

BOOK OF ABSTRACTS

The 3rd Global Conference on Business,
Management and Entrepreneurship
(GCBME) 2018

// Creating Innovative and Sustainable
Values-added Businesses
in the Disruption Era

Universitas Pendidikan Indonesia
Bandung, August 8, 2018



BOOK OF ABSTRACTS

The 3rd Global Conference on Business,
Management and Entrepreneurship
(GCBME) 2018

// Creating Innovative and Sustainable
Values-added Businesses
in the Disruption Era

Universitas Pendidikan Indonesia
Bandung, August 8, 2018



Preface



The 3rd UPI Global Conference on Business, Management and Entrepreneurship (UPI – GC-BME 2018) will be held by Business Management Education Study programs, Faculty Of Economics and Business Education, Universitas Pendidikan Indonesia), this 3rd conference is an inseparable part of developing a solid academic culture in which its sustainability need to be supported by all of us.

This conference provides opportunities for the delegates to exchange new ideas and implementation experiences, to establish business or research connections and to find Global Partners for future collaboration. The conference is expected to be held annually and this year we take the theme of: **"Creating Innovative and Sustainable Value-added Businesses in the Disruptive Era"**

GCBME ultimately aims to provide a medium forum for educators, researchers, scholars, managers, graduate students and business men from the diverse cultural backgrounds to present and discuss their researches, knowledge and innovation within the fields of business, management and entrepreneurship.

I wish to extend a warm welcome to all the participants coming from various countries. I appreciate the hard work of the committee members who enabled many participants to be interested in joining this conference. Based on the latest data, this conference will be attended by 233 participants either as the presenters or the participants. They come from other countries such as: Malaysia, Korea, Uganda and also from different parts of Indonesia.

It is expected that the number of papers presented at this conference, after being edited based on the result of presentation, and discussion will be proposed to be published in two publishers first CRC Press (Taylor & Francis Group) and second Atlantis Press CPCI, google Scholar. All articles get a Digital Object Identifier (DOI).

There are 233 papers from various topics, including **Organizational Behavior, Leadership and Human Resources Management, IT, Innovation, Operations and Supply-Chain Management, Marketing Management, Financial Management and Accounting, Strategic Management, Entrepreneurship and Contemporary Issues and Green Business**. More than 233 papers are selected to go through a strict peer reviewed the process, and these papers will be published in two conference proceedings.

We would like to thank the organizing committee and the members of reviewers for their kind assistance in reviewing the papers. We would also extend our best gratitude for **Prof. Dr, DM Ali, MA, Professor Dr Ajay Cauhan, Assoc Prof Lai Chee Sern and Judi Ahmadi MSc** for their invaluable contribution and worthwhile ideas shared in the conference.

Prof. Ratih Hurriyati, MP
Conference Chair

The Committee of GCBME 2018

International Advisory Board:

Prof Dr Agus Rahayu, MP
Prof Dr Ratih Hurriyati, MP
Prof Dr Badri Munir Sukocao
DR Sulaeman Rahman, SE, MBA
DR Ade Maharani SE, Ak ,MM
Prof Taehee Kim, MSc, PhD
Prof Dr Ikuro Yamamoto

International Scientific Committee:

Prof. John Paul (Kedge Business School, France)*
Prof. Varakorn Samakoses (President of Dhurakij Pundit University, Thailand)*
Prof. Dr. Ikuro Yamamoto (Kinjo Gakuin University, Nagoya Japan)
Prof. Dr. Taehee Kim PhD (Yongsan University, Busan South Korea)
Prof. Dr. Mohamed Dahlan Ibrahim, (Universiti Malaysia Kelantan, Malaysia)
Prof. Dr. Nanang Fattah, MPd (Universitas Pendidikan Indonesia, Indonesia)
Prof. Dr. Agus Rahayu MP (Universitas Pendidikan Indonesia, Indonesia)
Prof. Dr. Tjutju Yuniarsih SE, MPd (Universitas Pendidikan Indonesia, Indonesia)
Prof. Dr. Disman MS (Universitas Pendidikan Indonesia, Indonesia)
Prof. Dr. Suryana MS (Universitas Pendidikan Indonesia, Indonesia)
Prof. Dr. Eeng Ahman, MS (Universitas Pendidikan Indonesia, Indonesia)
Prof. DR. Ratih Hurriyati, MP (Universitas Pendidikan Indonesia, Indonesia)
Prof. Ina Primiana SE, MT (Universitas Padjadjaran, Indonesia)
Prof. Lincoln Arsyad, MEc, PhD (Universitas Gadjah Mada, Indonesia)
Prof. Gunawan Sumodiningrat MEc, PhD (Universitas Gadjah Mada, Indonesia)
Prof. Dr Badri Munir Sukoco , Msc, PhD (Universitas Airlangga, Indonesia)
Dr. Phil Dadang Kurnia MSc. (GIZ German)
Assoc.Prof. Arry Akhmad Arman, MT, Dr (Institut Teknologi Bandung, Indonesia)
Assoc.Prof. Dwilarso , MBA, PhD (Institut Teknologi Bandung, Indonesia)
Assoc.Prof. Hardianto Iristiadi MSME, PhD (Institut Teknologi Bandung, Indonesia)
Assoc.Prof. Rachmawaty Wangsaputra, MSc, PhD (Institut Teknologi Bandung, Indonesia)
Assoc.Prof. Teungku Ezni Balkiah, MSc, PhD (Universitas Indonesia, Indonesia)
Assoc.Prof. Ruslan Priyadi MSc, PhD (Universitas Indonesia, Indonesia)
Assoc.Prof. Sri Gunawan, MBA, DBA (Universitas Airlangga, Indonesia)
Assoc.Prof. Yudi Aziz, MT, PhD (Universitas Padjadjaran, Indonesia)
Assoc.Prof. Lili Adiwibowo, MM, DR (Universitas Pendidikan Indonesia, Indonesia)
Assoc.Prof. Vanessa Gaffar, MBA, DR (Universitas Pendidikan Indonesia, Indonesia)
Assoc.Prof. Chaerul Furqon, MM, DR (Universitas Pendidikan Indonesia, Indonesia)
Assoc.Prof. Tutin Aryanti, ST, MT, PhD (Universitas Pendidikan Indonesia, Indonesia)
Vina Andriany MED, PhD (Universitas Pendidikan Indonesia, Indonesia)

Organizing Committee

Conference Chair:

Prof.Dr. Ratih Hurriyati MP, Universitas Pendidikan Indonesia, INDONESIA

Technical Chairperson:

Assoc. Prof. Lili Adiwibowo Universitas Pendidikan Indonesia, INDONESIA

Members:

Dr. Hari Mulyadi MSi
Dr. Ade Gafar Abdullah, M.Si
DR Eng Asep Bayu Nandiyanto MSc
Drs. Rd Dian H Utama , Msi
Drs. Girang Razati, Msi
Lisnawati SPd. MM
Sulastri SPd, Mstat
MasHaryono SPd, MM

[KEYNOTE SPEAKER] Entrepreneurship Promotion in the Context of Sustainable Development Goals Achievement

ABSTRACT



Prof. Dr. H. Mohammad Ali
Universitas Pendidikan Indoensia

Sustainable Development Goals (SDGs) achievement is a Global Action Program (GAP) of UNESCO of which every member country should implement. There are seventeen goals every member country should achieve of which poverty eradication is the goal number one. The achievement of this particular goal is expected to give multiplier effects on the achievement of other goals. For this regard, entrepreneurship extensification is considered a reasonable effort in achieving this particular SDGs and entrepreneurial firms are the essential mechanism by which millions of people enter the economic and social mainstream which may stimulate economic growth. Therefore, it is necessary to strengthen the condition for cultivating the quality of the entrepreneurial environment in order to promote a big number people to become new entrepreneurs.

Keywords: Entrepreneurship Promotion; Poverty Eradication; Sustainable Development Goals.

[KEYNOTE SPEAKER] How IT Firms Survive in Desruptive Technology Era

ABSTRACT



Ir. Judi Achmadi, M. M.
CEO Telkomsigma

Today's world is facing a disruption phenomenon, a situation where industrial world movement or work competition is no longer linear. The change is very fast, fundamentally by ruffling the old order patterns to create a new order. That is why, surviving in disruption era is not easy for a company, especially in the midst of increasing technological competition. Companies must implement disruptive concepts, in order to continue to lead. The key IT company can improve its performance in this Desruptive era is through the uniqueness of human resources and management of innovation. HR is part of the strategic planning process and becomes part of the development of organizational policy, organizational expansion planning, organizational mergers and acquisitions processes. The ability of innovation is the company's ability to introduce new products to market or open new markets through a combination process and strategic orientation with innovative behavior and processes. Innovation ability becomes an important competitive weapon for small companies operating in dynamic environments. The uniqueness of resources provides a competitive advantage. All business owners and managers understand that a company needs a unique selling proposition. This strategy has been successfully applied to one of the IT companies in Indonesia. IT companies have been able to implement the concept of distructive to print IT expertise in the field of IT who has become a leader in several large companies in Indonesia.

Keywords: Digital technology industry; distinctive capabilities; innovation management; business performance.

[KEYNOTE SPEAKER] How IT Firms Survive in Desruptive Technology Era

Lai Chee Sern
Universiti Tun Hussein Onn Malaysia
Faculty of Technical and Vocational Education/
Center of Excellence for TVET

ABSTRACT

Climate change and environmental pollution have negatively affected the sustainable development of social, economy, and environment in every country around the world, especially the developing and underdeveloped ones. In order to diminish the impacts caused by environmental problems, many countries have started to shift the existing economy to a green economy model which requires green industries, creates green job, and demands green skills. In near future, it is expected that green skills will be imperatively needed by employers along with the conventional hard and soft skills. Therefore, this papers puts the focus on the green skills needed by the various green industrial sectors. In specific, there are several common green skills that are critical for the various green industries, namely design skill, communication skill, waste management skill, energy skill, city planning skill, management skill, leadership skill, management skill, financial skill, and procurement skill. Therefore, Higher Learning Institutions should play a more significant role in producing graduates who are equipped with the green skills in order to cater for the needs of green industry. As a suggestion, the existing curricula have be revised and the green skills elements should be embedded in the curricula.

Keywords: Green skill, green industry, green economy, sustainable development.

Table of Contents

Topic	Title	Page
Financial Management and Accounting	[ABS-1] Bank Specific & Macroeconomic Determinants of Islamic Bank Profitability in Indonesia <i>Dedi Supiyadi & Meta Arief</i>	1
Financial Management and Accounting	[ABS-260] Effect of Market Value Ratio, Profitability Ratio And Solvability Ratio to Market Value Added Companies Listed in Jakarta Islamic Index (JII) from 2012 to 2016 <i>1. Puji Sucia Sukmaningrum (SE.,CIFP.) 2.Hasta Kurnia Prawira</i>	2
Financial Management and Accounting	[ABS-264] Financial Literacy and Retirement Savings Ownership <i>A.M. Adiandari, N.D.A. Amrita, H. Winata</i>	3
Financial Management and Accounting	[ABS-9] INTENDED USE OF IPO PROCEEDS, UNDERPRICING AND LONG-TERM MARKET PERFORMANCE OF STOCKS IN INDONESIA <i>Harlina Meidiaswati (a), Nugroho Sasikirono (b), Dina Novita (c)</i>	4
Financial Management and Accounting	[ABS-14] TEST OF FCFE MODEL AND DIVIDEND DISCOUNT MODEL IN BANKING COMPANIES LISTED IN INDONESIA STOCK EXCHANGE <i>Riko Hendrawan,Tami Ziarani Rahayu</i>	5
Financial Management and Accounting	[ABS-270] CEO Gender and Firm Debt Policy: An Empirical Study in Indonesia <i>Rahmat Setiawan (a*), Dynes Rizky Navianti (b)</i>	6
Financial Management and Accounting	[ABS-272] Executive Compensation and Risk: An Empirical Study in Indonesia <i>Rahmat Setiawan (a*), Zunairoh (b)</i>	7
Financial Management and Accounting	[ABS-18] The Comparation of Credit Risk and Likuidity Risk Between Commercial Banking Sharia (CBS) and Sharia Bussines Unit (SBU) in Sharia Banking Portofolio <i>Edi Junaedi</i>	8

Financial Management and Accounting	[ABS-283] THE IMPACT OF MICRO CREDIT AND BUSINESS MANAGEMENT TRAINING TO MICRO AND SMALL BUSINESS PERFORMANC IN WEST JAWA INDONESIA <i>Foura Deviyanti, Layyinaturrobaniyah*, Adiatma M. Siregar</i>	9
Financial Management and Accounting	[ABS-284] Corporate Social Responsibility, Size And Tax Aggressiveness: An Empirical Analysis <i>Radhi Abdul Halim Rachmat, Memen Kustiawan</i>	10
Financial Management and Accounting	[ABS-29] Profitability, Dividend Policy and Stock Price Volatility: Indonesia Stock Exchange <i>Irma Setyawati, Doni Purnama Alamsyah, Khusnul Khotimah</i>	11
Financial Management and Accounting	[ABS-287] Benefit Value and Investment Evaluation Calculation of Street Lighting Using Real Option Analysis (ROA) <i>Lindawati Gaffar</i>	12
Financial Management and Accounting	[ABS-288] The Effect of Macro Economic Indicators And The addition of Tax payers Against Tax Receipts in Indonesia <i>Ivan Gumilar Sambas Putra(a), Diana Sari(b) Memen Kustiawan(c)</i>	13
Financial Management and Accounting	[ABS-35] Effect Of Profitability, IOS, FCF And Collateralizable Assets To Dividend <i>Agnes Juliarti, Sumani</i>	14
Financial Management and Accounting	[ABS-294] Why Did Baitul Maal wa Tamwil (BMT) Discontinue The Linkage Program with Islamic Bank? A Case Study in Indonesia <i>Muhammad Nafik Hadi Ryandono, Denizar Abdurrahman Miraj</i>	15
Financial Management and Accounting	[ABS-296] INFORMATION ASYMMETRY in CAPITAL MARKET: WHAT, WHY and HOW <i>Puput Tri Komalasari, Moh. Nasih</i>	16
Financial Management and Accounting	[ABS-42] Tax expense and bonus mechanism on transfer pricing <i>G.S. Manda, H.M. Zakaria & A. Rakhman</i>	17
Financial Management and Accounting	[ABS-298] The Role Of Leadership And Competence Of The Managers Budget Against The Implementation Of Performance-Based Budget	18

