasical and pop mucisian
Arimbi Putri, Sari Monik Agustin
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Afrizal Nur
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Rachana Mukherjee, Jain Mathew

Development Strategy of Tourism Object of Desa Menari in Semarang Regency

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Abstract

Desa Menari is a tourist attraction in Semarang regency which is relatively new. Growth in the number of tourists is still low, so it has great potential to be developed. This study aims to determine (1)Internal factors that support and hamper the development of tourism attractions Desa Menari. (2)External factors that support and hamper the development of tourism object of Desa Menari. (3)Strategy of tourism development of Desa Menari. Technique of research data analysis using SWOT. Method of data retrieval is done by interview, observation and documentation. Accidental sampling is done to tourists who happened to visit and information from the management. The results showed that: The analysis of internal and external factors from the potential of Desa Menari is viewed from (1)Strength (natural beauty, attractive tourism village potential, natural resources sustainability, unique cultural attractions, cool and beautiful natural environment, creative industries of local communities, facilities and infrastructure, community attitudes, cheap tourist prices). The most important strength factor is the condition of the natural environment is cool and beautiful, with the weight of 0.064. (2)Weaknesses (tourism support infrastructure, tourist information center, community skills in communicating with tourists, human resources ability as object manager, fund support for tourism development, environmental cleanliness, human resource use as tour guide, tourism environment arrangement). The main disadvantages are adequate tourism support infrastructure, environmental hygiene and tourist information center that get the same value weight that is 0,058. (3)Opportunities (tourist visits around and general, located adjacent to other tourist objects, government attention, the concept of development of tourist villages, agricultural land as a tourist attraction, the high potential and the interest of tourists, the development of technology and information, the establishment of government cooperation, investors, communities and farmers, Support of tourism actors, local government-imposed regional autonomy, cultural values of local communities). The most important factor of opportunity is the cultural value of the community by always maintaining and preserving the traditional dance culture of the local community with a weighted value of 0.058. (4)Threats (tourism competition around, changing of mindset and behavior of society, awareness of environmental cleanliness, lack of conducive security, population culture exposed to globalization culture, immigrant population, pollution of environment.) The biggest threat factor is competition with tourism around with weight of value 0.062. Priority strategy based on SWOT is the development of tourism in the field of culture, the arrangement of the area to build a network with other attractions around the area, in cooperation with travel agents, and create a website about Desa Menari tourism.

Keywords: Strategy, Development, Tour, SWOT Method