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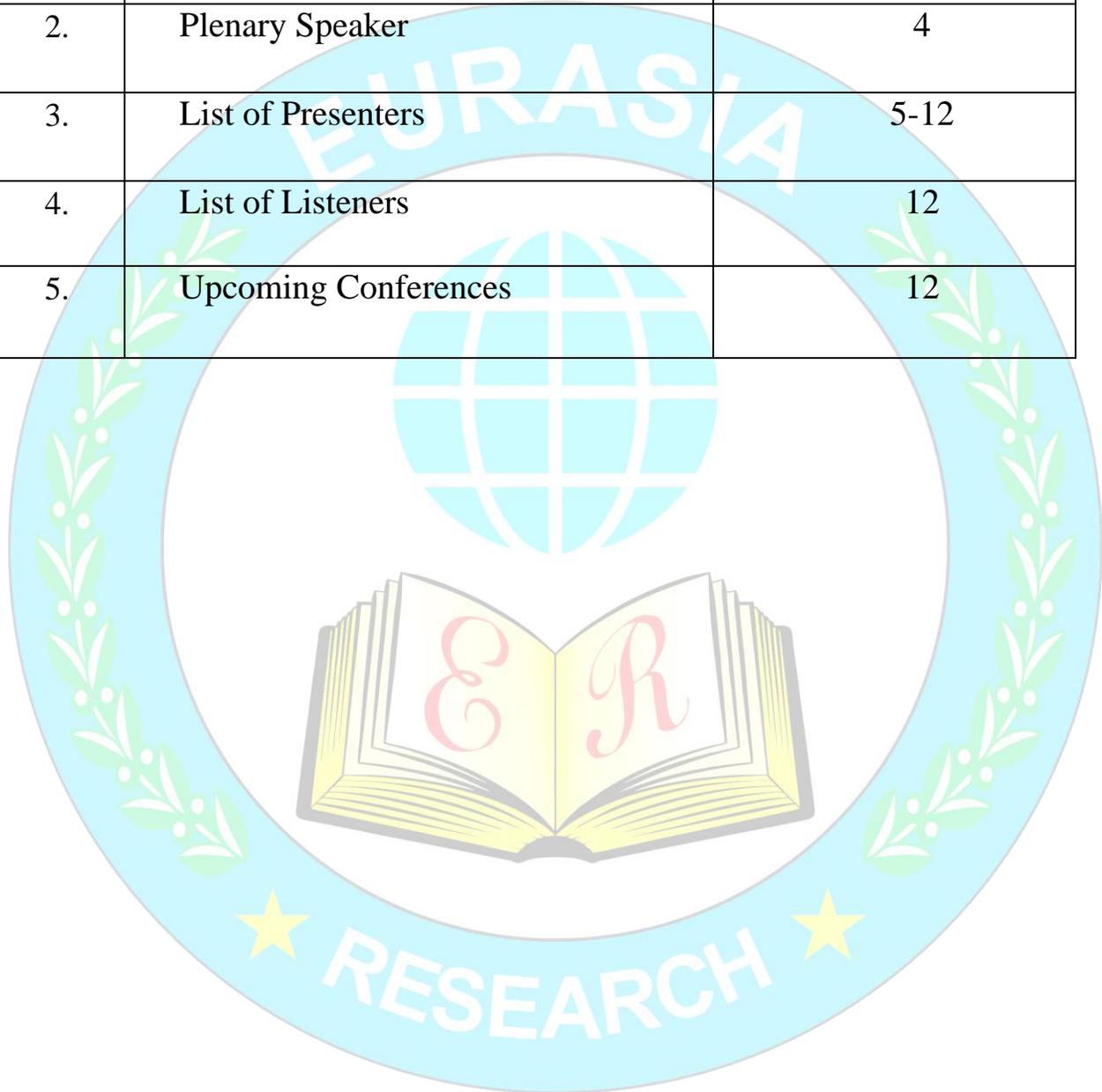
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Preface:

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PLENARY SPEAKER



Sarojini Naidoo
Department of Social Work, Faculty of Humanities, University of Johannesburg, South Africa