	Management At The Department Of Revenue, Asset And Financial Management Areas (DPPKAD). <i>Rina Maria Hendriyani (1), Tika Sartika(2), Dian Hakip Nurdiansyah(3)</i>	
Financial Management and Accounting	[ABS-47] Forecasting Volatility Stock Price using ARCH/GARCH Method: Evidence from the Indonesia Stock Exchanges. <i>Lia Puspa Anggita (a), Nugraha (b), Ikaputera Waspada (b)</i>	19
Financial Management and Accounting	[ABS-304] THE IMPORTANCE OF MICRO WAKAF BANK (BANK WAKAF MIKRO) IN ACCELERATING FINANCING FOR MICRO-SMALL-MEDIUM ENTERPRISES <i>Ahmad Hidayat (a), Nugraha (b)</i>	20
Financial Management and Accounting	[ABS-307] DEVELOPING MODEL TO PREDICT FINANCIAL DISTRESS ON BULLISH AND BEARISH MARKET CONDITION AS EARLY WARNING TOOLS BANKRUPTCY IN INDONESIA <i>Eka Bertuah, Rina Indiasuti, Sulaeman Rahman Nidar, Aldrin Herwany</i>	21
Financial Management and Accounting	[ABS-53] PEER GROUP MODEL AS A REFERENCE OF BANKS PERFORMANCE ASSESSMENT 2	22
Financial Management and Accounting	[ABS-58] Mandatory SAK based IFRS Adoption and Audit Delay <i>Rizal Maward; Hamidah</i>	23
Financial Management and Accounting	[ABS-59] Analysis of Constant Correlation Optimal Portfolio Model (Case Study in Jakarta Islamic Index) <i>Irni Yunita</i>	24
Financial Management and Accounting	[ABS-60] Testing Theory of Dividend Policy: Evidence in the Realestate Sector in Indonesia <i>Imas Purnamasari, Nugraha</i>	25
Financial Management and Accounting	[ABS-61] RISK PROFILE, GOOD CORPORATE GOVERNANCE, PROFITABILITY CAPITAL AND THIRD-PARTY FUNDS INTEREST RATE OF INDONESIAN BANKING <i>I Made Sudana dan Kadek Yuvita N.S.</i>	26

Financial Management and Accounting	[ABS-64] GRPB Implementation in Indonesia: Historical Review and Lessons Learned <i>Fithriyah</i>	27
Financial Management and Accounting	[ABS-320] EFFECT OF THE RETURN ON INVESTMENT TOWARDS FIXED ASSETS INVESTMENT AT PT RAPIH METALINDO <i>Novan Hidayat Yuris(a), Fuad Maulana Kurnia (b), Tjutju Yuniarsih(c)</i>	28
Financial Management and Accounting	[ABS-65] CORPORATE GOVERNANCE MECHANISMS AND ITS PERFORMANCE <i>Wisnu P. Setiyono</i>	29
Financial Management and Accounting	[ABS-68] EFFECT OF CORPORATE GOVERNANCE AND BARRIERS TO ENTRY ON FINANCIAL PERFORMANCE WITH INTELLECTUAL CAPITAL AS MEDIATING VARIABLE <i>Noorlailie Soewarno , Bambang Tjahjadi and Rara Dzikrina Istiqomah</i>	30
Financial Management and Accounting	[ABS-69] Implementation of Cooperative Principles as an Organization Culture and Effect on Financial Performance <i>Sugiyanto</i>	31
Financial Management and Accounting	[ABS-70] Strategic Alternative: Family Business Sustainability Based on Ownership and Management Distribution between Generations <i>Sugiyanto</i>	32
Financial Management and Accounting	[ABS-73] The Impact of Political Risk, Financial Risk and Economic Risk on Trading Volume of Islamic Stocks Exchange in Indonesia <i>Muhammad Ubaidillah Al Mustofa, Imron Mawardi, and Tika Widiastuti</i>	33
Financial Management and Accounting	[ABS-333] Long-run Relationship and Short-run Dynamics between Composite and Islamic Index in the Capital Market of Indonesia <i>Sylva Alif Rusmita(1), Ikram Nur Muharam(2) , Lina Nugraha Rani (3), Eko Fajar Cahyono (4)</i>	34
Financial Management and Accounting	[ABS-334] Empirical Analysis of Non Performing Financing In The Case of Indonesian Islamic Bank <i>Lina Nugraha Rani, Fajar Eko Cahyono, Sylva Alif Rusmita</i>	35

Financial Management and Accounting	[ABS-335] Understanding Taxpayers Attitudes towards Tax Amnesty Policy <i>Ida Farida Adi Prawira</i>	36
Financial Management and Accounting	[ABS-336] Analysis of Capital Adequacy Ratio of Sharia Financial Institute in Overcome Non Performing Financing <i>Dewi Dwi Novianti, Novi Putri Diani</i>	37
Financial Management and Accounting	[ABS-82] Demographic Analysis In Selection Of Investment Type Amateur Golfers In Karawang <i>Hari Sulistiyo, Endang Mahpudin,</i>	38
Financial Management and Accounting	[ABS-338] Determinants of Bank Business Risk According to Risk Based Approach <i>Kurnia Haryakusuma (a*)</i>	39
Financial Management and Accounting	[ABS-348] MICROFINANCE INSTITUTIONS AND MSMEs PERFORMANCE IN THE FRAMEWORK OF POVERTY ALLEVIATION (Case Study On Impacted People Around Jatigede Reservoir, Sumedang, West Java) <i>Sulaeman Rahman Nidar Mokhamad Anwar Layyinaturrobaniyah Yunita Romauli Nababan</i>	40
Financial Management and Accounting	[ABS-349] The Effect of Life Cycle Stage on Leverage in Indonesian Listed Company <i>Sulaeman Rahman Nidar *) Iis Sugianti **)</i>	41
Financial Management and Accounting	[ABS-94] Influences of Financial Literacy and Financial Attitude on Individual Investment Decisions. <i>NANU HASANUH & R. ADITYA KRISTAMTOMO PUTRA</i>	42
Financial Management and Accounting	[ABS-101] EARNINGS MANAGEMENT AND VALUE RELEVANCE BEFORE AND AFTER IFRS CONVERGENCY <i>Hamidah; Raysa Dyah Ayu Albertha</i>	43
Financial Management and Accounting	[ABS-102] GOOD CORPORATE GOVERNANCE MECHANISMS AS A MODERATING VARIABLE OF IFRS ADOPTION TO EARNING MANAGEMENT: CASE IN BANKING LISTED IN INDONESIA STOCK EXCHANGE <i>Hamidah; Annisa Rahmah</i>	44

Financial Management and Accounting	[ABS-103] STRENGTHENING BRAND EQUITY OF SUKABUMI TRADITIONAL CULINARY TO BECOME A NATIONAL CLASS BRAND: STUDY CASE OF MOCI PRODUCT AS SUKABUMI UNIQUE CULINARY <i>Joko, Ratih Hurriyati</i>	45
Financial Management and Accounting	[ABS-106] The Impact of Asset, Mudharabah Time Deposit and Non Performing Financing (NPF) to Profitability Islamic Banking in Indonesia <i>Raditya Sukmana(a*), Nadhilah Junun (b)</i>	46
Financial Management and Accounting	[ABS-110] The Influence of Capital Structure, Firm Size, Firm Growth, and Profitability on Firm Value (A Emprical Study on the Primary Sector Companies Listed in Indonesian Stock Exchange) <i>Zahra Ramdhonah, Ikin Solikin</i>	47
Financial Management and Accounting	[ABS-111] PENGARUH KEBIJAKAN PEMERINTAH MEMBANGUN SATU JUTA RUMAH PADA KINERJA KPR DAN KPA BANK-BANK YANG TERDAFTAR DI BURSA EFEK INDONESIA SELAMA PERIODE 2015-2017 <i>Laely Purnamasari, Nugraha</i>	48
Financial Management and Accounting	[ABS-112] Corporate Governance dan Finance Pattern <i>Windijarto & Lila Gestanti</i>	49
Financial Management and Accounting	[ABS-116] The Impact of Macroeconomic Variables Consisting of Inflation, Foreign Exchange Rate, Interest Rate, Foreign Direct Investment and Composite Risk on Islamic Mutual Fund in Indonesia <i>Mauizhotul Hasanah, Muhammad Ubaidillah Al Mustofa, Sulistya Rusgianto, Tika Widiastuti</i>	50
Financial Management and Accounting	[ABS-117] ANALISIS PENGARUH ANGGARAN KESEHATAN PEMERINTAH DAN BELANJA BPJS PADA KINERJA EMITEN SEKTOR FARMASI DI BURSA SAHAM INDONESIA PERIODE 2015-2017 <i>Iwan Sugianto1, Memen Kustiawan2</i>	51
Financial Management and Accounting	[ABS-120] The role of financial constraint on the relationship between working capital management and firms performance <i>Rahmat Heru Setianto and Rinangling Hayuningdyah</i>	52

Financial Management and Accounting	[ABS-122] The Impact of Government Risk, Inflation, and Exchange Rate on Foreign Investment of Indonesia <i>Imron Mawardi, Muhammad Ubaidillah Al Mustofa, Tika Widiastuti, Masrizal</i>	53
Financial Management and Accounting	[ABS-123] Formulation of Regional Tax Intensification Strategies with Game Theory to Increase Financial Strength <i>Khaira Amalia Fachrudin, Elisabeth Siahaan, Imam Faisal Pane</i>	54
Financial Management and Accounting	[ABS-136] Determinants of Factor that Affect Liquidity Risk of Islamic Banks in Indonesia and Malaysia <i>Yessi Sasmita Anggun (1) ; Dr. Amir Machmud,S.E.,M.Si (2)</i>	55
Financial Management and Accounting	[ABS-138] Risk Management in Zakat Institution <i>Atina Shofawati</i>	56
Financial Management and Accounting	[ABS-144] ANALYSIS OF DEMOGRAPHIC FACTORS AND PONZI SCHEME INVESTORS BIASES <i>Maya Sari, Nugraha</i>	57
Financial Management and Accounting	[ABS-147] CORPORATE GOVERNANCE, CASH HOLDINGS AND FIRM VALUE in Emerging markets: Evidence from Indonesia <i>Indri Ayu Lestari, Nugraha</i>	58
Financial Management and Accounting	[ABS-151] THE EFFECT OF RISK, GROWTH, FIRM SIZE, CAPITAL STRUCTURE, AND EARNING PERSISTENCE ON EARNINGS RESPONSE COEFFICIENT <i>Zahroh Naimah; Arsiduiyana Talitha Rahma</i>	59
Financial Management and Accounting	[ABS-152] SHARIA MICRO FINANCIAL INSTITUTION AS AN OPTION TO SOCIETY INVESTMENT DECISION IN DISRUPTIVE ERA <i>Andi Primafira Bumandava Eka ; Nugraha</i>	60
Financial Management and Accounting	[ABS-153] Accounting Information and Environmental Information on Investor Decision: An Experimental Study <i>Ardianto, Farhanah</i>	61

Financial Management and Accounting	[ABS-154] Determinants of Capital Structure of Sharia Banks In Indonesia <i>Dodi (a*), Meta Arief (b)</i>	62
Financial Management and Accounting	[ABS-155] THE EFFECT RETURN ON INVESTMENT ON NET INCOME IN PT JAMKRIDA JABAR PERIOD 2012-2016 <i>Sugiyanto & Dr. H. Memen Kustiawan, SE, M.Si</i>	63
Financial Management and Accounting	[ABS-157] Quality Between Net Income and Total Comprehensive Income in The Application of IFRS: An Empirical Study <i>Amalia Rizki and Octarina Dwi Megayanti</i>	64
Financial Management and Accounting	[ABS-158] Analysis The Impact of Tax Amnesty Policy 2016 To The Abnormal Return and Trading Volume Activity in Banking Companies Listed in Indonesia Stock Exchange <i>Yani Permatasari; Novita Ardiyanti</i>	65
Financial Management and Accounting	[ABS-160] Tick Size Change and Market Liquidation in Indonesia Stock Exchange <i>Wisudanto Mas Soeroto, Tika Widiastuti, Lily Cania</i>	66
Financial Management and Accounting	[ABS-171] Comparison Model Business, Stabilization, And Finance Performance Of Sharia Commercial Bank And Conventional Commercial Bank In Indonesia In 2012-2016 <i>Dina Fitriisia Septiarini (a*) , Yanani Mutiara Dewi (b)</i>	67
Financial Management and Accounting	[ABS-173] THE IMPACT OF OWNERSHIP STRUCTURE ON THE FINANCIAL PERFORMANCE AND RISK TAKING OF BANKS (Some Evidence from Indonesia) <i>Dewi Asri Rosalina, Nugraha</i>	68
Financial Management and Accounting	[ABS-182] Industry growth, ownership structure, and capital structure in Indonesia <i>Iman Harymawan, Avelina Arianto, Yuanita Intan Paramitasari</i>	69
Financial Management and Accounting	[ABS-190] CAPITAL STRUCTURE, INVESTMENT OPPORTUNITY AND FIRM VALUE <i>Arieska Suwandhayani, SM and Noorlaily Fitdiarini, SE., MBA</i>	70

