

ISBN 978-602-60736-7-9

PROCEEDING 12th ADRI



International Multidisciplinary Conference and Call for Paper

“Collaboration Among Universities Toward Global Competition”

Bogor, March 30 - April 1, 2017

12th ADRI international Conference held in cooperation



Hosted By:
Perkumpulan & Ahli Dosen Republik Indonesia (ADRI)
ADRI DPD Jawa Barat
Universitas Pakuan Bogor

**Proceeding 12th ADRI 2017
International Multidisciplinary
Conference and Call for Paper,
Bogor, March 30 – April 01, 2017**

Published by:
Perkumpulan Ahli and Dosen Republik Indonesia (ADRI)

ISBN: 978-602-60736-7-9

**Proceeding 12th ADRI 2017
International Multidisciplinary
Conference and Call for Paper,
Bogor, March 30 – April 01, 2017**

Published by:

Perkumpulan Ahli and Dosen Republik Indonesia (ADRI)

Publisher Address:

Pasar Wisata Juanda Blok Q1, Jalan Raya Sedati, Pabean,
Sidoarjo, Jawa Timur, Indonesia, 61253

<http://p-adri.or.id>

Email: kalbar@p-adri.or.id

Proceeding 12th ADRI 2017 International Multidisciplinary Conference and Call for Paper, Bogor, March 30 – April 01, 2017

x, 75 pages, 28 cm
Copyright Reserved
Copyright @ 2017
ISBN: **978-602-60736-7-9**

Publisher Manager of Perkumpulan Ahli and Dosen Republik Indonesia (ADRI):
Drs. Andi Mursidi, M.Si. (STKIP Singkawang, Ketua DPD ADRI Kalimantan Barat).

Board of Editor:

Dr. H. Achmad Fathoni Rodli, M.Pd. (Ketua DPP ADRI)
Dr. H. Anton Muhibuddin, SP, MP. (Rektor Universitas Wahab Hasbullah, Jombang)
Dr. Putu Dyatmikawati, S.H., M.Hum. (Universitas Dwijendra, Denpasar, Bali)
Dr. Meithiana Indrasari, ST., MM. (Universitas Dr. Soetomo, Surabaya, Jawa Timur)
Dr. Didi Sundiman, MT., MM. (UNDA, Sampit, Kalimantan Tengah)
Deffi Ayu Puspito Sari, Ph.D. (Universitas Bakri, Jakarta)
Rudy Kusuma, Ph.D. (UNU Sumatera Barat)

Reviewer:

Prof. Dr. Supari Muslim, M.Pd. (UNESA, Jawa Timur)
Prof. Peter Newcombe, Ph.D. (University of Queensland Australia).
Prof. Seung Wook Kim. (Korea University, Korea Selatan).
Prof. Dr. Wahid Bin Razzaly (Universiti Tun Hussein Onn Malaysia, Malaysia).
Prof. Datuk H.Dr. Mohd. Dalimin, M.Sc. (UTM, Malaysia).
Prof. Assoc. Dr. I-Hsien Ting. (National University of Kaohsiung, Taiwan).
Prof. Assoc. Hunsa Punapayak. (Chulalongkorn University, Thailand).

Prof. Drs. Toho Cholik Mutohir, MA., Ph.D. (IKIP Mataram, Nusa Tenggara Barat)
Prof. Dr. H. Husain Dsyam, M.TP. (Universitas Negeri Makassar)
Prof. Dr. drg. Hj. I.A. Brahmasari, Dipl.DHE, MPA, (UNTAG Surabaya, Jawa Timur)
Prof. Dr. R. Partino (Universitas Cendrawasih, Irian Jaya).
Prof. Dr. Endry Boeriswati, M.Pd. (UNJ, Jakarta).
Prof. Dr. Ir. Suhardjono, M.Pd, Dipl.HE. (UNIBRAW, Jawa Timur)
Prof. Dr. Atmazaki, M.Pd. (Universitas Negeri Padang, Sumatera Barat)

Prof. Dr. Nasrudin Suyuti, M.Si. (UNU Sulawesi Tenggara)
Prof. Dr. Agus Soegianto, M.Sc. (UNAIR, Surabaya, Jawa Timur)
Prof. Dr. Ir. Suprijanto (ITS, Surabaya, Jawa Timur)
Prof. Dr. Masriam Bukit, M.Pd. (UPI Bandung, Jawa Barat)
Prof. Dr. Bambang Suprianto, MT. (UNESA, Jawa Timur)
Prof. Dr. Amat Mukhadis, M.Pd. (UNESA, Jawa Timur)
Prof. Dr. Madlazim, M.Si. (UNESA, Jawa Timur)
Prof. Dr. Bambang Yulianto, M.Pd. (UNESA, Jawa Timur)
Prof. Dr. Sarmini, M.Hum. (UNESA, Jawa Timur)
Prof. Dr. Ismet Basuki, M.Pd. (UNESA, Jawa Timur)
Prof. Dr. Abdul Muin Sibuea, M.Pd. (UNIMED, Sumatra Utara)
Prof. Dr. Herminarto Sofyan, M.Pd. (UNY, Yogyakarta)
Prof. Dr. Harapin Hafid, M.Si. (Universitas Halu Oleo, Kendari, Sulawesi Tenggara)
Prof. Dr. H. Sofyan Sauri, M.Pd. (UPI, Bandung, Jawa Barat)
Prof. Dr. Aunurrahman, M.Pd. (Universitas Tanjungpura, Pontianak, Kalbar)
Prof. Dr. Drs. Junaidi H. Matsum, M.Pd. (Universitas Tanjungpura, Pontianak, Kalbar)
Prof. Dr. Edy Tandililing, M.Pd. (Universitas Tanjungpura, Pontianak, Kalbar)
Prof. Dr. Drs. Eddy Yunus, ST, MM. (Universitas Dr. Soetomo, Surabaya, Jawa Timur)
Prof. Dr. H. Achmad Slamet, M.Si. (UNNES Semarang, Jawa Tengah)
Prof. Dr. H. Maman Surachman, M.Sc. (UNNES Semarang, Jawa Tengah)
Prof. Dr. Sugiyo, M.Si. (UNNES Semarang, Jawa Tengah)
Prof. Dr. Ir. Ramatullah Rizieq, M.Si. (UPB Pontianak, Kalbar)
Prof. Dr. Ujianto, M.Pd. (UNTAG Surabaya, Jawa Timur)
Prof. Dr. Anna Permanasari, M.Si. (UPI, Bandung, Jawa Barat)
Prof. Dr. Suwatno, M.Si. (UPI, Bandung, Jawa Barat)

Dr. Andi Suhandi, M.Si. (UPI, Bandung, Jawa Barat)
Dr. Ibrahim Ingga, M.Ak. (UNTAG Surabaya, Jawa Timur)
Dr. M. Hasinuddin, S.Kep.Ns., M.Kep. (STIKES Ngudia Husada Madura, Jawa Timur)
Dr. M. Rif'at, M.Pd. (Universitas Tanjungpura, Pontianak, Kalbar)
Dr. Ahmad Yani T, M.Pd. (Universitas Tanjungpura, Pontianak, Kalbar)
Dr. Ardi Marwan, S.pd., TESOL. (POLNEP, Pontianak, Kalbar)
Dr. Adnan Mahdi (IAI Sultan Syafiudin, Sambas, Kalbar)
Dr. H. Wajidi Sayadi (IAIN, Pontianak, Kalbar)
Dr. Sajiyo, ST., M.Kes. (UNTAG Surabaya, Jawa Timur)
Dr. Drs. Andreas Muhrotien, M.Si (ST Pastoral St. Agustinus Keuskupan Agung Pontianak)
Dr. Wida Kuswida Bhakti, S.Kep.,M.Kes. (STIKES Muhammadiyah Pontianak, Kalbar)
Dr. Siti Nurjanah, M.Pd. (Universitas Negeri Jakarta)
Dr. Yusnidar Yusuf, M.Pd. (UHAMKA, Jakarta)
Dr. Eri Sarimanah, M.Pd. (Universitas Pakuan, Bogor)
Dr. Rosida Tiurma Manurung, M.Hum. (Univ. Kristen Maranatha, Bandung, Jabar).
Dr. Surti Kurniasih (Universitas Pakuan, Bogor)

Executive Editor:

Soeharto (STKIP Singkawang)
Eka Murdani (STKIP Singkawang)
Rosmayadi (STKIP Singkawang)
Haris Rusdianto (STKIP Singkawang)
Abd. Basith (STKIP Singkawang)
M. Ikhsan Setiawan (Universitas Narotama, Surabaya)
Sulfikar Sallu (Universitas Maritim Raja Ali Haji, Riau)
Muh. Ilham Baktiar (Universitas Negeri Makassar)
Muh. Barid Nizarudin Wajdi (STAI Miftahul Ula Nglawak Kertosono, Nganjuk)
Ainna Amalia FN. (STAI Miftahul Ula Nglawak Kertosono, Nganjuk)
Dian Eka Indriani (STKIP PGRI Bangkalan)
Abdul Muhid (IAIN Sunan Ampel, Surabaya)

Layout:

Agus Kurniawan (STKIP Singkawang)

Published by:

Perkumpulan Ahli and Dosen Republik Indonesia (P-ADRI)

Publisher Address:

Pasar Wisata Juanda Blok Q1, Jalan Raya Sedati, Pabean,
Sidoarjo, Jawa Timur, Indonesia, 61253
<http://p-adri.or.id>
Email: kalbar@p-adri.or.id

PREFACE

Praise being said to Allah Almighty God for all the grace and guidance that has been given to us all, so the Proceedings of the 12th ADRI 2017 International Multidisciplinary Conference and Call for Papers Bogor, March 30 – April 01, 2017 can be realized. Proceedings contains a number of articles and research papers from lecturers, teachers, students, researchers and / or observer of the development of science and technology.

Proceedings are published in book form only contains abstract, distributed to participants in the form of compact disks (full paper) and published online at:
www.p-adri.or.id/prosiding/prosiding12batam.

Hopefully, these proceedings may give benefit to us all, for the development of science, technology, arts, culture, and sports. In addition, is also expected to be a reference for the nation and state-building efforts so that science and technology become a strong pillar in the face of the ASEAN Economic Community.

Lastly, there is no ivory that is not cracked. We are sorry if there are things that are less pleasing.

Thanks you very much.

Bogor, March 30, 2017.
Publisher Manager of Perkumpulan Ahli and Dosen Republik Indonesia (ADRI),

Drs. Andi Mursidi, M.Si.

Table of Contents

Title	Pages
BUSINESS CULTURAL VALUES ON ENTREPRENEURS OF CHINESE ETHNIC IN JATIWANGI SUBDISTRICT – MAJALENGKA RE <i>Pupu Saeful Rahmat</i>	1
IMPROVING STUDENTS’ ARGUMENTATION STYLE ABILITY IN WRITING ESSAY THROUGH DISCOURSE ANALYSIS MODEL CRITICAL THINKING MAP ORIENTED <i>R. Panca Pertiwi Hidayati</i>	1-2
COMPARISON OF COMPETENCE PSYCHOMOTOR PROSPECTIVE STUDENTS OF BIOLOGY TEACHER COURSE IN BIOTECHNOLOGY PROJECT BASED LEARNING <i>Mia Nurkanti, Yusuf Ibrahim, and Cita Tresnawati</i>	2
STUDY FOR THE USE OF CEMENT MORTAR MAJOR TYPE 420 MATERIALS AS MIXED CONCRETE <i>Asrullah</i>	3
PRESERVATION OF LANGUAGE AND PRINCIPLES OF LOCAL CULTURE BASED MULTICULTURAL EDUCATION IN INDONESIA <i>Lina Siti Nurwahidah</i>	3-4
IMPLEMENTATION OF TAX HOTEL IN SINTANG REGION WEST KALIMANTAN PROVINCE TRESIA KRISTIANA UNIVERSITAS KRISTEN PALANGKA RAYA <i>Tresia Kristiana</i>	4
MARKET ORIENTATION AND MARKETING MIX OF UNIQUENESS RESOURCES TO IMPROVING PERFORMANCE MARKETING <i>M. Risal</i>	5
THE DEVELOPMENT OF SOCIAL STUDIES LEARNING AND ASSESSMENT MATERIALS BASED ON LOCAL POTENTIAL FOR SECONDARY SCHOOL <i>DwiAtmono, Muhammad Rahmattullah, and Sri Setiti</i>	5-6
NAKAYASU SYNTHETIC UNIT HYDROGRAPH OF BENDUNG WATERSHED <i>Achmad Syarifudin</i>	6
DeSIGNING THE LIFE THROUGH LITERARY TEXT <i>Abdul Rozak</i>	6-7
SEGREGATION OR INTEGRATION? <i>Istiqlaliah Nurul Hidayati</i>	7
NON FORMAL EDUCATION MODEL AGRIBUSINESS SKILLS-BASED IN THE COMMUNITY AND LEARNING ACTIVITIES CENTER (PKBM) TO IMPROVE THE QUALITY OF NON FORMAL EDUCATION <i>Okke Rosmaladewi, Vidia Ayundhari, Lilis Irmawatie, Ida Adviany, and Erry Mustariani</i>	7-8

MATHEMATICS TEACHERS' ABILITY IN IMPLEMENTING INNOVATIVE LEARNING-BASED RESEACH AT SENIOR HIGH SCHOOL <i>Euis Eti Rohaeti, Heris Hendriana</i>	8
RHETORICAL MOVES IN INTRODUCTION PART OF BACHELOR THESES IN BAHASA INDONESIA EDUCATION AND LITERATURE <i>Asep Nurjamin</i>	9
LOCAL WISDOM CULTURE OF BUGIS MAKASSAR IN LEGAL PERSPECTIVE <i>Nurul Qamar, Baharuddin Badaru, Aan Aswari</i>	9
EFFECTIVENESS OF COMICS MEDIA AND COOPERATIVE LEARNING MODEL OF GROUP INVESTIGATION TYPE TOWARD STUDENTS PREPAREDNESS ABOUT EARTHQUAKE DISASTER AT X SMA NEGERI 1 WEDI, KLATEN <i>Fajar Wulandari, Sigit Santoso, and Sarwono</i>	10
ROLE OF PARENTS TO PROVIDE INCENTIVES FOR LOVE CHILD EDUCATION <i>Frahasini</i>	10-11
WORK ENVIRONMENT, LEADERSHIP AND ORGANIZATIONAL CULTURE AS PREDICTORS TEACHER JOB SATISFACTION THROUGH PERFORMANCE IN SCHOOL MUHAMMADIYAH THROUGHOUT THE CITY BATAM <i>Chablullah Wibisono</i>	11
ASSOCIATION OF SPIRITUAL MOTIVATION, LEADERSHIP AND COMPENSATION PERFORMANCE AGAINST THE RELIGIOUS TEACHERS THROUGH JOB SATISFACTION IN INSTITUTIONS MUHAMMADIYAH CITYWIDE BATAM <i>Chablullah Wibisono</i>	12
CIVIL SERVANT DISPUTE RESOLUTION IN THE STATE ADMINISTRATION COURT SYSTEM <i>Enny Agustina</i>	13
REPRODUCTIVE DISORDER ON TEENAGER IN PONTIANAK AND ITS PREVENTIVE EFFORTS <i>Ruqiah Ganda Putri Panjaitan and Titin</i>	13
EFFECT OF REPUTATION AND CUSTOMER LOYALTY CUSTOMER RETENTION SPAREPART IN. INTRACO PENTA PRIMA SERVICE TARAKAN <i>Ana Sriekaningsih, Arief Rahman Gunawan, R. Philipus L, and Mince Anggreyani</i>	14
POLYGAMY IN CEDAW AND IMAM SYAFI'I PERSPECTIVE <i>Qurrotul Ainayah</i>	15
THE SUPPORTING FACTORS ON THE APPLICATION OF THE INFORMATION TECHNOLOGY TRAINING OUTCOMES IN LEARNING PROCESS <i>Ikka Kartika Abbas Fauzi</i>	15-16
MAJOR LANGUAGES IN BULUNGAN	16

<i>M. Bahri Arifin</i>		
THE ROLE OF GOVERNMENT IN INCREASING THE NUMBER OF DOMESTIC AND INTERNATIONAL TOURISM VISITING IN PENDOLO VILLAGE, PAMONA SELATAN DISTRICT, POSO REGENCY	16-17	
<i>Sapruni, Karmila Akib, and Stevandi</i>		
IMPROVE THE DISTRIBUTION OF ECONOMIC DEVELOPMENT THROUGHT EXTENSION OF BANK CREDIT BASED ON ECONOMIC	17	
<i>Rudyanti Dorotea Tobing</i>		
THE BANKRUPTCY OF PERSONAL GUARANTOR'S HEIRS UNDERINDONESIAN LEGAL SYSTEM	17-18	
<i>Nuruzhahrah Diza, and Imasrosidawati Wiradirja</i>		
INDONESIAN CHILDREN STORIES IN THE PERSPECTIVE OF LITERACY DIMENSIONS	18	
<i>Yeti Mulyati and Halimah</i>		
TEACHERS' PEDAGOGIC COMPETENCE: A STUDY OF TEACHERS OF BAHASA INDONESIA WHO HAVE RECEIVED CERTIFICATION ALLOWANCE	19	
<i>Aris Badara and Hilaluddin Hanafi</i>		
THE HANDWRITTING MARGINS PATTERN RECOGNITION TO IDENTIFY HUMAN CHARACTER USING SUPPORT VECTOR MACHINE METHOD	19	
<i>Ratnadewi, and Adiatandy Geovani</i>		
WHEN SCIENCE, LANGUGE , ART, CULTURE AND LOVE BLEND IN MUSLIM HUMAN PERSONALITIES THROUGH THE CONCEPT OF BLUE OCEAN STRATEGY	20	
<i>Ade Tutty R. Rosa</i>		
USE OF INDONESIA BY STUDENTS IN PRESENTATIONS	20	
<i>Iis Lisnawati</i>		
THE INFLUENCES OF VEE DIAGRAM ON ANIMAL ECOLOGY LAB TO LEARNING OUTCOMES AND LOGICAL THINKING	21	
<i>Purwati Kuswarini Suprpto</i>		
DISASTER RELIEF AS INDONESIA SOFT POWER DIPLOMACY (CYCLONE PAM STUDY IN VANUATU, MARCH 2015)	21-22	
<i>Vrameswari Omega Wati, Deffi Ayu Puspito Sari, and Sobar Sutisna</i>		
COMBINATION OF VACUUM PACKAGING AND FREEZE STORAGE TO PROLONG THE SHELF LIFE OF PEMPEK LENJER	22	
<i>Railia Karneta</i>		
ITEM-BASED AS A RECOMMENDATION IN SELECTING ALGORITHM	22-23	
<i>Zen Munawar, Nopiramsari Hatta, and Mohammad Ishak Desa</i>		
PRODUCT POSITIONING PERUMAHAN TIPE SEDERHANA PADA KAWASAN JAKABARING SPORT CITY CENTER PALEMBANG	23	
<i>Lin Yan Syah</i>		

PERAN DINAS PARIWISATA DAN EKONOMI KREATIF DALAM MENINGKATKAN KUNJUNGAN WISATA DI DESA PENDOLO KECAMATAN PAMONA SELATAN KABUPATEN POSO <i>Stevandi</i>	24
STUDENT SCIENCE PROCESS SKILL IN ANIMAL PHYSIOLOGY LABORATORY EXPERIMENT <i>Meilisha Putri Pertiwi, M. Taufik Awaludin, Rita Istiana, and Suci Siti Lathifah</i>	24-25
DEVELOPMENT TRAINER ELECTRICAL POWER WINDOW AND CENTRAL LOCK SYSTEM AUTOMOTIVE TO IMPROVE THE QUALITY OF LEARNING AT SMK ISLAM AL-AMAL SURABAYA <i>Supari Muslim and Fandi Achmad</i>	25
THE ANALYSIS OF STUDENTS' MATHEMATICAL PROBLEM SOLVING DIFFICULTY IN PROBLEM BASED LEARNING <i>Ratna Rustina</i>	25-26
SUCCESSFUL ENTREPRENEURS AND INTENTION TO LEARN ENTREPRENEURSHIP: RULE AND BENEFITS <i>Ari Riswanto</i>	26
STUDY ON EXPLANATIF READING LITERACY SKILLS STUDENT HIGH SCHOOL IN SUKABUMI <i>Sri Aryani</i>	26-27
CREATIVE THINKING IN PRIMARY SCHOOL STUDENTS WITH PROBLEM POSING IN LEARNING MATHEMATICS <i>Heris Hendriana, and Euis Eti Rohaeti</i>	27
RELATED APPLICATION OF PUNISHMENT (PENALTY) WITH STRESS LEVEL SANTRIWATI WILAYAH Z-ZAINIYAH IN NURUL JADID PAITON PROBOLINGGO <i>H.Hefniy. Sri Astutik Andayani, and Maya Lestari</i>	27-28
MARKETING COMMUNICATION STRATEGY OF TOURISM BEACH IN GUNUNG KIDUL YOGYAKARTA <i>Dedi Kusna, Angelika Rosma and Retno Ekasari</i>	28
DISCRIMINANT ANALYSIS OF BUYING DECISION FACTORS KASONGAN POTTERY CENTER YOGYAKARTA VISITORS <i>Panji Hendrarso, T.S. Reza, Asep Candra Hidayat and Firman Syah</i>	28 -29
INFLUENCE MARKETING MIX AND SOCIO ECONOMIC TO THE COMMUNITY DECISION CHOOSE TREATMENT AT THE REGIONAL PUBLIC HOSPITAL KASONGAN OF CENTRAL KALIMANTAN <i>Lelo Sintani</i>	29
THE EFFECTIVENESS OF SHORT INDONESIAN LESSON PLAN MODEL TO INCREASE TEACHER PERFORMANCE <i>Bambang Yulianto</i>	29-30
DEVELOPMENT OF COMMUNITY EDUCATION SYSTEM CHILDREN WITH SPECIAL NEEDS USING WEB-BASED ANALYSIS OF KANO <i>Herfina</i>	30

PENGEMBANGAN TERAPI GANDA FISIK MENTAL (TGFM) MENDONGKRAK KESEMBUHAN PENYAKIT KOMORBID LANSIA <i>Sudjiwanati</i>	30-31
THE STUDY OF LEARNING OBSTACLE IN LINEAR EQUATIONS AND INEQUALITIES ONE VARIABLE IN MATHEMATICAL LEARNING IN JUNIOR HIGH SCHOOL <i>Eva Mulyani</i>	31
IOT FRAMEWORK OF SMART AGRICULTURE TO IMPROVE AGRICULTURAL PRODUCTION <i>Deden Ardiansyah</i>	31-32
NUSANTARA LITERATURE AS STIMULUS IN LANGUAGE ACQUISITION IN CHILDREN TO MAINTAIN LOCAL IDENTITY IN MODERN ERA: PSYCHOLINGUISTICS STUDY <i>Rosida Tiurma Manurung</i>	32
THE DEVELOPMENT OF MODEL PORTFOLIO ASSESSMENT INSTRUMENT BASED ON NEUROLINGUISTIC PROGRAMMING (NLP) IN INDONESIAN SUBJECT <i>Wikanengsih and Cucu Kartini</i>	32
THE EFFECTIVENESS OF SHORT INDONESIAN LESSON PLAN MODEL TO INCREASE TEACHER PERFORMANCE <i>Bambang Yulianto</i>	33
APPLICATION ANTHROPOMETRY GEGULAK UNITS IN METRIC SYSTEM IN TRADITIONAL BALINESE BUILDING <i>Putu Gde Ery Suardana</i>	33
DIDACTICAL DESIGN OF PERIMETER AND AREA CONCEPT OF PARALLELOGRAM BASED ON LEARNING OBSTACLE <i>Nani Ratnaningsih</i>	34
THE ROLE OF BOTH BUSINESS HALLYU AND CULTURAL HALLYU TO BUILD THE BRAND IMAGES OF KOREA IN INDONESIA <i>Herfina</i>	34
LITERACY CULTURE RECONSTRUCTION OF MULTICULTURAL SCIENTIFIC SOCIETY IN PALU CITY, INDONESIA <i>Sugit Zulianto</i>	35
A TYPOLOGY OF ADOLESCENT COMMUNICATION PATTERNS WITH FAMILY AND PEERS <i>Firdanianty, Djuara P. Lubis, Herien Puspitawati and Djoko Susanto</i>	35-36
THE IMPLEMENTATION EFFECTS OF COMMUNICATION QUALITY, TO COMPLIANCE AND ACCEPTANCE OF THE REVENUE OF LOCAL GOVERNMENT (PAD) OF MAKASSAR <i>YUSRIADI HALA</i>	36
THE EFFECTIVENESS OF COOPERATIVE LEARNING MODEL ROTATING TRIO EXCHANGE TYPE TO THE MATHEMATICS LEARNING OUTCOMES <i>Muhammad Nurhusain, S.Pd., M.Pd.</i>	36-37

COGNITIVE ACADEMIC LANGUAGE LEARNING APPROACH (CALLA) (Development of Short Stories Reading in 5th Grades of Elementary School) <i>Titin Setiartin and Jojo Nuryanto</i>	37
UNDERSTANDING THE SCIENCE AND INDONESIAN LANGUAGE CONTENT AREAS BY USING LITERATURE AS THE BASE OF LEARNING <i>Ahmad Ridhani</i>	37-38
DIFFICULTIES LEARNERS IN SOLVING MATHEMATICAL CREATIVE THINKING ABILITY IN THE GEOMETRY <i>Depi Setialesmana</i>	38
MARKET ORIENTATION AND MARKETING MIX OF UNIQUENESS RESOURCES TO IMPROVING PERFORMANCE MARKETING (The Small Industry Processing Seaweed Luwu Raya) <i>M. Risal and Muhammad Kasran</i>	38
EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY FOR PUBLIC RESPONSE TO OPERATING ACTIVITIES PT PEMBANGKITAN JAWA BALI (PT PJB) <i>Aminullah Assagaf, Eddy Yunus, and Meithiana Indrasari</i>	39
ANTIFUNGAL ACTIVITY OF SWEET POTATO (<i>Ipomoea batatas</i> L.) AGAINST <i>Fusarium oxysporum</i> <i>Dina Dyah Saputri and Surti Kurniasih</i>	39-40
CONTRIBUTION OF PROBLEM BASED TEACHING MATERIALS TO MATHEMATICAL PROBLEM SOLVING ABILITIES <i>Yeni Heryani</i>	40
MEDIA RELATIONS STRATEGY TO IMPROVE THE COMPANY'S REPUTATION (Case Study on PT. Kereta Api Indonesia) <i>Suwatno, Tito Edy Priandono, and Henry Gunawan</i>	40-41
CROSS-UNIVERSITY RESEARCH COLLABORATION ON LOCAL-GLOBAL CULTURES <i>Novi Anoeagrajekti</i>	41
THE EXISTENCE OF TRADITIONAL SPORT (BARAPAN KEBO) AND CHARACTER VALUES OF BARAPAN KEBO IN THE SOCIETY OF SUMBAWA REGENCY <i>Yadi Imansyah</i>	41-42
CARIES RISK MEASUREMENT IN THE EARLY MIXED DENTITION SIX AGED YEARS AT SDN 04 KAMPUNG OLO PADANG SEEN FROM BACTERIA AND PH SALIVA EXAMINATION <i>Dewi Elianora and Poppy Maizulerisa</i>	42
CLASSIFICATION OF INDONESIAN TELEMATIC SERVICES MSMEs FEASIBILITY ASSISTANCE, USING J 48 ALGORITHM <i>Eneng Tita Tosida, Sufiatul Maryana, Hermawan Thaheer, and Okta Hairlangga</i>	42-43
NEW POTENTIAL HYDROCARBONS RESERVOIR IN YOGYAKARTA BASIN ASSESSMENT USING BROADBAND NOISES ANALYSIS	43

<i>Madlazim</i>	
THE DEVELOPMENT OF TRAINER PLC CP1E 20 DRA AS LEARNING MEDIA VOCATIONAL IN INDONESIA	43-44
<i>Fendi Achmad</i>	
USING SIX SIGMA METHODOLOGY TO IMPROVE THE QUALITY IN COATING PROCESS OF API 5L (CASE STUDY PLANT COATING PT.XYZ)	44
<i>Mirsa Diah Novianti and Wezu Aryunata</i>	
REPRESENTATION OF AL-QAEDA: LAWRENCE WRIGHT'S NARRATIVE STRATEGIES IN THE NARRATIVE APOLOGY OF THE LOOMING TOWER : AL-QAEDA AND THE ROAD TO 9/11	44-45
<i>Dr Agnes Setyowati Hariningsih, M.Hum</i>	
LEARNING EXPLANATION WRITING WITH AUDIO VISUAL MEDIA	45
<i>Isah Cahyani</i>	
REVOLUTION OF EDUCATIONAL SYSTEM AND BUILD MINI SCHOOL BASED MENTAL HEALTH FOR REMOTE VILLAGES	45-46
<i>Pentarina Intan Laksmiawati</i>	
PROS – CONS OF LIBERALIZATION AND PRIVATIZATION OF HIGHER-EDUCATION IN INDONESIA	46
<i>Henni Kusumastuti</i>	
DIFFICULTIES LEARNERS IN SOLVING MATHEMATICAL CREATIVE THINKING ABILITY IN THE GEOMETRY	46-47
<i>Depi Setialesmana</i>	
THE EFFECTIVENESS OF AUTHENTIC ASSESSMENT IN ASSESSING ACTIVITY OF INTEGRATED FIELD PRACTICE FOR STUDENTS BIOLOGY TEACHER CANDIDATE	47
<i>Cartono, Cita Tresnawati</i>	
INCOME DISTRIBUTION OF RICE FARMING BY USING DIRECT SEEDLING AND TRANPLANTING AT TIDAL LOWLAND OF SOUTH SUMATERA PROVINCE	47-48
<i>Yudhi Zuriah Wirya Purba and Wardi Saleh</i>	
REALIZATION OF WATER CIRCULATION PROCESS CONTROL ON WATER CLARIFIER MINIATURE PLANT	48
<i>Erwani Merry Sartika1, Andri Ferdian, and Kurniawan</i>	
FEATURE EXTRACTION COMPARISON BETWEEN WAVELET TRANSFORM OF PROJECTION PROFILE AND WAVELET TRANSFORM IN HANDWRITING RECOGNITION	48-49
<i>Novie Theresia Br. Pasaribu, Radian Rizki Triadhi</i>	
INTEGRASI TANAMAN TERNAK MENUJU PEMBANGUNAN PERTANIAN TANPA LIMBAH	49-50
<i>Asep Suherman</i>	
THE DEVELOPMENT OF AN INTERACTIVE MULTIMEDIA COURSEWARE (A Case Study of Students at Junior High School)	50-51
<i>Arifin</i>	