Dr. Naidoo is a trained social worker and psychologist and joined the Department of Social Work at UJ in August 2018. She studied at the then University of Durban-Westville where she completed her degree in Social Work as well as Honours and Masters Degrees in Psychology. Her Ph.D. was completed at the University of KwaZulu-Natal and is in the area of suicidality. She has research interests in the areas of bullying, adult mental health, and nonsuicidal self-injury, in addition to suicidality. Dr. Naidoo teaches Advanced Group Work practice and Health, Illness and Psychosocial support at the third-year level as well as Psychopathology on the Masters in Clinical Social Work program. Her teaching philosophy is one that emphasizes commitment from students and academics to focus on personal strengths and deliver excellence in all areas of learning.

PRESENTERS



**Ivoletti Merlina
Walukow
ERCICSSH1927051**

The Implementation of Marketing Strategy for Small and Medium Enterprise (SMEs) of Coconut Furniture In the Regency of Tomohon, North Sulawesi , Indonesia

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Abstract

Coconut timber based furniture in Tomohon, North Sulawesi is increasingly challenged by the presence of other types of furniture made up of plastic, rattan and various types of hardwood. In spite of its highly sophisticated material's quality where most timber from this region has a high density property, the coconut lumber furniture industry has been continuously flooded with the shifting of market demand to a more practical type of furniture. This has forced the SMEs for Coconut furniture to strategize not only to survive but at the same time to capture new markets. The research is a multi year study where the first year was focused on assessing the firm's internal environment of which its strengths and weaknesses were revealed and its external environment where the opportunities and threats were identified. This step was followed up by developing an 8 (eight) model of draft strategy to be implemented by the SMEs. Using the combination of IFE, EFE, Space Matrix, SWOT Matrix and QSPM (Quantitative Strategic Planning Matrix) on 92 respondents, the proposed models are tested in the second year. By applying Confirmatory Factor Analysis, the measured models are significantly confirmed.

Keywords: Small and medium enterprise, competitive strategy, coconut furniture



**Fariza Anggraini
ERCICSSH1927052**

Communication Culture in New Media (Virtual Ethnographic Study of the Parents WhatsApp Group in Communication of Student Learning Activities at SDIT Ummul Quro Depok)

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Abstract

Communication is an absolute necessity for every individual to be able to interact with each other. Technological developments reduce communication problems so that the communication process becomes easier, people can communicate without being limited by using the internet. In Indonesia internet is mostly used to access social media, such as WhatsApp. One example of a quite active WhatsApp application user is the parent's community of SDIT Ummul Quro Depok. Exchange of information which was originally done only by face to face with the teacher in class or at school, can now be done anytime and anywhere without being limited by space and time.

There are several differences that will be found when communicating with each others, such as interpersonal, age, culture, accent, ethnicity, or maybe speed in speaking. In virtual communication the difference is still felt, even though the communication occurs not directly. Differences in individual backgrounds when communicating will then be followed by adjustments made by each individual so that communication objectives are achieved. The way the adjustments are made and