Financial Management and Accounting	[ABS-194] Factors Affecting the Financial Performance of Commercial Banks in Indonesia <i>Rini Kurniawati, Ikaputera Waspada</i>	71
Financial Management and Accounting	[ABS-202] INVESTMENT EXPERIENCE TO EXPECTED RETURN: A RISK BEHAVIOUR CONSEQUENCES <i>Fitri Ismiyanti and Putu Anom Mahadwartha</i>	72
Financial Management and Accounting	[ABS-209] NEW PUBLIC MANAGEMENT (NPM) MODELAS RULE APPLICATION OF PERFORMANCE-BASED BUDGET (ABK) (EMPIRICAL STUDY AT SKPD OF SIGI REGENCY) <i>Sudirman, Sugianto, and Rahmi Syafitri</i>	73
Financial Management and Accounting	[ABS-210] EFFECT OF INFORMATION ASYMMETRY AND BUDGET TARGETS CLARITY BETWEEN BUDGET PARTICIPATION AND BUDGETARY SLACK <i>Nurhayati Haris, Sudirman, and Ernawaty Usman</i>	74
Financial Management and Accounting	[ABS-226] Effect of profitability, liquidity and solvability on Islamic Stock Prices Jakarta Islamic Index <i>Masrizal, Tika Widiastuti, Imron Mawardi, Wisudanto</i>	75
Financial Management and Accounting	[ABS-227] EVALUATION OF FORENSIC AUDITOR ROLE AS CORRUPTION ERADICATOR <i>Agus Widodo Mardijuwono (a), Farah Daniyah (b*)</i>	76
Financial Management and Accounting	[ABS-232] Measuring Efficiency of Islamic Banks: Evidence from Indonesia <i>Mohamad Fany Alfarisi; Syukri Lukman</i>	77
Financial Management and Accounting	[ABS-233] Finance Accountability Looking at it Concept of Good Corporate Governance Point of View with Organization Performance <i>Dini Nur Fakhriani</i>	78
Financial Management and Accounting	[ABS-243] RELATION OF THE POWER OF INCOME TAX INCOME SYSTEM WITHSELF-ASSESSMENT IN DISTRICT BADUNG BALI <i>Ni Luh Putu Suastini1, Gede Wirata2, I Wayan Astawa3</i>	79
Financial Management and Accounting	[ABS-249] Greed, Parental Influence and Adolescent Financial Behaviour <i>Lazhora Wenatri, Sari Surya, Maruf</i>	80
Green Business	[ABS-256] Stakeholder Salience and adoption of environmental strategy in the hotel industry in	81

	Indonesia <i>Maruf</i>	
Green Business	[ABS-12] AN ANALYSIS ON TENANTS SATISFACTION BASED ON THE PERCEPTION ON THE APPLICATION OF GREEN BUILDING CRITERIA AT OFFICE BUILDING GRAHA MERAH PUTIH JALAN PUTRI HIJAU MEDAN <i>Windu Terkelin Ginting, Khaira Amalia Fachrudin, Dwira Nirfalini Aulia</i>	82
Green Business	[ABS-275] INFLUENCE ANALYSIS OF VALUE, KNOWLEDGE, & CONSUMER ATTITUDE OF CONSUMER WILLINGNESS TO PAY MORE FOR GREEN CONSUMERISM PRODUCTS (CASE STUDY OF THE BODY SHOP, BALI) <i>Luh Putu Virra Indah Perdanawati, Ade Maharini Adiandari, Ni Nyoman Sudiyani</i>	83
Green Business	[ABS-20] Analysis of The Rate of Green Concept Application in A House Design and Its Impact on Market Value <i>Shasya Agita Elizabeth(a*), Khaira Amalia Fachrudin(b), Dwira Nirfalini Aulia(c)</i>	84
Green Business	[ABS-22] The Impact of Good Corporate Governance on Firm Value with Corporate Social Responsibility as Mediating Variable: Empirical Study in Publicly Listed Mining Companies in the Indonesia Stock Exchange (IDX) <i>bambang tjahjadi, noorlailie soewarno, herly vitus</i>	85
Green Business	[ABS-301] The Roles of Village Unit Cooperative on Improving Economy of Rural Communities <i>Donald Samuel Slamet Santosa</i>	86
Green Business	[ABS-316] Cooperate or Compete (?): Implementing Porters Framework on an Integrated Farming System in Rural Bandung, Indonesia <i>Kurniawan Saefullah, Rachmat Sudarsono, Yunizar, Layyinaturrabbaniyah & Arie Widyastuti</i>	87
Green Business	[ABS-62] Ecotourism for City Marketing <i>Eli Jamilah Mihardja, Ph. D; Dr. BP Kusumo Bintoro; Dianingtyas M.P., M. Si</i>	88

Green Business	[ABS-78] Influence of R & D intensity, firm size, and family ownership on Green Product Innovation <i>Dinda Meicistaria & Isnalita</i>	89
Green Business	[ABS-90] Conserving Environment Through Local Wisdom of Organic Vegetable Crops in West Java Indonesia <i>Oda. I. B. Hariyanto</i>	90
Green Business	[ABS-179] Developing green operations to minimize energy consumption by PDCA cycle of ISO 50001. A Case study with Delphi Method approach <i>Indrianawati Usman and Ezra Caesar Wijaya Sopacus</i>	91
Innovation, IT, Operations and Supply Chain Management	[ABS-34] The Achievement Of Competitive Advantage Through Costing Methods Of Production Journal of literature on the use of costing mechanism of production through the approach of Full Costing, Variable Costing and Activity Based Costing <i>bangkit adi setyo p</i>	92
Innovation, IT, Operations and Supply Chain Management	[ABS-290] Determinants of innovation among manufacturing firms in a developing country: Insights from Indonesia <i>Yovita Isnasari, Puguh Prasetyoputra</i>	93
Innovation, IT, Operations and Supply Chain Management	[ABS-293] QFD AS A TOOL FOR IMPROVEMENT OF TRANSPORTATION SERVICES IN BANDUNG CITY <i>Mokhamad Adib Sultan, Rofi Rofaida Ahmad; Annisa Ciptagustia</i>	94
Innovation, IT, Operations and Supply Chain Management	[ABS-308] An Integrated Framework to Support Process Supply Chain in Tourism Sector <i>Lenny C Nawangsari, Achmad H Sutawidjaya</i>	95
Innovation, IT, Operations and Supply Chain Management	[ABS-310] Colaboration System and Digital Business Efficiency, In the Accounting Information System Perspective (Case Study : banyuwangimall.com) <i>yashinta setyowati, Anak Agung Gde Satia Utama</i>	96
Innovation, IT, Operations and Supply Chain Management	[ABS-313] THE QUALITY ANALYSIS OF OUTPATIENT DEPARTMENT AT DR. MOHAMMAD SOEWANDHIE PUBLIC HOSPITAL IN SURABAYA USING SERVQUAL METHOD AND ITS IMPROVEMENT	97

	SUGGESTIONS USING FISHBONE CHART <i>Tuwanku Aria Auliandri, Rizka Mutia Wardani</i>	
Innovation, IT, Operations and Supply Chain Management	[ABS-71] The Design Thinking Concept within Product Development Process in Pharmaceutical Company <i>Evo Sampetua Hariandja</i>	98
Innovation, IT, Operations and Supply Chain Management	[ABS-327] The Design Of Work Facilities At The Work Station Of Pressing T-Shirt In CV Royaltrack Bandung <i>Rifki Fauzi Ansharullah, Feby Anugrah Saputra, Eri Achiraeniwati, Nurahman Asad, Chairul Furqon</i>	99
Innovation, IT, Operations and Supply Chain Management	[ABS-83] ADOPTION E-COMMERCE IN DISRUPTION ERA: STUDY ON SME IN THE BANDUNG CITY-INDONESIA <i>Samun Jaja Raharja, Rivani, Ria Arifianti</i>	100
Innovation, IT, Operations and Supply Chain Management	[ABS-341] An Integrated Framework to Support Process Supply Chain in Tourism Sector <i>Ienny C Nawangsari, Ahmad Hidayat Sutawijaya</i>	101
Innovation, IT, Operations and Supply Chain Management	[ABS-86] The Linkage of Co-Creation and Soft Innovation towards Firm Performance (a survey at Indonesian hijab fashion creative industry) <i>Eriana Astuty (a*), Agus Rahayu (b), Disman (b), Lili Adi Wibowo (b)</i>	102
Innovation, IT, Operations and Supply Chain Management	[ABS-343] Evaluation of Hospital Management Information Systems (HMIS) ; A success model through quality, user satisfaction and benefit factors <i>Vera Pujani, Hardisman, Rima Semiarty, Refdinal Nazir, Rebi Fara Handika</i>	103
Innovation, IT, Operations and Supply Chain Management	[ABS-109] Attaining Open Innovation Within The Scope of Technology Transfer Office <i>V Susirani Kusumaputri, Maidina, Yovita Isnasari</i>	104
Innovation, IT, Operations and Supply Chain Management	[ABS-119] Efficiency Convergence on Indonesian Manufacturing Industry <i>D.W. Sari, Z. Yasin & H.A.T. Islamia</i>	105

Innovation, IT, Operations and Supply Chain Management	[ABS-135] AGILE LOGISTICS SYSTEM: ATTRIBUTE IDENTIFICATION <i>Risris Nurjaman, Lili Adi Wibowo</i>	106
Innovation, IT, Operations and Supply Chain Management	[ABS-143] Development of Creativity and Innovation Ability SMEs in Indonesia <i>Rd.Much.Jusup Nurgraha (ab), Hari Mulyadi (a)</i>	107
Innovation, IT, Operations and Supply Chain Management	[ABS-168] Identification Defect Cause Using the Six Sigma Method and Designing the Improvement: A Case Study <i>Febriana Wurjaningrum (a*), Diva Irma Nisa (a)</i>	108
Innovation, IT, Operations and Supply Chain Management	[ABS-174] ANALYSIS OF FACTORS AFFECTING THE INCREASING OF USAGE OF E-COMMERCE: STUDY ON SME IN BANDUNG CITY <i>Samun Jaja Raharja, Herwan Abdul Muhyi, Rivani</i>	109
Innovation, IT, Operations and Supply Chain Management	[ABS-193] Small Industry Resolution Growth through the Readiness for Using Android Technology in the Industrial Revolution 4.0 Challenge <i>Anis Eliyana, Mustain Mashud, Ahmad Rizki Sridadi, Rifan Jefri Sunarsono, Egyawang Setya Pradikta</i>	110
Innovation, IT, Operations and Supply Chain Management	[ABS-219] design of Bakery Resource Planning integrated information system Use Enterprise Resource Planning System Approach <i>DENDHY WINATA PUTRA, A. A. GDE SATIA UTAMA</i>	111
Innovation, IT, Operations and Supply Chain Management	[ABS-230] Creative Abrasion, Creative Agility, and Creative Resolution: A Qualitative Study of Responses to Innovation Capability at Hotel <i>Evo Sampetua Hariandja</i>	112
Innovation, IT, Operations and Supply Chain Management	[ABS-236] Innovative Platform Content Production in Industrial Era for Technopreneur Writer <i>Feri Sulianta, Sapriya</i>	113
Innovation, IT, Operations and Supply Chain Management	[ABS-241] Start Up Industry Growth: Value Added of Technology Incubator to Strengthen Future Global Competitiveness <i>V. Susirani kusumaputri</i>	114

Innovation, IT, Operations and Supply Chain Management	[ABS-246] The Role of Supply Chain Management in the System of Kintamani Coffee Production in District Bangli, Bali <i>I Made Kartika1, I Made Adi Suwandana2 ,LuhPutu Virra Indah Perdanawati3</i>	115
Marketing Management	[ABS-3] MODEL OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) IN BANKING <i>Agus Mulyana , Ratih Hurriyati, Disman, Lili Adiwibowo</i>	116
Marketing Management	[ABS-4] THE INFLUENCE OF REPUTATION AND CUSTOMER RELATIONSHIP MANAGEMENT (CRM) TOWARDS THE COMPETITIVE ADVANTAGE OF AIRLINES IN INDONESIA <i>Yhani Mardani, Ratih Hurriyati, Disman, Vanessa Gaffar</i>	117
Marketing Management	[ABS-5] Marketing Communication and Its Impact on Purchase Un/Willingness: A Case of a Boycotted Bread Brand <i>Usep Suhud</i>	118
Marketing Management	[ABS-10] analysis of Influence of Servicecape theater cinema 21 to Customer Loyalty in jakarta santo	119
Marketing Management	[ABS-273] How Ethno Marketing Can Determine Consumer Decision to Use Lakupandai Services <i>DR. Lili Adi Bowo, Sony Sasongko, IR.,MM, Asri Sulastri Apriliyani</i>	120
Marketing Management	[ABS-23] Viral Marketing and e-Word Of Mouth Communicattion in Social Media Marketing <i>Putra Pamungkas & Heny Hendrayati</i>	121
Marketing Management	[ABS-280] Website Atmosphere, Perceived Flow and Its Impact On Purchase Intention <i>Ganjar Mohamad Disastra, Bethani Suryawardani, Widya Sastika</i>	122
Marketing Management	[ABS-26] Optimization of Customer Retention Programs <i>Emi Amelia & Mokh. Adib Sultan</i>	123
Marketing Management	[ABS-27] Engaging Young Consumers with Advergams: The Effect of Presence and Flow Experience <i>Santirianingrum Soebandhi</i>	124