THE IMPLEMENTATION OF FACILITIES AND INFRASTRUCTURE MANAGEMENT FOR LEARNING IN CLC INDRAMAYU DISTRICT <i>Ipong Dekawati</i>	
UTILIZATION AND CONSERVATION EFFORTS WATER RESOURCES TANJUNG IN TASIKMALAYA CITY <i>Siti Fadjarajani</i>	51
DEVELOPING SCIENTIFIC WRITING SKILLS OF PBSI STUDENTS IN KUNINGAN UNIVERSITY THROUGH SCIENTIFIC APPROACH <i>Yusida Gloriani</i>	51
EXPLANATORY SEQUENTIAL ANALYSIS OF STUDENT PARTICIPATION IN ENVIRONMENTAL CONSERVATION BASED ON THE PERCEPTION OF STUDENTS ON SCHOOL ENVIRONMENT CULTURED <i>Nani Inri Islamiah, Rita Istiana, Susi Sutjihati</i>	52
KAJIAN CERITA MITOLOGI SEBAGAI SUATU ALTERNATIF MEDIA KOMUNIKASI ILMIAH ANTAR BANGSA <i>Yeni Suryani</i>	52-53
FUNDAMENTALS OF ANALYTICAL CHEMISTRY LEARNING WITH OPEN-ENDED EXPERIMENT AND GROUP INVESTIGATION <i>Indarini Dwi Pursitasari</i>	53
FUNCTIONS OF TRADITIONAL VILLAGE CREDIT INSTITUTION TOWARD RURAL DEVELOPMENT: Case of Kedonganan Vil <i>Dr. Drs. M.S. Chandra Jaya, M.Hum</i>	53
CHANGES of MINDSET of SMA/MA'S SCIENCE TEACHERS in IMPLEMENTING the CURRICULUM 2013 <i>Prof. Dr. Wahidin, M.Pd</i>	54
TRADISI HAJAT LEMBUR AMPIH PARE DI KECAMATAN SITURAJA KABUPATEN SUMEDANG DAN UPAYA PELESTARIANYA <i>E. Sulyat</i>	54-55
THE CONTRIBUTION OF TEACHERS COMPETENCES AND SCHOOL CLIMATES TO THE SOCIAL CHARACTER FORMING OF STUD <i>Dadang Iskandar</i>	55
MACHINE LEARNING FOR BANKCRUPCTY PREDICTION <i>Bambang Siswoyo</i>	55
THE METHODOLOGY AND TECHNIQUE IN ENGLISH LANGUAGE TEACHING FOR THE HEARING - IMPAIRED STUDENTS AT SL <i>Ni Putu Ferryanti</i>	56
REPRESENTATION OF METACOGNITION AWARENESS OF INDONESIAN LANGUAGE TEACHER IN CIMAHI <i>Dr. R. Ika Mustika, M.Pd</i>	56
LANGUAGE ATTITUDE OF SPEECH COMMUNITY OF TRUNYAN BALIBESE DIALECT <i>Dr. I Ketut Suar Adnyana, M.Hum</i>	56-57
THE FUNCTION OF LANGUAGE GAME USED BY YOUNG PEOPLE IN SOROWAKO LUWU TIMUR	57

<i>Suci Ayu Kurniah</i>	
LIMITED TRIAL MODEL OF LEARNING SUPERFLEX	58
<i>Huriah Rachmah</i>	
THE INFLUENCES OF HYPER-PERSONAL COMMUNICATION TOWARD THE LONG DISTANCE RELATIONSHIP MAINTENANCE OF	58
<i>Firman Aziz, S.Pd., M.Pd.</i>	
GLOBAL CHALLENGES: WHAT ARE UNIVERSITIES FOR?	58-59
<i>Dr. H. Husni Thamrin, S.H., M.H and Kadarudin</i>	
DESCRIPTIVE ANALYSIS OF REFERENCE GROUP AND FAMILY TO PURCHASE DECISION OF TOUCHSCREEN PHONE	59
<i>Rahmat Hidayat</i>	
PRE-SERVICE TEACHERS' SOCIOSCIENTIFIC ARGUMENTATION: THE INFLUENCE OF LEARNING EXPERIENCES	59
<i>Desti Herawati</i>	
REVEALING THE LANGUAGE OF AL QUR'AN (AN NAHL: 68-69) IN RELATION TO SCIENCE AND TECHNOLOGY	60
<i>Prof. Dr. Juairiah, M.Pd</i>	
ANALISIS SEQUENTIAL EXPLANATORY PARTISIPASI SISWA DALAM PELESTARIAN LINGKUNGAN	60-61
<i>Prof. Dr. Juairiah, M.Pd</i>	
THE VISION OF UNIVERSITY AS THE CENTER OF CIVILIZATION TOWARDS	61
<i>Drs. I Made Sila, M.Pd</i>	
PKN STRATEGIC ROLE TO BUILD CHARACTER FOR STUDENTS	61-62
<i>Putu Ronny Angga Mahendra, S.Pd. M.Pd</i>	
THE OPTIMALIZATION OF LOCAL INSTITUTIONS IN THE IMPLEMENTATION OF COMMUNITY POLICING TO INCREASE	62
<i>Ujang Suratno</i>	
TEACHER IN STUDY PROGRAM OF INDONESIAN AND LOCAL LANGUAGE AND LITERATURE FACULTY OF TEACHERS AND EDU	62-63
<i>Titin Nurhayatin</i>	
IMPLEMENTATION OF INFRASTRUCTURE FACILITIES MANAGEMENT ON LEARNING IN COMMUNITY LEARNING CENTER DISTRI	63
<i>Ipong Dekawati</i>	
THE CORRELATION BETWEEN STUDENT COGNITIVE CAPABILITY WITH GENERIC SKILL IN ENVIRONMENT MANAGEMENT CO	63-64
<i>Suci Siti Lathifah</i>	
INTERPRET THE CONSTITUTIONAL INDONESIA BASED ON STRUCTURE BEFORE AND AFTER THE 1945 AMENDMENTS	64
<i>Bambang Panji Gunawan</i>	
CONTRIBUTION OF ADVERTISING FOR PURCHASING DECISION OF SIMCARD (SIMPATI) PRODUCT	64

<i>Harrie Lutfie</i>	
STUDENT SCIENCE PROCESS SKILL IN ANIMAL PHYSIOLOGY LABORATORY EXPERIMENT	65
<i>Meilisha Pertiwi</i>	
MATERIAL AGAINST JUDICIAL APPLICABILITY CONTINUITY OF GOVERNMENT REGULATION IN LIEU OF LAW (DECREE)	65
<i>Sulistiyani Eka Lestari</i>	
THE SALIVARY IL-1? AS PERIODONTAL DISEASE DIAGNOSTIC MARKER	65-66
<i>Dr. drg . Nila Kasuma and M.Biomed</i>	
ATTITUDE OF ENTREPRENEURSHIP EDUCATION TEACHER CANDIDATE ACCOUNTING	66
<i>Dra. Hj. Ani Setiani, M.Pd.</i>	
DEVELOPING FARMERS' COOPERATIVE TOWARD AGRIBUSINESS ACTIVITIES: Case of Subak of Guama, Bali Province	66-67
<i>Dr. Ir. Gede Sedana, M.Sc.MMA.</i>	
ROLES OF CUSTOMARY LAW IN THE FOREST MANAGEMENT: Case of Traditional Village of Tenganan Pengringsin	67
<i>Dr. Putu Dyatmikawati, SH. M.Hum.</i>	
THREE STAGE SERVICE CONSUMPTION OF UNIVERSITY'S CONSUMERS BEHAVIOR	67-68
<i>Ananda Fortunisa.</i>	
APPLICATION MODEL DISCOVERY LEARNING TO IMPROVE STUDENT LEARNING ACTIVITIES AND RESULTS OF THEME BEA	68
<i>Abdul Mu'min Saud</i>	
THE DEVELOPMENT OF SOCIAL STUDIES LEARNING AND ASSESSMENT MATERIALS BASED ON LOCAL POTENTIAL FOR SEC	68-69
<i>Prof. Dr. Dwi Amono., M.Pd., M.Si</i>	
IMPLICATIONS OF GLOBALIZATION TO THE CHANGE OF THE MINDSET AND VALUE SYSTEM OF EDUCATION	69
<i>Dr. H. Cucu Hidayat, M.Pd.</i>	
EFFECT OF ORGANIC MATTER (STRAW COMPOST) ON CADMIUM ABSORPTION BY PLANTS ON THE RIVERBANKS CONTAMINATED	69-70
<i>Alfandi</i>	
DESCRIPTION AGGLOMERATION DEVELOPMENT PHILOSOPHY THEORY IN THE CLASSICAL AND MODERN PERSPECTIVE AND APPLICATION THEORY	70
<i>Deltri Apriyeni and Thamrin</i>	
FRANCHISE AGREEMENT IMPLEMENTATION IN PERSPECTIVE OF CONTRACTING LAW	70-71
<i>Maulidiana, Lina</i>	
MACHINE LEARNING NEURAL NETWORK FOR BANKCRUPCTY PREDICTION	71
<i>Bambang Siswoyo, Encep Supriatna, & Firman Hamdani</i>	

URGENCY LEGAL ASPECTS OF GROWTH INFORMATION TECHNOLOGY IN INDONESIAN <i>Hardianto Djanggih, Hambali Thalib, Hamza Baharudin, & Nurul Qamar</i>	72
COMPARISON OF THE LEARNING OUTCOMES OF COURSLAB 2.4 AND E-LEARNING IN MANAGEMENT OF MENSWEAR COURSE <i>Luh Wina Sadevi, Nahindi Putra Gitama, Supari Muslim, & Rita Ismawati</i>	72
FLOOD CONTROL ON SUB-CATCHMENT AREA AT KARANGREJO WONOKROMO SURABAYA <i>Kusnan, Amanda Ristriana Pattisinai, & Muhammad imaduddin</i>	72-73
DIFFERENCES IN STUDENT RESULTS SMK-1 KERTOSONO TOP MODEL UTILIZATION PROJECT BASED LEARNING MODEL LEARNING AND TEACHING MATERIALS JUMP IN ELECTRIC ARC WELDING. <i>Sofatul Anam, Meinisondang, & Bambang Suprianto</i>	73-74
THE DEVELOPMENT OF LEARNING INSTRUMENT WITH LEARNING CYCLES 5E MODEL ON THE TECHNIQUE MICROPROCESSOR SUBJECT AT STATE VOCATIONAL SENIOR HIGH SCHOOL 2 SURABAYA <i>Eppy Yunda</i>	74
THE EFFECT OF INSTRUCTIONAL MEDIA FOR DRESSFORM AND STUDENTS' INTERESTS TOWARDS LEARNING OUTCOMES OF THE MAKING OF BASIC PATTERN FOR UPPER BODY IN CLASS X SMK NEGERI 2 BOYOLANGU TULUNGAGUNG. <i>Suhartini, Luthfiyah Nurlaela, & Munoto</i>	74-75
THE COMPARISON OF CARCASS PRODUCTION OF NATIVE CHICKEN BASED ON SLAUGHTERING AGE IN TRADITIONAL FARMING SYSTEM <i>Harapin Hafid, Astriana Napirah, & Neli Marlina</i>	75

BUSINESS CULTURAL VALUES ON ENTREPRENEURS OF CHINESE ETHNIC IN JATIWANGI SUBDISTRICT – MAJALENGKA RE

Pupu Saeful Rahmat
Universitas Kuningan

Abstract. This research is intended to know somethings do by some entrepreneur of Chinese ethnic in terms of: (1) the values of tradition; (2) the characteristics of cultural values, (3) business ethics; (4) the process transformation of business cultural value; (5) business cultural values that can be used as learning social studies education; and (6) the role of education in social studies reveal the cultural values of the Chinese ethnic entrepreneurs. This study used a qualitative approach is done on Chinese ethnic shopkeepers in Jatiwangi and some teachers of Social Studies of Junior High School (SMP) in Subdistrict Jatiwangi. Data collection tool used: (1) in-depth interviews, (2) participant observation, (3) focus group discussion. Based on data analysis results of this study as follows: 1. traditional values of Chinese Ethnic, namely, maintaining health, learning in a variety of ways, doing good to others, believe in destiny from birth, believes hockey, feng shui, learn from reading a book, listening to conversations that are useful and practices, attitudes are more introspective in understanding the environment. 2. Characteristics of cultural values embodied in the activities of hard work, frugality, restraint, choosing to trade, cautious, saving, avoiding debt, dreams, remember our children and grand children, never say " no " to the customer. 3. Business ethics realized in the form of equity capital, priority service, always take advantage of opportunities, be straight forward, assertive, meticulous in carrying out the transaction, be cautious in giving credit, perform inventory carefully. 4. Cultural transformation of the business is done in the context of changes in the form, function changes the context, the context of the structure changes. 5. Cultural values of Chinese Ethnic business entrepreneurs descent can be applied as an effort to enrich the learning enrichment materials of Social Studies at schools. 6. The role of Social Studies in uncovering business cultural values of Chinese ethnic descent. The results of this study are expected to provide information about how the entrepreneurs of Chinese descent running its business and transforming the cultural values of business, which in turn can be used as scientific study about the application of teaching material enrichment of social studies that are based on the cultural values of business of Chinese ethnic descent.

Keywords:

IMPROVING STUDENTS' ARGUMENTATION STYLE ABILITY IN WRITING ESSAY THROUGH DISCOURSE ANALYSIS MODEL CRITICAL THINKING MAP ORIENTED

Dr. Hj. R. Panca Pertiwi Hidayati, M.Pd
Universitas Pasundan

Abstract. Students' ability in writing essay, as one of language skills which can improve the creativity in language, is a serious problem that should be investigated by a deep research. Besides for showing that language as a thinking

tool, writing competence can be seen as a product if we take a look from critical thinking ability measurement aspect and also as a process if we take a look from the individual development itself aspect. One of indicator for measuring the students' critical is by the ability in delivering their argumentation style which is showed in their essay. The goal of this research is obtaining the objective discourse analysis model critical thinking map oriented in improving students' argumentation style skills in writing essay, hence can be used as a modeling for the growing of students' creativity in a variety of writing skills. Based on paired-samples T test, the pretest/post test paired-sample is significant, because the significance (2-tailed) is less than 0.05 in the standard of 95%. This is mean, there is a real difference between the ability before and after getting the treatment. The sample's ability after getting the treatment is better than before. As well as if be compared with control class, experiment class shows the significant superiority for all aspects of essay writing assessment.

Keywords: argumentation style, discourse analysis model critical thinking map oriented, writing essay

COMPARISON OF COMPETENCE PSYCHOMOTOR PROSPECTIVE STUDENTS OF BIOLOGY TEACHER COURSE IN BIOTECHNOLOGY PROJECT BASED LEARNING

Mia Nurkanti¹⁾, Yusuf Ibrahim²⁾, Cita Tresnawati³⁾
Universitas Pasundan

1) mee.nkanti@yahoo.com, yusufibrahim63@yahoo.com, 3) citaarie@yahoo.com

Abstract. This study is the second year (the implementation phase) of three years of research. The study, using the draft Educational Research and Development (R & D) were modified as needed. The study population was conducted on student teachers are contracted IPA biotechnology courses in 2015-2016. The purpose of the study is to examine the results of the products made by the respondents in groups. The instrument used was a test of cognitive ability, scientific attitude scale, observation sheets, and interviews using a PPA-based worksheet integrated courses in Biotechnology. This implementation involved 60 student class of 2013 to 2014, consisting of 30 students and a control class 30 students experimental class. The results showed there were differences in cognitive ability of students to use project-based worksheet scientific with a mean value of 2.47 with the control class and experimental class category enough with a mean value of 3.56 with very good category. Results attitude scale to measure affective abilities of students shows that there are differences in attitudes between the control class with a mean value of 2.70 with a good category and class experiment with a mean value of 3.50 with very good category. Based on the assessment of psychomotor abilities showed the average value of 2.67 with the control classes either category and the average of 3.83 experimental class with very good category. This is reinforced by the data mean comparison test teskognitif, affective and psychomotor at $\alpha = 0.05$ level of significance there are significant differences. The analyst shows the stages of learning model that was developed to form worksheet can lead students in real scientific processes such as the process of inquiry that berorientas ipada problems with settlement through a series of projects to improve the ability to think and implicates effect change better attitude. Increasing the skills to make products bersinergis of increasing thinking ability of students.

Keywords: Competence, Affective, Cognitive, worksheet-based inquiry, Project Based Learning, Psychomotor.

STUDY FOR THE USE OF CEMENT MORTAR MAJOR TYPE 420 MATERIALS AS MIXED CONCRETE

Asrullah
Universitas Palembang
Email: asrull66@yahoo.co.id

Abstract. Abstract. Concrete is part of the construction structure that has an important role in development. Concrete is a mixture of cement, water, fine aggregate (sand) coarse aggregate (gravel / split) and added of ingredients which were varied. The main mortar cement is produced by PT Cipta Mortar Utama which is the largest national company and the first to produce ready-made instant cement (premixed mortar) through modern technology that is known by the brand main Mortar. The filler (filler) contained there in order to increase density and reduce the porosity of the concrete, while the added material (additive) contained here are water soluble materials which is useful for improving consistency, power tie, water retention, preservation and strength. The main Cement Mortar has various types in accordance with its usefulness, in this study using the added material Mortar cement Main Type 420 is used as the tiling on walls and floors. By using extra material of the main cement Mortar Type 420 is expected not cause a decline in the quality of concrete, it will even improve the quality of concrete is mainly compressive strength, this is because of the main Cement Mortar Type 420 contains additive. This research was carried out on a laboratory scale in the form of experiment. Quality of the concrete used is K 250, K 300 and K 350 with test specimen measuring 15 x 15 x 15 cm. The addition of the main Cement Mortar at 5%, 10%, 15% and 20% by weight of cement. Testing the compressive strength of concrete is done at the age of 3, 14, 21 and 28 days. From the test results, it can be concluded that the greatest strength of concrete K 250 with the addition of 5% amounting to 275.09 Kg / cm², and K 300 with the addition of 5% of 325,32kg / cm², while for K 350 with the addition of 5% at 368.48 kg / cm² addition of the main cement Mortar type 420, can give effect to the compressive strength of concrete with a simple linear regression model for K 250 is $Y = -2,005x + 272.7$ with $R^2 = 0.757$, K 300, namely: $Y = -3,061x + 328.3$ with $R^2 = 0.731$, and K 350, namely: $Y = + 362.5 - 3,114x$ with $R^2 = 0.785$.

Keywords: Compressive Strength, K 250, K 300, K.350, the main Cement Mortar Type 420, linear regression

PRESERVATION OF LANGUAGE AND PRINCIPLES OF LOCAL CULTURE BASED MULTICULTURAL EDUCATION IN INDONESIA

Lina Siti Nurwahidah
STKIP Garut

Abstract. In the Orde Baru's period, we have been directed to uniformity in many ways. Indonesia, a diverse cultural country was only directed to uniformity that would shape national culture, including Indonesian. Local diversities were just a complement, an addition to the main culture, so it was out of favor and only considered as a secondary culture. Moreover, the early '90s echoes of globalization began to enter into the soul of Indonesian society. Because of that, some communities in Indonesia were eroded in sense of nationalism that destabilize the use of Indonesian and glorifies all which came from abroad, including foreign languages. Whereas local culture is

very important in the education of multiculturalism, it should be considered in a multicultural-region like ours, Indonesia. The reason is with the locality they can see themselves and also be able to see everyone else. Decentralization of culture including the use of regional languages will not only grow the local culture but also will raise the creativity and resilience of this nation from the onslaught of globalization.

Keywords: preservation of language, multicultural education, and local culture

IMPLEMENTATION OF TAX HOTEL IN SINTANG REGION WEST KALIMANTAN PROVINCE TRESIA KRISTIANA UNIVERSITAS KRISTEN PALANGKA RAYA

Tresia Kristiana
Universitas Kristen Palangka Raya
Email: tresiakristiana@yahoo.co.id

Abstract. This research on the Implementation of Tax Hotel in Sintang West Kalimantan Province. There are various models that can support the implementation of policies to improve local revenue from affluent sectors tax. Poll results indicated to be fluctuate so that tax money is not optimal, and can not be used as an area's finance resources, to fund local government activities and development which should be extracted from the area's potential resources. This study used a qualitative descriptive method. data collection technique conducted by collecting primary and secondary data through interviews and observation. Secondary data obtained from official documents, activities and report and applicable regulations. The results showed that the operating staff workload exceeds the ability to implement policies, incentives are still low but has been regulated in Local Regulation, on the other hand there are standards and policy objectives have been set in the Regulation on Organization of the regional units. Internal and external communication is effective, the social environment, economy, politics quite supportive, so that the results of the poll tax Hotel and Lodging seen increased realization of the achievement of targets and although not significant increase when compared to its potential. The findings of this study is the presence of other factors that influence the successful implementation of policies that work is the development of systems theory of policy implementation by Van Meter and Van Horn is a standard dimension.

Keywords: Implementation, Tax Hotel.

MARKET ORIENTATION AND MARKETING MIX OF UNIQUENESS RESOURCES TO IMPROVING PERFORMANCE MARKETING

M. Risal
Sekolah Tinggi Ilmu Ekonomi Muhammadiyah Palopo

Abstract. The purpose of this paper is to examine the marketing concept of the marketing mix Market Orientation and the uniqueness of Resources in improving marketing performance, an empirical study was conducted on Small Industrial Processing Seaweed Luwu Raya. The approach in this study is a dimensional approach, with a review of the dimensions of the variables contained in market orientation and marketing mix, unique resources, and marketing performance in small industry seaweed processing in Luwu highway. Academic implications of this paper explores the concept of strategic marketing approach market orientation, marketing mix, the uniqueness of resources in improving marketing performance. The practical implications will give you some ideas and suggestions in the decision to implement market orientation, marketing mix, the uniqueness of the performance marketing resources on a small industrial processing seaweed in Luwu Raya. The original contribution of this paper is the modeling of market orientation and marketing mix to the uniqueness of resources in improving marketing performance in small industry in Luwu Raya.

Keywords: Market Orientation, Marketing Mix, Uniqueness Resources, and Marketing Performance.

THE DEVELOPMENT OF SOCIAL STUDIES LEARNING AND ASSESSMENT MATERIALS BASED ON LOCAL POTENTIAL FOR SECONDARY SCHOOL

DwiAtmono¹, Muhammad Rahmattullah², Sri Setiti³

^{1,2,3} FKIP Universitas Lambung Mangkurat

Email : ¹dwiatmono@ymail.com, ²sarangtiung@gmail.com, ³srisetiti54@gmail.com

Abstract. This research aimed to analyze student needs in social studies classroom in purpose to design learning model using local potential in Banjarmasin area. This research used qualitative approach. Data collected through literature analysis, observation, and interviews through focus group discussion and focused on 7th grade materials. Data analyzed with qualitative method. The result showed that those are seven basic competences on 7th grade that can be developed for social studies learning with the using of local potential. Learning process can be applied through direct and indirect methods, interactive learning, independent learning, field observation, and discussion. It required supplement books based on local potential, the increasing of MGMP's empowerment for social studies teachers, teachers' training on learning planning, process, and evaluation based on local potential, and the developing of learning media through film documentary with local potential contents. In term of curriculum changing, to increase teachers' competence in assessment it required training about authentic assessment, classroom assessment, character based assessment, and competence based assessment. It is necessary to create local potential

roadmap as guidance for social studies learning material in Banjarmasin as the implementation of local excellence and character education for social studies learning.

Keywords: social studies learning, local potential, character education

NAKAYASU SYNTHETIC UNIT HYDROGRAPH OF BENDUNG WATERSHED

Achmad Syarifudin
Universitas Bina Darma Palembang

Abstract. Floods occur during the rainy season has become routine events in several cities in Indonesia. Various reasons to trigger the occurrence of flooding, among other drainage network system capacity is decreased, increasing water flow, or a combination of both. The capacity of the drainage channel has been calculated based on the design criteria to accommodate the flow of water occurs so that the area is not experiencing inundation or flooding. The reduced system capacity due to, among others, many precipitates, physical damage or their network systems and illegal buildings on the system network. While the cause of the discharge increases, among others, high rainfall out of habit, changes in land use, environmental damage to the watershed in a region. Cases like mentioned above also occur in Bendung watershed, so it is necessary to study the drainage network performance evaluation system based on the concept of sustainable drainage based on community participation. Good and bad, high and low of the drainage network system performance is large determined by community participation in management, especially with the lack or absence of funds from Palembang city government for the management of drainage network system

Keywords: drainage networks system, sustainable drainage, community participation

DeSIGNING THE LIFE THROUGH LITERARY TEXT

Abdul Rozak
FKIP-Unswagati Cirebon

Abstract. This paper Provides opportunity for teachers to dissect literary works as a medium for designing life scenario. Literary works offers a medium for readers to find the meaning of life. Literary Provides huge learning opportunity for learners to gain meaning from learning through discussion about life in the future. Literary work the which is presenting Certain discussion topics relevant to intended condition in the learning process may live up the class. In order to the make literary work livelier discussion in the classroom, detailed instructions about it should be Provided interestingly. By so doing, learners are more motivated to Participate in the discussion by delivering Reviews their thoughts, experiences, and feelings. Teachers should Realize that a well-designed learning needs a thorough preparation. Parents do really hope that schools are Able to Book Reviews their children to go through

Reviews their life in a good and right manner. Literary works presented in a well-designed learning scenarios by teachers can Contribute to Achieve the objective..

Keywords: literary text, design, experience, life scenario, construction

SEGREGATION OR INTEGRATION?

Istiqlaliah Nurul Hidayati
Universitas Pakuan

Abstract. The research is aimed at finding out the perception of English Education Study Program lecturers on the teaching and assessment of language skills whether they need to be segregated or integrated. The respondents of the research were 68 lecturers of English Education Study programs united at APSPBI, an association of English Education Study Program. The research employed descriptive method with the instruments of online questionnaires, interview, and documentation. The online questionnaires consisted of six questions and they were spread out through social media. The interview was conducted to five lecturers of different universities and the documents analyzed were books on speaking, reading, listening and writing skills used at the universities where the respondents teach. The result shows that 80% of the respondents still teach the English skills separately. However, 64% from the total number agree that the skill should be taught in integration. 50% of books used by the lecturers are integrated. Even though mostly the lecturer agree to the skill integration, in fact some of them still find themselves focusing on one skill to be emphasized in one meeting. Mostly the lecturers prefer the assessment to be conducted in integration yet most of the books still separate the assessment based on the skills.

Keywords: Skills Integration, Skills Segregation, Assessment

NON FORMAL EDUCATION MODEL AGRIBUSINESS SKILLS-BASED IN THE COMMUNITY AND LEARNING ACTIVITIES CENTER (PKBM) TO IMPROVE THE QUALITY OF NON FORMAL EDUCATION

Okke Rosmaladewi¹, Vidia Ayundhari², Lilis Irmawatie³, Ida Adviany⁴, Erry Mustariani⁵
^{1,2,3,4}Prodi Agrotechnology, Faculty Of Agriculture University Islam Nusantara
¹Email: okkerosmala@uninus.ac.id

Abstract. Abstract Socio-economic conditions in a community of Pasirwangi subdistrict is an agricultural area with the majority of the population generally as low-educated peasants. The education they had were only as students of elementary school and even the Dropped-Outs. They live below the poverty line. The problem dimensions of poverty dominantly occurs in the area concerning economic issues, education and health. One of the attempts to parse the poverty circle is by a means of giving Non-Formal Education (PNF) which is suitable with the condition of the target community. The management of PNF itself is implemented by PKBM. It is established and run by

community leaders who are concerned about the condition of the surroundings. PKBM management and learning implemented generally yet refers to a standard quality that has been set. Learning undertaken is to prepare for the equality test only. During this time, there are no skills given to learners. This makes PNF even worse. Thus, based on these conditions, PNF model agribusiness skills-based is one of the alternatives to improve the education quality and family productivity of the peasants. The purpose of this research is to solve the problems of quality improvement on the PNF as well as to increase society's welfare. Research results can be utilized for the benefit of both society and the institutions of PNF, e.g. PKBM. This research type is applied research using qualitative approach method with descriptive analysis. This model is in the field of social engineering through the multistakeholder partnership. It is held to improve the quality of PNF based on partnership principles, PKBM empowerment, as well as the active participation of stakeholders continually.

Keywords: Non Formal Education, Skills And Learning Activities, The Community and Learning Activities Center (PKBM)

MATHEMATICS TEACHERS' ABILITY IN IMPLEMENTING INNOVATIVE LEARNING-BASED RESEARCH AT SENIOR HIGH SCHOOL

Euis Eti Rohaeti¹, Heris Hendriana²
STKIP Siliwangi Bandung
¹e2rht@yahoo.com

Abstract. This study is a correlational study that aims to link the teachers' knowledge through innovative teaching of mathematics and the ability to plan, implement and evaluate the learning activity. The subject of the study is 16 teachers of senior high school from 4 different regionals in west java: 4 teachers from Cianjur, 4 teachers from Garut, 4 teachers from Cimahi, and 4 teachers from Subang. The data has been collected through written test, lesson study, learning observation and interview. The result of the study shows: 1) teachers' knowledge toward several innovative learning-based research is still at low level, 2) the ability to plan, implement, and evaluate innovative learning is at moderate level, 3) There is a high association between the teacher's knowledge of some innovative learnings with the ability to plan and implement learning activity; 4) There was an association between the teacher's knowledge of some innovative learnings with the ability to evaluate learning activity.

Keywords: **mathematics, teachers, ability, innovative learning**

RHETORICAL MOVES IN INTRODUCTION PART OF BACHELOR THESES IN BAHASA INDONESIA EDUCATION AND LITERATURE

Asep Nurjamin
STKIP Garut

Abstract. This study aims to figure out rhetorical moves used in the introduction part of bachelor theses in the major of Bahasa Indonesia education and literature for the period 2014 up to 2016. To achieve this purpose, a qualitative research in form of descriptive study was chosen. Additionally, the data were collected from six bachelor research articles. These data were then analyzed using three rhetorical moves as proposed by Paltridge & Stairfeld (2007) as in Emilia (2012) consisting establishing a research territory, establishing a niche, and positioning the research. The result of this study reveals that students are only able to put two obligatory aspects in rhetorical moves; the identification of the problem and the aim of the study, and three optional categories of moves; they are, the information of the background and the significance of the study, and the centrality of the research. It means that students are still not be able to put other compulsory points; the report of previous study, the gap of research, the organization of the thesis, and definition of terms. Additionally, the optional aspects of moves which are still not obviously stated are the outline of research methodology, the position of related literature.

Keywords: Development, Media, Trainer, Effectiveness

LOCAL WISDOM CULTURE OF BUGIS-MAKASSAR IN LEGAL PERSPECTIVE

Nurul Qamar¹⁾, Baharuddin Badaru²⁾, Aan Aswari³⁾,
^{1,2,3}Faculty of Law, Universitas Muslim Indonesia
email: aanaswari@umi.ac.id

Abstract. The content of the past is shrouded values that must be explored and picked essence, therefore having summon bonum which can be used as a light in the soul, and the lamp life and torch lights when a nation facing with crises lawless overcast condition. This article examines the culture of the Bugis-Makassar as a nation, race, ethnicity and there is even referred to it as a nation (a nation To Ogi / Ugi-Mangkasara). The results showed that the values of wisdom in the law and in the Bugis Makassar culture is "Siri". The values of wisdom about the laws that need to be explored, exposed and turned on in order to be used as a torch shining moment this nation degraded or experience in the overcast condition behave in accordance with the law.

Keyword: Wisdom, Culture, Buginese-Makassar.