	<p>the results of adjustments can be different for each individual. The author uses a ethnographic virtual method to conduct research on the WhatsApp group of SDIT UQ Depok, and analyze the research results based on the Theory of Accommodation. The results of the study explain about accommodations are found in virtual communication in new media which will simultaneously prove that the theory of accommodation also applies not only in the real world but also in the virtual world.</p> <p>Keywords: accomodation theory, communication, ethnographic virtual, new media</p>
 <p>Muhammad Sanusi Ibrahim ERCICSSH1927054</p>	<p>Estimating Non Users Willingness to donate for improve Conservation of Yankari Game Reserve, Bauchi Nigeria; Random Parameter Model approach</p> <p>Muhammad Sanusi Ibrahim Geography Department, School of General Studies, Abubakar Tatari Ali Polytechnic Bauchi, Bauchi, State Nigeria</p> <p>Abstract</p> <p>Yankari game reserve (YGR) is one of the unique conserve hotspot in Nigeria, because it serves as a sanctuary for over 50 species of mammal, many species of different plants and over 350 species of bird protected in their natural habitat. YGR serves many functions such as, biodiversity, ecological, hydrological, education and research site and economic functions. The reserve hosted over 20,000 tourists from over 100 countries. This makes it the most popular tourist destination in Nigeria and, if properly managed, it could become a significant part in the development and promotion of tourism throughout the country. Despite all these, this reserve is currently under serious threats from a various series of negative activities. Underestimating YGR non-market values in decisions making is adjudge to be a major factor of the reserve conversion and resources management. This study was aim at estimating the unique non market ecosystem preferred economic values of YGR using choice experiment (CE) survey. In the non-users estimation model, the Random Parameter logit preferences model (RPL) was used to estimate the marginal value of the respondents for different attributes of the non-market values of conserve resources of YGR. The results points out the respondents' positive preferences towards improve conservation of YGR.</p> <p>Key words; Yankari Game Reserve, Protected, Biodiversity, Resources Management, Choice Experiment, Random Parameter Logit Model (RPL)</p>
<p>Abdullah Mahmud Nazib ERCICSSH1927055</p>	<p>Quranic Intertextuality in Imam Shafiis Poetry</p> <p>Abdullah Mahmud Nazib Senior BA student, University of Dhaka, Bangladesh</p> <p>Abstract</p> <p>Imam Shafi'i (767–820 CE) was a renowned Islamic theologian. He is mainly notorious for his contribution in Islamic jurisprudence and its principles. Besides, Shafi'i is considered one of the prominent poets of the Abbasid era of Arabic literature (750–1258 CE). His poems largely aimed at various advices which are of both worldly and heavenly life. To make his audience close to the message he desired to deliver, Shafi'i came with a variety of religious texts in poetic forms. These remind us of a literary term known as 'intertextuality' which means a way of accounting for the role of literary and extra-literary materials without recourse to traditional notions of authorship. In this article we would try to have a brief look on the poems where Shāfi'ī used intertextual materials from Quran. We would also aim at the original sources of these materials and their relevance with the context of that particular poem.</p> <p>Keywords: Intertextuality, Abbasid poetry, Shāfi'ī.</p>
<p>Mita Yesyca ERCICSSH1927056</p>	<p>Constructing the Imperial Japanese Army: How Masculinity Masters Violence towards the Comfort Women</p> <p>Mita Yesyca International Relations Study Program, Faculty of Social and Political Sciences, Universitas Kristen Indonesia, Jakarta, Indonesia</p> <p>Abstract</p> <p>This paper examines the story of Imperial Japanese Army and the practices inside to understand</p>