Marketing Management	[ABS-28] The Impact of Egoism and Altruism on e-WOM Intention in MSMEs with Facebook Perceived Ease of Use as Moderating Variable <i>Febriyanti Ismi Puspitasari, Santirianingrum Soebandhi, Hamzah Denny Subagyo</i>	125
Marketing Management	[ABS-32] VISUAL ANALYSIS OF THE HARVEST ADVERTISEMENT ON INSTAGRAM IN INFLUENCING INDONESIAN CONSUMER <i>Ira Wirasari, Nadila Nur Amalia</i>	126
Marketing Management	[ABS-289] WHEN THE ECOFEMINISTS DECIDE PRODUCT TO USE; A Simple Analysis On Cloth Diapers (Clodi) User. <i>Vika Aprianti; Ratih Hurriyati; Mokh. Adib Sultan</i>	127
Marketing Management	[ABS-36] The Implementation of Mobile Commerce Applications To Order System On Bike-Sharing Program In Bandung <i>Raden Mohamad Aditya Rifki, Mokh. Adib Sultan</i>	128
Marketing Management	[ABS-292] Factors Influencing Halal Cosmetic Brand Advocacy; The Role of Self-brand Connection as a mediator <i>Nurafni Rubiyanti (a*), Evo S. Hariandja (b)</i>	129
Marketing Management	[ABS-37] Visual Perception in Improving Learning Motivation: Gender and Developmental Study <i>Eriyansyah</i>	130
Marketing Management	[ABS-295] THE EFFECT OF CREDIBILITY, ALTRUISME, AND CSR INFORMATION QUALITY ON BANK REPUTATION: A STUDY ON INDONESIA BANKS UNDER THE CATEGORY OF BUKU 3 AND BUKU 4 <i>1) Lindiawati; 2) Indrianawati Usman; 3) Sri Wahyuni Astuti</i>	131
Marketing Management	[ABS-43] The Implication of Social Media Marketing in Modern Marketing Communication <i>Jati Waluyo</i>	132
Marketing Management	[ABS-44] E-Commerce Strategy in Improving Product Sales <i>Rizky Febriansyah</i>	133

Marketing Management	[ABS-46] Customer-Based Brand Equity In Digital Age: A Conceptual Approach <i>Fahmi Dharmawan</i>	134
Marketing Management	[ABS-303] FUSION FOOD: IS NOT IT A CUSTOMER EXPERIENCES <i>GITASISWHARA, RATIH HURRIYATI, DISMAN</i>	135
Marketing Management	[ABS-48] Food Blogger Review on Instagram as an Alternative Consumer Purchase Decision <i>Gita Tiara Puspita (a*), Heny Hendrayati (b)</i>	136
Marketing Management	[ABS-306] Creating Brand Love through Brand Experience: study in Higher Education Institution in Indonesia <i>Lili Adi Wibowo, Agus Rahayu, Sulastri, Asri Sulastri Apriliyani</i>	137
Marketing Management	[ABS-55] Analysis of Green Marketing Mix On Purchase Decision <i>Dolores Silvia (a*), Heny Hendrayati (b)</i>	138
Marketing Management	[ABS-56] Analysis Service Quality and Marketing Relationship to Customer Loyalty Study at Retail Company Yogya Sundanese Department Store <i>Muhammad Ridwan</i>	139
Marketing Management	[ABS-318] TOURIST SATISFACTION ANALYSIS OF TOURIST PRODUCT AT TANJUNG KELAYANG BEACH KABUPATEN BELITUNG <i>Israul Khairi (a*) Fitri Rahmafirtira (b), H. Suwatno (b)</i>	140
Marketing Management	[ABS-63] Smart Tourism Strategy in Increasing the Number of Tourist in Indonesia <i>Dimas Yudistira Nugraha; Disman; Ratih Hurriyati; Lili Adi Wibowo</i>	141
Marketing Management	[ABS-319] Marketing Management Islamic Philanthropy Institution in Indonesia in collecting donor funds <i>Eko Fajar Cahyono, Lina Nugraha Rani, Sylva Alif Rusmita</i>	142
Marketing Management	[ABS-322] THE INFLUENCE OF WONDERFUL INDONESIA BRAND TOWARD THE FOREIGN TOURIST DECISION TO INDONESIA <i>Bagus Maulana(1), Fitri Rahmafirtia(2), Rosita (3)</i>	143

Marketing Management	[ABS-325] How the Internet Impacting on Current Tourism Marketing Theory and Practice <i>Andar Danova L.Goeltom, Ratih Hurriyati, Vanessa Gaffar, Lili Adi Wibowo</i>	144
Marketing Management	[ABS-329] ANALYSIS OF SERVICE CARTER QUALITY IN AN EFFORT AT KEDAI UPIK PALEMBANG <i>Wanda Patricia, S.SI. & Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.</i>	145
Marketing Management	[ABS-330] Analysis of brand relationship in ganesha public speaking <i>Panji Priambudi</i>	146
Marketing Management	[ABS-84] Electronic Word of Mouth and Purchase Intention on Online Travel Agent Traveloka <i>Santy Ajeng Zahratu</i>	147
Marketing Management	[ABS-340] INFLUENCE OF PUBLIC RELATION ON ATRIBUTTES PRODUCT ON VISITING DECISION THE MUSEUM <i>Arciana Damayanti</i>	148
Marketing Management	[ABS-87] Analyzing Perceived Value and Trust on Purchase Intentions Case Study of Mitra PT.Cipta Usaha Makmur <i>Merry Fithriani, Ratih Hurriyati</i>	149
Marketing Management	[ABS-345] The role of attitude toward marketing and marketing practice on marketing performance: a theoretical framework development for SMEs <i>Yulia Hendri Yeni (a*), Verinita (a), Venny Darlis (a), Ahmad Syafruddin Indrapriyatna (b)</i>	150
Marketing Management	[ABS-91] How to Improve Green Awareness of Customer? <i>Doni Purnama Alamsyah, Didin Syarifuddin</i>	151
Marketing Management	[ABS-92] The Influence of Birth Certificate Application Process Service toward Public Satisfaction in the Population and Civil Registration Agency of Garut Regency <i>Ikeu Kania, Dini Turipanam Alamanda, Nurbudiwati, Daris Hasmi Fauzan</i>	152
Marketing Management	[ABS-351] INTENTION TO SUSTAINABLE FISH CONSUMPTION	153

	<i>MELVA MINAR LEONARDA TAMBUNAN AND TENGKU EZNI BALQIAH</i>	
Marketing Management	[ABS-352] Understanding Millenials Decision Making in Buying Car: Lifestyle and Personality <i>Ode Pramodya and Tengku Ezni Balqiah</i>	154
Marketing Management	[ABS-99] The Influence of Restaurant Atmosphere on Customer Loyalty Through Hedonic Experience <i>Tanti Handriana; Anies Ratnapuspita Meyscha</i>	155
Marketing Management	[ABS-355] Effect of Online Servicescape on Behavioral Intention Online Reservation Hotel Services <i>G. Razati, I. Awanny & P.D. Dirgantari</i>	156
Marketing Management	[ABS-100] The Antecedent and Consequences of Trust in Online Shopping <i>Tanti Handriana; Dendi Herawan</i>	157
Marketing Management	[ABS-359] Sport Motivation and Decision to Participate in Tahura Trail Running Race <i>V Gaffar, O Ridwanudin, D Inassa</i>	158
Marketing Management	[ABS-104] How Digital Certificate Affects e-Commerce Consumers Trust and Purchase Intention <i>P.K. Sari & A. Prasetyo</i>	159
Marketing Management	[ABS-107] ENCOURAGING PRO-ENVIRONMENTAL BEHAVIOR THROUGH CONSUMER INNOVATIVENESS <i>Rini Kuswati (a*), Bernardinus M. Purwanto (b)</i>	160
Marketing Management	[ABS-115] The Moderating Effect of Market Sensing Capability on relationship between Entrepreneurial Marketing and Marketing Performance (Study on SMEs food and beverage in West Java) <i>Dadan Abdul Aziz Mubarak (a*), Ratih Hurriyati (b), Disman (b), Lili Adi Wibowo(b)</i>	161
Marketing Management	[ABS-118] The Factors that Constitute Service Quality of PDAM Sukabumi <i>Ikeu Kania, Ike Rahmawati, Ujuh juhana</i>	162
Marketing Management	[ABS-124] THE ROLE OF BRAND EQUITY ON THE DECISION IN CHOOSING A UNIVERSITY FOR NEW MIDDLE CLASS STUDENTS	163

	<i>Asep M Ramdan, Agus Rahayu, Ratih Hurriyati, Mokh. Adib Sultan</i>	
Marketing Management	[ABS-126] Dynamic Marketing Capabilities and Company Performance: Marketing Regression Analysis on SMEs in Indonesian <i>Ari Riswanto, Ratih Huriyati, Lili Adi Wobowo, Heni Hendrayani</i>	164
Marketing Management	[ABS-127] Factors Influencing Consumers Online Purchase Intention: A Study among University Students in Indonesia <i>Mohamad Saparudin (a*), Agus Rahayu (b), Ratih Hurriyati (b)</i>	165
Marketing Management	[ABS-134] IS E-SERVICE QUALITY REQUIRED TO DEVELOP CUSTOMER SATISFACTION (CASE STUDY : GRAB INDONESIA IN BANDUNG) <i>Ceppy Trian Sudrajat, and Moch. Adib Sutan</i>	166
Marketing Management	[ABS-139] INFLUENCE OF TRUST ON ONLINE SHOPPING IN PREDICTING PURCHASE INTENTION <i>Putri Permatasari, Dr. Dien Mardhiyah, SE., M.S</i>	167
Marketing Management	[ABS-141] The Dark Side Of Life Insurance Salesperson In Achieving Sales Targets: Ethics Problems <i>Ayunda Nirmala, Gancar C Premananto</i>	168
Marketing Management	[ABS-142] EXPLORATION OF LUDRUK AS POTENTIAL ICON IN INDONESIA SHOW BUSINESS FOR MILLENIAL GENERATION <i>Gancar Candra Premananto and Muhammad Ikhwan</i>	169
Marketing Management	[ABS-145] Does TV Ads Really Ignored by Customer? <i>Rini Kuswati (a*), Bernardinus M. Purwanto (b)</i>	170
Marketing Management	[ABS-146] Influence of Endorser Credibility, Brand Credibility, Brand Equity to Purchase Intention in Online Shopping: Instagram Phenomenon <i>ZULFIKAR AGUSTIANSYAH, DIEN MARDHIYAH</i>	171
Marketing Management	[ABS-148] THE INFLUENCE OF RECOMMENDATION AND INFORMATION CREDIBILITY TO CONSUMER REGRET OF PURCHASE DECISION (STUDY ON CHINA HANDPHONE CONSUMER IN SURABAYA) <i>Adrianto Trimarjono & Kristiningsih</i>	172

Marketing Management	[ABS-161] QUALITY OF HALAL TOURISM DESTINATION : AN EMPHIRICAL SURVEY TO MOSLEM FOREIGN TOURIST IN BANDUNG <i>Sumaryadi, Ratih Hurriyati, Vanessa Gaffar, Lili Adi Wibowo</i>	173
Marketing Management	[ABS-166] Influence of Social Media Marketing (SMM) on Attitude and Intention to Use Sustainable Transportation <i>Kania Widyatami, Ratih Hurriyati</i>	174
Marketing Management	[ABS-169] OPTIMALIZATION OF TOURISM PRODUCTS TOWARDS DESTINATION IMAGE OF BANDUNG (STUDY ON TOURISM DESTINATION IN WEST BANDUNG REGENCY) <i>Andar Danova L. Goeltom, Ratih Hurriyati, Lili Adi Wibowo</i>	175
Marketing Management	[ABS-178] The Influence of Promotion Mix on Consumer Buying Decision : A Study of Bestari Brands Dodol Garut Producer <i>Intan Tenisia Prawita Sari, Tinneke Hermina, Wati Susilawati</i>	176
Marketing Management	[ABS-181] The Influence of Brand Personality Dimension on Brand Equity <i>P. Dewi Dirgantari, M. Permatasari, L. Adiwibowo & H. Mulyadi</i>	177
Marketing Management	[ABS-185] Consumers Purchase Intention Towards Halal Detergent in Jakarta <i>Euis Saribanon(1), Ratih Hurriyati (2), Agus Rahayu (3), Moch.Adib Sultan (4)</i>	178
Marketing Management	[ABS-186] Model of Memorable Tourism Experience, Destination Image, and Value of Tourists to Revisit Intention (Survey on Istano Basa Pagaruyung in West Sumatera) <i>Verinita and F. Yola</i>	179
Marketing Management	[ABS-188] The Influence of Economy Experience with Pine and Gilmore Concept on Customer Satisfaction (Survey of Transmart Consumers in Padang City) <i>Y.P. Gubta & Verinita</i>	180