EFFECTIVENESS OF COMICS MEDIA AND COOPERATIVE LEARNING MODEL OF GROUP INVESTIGATION TYPE TOWARD STUDENTS PREPAREDNESS ABOUT EARTHQUAKE DISASTER AT X SMA NEGERI 1 WEDI, KLATEN

Fajar Wulandari¹, Sigit Santoso², Sarwono³
¹Sekolah Tinggi Keguruan dan Ilmu Pendidikan (STKIP) Singkawang
^{2,3}Universitas Sebelas Maret, Ketingan, Surakarta, Indonesia
Email: Fajarwulandari3@gmail.com

Abstract. This study aims to determine: 1) Differences of students preparedness about earthquake disaster in the implementation of comics media and GI model, GI and conventional model at X SMA Negeri 1 Wedi; 2) Students preparedness about earthquake disaster in the implementation of comics media and GI model that is more effective than conventional model at X SMA Negeri 1 Wedi; 3) Students preparedness about earthquake disaster in the implementation of GI model that is more effective than conventional model at X SMA Negeri 1 Wedi.

The study is a quasi experimental research. Population of the study is: students of X SMA Negeri 1 Wedi, Klaten. Sample of the study covers three classes which are XB, XF and XC with the total of 69 students. Sampling technique uses simple random sampling, with research plan design posttest only. Data collection employs questionnaire, test, and documentation. Data analysis technique used is ANOVA and a further test Anova. Prerequisite test used are normality and homogeneity tests.

Results of the study conclude that: 1) There are differences of students preparedness about earthquake disaster in the implementation of comics media and GI model, GI and conventional model at X SMA Negeri 1 Wedi; 2) The implementation of comics media and GI model is more effective than conventional model in the students preparedness about earthquake disaster at X SMA Negeri 1 Wedi; 3) The implementation of GI model is more effective than conventional model in the students preparedness about earthquake disaster at X SMA Negeri 1 Wedi.

Keywords: Comics Learning Media, Group Investigation Learning Model, Earthquake Disaster Preparedness.

ROLE OF PARENTS TO PROVIDE INCENTIVES FOR LOVE CHILD EDUCATION

Frahasini
Sekolah Tinggi Keguruan dan Ilmu Pendidikan (STKIP) Singkawang
Email: frahasini_isin@yahoo.co.id

Abstract. This study aimed to describe the caring attitudes of the parents to ward children's education, self-sacrifice attitudes of the parents for children's education, and the parent' attention to ward children's education in Semata Village, Subdistrict of Tangaran at Sambas District. The method used is descriptive with techniques and tools of data collection are interview, observation, and documentary study. This study used 10 participants, consist of 5 parents who have drop out children and 5 drop out children. From the results of the research conducted, the role of parents in encouraging love for children's education (Dropout children Case in the Semata Village Subdistrict of Tangaran at Sambas District) is still not good enough, in other word still yet to support the children in the process of acquiring education. This resulted from the attitude of the parents in this study mostly hand over the process of obtaining their child's education to the school, so that the parents pay less attention toward the attitude to be done for their children's education.

WORK ENVIRONMENT, LEADERSHIP AND ORGANIZATIONAL CULTURE AS PREDICTORS TEACHER JOB SATISFACTION THROUGH PERFORMANCE IN SCHOOL MUHAMMADIYAH THROUGHOUT THE CITY BATAM

Chablullah Wibisono

Faculty of Economics, University of Batam - Indonesia

E-mail: chablullahwibisono@gmail.com

Abstract. This research means to analyze: 1) the impact of organization commitment, leadership, and the work productivity on the satisfaction level; 2) the impact of organization commitment, leadership, and the work productivity on the service quality; 3) the impact of the job satisfaction level on the service quality at the Revenue Department of the City of Batam. The sampling method that is used in this research is non probability sampling techniques with judgmental (purposive). Based on the total amount are eligible sampled population is about 142 respondents. Examined from the problems roomates are researched, this research is causality research, the roomates means to anylze the relationship and the impact (cause - effect) of two or more problems by doing hypothesis examination. This analysis research methods is performed by using the Structural Equation Model Method (SEM). The software is the roomates is used for this structural analysis is AMOS 20 and from Arbuckle and Also used for descriptive analysis, the roomates is used SPSS 20. The result of this analysis shows that the good models is Obtained after extensive modification for two times, that is - to correlate roomates have some indicator errors Modification Index (MI) > 15 o'clock and not to engage the indicator of the roomates has loading factor (λ) < 0.2000 . The structural equation models modified otherwise good, Because It has met one criteria of eight cut of value, that is the criteria, Relative chi-square. Analysis of Structural Equation Model: Leadership Influence of latent variables (KEP) to the latent variable performance (KIN) is not significant negative amounting to 0.126. Latent variables influence organizational culture (BO) of the latent variable performance (KIN) is a significant negative for 0.278. Latent variables influence the work environment (LK) against latent variable performance (KIN) is negatif tidak signifikan amounted to $- 0.094$. Latent variables influence the work environment (LK) against latent variables job satisfaction (KK) is positive not significant. Effect of Performance latent variables (KIN) to the latent variables job satisfaction (KK) is not significant positive 0.003. Latent variables influence organizational culture (BO) of the latent variables job satisfaction (KK) is a significant positive amounting to 0.572. The influence of leadership latent variables (KEP) to the latent variables job satisfaction (KK) is positive not significant. Square Multiple Correlations Whose value respectively 0.026 and 0.565 as shown in Table 4:24, According to Ferdinand (2002: 114) values Square Multiple Correlations for job satisfaction variables (KK) is identical to R^2 on SPSS 0.026, the size determination is the value of Square Multiple Correlation for job satisfaction variables times $100\% = 0.026 \times 100\% = 2.6\%$. Thus Spake it can be stated that the change in performance (KIN) is influenced by the working environment (LK), leadership (KEP) and organizational culture (BO) 2.6%. Value Square Multiple Correlation for job satisfaction variables (KK) is identical with the SPSS R^2 of 0.565, the amount of determination Square Multiple Correlation is a value to a variable job satisfaction (KK) times $100\% = 0.565 \times 100\% = 56.5\%$. Thus Spake it can be stated that the change of job satisfaction (KK) is influenced by the working environment (LK), leadership (KEP), organizational culture (BO) and performance (KIN) amounted to 56.5%.

ASSOCIATION OF SPIRITUAL MOTIVATION, LEADERSHIP AND COMPENSATION PERFORMANCE AGAINST THE RELIGIOUS TEACHERS THROUGH JOB SATISFACTION IN INSTITUTIONS MUHAMMADIYAH CITYWIDE BATAM

Chablullah Wibisono

Faculty of Economics, University of Batam - Indonesia
Email: chablullahwibisono@gmail.com

Abstract. Muhammadiyah is an organization which has the motto "the good and forbidding the evil deeds". Since the first union Muhammadiyah very concerned about education, in order to join in efforts to achieve the life of the nation. The main purpose of education in institutions Muhammadiyah is nurturing young believers, devoted, berahklaq noble, capable, simply believing in yourself and be disciplined. Based on the descriptions of the above description, the researchers are interested in conducting research on the "Association of spiritual motivation, leadership and compensation to performance through job satisfaction of teachers in educational institutions Muhammadiyah Kota Batam". The importance of spiritual motivation, the role of a leader and compensation to employee satisfaction and performance of an organization, then the organization needs to understand deeply about these things. Can be formulated so that the problems posed in this study is: Does the spiritual motivation as a predictor of job satisfaction? Does leadership as predictors of job satisfaction? Does the compensation as a predictor of job satisfaction? What was the motivation as a direct predictor of the performance? Is the leadership as a direct predictor of the performance? Is the compensation as a direct predictor of the performance? Are performance as a mediator to job satisfaction? The theory used: Spiritual motivation, leadership, compensation, satisfaction and performance. The population that will be used in this study are employees of educational institutions Batam Muhammadiyah, the number of respondents who obtained 142 respondents. Based on the table 4:15 can be stated there are two variables that have a significant positive direct effect on job satisfaction, namely the influence of leadership (X2) to job satisfaction (Y1) with $CR \geq t$ Table $2.719 \geq 2:00$, the effect of compensation (X3) to job satisfaction (Y1) with $CR \geq t$ Table $2.212 \geq 2:00$, while indirectly there are two variables were significant positive effect is the influence of spiritual motivation (X1) on the performance (Y2) through job satisfaction (Y1) with $CR \geq t$ table is $4.691 \geq 2.00$, and the influence of compensation (X3) on the performance (Y2) through job satisfaction (Y1) with $CR \geq$ namely $2,160 t$ Table ≥ 2.00 . There is a direct positive effect is not significant, namely the influence of spiritual motivation (X1) to job satisfaction (Y2) with $CR \leq$ Is $2,00 0,624 \leq 2.00$, whereas there are two variables that had a significant negative influence not directly namely leadership (X2) on the performance (Y2) is $CR \leq t$ Table is $-1.767 \leq 2.00$, and the effect of job satisfaction (Y1) on the performance (Y2) with $CR \leq t$ Table is $-0.831 \leq 2.00$

Keywords: spiritual motivation, leadership, compensation, job satisfaction and performance of religious

CIVIL SERVANT DISPUTE RESOLUTION IN THE STATE ADMINISTRATION COURT SYSTEM

Enny Agustina
Universitas Palembang
ennyagustinadua@yahoo.com

Abstract. The objective of this study was to analyze if based on State Administration Law, civil servant dispute included. The other purposes of this study was to analyze civil servant dispute resolution due to Indonesia's law, juridical obstacles faced by State Administration Court when solving a case, and legal action should be carried by State Administration Court on civil servant dispute resolution. This study approach was statute approach, case approach, and comparative approach. The informant was the parties who understand the areas studied, which are five Banda Aceh State Administration Court judges and five Yogyakarta State Administration Court judges. Purposive sampling was the informant selection technique. Beside that, this study also made some verdict analysis based on five Banda Aceh State Administration Court verdicts and five Yogyakarta State Administration Court verdicts. The result of this study showed that civil servant dispute included in the scope of state administration dispute. State administration dispute caused of decision making on the civil servant area that give some disadvantages due to the civil servant. That was the beginning of civil servant dispute. While the civil servant dispute resolution process in Indonesia was divided into two, settlement through BAPEK and settlement through the courts in State Administration Court. Juridical obstacles faced by State Administration Court when solving a case relating to the lack control of State Administration Court verdicts execution. Therefore, require some legal action that can make the State Administration Court verdict more binding. So that civil servant legal protection on civil servant dispute wasn't limited to juridical verdict on paper. Conclusion of this study showed that civil servant dispute included in the scope of state administration dispute, civil servant dispute resolution in accordance with the ASN laws not provide maximum legal protection to civil servants yet, verdicts implementation based on moral obedience and not based on juridical obedience, and also there must be strict sanctions for agencies or officials who didn't implementing the State Administration Court verdicts. The suggestion of this study for the decision maker on the civil servant area should be based on AUPB, civil servant dispute resolution relating to the merit system through administrative efforts alone, other than those associated with the merit system and has led to conflicts through the State Administration Court, for the verdict implementor must report the progress of verdict implementation to the State Administration Court, and arrangements regarding involuntary pecuniary sanctions (dwangsom).

Keywords: State Administration Court, Civil Servant Dispute, Administrative Decision

REPRODUCTIVE DISORDER ON TEENAGER IN PONTIANAK AND ITS PREVENTIVE EFFORTS

Ruqiah Ganda Putri Panjaitan¹, Titin²
Program Studi Pendidikan Biologi, Jurusan PMIPA, FKIP, Universitas Tanjungpura, Pontianak
Email : ruqiah.gpp@gmail.com

Abstract. Teenagers experiencing rapid development, both physically and psychologically. Developments are physically marked with the maturity of the organs of the body including the reproductive organs. Lack of knowledge about reproductive health causes teenagers to experience reproductive health problems. The research objective was to determine reproductive disorders experienced by teenagers in Pontianak and preventive efforts. Forms of research is descriptive research with survey method. The research sample consisted of four health workers, two medical doctors and two midwives who are in Puskesmas Kampung Bali (UPTD Pontianak) and Puskesmas Alianyang (UPK Alianyang). Data collection techniques in research using a structured interview. Indicators interview include: views on teenagers reproductive disorders, disorders of the adolescent reproductive health, education on reproductive health, the role of parents and medical practitioners to teenagers reproductive health, as well as the expectations on reproductive disorders. The results showed several reproductive disorders suffered by the teenagers: menstrual disorder, premarital sex, and sexually transmitted diseases. Efforts to address the reproductive disorders include the provision of education/ counseling on reproductive health in schools, health services for the teenagers, teenagers' clinic and clinic of sexually transmitted infections. Regarding to the information about reproductive disorder and the preventive efforts in Pontianak is expected that the teenagers should improve their knowledge in order to avoid problems of reproductive health disorders

Keywords: reproductive disorders, preventive efforts, teenagers

EFFECT OF REPUTATION AND CUSTOMER LOYALTY CUSTOMER RETENTION SPAREPART IN. INTRACO PENTA PRIMA SERVICE TARAKAN

Ana Sriekaningsih¹ Arief Rahman Gunawan², R. Philipus L³, Mince Anggreyani⁴
^{1,2,3,4}SEKOLAH TINGGI ILMU EKONOMI BULUNGAN TARAKAN

Abstract. The purpose of this study was to determine the effect on the reputation of customer retention and customer loyalty spare parts PT. Intraco Penta Prima Service in Tarakan. The collection of data in the form of documentation data as well as distributing questionnaires to the 26 companies that have become loyal customers of PT. Intraco Penta Prima Service. The analytical tool used is path analysis. The research proves the reputation of a significant effect on customer retention. This is demonstrated by the acquisition of 2,587 t value greater than t table 2.064 with 0.016 significance of less than 0.05. Reputation significant effect on customer loyalty. This is demonstrated by the acquisition of 3,900 t value greater than t table 2.064 with 0.001 significance of less than 0.05. Customer retention significant effect on customer loyalty. This is demonstrated by the acquisition of 2,457 t value greater than t table 2.064 with 0.022 significance of less than 0.05. With Path analysis showed that customer retention as an intervening variable / mediation to reputation is not effective, because the indirect effect produces a smaller effect than direct influence. This means, to increase customer loyalty spare parts PT. Intraco Penta Prima Service, improving the reputation directly

Keywords: Reputation, Customer Retention, Customer Loyalty

POLYGAMY IN CEDAW AND IMAM SYAFI'I PERSPECTIVE

Qurrotul Ainiyah
STIT al Urwatul Wutsqo Jombang
Email : q_ainiy@yahoo.co.id

Abstract. CEDAW paradigm is gender equality, women must have right as man, such as principle, right in marriage, guardianship, and so forth which is based on mind, willing, and feeling, so the CEDAW concept is rationalistic and bring out a kindness. Discrimination is the attitude which is contradictory with justice must be abolished. Meanwhile Syafi'i Madzab paradigm is minds and hearts that are based on religious text. Any religious prohibitions definitely is not good either in this world or the hereafter, the kindness principle in CEDAW paradigm is al-Maslahah al-Mulghah for it is contradictory with Islamic law teachings in religious texts that must be left though it is quite rational. This study is library research, which collects data from the literature in the form of books, magazines, journals, and others to find the theories, principles, proposition or idea to analyze and solve problems with the law / Fikih and ushul fikih. CEDAW uses Dalalah Nash which understanding verse guidance by Siyaq al Kalam consideration, so the meaning of justice is more qualitative that is love and affection. The polygamy will be far from mu'asharah bi al-ma'ruf because it causes suffering wife. By Shad al Dhari'ah consideration it changes mubah law to be illegitimate because of other reasons (haram li-ghairihi). Syafi'i Madzab uses Dalalah 'Ibarah that understanding guidance verse without Siyaq al Kalam consideration. Illegitimate because of other reasons law about the permission of polygamy which refers to Shad al Dhari'ah can not be implemented in general. It can not be said that the permitting of polygamy is haram li-ghairihi but it must consider the state of subjects.

Keywords: Polygamy, CEDAW, Madzhab of Syafi'i

THE SUPPORTING FACTORS ON THE APPLICATION OF THE INFORMATION TECHNOLOGY TRAINING OUTCOMES IN LEARNING PROCESS

Ikka Kartika Abbas Fauzi
Universitas Islam Nisantara , Bandung, Indonesia
Email: ikkaambu4@gmail.com

Abstract. The objectives of the research are to improve training participants' competences or skills to undertake their job. However, not all participants are able to apply their new trained skills and competences on real job suitably. The variable lies on supporting factor influencing the training participants. Other research objective is to figure out the supporting factors that influence teacher, as the participants of Information Technology training, to apply their new trained competences and skills in teaching and learning process. This research employs mix method (quantitative-qualitative) with 961 individuals taken as sample across various regions from western region of Indonesia, central region of Indonesia, to eastern region of Indonesia. The result of the research shows that the supporting factors emerge from the teacher itself, the school where they work, and the students of the teacher. The teachers' level of understanding on training subject are influenced by the level of teacher education, the socio-economic level, the school level where the teacher work, the availability of computer, and laboratory. The frequency of application the training outcomes are influenced by the level of education of teachers, the number and

type of teaching subjects, age, school level, status and location of the school, computers, computer labs and internet facilities available at the school, school programs and the addition of student expenses.

Keywords: Post-training, application supporting factors

MAJOR LANGUAGES IN BULUNGAN

M. Bahri Arifin

1Faculty of Cultural Studies, Mulawarman University

East Kalimantan, Indonesia

E-mail: mbahriarifin12@gmail.com

Abstract. This article reports a research conducted to record local languages recognized and used by local people of Bulungan Regency in North Kalimantan Province of Indonesia. Using interview and field-note techniques, data were collected from 14 local informants and analyzed qualitatively. The research found 20 dominant local languages as well as 9 complementary local languages in Bulungan. While dominant language refers to a language which is used by the majority of people in a particular area, complementary language is one with a smaller number of speakers. 18 out of the 20 dominant and 2 out of the 9 complementary languages are varieties of Dayak language, while the rest are varieties of other local languages of the archipelago. In terms of number of area (desa) where a language is used either as dominant or complementary language, 6 highest rank and therefore be addressed as the major languages of the regency are respectively: Bugis Language (BgL) with 41 desas (50 %), Jawa Language (JwL) with 28 desas (34.14 %), Bulungan Language (BuL) with 21 desas (25.60 %), Burusu Language (BrL) with 18 desas (21.95 %), Punan Language (PnL) with 16 desas (19.51 %), and Tidung Language (TdL) with 14 desas (17.07 %). Number of area of usage does not necessarily indicate number of speakers of a language.

Keywords: language varieties, major language, complementary language, dominant language

THE ROLE OF GOVERNMENT IN INCREASING THE NUMBER OF DOMESTIC AND INTERNATIONAL TOURISM VISITING IN PENDOLO VILLAGE, PAMONA SELATAN DISTRICT, POSO REGENCY

Sapruni¹⁾, Karmila Akib²⁾, Stevandi³⁾

¹⁾Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Sintuwu Maroso, Poso, Indonesia

Email: sapruni@unsimar.ac.id

Abstract. This research is aimed to find out the role of government in increasing the number of tourism visiting, domestic or international tourist, and its influential factors in Pendolo village, Pamona Selatan district, Poso regency, Central Sulawesi. The research method used is survey research which is descriptive one. The data were collected by doing observation and interview toward the key informants, also through observing the related files or documents. The finding data, primary and secondary data, then analyzed qualitatively. The research result shows that the government's role, in this case the Ministry of Tourism and Creative Economy, has shown a significant

development in increasing the number of tourism visiting in this village. However, it is still assumed as not maximally done by some respondents of this research. It is caused by several barriers which are security issue, budgeting, and tourism officers' skill. The other supporting factors to attract tourist are tourism facilities such as hotel, inn, terminal, guest house, cafés, and also the value of local capacities.

Keywords: The Role of Government, Developing, Domestic and International, Tourism Visiting Number.

IMPROVE THE DISTRIBUTION OF ECONOMIC DEVELOPMENT THROUGHT EXTENSION OF BANK CREDIT BASED ON ECONOMIC

Rudyanti Dorotea Tobing

Kopertis Wilayah XI Kalimantan DPK STIH Tambun Bungai Palangka Raya Email

Abstract. Financial institution banking has a strategic role in national development, especially in economic activities. One of business from the bank is providing credit. The role of banking in provision of credit will be increasingly vital, in connection with the economic growth target high that planned by the government. Article 2 Banking Law No. 10 of 1998 states clearly that the Indonesian banking sector in doing business based on economic democracy with the use of the precautionary principle. Article 33 paragraph 4 Constitution 1945 contains a provision that the management of the national economy based on economic democracy with the principles of togetherness, efficiency with justice, sustainability, environmental friendliness, independence, and balancing economic progress and national unity. Trade liberalization and globalization of the economy is very influential on economic policies. The principle of "efficiency-justice" in Indonesia's banking policy is not applied perfectly. Banking policies only forward the principle of efficiency by ignoring the principle of economic democracy. Indonesia is famous with the economic system is porous in the middle. In one side of the conglomerate group take a very large part of economic through bank credit, but on the other hands a number of Micro Small and Medium Enterprises have difficulties in developing its business due to the multiple barriers in accessing working capital through bank credit. Extension of credit based on economic democracy will be able to create equalization of business opportunities for actors of economic both development in large scale entrepreneurs not MSMEs, therefore occurred inter relatedness of cooperation a harmonious of and mutual support among economic actors riel with the financial actors in supporting development of the national economic.

Keywords: Equalization of Economic Development, Bank Credit, The Principle of Economic Democracy.

THE BANKRUPTCY OF PERSONAL GUARANTOR'S HEIRS UNDERINDONESIAN LEGAL SYSTEM

NURUZZHAHRAH DIZA¹, IMASROSIDAWATI WIRADIRJA²

¹Faculty of Law, Universitas Indonesia

²Faculty of Law, Universitas Islam Nusantara

Email : ¹zahradizaa@gmail.com, ²i_rosida_df@yahoo.co.id

Abstract. The great advance of business today is certainly supported by the existence of banks loan facility. However, banks will not easily grant the loans to just anybody since there would be a probability that banks meet with the default risk. To reduce the impact of the risk, they require a guarantee. For banks, the guarantee shall legally provide them a protection, security and certainty in getting their loan repayment. As a common form, banks usually ask for property as collateral, but sometimes banks meet difficulty to execute it. Hence, nowadays, the banks will also ask for a personal guarantee. Personal guarantee is an agreement in which a third party agrees to fulfill the obligation of the debtor if debtor himself fail to do so. The personal guarantor has big responsibilities, even into the realm of bankruptcy. Even though a personal guarantor is not a debtor, a creditor may file him a bankruptcy petition to the Commercial Court if he meets the bankruptcy requirement. Problems then arise when a personal guarantor dies and it causes the creditors to lose a person who guarantees the debtor's obligation. This research tackles with the problems by using a normative juridical approach with descriptive analysis of secondary data which consist of primary law materials and secondary law materials. The study shows that the death of personal guarantor causes the rights and obligations of personal guarantor upon the agreement are passed to his heirs. Consequently, his heirs as the party who do not involve in the loan agreement and the personal guarantee agreement may be filed the bankruptcy petition by the creditor as it is usually filed to the personal guarantor

Keywords: Bankruptcy , Personal Guarantor, Heirs.

INDONESIAN CHILDREN STORIES IN THE PERSPECTIVE OF LITERACY DIMENSIONS

Yeti Mulyati¹, Halimah²

^{1,2}Department of Indonesian Language and Literature Education,
FPBS UPI Bandung, Indonesia

Email : ¹yetimulyati@upi.edu ²halimah_81@yahoo.co.id

Abstract. This article discussed a variety of literacy dimensions existed in Indonesian children stories. It was aimed at finding out the degree of literacy dimensions on the stories as the representative of literacy competence of Indonesian children reflected in the stories they wrote. The dimensions revealed were: 1) cognitive dimension; 2) linguistic dimension and other sign systems; 3) sociocultural dimension; 4) development dimension. The data were taken from 15 best manuscripts of Lomba Menulis Cerita Anak (Children Stories Writing Competition) in 2014. The data were analyzed descriptively-qualitatively through literacy dimension parameter. The result indicated that those 15 stories contained a fair-powerful various literacy dimensions. The cognitive dimension was perceived from the story characters that were intelligent at finding and exploring knowledge from many sources. The most dominant linguistic dimension was recognized by the mastery and use of language for local, national and international communication purposes. The sociocultural dimension was illustrated through social and cultural criticism theme appearance. Meanwhile, the development dimension was seeable through critical thinking ability reflected in the emerged characters' behavior.

Keywords: literacy dimensions, cognitive dimension, linguistic dimension, sociocultural dimension, development dimension

TEACHERS' PEDAGOGIC COMPETENCE: A Study of Teachers of Bahasa Indonesia Who Have Received Certification Allowance

Aris Badara¹, Hilaluddin Hanafi²

^{1,2}Lecturer of Indonesian Language and Arts Education,
Faculty of Teacher Training and Education, Halu Oleo University
Email : arisbadara71@yahoo.co.id

Abstract. This study aimed to perform an in-depth analysis of the competence of Bahasa Indonesia teachers who have received certification allowance. The study used a qualitative method. Findings show that Bahasa Indonesia teachers who have received certification allowance have been able to demonstrate their mastery of pedagogic competence. This was indicated by the teachers' ability in: (a) developing curriculum; (b) creating pedagogical learning activities, (c) communicating with their students; and (d) assessing and evaluating their teaching and learning.

Keywords: learning principles, teacher's professionalism, Educator Sertificate, teachers of Bahasa Indonesia.

THE HANDWRITING MARGINS PATTERN RECOGNITION TO IDENTIFY HUMAN CHARACTER USING SUPPORT VECTOR MACHINE METHOD

Ratnadewi¹, Adiatandy Geovani²

^{1,2} Maranatha Christian University, Bandung, Indonesia
E-mail: ratnadewi.bandung@gmail.com, adiatandy.mail@gmail.com

Abstract. The study of a person's character by handwriting analysis called graphology. Handwriting analysis is using in many areas, for example in education, crime and forensic. In graphology there are some aspects that are used to determine a person's character, such as by analyzing: margin or fringe spacing writing, spacing or distance between words or lines of text, baseline of writing, font size, the pressure of writing, writing zone, the slope of the writings, literary type, writing speed, and unique letter. In this paper, we are designed a system using support vector machine (SVM) algorithm to recognize patterns of margins paper of human handwriting, by find out the minimum value for left margin and maximum value for right margin of in entire image that will become input from the training data and testing data in support vector machine (SVM) algorithm. Handwriting margin paper pattern recognition on this paper successfully realized. In training, the result has 92% recognize well with 42 training data for left and for test case, the result has 90 % recognize with 10 testing data for left, and then the result has 71.4% recognize well with 42 training data for right and in test case, this software has 70 % recognize with 10 testing data for right.

Keywords: Handwriting Margin Pattern Recognition.

WHEN SCIENCE, LANGUAGE , ART, CULTURE AND LOVE BLEND IN MUSLIM HUMAN PERSONALITIES THROUGH THE CONCEPT OF BLUE OCEAN STRATEGY

Ade Tutty R. Rosa
Universitas Islam Nusantara, Bandung, Indonesia
Email : rosaatrxd@gmail.com

Abstract. Many people think that when a person has science, it must be balanced with art in social interaction, culture, and love in the life of a personal environment and the natural order. All of which is a gift given by God which should be owned and maintained by all the world's highest creature is the man "(rosatr, 2014). It is said in al-Syaibany that: "man was created as receiver and implementer of teachings". As paedagogik being, humans are born with the potential to be educated and to educate so as to be the inheritors of the earth, supporter and developer of culture. Humans are equipped with fitrah (Qs. Al-Rum (30): 30) in the form of thoughts, feelings and abilities to act that can be developed. Ontologically, humans have the potentions of jasmaniyah and Nafsiyah containing dimensions al-nafsu, al-aqal, al-qalbu, and ruhiyah. This potentions emanating from al-ruh and al-fithrah dimension so that people are ready to hold the so-called vertical relationship (habl min Allah) as manifestation of human theocentric attitude that recognizes in God Almighty. Therefore, man endowed with the ability to think, to examine, investigate, discover, and uncover the provisions or secrets stored in the knowledge of God, and use it for the benefit of human beings. Human life to face challenges from the inside as lust and demon's whispers (Qs.Yusuf: 5; Qs.Al-Isra: 53), and challenges from the outside as temtation conducted by another human who deliberately want to turn people away from God.

Keywords:

USE OF INDONESIAN BY STUDENTS IN PRESENTATIONS

Iis Lisnawati
Universitas Siliwangi Tasikmalaya
Email : is.lisnawati@yahoo.co.id

Abstract. This research aims to describe the use of Indonesian by students in their presentations. The study used the qualitative descriptive method. The results showed that the Indonesian used by students in their presentations was not completely used standardized Indonesian. It was demonstrated unstandardized Indonesian in phonology, morphology, syntax, and semantics. Unstandardized Indonesian uses in phonology were (1) removing, adding, and replacing phonemes; (2) The spelling letters in abbreviation and acronyms. Unstandardized Indonesian uses in morphology were (1) voiceless consonants that are not eliminated in the process of nasalization, (2) the replacement of affix -nya to affix -kan, (3) the use of word forms with false analogy, and (4) the use of passive forms was not in accordance with the persona. Unstandardized Indonesian uses in syntax were (1) the removal of function Subject caused by (a) the Subject function did not exist, (b) the presence of a preposition before the Subject function, (c) the presence of a double conjunctions so that the independent clause was not clear; (2) The removal of the Predicate function caused (a) the Predicate function did not exist, (b) the presence of the word yang before P so that the Predicate was lost, (3) Omission Subject and Predicate function, and (4) the use of the S and P was double. The main problem of unstandardized Indonesian use in the presentation was because of the competence and

performance of the speaker. The solution for the use of unstandardized Indonesian can be done by making the oral discourse in the presentation as a learning material, either integrated with Speaking subject or synergized with language subjects such as Phonology, Morphology, Syntax and Semantics.

Keywords: Presentation, standard Indonesian, phonology, morphology, syntax, semantics

THE INFLUENCES OF VEE DIAGRAM ON ANIMAL ECOLOGY LAB TO LEARNING OUTCOMES AND LOGICAL THINKING

Purwati Kuswarini Suprpto
Universitas Siliwangi Tasikmalaya
Email : purwatik1@gmail.com

Abstract. During this time the student is less understand the significance of animal ecology lectures, so that students are less able to apply it in real of life. Animal ecology lecture consists of lectures and practicum. The purpose of this research is to increase knowledge of animal ecology and logical thinking of students using the diagram vee on Animal Ecology lab. Research method was quasi experiment. The study population was student of prospective teachers Biology at 6th semester as much as 9 classes take courses Ecology animals, samples taken purposing sampling by 2 classes. This research was conducted by using a diagram vee during practicum. Data obtained from the results of tests learning and logical thinking using the Test of Logical Thinking (Tolt). Data processing with the T test using SPSS. The results showed that there was influence using Vee diagram of the learning outcomes and logical reasoning and intellectual development of students.

Keywords: Vee diagrams, animal ecology lab, learning outcomes, logical thinking.

DISASTER RELIEF AS INDONESIA SOFT POWER DIPLOMACY (CYCLONE PAM STUDY IN VANUATU, MARCH 2015)

Vrameswari Omega Wati¹, Deffi Ayu Puspito Sari², Sobar Sutisna³
¹Department of International Relations, Parahyangan Catholic University, Bandung
²Department of Environmental Engineering, Bakrie University, Jakarta
³Department of Disaster Management, Indonesia Defense University, Bogor
Email : ¹vrameswariomega@unpar.ac.id, ²deffi.sari@bakrie.ac.id, ³gpsutisna@gmail.com

Abstract. Natural disasters are part of non-traditional threats that must be faced by the countries in the world. To handle this issue, international community should improve their relations through cooperation. On March 14, 2015, Vanuatu, suffered Cyclone Pam which resulted in casualties and damage in the region. On behalf of humanity, Indonesia, as a country with great attention to disaster and who has the same of Melanesia brotherhood provide disaster relief to Vanuatu. The method used is qualitative. This paper attempts to answer how the process of providing disaster relief by Indonesia to Vanuatu and how disaster relief can be seen as a form of Indonesia's soft power-diplomacy to Vanuatu. Data was obtained through in depth-interviews and literature study. The results

showed the process of disaster relief is carried out in accordance with the three stages in the Emergency Decision Making Process which are assessing the situation and needs; determining goal and assistance; and implementing of response plans. Disaster relief is also a kind of Indonesia soft power-diplomacy to Vanuatu to show a sense of humanity, to enhance friendship, and to maintain the integrity of the Republic of Indonesia sovereignty. After the disaster relief given by Indonesia government, relations between Indonesia and Vanuatu are starting to show shades of improvement. Cyclone Pam that happened in Vanuatu can be seen as a catalyst to improve the chances of good relations between Indonesia and Vanuatu and building cooperation in disaster management.

Keywords: disaster relief, emergency decision making process, Melanesia, soft power-diplomacy

COMBINATION OF VACUUM PACKAGING AND FREEZE STORAGE TO PROLONG THE SHELF LIFE OF PEMPEK LENJER

Railia Karneta
Sekolah Tinggi Ilmu Pertanian Sriwigama
Email : railiakarneta@yahoo.com

Abstract. Pempek is produced from grinded fish flesh, tapioca starch or sago starch, water, table salt and cooking spices as enhancing flavor. It has potential to be developed as commerce commodity for export market, but it has shelf life of only 3 days without preservation treatment. One of techniques to prolong the shelf life of pempek and to maintain its sensory quality is by combination treatment using vacuum packaging and freeze storage. The objective of this research was to determine proper technique to prolong shelf life of pempek through combination treatment of vacuum packaging and freeze storage. This study used three kinds of packaging which consisted of non-vacuum, vacuum and vacuum-blanching packagings as well as three levels of freezing temperature which consisted of -10 °C, -20 °C and -30 °C, respectively. The results showed that the lower freezing temperatures, the lower were total volatile nitrogen, trimethylamin, thio barbituric acid, total plate count and water content. All deterioration parameters were lower at vacuum-blanching packaging treatment than that of other packagings. Results of Honestly Significant Different test showed that pempek stored at freezing temperature for one month period in overall was still consumable for all packagings and freeze storage treatments combination because total volatile nitrogen, trimethylamin, thio barbituric acid, total plate count and water content of pempek were lower than the predetermined maximum standard values. The shelf life of pempek was respectively 6.035 months, 11.68 months and 16.10 months based on total volatile nitrogen at freezing temperature of -10°C using non-vacuum, vacuum and vacuum-blanching packagings. The shelf life of pempek was respectively 6.15 months, 12.75 months and 16.65 months at freezing temperature of -20°C. The shelf life of pempek was respectively 7.55 months, 18.23 months and 24.68 months at freezing temperature of -30°C.

Keywords: packaging, vacuum, blanching, freeze storage, pempek

ITEM-BASED AS A RECOMMENDATION IN SELECTING ALGORITHM

Zen Munawar¹⁾, Nopiramsari Hatta²⁾, Mohammad Ishak Desa³⁾

¹⁾ Informatic Management , LP3I Polytechnic, Bandung, Indonesia

²⁾ Informatic Engineering , Nurtanio University, Bandung, Indonesia

³⁾ Faculty of ICT , UTeM, Melaka, Malaysia

Email: ¹⁾munawarzen@gmail.com, ²⁾nopiramsarihatta@gmail.com, ³⁾mohammad.ishak@utem.edu.my

Abstract. For personal recommendations or groups for information, products or services for live interaction can apply recommender systems as knowledge discovery techniques in the field of recommendations. These systems, especially the k-nearest neighbor collaborative filtering based ones, are achieving widespread success on the Web. User-based Collaborative filtering is the most successful technology for building recommender systems to date, and is extensively used in many commercial recommender systems. We present one such class of item-based recommendation algorithms that first determine the similarities between the various items and then used them to identify the set of items to be recommended. We analyze different item-based recommendation generation algorithms. We look into different techniques for computing item-item similarities and different techniques for obtaining recommendations from them. We experimentally evaluate our results and compare them to the basic k-nearest neighbor approach. We experiments suggest that item-based algorithms provide dramatically better performance than user-based algorithms, while at the same time providing better quality than the best available user-based algorithms. We experimental evaluation on different datasets show that the proposed item-based algorithms.

Keywords: Collaborative filtering, Recommender systems, Item-based, Personalization

PRODUCT POSITIONING PERUMAHAN TIPE SEDERHANA PADA KAWASAN JAKABARING SPORT CITY CENTER PALEMBANG

Lin Yan Syah
Universitas Binadarma
Email : linyansyah@binadarma.ac.id

Abstract. Kebutuhan perumahan untuk Program Pemerintah yakni Pembangunan 1 juta unit Rumah per tahun sudah mencapai angka 830.000 unit rumah pada Tahun 2016. Rumah merupakan kebutuhan dasar manusia selain sandang dan pangan. Kendala utama dalam pembangunan perumahan adalah permasalahan izin dan pembebasan lahan, permasalahan material berupa supply bahan bangunan yang tidak tepat waktu, keterlambatan penyelesaian pembangunan karena faktor cuaca seperti curah hujan yang tinggi dan bencana. Tantangan yang dihadapi para pengembang adalah membangun produk perumahan tipe sederhana dengan efisiensi biaya baik dari segi percepatan waktu, material dan tepat sasaran dengan standar layak huni, harga terjangkau serta mempunyai fasilitas umum dan fasilitas sosial di Wilayah Pengembangan Kota baru di Kota Palembang yakni Kawasan Jakabaring Sport City Center (JSCC) Palembang. Permasalahan yang dihadapi adalah terjadinya penurunan tingkat penjualan atas perumahan tipe sederhana di Kawasan JSCC. Walaupun Pihak Pengembang sudah bekerjasama dengan *Stake Holder* untuk memberikan berbagai insentif berupa bantuan uang muka dari Kementerian Pekerjaan Umum dan Perumahan Rakyat (PUPR) dan subsidi suku bunga sebesar 5% yang bersifat flat sampai akhir pelunasan cicilan. Tujuan penelitian ini adalah untuk menganalisis apakah Lokasi, fasilitas dan Harga Jual berpengaruh terhadap Tingkat penjualan perumahan tipe sederhana oleh para pengembang di Kawasan Jakabaring Sport City Center (JSCC) Palembang.

Penelitian ini kuantitatif dengan menggunakan Teknik Analisis Regresi Linier Berganda, dengan program SPSS Versi 17.0. Populasi yang digunakan adalah Kepala Keluarga (KK) yang menempati 5 Perumahan tipe sederhana. Sedangkan sampel yang digunakan sebanyak 49 orang dengan metode *Purposive Sampling*. Hasil analisis menunjukkan bahwa lokasi, fasilitas dan harga jual berpengaruh terhadap tingkat penjualan pada Perumahan Tipe sederhana di Kawasan JSCC. Dari hasil penelitian ini didapat bahwa variabel harga jual sangat berpengaruh terhadap tingkat penjualan. Hal ini terlihat dari besarnya koefisien regresi yang mempengaruhi tingkat penjualan yaitu variabel lokasi sebesar 0,182 fasilitas sebesar 0,016 dan harga jual sebesar 0,787 sehingga persamaan Regresi Linier Berganda adalah $Y = 13.129 + 0,182 X_1 + 0,016 X_2 + 0,787 X_3 + e$. Korelasi antara variabel lokasi (X_1), fasilitas (X_2), harga jual (X_3), dengan variabel tingkat penjualan (Y). Dari pengujian koefisien determinasi diketahui bahwa sebesar 87,2% variasi yang

terjadi di dalam variabel tingkat penjualan secara bersama-sama dipengaruhi oleh variabel lokasi, fasilitas dan harga jual, sedangkan sisanya sebesar 12,8% dipengaruhi oleh variabel lain seperti yaitu tingkat pendapatan, tipe rumah dan bauran promosi.

Keywords: tingkat penjualan, lokasi, fasilitas dan harga jual

PERAN DINAS PARIWISATA DAN EKONOMI KREATIF DALAM MENINGKATKAN KUNJUNGAN WISATA DI DESA PENDOLO KECAMATAN PAMONA SELATAN KABUPATEN POSO

Stevandi
IlmuAdministrasi Negara
Email : is.lisnawati@yahoo.co.id

Abstract. Penelitian ini bertujuan Untuk mengetahui bagaimana Peran Dinas Pariwisata dan Ekonomi Keatif Dalam Meningkatkan Kunjungan Wisata Di Desa Pendolo Kecamatan Pamona Selatan Kabupaten Poso serta faktor-faktor yang mempengaruhi Dinas Pariwisata dan Ekonomi Keatif Dalam Meningkatkan Kunjungan Wisata Di Desa Pendolo Kecamatan Pamona Selatan Kabupaten Poso. Metode penelitian yang dipergunakan adalah deskriptif. Tehnik Pengumpulan data dilakukan menggunakan tehnik Observasi ,Wawancara dengan narasumber yang berkompeten serta penelusuran data atau dokumen-dokumen. Data dikumpulkan dari berbagai sumber hingga didapatkan data yang cukup. Data yang diperoleh selanjutnya dianalisis secara kualitatif dengan menjelaskan atau menggambarkan data yang diteliti atau di dapatkan dari lapangan, baik data primer yang diperoleh dari hasil wawancara, maupun dari data sekunder. Hasil penelitian ini menunjukkan bahwa peran Dinas Pariwisata dan Ekonomi Kreatif dalam Meningkatkan Kunjungan Wisata di Desa Pendolo Kecamatan Pamona Selatan telah menunjukan peningkatan-peningkatan yang berarti. Walaupun demikian, hal itu dianggap belum cukup maksimal, ini disebabkan karena masih ada beberapa hambatan yang dihadapi oleh Dinas Pariwisata dan Ekonomi Kreatif dalam menarik kunjungan Wisata yang ada seperti masalah keamanan, anggaran, skill petugas pariwisata dan sebagainya. Disatu sisi ada juga beberapa factor pendukung yang sangat berpotensi untuk menarik kunjungan wisata seperti sarana penunjang pariwisata hotel, penginapan, rumah makan, terminal, toris information, wisma, cafe-cafe serta nilai-nilai kearifan localnya.

Keywords:

STUDENT SCIENCE PROCESS SKILL IN ANIMAL PHYSIOLOGY LABORATORY EXPERIMENT

Meilisha Putri Pertiwi¹, M. Taufik Awaludin², Rita Istiana³, Suci Siti Lathifah⁴

¹²³⁴FKIP Universitas Pakuan

Email : ¹meilishaputriPERTIWI@gmail.com;²taufika.muhammad@yahoo.com;³ritaistiana12@gmail.com;

⁴cici.lathifah@yahoo.com

Abstract. Research on Science Process Skill in Animal Physiology Laboratory Experiment for one semester has been conducted. The aim of this research was gaining the best proportion of Science Process Skill parameters. The 4th semester students of Biology Education, FKIP UnPak who took Animal Physiology Laboratory Experiment had role as the respondents. Observation worksheets for individu among groups have been distributed. Hereafter, questionnaire information by online system also been collected. The result showed the highest Science Process Skill (83%) parameter was doing an experiment. Meanwhile, the lowest (68,75%) was construct a hypothesis. It also supported by positive spirit from students when doing experiments. It can be concluded that Animal Physiology Laboratory Experiment was well programed for students in daily lives application.

Keywords: Science Process Skill, Animal Physiology Laboratory Experiment, Biology Education, inquiry method

DEVELOPMENT TRAINER ELECTRICAL POWER WINDOW AND CENTRAL LOCK SYSTEM AUTOMOTIVE TO IMPROVE THE QUALITY OF LEARNING AT SMK ISLAM AL-AMAL SURABAYA

Supari Muslim¹⁾ Fandi Achmad ²⁾

^{1), dan ²⁾} Fakultas Teknik, Universitas Negeri Surabaya

Email : Supari.muslim@gmail.com, fandialamal@gmail.com

Abstract. This research aims to produce learning media in the form of power window and central lock system trainer worth learning lab course is used for Practicum Automotive Electrical for students SMK Islam Al-Amal of surabaya in an attempt to improve the quality of student learning. This research is a research of learning media development trainer which refers to the development of learning models by Borg and Gill developed by Sukmadinata and consisting of 3 stage: (1) stage study introduction; (2) study development stage; and (3) model test stage. This research, the model test not done because the study was limited to only test the feasibility and effectiveness of learning media trainer. In this research, acting as a respondent was 2 lecturer and expert who competence of automotive electrical course, and 1 of the industrial world. The research instrument used is a validation question form by an expert lecturer of electrical automotive skills competence, student response form an observation. The sheet data analysis was carried out to find out the feasibility and level of activity for students learn during used power window and central lock system trainer produced. The study found that the results of the validation trainer by a team of experts, obtained a score of 87.32% of the score criterion, which means trainer electrical system power windows and central lock developed, fit for use in studying the subject Practicum Automotive Electrical.

Keywords: Development, Media, Trainer, Effectiveness

THE ANALYSIS OF STUDENTS' MATHEMATICAL PROBLEM SOLVING DIFFICULTY IN PROBLEM BASED LEARNING

Ratna Rustina

Mathematic Education, Siliwangi University, Tasikmalaya, Indonesia

Email : ratnarustina@unsil.ac.id

Abstract. The purpose of this study was to determine the difficulty of students in mathematical problems solving with the steps according to Polya, and determine whether the mathematical problem solving abilities of students using a model of Problem Based Learning (PBL) reached a value of completeness Minimum Criteria (KKM). The method used is experiment. The population is all students of 8th High School 6 Tasikmalaya in the academic year 2015/2016. Samples were taken one class randomly. The instrument used was a set of mathematical Problem Solving test. Data were analyzed by the average test of two parties. The results show the students' difficulties in mathematical problems solving with the steps according to polya; 1) nearly half experiencing difficulties on steps to understand; 2) having difficulty in step of problem-solving plan included in the criteria of a fraction; 3) half experiencing difficulties on the steps to implement the plan settlement issues included on measures to re-examine the results included in the criteria of most of difficulties. The Students' Mathematical problem solving in Problem Based Learning (PBL) reached a value of completeness Minimum Criteria (KKM).

Keywords: *Problem Based Learning* (PBL), Mathematical Problem Solving, and the difficulty of Mathematical Problem Solving

SUCCESSFUL ENTREPRENEURS AND INTENTION TO LEARN ENTREPRENEURSHIP: RULE AND BENEFITS

Ari Riswanto

STKIP PGRI Sukabumi, Sukabumi, Indonesia
Email : aririswanto@stkipgrisukabumi.ac.id

Abstract. Entrepreneurship is one way to create jobs. With the entrepreneurial activity then the economy will rise by itself gradually and will eventually have an impact on the economic development of a country. The problems that often present is an attempt to bring out the intention of entrepreneurship, especially in the learning phase. Aspects are always seen by novice entrepreneurs is only on the aspects of entrepreneurial success and leave the process to achieve success in entrepreneurship. The purpose of this study was to know the how to become a successful entrepreneur, whether the intention to learn entrepreneurship have a role to the success of an entrepreneur as well as to know the benefits of entrepreneurship to the success of the learning process. The method used in this research is to conduct a survey on the employers who are members of a group of entrepreneurs and conducting research on successful entrepreneurs to investigate the businessman's profile both within the national and international levels. The conclusion of this study proves that the initial intention of entrepreneurship, especially in terms of learning entrepreneurship has an important role in the success of a person to be an entrepreneur. In addition, the learning associated with entrepreneurship has such great benefits in bringing entrepreneurs towards success, this is because the entrepreneurial learning with the guidance and mentoring by who has more experience then the entrepreneur will quickly achieve success.

Keywords: Successful Entrepreneurs, Intention to Learn, Entrepreneurship

STUDY ON EXPLANATIF READING LITERACY SKILLS STUDENT HIGH SCHOOL IN SUKABUMI

Sri Aryani

STKIP PGRI Sukabumi, Sukabumi, Indonesia
Email : sriaryani@stkipgrisukabumi.ac.id

Abstract. Literacy is currently an issue in the world of education. Various research and studies measuring the literacy skills show that Indonesian students have low literacy skills. However, these measurements do with research subjects

elementary school students and junior high schools. In this regard should also be measured literacy skills, especially reading literacy level of students in high school. This study was conducted to determine and explain the reading literacy of high school students in the city of Sukabumi. This research was conducted using a survey of 70 high school students. The results showed that the reading skills of high school students in the city of Sukabumi still relatively low. Based on this, efforts to develop the literacy skills must be optimally farther from the time students are in primary school level.

Keywords: Study Explanatif, Reading Literacy Skills

CREATIVE THINKING IN PRIMARY SCHOOL STUDENTS WITH PROBLEM POSING IN LEARNING MATHEMATICS

Heris Hendriana¹⁾ ; Euis Eti Rohaeti²⁾
STKIP Siliwangi Bandung
Email : herishen@yahoo.com ; e2rht@yahoo.com

Abstract. This study aimed to examine the relationship between problem posing in mathematics learning with creative thinking abilities of students. The researchers also analyzed the level of students' problem posing abilities and level of creative thinking skills. This research was conducted in elementary school students grade five and six in Bandung. The method used in this research is quasi experiment with the instrument used in the form of tests. The research found that the creative thinking of elementary school students were at middle level. Problem posing technique can improve creative thinking ability at elementary school students. The technique of problem posing found that students can ask questions and dealing with problem situations as much as 62.5%, questions relating to the situation of the problem can be solved 70% and 30% can not be solved. The questions that are not related to the problem situation as much as 28.12% while the balance of 9.4% in the form of a statement.

Keywords: creative thinking, problem posing, problem situation

RELATED APPLICATION OF PUNISHMENT (PENALTY) WITH STRESS LEVEL SANTRIWATI WILAYAH AZ-ZAINIYAH IN NURUL JADID PAITON PROBOLINGGO

*The Relationship Between the Application of Punishment Against Increased Stress Female Santri
Az_Zainiyah Territory Nurul Jadid Paiton, Probolinggo.*

H.Hefniy. Sri Astutik Andayani. and Maya Lestari
Study Program S1 Nursing College of Health Sciences Nurul Jadid

Abstract. Punishment is one way of functioning educational encouraging or directing students who never made a mistake or abnormalities on the right things, order and discipline. Punishment given to female santri who violate and is one of the triggers of stress on Santri Wati. This study aimed to analyze the relationship between the application of punishment (penalty) against increased stress female santri Az_Zainiyah Territory Nurul Jadid Paiton, Probolinggo. This study is descriptive correlational research, the population is female santri who undergo the punishment in Region Az-Zainiyah, a sample of 50 people, sampling using purposive sampling, data analysis using the Spearman Rank (Rho). The application of research results There is a relationship punishment (penalty) against increased stress female santri Territory Az-Zainiyah Nurul Jadid and increased stress on female santri Az-Zainiyah Territory experiencing moderate stress. The area is recommended to the board of Az-Zainiyah good caretaker Pesantren especially security administrator for more attention to the increased stress of female santri in giving punishment.

Keywords: Punishment, Stress Increased

MARKETING COMMUNICATION STRATEGY OF TOURISM BEACH IN GUNUNG KIDUL YOGYAKARTA

Researcher Team: Dedi Kusna, Angelika Rosma, Retno Ekasari ¹⁾

¹⁾Lecturers of Institut STIAMI

Corresponding author: resistav31@gmail.com

ABSTRACT. Tourism Beach of Gunung Kidul Yogyakarta is one of beautiful and natural attractions that currently popular. The purpose of this study is to analyze the factors of the marketing communications strategy used in Tourism Beach of Gunung Kidul Yogyakarta. The research used questionnaires for collecting the primary data. The questionnaire consist of 9 instruments that means attributes influenced marketing communication strategy of tourism beach in Gunung Kidul Yogyakarta. The data was analyzed by factor analysis, while the research result showed that based on the 9 factors formed three factors. These factors were the best one to summary 9 attributes. Factor 1 consist of advertising about tourism, selling promotion of tourism, exhibitions of the tourism, company or government sponsorship program and activities, direct marketing through personal access (phone selluler, email, internet and others to visitor of tourism), word of mouth marketing, and also after visiting marketing. These factor defined with promotion variable. Factor 2 consist of community development and other social activities in tourism surrounding. This factor defined with community development variable. Factor 3 consist of intensive marketing through interactive web about tourism. This factor defined web intensive marketing. Based on the factor analysis, from 9 attributes diteliti could reduced into 3 factor or 3 new variables. They were promotion, community development and web intensive marketing.

Key words: marketing communication strategy, tourism beach in Gunung Kidul Yogyakarta, factor analysis

DISCRIMINANT ANALYSIS OF BUYING DECISION FACTORS KASONGAN POTTERY CENTER YOGYAKARTA VISITORS

Researcher Team: Panji Hendrarso, T.S. Reza, Asep Candra Hidayat, Firman Syah ¹⁾

¹⁾Lecturers of Institut STIAMI

Corresponding author: resistav31@gmail.com

ABSTRACT. Kasongan Pottery Center Yogyakarta is a tourist icon pottery in Yogyakarta. Kasongan is a village that produces up to sell pottery. Expertise to make pottery inherited hereditary. The purpose of this study was to determine the dominant factors that influence purchasing decisions of products offered by consumers who visit Kasongan Pottery Center in Yogyakarta. The data used in this research is the primary data. The data was collected through the distribution of questionnaires. The questionnaire consists of 16 questions and has been tested for validity and reliability. Samples taken as many as 21 respondents, with purposive sampling technique. Data analysis techniques used are discriminant analysis. Based on the calculation of all the analysis we can conclude that the most dominant factor is the visitors of Kasongan Pottery Centre Yogyakarta visiting to it based on his past experiences were impressed with the resort, we give the symbol X. The discriminant function of visitors who have bought in the buying decision Kasongan Pottery Center Yogyakarta is $D = -6,774 + 1,997 X$, while the discriminant function of visitors who have not bought in the buying decision Kasongan Pottery Center is $D = -1,933 + 0,901 X$.

INFLUENCE MARKETING MIX AND SOCIO ECONOMIC TO THE COMMUNITY DECISION CHOOSE TREATMENT AT THE REGIONAL PUBLIC HOSPITAL KASONGAN OF CENTRAL KALIMANTAN

Lelo Sintani

lelosintani@yahoo.co.id

Yoga Manurung

Faculty of Economics and Business, University of Palangkaraya

Nor Sanuri

[<nor.sanuri@yahoo.co.id](mailto:nor.sanuri@yahoo.co.id)

Regional Public Hospital Kasongan of Central Kalimantan

Abstract. The purpose of this study was to measure and analyze the influence marketing mix consists of product, price, location, promotion, people, process and physical evidence as well as the socioeconomic against the decision of the community choose to consult Regional Public Hospital Kasongan of Central Kalimantan. This research is a quantitative research associative- causal design to determine the effect on the dependent variable to independent variable. Respondents are outpatient and inpatient hospital services have earned. Technique determination of the number of samples using the formula Slovin and total sample of 90 patients. Using primary data with data collection using a questionnaire with Non - probability sampling. Analysis of data using multiple linear regression. The research proves that the variable product, location and socioeconomic significantly influence the decision choosing treatment at the regional public Hospital Kasongan. And variable dominant is product. While variable pricing, promotion, people, process and physical evidence no significant effect. Simultaneously marketing mix variables consist of product, price, location, promotion, people, process, physical evidence and socioeconomic variables significantly influence the decision of the community for treatment in the regional public Hospital Kasongan of Central Kalimantan. The ability of the marketing mix variables and the socio economic variables explain the variation in community decision choosing treatment at hospitals Kasongan only 34.2%, while 65.8% described other variables outside the model of this study.

Key word: Marketing Mix, socio economic, community decision choosing.

THE EFFECTIVENESS OF SHORT INDONESIAN LESSON PLAN MODEL TO INCREASE TEACHER PERFORMANCE

Bambang Yulianto

The State University of Surabaya

bambangyulianto@unesa.ac.id

Abstract—This study aimed to investigate the effectiveness of ‘short Indonesian lesson plan model based on Surabaya secondary school teachers’ opinions. In general Indonesian language teachers in secondary schools did not design their own lesson plan because of their teaching loads, although they were aware that making a lesson plan was compulsory. The participants of the study were teachers who were trained through lesson study group to design short model’s lesson plan. Questionnaires with Likert scale and open-ended questions were used, and the quantitative and qualitative data obtained were analyzed accordingly. The analysis of the quantitative data, aided with SPSS, were frequency, percentage and means,

whereas the qualitative data were analyzed descriptively. The results showed that the teachers liked the model, and they were willing to design their own lesson plan. The observation data revealed that the classroom learning process became more interactive, and classroom atmosphere was more engaging and natural because the teachers did not stick to the lesson plan made by other teachers.

Keywords: *lesson plan, short model, secondary school, Indonesian language teachers*

DEVELOPMENT OF COMMUNITY EDUCATION SYSTEM CHILDREN WITH SPECIAL NEEDS USING WEB-BASED ANALYSIS OF KANO

Herfina
Universitas Pakuan
herfina.unpak@gmail.com

Abstract. Children with special needs (CSN) is a child who has a different level of competence of both aspects of cognitive, affective and psychomotor. Intervention provided should be based on the observation and assessment depth of experts such as development experts, psychologist, psychiatrist, therapist, metabolism, neurologists and others. Along with population growth, the more the number of crew members has the unique distinction, so the handling is very varied according to need. Problems faced, among others: the high cost of treatment, the number of experts is limited, experts who exist only in large hospitals and in urban areas, lack of knowledge of parents, teachers, and communities in dealing / interacting with the crew, the lack of inclusion school, yet optimal policy of the government, the unclear legal framework surrounding the crew and others. Special needs children basically have the same right to an education. Therefore, it takes effort to help the crew handling this problem, one of which is with the making of system development CSN communities online that can be accessed for free without being limited space and time. CSN system development community will be built to meet the existing market place, the user need, user interest and user empathetic / interest on its behalf. CSN community system is planned to be built through a needs analysis Kano method. Stages of research refers to the development system prototyping methods are interpreted with a model of the Unified Modelling Language (UML). Research a prototype website CSN community is analyzed by Kano models generate information about the features of CSN, interactive communication functions, search functions as well as upload / download.

Keywords: CSN, Kano analysis, UML, prototype

PENGEMBANGAN TERAPI GANDA FISIK MENTAL (TGFM) MENDONGKRAK KESEMBUHAN PENYAKIT KOMORBID LANSIA

Sudjiwanati
Universitas Wisnuwardhana Malang
sudjiwanati@yahoo.com

Abstrak. Latar belakang farmakoterapi tunggal versi kedokteran modern pada kelompok lansia, penyakit subkronis, kronis potensial dapat menimbulkan efek samping kimiawi dan berbagai kerusakan pada ginjal, liver, sumsum tulang belakang dan organ tubuh lainnya. Terapi Ganda Fisik Mental (TGFM) merupakan terapi terbaru manipulasi holomerispot, yaitu terapi via meridian yang alamiah dan non-kimiawi, potensial mereduksi gejala keluhan komorbid penyakit fisik mental pada lansia. Tujuan penelitian untuk membuktikan bahwa produk TGFM ternyata tepat guna, efektif, dan potensial

mereduksi gejala, keluhan komorbid penyakit fisik baur gangguan mental, berkasiat ganda yang sekaligus aplikatif untuk terapi masal. Metode penelitian kualitatif teknik triangulasi dengan analisis paradigma Straus Corbin, sampel penelitian 8 orang lansia di Pondok Lansia Al-Islah Malang, alat ukur skala ceklist gejala fisik dan mental, tes BAUM, DAM pre dan post terapi. Hasil penelitian menunjukkan bahwa 6 orang mengalami perbaikan kondisi dan 2 orang masih ada keluhan fisik mental. Terdapat perbaikan kondisi mental terbukti dari hasil pemeriksaan tes psikologis, terjadi penurunan kecemasan dan depresi pada lansia.

Kata Kunci: TGFM, Penyakit Komorbid, Fisik Mental, Holomerispot.

THE STUDY OF LEARNING OBSTACLE IN LINEAR EQUATIONS AND INEQUALITIES ONE VARIABLE IN MATHEMATICAL LEARNING IN JUNIOR HIGH SCHOOL

Eva Mulyani
evamulyani14@ymail.com
FKIP-Universitas Siliwangi

Abstract: The purpose of this research is to identify learning obstacle in linear equations and inequalities in one variable, knowing repersonalize on linear equations and inequalities in one variable concept, and design a teaching material to overcome learning obstacle through didactical design research (DDR). This research uses qualitative research method. Data accumulation technique in this research is through a test that is used to identify learning obstacle. Instrument in this research are researcher and test instruments. The source of this research are students which have studied linear equations and inequalities in one variable. They are students of class VIII and IX from SMPN 5 Tasikmalaya and students of class X from SMAN 5 Tasikmalaya. Data analysis technique in this research is through analysis of student responses to the instrument that is given, classify responses in some categories, analyze the cause of learning obstacle, and to connect the causes of learning obstacle with learning theory to arrange beginning DDR. The research result are classifying learning obstacle into four type. These are type 1 of learning obstacle (learning obstacle relates to linear equations and inequalities in one variable concept), type 2 of learning obstacle (learning obstacle relates to procedure), type 3 of learning obstacle (learning obstacle relates to problem solving), and type 4 of learning obstacle (learning obstacle relates to connection). Repersonalize result on linear equations and inequalities in one variable and four design beginning DDR are to overcome four learning obstacle which are identified, that type 1 of beginning DDR to overcome type 1 of learning obstacle, type 2 of beginning DDR to overcome type 2 of learning obstacle, type 3 of beginning DDR to overcome type 3 of learning obstacle, and type 4 of beginning DDR to overcome type 4 of learning obstacle.

Keywords: Learning obstacle, repersonalize, DDR

IOT FRAMEWORK OF SMART AGRICULTURE TO IMPROVE AGRICULTURAL PRODUCTION

Deden Ardiansyah
Universitas Pakuan
ardiansyahzhigadeden@gmail.com

Abstrak. Indonesia is one of the agricultural country with an area of agriculture, especially rice which millions of hectares in extent. It certainly makes Indonesia one rice producing countries with variants and quality vary. In addition, Indonesia is also the majority of the population are farmers of fruits, grains and vegetables become one of the staple diet. Apart from the abundant production of rice, vegetables and fruits farmers also always have constraints that could affect the decline in

yields, in terms of both quality and quantity. In terms of loss of quality, usually caused by human error factor, or errors in the care of the rice farmers themselves, vegetables and fruits. As for the reduction in the quantity of rice, vegetables and fruits are the main factors in the form of pest pests (Plant Pest Organisms). To overcome these problems conventional farmers using the tool midges and control of agricultural land by hand. Hence, we need a smart agricultural model that can control the agricultural land of automatically and can be accessed anytime and anywhere with a base of IOT (Internet Of Things). So that farmers can further reduce human error in maintenance of land and agricultural products so as to increase agricultural production in Indonesia.