	<p>how violent acts against women were justifiable for the army, using the case of the Comfort Women. Putting gender lens to analyze the case, I ask how masculinity underpinned militarism of the IJA so that the operation of such discourse had prompted the army to do violent acts towards the Comfort Women. I use primary and secondary data regarding the IJA and the Comfort Women and argue that the military practices of the IJA were laden with a specific masculinity, a patriotic one. The patriotic masculinity then masters male identity's contradictions of a protecting hero and a merciless destroyer, by controlling them through exercising violence towards the Comfort Women.</p> <p>Keywords: Masculinity, Violence Against Women, Imperial Japanese Army, Comfort Women</p>
 <p>Retno Mustikawati ERCICSSH1927057</p>	<p>The Bigger Wave of HALLYU (한류) in Indonesia: GloCalization?</p> <p>Retno Mustikawati Department of Global Studies, Shanghai University, Shanghai, People's Republic of China</p> <p>Abstract</p> <p>Hallyu (한류) or best known today as K-Pop, extensively spreading in East Asia countries such as Mainland China and Taiwan, and widening its influence to South East Asia countries including Indonesia since 1999. Twenty years on, in 2019, this cultural transformation from Korea to its neighbour countries continuously influence, and even bigger. Indeed Hallyu (한류) is a special phenomenon in Korean modern entertainment industry. After Korea massively succeeded in invading Indonesian entertainment with melodrama, film, and music, the term K-Beauty is now very familiar with Indonesian people, the invasion of Korean cosmetic brands, as they start to enter the culinary business as well, by opening Korean food restaurants in Indonesia. The regulation of Indonesian Ulema Council (MUI) and Food and Drug Supervisory Agency (BPOM) regarding the requirement of Halal certified must be faced by Hallyu (한류) products when they enter Indonesia market, as the biggest muslim population in the world. This paper considers the consequences of Globalization, the consumerism behaviour traced by the rational choice of young people in Indonesia. The conclusion offers several suggestions that could possibly help to minimize the pitfalls of Hallyu (한류) influence to Indonesia.</p> <p>Keywords : Hallyu(한류), Indonesia, Globalization, Glocalization</p>
<p>Hajara B. Ali ERCICSSH1927058</p>	<p>Effects of Improvised Instructional Material on Junior Secondary School Students Academic Performance in Social Studies in Biu Local Government Area, Borno State</p> <p>Hajara B. Ali Department of Educational Foundation, College of Education Waka Biu, Borno State, Nigeria</p> <p>Abstract</p> <p>This study examined the effect of improvised instructional materials on junior secondary school students' academic performance in Biu local government area, Borno state, Nigeria. This was carried out with four purposes of the study, four research questions and four null hypotheses. The study adopt the used of quasi-experimental research. The target population for the study was JSS II students. A sample of 117 students was used for the study. Data for the study were collected through pretest, treatment and posttest using researcher made test instrument (improvised social studies performance test-ISSPET). The ISSPET consist of 30 objectives test items. Descriptive statistics of frequency, mean and standard deviation were used to answer the research questions while inferential statistics of independent t-test was used to test the hypotheses. Major finding drawn from the study among others revealed that a positive significant difference in the performance of students taught social studies with the use of improvised instructional materials when compared with those taught social studies without the use of improvised instructional materials at 0,05 alpha level of significance. Also, the finding shows a positive significant difference in performance of boys and girls taught social studies using improvised instructional materials. Based on the finding of study, it was recommended that teachers should be trained and retrained through workshops, seminars and conferences for the purpose of skill acquisition necessary for the production and use of improvised instructional material.</p>
<p>Mochamad Faizal Rochman</p>	<p>A Study of Major Problem in Indonesian Animation Vocational High School</p>

ERCICSSH1927060

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Abstract

When the government opens an animation competency on vocational high school (VHS), it is expected to be able to meet the animation industry needs. However, the facts show that graduated students from VHS contribute to the highest unemployment amongst other school educations. This paper tries to identify the existing problems faced by the graduates of the animation program before they enter the real world and analyze the underlying reasons. We conducted an in-depth interview with several teachers, principals, and students, also study literature reviews to collect data. The major problem shows that: (1) There are still many teachers lacks competencies to teach animation; (2) Parents want their children to go to higher-level education in order to get a better life; (3) Each VHS that has animation program must have specialization so that students are able to master specific animation skill; (4) Students need to emphasize on entrepreneurial skill through social media. This study also presented some recommendations for government as the central role of the education system, and for animation VHS as an education institution in regarding the major problem faced by graduated students.

Keywords

Animation vocational school, vocational school, vocation, animation



Rachmi Kurnia Siregar
ERCICSSH1927061

Organizational Communication Policy for Village Budget Governance: A Case Study of Village Fund Corruption in Dasok Village, Pamekasan, East Java, Indonesia

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Abstract

Post reformation and regional autonomy, government has been pushing village development intensively in accordance to Act number 6 of 2014 concerning Village. It was manifested by increasing village funds from 20 trillion rupiahs in 2015 to approximately 60 trillion rupiahs in 2018. Increasing village funds enables progressive people-based village development which based on Nawacita Program by President of Indonesia, Joko Widodo, to generate prosperous village people. Unfortunately, the lack of knowledge and capability in managing village funds leads to a number of corruption cases by some individuals.

This study aims (1) to analyze government communication pattern in utilizing village funds; (2) to analyze organization communication pattern and its implementation of village officers in employing their authorities.

This research employed case study method in Dasok village, Pamekasan region of East Java. Data collection incorporated in-depth interviews with (1) the mayor of Pamekasan, head of village, Inspectorate and Office of Village People Empowerment; (2) Ministry of Villages, Disadvantaged Regions, and Transmigration; also (3) anti-corruption NGO.