Marketing Management	[ABS-189] The Co-operative Enterprise Member loyalty and The Factors that Determine it <i>Rizal Ramdan Padmakusumah</i>	181
Marketing Management	[ABS-191] The Usage of Digital Marketing Channels in Micro Small and Medium Enterprise (Study in Bandung District) <i>Marheni Eka Saputri & Nia Kurniasih</i>	182
Marketing Management	[ABS-192] Experiential Marketing: a Review of Relationship to the Customer Satisfaction in Online Transportation (Study in Gojek Indonesia) <i>Marheni Eka Saputri; Nia Kurniasih; Yuni Artha Sinaga</i>	183
Marketing Management	[ABS-195] Switching Behavior Generation Y from Television to YouTube <i>Zhaniar Rossalia, Badri Munir Sukoco, Zuyyinna Choirunnisa</i>	184
Marketing Management	[ABS-196] The Effect of Product Knowledge on Attitude and Purchase Intention for Mudharaba Financing in Islamic Bank in Mataram <i>Baiq Vidia Khairunnisa, Dr. Achsanah Hendratmi, SE., M,si</i>	185
Marketing Management	[ABS-201] Redesign Ecommerce Banyuwangi Mall As Selling Media for SME <i>Pending Puji Dwi Astuti, A. A. Gde Satia Utama</i>	186
Marketing Management	[ABS-206] The Effect of Differentiation Strategy to Competitive Advantage <i>Ratri Amelia Aisyah</i>	187
Marketing Management	[ABS-207] customer relationship marketing performance in sharia banking <i>L.Lisnawati, Devira Qibtiyah, Ratih Hurriyati</i>	188
Marketing Management	[ABS-211] Factors Analysis Influence the Success of Popular Coffee Shops Based on Location and Marketing Factor in Banda Aceh City, Indonesia <i>Suyanti Kasimin</i>	189
Marketing Management	[ABS-212] DETERMINANTS OF CONSUMER PURCHASE INTENTION TOWARD LUXURY PRODUCT <i>Masmira Kurniawati; Rixzy Ari Ramadhan</i>	190
Marketing Management	[ABS-213] ANALYSIS OF DIRECT PREMIUM INFLUENCE ON BRAND ATTITUDES AND CONSUMER	191

	BUYING INTENTIONS <i>Masmira Kurniawati; Tutut Widianto</i>	
Marketing Management	[ABS-216] STIMULUS OF SOCIAL MEDIA INSTAGRAM; THE INFLUENCE OF ELECTRONIC WORD OF MOUTH TOWARDS VISITING INTEREST IN THE LODGE MARIBAYA THROUGH TRUST AS MEDIATION VARIABLE (STUDY ON INSTAGRAM USERS IN BANDUNG) <i>Arry Widodo, Rennyta Yusiana, Fildzah Nur Aqmarina</i>	192
Marketing Management	[ABS-217] Factors Influencing Normative Community Pressure in Brand Community: A Study of Young Entrepreneur Community of Bank Mandiri <i>1) Lindiawati; 2) Indrianawati Usman; 3) Sri Wahyuni Astuti</i>	193
Marketing Management	[ABS-221] Smartphone Operating Systems Based on Consumer Perceptions in West Java <i>Elvira Azis, Mochamad Malik Akbar Rohandi and Yasir Fachrudin</i>	194
Marketing Management	[ABS-222] The Influence of Product Development on the Intention of Buy Nokia Smartphone Products and Feature Phone Nokia 3310 <i>Anton Budi Santoso & Shinta Oktafien</i>	195
Marketing Management	[ABS-229] MARKETING PERFORMANCE EVALUATION OF PURUN AGROINDUSTRY AS PEATLAND FRIENDLY COMODITIES IN SOUTH SUMATERA PROVINCE INDONESIA <i>Dessy Adriani¹, Elisa Wildayana¹, Yulius¹, Nurilla Elysa Putri¹, Idham Alamsyah¹, Maryanah Hamzah¹, Maryadi¹, Melati Andarini²</i>	196
Marketing Management	[ABS-237] THE ROLE OF PERSONAL INNOVATIVENESS ON ONLINE PURCHASING BEHAVIOR AMONG INDONESIAN CONSUMERS <i>Citra Kusuma Dewi (a)(b), Zurina Mohaidin (b)</i>	197
Marketing Management	[ABS-239] Urban Service Delivery Performance In Improving The Satisfaction Of Citizens In The City Of Bandung <i>L. Lisnawati; S. Sumiyati; Puspo Dewi Dirgantari</i>	198
Marketing Management	[ABS-247] Impact of Internal Marketing on Islamic Job Commitment and Performance of Islamic	199

	Hospital <i>Ririn Tri Ratnasari, Astria Primadhani Pamungkas</i>	
Marketing Management	[ABS-250] WHETHER SERVICE DIFFERENTIATION CAN ADD COMPETITIVE ADVANTAGE TO ENHANCE CONSUMER SATISFACTION: INTERNET SERVICES AT INDIHOME. <i>Ratih Hadianitini (a*), Ratih Hurriyati (b), Vanessa Gaffar (c), Mokhammad Adib Sultan (d)</i>	200
Marketing Management	[ABS-255] The Effect of Service Quality to Customer Satisfaction: A Case Study from Timor Leste, Dili <i>Indrawati, Moises Pinto Henriques</i>	201
Organizational Behavior, Leadership and Human Resources Management	[ABS-261] Influence of ISO 9001:2015 Quality Management System Implementation on Employee Performance (Case Study of UPI Academic Directorate) <i>Desi Lavianti, Prof. Dr. H. Eeng Ahman, MS</i>	202
Organizational Behavior, Leadership and Human Resources Management	[ABS-265] THE ROLE OF JOB DEMANDS AND TEAMWORK EFFECTIVENESS IN A HARMONIZING RELATIONSHIPS WITHIN PORT POLICE ORGANIZATION <i>Praptini Yulianti, Maulida Rohmawati & Nidya Ayu Arina</i>	203
Organizational Behavior, Leadership and Human Resources Management	[ABS-266] The Influence of Clan Culture on Organizational Citizenship Behavior (OCB) With Affective Organizational Commitment As Intervening Variable of Employees in Sekolah X Surabaya <i>Margareta Damar Tri Pamungkas & Praptini Yulianti</i>	204
Organizational Behavior, Leadership and Human Resources Management	[ABS-267] Influence of Perceived of Organizational Support for Creativity and Creative Self-efficiency on Job Satisfaction towards Individual Creativity in Member of Non-profit Organizations Engaged in Domestic Stray Animal Care in Surabaya and Sidoarjo <i>Tri Siwi Agustina</i>	205
Organizational Behavior, Leadership and Human Resources Management	[ABS-269] TRANSACTIONAL LEADERSHIP IN PUBLIC SECTOR <i>Ida Ayu Putu Sri Widnyani, Gede Wirata</i>	206

Organizational Behavior, Leadership and Human Resources Management	[ABS-271] EFFECT OF DIRECT AND INDIRECT COMPENSATIONS TO EMPLOYEE PERFORMANCE OF GOVERNMENT SECRETARIATS WEST JAVA PROVINCE <i>Ade Triyasa ,Edi Suryadi</i>	207
Organizational Behavior, Leadership and Human Resources Management	[ABS-17] COLLABORATIVE-BASED ACADEMIC SUPERVISION FOR PRINCIPALS <i>Bahrodin, Maman Racman, Joko Widodo, Achmad Slamet</i>	208
Organizational Behavior, Leadership and Human Resources Management	[ABS-19] The Mediating Role of Psychological Empowerment on the Effect of Person-Organization Fit on Innovative Work Behavior <i>Maria Syana Melina and Christine Winstinindah Sandroto</i>	209
Organizational Behavior, Leadership and Human Resources Management	[ABS-276] The Influence of Perceived Organizational Support and Job Characteristics on Organizational Citizenship Behavior with Employee Engagement as Intervening Variables on Pharmacists <i>Dewi Malik Machfud & Praptini Yulianti</i>	210
Organizational Behavior, Leadership and Human Resources Management	[ABS-278] The dynamics of the political participation of the community in the direct elections of Gianyar Regency of reform era <i>I Made Artayasa (1), Gede Wirata (2), I Wayan Astawa (3)</i>	211
Organizational Behavior, Leadership and Human Resources Management	[ABS-38] The Influence of Staffing to Work Performance (Study on Employees at Production Division of PT Samick Indonesia) <i>Pupung Purnamasari & Endang Mahpudin</i>	212
Organizational Behavior, Leadership and Human Resources Management	[ABS-40] The effects of competency, self-efficacy, and locus of control on small medium enterprises performance in West Sumedang. <i>Chairul Hakim, Disman MS</i>	213
Organizational Behavior, Leadership and Human Resources Management	[ABS-41] The Linking of Knowledge Management Enabler and Employees Performance (Study in Processing Post Unit PT. Pos Indonesia, Bandung) <i>Anita Silvianita, Omnie P. Pramesti, Mahendra Fakhri</i>	214

Organizational Behavior, Leadership and Human Resources Management	<p>[ABS-297] THE INFLUENCE OF DISCIPLINE COACHING AND PHYSICAL WORKING ENVIRONMENT ON EMPLOYEE MOTIVATION IN PT. KERTAS PADALARANG (PERSERO) <i>Prof. Dr. Hj. Sedarmayanti, M.Pd., APU Email: sedarmayanti@gmail.com Sabar Gunawan, MA Email: gunaw911@yahoo.com Brian Wira Wibawa Email: brianwww25@gmail.com</i></p>	215
Organizational Behavior, Leadership and Human Resources Management	<p>[ABS-300] THE EFFECT OF PROMOTION PROGRAM AND REWARDS TO EMPLOYEES SATISFACTION: CASE STUDY ON PT. GUNANUSA UTAMA FABRICATORS SERANG <i>syamsul hadi senen; masharyono; dwi ervita</i></p>	216
Organizational Behavior, Leadership and Human Resources Management	<p>[ABS-45] The Impact of Coaching and Person Job Fit on Self Efficacy and Its Impact on Performance <i>Agi Syarif Hidayat</i></p>	217
Organizational Behavior, Leadership and Human Resources Management	<p>[ABS-302] THE INFLUENCE OF WORK ABILITY ON EMPLOYEE PERFORMANCE <i>MASHARYONO MASHARYONO; SYAMSUL HADI SENEN; DESITA ANGGARA DEWI</i></p>	218
Organizational Behavior, Leadership and Human Resources Management	<p>[ABS-49] The Influence of Knowledge Sharing on Academic Performance <i>Fahmi Jahidah Islamy, Tjutju Yuniarsih, Kusenendi and Lili Adi Wibowo</i></p>	219
Organizational Behavior, Leadership and Human Resources Management	<p>[ABS-50] Polychronicity in the Hotel Industry in Bandung City <i>Rian Andriani (a*), Disman MS (b)</i></p>	220
Organizational Behavior, Leadership and Human Resources Management	<p>[ABS-51] Organizational Citizenship Behavior on Teacher, Case Study of School X <i>Oktovoni Sandjaja & Khrista Jaya Wardhani</i></p>	221
Organizational Behavior, Leadership and	<p>[ABS-52] LEARNING CULTURE AND TECHNOLOGY ACCEPTANCE AS PREDICTORS OF EMPLOYEE JOB PERFORMANCE in ELECTRICAL PUBLIC COMPANY</p>	222

Human Resources Management	<i>Arif Partono Prasetio, Bachruddin Saleh Luturlean, Ghilman Riyadhhi</i>	
Organizational Behavior, Leadership and Human Resources Management	[ABS-54] The Role of Job Satisfaction and Organizational Citizenship Behavior in Developing Knowledge Sharing Behavior in Private Universities <i>Miman Nurdiaman, Arif Partono Prasetio, Gugun Geusan Akbar, Annisa Rahmawati, Rani Putri Yasmin</i>	223
Organizational Behavior, Leadership and Human Resources Management	[ABS-311] EFFECT TRAINING AND EMPOWERMENT IN IMPROVING JOB SATISFACTION <i>B Lena Nuryanti; Wulan Dewani Putri; Masharyono</i>	224
Organizational Behavior, Leadership and Human Resources Management	[ABS-312] MEDIATING ROLE OF ACADEMIC MOTIVATION ON BIG FIVE PERSONALITY AND ACADEMIC PERFORMANCE RELATIONSHIP <i>Ida Bagus Gede Adi Permana</i>	225
Organizational Behavior, Leadership and Human Resources Management	[ABS-57] THE FACTORS DRIVING OF INTENSION WAKIF TO PAY CASH WAQH AT BANTUL REGENCY YOGYAKARTA <i>Kusuma Chandra Kirana, Sri Hermuningsih, Retno Widiastuti</i>	226
Organizational Behavior, Leadership and Human Resources Management	[ABS-314] The effect of employee retention on turnover intention employee-case study on head office Bank Lampung <i>Puspita Wulansari, B. Meilita, Yufaraj Ganesan</i>	227
Organizational Behavior, Leadership and Human Resources Management	[ABS-66] Work Family Conflict : with antecedent Job Involvement, Role Ambiguity and Job demands moderating Social Support <i>Praptini Yulianti & Asti Permata Sari</i>	228
Organizational Behavior, Leadership and Human Resources Management	[ABS-67] Mediating Role : Creative self efficacy Relationship among role identity, job creativity requirements, supervisor creative expectation with creative performance <i>Praptini Yulianti & Merdika Mutiara</i>	229
Organizational Behavior, Leadership and	[ABS-323] ENTREPRENEUR TRANSFORMATIONAL LEADERSHIP FOR SMES BUSINESS SUSTAINABILITY	230