NUSANTARA LITERATURE AS STIMULUS IN LANGUAGE ACQUISITION IN CHILDREN TO MAINTAIN LOCAL IDENTITY IN MODERN ERA: PSYCHOLINGUISTICS STUDY

*DR. ROSIDA TIURMA MANURUNG, M.HUM.
MARANATHA CHRISTIAN UNIVERSITY
rosidatm@gmail.com*

Abstrak. Stimulus of Nusantara literature about “the origin of rice” is to maintain and strengthen local identity in global era. This paperwork is written to disclose increment of language skills in children with Nusantara literature “the origin of rice” stimulus as local peculiarity. The writing of this paperwork is focused in learning media usage and action research. The use of stimulation tool in the form of children tales with Nusantara literature genre in visual media can increase child’s interest to learn in language acquisition. The results showed that the increase in the index registered proficiency with media stimulus literary works Nusantara and can increase the value and distinctive character in children, especially in children 6 years of age. It was seen in the changes to every action that the writer did based on the content and speech acts as well as measurement indices child language skills, especially in terms of the development of syntactic and pragmatic. In addition, the use of visual media story will be motivation, creativity, and positive character in children. Development of media stimulus language acquisition models could be used to increase proficiency in normal children.

Keywords: language acquisition in children, stimulation of literary works Nusantara, the origin of the rice, and the wealth of local identities

THE DEVELOPMENT OF MODEL PORTFOLIO ASSESSMENT INSTRUMENT BASED ON NEUROLINGUISTIC PROGRAMMING (NLP) IN INDONESIAN SUBJECT

*Wikanengsih¹, Cucu Kartini¹
¹STKIP Siliwangi Bandung
wikanengs@yahoo.com*

Abstract This study aims to describe the development of a model-based NLP of portfolio instruments in Indonesian subjects as an effort in enhancing the quality of 2013 curriculum-based learning. 2013 national curriculum focuses on student achievement of competence in the field of affective, psychomotor and cognitive comprehensively. To realize that demands of the curriculum, it is required the readiness of teachers in preparing an appropriate instrument, which is portfolio assessment instrument. The approach used in this research is qualitative research approach, type of development (Research and Development). The data were analyzed qualitatively. The results of this research is the amount of portfolio instruments in the form of both learning process and learning outcomes based on NLP, that the elements of the instrument are created for students who have visual, auditory and kinesthetic learning styles.

THE EFFECTIVENESS OF SHORT INDONESIAN LESSON PLAN MODEL TO INCREASE TEACHER PERFORMANCE

Bambang Yulianto
The State University of Surabaya
bambangyulianto@unesa.ac.id

Abstract—This study aimed to investigate the effectiveness of ‘short Indonesian lesson plan model based on Surabaya secondary school teachers’ opinions. In general Indonesian language teachers in secondary schools did not design their own lesson plan because of their teaching loads, although they were aware that making a lesson plan was compulsory. The participants of the study were teachers who were trained through lesson study group to design short model’s lesson plan. Questionnaires with Likert scale and open-ended questions were used, and the quantitative and qualitative data obtained were analyzed accordingly. The analysis of the quantitative data, aided with SPSS, were frequency, percentage and means, whereas the qualitative data were analyzed descriptively. The results showed that the teachers liked the model, and they were willing to design their own lesson plan. The observation data revealed that the classroom learning process became more interactive, and classroom atmosphere was more engaging and natural because the teachers did not stick to the lesson plan made by other teachers.

Keywords: *lesson plan, short model, secondary school, Indonesian language teachers*

APPLICATION ANTHROPOMETRY *GEGULAK* UNITS IN METRIC SYSTEM IN TRADITIONAL BALINESE BUILDING

Putu Gde Ery Suardana
PS Architecture Faculty of Engineering,
Dwijendra University
Email:erysuardana@gmail.com

Abstract. In Traditional Balinese architecture, embodied form is generated by function, manifested apply the rules development using human physical measurement unit owners. In a further development, the treatment to apply the rules of development switch from man's physical size unit to metric units. That arises then is their attitude to follow the designs that have been there, without a process of understanding or further adjustments.

Based on the above then do a study of anthropometry *gegulak* units in the metric system. The purpose of this study is to find anthropometric data of the Balinese in the metric system in accordance *gegulak* unit traditional Balinese buildings, so it can be analyzed using the method of the confidence interval (*confident interval*) and the percentile method against traditional measures of Bali. While the benefits of the research are expected to provide a practical overview in an effort to understand the *sikut-sikut* traditional in Bali, which in turn can be one overcoming the problem of preservation of Balinese culture by continuing *sikut* buildings based on the basic rules of ATB

Keywords: traditional architecture, anthropometry.

DIDACTICAL DESIGN OF PERIMETER AND AREA CONCEPT OF PARALLELOGRAM BASED ON LEARNING OBSTACLE

Nani Ratnaningsih
Siliwangi University, Tasikmalaya, Indonesia
Email: naniratnaningsih@unsil.ac.id

Abstract. This research is a further study of previous research on learning obstacle of the perimeter and area of parallelogram concept. The purpose of this research is to make the didactical design on perimeter and area concept of parallelogram, implement it, analyze student learning outcomes, and analyze the response of students. The research was conducted in the 7th grade students of SMPN I Cisayong Tasikmalaya. The research subject is students of class 7A set by purposive sampling. The method used is think alouds with Didactical Design Research (DDR) includes three steps: analyzing of the situation didactic before the learning, metapedadidaktik analysis, and analysis restrospektif. Data collection techniques are identifying learning obstacle students on the perimeter and area concept of parallelogram, making didactical design on based learning obstacle, implementing didactical design in mathematics learning, achievement test, analyzing the results of tests, interviewing students who did not answer and the wrong answer, and the questionnaire student responses. The research instrument used didactical design of perimeter and area concept parallelogram, test questions, and the student questionnaire responses. Didactical design include concept featuring parallelogram, base and height parallelogram, its area and perimeter. All research instruments before use have been tested for feasibility by two experts math education. The results research showed an increment of student learning outcomes on the perimeter and area concept of parallelogram, and positive students' response to didactical design.m

Keywords: Didactical Design; Learning Obstacle; Perimeter and Area, Parallelogram

THE ROLE OF BOTH BUSINESS HALLYU AND CULTURAL HALLYU TO BUILD THE BRAND IMAGES OF KOREA IN INDONESIA

Park Eun Hee, Ph. D., Director of Korean Centre MCU

ABSTRACT. Hallyu is constantly growing as a global pop culture trend, and the influences of Hallyu have also increased. In particular, Hallyu has contributed to increasing the export of Korean products and to promoting the familiarity and favorability to Korea. This study aims to suggest the ways of improving the brand images of Korea based on the case study of exploring the relationships between the economic and cultural influences of Hallyu in Indonesia. To do so, this study considers the elements that influence on building the brand image of Korea by experiencing both business hallyu and cultural hallyu. As a result, both business hallyu and cultural hallyu can emphasize the attractiveness of Korea as national branding identities. However, until now, the cultural hallyu narrowly promotes the national branding images of Korea because of its independence on the several genres and celebrities of cultural hallyu. Thus, the nation branding activities through Hallyu should provide various opportunities for Hallyu consumers to meet their interests and to experiences the diversity of Korean Culture. The activities will be caused to sustain the development of Hallyu and to improve the Korea's positive brand image

Keywords : Hallyu, Business hallyu, Cultural Hallyu, Nation branding, Indonesia

LITERACY CULTURE RECONSTRUCTION OF MULTICULTURAL SCIENTIFIC SOCIETY IN PALU CITY, INDONESIA

Sugit Zulianto

Tadulako University, Palu, Indonesia
sugit_zulian@yahoo.com

Abstract Literacy culture construction of multicultural scientific society in Palu City, Indonesia needs to develop efficiently. They need references that can be accessed in the library to develop their literacy. By pre-interview, it can be indicated that the library service and multireference has been limited. This condition discourages the dynamic of multicultural scientific society literacy. The aim of the paper is to describe the literacy culture reconstruction of multicultural scientific society in Palu City, Indonesia. The applied method is qualitative and conducted by action research. The research is conducted in one cycle. The steps are planning (providing multireferences library), assisting (providing consultative service in multireferences access), observing (observing the literacy activities), and reflecting (reflecting the steps which were taken). The subject of research are members or multicultural scientific society in Palu City, Indonesia). The data (verbal and nonverbal) of the cycle is collected by researcher (as main instrument) and there are also interview guidance, observation guidance, and documentation study forms (as secondary instrument). Based on descriptive-qualitative method which is applied to research data, it can be stated that providing the multireferences library; assisting literacy activities consultatively; observing the literacy practice intensively (*reading literature/non-literature text, writing essay, discussing social problems, and presenting paper*); and reflecting to the steps can reconstruct the literacy culture effectively. It has meaning that the passive research subject when doing literacy activities can become the active one. In developing literacy competences, this reconstruction can turn statics state of literacy culture into dynamics. A sophisticated multireference library needs to be built. The library service also needs to be optimized to reconstruct the literacy culture of the society.

Keywords: *literacy culture reconstruction, scientific society, and multicultural.*

A TYPOLOGY OF ADOLESCENT COMMUNICATION PATTERNS WITH FAMILY AND PEERS

Firdanianty¹, Djura P. Lubis², Herien Puspitawati³, Djoko Susanto⁴

Abstract. Initially, adolescents are interacting with peers and facing influence competition between family and peers environment. The purposes of this research are: (1) Analyze adolescent communication patterns with family and peers based on gender, and (2) Mapping typology of adolescent communication patterns with family and peers. This research was conducted for six months with mixed methods (quantitative and qualitative research). On quantitative stage, there are about 372 respondents with 15-18 years old range randomly selected from six high schools in Bogor, West Java. Focus group discussion (FGD) was performed on qualitative stage towards 60 adolescents that purposively selected from quantitative respondents. Data analyzed with descriptive and independent sample t-test of the method, continued with typology mapping based on quantitative and qualitative. The mapping of typology results are: (1) Adolescent-family communication pattern and peers are equally high; (2) Adolescent-family communication pattern has high level, but adolescent-peers communication pattern has medium low level; (3) Adolescent-family and peers communication patterns are equally medium low; and (4) adolescent-family communication pattern has medium low high level; however, adolescent-peers communication pattern has high level. The results indicated that intensity of female and male adolescent-peers communication tend to be higher with peers rather than family. However, there is a significant difference in the female and male adolescent communication pattern with family and peers. Typology has found that more than half of female adolescents are in type 4. On male adolescents, most of them are in type 3.

Keywords: adolescent communication patterns; family; peers; typology

THE IMPLEMENTATION EFFECTS OF COMMUNICATION QUALITY, TO COMPLIANCE AND ACCEPTANCE OF THE REVENUE OF LOCAL GOVERNMENT (PAD) OF MAKASSAR

YUSRIADI HALA
STIE YPUP MAKASSAR
eyus_hala@yahoo.com

ABSTRACT. The implementation effects of communication quality, to compliance and acceptance of the Revenue of Local Government (PAD) of Makassar. The aims of study are (1) Measuring the influence of communication quality directly and indirectly to the acceptance of the Revenue of Local Government (PAD) Makassar, (2) Measuring the influence of communication quality on compliance public in Makassar, and (3) Measuring the influence of compliance with Revenue of Local Government (PAD) Makassar. The data used in this study are primary and secondary data. The Number of samples are 110 people as administrators of the Revenue of Local Government (PAD) on each Regional Work Units (SKPD). Data analysis tool is used SEM (Structur Equation Modeling). The results shows that (1) The quality of communication is an exogenous variable which it is the greatest influence on the acceptance of the Revenue of Local Government (PAD), whether viewed from the effects of direct or indirect influence perspective and total effect, (2) The quality of communication affects the compliance of the public in Makassar. With the quality of communication includes trying to really understand the need of public, fulfilling commitments / promises, clarifying expectations, apologize sincerely when making mistakes, and demonstrated personal integrity is able to improve the compliance of the public in Makassar, and (3) The compliance affects the acceptance of the Revenue of Local Government (PAD) Makassar includes; public's knowledge, attitudes society and public action can improve the the acceptance of the Revenue of Local Government of Makassar.

Keywords: Communication Quality, Compliance and Revenue of Local Government

THE EFFECTIVENESS OF COOPERATIVE LEARNING MODEL ROTATING TRIO EXCHANGE TYPE TO THE MATHEMATICS LEARNING OUTCOMES

Muhammad Nurhusain
STKIP YPUP Makassar
Email: zein.alhusain@gmail.com

Abstract. This research aims to know the effectiveness of cooperative learning model rotating trio exchange type to student's learning outcomes on math. This research is a pre-experimental with one group pretest-posttest design. The population was the students of grade X YP-PGRI 3 Makassar in 2016/2017 academic year which consisted of two classes with 42 students homogenous. The sample was taken by cluster random sampling and got class X_B with 21 students. Data were analyzed by descriptive and inferential analysis. The result of descriptive analysis showed: (1) the average of student's learning outcomes in pretest was 58.38 with standard deviation of 9.261; (2) the average in posttest was 82.143 with standard deviation of 8.193, it was higher than the minimum mastering criteria; (3) the mastery of student's learning was classically reached in posttest i.e. 85.71%; (4) the improvement of student's learning outcomes in posttest was in average category with gain 0.563; (5) the percentage of student activity was 83.81% and in active category; (6) the learning completeness was 80.55% and in good category; and (7) the student response was 78.07% and in positive category. While

the result of inferential analysis showed: (1) H_0 is rejected and H_1 is accepted, it means that the average of student's learning outcomes is higher than minimum mastering criteria namely 75; (2) the improvement of student's learning outcomes is higher than 0.3. Based on the result, it can be concluded that cooperative learning model rotating trio exchange type is effective to improve student's learning outcomes on math.

Keywords: cooperative learning, rotating trio exchange, mathematics learning outcomes.

COGNITIVE ACADEMIC LANGUAGE LEARNING APPROACH (CALLA) **(Development of Short Stories Reading in 5th Grades of Elementary School)**

Titin Setiartin and Jojo Nuryanto
setiar_tin@hotmail.com
Faculty of Teacher Training and Education
Siliwangi University, Tasikmalaya

ABSTRACT. Reading is one thing that is always emphasized in education. Students need to gain any knowledge presented in various field and thus it requires them to read. Without reading the students will not be able to absorb LP knowledge deeply. Therefore, motivation to read is one of aspects that must be owned by the students to be able to absorb the various knowledge. This study was conducted to measure the effectiveness of Cognitive Academic Language Learning Approach (CALLA). This learning is an approach of cognitive academic language in reading short stories in 5th grades. With this activity the students' motivation to read stories can be fostered. The fifth grade students of elementary school as sample classes (experiment and control) were students from Public Elementary School (SD) Citapen I, Cikalang I, Karanganyar I, and Karanganyar II. Analysis of experimental data was using the Statistical Test of Difference Test (t-Test) with comparison of control class and experimental class. Experimental class was using CALLA, while control class was using cooperative learning. This study focused on the effects of CALLA use in learning to read short stories. The result showed that CALLA impacted on the increase in motivation and ability to read short stories. The average value of pre-test and post-test were 76.93 and 77.67 respectively in the control class. Analysis of data using difference test (t-test) resulted in 3.092 with significant (2-tailed) <0.05 , thus both samples are significantly different. From t-test on two pairing samples of experimental class and control class showed Significance value (2-tailed) = 0.004, which means that both samples are significantly different. Therefore, the formulated hypothesis is proven to be acceptable (H_a). These results illustrated that CALLA was effectively used to increase motivation to read and improve comprehension of metacognitive, cognitive, and social/affective in the learning to read short stories in the 5th grades.

Keywords: CALLA, Learning, Reading, 5th Grades

UNDERSTANDING THE SCIENCE AND INDONESIAN LANGUAGE CONTENT AREAS BY USING LITERATURE AS THE BASE OF LEARNING

By : Ahmad Ridhani *

Abstract. This research aimed to improve the ability to understand the content areas of Science and Indonesian Language (BI) by using literature as the base of learning for elementary school students (SD). The subjects of this research were the students of class IV and V of SDN 007 SamarindaUlu, Samarinda. The data collection was done by observation, questionnaires, and interviews. Data analysis was carried out qualitatively. The research procedure was carried out by a research cycle which included (1) action plan, (2) action, (3) observation, and (4) reflection. The results showed that the

ability to understand the content areas of Science and Indonesian Language (BI) by using literature as the base of learning for elementary students had improved. The improvement of ability to understand the content areas of Science and Indonesian Language because students have the opportunity to practice and learn to understand the content area of Science and Indonesian Language with: (1) utilizing the literary works of fictional prose as an assembler of learning Science and BI; (2) utilizing the literary work of poems and songs as an assembler of learning Science and BI; and (3) utilizing literary work of dramas as an assembler of learning Science and BI. Along the learning process took place, the students became more active and confident, because in the first cycle, the students were still less active in the still timid. On the second cycle of learning, the students were more active and had a high motivation in learning,

Key words: science learning, Indonesian Language learning, children's literature across the curriculum.

DIFFICULTIES LEARNERS IN SOLVING MATHEMATICAL CREATIVE THINKING ABILITY IN THE GEOMETRY

Depi Setialesmana, e-mail: depi_setia23@yahoo.co.id
Mathematics Educational Courses
FKIP Universitas Siliwangi Tasikmalaya

Abstract. The purpose of this study to identify the difficulties and disadvantages experience by learners in terms of the process of settlement problems abilities of mathematical creative thinking part of indicators. The research instrument used was a matter ability of mathematics creative thinking test and interview guidelines Subject in this study in class VIII-D Junior High School. Based on the research results, difficulties and disadvantages experienced by learners when solving test creative thinking abilities mathematics include, most learners do not express a variety of ideas, ideas or plans of settlement diverse, does not solve the problem in various ways, does not try to solve problems in ways own or use a non-standard way, and most learners do not develop and elaborate the answer in solving problems.

Keys word : ability of mathematical creative thinking - Geometry

MARKET ORIENTATION AND MARKETING MIX OF UNIQUENESS RESOURCES TO IMPROVING PERFORMANCE MARKETING (The Small Industry Processing Seaweed Luwu Raya)

M. Risal¹⁾, Muhammad Kasran²⁾
STIE Muhammadiyah Palopo, Sulawesi Selatan, Indonesia
Email: mrisal23@gmail.com

Abstract: The purpose of this paper is to examine the marketing concept of the marketing mix Market Orientation and the uniqueness of Resources in improving marketing performance, an empirical study was conducted on Small Industrial Processing Seaweed Luwu Raya. The approach in this study is a dimensional approach, with a review of the dimensions of the variables contained in market orientation and marketing mix, unique resources, and marketing performance in small industry seaweed processing in Luwu highway. Academic implications of this paper explores the concept of strategic marketing approach market orientation, marketing mix, the uniqueness of resources in improving marketing performance. The practical implications will give you some ideas and suggestions in the decision to implement market orientation, marketing mix, the uniqueness of the performance marketing resources on a small industrial processing seaweed in Luwu Raya. The original contribution of this paper is the modeling of market orientation and marketing mix to the uniqueness of resources in improving marketing performance in small industry in Luwu Raya.

EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY FOR PUBLIC RESPONSE TO OPERATING ACTIVITIES PT PEMBANGKITAN JAWA BALI (PT PJB)

Aminullah Assagaf, Eddy Yunus, Meithiana Indrasari

E-mail: assagaf29@yahoo.com ,

Faculty of Economics and Business University DR. Soetomo

E-mail: eddyyunus67@yahoo.com,

Faculty of Economics and Business University DR. Soetomo

E-mail: meithiana.indrasari@unitomo.ac.id,

Faculty of Economics and Business University DR. Soetomo

ABSTRACT. The purpose of this study is to mengetahui the influence of CSR programs in social activities on the response of people around the installation related to the generation operations of PT. PJB. Studying the public response over the CSR program directed towards productive activities to help ease the burden on communities around instalasi generation PT. PJB. Memahami public response on CSR program of activities aimed at environmental preservation community around the installation of generation PT. PJB. The methodology used in this study is reflected in the model regression analysis and primary data collected via tail questionner separately examine the research hypothesis is that the program of CSR activities has positive influence on the community response around the installation of generation. The response in the form of support to the operational activity of the generation that is managed by PTB. While difkelompokkan CSR activities in the form of social assistance, productive activities that help the economic life of society, and keiatan pelesatrian surrounding natural environment. The findings in this study, namely that kegitan corporate social responsibility conducted by PT PJB in order to help social activities has received a positive response and significantly by the community around pembangkita installation. Support of productive activities to help promote economic activities around the corporate environment, and exhibited significantly positive effect on the response of the community. And activities in the form of aid for the improvement or preservation of the natural environment around the installation and significant positive effect on the response of the community. The implications of this research, which is associated with CSR activities that responded positively and significantly by the public, shows that companies need to maintain continuity of CSR programs, and set up planning more comprehensive and integrated, thus providing optimum benefits for the community or people, improve the company's value in the form of profit and preservation of the natural environment or the planet. Keterbatas pThis enelitian, mainly because it can not reveal the motivation of management and other factors that influence decision making responsiibity corporate program undertaken by the company.

Keyword: Corporate Social Responsibility, Sustainability of People, Planet and Profit.

ANTIFUNGAL ACTIVITY OF SWEET POTATO (*Ipomoea batatas* L.) AGAINST *Fusarium oxysporum*

Dina Dyah Saputri¹, Surti Kurniasih²

¹*Departement of Biology Education, Universitas Pakuan, Bogor, Indonesia*

E-mail : dinadyahsaputri@yahoo.com

² *Departement of Biology Education, Universitas Pakuan, Bogor, Indonesia*

E-mail : kurniasihurti@yahoo.com

Abstract. Sweet potato (*Ipomoea batatas* L.) leaves are extremely versatile that possesses high value. Sweet potato (*Ipomoea batatas* L.) leaves have secondary metabolism compounds that used as antibacterial and antifungal. *Fusarium oxysporum* is a parasitic fungus that cause leaves wilt disease in plants. Meanwhile, Sweet potato (*Ipomoea batatas* L.) is a plant that contains of the active compounds in the form of flavonoid which have antifungal activity. This study aimed to test whether the extract of leaves of sweet potato have antifungal activity againts *Fusarium oxysporum*. The study was done by extraction of sweet potato leaves with ethanol 70%, methanol, and n-hexana solvents. The treatments are using various concentrations in 2%, 4%, 8%, 16%, and 32%. Antifungal test was done by using agar diffusion method. Antifungal test used ketoconazole 2% as positive control and DMSO 10% as negative control. The results showed that the leaves extract of sweet potato have antifungal activity against *Fusarium oxysporum*. The optimum concentration of antifungal activity of extract of sweet potato leaves is ethanol 70% extract in 16% concentration.

Key word : *Antifungal, Fusarium oxysporum, Ipomoea batatas L.*

CONTRIBUTION OF PROBLEM BASED TEACHING MATERIALS TO MATHEMATICAL PROBLEM SOLVING ABILITIES

Yeni Heryani

Mathematics Education, the Faculty of Education

Siliwangi University, Jl Siliwangi No. 24, Tasikmalaya, 46 115, Indonesia

E-mail : yeniheryani@unsil.ac.id

ABSTRACT. The purpose of this research is to observe the contribution of problem based teaching materials to students' mathematical problem solving abilities. Then to know students' self-regulated learning whose using problem based teaching materials. The population of this research is VIII grade students of SMPN 9 Tasikmalaya. This research used random sampling technique , and VIIIA was selected as experimental class and VIIC as control class. The analisis technique used to test the hypothesis are t-test ang analysis response scale. Based on the result of analysis, processing and hypothesis testing show there is a contribution of problem based teaching materials to the mathematical problem solving abilities of students', and self regulated learning of students' s medium category.

Keywords: Problem based teaching Materials, Mathematical Problem Solving Abilities and self-regulated learning.

MEDIA RELATIONS STRATEGY TO IMPROVE THE COMPANY'S REPUTATION

(Case Study on PT. Kereta Api Indonesia)

Suwatno, Tito Edy Priandono, Henry Gunawan

COMMUNICATIONS DEPARTEMENT, FACULTY OF SOCIAL SCIENCE EDUCATION,
INDONESIA UNIVERSITY OF EDUCATION

suwatno@upi.edu, tito.prioandono@gmail.com, henry.gunawan@student.upi.edu,

ABSTRACT. Media relations program plays a key part in increasing the reputation of a company, also including PT. Kereta Api Indonesia (PT. KAI) which places public relations as an important part of its organization. This research aims to observe the strategy of media relations in PT. KAI on running the mapping aspect of the issue in the media, media relations program, mass media classification, the company's policy on media relations and the quality of media relations. Data collection methods used for the research are in-depth interview, participant observation, documentation study, and

literature study. Main informants of this research are the journalists from Tribun Jawa Barat and the journalists from Pikiran Rakyat. While the additional informants in this research are The Vice President of Public Relations, External Manager of Public Relations, Assistant of External Manager of Public Relations, and Junior Manager Operation Control. The result of the research indicates that the PR from PT. KAI has been running the media relations program quite well, however, the implementation of it is still less than optimal. That is because the journalist, as the target of the program, has not feeling satisfied by the PR's attitude. PR of PT. KAI from this period is seen as less proactive, late in responding to issues, and tends to delegate responsibilities to PR from the region. The quality of media relations program depends on its leader, because the leader tends to change, remove, or create new policy. Different leader will then produce different quality.

Key Words: Public Relations, Journalist, Strategy, Media Relations Program, Reputation.

CROSS-UNIVERSITY RESEARCH COLLABORATION ON LOCAL-GLOBAL CULTURES

Novi Anoegrajekti

Research Center for Ethnic Culture and Community
Research University of Jember
novi.anoegrajekti@gmail.com

Abstract. Education is part of culture to design the future of a nation. In many references it is said that a university forms a cultural center that is responsible for developing science and technology through research and studies for the advancement of nation, civilization, and the welfare of mankind. Through research, university has the potential to generate new findings on various phenomena of nature, humanity and society. It is at once a step to realize university as a producer of knowledge to enlighten the public. In the university environment, the results of research lead to the emergence of innovation and improvement of the quality of learning and community service. The breadth and diversity of phenomena that need to be revealed through research on local, regional, national, and global, raise an urgency of cross-university research collaboration. This can be built in a scale of interpersonal or institutional collaboration. An interpersonal communication is built up through interpersonal academic communications, such as through scientific meetings, correspondence and publications. The similarity in spirit, interest, and field of study has the potential to synergistically focus research with deep and broad scopes. Interpersonal collaboration is likely to be followed into an institutional collaboration through a memorandum of understanding. Cross-university research collaboration is also likely to be developed by an institution through a memorandum of understanding followed interpersonally and publically. Furthermore, this paper offers a cross-university research collaboration particularly in the field of humanities.

Keywords: humanities, institutional, interpersonal, collaboration, research

THE EXISTENCE OF TRADITIONAL SPORT (*BARAPAN KEBO*) AND CHARACTER VALUES OF *BARAPAN KEBO* IN THE SOCIETY OF SUMBAWA REGENCY

Yadi Imansyah

Lecturer of Physical Education and Recreation Program UNU NTB
yadi.imansyah@gmail.com

ABSTRACT.Objective:To determine to what extent the existence, history and character values bind the activity of traditional sport *BarapanKebo*(buffalo race)in Sumbawa regency.

Method:The type of this research was descriptive qualitative research. This research was conducted in Sumbawa namely in Empang sub-district. The instruments used to collect the data were observation, interview, and documentation. The analysis data of this research employed descriptive inductive method. **Results:**The results of this research demonstrate that the traditional sport *BarapanKebo* has appeared since Sumbawa's people who worked as farmers and ranchers knew the processing of agricultural land technically. *Barapankebo* is currently special since it becomes the icon of tourism especially cultural tourism in Sumbawa. Since 2005, moreover, *Ikatan Penggemar Barapan Kebo* (Fan Association of Barapan Kebo) has been formed as the follow-up effort by the government for cultural preservation grounded on the decree issued by the Regent of Sumbawa. *BarapanKebo* has important roles in the social life of Sumbawa's people. In addition, *Barapankebo* itself contains high philosophy values and emerges as the activity of the people's custom in Sumbawa based on the high sense of their brotherhood. In addition to being the activity of generating togetherness, the event of *Barapan kebo* serves as charitable activities such as fundraising for building a mosque, *musholla* (prayer space), and some other kinds of charities.

Key Words: The Existence of Traditional Sport, Character Values and BarapanKebo

CARIES RISK MEASUREMENT IN THE EARLY MIXED DENTITION SIX AGED YEARS AT SDN 04 KAMPUNG OLO PADANG SEEN FROM BACTERIA AND PH SALIVA EXAMINATION

Dewi Elianora,* Poppy Maizulerisa**

Pediatric Dentistry Baiturrahmah University, Padang West Sumatera
Student Faculty Dentistry Baiturrahmah University, Padang West Sumatera
Email: dewi.elianora12345@gmail.com

ABSTRACT. *Streptococcus mutans* is a bacterium highly cariogenic because this bacterium is able to immediately make acidic carbohydrates that can be fermented, which enters age children with high risk to develop dental caries. Dental caries is a disease of dental hard tissues induced activity of microorganisms present in a carbohydrate that is fermented, saliva in the oral cavity having a pH or acidity which may change at any time, The purpose of this study was to determine the measurement of the risk of caries in patients seen from the bacteria and pH Saliva. Method of the study is analytic survey with cross-sectional design. The sampling with 30 child, sampling is done by random sampling method. The results of the study pH of saliva on caries most is the acidic pH that 23 (76.7%) of respondents and the least is an alkaline pH is 7 (23.3%) respondents. Conclusion that the pH of saliva on caries risk students who experience most is the acidic and all the students who carried out the examination which runs the risk of dental caries seen from the bacteria *streptococcus mutans*.

KEYWORDS : *Caries risk, Bacteria, pH saliva*

CLASSIFICATION OF INDONESIAN TELEMATIC SERVICES MSMEs FEASIBILITY ASSISTANCE, USING J 48 ALGORITHM

Engeng Tita Tosida¹, Sufiatul Maryana¹, Hermawan Thaheer¹, Okta Hairlangga¹

¹Computer Science Department, Pakuan University, Jl. Pakuan PO Box 452, 16143, Bogor, Indonesia
enengtitatosida@unpak.ac.id, sufiatul.maryana@unpak.ac.id, hermawanmohdThaheer@yahoo.com, oktahairlangga.062@gmail.com

Abstract. Feasibility assistance for Micro, Small and Medium Enterprises (SMEs) Indonesia telematics services need to be assessed for compliance. suitability parameters assistance can be seen from the characteristics of MSMEs. Telematics

Services MSMEs characteristic data fully available on the National Economic Census data (Susenas). Optimization of Susenas as the basis for the feasibility study can be done through the implementation of a decision tree approach particularly algorithm J 48. The use of J 48 algorithms to determine the feasibility of Indonesian telematics services MSMEs capable of providing an alternative way to describe the characteristics of MSMEs are eligible to receive assistance. This is particularly useful for ministries such as the Ministry of Cooperatives and SMEs, in terms of selecting eligible SMEs are given assistance. Criteria for aid feasibility is based on the general condition of SMEs, access to information technology, economic conditions, partnerships and development plans. Evaluation of the performance of the system showed that the algorithm J 48 is able to achieve an accuracy of 64% on the training data and at 57% on the test data, resulting in a decision rule that representative. The low accuracy is caused by data that is not balanced, so it is a potential for the development of further research involving balancing data.

Keywords : Classification, Decision Tree, J 48 Algorithm, Telematic Services.

NEW POTENTIAL HYDROCARBONS RESERVOIR IN YOGYAKARTA BASIN ASSESSMENT USING BROADBAND NOISES ANALYSIS

Madlazim

Physics Department, Universitas Negeri Surabaya

e-mail: madlazim@unesa.ac.id

Abstract. The purposes of this research is to assess hydrocarbon reservoir location using spectrograms and spectrums analysis. The research used three component broadband noises data were analyzed using spectrograms and spectrums. The data were recorded by UGM and YOGI stations located in the Yogyakarta basin, Indonesia to improve understanding the characteristics of hydrocarbons microtremors. The results of the broadband noises experiments revealed that the peak of microtremors signals analyzed by spectrograms and spectral could assess for hydrocarbon reservoirs location at above YOGI station and not above at UGM station.

Keywords: reservoir, hydrocarbon, broadband noise, spectrogram, spectrum

THE DEVELOPMENT OF TRAINER PLC CP1E 20 DRA AS LEARNING MEDIA VOCATIONAL IN INDONESIA

Fendi Achmad

Universitas Negeri Surabaya

Email: Fendiachmad195@gmail.com

Abstract. Professionalism of teachers as educators not only on the ability to develop science, but also lies in the ability to implement the learning process interesting and meaningful. One of the efforts of teachers to support the learning process interesting, is for teaching materials presented can be easily understood by learners. The developments technological, have a direct impact on the development of instructional media. Therefore, the application of instructional media, represents a breakthrough in order to improve the efficiency and effectiveness of the learning process in the classroom. Research conducted at the SMK KAL 1 Surabaya is aimed to know the performance and feasibility of Learning Media Trainer PLC CP1E 20 DRA on subjects Installation of Electric Motors. Research Research and Development, with the object Trainer PLC CP1E 20 DRA is done through the following steps: (1) analysis; (2) design; (3) implementation; (4) validation; (5) testing; and (6) the trial learning in the classroom. The methods used in data collection include: (1) testing and observation of the performance of the Trainer CP1E PLC 20 DRA; (2) through a questionnaire to determine the students' responses were 30 learners; and (3) feasibility and construct test against Trainer CP1E PLC 20 DRA conducted by two experts

instructional media. The study found that: (1) performance Trainer CP1E PLC 20 DRA are in accordance with the purpose as a learning medium Power Installation Engineering; (2) as a whole, that the performance of the Trainer CP1E PLC 20 DRA, in accordance with the design; (3) the various components PLC CP1E 20 DRA as a medium of learning, including Ladder circuit, in accordance with the needs of the subject installation of an electric motor. Test the feasibility of the Trainer PLC CP1E 20 DRA, the result: (1) testing of media content, by expert instructional media, obtained the category of very decent with a percentage of 80%, (2) test to construct the media, obtained the category of very decent with a percentage of 85%; and (3) test media in the learning of the 30 learners in the SMK KAL 1 Surabaya, obtained a score of 82% with a very decent category.

Keywords: Trainer PLC CP1E 20 DRA, Installation of Electric Motors

USING SIX SIGMA METHODOLOGY TO IMPROVE THE QUALITY IN COATING PROCESS OF API 5L (CASE STUDY PLANT COATING PT.XYZ)

Mirsa Diah Novianti¹⁾, Wezu Aryunata²⁾

*¹⁾ Industrial Engineering, Bakrie University, Jakarta, Indonesia
mirsa.novianti@bakrie.ac.id*

²⁾ Industrial Engineering, Bakrie University

ABSTRACT. This paper aims to demonstrate the implementation of six sigma methodology in coating process. In particular, it presents the utilization of a six sigma methodology for investigating the defect in the coating layer of API 5L pipe. The techniques consists of Non Statistical and Statistical Quality tools, such as Process Mapping, SIPOC diagram, Root Cause and Failure Analysis, Pareto Analysis, and Change Preparation. In this study, it has been found that almost 4% pipes are defect in the form of wrinkle, bubble, and blister. The reasons for these defects found in the study are the tolerance acceptance limit of crookedness steel pipes that have not been accurate, the pressure setting on the pneumatic machines are not accurate, the lack of maintenance conducted by the operator, temperature setting is not accurate, the lack of training of operators, lack of supervision by the manager and maintenance by the operator and setting a non-standard silicon roll. To identify the solutions, this study used change preparation

Keywords: Six Sigma, Coating, Process Mapping, SIPOC diagram, Root Cause and Failure Analysis, Pareto Analysis, and Change Preparation

REPRESENTATION OF AL-QAEDA: LAWRENCE WRIGHT'S NARRATIVE STRATEGIES IN THE NARRATIVE APOLOGY OF *THE LOOMING TOWER : AL-QAEDA AND THE ROAD TO 9/11*

Dr Agnes Setyowati Hariningsih, M.Hum¹⁾

¹⁾Fakultas Ilmu sosial dan Budaya, Universitas Pakuan
Email : agnessetyowati@yahoo.com

Abstract. The purpose of this study is to analyze a discourse modeling radicalism appears in works of literature and classify them. This study is expected to obtain results of the category of groups radicalism which appears in both the

western and eastern world and can be used for mapping the Indonesian national security. In the midst of the representation of Islam as opposed to the West. TLT appears as a representation of Al Qaeda and apologia against humanity of Al Qaeda. TLT is a discourse that gives a different view of the TCC works TEA Huntington and Fukuyama works. TLT is a narrative realization COI by Edward Said. COI contains critical response to the TCC, criticizes the labeling in the TCC and the creation of stereotypes. But criticizing the COI texts are in the frame of mind that is abstract, while TLT shows the complexity of Islam in the form of character diversity. For contribution of literature, theoretical, rhetorical aspects as used in this study can also be used to analyze the discourse lately radicalism is growing, with the emergence of radical Islamic organizations, such as ISIS (Islamic State of Iraq and Syria). One of the current debate, including in Indonesia is ISIS movement. As a new radical organization, ISIS justifies violence and is threatening the peace of the state and world peace. Rhetorical approach as used in this study, can be used to study the rhetoric of people or members of radical groups such as ISIS: how the rhetoric used to touch, persuade, and recruit members and sympathizers to join, without we stuck in it. This rhetorical strategy is important, because a problem can not only be seen in black and white, but still need to be developed to see aspects that meet the three elements in the rhetoric, the pathos, logos and ethos. These three aspects are sometimes forgotten in the study of the representation, sociological and political studies as performed by Huntington, Fukuyama, as well as other researchers who discuss issues of representation. In connection with this, required another discourse that is "similar" to the TLT, which takes the issue of Islam and the West, or the problem of Islamic radicalism as a complex entity.

LEARNING EXPLANATION WRITING WITH AUDIO VISUAL MEDIA

Isah Cahyani
isahcahyani@upi.edu
Indonesian Education FPBS UPI

Abstract. This research is motivated by the problems in the education unit level curriculum turnover into 2013. Curriculum 2013 curriculum presents a text-based learning Indonesian. One genre of text that should be controlled by the student is explanatory text. In fact, there are still many students who had difficulty in writing the text of explanation because of the limitations of ideas that they have. One alternative to overcome these problems with the help of audio-visual media. In this case the students poured the event of natural phenomena after getting stimulus audio-visual media. Based on these media students can exchange knowledge, ideas, or ideas by answering the questions asked teachers about the description of natural phenomena such as the fact event, action, or phenomena that occur in the environment. The purpose of this study to determine whether there is a significant difference between students' ability to write explanatory text before and after the use of audio-visual media. This study uses a quasi experimental study with pretest-posttest control group design. Research data results of pretest and post explanatory text writing skills of students, observation, and the results of questionnaire data. The results of this study tested the hypothesis that there are differences in the ability to write a significant explanatory text between learning using audio-visual media with media images.

Keywords: teaching, writing, explanation, audio-visual

REVOLUTION OF EDUCATIONAL SYSTEM AND BUILD MINI SCHOOL BASED MENTAL HEALTH FOR REMOTE VILLAGES

Pentarina Intan Laksmiawati
Psychology, Universitas Negeri Semarang, Semarang, Indonesia
E-mail: pentarinaintanlaksmiawati@gmail.com

Abstract. National advancement are supported by many factor, such as human resources. In Indonesia, the general quality still not able to resemble even compete with the developed countries, which often highlights its human resources in the

country with a super productive and reliable. One effort that can be done in Indonesia to optimize the human resource potential is through education. Output issued by schools still don't get what expected of the nation is. Therefore, the author want a renewal of the education system and build a mini school for remote villages with based on mental health community, because of community in remote villages sometimes are still not able to receive the full of change and renewal of the times. With support from related parties such as the role of the educated people, this program will provide many benefits for the community and the government of Indonesia, we need follow-up to the implementation of this idea so if it properly executed later, we will get the benefit as expected.

Keyword: education system, mental health, remote villages

PROS – CONS OF LIBERALIZATION AND PRIVATIZATION OF HIGHER-EDUCATION IN INDONESIA

*By. Henni Kusumastuti
(Fisipol-Univ. Sang Bumi Ruwa Jurai)*

Abstract. The effectuation of higher-education in Indonesia which is integrated in the national education system, indeed as constitutionally enshrined in the 1945 Constitution, that the State through the Government has a responsibility to actively in an attempt to educate the lives of its citizens as a whole package. Meanwhile, Indonesia as a member of the WTO (World Trade Organization) and participated and signed the General Agreement on Trade in Services (GATS) which regulates trade liberalization in 12 service sectors, including the higher-education itself. These policy provides an indication that the higher-education sector will not be able to avoid the pressure of higher-education liberalization enactment which means that it leads to the loss of government's responsibility in the effort of educating the nation through the higher-education world. The purpose of this research was to determine the policies of the Government of Indonesia in effectuation of higher-education and the policies that are contained in the GATS and those which are related to the liberalization of higher-education sector. The method of this research used qualitative descriptive methods of analysis by inventorying the secondary data of the government policies about higher-education sector and GATS policies of higher-education liberalization sector, henceforth conducted data display, reduction of data before verification. The results of this study showed that institutionally (based on 1945 CONSTITUTION; article 31 and higher-education ACT No. 12, year 2012) orientation of higher-education is not just limited to apply the rules of the administration of Government, but it should have a space of freedom in developing Tridarma Perguruan Tinggi, in order to achieve the good quality of higher-education level. Accordingly, it requires the presence of a clear mapping from either side of the institutional system, the process of academic and also accountability of operational managerial system in higher-education. For the sake of accomplishing the goals of quality in higher-education system development, it needs to be established the existence of new legislation that related to the higher-education Policies that can be more able to accommodate the increased efforts of higher-education in Indonesia and erode the ambivalence of the education budget limitations in this country.

Keywords: Liberalization, Privatization, Higher-education Policy

DIFFICULTIES LEARNERS IN SOLVING MATHEMATICAL CREATIVE THINKING ABILITY IN THE GEOMETRY

Depi Setialesmana, e-mail: depi_setia23@yahoo.co.id
Mathematics Educational Courses
FKIP Universitas Siliwangi Tasikmalaya

Abstract. The purpose of this study to identify the difficulties and disadvantages experience by learners in terms of the process of settlement problems abilities of mathematical creative thinking part of indicators. The research instrument

used was a matter ability of mathematics creative thinking test and interview guidelines Subject in this study in class VIII-D Junior High School. Based on the research results, difficulties and disadvantages experienced by learners when solving test creative thinking abilities mathematics include, most learners do not express a variety of ideas, ideas or plans of settlement diverse, does not solve the problem in various ways, does not try to solve problems in ways own or use a non-standard way, and most learners do not develop and elaborate the answer in solving problems.

Keys word : ability of mathematical creative thinking - Geometry

THE EFFECTIVENESS OF AUTHENTIC ASSESSMENT IN ASSESSING ACTIVITY OF INTEGRATED FIELD PRACTICE FOR STUDENTS BIOLOGY TEACHER CANDIDATE

Cartono, Cita Tresnawati

Biology Education Studies Program,
Faculty of Education
University of Pasundan
e-mail: cartono@unpas.ac.id

Abstract. This research aims to look the effectiveness of authentic assessment instrument model that used to assess the student in integrated field activities. This study is part of the several stage in research methods design *Educational Research and Development (R &D)* by implementing authentic assessment instruments that have been developed at this stage of previous studies to assess the activities of integrated field practice. Subjects in this study are 30 students of teacher biology candidate from a private university in Bandung, Indonesia. The results of this study indicate that authentic assessment can effectively enhance the knowledge, skills and scientific attitude of students in the activity of integrated field practice. The explanation about techniques and aspects of the assessment before do the activity of field practice be able to encourage the students to carry out well the field practice activities, so yield higher result of learning. The effectiveness of the use of authentic instruments seen from the mean value between the control class and the experimental class in assessing knowledge with average (2.18 and 3.52) assessment of the skills with a mean value (2.44 and 3.20) and the assessment of scientific attitude the instrument also has a sufficient validity (0.589) and high reliability (0.75) with a mean value (2.67 and 3.6) for measurement of scientific attitude. Thereby authentic assessment becomes an important part in assessing students in real time, directly on the activities of the integrated field practice at the same time that is effective to assess the knowledge, skills and scientific attitudes of the students.

Keywords: authentic assessment, skills, integrated field practices, knowledge, scientific attitude.

INCOME DISTRIBUTION OF RICE FARMING BY USING DIRECT SEEDLING AND TRANPLANTING AT TIDAL LOWLAND OF SOUTH SUMATERA PROVINCE

¹⁾Yudhi Zuriah Wirya Purba and ²⁾Wardi Saleh

¹⁾ Lecturer at Agribusiness Department, STIPER Sriwigama, Palembang, South Sumatra, Indonesia

²⁾ Lecturer at Post Graduate Program, Agribusiness Department, Syakhyakirti University, Palembang, South Sumatra, Indonesia
Coessponding mail : yudhi.wardi@yahoo.com

Abstract. The research objectives were to analyze cost, revenue and income distribution for rice farming by using directseedling and transplanting systems. Method used in this study was case study, whereas sampling was done by using disproportionate stratified random sampling which consisted of 30 farmer samples for directseedling and transplanting systems, respectively. The results showed that average cost and income per hectare for directseedling system was higher than that of transplanting system. Results of Gini ratio analysis showed that family income was uneven for rice farming by using directseedling and transplanting systems with magnitudes of 0.123 and 0.242, respectively (which indicate light discrepancy in term of family income distribution). On the other hand, Gini ratio for family income distribution of combined planting system was 0.35 (which indicate medium discrepancy).

Key words : income distribution, tidal lowland, rice farming, direct seedling, transplanting.

REALIZATION OF WATER CIRCULATION PROCESS CONTROL ON WATER CLARIFIER MINIATURE PLANT

Erwani Merry Sartika¹, Andri Ferdian¹ and Kurniawan¹

¹Maranatha Christian University. JL Suria Sumantri No.65, Kota Bandung 40164,Indonesia.

Correspondence email: erwanimerry@gmail.com

ABSTRACT. This research is designed and realized water circulation process control system on a miniature water treatment plant which can be used as a medium of learning in Control Systems Laboratory Maranatha Christian University and can process turbid water into clean water by using active sand filter media. The amount of water flow will be maintained by adjusting the size of the opening of pneumatic valve using a PID controller and the number of active sand filter media will affect the number of circulating water purification to do to get water with a good clarity. The Water clarity can be expressed as the ability of water to pass light through it. PID controller parameter values used are $K_p = 1$, $K_i = 0.05$ and $K_d = 0.15$. The parameter values can be used to condition the water volume between 50 lt - 100 lt. This is because the plant response with a water volume of 50 liters or 100 liters will produce a similar response. From the results of observation data at Control System Laboratory Maranatha Christian University, the system can function as expected. The system can process turbid water into clean water with only 4 % turbidity percentage with 1 time circulation to the condition of water discharge 0.03 – 0.05 L/s and active sand filter condition as much as 50 Kg, while it takes 4 times circulation with water discharge 0,02 L/s and active sand filter as much as 25 kg

Keyword(s): Water purification, PID controller, water circulation, active sand filter, water flow, water treatment, process control.

FEATURE EXTRACTION COMPARISON BETWEEN WAVELET TRANSFORM OF PROJECTION PROFILE AND WAVELET TRANSFORM IN HANDWRITING RECOGNITION

Novie Theresia Br. Pasaribu¹, Radian Rizki Triadhi¹

¹Maranatha Christian University. JL Suria Sumantri No.65, Kota Bandung 40164,Indonesia.
email: novie_theresia@yahoo.com, novie.theresia@eng.maranatha.edu, radiantriadhi@gmail.com

ABSTRACT.Feature extraction is a part process of a pattern recognition process, the same case with handwriting recognition. Feature extraction such as Wavelet Transform and Projection Profile, is a frequently used feature extraction on

handwritten character recognition. In this paper, try comparing Wavelet Transform with Wavelet Transform of the Projection Profile image of handwritten implemented on handwriting recognition of the input using a pen tablet, with the classification using Artificial Neural Networks Backpropagation Algorithm. From the results obtained, the percentage with a handwriting recognition feature extraction Wavelet Transform of the Projection Profile showed higher result 84.22% compared with Wavelet Transform feature extraction 81.25%.

Keyword(s): Wavelet Transform, Projection Profile, Artificial Neural Network, Backpropagation

INTEGRASI TANAMAN TERNAK MENUJU PEMBANGUNAN PERTANIAN TANPA LIMBAH

Asep Suherman

Fakultas Pertanian, Universitas Wiralodra

Email : suhermanasep1106@gmail.com

Abstrak. Tulisan ini merupakan ide/gagasan dalam upaya mengoptimalkan pemanfaatan ruang wilayah pedesaan berbasis tipologi lahan sawah beririgasi untuk meningkatkan pendapatan petani melalui penciptaan lapangan pekerjaan di sektor pertanian hilir dengan memanfaatkan limbah pertanian yang selama ini belum dimanfaatkan secara optimal, yaitu jerami padi sebagai pakan ternak yang berkualitas sehingga akan terwujud pembangunan pertanian tanpa limbah (*Zero Waste Agriculture Development*) di pedesaan. Metode yang digunakan adalah studi pustaka atau kajian pustaka. Fenomena kemiskinan yang terjadi di pedesaan adalah belum optimalnya pemanfaatan lahan pertanian dan produksi pertanian yang disebabkan rendahnya pengetahuan petani sehingga banyak hasil-hasil pertanian yang saat ini masih merupakan limbah pertanian dan seringkali menjadi masalah lingkungan hidup. Sesungguhnya setiap tanaman yang telah dibudidayakan oleh masyarakat petani memiliki potensi pengembangan industri berbasis pertanian, karena setiap tanaman mempunyai pohon industrinya. Contoh : Jika petani menanam sebutir gabah akan menghasilkan satu rumpun tanaman padi. Satu rumpun tanaman padi tersebut terdiri atas beberapa tanaman padi yang akan menghasilkan gabah dan jerami padi. Gabah diolah maka akan dihasilkan beras, meniran, dedak, dan sekam. Dari ke empat hasil olahan gabah tersebut baru beras saja yang pemanfaatannya sudah optimal yaitu nasi sebagai makanan pokok bangsa Indonesia; sedangkan meniran, dedak dan sekam belum optimal. Padahal ketiga hasil olahan tersebut berpotensi sebagai pakan ternak (sapi, ayam, bebek, dan seterusnya). Pada sisi lain yaitu jerami padi, saat ini penggunaannya jauh dari optimal dibandingkan dengan gabah, malah kadang kala menjadi masalah lingkungan hidup yaitu polusi udara jika dibakar. Jika tidak dibakar menjadi kendala bagi petani dalam mengolah tanah pada musim tanam berikutnya. Potensi jerami padi sangat besar juga yaitu jumlahnya hampir sama dengan gabah, dalam artian jika satu hektar sawah menghasilkan 7 ton gabah kering panen (gkg), maka jerami padi yang dihasilkan setara dengan 7 ton, hanya fisiknya sangat voluminous. Jerami ini sangat potensi sebagai pakan ternak ruminansia seperti sapi, kambing dan domba. Agar pemanfaatan jerami sebagai pakan ternak menjadi optimal, maka jerami ini perlu diolah terlebih dahulu sebelum diberikan kepada ternak sapi yaitu melalui fermentasi. Pengetahuan ini yang belum dikuasai petani pada umumnya. Di samping itu di pedesaan banyak lahan kosong yang terlantar, seperti pekarangan rumah, kanan kiri sungai, jalan, saluran irigasi dan lahan tegalan. Lahan-lahan kosong tersebut dapat juga ditanai dengan tanaman indigofera. Tanaman indigofera adalah sejenis tanaman legum yang berpotensi menjadi pakan ternak sebagai sumber protein. Protein sangat di butuhkan juga oleh ternak dalam pertumbuhannya disamping karbohidrat yang bisa dipenuhi dari jerami padi. Jika tanaman indigofera dikembangkan bersama dengan jerami padi sebagai pakan ternak maka akan tercipta lapangan pekerjaan yaitu industri pakan ternak. Jika Industri pakan ternak yang berbasis jerami padi dan indigofera dikembangkan maka akan menurunkan biaya produksi peternakan. Saat ini diketahui bahwa biaya untuk pakan ternak, paling sedikit sebesar 70 % dari seluruh biaya produksi ternak (sapi, ayamkambing dst). Untuk mengembalikan kesuburan tanah, diperlukan pemupukan. Saat ini petani banyak menggunakan pupuk buatan pabrik (pupuk anorganik). Jika tidak diimbangi dengan pupuk organik, maka tanah akan menjadi sakit sehingga produktivitasnya cenderung menurun. Pupuk organik sebenarnya bisa dipenuhi oleh limbah dari peternakan sapi yaitu kotoran ternak, air kencing ternak, sisa makanannya. Jika ini dikelola secara optimal maka akan menciptakan lapangan pekerjaan baru yaitu industri pupuk organik. Pembangunan desa harus dirancang penataan wilayahnya sebagai produsen hasil pertanian yang berkelanjutan melalui integrasi tanaman ternak sehingga pada akhirnya akan tercipta susteru pembangunan pertanian tanpa limbah. Suatu

lingkungan pedesaan yang bersih dan sehat serta sejahtera, dimana lingkungan bersih dan sehat kelak merupakan budaya masyarakat pedesaan di Indonesia.

Kata kunci : integrasi tanaman ternak, pembangunan pertanian tanpa limbah, pohon industri, tanaman indigofera

THE DEVELOPMENT OF AN INTERACTIVE MULTIMEDIA COURSEWARE (A Case Study of Students at Junior High School)

Arifin

(STKIP 11 April Sumedang, Jl Angkrek Situ no.19, Sumedang West Java Indonesia)

Abstract. In Indonesia, limited amount of research has been done to investigate analytical thinking capabilities of student from the point of view of inquiry-based learning approach. In view of the objectives of the present educational system to develop the quality manpower for it to enter new knowledge era, better understanding of the resourcefulness of Indonesia students and factors which could affect or enhance it becomes more crucial. The possibility of integrating interactive multimedia technology into the teaching of thinking skills via the school-based network system that is already in placed in Indonesian smart schools today would be of concern to the educator and policy makers. The researcher raise the possibility that the students at the middle school level have an incorrect or non-existent mental model that underlies strategic weaknesses, and that depends the analysis capability required in the most common forms of inquiry-based learning. Thus the use of scaffolding techniques in the form of graphic organizers and verbal maps is vitally important in ensuring success in the teaching of thinking skills. The inquiry approach is an effective model for developing thinking skills within the context of real situations. The inquiry approach attempts to help students identify and learn specific strategies for handling data of research problems. It is therefore a powerful tool for initiating students into the types of thinking required in the various disciplines.

Key word : *Interactive Multimedia Courseware*

THE IMPLEMENTATION OF FACILITIES AND INFRASTRUCTURE MANAGEMENT FOR LEARNING IN CLC INDRAMAYU DISTRICT

Ipong Dekawati

Post Graduate Program of Wiralodra University

Abstract - This study analyzed the implementation of facilities and infrastructure management at the community learning center (CLC) in Indramayu. The focus of the research is to find out how the implementation of making planning the procurement facilities and infrastructure, the implementation of the procurement of facilities and infrastructure for learning purposes, the implementation of the maintenance of the facilities and infrastructure owned by CLC, as well as the supervision of the use of learning tools including reporting and removal facilities and infrastructure that it is not used. The method used is a qualitative approach. The research object is all of the CLC in Indramayu which amounted to as much as 118 CLC. The results of the study are that the procurement of the facilities and infrastructure has not been well planned, maintenance and supervision of facilities and infrastructure also have not been done fairly. The conclusion of this study indicates that the majority units of CLC in Indramayu district has not implemented the facilities and infrastructure management for learning properly. It is recommended that the Department of Education of Indramayu to provide training to the manager of CLC relating to the management of facilities and infrastructure management for learning at CLC.

Keywords: Implementation, Management, Facilities, and Infrastructure

UTILIZATION AND CONSERVATION EFFORTS WATER RESOURCES TANJUNG IN TASIKMALAYA CITY

Siti Fadjarajani
FKIP Siliwangi University in Tasikmalaya
Email: sfadjarajani2000@yahoo.com

Abstract. This study aimed to describe the use of water resources and the conservation of water resources in Tanjung Kawalu District of Tasikmalaya. The method used was descriptive method, which describes the condition of the real problems in the field. The technique of collecting data by interview, observation and documentation. The data analysis technique used is the transcript of the interview analysis, data reduction, analysis, data interpretation and triangulation. The sampling technique to determine the source of the data in this research is purposive sampling, to do an interview to the party relevant to the research. Results of research and data analysis showed that water use does not meet the quality Tanjung clean water and drinking water, where the water quality in the water Tanjung classified as Class B (Good) with lightly polluted. The mineral content of water Cape has exceeded the quality standard is a chlorine (Cl²), nitrate (NO₃), Copper (Cu), and Hardness (CaCO₃). Tanjung water use should not be consumed directly for cooking, but requires processing beforehand. Tanjung society's belief that water can make food last longer, have been scientifically is because Tanjung water containing mineral salts. Nevertheless Tanjung water can be used for external treatment. With the unique water Tanjung rare and can be used for treatment, it is necessary to the preservation of water resources Tanjung order to maintain its existence, through safeguard against damage and disruption, protection vegetative, preservation of water, water quality management Tanjung, and control of pollution of water resources Tanjung.

Keyword : *utilization, conservation, resources, water*

DEVELOPING SCIENTIFIC WRITING SKILLS OF PBSI STUDENTS IN KUNINGAN UNIVERSITY THROUGH SCIENTIFIC APPROACH

Yusida Gloriani
Universitas Kuningan
Email: glorianiyusida@yahoo.com

Abstract. Writing scientific papers must be mastered by all students, because of this ability is the basis for developing science, technology and art they have it. Through scientific work, they can share ideas and findings to others. Ability to write scientific papers used to teach students to think critically and systematically. Through descriptive analytical method, the results of this simple study describes the process in which PBSI students at Kuningan University in developing the ability to write scientific papers through a scientific approach. The steps they would take begins with observing and identifying the object, and then formulate some questions and hypotheses associated with the object, then gather some information or data needed, as well as analyze and summarize. The final stage they have to do is compile them into a scientific paper by using effective sentences. This paper reports the results of the observation form, and they must present it in front of his friends.

Keyword : *Writing Scientific Work, Scientific Approach*

EXPLANATORY SEQUENTIAL ANALYSIS OF STUDENT PARTICIPATION IN ENVIRONMENTAL CONSERVATION BASED ON THE PERCEPTION OF STUDENTS ON SCHOOL ENVIRONMENT CULTURED

Nani Inri Islamiah, Rita Istiana, Susi Sutjihati
Biology Education Studies Program, The Faculty of Education, Pakuan Of University
Email: ritaistiana12@gmail.com

Abstract. This research has been conducted from March until November 2016. The research sample were students of SMUN 5 & 7 Bogor. The research method used sequential analysis explanatory. The research's aim was to know correlation between student perception with student participation of environmental based school. Furthermore, to analyze supporting factors for students in its conservation. Based on the research and data analysis there was a very low correlation between student perception and participation. The correlation was shown by regression equation ($\hat{Y} = 111,08 + 0,074 X$) with correlation coefficient $r_x = 0,042$ and determination coefficient $r_x^2 = 0,002$. The factors affecting the level of student participation in environmental conservation were internal and external factors. The internal factors were self-awareness, knowledge and motivation. Meanwhile, the external factors were peer group, family, and society.

Keyword : *participation in environmental conservation*

MYTHOLOGICAL STORIES AS AN ALTERNATIVE SCIENTIFIC COMMUNICATIONAL MEDIA AMONG NATIONS

Yeni Suryani
Universitas Suryakencana Cianjur
Email: yens.1967@yahoo.co.id

Abstract. There are three universally cultural dimensions they are value system (including the idea and thought), copyrighted works and artifacts. The distinctiveness or uniqueness of a culture is because of different viewpoints. Especially on the existence process and development of a culture, reflected in social way of thinking. Old or traditional community packed the knowledge or prevailing belief in society, if the knowledge is cannot be proven, then its called wisdom or myth. Thus, the existence of myth is necessarily to bridge the knowledges that cannot be substantiated. Every nation has evolved its development, the same evolution can be seen through the nation myths. On the other hand, the myth became different things in modern society. In modern society the myth forced by the media.

This paper aims to describe a variety of mythology and development opportunities, and to find the possibility of cooperational opportunities between nations in the development or review of mythology. Therefore, the those things are interesting to study.

The method used was a comparative descriptive, explaining the phenomenon of myth in the story that developed in a society. The technique used in this research is the literature or documentation. The technique used for the mythical phenomena is library research, then compared and interpreted.

The concept underlying in this research, is about the mythology and communication. Puposary offers the classification of myth, while Roland Barthes saw myth as a type of speech: a myth is a communication system, it contains a message. Therefore, this study focuses on type of myths and its relations to the communication system. Successful communication in the essence, there is agreement between the communicator and the communicant. Myths exist because there is a message to be delivered.

There are similarities and differences in the types myth mythology in many nations. The existence of mythology depicts that a person's live and develop in the same pattern. Mythology has grown old and remains alive even its developers follow the cultural development of the nation, and mythology performed better cooperation among nations and transformational assessment likely.

Keywords: Myth, communication, development, and cooperation

FUNDAMENTALS OF ANALYTICAL CHEMISTRY LEARNING WITH OPEN-ENDED EXPERIMENT AND GROUP INVESTIGATION

Indarini Dwi Pursitasari
Department of Science Education, Pakuan University
Email: indarini.dp@unpak.ac.id

Abstract. The aims of this study were to increase problem solving skills and to enhance cognitive abilities for prospective chemistry teacher. The subjects of this study were chemistry students in one of university in Central Sulawesi using quasi experimental One Group Pre-test and Post-test Design. Data were collected through problem solving skill test, cognitive ability test, and questionnaires to measure students' response to the used of open-ended experiment and group investigation in a learning. The results showed that implementation learning on using open-ended experiment with group investigation could increase problem solving skill and cognitive ability significantly and students responded positively to the learning with open-ended experiment in performing chemical quantitative analysis subjects.

Keyword : *analytical chemistry, open-ended experiment, group investigation*

FUNCTIONS OF TRADITIONAL VILLAGE CREDIT INSTITUTION TOWARD RURAL DEVELOPMENT: Case of Kedonganan Vil

Dr. Drs. M.S. Chandra Jaya, M.Hum
Universitas Dwijendra, Bali

Abstract. Rural development is one of the most important in economic development at the regional and national level in Indonesia. Limited resources could be a problem to facilitate and accelerate the local economic growth in the village. The existence of Traditional Village Credit Institution called LPD is being an alternative for the villagers to access to finance aside from the state and private banks within the village. The objective of study is to describe the functions of LPD to support rural development. LPD Kedonganan was purposively selected as a research site Some key informants were interviewed to have data related to the objective of study. Analysis data is used descriptive method. The results of study pointed out that LPD has several functions to rural development within the village. These are: (i) provision of credit; (ii) motivation to have productive economic work; (iii) improvement of villagers' income; (iv) strengthening social activities. LPD has been established to assist villagers to get loan for productive work and needs for their consumption. Aside from providing loan, the LPD also gave capacity strengthening to villagers about how to use credit for getting more profit. Through credit gained from LPD, villagers could increase their income derived from their small-scale enterprises. Thus, it also increase their purchasing power. In line with the nature of LPD, that is, socio-cultural aspect, the profit gained from the business of LPD could be used for social, ritual ceremonies activities in the village.

Keyword : *Rural development, credit, income, motivation, and profit*

CHANGES of MINDSET of SMA/MA'S SCIENCE TEACHERS in IMPLEMENTING the CURRICULUM 2013

Prof. Dr. Wahidin, M.Pd
IAIN Syekh Nurjati Cirebon

Abstract. One of the target and objectives of the national education gave to a healthy human body and spirit, should be clearly structured and implemented by teachers in schools. Reality is currently developing a pattern of life of the global community, the students need to be equipped with a variety of thinking skills. It must begin with a change in the mindset of teachers. Demands of the curriculum in 2013 as the standard material must be delivered to students, does not automatically establish the mindset of students. Teachers as miniature and the spearhead of successful learning in school, determined by personal, maindset, behavior and attitude of his science, in addition to the support of the environment as local wisdom. Purposes of a review of the changing mindset of teachers in developing students' thinking skills is urgent, since the implementation of the curriculum at the school is very risk routines is administratively as fulfillment of obligations as a government employee. The results of this study indicate that 1) the implementation of the curriculum in schools today require a change in the mindset of teachers, 2) Keep a concept model of learning that boost thinking skills of students so as to encourage also change the mindset of teachers, 3) measures learning orientation should be encouraged attention on students' thinking skills, local wisdom and scientific attitude, 4) models of curriculum innovation development concept that can improve integrative thinking skills.

Keyword : *Mindset of Teachers, Curriculum Innovation, Thinking Skills*

TRADISI HAJAT LEMBUR AMPIH PARE DI KECAMATAN SITURAJA KABUPATEN SUMEDANG DAN UPAYA PELESTARIANYA

E. Sulyati
STKIP SEBELAS APRIL SUMEDANG

Abstrak. This research is carried out as a response to a fact that the existence of tradition which is full of value should be preserved, generated and developed. The tradition of Hajat Lembur Ampih Pare (HLAP) is a form of gratefulness to the Creature, The Almighty in after harvest with the saving rice as the main process in Kecamatan Situraja, Kabupaten Sumedang. The problems are formulated as follows: (1) how the oral tradition HLAP is performed in Kecamatan Situraja Kabupaten Sumedang? (2) What efforts can be done by people to preserve HLAP tradition in Kecamatan Situraja Kabupaten Sumedang? The reseach is conducted with descriptive qualitative approach. The data is collected with observational technique and interviews to public leaders, government, educational practitioner, young generation and common people in Kecamatan Situraja Kabupaten Sumedang. The data is used aa textual and contextual with ethnography and phenomenology method. From the result, it is found that HLAP tradition is a serial activity which is conducted in one day and one night with the following steps: (1). gontra sawala, (2) pawai obor, (3) traditional and art performance, (4) main process of ampih pare, (5) dinner together(6) traditional music/art performance. From the data analysis, it is found seven cultural elements: a) human life equipments in Pawai obor (torch parade), art performance, ampih pare, dinner together; b) making life in ampih pare; c) Social system in all activitie d) language system f) traditional art with all varieties in performaces and ampih pare; f) Knowledge system and g) religious system in all steps of hajat lembur ampih pare. The result of study is used as a basis to make a preservation model of oral tradition in society as a traditional development in oral tradition with a preservational tree theory (developing a culture without ignoring a basic principle of a native culture). This model is then followed up by many stakeholders, such as government, people leader, common people, young generation and all stakeholders, so the purpose of preserving culture can be achieved.

THE CONTRIBUTION OF TEACHERS COMPETENCES AND SCHOOL CLIMATES TO THE SOCIAL CHARACTER FORMING OF STUD

Dadang Iskandar
Universitas Pasundan Bandung

Abstract. The forming of social character became one of the means for the nation to be able to create a life that is peaceful and humane. The increasingly widespread irregularities that occur among the young generation, such as fights, thefts, violence, amoral, genk motor, sexual abuses, pornography, radicalism, was even booming and in fact involved the young generation at Junior - High School age, that indicates, how weak of our educational touched the student's character. The Forming of social character in the school should be done of each components like as teachers, school environment or family based on solidarity, loyalty, love, and sacrifice. The purposes of study revealed " Contributions of Teachers Competences and School Climates to the forming of social character in Junior High School of Government in District Garut. The research used of Quantitative approach by Survey at 17 of Junior High School of Government in District Garut with Cluster sampling included North, middle and South of Garut. The variabel is teacher competences, school climates, and social character. Total samples are 450 of students and analysis of data used Path Analysis of SPSS, IBM SPSS and Microsoft Excel. The Result of research has description that contribution of teacher competencies significance to forming the social character at 2,7% and the school climates contributed significance to the forming of social character is 3,39%. The recommended of this research that teacher competencies and school climate becoming important factor for developing of social character so school should be attend seriously and need to further research. Keywords: Teacher Competencies, School Climates, Social Character

Keyword

MACHINE LEARNING FOR BANKCRUPCTY PREDICTION

Bambang Siswoyo
AMIK Al Maksoem Jatnangor Indonesia

Abstract. Prediction banks, especially Bank Indonesia's bankruptcy prediction is very important. Given this information, the Bank Indonesia could create a policy to foster and develop a healthy banking system, whether a bank will be assisted by BLBI or merger with a healthier bank. Model CAMEL analysis was used to predict the event of bankruptcy of commercial banks in Indonesia. Secondary data used are annual bank financial statements in the period of 2010-2015, the sample consisted of 21 banks selected by using a captured sample method. The test model with multiple regression show that there is accuracy of the different predicting CAMEL model and neural network in the prediction of bank bankruptcy that publis in Indonesian banks. Best accuracy of prediction models kebangkurtaan neural network with 0.02 percent errors, and 99% classification accuracy of the model. Keywords: Machine Learning, neural network, bankcrupsty

Keyword

THE METHODOLOGY AND TECHNIQUE IN ENGLISH LANGUAGE TEACHING FOR THE HEARING - IMPAIRED STUDENTS AT SL

Ni Putu Ferryanti
Universitas Dwijendra

Abstract. English language is an International language. Every country has to learn it in order to ease the communication among countries. The English language teaching is also given for those who has serious problem with their acoustic medium. This research is aimed to investigate and analyze the effective and appropriate English language teaching methodology used by the teacher in SLB.B Sidakarya, Denpasar- Bali. The field work research was conducted to obtain the data in SLB.B Sidakarya Denpasar. The data was analyzed qualitatively and presented in descriptive and narrative ways. The methodology and techniques in teaching English language for the hearing-impaired students seem to be different from the normal one, hence the teacher has to apply the effective and appropriate methodology and techniques in order to ease them comprehending the English language. Regarding the disability of the hearing-impaired students, the teacher had to use sign language and total body movement to support the methodology and techniques in English language teaching.

Keyword : *English language, methodology, technique*

REPRESENTATION OF METACOGNITION AWARENESS OF INDONESIAN LANGUAGE TEACHER IN CIMAH

Dr. R. Ika Mustika, M.Pd
STKIP Siliwangi Bandung

Abstract. This survey study aims to determine the level of metacognitive awareness of Indonesian language teacher in Cimahi and describes the metacognitive awareness of teachers based on teaching experience, education level, and teaching place. Data collection techniques using MAI. Data are presented in descriptive qualitative and quantitative as a percentage (%). Metacognitive awareness grouped by classification according to Schraw & Dennison. The results showed that metacognitive awareness of Indonesian language teachers in Cimahi already well developed.

Keyword : *Metacognition Awareness, Indonesian Language Teacher*

LANGUAGE ATTITUDE OF SPEECH COMMUNITY OF TRUNYAN BALIBESE DIALECT

Dr. I Ketut Suar Adnyana, M.Hum
Universitas Dwijendra Denpasar

Abstract. Language Attitude of Speech Community of Trunyan Balinese Dialect I Ketut Suar Adnyana Program Studi Pendidikan Bahasa Indonesia, dan Daerah Fakultas Keguruan dan Ilmu Pendidikan, Universitas Dwijendra Alamat Jalan Kamboja Nomor 17 Denpasar, Bali, Indonesia Telepon; Pos-el: suara6382@gmail.com Abstract This article is aimed to find out the attitude of member of speech community Bahasa Bali Dialek Trunyan or Trunyan Balinese Dialect (BBDT) The data was gtaken by using questionnaire and observation. Informans were student (population) in the first year of SMP

Negeri 1 Kintamani who came from Trunyan Village. The number of population were 130. The quantity of the sample were 13 (10 percent of 130) samples. The samples were given questionnaire that consist of 14 questions. The observation conducted when the student were in the school (SMP N 1 Kintamani) as well as in outside the school (in the village). In general, the attitude of the young generation towards BBDT is positive. It can be analyzed from three aspects of linguistic attitudes identifier namely cognitive affective, and psychomotor but young generation does not show the pride to the BBDT. This can be evidenced by the respondent's answer to the statement (I am proud of using BBDT) and the statement (BBDT is more prestigious than Indonesian). The answer to the statement I am proud of using BBDT, three respondents agreed (8%), 10 respondents hesitate (77%), and 2 respondents (15%) disagree. Similarly, respondents' answers to the statement BBDT is more prestigious than Indonesian , 5 respondents disagree (39%), 6 respondents (46%) have expressed hesitation and 2 (15%) people agree. The high percentage of options on the hesitant attitude shows that the respondents did not feel proud to use BBDT and respondents did not feel that BBDT is a prestigious language.

Keyword : *language attitude*

THE FUNCTION OF LANGUAGE GAME USED BY YOUNG PEOPLE IN SOROWAKO LUWU TIMUR

SUCI AYU KURNIAH
UNIVERSITAS INDONESIA TIMUR

Abstract. This research is to describe the function of Bahisa Bila'-bila' as the language game used by young people in Sorowako. This research is a descriptive research by using quantitative approach. The research was conducted in two locations: Sorowako Lama and Sorowako Baru. Methods used in collecting data are field notes, questionnaire and interview. The number of respondents is 50 people chosen by random sampling and 5 informants chosen by purposive sampling. The result of this research indicates based on their age, generally young people in Sorowako East Luwu use the language game as a secret language. However, its function is different for male and female. Language game has function as amusement for male speaker and for female speaker it is considered as language of community.

Keyword :

LIMITED TRIAL MODEL OF LEARNING SUPERFLEX

Huriah Rachmah
STKIP Pasundan

Abstract. This study is a continuation of research conducted since 2016. The purpose of the study in year 2 is a limited test Superflex learning model. The method used is research and development. In the 2nd model that has been developed in the first year, tested on a limited basis in three schools, then the test results are used to evaluate candidates with social education specialists and outstanding. Exploratory survey is one form of inductive approach that aims to obtain discovery regarding what you want to know about a situation that has not been satisfactory. The study is intended to map out their exploration and development of Learning Model Superflex® in elementary school inclusion Cimahi. The trial results showed there are some things that should be corrected as follows: (1) media that was adopted from the original to be translated so as to facilitate learners to understand the media; (2) steps in the implementation of the model improved in accordance with the input received from the respondents; (3) after evaluation and improvement process is complete then the teacher asked to be tested back.

Keyword : *Superflex, Model of Learning*

THE INFLUENCES OF HYPER-PERSONAL COMMUNICATION TOWARD THE LONG DISTANCE RELATIONSHIP MAINTENANCE OF

Firman Aziz, S.Pd., M.Pd.
Universitas Pendidikan Indonesia

Abstract. Abstract: The Influences of Hyper-personal Communication Toward the Long Distance Relationship Maintenance of University Students in Bandung The purposes of this study were to determine the various forms of hyper-personal communications used by couples of long-distance relationship in making the relationships and seeing the impact of hyper-personal communications to the maintenance of their long-distance relationship. This study used the correlation method with quantitative approach that aimed to see the effects of hyper-personal communication toward the maintenance of long-distance relationship. The data collection techniques in this research were used questionnaires and structured interviews. The data collection techniques in this study were done by online questionnaires and using the random sampling method, the number of samples in this study was 100 respondents that were surely running a long distance relationship. In the discussion done, the data analysis which was obtained by SPSS 2.0 and included some interviews of the respondents that were selected randomly and also included the opinion or definition of the experts who supported the research. The results showed that the form of communications used by the respondents to maintain their long distance relationships was through an instant messaging and social media. Meanwhile the results of a study of the effect of hyper-personal communication on several sub-variables maintenance of relationships which were appeal (attraction), social exchange, and the equity value showed some different results, one of them was the effect of communication hyper-personal with attraction has the very significant and positive influence, as well as to equity value although it was not as significant as attraction, while its influence on the social exchange showed no effect and seemed negative. Overall influences of hyper-personal communication toward the maintenance of relationships have significant and positive influences. In conclusion, there are the influences of hyper-personal communication toward the maintenance of the relationships which are shown by the data gained.

Keyword : *Hyper-personal Communications, Relationship Maintenance, Long-Distance Relationships*

GLOBAL CHALLENGES: WHAT ARE UNIVERSITIES FOR?

Dr. H. Husni Thamrin, S.H., M.H, Kadarudin
Sekolah Tinggi Ilmu Hukum Awang Long Samarinda

Abstract. Universities is one measure in an effort to achieve progress in science and technology civilization, so the role of universities for a country to be very important because of globalization and competition in this modern era requires every country to be more competitive in science and technology. Science and technology is a decisive factor in all aspects of life, be it economic, soaial, culture, even in terms of defense and security of the state. Thus, in dealing with global challenges or aligning a country with developed countries more urgently need the role of universities in the printing of the human resources that are reliable and qualified in their respective fields, as if the human resources forward then automatically improve all aspects in all lines, mainly economic aspect.

Keyword : *global challenges, role, universities.*

DESCRIPTIVE ANALYSIS OF REFERENCE GROUP AND FAMILY TO PURCHASE DECISION OF TOUCHSCREEN PHONE

Rahmat Hidayat
Universitas Telkom

Abstract. This study aims to analyze the reference group and family on purchasing decisions Touchscreen mobile phone. The data used in this study are primary data gathered from the results of questionnaires to 100 students of the University of Telkom are using mobile phones Touchscreen and secondary data get from Research Library and Field Research. The technique of sampling we used is purposive sampling. Data processing method using personally administered questionnaires. From these results, it can be seen an analysis of the variables and reference group and family purchasing decisions. The results we got was 66.92% in category Factors Reference Groups that can be said Fair, in the category of family factor reached 70.04%, which can be said Good while purchasing decision factor reached 78.08% were categorized either. The results of this study addressed that family variables are dominant factors in determining consumer behavior purchasing decisions touchscreen phones and reference groups are another factors.

Keyword : *Reference Group, Family, Purchasing Decision*

PRE-SERVICE TEACHERS' SOCIOSCIENTIFIC ARGUMENTATION: THE INFLUENCE OF LEARNING EXPERIENCES

Desti Herawati
Universitas Pakuan

Abstract. Abstract. This study aims to investigate socioscientific argumentation of pre-service teachers (PSTs) regarding genetic engineering issue and their learning experiences. We used descriptive study and engaged 27 pre-service teachers as participants. Paper and pencil test and questionnaire were administered in order to obtain the data of PSTs' argument about genetic engineering and their learning experiences. All of the data were analyzed by descriptive analysis. We applied Toulmin Argumentation Pattern (TAP) as a basic framework to identify the components of PSTs' argument. Then, we analyzed the quality of PSTs' argumentation through 2 aspects: level of argument and coherency of argument components. The result showed that most PSTs' argument (85%) consist of claim, data, and/ warrant only (level 2), without any backing, qualifier, and rebuttal. In the coherency aspect, most of PST's argument (63%) were limited coherency, which means that the relationship between their argumentation component was weak. Based on PSTs' responses, it revealed that teaching process often conducted by lecturing and rarely expose socioscientific issues. These can be the causes of PSTs' socioscientific argumentation still low. The findings indicated that teaching and learning process which focused on the socioscientific issues is necessary to develop pre-service teachers' argumentation.

Keyword : *argumentation; socioscientific issue; genetic engineering; learning experiences*

REVEALING THE LANGUAGE OF AL QUR'AN (AN NAHL: 68-69) IN RELATION TO SCIENCE AND TECHNOLOGY

Abstract. REVEALING THE LANGUAGE OF AL QUR'AN (AN NAHL:68-69) IN RELATION TO SCIENCE AND TECHNOLOGY Allah commands humans to read everything in this universe. Allah also tells humans to understand what they read and implement them in lives to promote humans' welfares and maintain the balance of the nature, animals and plants. Humans can learn from surroundings even from mosquitos (as in the Quran 2:26). In that verse, it is explained that mosquitos sacrifice their lives for food. Another example is bee. Despite its small body , bee has many features that could be imitated by humans. The focus of this research is the meaning of surah An Nahl verse 68-69 in relation with science and technology. This is a qualitative study. The type of the research is the analysis of the content as it seeks to understand the data not as a collection of physical events but as a symbolics sign to uncover the meaning contained in a text to gain an understanding of the message represented (Komadyo, 2006:51-56). Content analysis is an analysis in the form of discourse analysis that focuses more on the hidden message. It starts from the macro- structure, super-structure (introduction, middle and ending), as well as the micro-structure (words, sentences) and it is then linked to the context, i.e how the text is connected further with the knowledge that is developed in the community at this time because the Qur'an can be understood in all context and times. The results of this study are (1) the advantage that Allah has given through the bee is in the form of a health drink for animals and people that are always available in all seasons; (2) bee exemplifies a modern technology, a way of making a place for living/ a nest made from lightweight material. There is a room to spawn, a room for the larvae and a storage room for food and beverages. Bees even hinted at an advanced technology which has existed centuries ago, an air regulation system which is called "AC" nowadays. Bees also make a model house that is always sterile of bacteria, viruses and other intruders. The house is always clean and beautiful under the foliage of a tree in a cave, or in a shady place; (3) bees are familiar with the technology of embalming/ mummification against foreign bodies or dead animals intruders who entered into the nest and can not be removed; (4) Allah shows that work is an obligation even to the world of insects, let alone human who are given mind and thoughts so that they can go everywhere on the earth looking for halal sustenance. However, humans should not imitate male bees which only serve to eat and mate and let the female bees working from morning to evening. Sometimes if the workplace is far and it is raining, the worker bees returning to the hive the next day; (5) Bee teach humans in order to create a synergy; $2 \times 2 = 4$ is considered something mediocre. But if 2×2 is 6, it is extraordinary because it has to be able to do something better in a place which becomes a source of income ; (6) Bees have high social natures and are unselfish for the sake of concerned groups, races and where the group originated. (7) It has been thousand years ago since bees showed natural resource management systems such as creating a job description in the workplace that are widely imitated by modern scientists today; (8) Health drinks which have a great healing power produced by bees for the benefit of themselves and their colony, other animals / insects, and humans; (9) Bees show a technology that can preserve food and drink by applying first in first out system.

Keyword : *argumentation; socioscientific issue; genetic engineering; learning experiences*

ANALISIS SEQUENTIAL EXPLANATORY PARTISIPASI SISWA DALAM PELESTARIAN LINGKUNGAN

Prof. Dr. Juairiah, M.Pd
Universitas Pakuan Bogor

Abstract. ANALISIS SEQUENTIAL EXPLANATORY PARTISIPASI SISWA DALAM PELESTARIAN LINGKUNGAN Nani Inri Islamiah, Rita Istiana, Susi Sutjihati Program Studi Pendidikan Biologi, FKIP, Universitas Pakuan ritaistiana12@gmail.com Abstract This research has been conducted from March until November 2016. The research sample were students of SMUN 5 & 7 Bogor. The research method used sequential analysis explanatory. The research's aim was to know correlation between student perception with student participation of environmental based school. Furthermore, to analyze supporting factors for students in its conservation. Based on the research and data analysis there was a very low correlation between student perception and participation. The correlation was shown by regression

equation ($Y = 111,08 + 0,074 X$) with correlation coefficient $r_x = 0,042$ and determination coefficient $r_x^2 = 0,002$. The factors affecting the level of student participation in environmental conservation were internal and external factors. The internal factors were self-awareness, knowledge and motivation. Meanwhile, the external factors were peer group, family, and society. Keyword : participation in environmental conservation

Abstrak Penelitian ini telah dilakukan pada Maret sampai November 2016, populasi penelitian ini adalah siswa- siswi di SMA Negeri 5 dan SMA Negeri 8 Kota Bogor. Metode penelitian menggunakan analisis sequential explanatory dengan tujuan penelitian untuk mengetahui tingkat korelasi antara variabel persepsi siswa tentang sekolah berbudaya lingkungan dengan partisipasi siswa dalam pelestarian lingkungan dan menggali factor – factor yang mempengaruhi tingkat partisipasi siswa dalam pelestarian lingkungan. Berdasarkan hasil penelitian dan analisis data, dapat ditarik kesimpulan bahwa terdapat hubungan yang sangat rendah antara persepsi siswa tentang sekolah berbudaya lingkungan dengan partisipasi siswa dalam pelestarian lingkungan. Hubungan tersebut ditunjukkan oleh persamaan regresi $Y = 111,08 + 0,074 X$ dengan koefisien korelasi $r_x = 0,042$ dan koefisien determinasi $r_x^2 = 0,002$. Adapun factor factor yang mempengaruhi tingkat partisipasi siswa dalam pelestarian lingkungan adalah faktor interen dan eksteren. Faktor interen yaitu faktor kesadaran diri sendiri, pengetahuan dan motivasi, faktor eksteren yaitu faktor pergaulan, teman sebaya, keluarga dan masyarakat.

Kata Kunci : persepsi siswa tentang sekolah berbudaya lingkungan, partisipasi pelestarian lingkungan

THE VISION OF UNIVERSITY AS THE CENTER OF CIVILIZATION TOWARDS

Drs. I Made Sila, M.Pd
Universitas Dwijendra
Email : drsimadesila@gmail.com

Abstract. Actually human life is all thoughts, attitudes and actions towards a better life in order to improve this life to moksha (mokshartam Jagaditha) in Hinduism refers to the release from the cycle of rebirth impelled by the law of karma.. However, life faced by human is always going to change in line with the development of times, science and technology. Life is a competition it always will be a race between education and downfall, where values and ethics generated by education will always be eroded by the changing times. Therefore, it would be wise if our vision will be utilized for building a civilization, in order to realize the scientific civil community so that we have a strong national identity to reduce the negative impact of the current changes and globalization.

Keyword : *vision of university, civilization towards*

PKN STRATEGIC ROLE TO BUILD CHARACTER FOR STUDENTS

Putu Ronny Angga Mahendra, S.Pd. M.Pd
Universitas Dwijendra
Email : puturonny87@gmail.com

Abstract. Citizenship Education (civics) have a strategic role in introducing and instilling the principles of democracy, the national spirit, and participate fostering national character (nation and character building), is to carry out civic education in the broad sense (citizenship education) which includes goals in the world of schooling through school civic education and the wider community (community civic education) (Rahmat, 2009: 31). Aspects of civics that includes citizenship knowledge, skills, citizenship, and character / character of citizenship, it is substantive and essential in learning civics.

Competence character or characters is an estuary of the previous competence development (knowledge and skills). By looking at the vision and mission of the civics, characteristics, purposes of civics, then with the collaboration of a good look at a value of local genius of a community group would be able to move the components in it to support the formation of the character of the nation who still emphasizes good citizenship.

Keyword : *Civics, and Character*

THE OPTIMALIZATION OF LOCAL INSTITUTIONS IN THE IMPLEMENTATION OF COMMUNITY POLICING TO INCREASE

Ujang Suratno
Universitas Wiralodra

Abstract. Indramayu regency in West Java has a fairly high crime rate, among others, the motors robber, human trafficking, as well as various socila problems containing social insecurity. Community policy strategy has been implemented in Indramayu, but it has not neen effective due to the low involvement of local community and government. These conditions foster the idea of combining the concept of community policy by optimizing local institutims. This study aimed to build partnership model which is appropriate to the development of society and culture. The study used descriptive method with qualitative approach. Data were collected through literature study, observation, interviews. And focus group discussion. Data were gathered by using purposive sampling as well as quantitative descriptive analysis techniques. The result showed that community policy has been implemented in Indramayu, but the implementation has not been effective. At several districts, community policy already collaborate with local institutions, but it has not been done optimally. In Indramayu, it is possible to implement community policy in local institutions although not diverse. A study on local institution in Balongan village and education community at SMK Balongan in Balongan subdistrict showed that basically the people in Indramayu already have local institutions that functioned in the implementation of community policy with the system according to the social order and their culture

Keyword : *participation, partnership, peaceful, tasteful*

TEACHER IN STUDY PROGRAM OF INDONESIAN AND LOCAL LANGUAGE AND LITERATURE FACULTY OF TEACHERS AND EDU

Titin Nurhayatin
Pasundan University

Abstract. Human is social creature who always interacts with others. Therefore, the acquisition of verbal communication should be developed and intensified, including in students sorroundings. The purpose of this research is to develop and intensify the skill of students of study program of Indonesian and local language and literature faculty of teachers and education science of pasundan university in portofolio based verbal communication. Portofolio is given as practice assignments of verbal communication during one semester. This research using descriptive method, taking 98 students year of 2014/2015 as sample. Portfolio evaluation is used as the research technique including gesture evaluation, science, and skill using observation, written test, work method, product and project as the instruments. These results are used as portfolio. Gesture valuation is observing discipline, responsibility, liveliness, creativity, independency, and team work. Based on whole data of gesture valuation aspect shows that all students are well classified. Written test verifies concept mastery of verbal communication which is including the effectiveness of verbal communication, which shows that

students' knowledge is good. Skill data collecting uses valuation instrument of product, work method, and project. The products made are speech script, scientific article, one-act play script, and character interviewing project. The results of product and project are used for work method. The result of the research shows that practice assignments given in one semester to students can significantly develop students ability in well verbal communication.

Keyword : *development, verbal communication, portfolio*

IMPLEMENTATION OF INFRASTRUCTURE FACILITIES MANAGEMENT ON LEARNING IN COMMUNITY LEARNING CENTER DISTRI

Ipong Dekawati
Wiralodra University

Abstract. This study analyzed the implementation of infrastructure management at the community learning center (CLC) in Indramayu district. The focus of research at the goods demand planning, procurement of goods for the purposes of study, maintenance items and removal of goods. The research method uses a qualitative approach. The research object is the entire CLC in Indramayu totaling 118. The results at findings that the provision of infrastructure is not well planned, maintenance and supervision of infrastructure has not been done properly. The conclusion of this study indicate that the units CLC in Indramayu district has not implemented the majority of the learning infrastructure management properly. The author suggest that the Department of Education of Indramayu District to provide training to CLC relating to the management of learning infrastructure management at CLC.

Keyword : *Implementation, Management, Facilities, and Infrastructure.*

THE CORRELATION BETWEEN STUDENT COGNITIVE CAPABILITY WITH GENERIC SKILL IN ENVIRONMENT MANAGEMENT CO

Suci Siti Lathifah
Universitas Pakuan

Abstract. The research's aim was to analyze the correlation between student cognitive capability with generic skill in environment management concept with SETS approach. The method used correlation. Sampling was taken randomly. Student of PGSD FKIP UnPak in 4th term had role as the data sample. Student total number was 35 people. Cognitive test, generic test, student worksheet, and questionnaire were the instruments of this research. The result yielded 0,218 for correlation coefficient. It meant as low correlation between student cognitive capability and generic skill. In addition, the correlation of cognitive capability toward generic skill was $r^2 = 0,218$ ($r = 46,7$). It showed 46,7% of student cognitive enriched his/her generic skill. So, for some purpose, cognitive capability and generic skill can be correlated each other.

Keyword : *SETS, cognitive capability, generic skill.*

INTERPRET THE CONSTITUTIONAL INDONESIA BASED

ON STRUCTURE BEFORE AND AFTER THE 1945 AMENDMENTS

Bambang Panji Gunawan
University of Maarif Latif Hasyim
Email : bambag.panji@gmail.com

Abstract. In Article 1 (3) of the 1945 Constitution states that: "The State Indonesia is a state of law ". The provisions of the article is a constitutional basis that Indonesia is a state based on law, the law placed as the only rule in the life of society, nation and state (supremacy of law). Prior to amend the 1945 Constitution, the constitutional basis that Indonesia is a country based on law, stated in the preamble, the 1945 Constitution torso statement that Indonesia is a country of law can also be seen in the explanation of the 1945 Constitution into force of the 1945 Constitution before and after this change accompanied by a constitutional structure is also different, which will give a different meaning as a country that calls a state based on law. In the Continental European legal system, building a state of law *rechtsstaat*, other parts of the world also known as the concept of a state of law the rule of law which is dug out of the system anglo saxon countries. Both models of state law by the trust each different facet priority. The concept of *rechtsstaat* priority *wetmatigheid* principles which later became *rechtmatigheid*, while the rule of law priority to equality before the law, due to differences in the operation of the center of gravity, there arose the different elements between concept *rechtsstaat* and the concept of the rule of law.

Keyword : *Constitutional structure, Amendment of the Constitution.*

CONTRIBUTION OF ADVERTISING FOR PURCHASING DECISION OF SIMCARD (SIMPATI) PRODUCT

Harrie Lutfie
Telkom University

Abstract. Advertising is one form of promotion in determining consumer behavior for making purchasing decisions. Attractiveness, frequency, effectiveness and accuracy of advertising media certainly can influence purchasing decisions. This study aims to be able to see the relationship of advertising (X) with consumer purchasing decisions (Y) product simpati. The use of this simpati is expected to improve the effectiveness of communication is already a daily requirement of consumers. The method used in this study using a survey to see a causal relationship between the independent and dependent variables that affect it. By using a causality test can know the relationship. By using the Bernoulli formula, the degree of confidence of 95% and accuracy of 5% was obtained for the number of respondents = 96.04, rounded to 100 respondents. The results of this study show advertising variables with t of 7.642 is greater than t table 1.984, this shows that advertising significantly influence the purchase decision terminated simpati with the coefficient of 0.395. This finding, the Purchase Decision Simpati product can be improved through the influence Ads with 39.5%, while the remaining 60.5% is influenced by other factors not described in this study.

Keyword : *Advertising, Purchasing Decision.*

STUDENT SCIENCE PROCESS SKILL IN ANIMAL PHYSIOLOGY LABORATORY EXPERIMENT

Meilisha Pertiwi
Universitas Pakuan

Abstract. Research on Science Process Skill in Animal Physiology Laboratory Experiment for one semester has been conducted. The aim of this research was gaining the best proportion of Science Process Skill parameters. The 4th semester students of Biology Education, FKIP UnPak who took Animal Physiology Laboratory Experiment had role as the respondents. Observation worksheets for individu among groups have been distributed. Hereafter, questionnaire information by online system also been collected. The result showed the highest Science Process Skill (83%) parameter was doing an experiment. Meanwhile, the lowest (68,75%) was construct a hypothesis. It also supported by positive spirit from students when doing experiments. It can be concluded that Animal Physiology Laboratory Experiment was well programed for students in daily lives application.

Keyword :

Material Against Judicial Applicability Continuity of Government Regulation in Lieu of Law (decree)

Sulistiyani Eka Lestari
University Sunan Bonang Tuban

Abstract. Material Against Judicial Applicability Continuity of Government Regulation in Lieu of Law (decree) Sulistiyani Eka Lestari Faculty of Law,of University Sunan Bonang Tuban E-mail: sulis_usb@yahoo.com Abstract: Testing of a law made in the Constitutional Court not only always related to the substance of a law, but it can also be associated with the formation process of the law. This means that the Constitutional Court to test a law in terms of both material and formal terms. While testing on other regulations under legislation such as government regulation, the Presidential Decree, and others carried out by the Supreme Court based on the Supreme Court Regulation No. 1 of 1999 on Material Claims Test. Especially with regard to Government Regulation in Lieu of Law (decree), the form of this rule can not be tested either by the Supreme Court and the Constitutional Court because the decree is only temporary. Tests carried out by the institute to pass the regulation of non-justicial so naming depends on the institution that has the authority to conduct such testing.

Keyword : *the right to judicial review, perpu*

THE SALIVARY IL-1? AS PERIODONTAL DISEASE DIAGNOSTIC MARKER

Dr. drg . Nila Kasuma, M.Biomed
Universitas Andalas

Abstract. Periodontal disease is preceeded from gingivitis, if not treated appropriately this inflammation disease will be worse . It turns into periodontitis . more severe . Periodontitis is characterized by loss of tissue attachment and alveolar bone destruction. Interleukin-1? (IL-1?) is one of the main cytokines related to pathology of inflammatory and potentially stimulate bone resorption. Saliva is oral fluid that may reflect the levels of IL-1? as a biological marker of inflammation in periodontal disease. The purpose of this study was to determine the difference between the levels of IL-1? GCF contained in the present in saliva . Samples have as many as 54 people, divided into three main groups, 18 patients with mild

gingivitis, 18 with mild periodontitis patients and 18 healthy controls with ages ranging between 17-45 years. Unstimulated whole saliva were collected, then IL-1 β levels were measured using ELISA. The average levels of IL-1 β contained in saliva by Ramfjord PDI group has significant difference ($p < 0.05$). There are differences between the levels of IL-1 β contained in saliva on healthy group, mild gingivitis, and mild periodontitis.

Keyword : *saliva; interleukin-1 β ; periodontal disease*

ATTITUDE OF ENTREPRENEURSHIP EDUCATION TEACHER CANDIDATE ACCOUNTING

Dra. Hj. Ani Setiani, M.Pd.
Universitas Pasundan/ Kemenristek Dikti

Abstract. This study aims to determine the attitude of student teachers entrepreneur accounting education in preparation for the world of work. The population is of students of accounting education Pasundan University Bandung. The method used to use descriptive research with case study design and field (Case study and field study). The time required within a period of one semester, the details of which include: 1) introduction; 2) implementation of research; 3) data collection; 4) decision-making. Sources of data throughout the student population accounting education courses at the Teaching Faculty of Education and Science force in 2012 while a student sample as many as 25 people. While the data collection tool can be collected with instruments in the form of 1. Questionnaire, 2. Interview Guide, 3. Observation and 4. Documentation. The results of the initial data questionnaire Accounting majors are not normally distributed, so do non-parametric statistical tests by SPSS 17.0 for Windows using the Chi square with a significance level of 0.05, and tested one party that is testing the right side. From the calculation results still need to be developed research instruments to make the data more accurate

Keyword : *attitude , accounting education, the prospective teacher, entrepreneur*

DEVELOPING FARMERS' COOPERATIVE TOWARD AGRIBUSINESS ACTIVITIES: Case of Subak of Guama, Bali Province

Dr. Ir. Gede Sedana, M.Sc.MMA.
Universitas Dwijendra

Abstract. Farmers group in Bali called subak as a traditional irrigation system and has been acknowledge as a world cultural heritage rewarded by UNESCO. In order to maintain subak an support rural development, government has introduced agribusiness program into subak system by establishing subak cooperative. This study aims at portraying the establishment and development of subak cooperative and describing the strength, weaknesses of subak cooperative relating to agribusiness works. The study was conducted in a Subak of Guama selected purposively as it is the only one of subaks in Bali which has been developed by government. Data collected was fully analyzed by using descriptive method. The results of study pointed out that cooperative of Guama subak has established since 2003 under the law of cooperative. The main agribusiness works run by cooperative consists of integrated crops management, crop livestock system and micro credit. Aside from these, the activities conducted are producing of rice seeds and organic fertilizer and providing of agro-inputs service. The strengths of subak cooperative are (i) good interrelation among the farmers; (ii) the bond between

farmers and their management board, (iii) awig awig (internal law) of subak; and (iv) religious value in the subak. While the weakness are limited size of paddy field, (ii) low formal education of farmers, (iii) the limited good agricultural practices/technologies, and (iv) lack of post-harvest technology

Keyword : *Subak, farmer, agribusiness, cooperative, and development*

ROLES OF CUSTOMARY LAW IN THE FOREST MANAGEMENT: Case of Traditional Village of Tenganan Pengringsin

Dr. Putu Dyatmikawati, SH. M.Hum.
Universitas Dwijendra

Abstract. Forest is very useful for the people and development in the countries. Therefore, it is needed to conserve it by the state and local community. In some countries, local community has local wisdom to manage the forest with particular regulations. The village of Tenganan Pegringsingan in Bali (Indonesia) is one of the traditional villages that has still implemented traditional law in regulating its residents to maintain their forest. This study has objective to describe the regulations implemented by local people, and benefits of customary law to the environment conservation. This village is purposively selected as the research site. Interview was done with key informants in the village. The study is fully employed descriptive analysis. The result of research pointed out that philosophy of Tri Hita Karana in the village of Tenganan Pegringsingan significantly give contribution to the harmonious life for the people, such as between people with the God, people with the other people, and people with the environment, such as forest. In the village, this philosophy is being principles of customary law of village called awig-awig which has legal aspect and sanction that has been understood and run by the people. The sanctity of awig-awig is being strong social norms which must be acknowledged by the people to be done. In term of natural conservation, such as forest within the village, the existence of awig-awig has a role to regulate local people to maintain the particular trees and productions that would be used for ritual ceremonies. This regulation is very important for local people to plant and maintain the trees, in which have strong belief to devote their produce to the God

Keyword : *Forest, environment, conservation, social norms, and customary law*

THREE STAGE SERVICE CONSUMPTION OF UNIVERSITY'S CONSUMERS BEHAVIOR

Ananda Fortunisa.
Universitas Bakrie

Abstract. Service consumption concept in education service field is an activity of studying student as a consumer from the teacher as a service provider. Besides that, there is interaction with staffs that support in academic and non-academic field also become the part of the consumption service activity. The objective of this study is to explain about (Universitas Bakrie) UB's consumer behavior during the consumption activity generally. This research is using qualitative method by interviewing eight students from major respectively. The result of this study discovered, at pre-purchase stage the needs of the high school graduates (consumer candidates) is continuing education in bachelor degree. Consumer candidates search information about university from online, promotion activation, and recommendation from relatives. In choosing process, whether they are getting scholarship or not, and parents influence are the major reason to choose UB. Next step, in service encounter stage, the students ask the study system that have right proportion between theoretical and practical, in the other hand, the student ask the friendly service from the supported staff. At post-purchase stage, the students tend to try having

the good attitude while interacting with people in industry, especially to their user at work to keep the image of UB be positive

Keyword :

APPLICATION MODEL DISCOVERY LEARNING TO IMPROVE STUDENT LEARNING ACTIVITIES AND RESULTS OF THEME BEA

ABDUL MU'MIN SAUD
UNIVERSITAS PASUNDAN

Abstract. This study aims to improve the activity and results of students of class IV SDN Tegallega Bandung on Cultural Diversity Subtheme Nation. This type of research is the Classroom Action Research (PTK) form of collaboration. Researchers working with classroom teachers. Researcher as teacher conducting classroom learning while teachers as an observer. PTK is composed of two cycles were conducted in six sessions. Criteria for success in this research is divided into two types, namely the success of the process and the success of the outcome. The success of the process that if the learning plan (RPP) and the implementation of learning achieve a percentage of 80%. While the success of the results that if students learning activities that include cognitive product (P1), cognitive processes (P2) and psychomotor (P3) and affective outcomes of learning that includes the affective character (P4) and social skills (P5) reached a percentage of 80% of the total fourth grade students who achieve a minimum completeness criteria (KKM = 3.00). The results showed that by applying the model of Discovery Learning on the sub-theme of cultural diversity nation can increase the activity and results for students at the fourth grade. This is indicated by the results of the increased activity of student learning and affective learning outcomes on each cycle. The results of the first cycle P1 meeting the 43%, 54% two meetings and three meetings by 64%, the second cycle of four meetings by 71%, amounting to 82% five meetings and six meetings by 89%. The results of the first meeting of the P2 cycle by 36%, 46% two meetings and three meetings by 61%, the second cycle of four meetings by 68%, meeting five of 79% and 89% six meetings. The results of the first cycle of meetings P3 one by 43%, 54% two meetings, three meetings by 64%, the second cycle of four meetings 71%, 82% five meetings, six meetings by 89%. The results of affective learning as follows: Results P4 first cycle of 65% and the second cycle by 83%. P5 results for the first cycle of 77% and the second cycle by 80%. Based on analysis of these data, it can be concluded that the application of the model of Discovery Learning on Mutual subtema Beautiful Scene Nation Cultural Diversity can enhance the activity and student learning outcomes

Keyword : Discovery Learning, Activity and Learning Outcomes

THE DEVELOPMENT OF SOCIAL STUDIES LEARNING AND ASSESSMENT MATERIALS BASED ON LOCAL POTENTIAL FOR SEC

Prof. Dr. Dwi Amono., M.Pd., M.Si
Universitas Lambung Mangkurat
Email : srisetiti54@gmail.com

Abstract. This research aimed to analyze student needs in social studies classroom in purpose to design learning model using local potential in Banjarmasin area. This research used qualitative approach. Data collected through literature analysis, observation, and interviews through focus group discussion and focused on 7th grade materials. Data analyzed

with qualitative method. The result showed that those are seven basic competences on 7th grade that can be developed for social studies learning with the using of local potential. Learning process can be applied through direct and indirect methods, interactive learning, independent learning, field observation, and discussion. It required supplement books based on local potential, the increasing of MGMP's empowerment for social studies teachers, teachers' training on learning planning, process, and evaluation based on local potential, and the developing of learning media through film documentary with local potential contents. In term of curriculum changing, to increase teachers' competence in assessment it required training about authentic assessment, classroom assessment, character based assessment, and competence based assessment. It is necessary to create local potential roadmap as guidance for social studies learning material in Banjarmasin as the implementation of local excellence and character education for social studies learning

Keyword : social studies learning, local potential, character education

"IMPLICATIONS OF GLOBALIZATION TO THE CHANGE OF THE MINDSET AND VALUE SYSTEM OF EDUCATION"

*Dr. H. Cucu Hidayat, M.Pd.
Faculty of Teacher Training and Education
Siliwangi University*

Abstract. Education is a highly strategic tool in preserving the value system developing in life. The process of education not only provides knowledge and understanding to the learners, but it is directed more to the formation of attitudes, behavior, and personality of students. It is considering that the development of communication, information, as well as print and electronic media does not always bring positive influence to students. In this context, the duty of educators is to help in conditioning the students into the correct attitude, behavior, or personality, thus they are able to become **agents of modernization** for themselves, their environment, their society, and any other people they meet, without discriminating against any tribe, religion, race, and class of society. Education is directed to humanize the humans, or assist in the **hominization** and **humanization**. It means that organization and process of education should be able to help student to become a man of high culture and high value (moral, character, responsibility, and sociality). To realize these achievements, implementation of education should be based on a foundation of education that has the principles of **learning to know, learning to do, learning to be, and learning to live together**. Along with the influence of globalization, educational orientation is shifted to the stage of realizing the quality of excellent human resources. This should be conducted fundamentally and universally by basing education on the value system based on *Ing Ngarso sung Tulodo, Ing Madya mangun Karso, Tut Wuri Handayani*.

Keywords: *Globalization, Mindset, Values of Education*

EFFECT OF ORGANIC MATTER (STRAW COMPOST) ON CADMIUM ABSORPTION BY PLANTS ON THE RIVERBANKS CONTAMINATED

Alfandi
Agriculture Faculty, University of Swadaya Gunung Jati, Cirebon, Indonesia
Email : alfandiraden@yahoo.com

Abstract. Contamination of contaminants in water and soil along the river is more polluted by human activities (anthropogenic), such as industrial and domestic waste. One type of inorganic pollutants that are toxic to living things are cadmium (Cd). The Cd of the river water will move to land along the river naturally and by human activities, and in turn be

absorbed by plants and enter into the human food chain. Therefore, it required an effort to lower metals Cd uptake by plants by using organic materials as heavy metals absorbant. This research aims to study how the influence of organic matter on Cd uptake by plants. The result show that organic matter (in the form of straw compost) very significantly increase crop yields of the test plants (kale, spinach and *caisin* = mustard greens) but lowers the Cd uptake by plants. At a rate of 15 tons of compost straw / ha (12 kg / plot) can reduce the content of Cd in the roots and the plant canopy at 31.37%.

Keywords: cadmium (Cd), Cd uptake and straw compost, kale, spinach and caisin/ mustard greens

DESCRIPTION AGGLOMERATION DEVELOPMENT PHILOSOPHY THEORY IN THE CLASSICAL AND MODERN PERSPECTIVE AND APPLICATION THEORY

Deltri Apriyeni. S Pt. M Si, ¹, Thamrin. S Pd. MM, ²
Doctoral Candidate of Economics, Faculty of Economics, Andalas of University
Lecturer Program Study Economic Education STKIP PGRI SUMBAR
deltri.apri@gmail.com¹,
Lecturer The Departemen of Management, Faculty of Economics,
Padang of State University
husinthamrin@yahoo.com ².

Abstract. The aim of writing paper to explain the theory of agglomeration, in terms of concept and development of the theory. In theory agglomeration can be divided into two perspectives, namely, classical agglomeration and modern agglomeration. In Classical include aspects savings External (External economies), Localization versus Urbanization, Increasing Returns Due Economies of Scale, Formation Cities, Knowledge Spillover Due to diversity. In modern include; Dynamic Externalities, Growth City, Central Place Versus Network System, Scale Gains Versus Neutrality, Transaction Costs., Minimizing Transaction Costs Due to Economies of Scale. Both classical and modern theory perspective raises spillover knowledge due to the diversity of companies that are in the industry or a regional group. The model refers to the theoretical concept model of the concepts and ideas developed by Kuncoro (2000). In the case of an industrial area of Padang Industrial Park, the establishment of planning in this area does not meet the requirements in setting up an industrial area. In the industrial area of Padang Industrial Park, industrial absence of mains (propulsive industry) and there is no linkage between the input and output of each industry that will cause agglomeration advantages are quite large, so that will advance and accelerate growth of industrial area industrial area.

Keyword : Concepts Agglomeration Theory, Theory of Agglomeration Classical, Modern Agglomeration Theory, Industrial Area.

FRANCHISE AGREEMENT IMPLEMENTATION IN PERSPECTIVE OF CONTRACTING LAW

Maulidiana, Lina
maulidiana.lina@yahoo.com
Faculty of Law, Sang Bumi Ruwa Jurai University, Lampung, Indonesia

ABSTRACT. This research aims to analyze franchise agreement implementation in perspective of contracting law including inhibited and supporting factors. The long term goal of this research is to find the ideal design and theory in the implementation of the franchise agreement in the contract law perspective. Based on the above problems, the kind of research that will be conducted is a qualitative study using a non-doctrinal approach to socio-legal research, in order to get

an overview of the study subjects that are expected to find the ideal reconstruction for franchise businesses in the perspective of contract law. The approach is non-doctrinal with presumption that the object of law is interpreted as part of a social sub-system among other social sub-systems. Meanwhile, there are three stages that will be used in strategy, whereas the study of philosophy which focuses on literature, normative study to see how legislation regulates legal relationships in the franchise business and was associated with the values of philosophy and conducted cross-checking through interviews with actors franchise business, then do a sociological study to find in-put of justice sought. This research found that franchise agreement is the legal relationships of rights and obligations documents that exist between the franchisor and franchisee. Achievement in the agreement that gives something include the obligations of the Franchisor to provide flexibility to run the business without interruption to the franchisee for a certain period, the principles of business management following intellectual property rights such as trademarks, logos, patents, know-how and other, which is part of the business concept franchise, for the franchise fee as agreed in the agreed amount. If the agreement between the parties is not carried out for example franchisee does not pay a franchise fee to the franchisor, then they can ask for compensation. In an agreement it is possible the agreement was not implemented, although the terms of the validity of the agreement have been fulfilled. These things caused by tort (breach of contract) and coercion or force majeure. In the event of above, then in the agreement must be a balance between rights and obligations between both parties that franchisor and the franchisee. Beside that, termination of the agreement or contract unilaterally by the franchisor it is certainly very detrimental to the franchisee. The research also suggest that to dispute resolution franchise agreement can be done through litigation or court in accordance with Act No. 48 of 2009 on Judicial Power and through out of court, i.e., non-litigation or arbitration according to Law No. 30 of 1999 on Arbitration and Alternative Dispute Resolution such as consultation, negotiation, mediation, conciliation and expert opinion. Because of some factor supporting the execution of the franchise agreement is a business management provided by franchisees facilitates franchisees carry out business operations. The obstacles that arise in the implementation of the franchise of the tax on royalties has been the burden of franchisees, while the royalties received by the franchisee is the net value of the gross sales using the standard gross sales and their obligation to pay the fee-fee as may be determined by the franchisees, among others such as advertising fee, training fee, and management service fee.

Keywords: Implementation, franchising, contract law, Settlement

MACHINE LEARNING NEURAL NETWORK FOR BANKCRUPCTY PREDICTION

Bambang Siswoyo¹, Encep Supriatna², Firman Hamdani³

¹PhD Student, UTeM Melaka Malaysia

Bambangf1@gmail.com

²Lectured, AMIK Al Maksoem Jatinangor Indonesia

encep.sse@gmail.com

³Lectured, AMIK Al Maksoem Jatinangor Indonesia

fhamdani12@gmail.com

Abstract. Prediction banks, especially Bank Indonesia's bankruptcy prediction is very important. Given this information, the Bank Indonesia could create a policy to foster and develop a healthy banking system, whether a bank will be assisted by BLBI or merger with a healthier bank. Model CAMEL analysis was used to predict the event of bankruptcy of commercial banks in Indonesia. Secondary data used are annual bank financial statements in the period of 2010-2015, the sample consisted of 21 banks selected by using a captured sample method. The test model with multiple regresion show that there is accuracy of the different predicting CAMEL model and neural network in the prediction of bank bankruptcy that publis in Indonesian banks. Best accuracy of prediction models kebangkurtan neural network with 0.02 percent errors, and 99% classification accuracy of the model.

Keywords: Machine Learning, neural network, bankcrupsty

URGENCY LEGAL ASPECTS OF GROWTH INFORMATION TECHNOLOGY IN INDONESIAN

Hardianto Djanggih^{1,2}, Hambali Thalib³, Hamza Baharudin⁴, Nurul Qamar⁵

¹Doctoral Student in Department of Law, Muslim Indonesia University, Makassar, South Sulawesi, Indonesia

²Faculty of Law, Tompotika University, Luwuk, Central Sulawesi Indonesia.

³Law of Faculty, Muslim Indonesia University, Makassar, South Sulawesi, Indonesia

Corresponding Author e-mail: hardianto_djanggih@yahoo.co.id

ABSTRACT: The Growth in information technology are the implications for human life. information technology can bring benefits to humans and may also have an effect. one effect is the cyber crime. Therefore, we need regulation to address the development of information technology. Regulation is needed as the state's responsibility to protect its citizens from the aspect of life. In Indonesia birth of regulation of information technology starting with the enactment of Law No. 11 of 2008 on Information and Electronic Transactions. However, in the growth of the Act are experiencing changes were very significant.

Keywords: Growth, information techmologi, regulation

COMPARISON OF THE LEARNING OUTCOMES OF COURSLAB 2.4 AND E-LEARNING IN MANAGEMENT OF MENSWEAR COURSE

Luh Wina Sadevi¹⁾, [Nahindi Putra Gitama^{2\)}](#), [Supari Muslim^{2\)}](#), Rita Ismawati⁴⁾

¹⁾*Magister of Engineering and Vocational Education, Post Graduate State University of Surabaya,*

²⁾*Magister of Engineering and Vocational Education, Post Graduate State University of Surabaya,*

³⁾*Professor of Engineering and Vocational Education, Post Graduate University of Surabaya,*

⁴⁾*Doctor of Engineering and Vocational Education, Post Graduate University of Surabaya,*

sadeviluhwina@gmail.com

Abstract. This research aimed to compare the learning outcomes of the State University of Surabaya's students who are using CoursLab 2.4 and e-learning. This research uses Quasi-Eksperimental Design which consists of the experimental class and control class that included 30 students for each class. Mann-Whitney's non parametric statistical test in SPSS is used to data processing which showed there are significant difference between two classes in learning outcomes especially for learning outcomes of affective and psychomotor. Due to the data results, the learning outcome in Management of Menswear course from the experimental class which using e-learning had better than the control class which using CoursLab 2.4.

Key Words: Instructional Media, CoursLab, e-learning, Multimedia

FLOOD CONTROL ON SUB-CATCHMENT AREA AT KARANGREJO WONOKROMO SURABAYA

Kusnan¹⁾, Amanda Ristriana Pattisina²⁾ Muhammad imaduddin³⁾,

^{1), 2)} and ³⁾ Civil Engineering, Faculty of Technique, Surabaya State University

Abstract. Sub-catchment area of Karangrejo located in district of Jambangan city of Surabaya. Problem on the drainage of Karangrejo and Jetis Baru is the drainage unable to drain the water. They need dredging but the plates impede the effort. In addition, edges of the drainage need rehabilitation. Meanwhile, problem on the drainage of the area behind the RSI building, Karangrejo Sawah and Wonokromo Tangkis, which head to Avoor Wonokromo, experience overload. Duration of the puddle on the drainage of Karangrejo and Jetis Baru is 150 minutes. Height of the puddle is 40 cm and area of the puddle is 4,362.0561 m². Meanwhile, on the drainage of the area behind RSI building and Karangrejo Sawah, duration of the puddle is 120 minutes, height of the puddle is 25 cm, and area of the puddle is 11,031.3904 m². This research to be intended to compare between the existing capacity on segments of the drainage of Karangrejo in district of Jambangan and designed debit which is calculated based on designed rainfall analysis by method of frequency distribution Log-Pearson Type III for recalculation 2 year, 5 year, and 10 year. Result of the evaluation and the analysis then will be used to design the flood control. Result of the analysis of drainage capacity on the tertiary drainage of Ketintang Barat uses T = 2 year, T = 5 year, and T = 10 year so the drainage unable to accommodate the existing designed debit. This is in accordance to the reality on the field in which the drainage overflows when it rains. Based on the analysis of drainage capacity on the secondary drainage of Karangrejo uses T = 2 year, T = 5 year, and T = 10 year so the drainage able to accommodate the existing designed debit. This is not in accordance to the reality on the field in which the drainage overflows when it rains. Based on the analysis of drainage capacity on the secondary drainage of Jetis Baru uses T = 2 year, T = 5 year, and T = 10 year so the drainage able to accommodate the existing designed debit. This is not in accordance to the reality on the field in which the drainage overflows when it rains. Based on the analysis of drainage capacity on the primary drainage of Karangrejo uses T = 2 year, T = 5 year, and T = 10 year so the drainage able to accommodate the existing designed debit. This is in accordance to the reality on the field in which the drainage doesn't overflow when it rains. To control in order to prevent overflow when it rains on the secondary drainage of Karangrejo and the secondary drainage of Jetis Baru so it needs new pump house to drain water of puddles in the area.

Keywords: flood control, designed debit, existing capacity, district of Jambangan, sub-catchment area of Karangrejo

DIFFERENCES IN STUDENT RESULTS SMK-1 KERTOSONO TOP MODEL UTILIZATION PROJECT BASED LEARNING MODEL LEARNING AND TEACHING MATERIALS JUMP IN ELECTRIC ARC WELDING.

Sofatul Anam¹⁾, Meinisondang²⁾, Bambang Suprianto³⁾,
1), 2) and 3) Postgraduate program of the state surabaya university
email:sofatulareba69@gmail.com

ABSTRACT. This research has background of Researcher's idea to develop the model of learning which is suitable to convey the instruction to students in the class, especially for productive learning material. This research strives to improve the result of study and student response. In following the learning process which is going on. The purpose of this research is to know the differences of the result of study of the direct learning model based project and the direct model of the manual electric arc weld material to student XI machine technique at state vocational High School 1 Kertosono. Kind of the research which is used in this thesis is experiment research, with research design used: non equivalent control group design, where there are two classes which are researched by total students are 64 people, the detail research are one class is as experiment class and one class is as control class the instrument which is used to collect data consists of questionnaire sheet pre-test question and post-test, RPP, Module and students activity analysis sheet. The results showed that by applying the learning modules for project-based learning electric arc welding manual for the cognitive learning experimental

class average value postes reached 83 (category complete), affective reached a value of 72 (good), psychomotor an average value of 84 (complete), it shows a significant increase in value, compared to the learning outcomes using direct learning model. The results of the cognitive pretest normality test of 0.74, the result of homogeneity test of 0.297, while the value postes cognitive normality test of 0.156, 0.062 homogeneity test results, based on test results of normality and homogeneity significant it is said, because the value is more than 0.05. This study suggests the further research to add a reference to the teaching material in order to obtain a better learning tools to improve the quality of teaching, and students need to be given adequate preparation in the mastery of the subject matter.

Keyword: Model of Based Project, Direct Learning Model, cognitive, affective, and psychomotor learning outcomes

THE DEVELOPMENT OF LEARNING INSTRUMENT WITH *LEARNING CYCLES 5E* MODEL ON THE TECHNIQUE MICROPROCESSOR SUBJECT AT STATE VOCATIONAL SENIOR HIGH SCHOOL 2 SURABAYA

Eppy Yunda,
Universitas Negeri Surabaya
E-mail: eppyundra@unesa.ac.id

Abstract. This study aims to produce a valid learning instrument and to know students response after applied the learning instrument with *Learning Cycles 5E* on the microprocessor subject. This study target is tenth grade of technique audio video (TAV) 4 class at state vocational senior high school 2 Surabaya 2015-2016 academic year. The research method used *research and development*, while this study has been limited into seven steps as follows: (1) problem analysis; (2) data collection; (3) design product; (4) design validation; (5) design revision; (6) product trials; and (7) analysis and report step. Study result showed that the development of learning instrument with *Learning Cycles 5E* model has been proven, which that it is suitable for the teaching learning process because the result of validation assessment showed 93,5% from the range 76%-100%. Students response after applied the learning instrument got 83,8%, from the range 76%-100% so it can be concluded that learning instrument is very interesting for students in order to help them in the teaching and learning process.

Keywords: Development learning instrument, *Learning Cycles 5E* model, students response.

THE EFFECT OF INSTRUCTIONAL MEDIA FOR DRESSFORM AND STUDENTS' INTERESTS TOWARDS LEARNING OUTCOMES OF THE MAKING OF BASIC PATTERN FOR UPPER BODY IN CLASS X SMK NEGERI 2 BOYOLANGU TULUNGAGUNG.

Suhartini, Luthfiah Nurlaela, Munoto, :
Post Graduate Program, State University of Surabaya
email: suhartini833@gmail.com

Abstract By using this media, it is expected to help students in the learning process since the skill competence of dressmaking is to prepare the students and train their skill, elevate their knowledge in dressmaking as well as change them to become productive, able to work independently, and qualify the vacancy available in the industrial sector and able to compete in the developing industry. The purpose of this study is to : (1) to find out the difference of learning outcomes of the students who are taught using learning media of dressform and of the students who are taught using the learning media of flat construction on the learning of the making of basic pattern for upper body in SMK Negeri 2 Boyolangu Tulungagung; (2) to find out the difference of learning outcomes from the making of basic pattern for upper body between the students with high interest and the students with low interest in SMK Negeri 2 Boyolangu Tulungagung and (3) to find out the effect of interaction between the using of learning media and the students' interest toward the learning outcomes of the making of the basic pattern for upper body in SMKN 2 Boyolangu. This study uses design factorial which is meant to know the difference of the learning outcome and students' interest in making the basic pattern of upper body. In order to get the outcome, the measuring technique used in this study is to make the learning tools and instrument to measure the learning outcomes. The tools and instrument are used to assess the students' results during in class. Based on this study, the findings are: (1) there is some influence of the use of dressform learning media and flat learning media toward the learning outcomes of the making of basic pattern for upper body Dressmaking class in SMK Negeri 2 Boyolangu Tulungagung. The findings of hypothesis testing is Fcount of 4,039 with the significancy of 0,048, since the significancy $0,048 < 0,05$, H0 is refused and H1 is accepted; (2) there is some influence of the students' interest toward the learning outcomes about the making of basic pattern for upper body in SMK Negeri 2 Boyolangu Tulungagung. The results of hypothesis testing is Fcount of 64,861 with the significancy of 0,000, since the significancy $0,000 < 0,005$, H0 is refused and H1 is accepted and (3) there is influence of interaction between the using of dressform learning media toward the the making of basic pattern for upper body in SMK Negeri 2 Boyolangu Tulungagung. The results of hypotheses testing is obtained as Fcount = 24,549 with the significancy of 0,002 since the significancy $0,000 < 0,05$, H0 is refused and H1 is accepted.

Keywords: Dressform Teaching Media, Interest in Learning, Learning Outcomes, The Making of Basic Pattern for Upper Body.

THE COMPARISON OF CARCASS PRODUCTION OF NATIVE CHICKEN BASED ON SLAUGHTERING AGE IN TRADITIONAL FARMING SYSTEM

Harapin Hafid, Astriana Napirah, Neli Marlina

*Faculty of Animal Science, Universitas Halu Oleo,
Jl. H.E.A. Mokodompit, Anduonohu, Kendari, Sotheast Sulawesi
Email: harapinhafid@yahoo.co.id*

ABSTRACT. This research was aimed to study the comparison of carcass production of native chicken based on slaughtering age in traditional farming system. As many as 24 native chicken (unsexed) were used in this research. The native chickens were divided into 4 treatments and 3 replications. The treatments were based on the slaughtering age, they were 6, 12, 18 and 24 months of age. The parameters measured were whole carcass, breast and thigh weight. The data obtained were analyzed using analysis of variance and continued with honestly significant difference test. The result showed that slaughtering age gave a significant effect ($P < 0,01$) on carcass, breast and thigh weight. The best slaughtering age was founded on 18 weeks.

Key words: Native Chicken, Carcass, Breast, Thigh