The implementation of local wisdom values and cultural values system needed to be the priority of local government policies in order to minimize village funds corruption cases. In other words, it does not merely rely on regulations and legal sanctions. Data shows the changing regulations concerning village funds governance by the central government each year has become a hurdle for the village officers. In addition, the implementation of IT-based village funds governance in all villages is unequal.

In this study context, organizational communication model based on Weber Theory, which incorporates authority, specialization and rules, implemented and reinforced by local wisdom and cultural values as the life guidance where honesty is highly uphold, living simple life and neglecting

	<p>material values, also respecting each other. Key words: Village, Village Funds, Communication Policy, Organization Communicational</p>
 <p>Isabele Freitas ERCICSSH1927062</p>	<p>Global Health: How to contribute to the challenge that to leave no one behind?</p> <p>Isabele Freitas Department of Production Engineering, Federal University of Rio Grande do Norte, Natal, Brazil</p> <p>Abstract Global health is premised on improving and equitable health for all people in the world. The Sustainable Development Goals set by the 2030 agenda are effort agreed by 193 countries that contributes to the achievement of the overarching goal of global health, how can we help to leave no one behind? This article will addresses an important strategy for addressing global health challenges, international technical-scientific cooperation, and how we can monitor and evaluate their use so these actions effectively contribute to the social and economic progress of the parties involved. Thus, this study aims to report the experience and methodology used by the Laboratory of Technological Innovation in Health (LAIS) to evaluate the international technical-scientific cooperation developed within the national project to combat the syphilis epidemic in Brazil. It is an applied research, with inductive-deductive argumentation and qualitative approach. The themes of International Technical Cooperation, indicators and performance measurement systems were analyzed in the literature in order to reach a broader understanding of the subject and the research object, resulting in the conceptual model of a performance measurement system. The research sources came from books, scientific articles, theses, dissertations, official government documents and technical reports available in electronic media. The results show that multidisciplinary collaborative actions are able to overcome health challenges, acting on their determinants and promoting solutions through technological development. Finally, the conceptual model of a performance measurement system proposed for a Higher Education Institution is briefly presented.</p>
 <p>Sultan Ahmed Ali ERCICSSH1927066</p>	<p>Demographic Changes: A Challenge to the Decolonization of Kashmir</p> <p>Sultan Ahmed Ali Muslim Institute, Islamabad, Pakistan</p> <p>Abstract Decolonization of Kashmir is one of the oldest agenda at the United Nations which is seeking the right of self-determination. The world has witnessed a successful wave of decolonization in the second half of 20th century under the Special Political and Decolonization Committee of UNGA. The spirit of decolonization was to transfer power to the indigenous population of a region by taking the doctrine of self-determination and political equality as its guiding principles. Although the SPECPOL's Special Committee on Decolonization has been successful in past decades yet the case of Kashmir is still stagnant. Recent unilateral acts by the Indian BJP government to revoke the special status of Indian Occupied Kashmir (IOK) are intended for relocating the populous boundaries through deliberate and illegal demographic changes. In violation to the Fourth Geneva Convention, India unveiled a plan in 2015 to settle tens of thousands of non-Kashmiri Hindus in Muslim majority IOK. The illicit demographic changes in IOK will harm the spirit of right of self-determination – for any plebiscite being held in future – thereby leading Kashmir towards new colonialism. These underlining realities will be discussed in an attempt to argue how current demographic changes have become the gravest challenge to the decolonization of Kashmir. Deliberate and illegal demographic changes in Kashmir, its impacts on the existing UN resolutions, perpetual increase in human rights violations and other possible challenges to the decolonization of Kashmir are the major areas that will be addressed in this paper. Keywords: Kashmir, Right of Self-determination, Demographic changes, decolonization</p>
<p>Ilham Musyaffa ERCICSSH1927067</p>	<p>Digital Tourism : Filling the Empty Space of Disruption Towards Welfare State</p> <p>Ilham Musyaffa Department of Politics and Government, Faculty of Social and Political Sciences, Gadjah Mada University, Indonesia</p>