Human Resources Management	<i>Ardika Sulaeman, Ernie Tisnawatisule, Hilmiana, Martha Fani Cahyandito</i>	
Organizational Behavior, Leadership and Human Resources Management	[ABS-324] Relationship Factors that Motivate Nurses in Achieving Documentation Completeness of Nursing Care <i>Ahmad Jaelani, Andhika Mochamad Siddiq, Kusnendi</i>	231
Organizational Behavior, Leadership and Human Resources Management	[ABS-326] Work-Life Balance and Work Stress as Antecedents of Employee Turnover Intention in Private Food Processing Organization <i>Romat Saragih, A.P. Prasetio, and I. Z. Naufal</i>	232
Organizational Behavior, Leadership and Human Resources Management	[ABS-72] Study of Minimum Wage Comparison in Indonesia with Malaysia in Perspective of Islamic Economics <i>Irfan Jauhari, Sri Herianingrum, Tika Widiastuti</i>	233
Organizational Behavior, Leadership and Human Resources Management	[ABS-328] The Effect of Organizational Culture, Leadership Style and Personality toward Job Satisfaction of Auditors and Supervisors in Provincial Inspectorate and District/City in West Java-Indonesia <i>Drs. Edy Sudaryanto, Ak.,MM,CA; Resty Widya Kurniasari, M.Hum</i>	234
Organizational Behavior, Leadership and Human Resources Management	[ABS-76] NURSES SERVICE QUALITY IN COMMUNITY HEALTH SERVICE USING ANALYTIC HIERARCHY PROCESS (AHP) <i>Ali Zaenal Abidin, Suwatno, Tjutju Yuniarsih and Disman</i>	235
Organizational Behavior, Leadership and Human Resources Management	[ABS-332] The Effect of Social Capital and Human Capital on Performance Effectiveness of National Zakat Institutions in Indonesia, Surabaya Head Quarters Experiences <i>Ishmah Qurratuain ;Eko Fajar Cahyono ;Lina Nugraha Rani ; Sylva Alif Rusmita</i>	236
Organizational Behavior, Leadership and Human Resources Management	[ABS-79] TRADE LIBERALIZATION AND LABOUR DEMAND IN INDONESIA: FIRM LEVEL DATA <i>Rossanto Dwi Handoyo (a), Fiqy Rabbanisyah(a)</i>	237

Organizational Behavior, Leadership and Human Resources Management	[ABS-81] The influence of work motivation on employee performance PT.BANK CENTRAL ASIA, Tbk Karawang branch <i>Endang Mahpudin, Pupung Purnamasari</i>	238
Organizational Behavior, Leadership and Human Resources Management	[ABS-337] The Moderating Effects of Organizational Support on the Relationship between Mentoring Behavior and Innovative Work Behavior <i>Nurullaily Kartika</i>	239
Organizational Behavior, Leadership and Human Resources Management	[ABS-85] The Influence of Work Life Balance on the Organizational commitment of Female Employees at PT.Kwanglim YH Indah <i>Tigin Lugiani, Tjutju Yuniarsih</i>	240
Organizational Behavior, Leadership and Human Resources Management	[ABS-342] Accountability in Local Government: Leadership and Organizational Culture, SPI as Moderating <i>Kadar Nurjaman (a*) dan Deni Hermana (b)</i>	241
Organizational Behavior, Leadership and Human Resources Management	[ABS-88] The Effect of Job Satisfaction and Organizational Citizenship Behavior (OCB) Towards Employee Engagement of Starred Hotels in Sumedang <i>Sofiyah, Eeng Ahman</i>	242
Organizational Behavior, Leadership and Human Resources Management	[ABS-344] Knowledge Creation and Innovative Behaviour in Industry 4.0 <i>Yana Setiawan & Tjutju Yuniarsih</i>	243
Organizational Behavior, Leadership and Human Resources Management	[ABS-95] INFLUENCE THE EFFECTIVENESS OF LEADERSHIP STYLE ON PERFORMANCE OF EMPLOYEES OF PT BIO FARMA (PERSERO) <i>Nova Rahmawati Chaidir, Eeng Ahman</i>	244
Organizational Behavior, Leadership and Human Resources Management	[ABS-357] THE EFFECT OF WORK ENVIRONMENTAL AND INDIVIDUAL CHARACTERISTICS TO JOB STRESS AMONG HOSPITAL NURSES <i>Sumiyati, Masharyono Masharyono, Ridwan Purnama, Hendri Yuliadi</i>	245

Organizational Behavior, Leadership and Human Resources Management	[ABS-358] THE IMPACT OF IMPLEMENTATION OF FINANCIAL REWARDS AND OCCUPATIONAL SAFETY & HEALTH TOWARDS JOB SATISFACTION PT. HALEYORA POWER <i>Bambang Widjajanta; Sumiyati; Masharyono Masharyono; Nida Fadlillah; Heraeni Tanuatmodjo</i>	246
Organizational Behavior, Leadership and Human Resources Management	[ABS-113] PENGEMBANGAN MODEL PENGUATAN KAPASITAS SDM PERANGKAT DESA DALAM MENGELOLALA DANA DESA SECARA TEPAT SASARAN, PARTISIPATIF, BERKESINAMBUNGAN, TRANSPARAN DAN AKUNTABEL <i>Muhammad Oceano Fauzan, Disman</i>	247
Organizational Behavior, Leadership and Human Resources Management	[ABS-129] The Influence of Transformational Leadership to Affective Commitment Mediated by Inclusive Organizational Culture at SD Zainuddin, Sidoarjo <i>Muhammad Akbar Rozak & Anis Eliyana</i>	248
Organizational Behavior, Leadership and Human Resources Management	[ABS-130] Effect of work family conflict on job performance through emotional exhaustion as mediation variable on emergency department nurses RSUD DR. Iskak Tulungagung <i>Muhammad Burhanudin Habibi & Anis Eliyana</i>	249
Organizational Behavior, Leadership and Human Resources Management	[ABS-132] The Influence of Transformational Leadership on Employee Performance with Communication Satisfaction Mediation (Case Study of Frontliner Employees of PT Bank Muamalat, TBK Surabaya) <i>Nilakandi Kusuma Wardani & Anis Eliyana</i>	250
Organizational Behavior, Leadership and Human Resources Management	[ABS-133] Person-Organization Value fit and Employee Attitude: A study of blue collar employee. <i>Reni Awaliah Pebriani (a) and Ratih Hurriyati (b)</i>	251
Organizational Behavior, Leadership and Human Resources Management	[ABS-149] LINKING DISTRIBUTIVE JUSTICE AND PROCEDURAL JUSTICE TO EMPLOYEE ENGAGEMENT THROUGH PSYCHOLOGICAL CONTRACT FULFILLMENT <i>RINDYA RAKHMA MENTARI; DWI RATMAWATI</i>	252
Organizational Behavior, Leadership and	[ABS-150] Influence of Talent Management and Organizational Culture to Employee Performance <i>Uun Srihandayani, Kusnendi</i>	253

Human Resources Management		
Organizational Behavior, Leadership and Human Resources Management	[ABS-159] EFFECT OF ORGANIZATION CULTURE TO MOTIVATION AND JOB SATISFACTION AND ITS IMPACT ON TOTAL QUALITY MANAGEMENT IMPLEMENTATION <i>VIA IRHAMNY AZ-ZAHRA (a), EDI SURYADI (b)</i>	254
Organizational Behavior, Leadership and Human Resources Management	[ABS-163] Millennial Generation Employment: The Impact Of Millennial Characteristic To Performance Achievement <i>Elisabet Siahaan</i>	255
Organizational Behavior, Leadership and Human Resources Management	[ABS-164] Developing Strategies to Stimulate Employees Performance:Case of Indonesian Banker <i>Elisabet Siahaan</i>	256
Organizational Behavior, Leadership and Human Resources Management	[ABS-167] Effectiveness of HR Department Roles in Hospitality Industry <i>RATRI WAHYUNINGTYAS</i>	257
Organizational Behavior, Leadership and Human Resources Management	[ABS-172] Teacher Work Productivity as Implication of Implementation Quality Management System <i>Tiara Sri Rahayu (a), Rasto (b*)</i>	258
Organizational Behavior, Leadership and Human Resources Management	[ABS-175] The Effectiveness of Reward System based on Mobile Platform towards Performance: A case study on Go-Jek Drivers in Garut <i>Ridlwana Muttaqin, and Suwatno</i>	259
Organizational Behavior, Leadership and Human Resources Management	[ABS-177] Antecedents of Service Sweethearting (Case Study on Prime Plaza Hotels & Resorts Group) <i>Erna Fitriastuti, Badri Munir Sukoco, Fiona Niska Dinda Nadia</i>	260
Organizational Behavior, Leadership and	[ABS-183] MEDIATING ROLE OF ACADEMIC MOTIVATION ON BIG FIVE PERSONALITY AND	261

Human Resources Management	ACADEMIC PERFORMANCE RELATIONSHIP <i>Ida Bagus Gede Adi Permana</i>	
Organizational Behavior, Leadership and Human Resources Management	[ABS-204] THE ROLE OF ZAKAT, INFAK, ALMS, AND ENDOWMENTS BMH AGAINST THE INDEPENDENCE OF PONDOK PESANTREN DARUL HIJRAH II PASURUAN. <i>Siti Inayatul Faizah, Diananda Rahmawiguna</i>	262
Organizational Behavior, Leadership and Human Resources Management	[ABS-235] Decision Support System Determination of employee achievement Based on the assessment of Employee Performance by Analytical Hierarchy Process Method <i>Uus Mulyana, Kusnendi</i>	263
Organizational Behavior, Leadership and Human Resources Management	[ABS-240] THE IMPACT OF LEADERSHIP STYLE AND ORGANIZATIONAL CULTURE ON EMPLOYEE PERFORMANCE <i>Yani Restiani Widjaja Sekolah Pascasarjana Universitas Pendidikan Indonesia e-mail: yanividjaja28@gmail.com</i>	264
Organizational Behavior, Leadership and Human Resources Management	[ABS-244] Intellectual Capital and Knowledge Sharing Linkages for Enhancing Institutional Performance : Indonesia Colleges Case <i>Nani Maryani , Horas Djulius</i>	265
Organizational Behavior, Leadership and Human Resources Management	[ABS-245] Leadership Style Analysis: A Case Study on the Manager of Anggungan Village Credit Union <i>Yudistira Adnyana and I Made Sumada</i>	266
Organizational Behavior, Leadership and Human Resources Management	[ABS-248] The influence of leadership style in construction company <i>P.D.H. Ardana, N.K. Astariani & I.G.M. Sudika</i>	267
Organizational Behavior, Leadership and Human Resources Management	[ABS-251] Impact of Knowledge Management on Career Development: a Study among Lecturers on Private College <i>Rahmi Widyanti dan Basuki</i>	268
Organizational Behavior, Leadership and	[ABS-254] THE MEDIATION EFFECT OF ORGANIZATIONAL COMMITMENT IN THE RELATION OF ORGANIZATION CULTURE and EMPLOYEE	269

Human Resources Management	PERFORMANCE <i>Asep Adam, Tjutju Yuniarsih, Eeng Ahmad, Kusenendi</i>	
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-257] Identification of e-Governance Indicators for Measuring Smart Governance in Bandung City <i>Indrawati, Mochamad Yudha Febrianta</i>	270
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-2] The Accountability Performance Evaluation of Local Governmental Organizations in Indonesia <i>Deddy Mulyadi & Dedi Supiyadi</i>	271
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-258] Early Warning System for Property Price Bubble in Indonesia and Strategy to Prevent Business Failure <i>Rudi Purwono, Pradiska Lidya Permata, R. Dimas Bagas Herlambang</i>	272
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-259] Impact from Loan-to-Value to Housing Price Bubble in Indonesia and Strategy to Prevent Business Failure <i>Rudi Purwono, Dessy Kusumawardani, R. Dimas Bagas Herlambang</i>	273
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-263] REFORMULATION IN THE BASIC OF LEGAL CONSIDERATIONS ABOUT THE BASIC IN FILING FOR BANKRUPTCY IN INDONESIAN COMMERCIAL COURT (THE LEGAL COMPARISON WITH MALAYSIA AND SINGAPORE) <i>Putu Eka Trisna Dewi, I.W.P Sucana Aryana</i>	274
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-8] Knowledge Inertia in the Innovation of Coffee Production: (A Study of Members of a Coffee Cooperative in West Sumatra, Indonesia) <i>Hafiz Rahman and Hanjaya Putra Siswowyanto</i>	275
Strategic Management, Entrepreneurship	[ABS-11] Psycho-Economic Phenomenon, Opportunistic Behaviour and their Impact on	276

and Contemporary Issues	Entrepreneurial Failure <i>Hafiz Rahman-1, Eri Besra-1 and Nurhayati-2</i>	
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-268] The Improvement Effort for Safety Awareness Through Integrated Safety Management <i>1. Ai Rosita, ST., MT., 2. Dr. Lili Adi Wibowo, M.Pd. 3. Prof. Dr. Agus Rahayu,</i>	277
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-16] HOW DO WE PERCEIVE FAILURE? INTRODUCING THE INTEGRATIVE MODEL OF ENTREPRENEURIAL FAILURE <i>Eri Besra (1) Hafiz Rahman (1) Nurhayati (2)</i>	278
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-274] ANALYSIS OF SMEs PERFORMANCE IN INDONESIA <i>Erna Herlinawati, Amir Machmud, Suryana</i>	279
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-277] Government Ownership, Financial Constraint, and Firm Performance <i>Chorry Sulistyowati (a*), Aisyatur Ridlo (b)</i>	280
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-279] THE INFLUENCE OF ATTITUDE, SUBJECTIVE NORM, SELF EFFICACY, FAMILY ENVIRONMENT TOWARDS ENTREPRENEURIAL INTENTION, MEDIATED BY ENTREPRENEURSHIP EDUCATION, ON STUDENTS OF FACULTY OF ECONOMY OF NGURAH RAI UNIVERSITY <i>Nyoman Dwika Ayu Amrita, I Made Kartika, Putu Gede Denny Herlambang</i>	281
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-24] Influence Skills And Commitment to Guest Satisfaction At Hotel Enhai Indonesia <i>Yana Hendayana and Hari Mulyadi</i>	282

Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-25] AN ANALYSIS ON THE HIGHEST AND THE BEST USE IN LAND OWNED BY PT PLN (PERSERO) AT PAYA PASIR, MEDAN, AS AN ALTERNATIVE STRATEGY OF ASSET UTILIZATION <i>Milha Listyohadi (a*), Sukaria Sinulingga(b), Sugiarto Pujangkoro(c)</i>	283
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-281] The Relationship Between Innovation Capacity And Company Performance of Creativity Industry In Indonesia <i>Riyandi Nur Sumawidjaja, Suryana, Amir Machmud, Eeng Ahman</i>	284
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-282] The Role of Formal Education on Entrepreneurial Intention among Students <i>Okky Rizkia Yustian, Hari Mulyadi.</i>	285
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-285] STRATEGIC MANAGEMENT : BUILDING FRAME WORK IT-GOVERNANCE IN UNIVERSITY ENVIRONMENT <i>Iwan Rijayana(a), Lili Adi Wibowo(b), Ratih Hurriyati(c)</i>	286
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-30] Government innovation: Smart village as a strategy to solve village problems in Indonesia <i>Haidar Fikri, Dr. Didik G. Suharto, S.Sos., M.Si, Rino Ardhian Nugroho, S.Sos., Ph.D</i>	287
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-291] CORPORATE SOCIAL RESPONSIBILITY IN INDONESIA: The Facet of Government Regulation in Encouraging Corporate Social Responsibility Goals <i>Sri Oktavia, SH. MSc. PhD</i>	288
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-39] Comparison Between Entrepreneurship Factors Korea and Indonesia by SWOT analysis <i>Namhee Jo</i>	289

Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-309] THE POWER OF STRATEGIC ORIENTATION AND INNOVATION CAPABILITY IN CREATING COMPETITIVE ADVANTAGES: A CASE STUDY ON DIGITAL ENTREPRENEUR IN TECHNOPARK CITY CIMAHI, WEST JAVA, INDONESIA. <i>Komarudin; Suryana</i>	290
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-317] Upgrading the Business Performance of the Digital Creative Industry: The Role of the Community <i>Rofi Rofaida; Suryana; Ayu Krishna Y</i>	291
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-321] What is the Best Risk Management in Sharia Banking Financing? <i>Lina Nugraha Rani, Eko Fajar Cahyono, Sylva Alif Rusmita</i>	292
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-74] Islamic Social Entrepreneur Organization of Zakat Management in Empowerment Socio-Economic Mustahiq in Indonesia <i>Tika Widiastuti, M. Nafik Hari Ryandono, Irham Zaki, Imron Mawardi, Taqiyah Dinda Insani</i>	293
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-75] FEASIBILITY ANALYSIS OF SMALL AND MEDIUM ENTERPRISES (SME) OF SHOES AND SLIPPERS IN BOGOR <i>Olivia Venessa Boru Nainggolan</i>	294
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-331] SMEs Development Strategy in Improving the Image of Tasikmalaya City as a Halal Culinary Tourism Destination <i>S.Sulastri; Azizah Fauziyah; Ismail Yusuf</i>	295
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-80] Impact of Entrepreneurial Skills and Innovations on Business Success <i>Resti Indriarti, Hari Mulyadi</i>	296

Contemporary Issues		
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-89] The development Evolution of absorptive capacity in large firm Automotive segment over time span <i>Syahyono, Lili Adi Wibowo</i>	297
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-347] BARRIERS AND SUKUK SOLUTIONS IN INDONESIA <i>Masmira Kurniawati, Nisful Laila, Fatin Fadhillah Hasib, Siti Nur Mahmudah</i>	298
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-93] ANALYSIS OF BUSINESS MODEL CANVAS TO INCREASE COMPETITIVENESS (A study on the small medium enterprise Boneka Bandung) <i>Sekar Dila Pratiwi, Hari Mulyadi</i>	299
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-350] Sharia Social Entrepreneurship: A Theoretical Study Kewirausahaan Sosial Syariah: Sebuah Kajian Teoritis <i>Hery Wibowo Meilanny Budiarti Santoso Eky Erlanda Edel</i>	300
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-96] Young Entrepreneurship Interest In Indonesia <i>Agus setyo pranowo and Hari mulyadi</i>	301
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-353] EXPLORATION OF THE FACTORS THE DECLINE IN THE NUMBER OF STUDENTS IN XYZ ELEMENTARY SCHOOL SURABAYA <i>LELYS CRISTINA</i>	302
Strategic Management, Entrepreneurship	[ABS-354] Influence of External and Internal Environment on the Application of Good University Governance (GUG) Principles at Higher Education	303

and Contemporary Issues	Quality (Studies In Private Colleges In Bandung) <i>Eka Surachman, Agus Rahayu, Lili Adiwibowo</i>	
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-356] INFLUENCE OF ENTREPRENEURIAL LEARNING ON SELF-ESTEEM AND ITS IMPACT ON MOTIVATION OF STUDENT ENTREPRENEURSHIP <i>Eded Tarmedji; Fitri Awaliani Setiadi; Ahim Surachim; Lisnawati</i>	304
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-108] Realized Strategy and Financial Performance in Indonesia Banking Industry <i>Aang Kunaifi, Muhammad Saiful Hakim, Berto Mulia Wibawa</i>	305
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-114] The Effect Of Customer Demand And The Supplier Performance On Competitive Strategy (Study in Fixed Broadband Indonesia) <i>R. D. Pasaribu, A. Prasetyo, O. O. Sharif</i>	306
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-121] MANAGERIAL CAPABILITY OF SMALL BUSINESS ENTREPRENEURS: THE CASE OF BANDUNG DRESS KIOSKS OWNER <i>Rian Ahmad Syathari, Agus Rahayu, Ratih Hurriyati</i>	307
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-125] Developing human capital industry through public private partnership: Is it Profitable? <i>I. Helvetikasari , I.D.A. Nurhaeni and D.G. Suharto</i>	308
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-137] The Impact of Dynamic Capabilities and Environmental Turbulence Towards Business Unit Performance <i>Sir Kalifatullah Ermaya, Lili Adi Wibowo</i>	309
Strategic Management,	[ABS-162] Surviving on Agricultural Sector : Comparison of Income Statement between	310

Entrepreneurship and Contemporary Issues	Traditional Farmers and Agricultural Companies <i>Martino A. Adipraja</i>	
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-165] The Intervening Effect of Market Orientation on Entrepreneurial Orientation, Operations Strategy and Business Performance <i>Febriana Wurjaningrum (a*), Bintari Hartami (a)</i>	311
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-176] Strategic Orientation and Absorptive Capacity on Suppliers Performance: The Moderating Effects of Empowerment Climate <i>Ratih Agustina, Badri Munir Sukoco, Andri Rianawati</i>	312
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-180] Positioning of Corporate Branding in Turbulent Environment ; A case study of SAMSUNG in Indonesia <i>Ira Murweni</i>	313
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-187] High Impact Entrepreneurs: Do Not Measure The Size, But The Influence! <i>Ika Suhartanti Darmo, Hari Mulyadi</i>	314
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-198] MANAGEMENT MODEL OF RESEARCH CLINIC-BASED CIASSROM ACTION RESEARCH ASSISTANCE ACCORDING TO THE NEED OF SOCIAL SCIENCE TEACHERS IN JUNIOR HIGH SCHOOL <i>Swidarto, Joko Widodo, Fahrudin, and Totok Sumaryanto</i>	315
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-199] BUSINESS INCUBATOR MODEL WITH TECHNOLOGY BASED TO ENHANCE THE QUALITY OF LEARNING PROCESS <i>Ratih Hurriyati, Ana ,Kahiroh Mohd Salleh, Lai Chee Sern.</i>	316

Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-200] IMPROVING TEACHERS CAPABILITY IN AUTHENTICAL ASSESSMENT THROUGH CLINICAL SUPERVISION WITH PEER COACHING GROW ME APPROACH <i>Mamun Hanif, Joko Widodo, Joko Sutarto, Wahyono</i>	317
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-203] Women Entrepreneurship Intensions In Indonesia <i>Marwan Effendi, Suryana</i>	318
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-205] The Influence of Entrepreneurial Attitude toward Entrepreneurship Intention Female Students <i>Hari Mulyadi, Rd. Dian H. Utama, Yusuf Murtadlo Hidayat, Widiana Rahayu</i>	320
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-215] CILETUH GEOPARK TOWARD THE TOURISM INDUSTRY <i>Meilanny Budiarti Santoso, Santoso Tri Raharjo, Nurliana Cipta Apsari</i>	321
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-218] Does the Sentra Policy Influence the Performance of Small and Medium Industry (IKM)? (Case Study at Sentra IKM Footwear in West Java, Indonesia) <i>Rizki Wahyuniardi(1); Iman Sudirman(2); Horas Djulius(3)</i>	322
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-225] QUEUE PERFORMANCE IN GOVERNMENT BANKS <i>yetty dwi lestari</i>	323
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-231] Contribution of Entrepreneurial Characteristics to Business Performance: Study from Suci T-Shirt Production Region in Bandung <i>Cut Irna Setiawati, Novella Asri Magdalena Sihombing</i>	324

Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-234] Designing Business Strategy on Export Company PT. Victory Rottanindo <i>Anisa Shabrina</i>	325
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-238] Effect of Strategic Orientation on Service Innovation Capability and Hotel Performance: Role of Learning Orientation and Environmental Context <i>Evo Sampetua Hariandja</i>	326
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-242] Personal Attitudes, Family Background, and Contextual Elements as Antecedents of Students Entrepreneurial Intention: Case in Indonesia Higher Education <i>H.A. Rivai, H.Lukito, & A. Morhan</i>	327
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-252] THE APPLICATION OF POLITE BUSINESS ENVIRONMENT AMONG YOUNG ENTREPRENEURS OF IMPORTED USED CLOTHES IN ROYAL PLAZA SURABAYA <i>Armuninggar, Aris</i>	328
Strategic Management, Entrepreneurship and Contemporary Issues	[ABS-253] THE APPLICATION OF FREEDOM OF CONTRACT PRINCIPLE IN THE AGREEMENT IN INDONESIA BUSINESS ENVIRONMENT <i>Armuninggar, Aris</i>	329

[ABS-90] Conserving Environment through Local Wisdom of Organic Vegetable Crops in West Java Indonesia

Oda. I. B. Hariyanto

AKPAR BSI Bandung

Abstract

Until today, vegetable farmers still use inorganic fertilizer to fertilize the soil and chemical pesticide to eradicate pests. It is assumed to be quite practical and effective use inorganic fertilizer and chemical pesticide, is the most powerful to increase vegetables quantity. Without calculating negative impact towards environment and human health, also its impact towards green house gasses cumulatively cause global warming. A wise solution is back in the era before 1970, in that time farmers are very depends on local wisdom. Now, vegetable cultivation based on local wisdom has been four decades old abandoned by farmers, it is assumed to be ineffective and inefficiency towards development era. The aim of study is to explore and con-serve vegetables cultivation based on local wisdom to minimize the impact towards human and natural environment. Qualitative research method and ethnography approach used to analyze with this study reason and discuss about the latest actual and factual problems. Data produced is descriptive data that relates to local wisdom of Sundanese Culture in West Bandung. Agriculture based on local wisdom is not about something new, but after four decades are abandoned for farmer generation now is something new

Keywords: Organic Vegetables, Local Wisdom, Green Energy

Topic: Green Business

Conserving Environment Through Local Wisdom of Organic Vegetable Crops in West Java Indonesia

O.I.B. Hariyanto *
 Akpar BSI
 Bandung, Indonesia
 * oda.oib@bsi.ac.id

Abstract— Until today, vegetable farmers still use inorganic fertilizer to fertilize the soil and chemical pesticide to eradicate pests. It is assumed to be quite practical and effective use inorganic fertilizer and chemical pesticide, are the most powerful to increase vegetables quantity. Without calculating negative impact towards environment and human health, also it gives impact towards greenhouse gasses cumulatively cause global warming. A wise solution is back in the era before 1970, in that time farmers are very depends on local wisdom. Now, vegetable cultivation based on local wisdom has been four decades old abandoned by farmers, it is assumed to be ineffective and inefficiency towards development era. The aim of study is to explore and conserve vegetables cultivation based on local wisdom to minimize the impact towards human and natural environment. Qualitative research method and ethnography approach used to analyze with this study reason and discuss about the latest actual and factual problems. Data produced is descriptive data that relates to local wisdom of Sundanese Culture in West Bandung. Agriculture based on local wisdom is not about something new, but after four decades are abandoned for farmer generation now it is something new.