	<p style="text-align: center;">Rivaldi Mahardika Department of Politics and Government, Faculty of Social and Political Sciences, Gadjah Mada University, Indonesia</p> <p style="text-align: center;">Abstract</p> <p>Disruption is simply defined as "interference with establishment", has become a key word in today's global public discourse. In the national context, the birth of "Gojek" generates millions of new jobs on a massive scale, not only in the transportation sector but also in the culinary sector and various business service providers. Along with this phenomenon, tens of thousands of MSMEs even companies similar to the offline-conventional basis are on the verge of bankruptcy because they are unable to compete. This creates a type of "new unemployment", those who do not control the technology base. In the end, the number of inequality or social, economic, and even political well-being at the level of the people in Indonesia continues to decline. The government certainly has to strive for inclusive development in policy schemes that can be issued. But what kind of policy and pursued in what sector can the government act?</p> <p>Indonesia is undeniably a country with abundant culture and tourism potential. Due to geographical reasons, there are many cultural and tourist potentials that have not yet been explored to the global world. This can be seen from the lack of state revenues contributed from the culture and tourism sectors, far behind the sale of mining material assets. This article will offer recommendations related to aspects of social science and humanities, namely "digital tourism". This concept will provide accessibility to all tourism stakeholders in Indonesia, including providing accessibility for visitors in finding information about tourist destinations in Indonesia. things that will trigger tourists to come as a significant foreign exchange income, will also develop potential areas that reduce inequality and the welfare of the people of Indonesia. At this level, inclusive development through government policy schemes will be realized.</p> <p>Keywords; inclusive development, tourism, welfare</p>
<p>Andang Fazri ERCICSSH1927069</p>	<p style="text-align: center;">The Existence of Entrepreneurship Course at the Indonesian Higher Education Institution (HEIs): Will it Increase the Graduate Entrepreneurial Skills and Competence Significantly</p> <p style="text-align: center;">Andang Fazri Economic and Business, Universitas Jambi, Jambi, Indonesia</p> <p style="text-align: center;">Dedy Kurniawan Economic and Business, Universitas Jambi, Jambi, Indonesia</p> <p style="text-align: center;">Fortunasari Economic and Business, Universitas Jambi, Jambi, Indonesia</p> <p style="text-align: center;">Abstract</p> <p>This research aims at studying whether or not the content of Entrepreneurship courses at HEIs influences the graduates' entrepreneurial skills and competence significantly. Using primary data from a tracer study to 300 graduates from ten local study departments at Jambi University, along with a comparative analysis of departmental curricula and the information obtained from the graduates' workplaces, the result shows that there was a tendency that the content of Entrepreneurship course correlated positively with the graduates' entrepreneurial skills and competence. The more the entrepreneurship content of the course offered to the students, the more competent and skilful the graduates would be in the area of entrepreneurship. It is, therefore, recommended that local HEIs which have an entrepreneurial vision should increase the content of the Entrepreneurship Courses offered to students in their curriculum as this may be an essential strategy to produce skilful and competent graduates.</p>
<p>Adrefiza Adrefiza ERCICSSH1927070</p>	<p style="text-align: center;">EOP or EAP An Analysis of The Faculty Members' Voices in Developing Syllabus for Non-English Department Students</p> <p style="text-align: center;">Adrefiza Adrefiza English Education Department, Universitas Jambi, Jambi, Indonesia</p>

	<p style="text-align: center;">Abstract</p> <p>Needs analysis has been outstandingly considered in language teaching for centuries and has been focused on the learners' communicative needs. Generally, it has been accepted that pre-lesson needs analysis has purpose of determining the outline and content of the course. Non- English department students, lecturers, and academic leaders as the faculty members has their own internal needs in addition the external demands as obliged by the institution which is sometimes confound the issue of inter-related needs. For effective English for Academic Purpose learning, the integration of learners' academic needs, the improvement of learners' ability to apply the language knowledge to an academic situation and the usage of acquired skills during their study in the institution are regarded to be fundamental part in of EAP syllabus. This study advocates the needs analysis as the constructive tools to anticipate the learners' academic demands and leads syllabus design, course material selection, and teaching/learning evaluation as prospective implications for successful language learning in the institution.</p> <p>Keywords: EAP, syllabus, non-English department students, academic needs.</p>
 <p style="text-align: center;">Maidul Alam Chaklader ERCICSSH1927053</p>	<p style="text-align: center;">Does Artificial Intelligence (AI) Raise Distinct Ethical Issues? A Critical Review</p> <p style="text-align: center;">Maidul Alam Chaklader Senior Lecturer in Anthropology, Department of Social Sciences and Humanities, School of Liberal Arts and Social Sciences, Independent University, Dhaka, Bangladesh</p> <p style="text-align: center;">Abstract</p> <p>Recent accomplishment in the field of Artificial Intelligence (AI) has pushed ethical issues in AI to the forefront of debates and discussions in academia, corporate sector, policy circles, media and general public across the world. Although the application of AI in various fields has already produced multifarious positive impact, many experts on AI warn against the possible perils of AI. Understanding ethical issues in AI is crucial to harness the benefits of AI while mitigating its risks. The objective of this study is to explore whether there are ethical questions unique to AI that are different from other fields. A critical literature review is conducted using systematic literature search. Findings suggest that although many ethical questions in AI can be considered as issues that are applicable to other rapidly developing technologies, AI with its distinct characteristics raises distinct ethical issues, such as AI and transparency; AI and the control problem; delegation and distributed responsibility; symbiotic autonomy; invisibility and influence over human self-determination and AI as a moral agent. Advanced AI systems are not just an extension of human agency rather must be seen as the enhancement and even replacement of human agency, decision-making and human judgment. Problems of prediction; hype and misconceptions; interaction with broader socio-cultural, economic, political and military issues; questions of equity; complex systems and responsibilities and problems related to data governance and accountability may be considered as ethical issues that AI shares with other fields. Drawing on several conceptual arguments and empirical evidence, this study argues that even these ethical questions common between AI and other fields incur ethical implications unique to AI. Despite the ongoing progress of several initiatives, more concerted and coordinated initiatives supported by multidisciplinary research on AI are needed in future to develop specific actionable recommendations in order to facilitate ethical and socio-culturally compelling development of AI.</p> <p>Key words: Artificial Intelligence, Ethical Issues, Moral Agency, Replacement of Human Agency, Automated Moral Decision-making</p>
<p style="text-align: center;">Dinar Dipta ERCICSSH1927071</p>	<p style="text-align: center;">Socio-Pragmatics Point of View towards the Use of Code-Switching Strategies by English Teachers in Ielts Speaking Class (A Case Study at University of Darussalam Gontor)</p> <p style="text-align: center;">Dinar Dipta English Education, University of Darussalam Gontor, Ponorogo, Indonesia</p> <p style="text-align: center;">Nurrahma Sutisna Putri English Education, University of Darussalam Gontor, Ponorogo, Indonesia</p> <p style="text-align: center;">Abstract</p> <p>University of Darussalam Gontor requires all the students to pass the IELTS (International English</p>

Language Testing System). In this case IELTS is used to measure the ability of the participants to understand English. Therefore every student must be able to comprehend the English skills including listening, reading, writing and speaking. Especially in speaking skill, some students find it difficult to deliver their idea in a certain speech. Here code switching takes role as one of the strategies of learning English speaking skill.

This research aims to analyze the interaction between lecturer and students during IELTS speaking class in order to find out the best strategy to improve the students' skill. This was a case study. The subjects of this research were lecturers and students of IELTS class who were chosen by purposive random sampling. Overall, this research analyzed whether or not the implementation of IELTS class interaction was in accordance with the theory of Poplack (1981) in terms of socio-pragmatics functions. This included the stage of: (1) pre-observation; (2) analysis; (3) documentation; (4) data interpretation; and (5) reliability test.

The results highlighted that some instructions used by teachers and students were needed to improve since it were not in line with the right structure of code-switching, there were several factors that caused the use of code switching, and some benefits of using code-switching. Furthermore there were socio-pragmatic functions in the use of code-switching performed by the subjects of the research.

Keywords: Code-Switching, IELTS, Socio-Pragmatics, Speaking

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Upcoming Conferences

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