Keywords—*Conserving Environment; Local Wisdom; Vegetable Farmers*

I. INTRODUCTION

In the beginning, the use of inorganic fertilizer gives positive impact to vegetable farmers. It fertilizes the soil so it improves vegetable crops of production results. But the use of sustainable inorganic fertilizer can cause the ground hardens and lowering the soil of pH, so the soil becomes not fertile anymore and it decreases production result of vegetable crops. The use of inorganic fertilizer in long time period is always accompanied with environmental problems, both for biological fertility and physical condition of solid and also the impact to customer. That is the case for eradicating pests of vegetable crops, farmers often use pesticide, in order to vegetable crops are spared from pest attack that will damage vegetable quality. In line with business to increasing vegetable crops production, the use of pesticide as pesticides is seen to be improved from year to year. In the study of Anhar stated that the use of pesticide excessively and continuously on vegetable crops will impact to human health and living environment.

The use of chemical insecticides excessively in controlling pest will harm because direct application exposes surface of vegetable leaves. Vegetation planting period until harvest is relatively short so at the time of harvest al-lows pesticide residue is on vegetables. The study of Ameriana said the use of pesticide unwisely, it can emerge some negative impact both on human and environment. The highest of pesticide poisoning in developing countries; generally chemical pesticide can enter into human body through three paths such as: respiratory system, digestive system, and skin tissue. From some previous studies, so it can be concluded that the use of inorganic fertilizer to fertilize the soil can cause negative impact; it causes environmental pollution, soil, water and air. It is same case with the use of pesticide to pest killer will harm human health. The study of Girsang mentioned that the incidence of bad impact of using pesticide can be specified into 3 parts: Pesticide influences negatively towards human health, Pesticide influences negatively towards the quality of environment, and Pesticide can threat the existing ecosystem balance condition, spread widely by the wind and it will poison all the living things that are in the environment, and the most dangerous if pesticide settles in human food.

II. LITERATURE REVIEW

Based on research in 1987 from several places of vegetable cultivation in West Java and Central Java, residual levels that is contained in vegetables such as carrot, potato, cabbage, onion, tomato are known to have residues that exceed the maximum limit. Therefore, to save the environment and sustainable human life, so it needs new innovation that must be done towards cultivation of vegetable plants. The cultivation of organic vegetables is the wise case to maintain the pollution of the environment and the sustainability of a healthy human life. It is very dilemma for West Java Society as fans of raw vegetables “lalapan”, but organic vegetables as environmental friendly product is felt to be very expensive, if it is compared than inorganic vegetable.

The study of [1] states that “As the most prominent is that organic product price is more expensive from conventional product, so it is needed customer behavior that is more caring because of product’s content than product’ price”. The possible solution is back to nature, doing the ways of vegetable cultivation naturally without using inorganic fertilizer and pest killer without chemical pesticide. Now, it is the time for

farmers in West Bandung to back understand ecofriendly agricultural governance by doing the ways that have been done in the past few decades, before farmers know inorganic fertilizer and chemical pesticide.

III. METHOD

In modern society, healthy lifestyle becomes trend of today, and it is one of standard quality measurement. Some of society selects to consume environmental friendly organic food product in order to keep their health, though it is expensive price. The study of Silitonga said that healthy lifestyle can be started by consuming organic vegetables; it is a vegetable produced from natural substances without using synthetic chemical material. The main objective of organic agriculture is providing agricultural products, especially food safe for human health, it does not cause harmful for farmers as producer and for society as consumer, and also it does not damage environment. The major problem gives understanding for farmers to switch environmental friendly agricultural system. Farmers' knowledge towards organic farming cultivation has not been much in demand by vegetable farmers.

Organic agricultural process is applied traditionally by using non-chemical materials. The principal if ecological health, so justice and protection are underlying in the management of organic farming. Healthy principle applies the conserving and healthy improvement of soil, plants, animals, earth, and human are united into organic agricultural, it is caused those components are connected to each other and they cannot be separated between its components. The research method used is a qualitative research method with the reason that research is conducted in a real or natural setting, and produces descriptive data. With an approach to understanding how people understand and explain and describe the life of a tribe. While the object of the research is a case study are vegetable farmers who work on farmland located in Bandung. Data collection techniques through observation, document analysis and in-depth interviews, as key informants were farmers before the 1970 era. Informant voter techniques were carried out by snowball techniques (snowball sampling). They are farmers who manage traditional vegetable based cultivation (based on traditional), with an approach to local wisdom.

IV. RESULTS AND DISCUSSION

4.1 Condition and local potential in West Java

West Bandung area includes into Bandung City and Cimahi City; most of area is used to agricultural cultivation which is 66.500,294 HA. Protected area is about 50.150.928 HA, non-agricultural cultivation is about 12.159.151 HA and the rest is 1.768.654 HA. In the latest decades, West Bandung and North Bandung area get climate change temperature rise,

greenhouse effect, they are assumed to play role in increasing temperature at West Bandung area that is caused by human activity. Hotel construction is on a large scale at North Bandung area causes the occurrence of decreased quality of green land, the use of inorganic fertilizer and chemical pesticide as pest eradication on farmland. According to study of [2], future's consequences towards climate change is always predicted to be more dramatic and it disturbs human life, such as threatened distribution of natural vegetation and biodiversity, erosion, and storm. Although there is no practical study, the relation of the use inorganic fertilizer and chemical pesticide toward temperature rise in Bandung City and surrounding. The visible symptoms show that it has been happened greenhouse effect which causes global warming improvement, like uncertain climate change, avalanche, flood that hit Bandung City.

Based on study of [3] states global warming that happened in the latest decades has caused climate change which most of them are indicated as environmental disaster like flood, drought, and the shifting of the rainy season. These environmental disasters are very influenced toward agricultural sector because it has high dependence on climatic conditions. In line with coordination meeting and circular letter from Regent of West Bandung to all SKPD to anticipate the occurrence of natural disaster that is caused by uncertain rainfall and the topography in West Bandung area.

The opinion and complaint from them who lived since 1970, they stated that Bandung city was fresh at that time, North West of Bandung is still covered by fog in the morning. But today many people feel that Bandung City and the surrounding is not fresh anymore like in the past. West Bandung has potential return as before which is by minimizing impact of greenhouse effect towards global warming.

4.2 Traditional farmer

A friendly farmer to environment is farmer who really pays attention and takes care of the environment in order not to damage physical, chemical, biological and ecological. They conduct agricultural land management by using organic fertilizer and eradicate pests without using chemical pesticide. In agricultural activity, there are three types of agricultures, first of agricultural model "natural" or natural farming that hinted natural power can control plants growth, it is not needed human intervention altogether. Second of agricultural model is "organic", human intervention is more intensive to use firm land and try to increase the result based on the principle of recycling that is done according to local conditions.

Third of agricultural model is “industry” develops according to demands of a rapid human population so the effort to increase production significantly is by using high yield variety. Agricultural of industry uses inorganic fertilizer and the use of chemical pesticide to minimize the crop failure and also pest attack and plant diseases. Now, agriculture is far from the proper agricultural method, ignoring nature, and contrary to the laws of nature, and it puts heavy loads on the environment. Therefore, the importance of returning to nature or returning to local wisdom that had been taught by ancestors from generation to generation in fertilizing and take care of environmental sustainably for benefit of the people and future generations.

4.3 Local wisdom to maintain the fertility of agricultural land

Preserving and maintaining soil fertility based on local wisdom are traditional views and knowledge that becomes reference in behaving for farmers in the era before 1970. An old pattern can be re-used to maintain sustainability and balance of natural and human resources, without causing the impact or damage physical, chemical, biological, and ecological environment. Every region or society has its respective local wisdom to fulfill needs and solve the life challenge wisely depends on geographical conditions of their respective regions. Cultural value keeps natural sustainability and the spirit to work in the garden like knowledge of garden rotation; keeping the forest, and intercropping farming pattern. Farmers in West Java have local wisdom in keeping and maintaining soil fertility so they really understand the time period of planting and the appropriate plant species. Farmers understand when and the favorable type of vegetable cultivation is reviewed from climate aspect of local, soil, economic, social structure and culture with the least risk, such as:

- a. The use of manure of compost to repair soil structure, planting Turi tree around vegetable cultivation area gives positive impact because the root of Turi tree donates a certain amount of nitrogen to the environment.
- b. Reviving microorganisms or beneficial microorganisms to the soil.
- c. Do intercropping; it is commonly the main plant type vegetables, and alternate with the type of beans. The root type of beans has rashes in its process; it can improve the content of nitrogen inside of soil, so it fertilizes the soil. According to [4], nitrogen is essential nutrients for plant nutrients. It is the component of proteins, nucleic acids, and chlorophyll. Therefore, this nitrogen unsure is very important in plant growing.
- d. Do rotate cropping alternately for different types of vegetable crops in order to make mutualistic symbiosis happened. The goal is to increase type and quantity of vegetable production and to reduce risk of crop failure and also to increase the productivity of land use.

4.4 Local wisdom in eradicating pests

The major problem that is always faced by vegetable farmers is pests attack in form of mushrooms, caterpillars, fruit flies and insects. Eradicating plants pests that damages vegetable crops so it makes the quality of vegetable reducing, it is not always use chemical pesticide. There is wisely ways can be done so it does not give poison to vegetable and it does not take cost, such as:

- a. Snails destroy vegetable crops, to eradicate it by spreading ash from rice husks on surrounding vegetable plants, ash will put on slimy snails’ body so it will hurt and finally dies. Snails can be eradicated herbally by using herbs from neem leaves, tobacco leaves, cassava leaves, noni fruit and betel nuts. Those materials contain xeronine, sterol, alizarin, glycine, sodium, caprylic acid, arginine, prokserine, quinine antin, trace elements, phenylalanine, niclos amide, magnesium terpenoid, anti-bacterial, arcobic, and scopeleto, so it can be herb plants and friendly biopesticide.
- b. Pests of mushrooms is plant-disturbing organism which attacks to leaves vegetables, it is common appear when it is high rainfall. Biopesticide used to eradicate mushrooms by spraying tobacco or lemon water, on plants that exposed fungi.
- c. Eradicating caterpillar pests on vegetable plants can use extract boiled onion skin and then sprayed with leaves. According to study of Deden, plant extract that can be used vegetable pesticide to control caterpillars is seed extract of “mahkota dewa” and the neem seeds, srikaya leaves, papaya leaves, mindi leaves.
- d. Insects, sundanese is very like “lalapan” of basil leaves, basil planting on the side of vegetable crops provides a double benefit. Besides it is used as “lalapan” has efficacy as herbs medicine for human, it is also useful for insect repellent.

V. CONCLUSION

According to research result and discussion above, it can be concluded as. Now, farmers of vegetables cultivation in West Bandung have long switched generally to industrial agriculture system; the use of inorganic fertilizer and chemical exterminator are assumed more practical and effective. Farmer feels accustomed to and assume to be difficult to switch into vegetable cultivation based on local wisdom; it is caused by the wide of agricultural area.

Farmers are provided the understanding and the benefit technically, in the relation of vegetable cultivation based on local wisdom. Active and reliable field agricultural extension to give understanding of how importance of local wisdom in maintaining environment and human health. Make incubator pilot agricultural not only technology based on local wisdom to conserve environment but also human health

REFERENCES

- [1] Hariyanto, O.I.B. 2018. Green Awareness and Purchase Intention for Organic Products in IOP Conference Series, Materials Science and Engineering, vol. 288, p. 12114.
- [2] Gernowo, R. & Kusworo, A. & Arifin, Z. 2013. Co 2 Measurement of Variability and Analysis of the Impact of Peru-Climate Materials, vol. 3, no. 2, pp. 144-149
- [3] Rasmikayati, E., & Djuwendah, E. (2015). Dampak Perubahan Iklim Terhadap Perilaku Dan Pendapatan Petani (The Impact of Climate Change to Farmers' Behavior and Revenue). *Jurnal Manusia Dan Lingkungan*, 22(3), 372-379.
- [4] Purwanti, N.D. 2008. Biological Nitrogen tethering: Perspective and limitations, *Wartazoa*, vol. 18, no. 1, pp. 9-17.



bank bjb

Tandamata Untuk negeri



Solusi bertransaksi aman, nyaman, dimana saja dan kapan saja.

bjb **digital**



bjb ATM



bjb SMS



bjb NET

bjb call
14049

www.bankbjb.co.id

[bankbjb](https://www.instagram.com/bankbjb)

[@infobankbjb](https://twitter.com/infobankbjb)

[bankbjbofficial](https://www.facebook.com/bankbjbofficial)

bank bjb terdaftar dan diawasi oleh OTORITAS JASA KEUANGAN



The 3rd Global Conference on Business, Management and Entrepreneurship

"Creating Innovative and Sustainable Values-added Businesses in the Disruption Era"

Universitas Pendidikan Indonesia
Agustus 8, 2018



GCBME
Global Conference on Business, Management, and Entrepreneurship

CERTIFICATE

This is to certify that

Oda I. B. Hariyanto

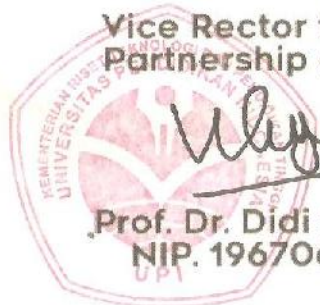
has participated as

Presenter

a paper titled "Conserving Environment Through Local Wisdom of Organic Vegetable Crops in West Java Indonesia"

Vice Rector for Research,
Partnership and Business

Prof. Dr. Didi Sukyadi, M.A.
NIP. 1967060919944031



Chair



GCBME 2018
global conference on
business, management
and entrepreneurship
Prof. Dr. Ratin Hurriyati M.P.
NIP. 196802251993012001

Organized by:



Cohost:



Indexed by:



Sponsored by:

