

Book of Abstract Conference Proceeding

JICRISD

Jakarta International Conference on Research Innovation and Sustainable Development

Theme: "Responding Crisis with Innovation
and Scientific Research to Support
Sustainable Development"



Virtual Conference,
5 December 2022

<https://jicrisd.com>

Book of Abstract Conference Proceeding Jakarta International Conference on Research Innovation and Sustainable Development (JICRISD)

Theme:

**“Responding Crisis with Innovation and Scientific Research
to Support Sustainable Development”**

Virtual Conference

December 5, 2022

Yayasan Sinergi Riset dan Edukasi



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to Support Sustainable Development”

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Lppm
Unit Pengembangan dan Peningkatan Kapasitas Masyarakat



**Kampus
Merdeka**
INDONESIA JAYA



FOREWORD

**Book of Abstract
Conference Proceeding**

JICRISD

**Virtual Conference
December 5, 2022**

Jakarta International Conference on Research Innovation
and Sustainable Development

<https://jicrisd.com/>



LPPM was first established when UPN Veteran Jakarta was still a private university under the Ministry of Defense Foundation (Kemhan), namely in 1998. At that time there were two separate units that manage University's research and community: (1) Research and Development Institute (LPP); and (2) Community Service Institutions (LPM).

It was only in 2004 that the two were merged into 1 (one) under the name of Institute for Research and Community Service (LPPM) with an office located at UPN Veteran Jakarta Campus II Limo Depok. The location of the LPPM then moved to the Rectorate at the UPN Veteran Jakarta campus, Pondok Labu to this day. To become an institution that is committed to research that is innovative and competitive at the national and international levels.

LPPM strives to improve the culture of research and community service with the identity of defending the country and improving the competitiveness of lecturers and students in research at the national and international levels. Furthermore, LPPM pursues to improve and develop models of empowerment and assistance towards independence through innovation and technology that have an impact on the welfare of the community. This means to facilitate, enhance and develop partnerships and cooperation networks both nationally and internationally. LPPM aims to undertake research for the development of culture, especially science, technology, arts and sports. LPPM also aims to carry out community service in the form of the application of science and technology for the welfare of the communities.



Research Synergy Foundation is a digital social enterprise platform that focuses on developing the Global Research Ecosystem towards outstanding global scholars. We build collaborative networks among researchers, lecturers, scholars, and practitioners globally for the realization of knowledge acceleration and to contribute more to society and humanity.

As a social enterprise, our aim is to provide a good research ecosystem and platform for researchers to share, discuss, and disseminate their ideas. In addition, it helps you to improve your research and contribute to the knowledge. Therefore, creating social value and impact is our priority.

From 2017 to 2021, more than 20.000 scholars have participated in our programs from Asia, Australia, Africa, America, and Europe continents. With the average of the increasing number of members by more than 5.000 each year, we continuously strengthen the global research ecosystem by having four support systems that are ready to help members from across the world.

There are various agendas (work and program) that we have already done since 2017 up to present. The agendas are coming from all the support systems in the Global Research Ecosystem, named: Scholarvein, ReviewerTrack, Research Synergy Institute, and Research Synergy Press. Research and publication cannot be seen as a separate part. Otherwise, we should take both as a comprehensive program. Moreover, the quality of the paper is the biggest concern for publication. To achieve the Organization/University/ Institution goal, we provide some agendas that can support you in research and publication enhancement. Some of the prominent agendas are:

1. International Conferences: It aims to create a "tipping point" of opportunities for participants to disseminate their research globally and have reputable scientific publication output.
2. Scientific and Academic Writing Coaching Clinics: It aims to provide a targeted and intensive learning strategy for publishing papers in high-impact Scopus/ WOS international journals.
3. Workshops: It aims to provide a vibrant learning forum to enhance the author's capability of scientific writing skills and the manuscript's quality.
4. Learning and Knowledge Sharing Programs: It aims to provide the best practice and guide from the experts, editors, and publishers' perspectives in research and publication enhancement.
5. Social Programs: It aims to empower and encourage society to share the value of creating an impactful program with us.

Research Synergy Foundation welcomes all individuals, organisations/institutions (universities, governments, and private sectors) to be part of our Global Research Ecosystem. <https://www.researchsynergy.org/>

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CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the **Jakarta International Conference on Research Innovation and Sustainable Development (JICRISD)** by LPPM Universitas Pembangunan Nasional Veteran Jakarta and Research Synergy Foundation (RSF) on December 5, 2022. The conference was held virtually through the ZOOM platform.

This conference not only gives you a global forum to share and exchange ideas, research, and work. But also, provide a wider network and research ecosystem for further collaboration and projects. We are glad to share these good opportunities in the scientific community that will be offered only for all participants who participate in the conference.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their thorough and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to this conference and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Sri Lestari Wahyuningroem, M.A., Ph.D.
Conference Chair of JICRISD

CONFERENCE CHAIR WELCOME REMARKS

Assalamualaikum Wr. Wb, Shalom, Salam Sejahtera, Om Swastyastu, Namoh Budhaya, Salam Kebajikan, Merdeka!

Good morning from Jakarta,

Distinguished Participants and Guest, Excellencies, Ladies, and Gentlemen

I am delighted to welcome you to the Jakarta International Conference on Research Innovation and Sustainable Development (JICRISD), organized by Penelitian dan Pengabdian kepada Masyarakat (LPPM) Universitas Pembangunan Nasional Veteran Jakarta (UPN Veteran Jakarta) and Research Synergy Foundation (RSF), held the virtual conference on 5 December 2022. It has been our privilege to convene this conference. Our sincere thanks to:

- The rector of Universitas Pembangunan Nasional Jakarta, Indonesia, Dr. Anter Venus, MA, Comm.
- The Co-Conference Chair, Dr. Hendrati Dwi Mulyaningsih, and the team from Research Synergy Foundation.
- The Keynote Speaker, Prof. Dr. Erna Hernawati, Ak, CPMA, CA as a Professor of Universitas Pembangunan Nasional Veteran Jakarta, Indonesia
- The Keynote Speaker, Dr. Joanna Vogeley from Macquarie University, Australia
- The Keynote Speaker, Dr. Silvia Catalan Ambag from Asia Pacific Consortium of Researchers and Educators Board Member (APCORE) APCORE & Universidad De Manila, Philippines
- The session chair, Dr. Najwa Yanya Santiworakun from The Halal Science Center, Chulalongkorn University, Thailand
- The session chair, Setyowati Triastuti Utami, Ph.D. from Universitas Gadjah Mada, Indonesia
- The session chair, Mr. Zohaib Hassan Sain from Pakistan Safety Council, Pakistan
- The session chair, Assoc. Prof. Engr. Christopher C. Mira from Polytechnic University of the Philippines, Philippines
- The session chair, Dr. Ihtiram Raza Khan from Jamia Hamdard University, India
- The session chair, Prof. Dr. Daniel Marco-Stefan Kleber from The Emirates Academy of Hospitality Management, Dubai, UAE
- The session chair, Mrs. Aina Suriani Mahmood from Universiti Kuala Lumpur, Malaysia
- The session chair, Dr. Jennifer H. Operio from Holy Angel University, Philippines
- The session chair, Dr. Ir. Benny Hutahayan, MM. from Universitas Brawijaya, Indonesia
- The session chair, Dr. Saddam A. Hazaea from Yunan University of Finance and Economics, China
- The session chair, Prof. Marilyn F. Isip, Ph.D from Polytechnic University of the Philippines, Philippines
- Organizing Committee; to the Program Chairs for their wise advice and brilliant suggestion on managing the technical program and to the Program Committee for their thorough and timely reviewing of the papers.
- Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs.

Today we will hear and learn from scholars presenting their research and work in the area of Medicine, Health Sciences, Engineering, Sustainable Development, Entrepreneurship, Economics, Business, Management Science, Education, Social Science, Humanities, Law, and Political Science.

Moreover, today's conference also participated by scholars from various countries such as Indonesia, Malaysia, Thailand, China, Germany, Japan, Australia, Singapore, United Kingdom, Philippines, Pakistan, Tanzania, India, Iraq, Morocco, Nigeria, and more. Thank you to all participants that already registered and joined our conference today. We believe this conference not only gives you a global forum to share and exchange ideas, research, and work. But also provide a wider network and research ecosystem for further collaboration and projects. We are glad to share these good opportunities in the scientific community with all participants in the conference.

Once again, on behalf of the JICRISD committee, I welcome you to this conference and hope that this year's conference will challenge and inspire you and result in new knowledge, collaborations, and friendships. Thank you and have a great session at our conference today. Stay safe and healthy.

CONFERENCE CHAIR



Dr. Sri Lestari Wahyuningroem, M.A., Ph.D.

Conference Chair JICRISD 2022

Head of Institute of Research and Community Service, UPN Veteran Jakarta

Dr. Sri Lestari Wahyuningroem is a political science lecturer at UPN Veteran Jakarta, and has been the Head of UPNVJ's Institute of Research and Community Service (LPPM) since December 2020. She completed her PhD at the Australian National University. Her dissertation was published by Routledge London, titled: "Transitional Justice from State to Civil Society: Democratization in Indonesia". She earned her Master of Art from Central European University, and Sarjana Ilmu Politik from Universitas Indonesia. She did her post-doctoral study at St Antony's College, University of Oxford, UK. She was an appointed associate professor at Osaka School of International Public Policy, Osaka University, and currently a Fulbright Visiting Scholar at Carr Center for Human Rights Policy, Kennedy School, Harvard University.

CO-CONFERENCE CHAIR



Dr. Hendrati Dwi Mulyaningsih

Co-Conference Chair IC-SMS 2022

Founder & Chairperson of Research Synergy Foundation

Dr. Hendrati Dwi Mulyaningsih is the chairperson and founder of Research Synergy Foundation that has shown great commitment on creating Global Network and Research Ecosystem. This GNR ecosystem has been developing since 2017 up to the present and having increasing numbers of the member up to more than 15.000 from all around the globe. Her passion in how to create impact and co creation value among all the stake holder of RSF has made her focus on upholding integrity in the scientific process through enhancement of RSF's support-support system as like Reviewer track, Scholarvein, Research Synergy Institute and Research Synergy Press. Thus, her work in this area has made her as the Nominee of Impactful Leadership Awards from Tallberg Foundation Sweden 2019.

As lecturer, she has been working in the University since 2008 – at present in Indonesia as assistant professor and she hold her Doctoral Science of Management graduated from School of Business and Management Institute of Technology Bandung (SBM-ITB) and she has strong interest to her research project as well as her research field in Social Entrepreneurship, Social Innovation and Knowledge Management.

As researcher, her work studies and research on this research field made her be invited as reviewer in many reputable Scopus and WOS indexed journals and as keynote speaker in many International Conferences in Philippines, Thailand, Malaysia, Indonesia, Australia, Japan, and US. She also has shown her great passion on writing her research study into some books chapter, papers and contemporary scientific articles that has already been published in Springer, Emerald, Taylor and Francis and in many reputable international publishers. The terrific association between her professional experiences as researcher, lecturer, the certified Trainer & Coach combined with her wider horizon on networking in the research area made her establish the strong commitment on having global learning platform to accelerate knowledge through many workshops and research coaching in Research Synergy Institute as one of RSF's support system.

OPENING SPEECH



Dr. Anter Venus, MA, Comm.

Rector of Universitas Pembangunan Nasional Veteran Jakarta, Indonesia

Dr. Anter Venus, Drs., M.A. Comm currently serves as a lecturer in Universitas Pembangunan Nasional Veteran Jakarta and Universitas Padjajaran at Faculty of Communication. His field includes Nusantara Ethnicity Philosophy and Communication and Organization Campaign and Communication. He also occasionally provides expertise as a consultant and instructor of communication

for state-owned enterprises, private sectors, and the government.

Dr. Anter Venus has received professional certification from Macquarie University Sydney, International Certified Therapeutic Communication & Counsellor from IACT-USA, Certified Behavioral Analyst in Singapore, Certified Professional Hypnosis from IANREF USA-Indonesia, Certified Communication Auditor, and International Certified in Microfinance Management from ICIMM, The Netherlands, Indonesia, and Greece. He has been awarded numerous scholarships, awards, and grants such as AUSAID Scholarship Award, The Japan Foundation Grant for Indonesia Scholars, Research Grant from SAME, and has written best seller books on communication and campaign management.

KEYNOTE SPEAKERS



Prof. Dr. Erna Hernawati, Ak, CPMA, CA

Professor of Universitas Pembangunan Nasional Veteran Jakarta, Indonesia

Prof. Dr. Erna Hernawati, Ak, CPMA, CA is an accounting professional who has lifelong passion and devotion for education. With 30 years of experience in being a lecturer, She is equipped with in-depth knowledge in accounting and progressive teaching methods. With high curiosity and willingness to learn, she seeks to always learn and improve herself throughout her career journey.

Since 1989, Prof. Dr. Erna Hernawati has been lecturing in Universitas Pembangunan Nasional Veteran Jakarta. She also built her professional career as an Auditor Committee of Pertamina EP, Rector of Universitas Pembangunan Nasional Veteran Jakarta, and currently holds the position of an Expert Staff of Rector at Universitas Pembangunan Nasional Jakarta. Her certification includes as Chartered Accountant (CA) Indonesia, Certified Professional Management Accountant (CPMA), and Certified Governance Oversight Professional (CGOP).



Dr. Joanna Vogeley

Macquarie University, Australia

Dr. Joanna Vogeley is an impact investing and social entrepreneurship scholar and specialist. She has 18 years of industry and research experience across Australia, Germany, Poland, Singapore and Indonesia. Joanna's research is cross-disciplinary, spanning impact measurement, technology, communication and implementation models for impact investing and social entrepreneurship practice. Her doctoral thesis was an

empirical investigation into impact investing and social entrepreneurship, focusing on the interconnectedness of governments, businesses and communities. Joanna received the Carole Muller Award in 2021 to pursue research on Balinese social entrepreneurs in their culture-based system.

In 2014, Joanna co-founded a Balinese social enterprise to employ unemployed youth, and in 2019, she co-founded Prokompas.co. Prokompas aims to bring education on social entrepreneurship to Indonesian institutions and help international students to work in teams with Indonesian students towards social entrepreneurial solutions.

Summary of Speech:

The Covid-19 pandemic and the political instability showed us over the last three years that communities are fatally impacted across the globe to manage such dreadful events. The situation escalated due to inadequate access to resources, weak infrastructures and a lack of

management. Innovation and Sustainable Development are crucial to improving the well-being of communities, access to impact investments, blended finance and management. I would like to take this opportunity today to stress the role of governments, scholars, innovators, impact entrepreneurs, businesses and, most importantly, community leaders where lower levels of existing infrastructure exacerbate the challenges of capacity to respond to wicked challenges. I witnessed this year during the G20 event in Bali that it is possible to bring different actors together to address those challenges through blended finance and its innovative mechanisms – a test of multilateralism, even in challenging times.

Blended finance is an approach to structuring transactions in a way that brings in various types of stakeholders. Blended finance makes it possible for government agencies, impact investors, and private equity investors to all invest alongside each other while achieving their own objectives. In the blended finance ecosystem, individuals can have profit-seeking and social and environmental or blended motives. This so-called blended finance approach is helping to facilitate power and capital to solve issues ranging from infrastructure development and gender equality, and ending poverty and hunger in developing and emerging markets.

Transitioning to blended finance structures is imperative to meet the global Sustainable Development Goals (SDGs). Achieving more sustainable and innovative structuring transactions will require significant engagement from scholars like yourself who have an opportunity to contribute to knowledge and help mobilise social change. To ensure that we facilitate scholarship, sustainability and innovation in the field of blended finance, you as a scholar have the power to address barriers related to blended finance structuring approaches. I highlight that multiple actor, and multiple funding modalities must be utilised in order to start a meaningful engagement. I hope the Jakarta International Conference on Research Innovation and Sustainable Development will act as an important platform for a dialogue on those important topics. Thank you.

Dr. Silvia Catalan Ambag

**Asia Pacific Consortium of Researchers and Educators Board
Member (APCORE) APCORE & Universidad De Manila,
Philippines**



Dr. Silvia C. Ambag is a specialist in education, research, publications, and extension. Currently, he works as an Education Consultant at Quezon City University and as a Professor Lecturer 3 at Universidad de Manila and Laguna State Polytechnic University.

Member of the Scientific Board of the Research Synergy Foundation in Indonesia, as well as the Editorial Board of the International Journal of Theory and Application in Elementary and Secondary School Education (IJTAESE) in Indonesia. Asia Pacific Consortium of Researchers and Educators Board Member and Finance Officer (APCORE).

Invitations to speak as an expert in research and education were extended. From 2018 to 2020, Dr. Ambag is a guest lecturer and speaker at Politeknik Piksi Ganesha and SEAMEO CECCEP in Bandung, Indonesia. She has also been published in various journals and has presented her research paper in countries such as Indonesia, Japan, Phuket, Bali, Indonesia, Bangkok, California, and Guam, USA.

SESSION CHAIRS



Dr. Najwa Yanya Santiworakun

**The Halal Science Center, Chulalongkorn University,
Thailand**

Dr. Najwa Yanya Santiworakun is a researcher at The Halal Science Center, Chulalongkorn University. She earned a Bachelor's degree in Food Biotechnology from International Islamic University Malaysia (IIUM). Master degree in Botanical Science from Chulalongkorn University. Later, she pursued her PhD in Biomedical Science, Chulalongkorn University. She has been appointed as a Thai delegate for the Working Group of Halal Product and Services (WGHAPAS) in Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT). She also works as a SMIIC technical committee (TC1) for Food Issues. Over the years, she has acquired in-depth knowledge of Halal Science Research. She has been appointed as Head of Halal Future Food and Green Agriculture Unit (HFGA). She also works as editor for Halal Insight, Halal Science newsletter. In addition, she is also involved in Halal Science Laboratory training for local and international trainees.



Setyowati Triastuti Utami, Ph.D

Universitas Gadjah Mada, Indonesia

Setyowati Triastuti Utami is a lecturer at Faculty of Pharmacy of Universitas Gadjah Mada, Yogyakarta, Indonesia. At the Department of Pharmaceutical Chemistry of Universitas Gadjah Mada, She researches and implementing her knowledge on data science and molecular microbiology. She is also active as a member of Research Synergy Foundation (RSF) where she is enjoying learning and implementing her knowledge of scientific writing. She graduated from Tokyo Institute of Technology, Japan, with master and doctoral degree majoring in molecular biology. Prior to joining Universitas Gadjah Mada, Setyowati was working in Metabologenomics, inc performing gut microbiota design and data science. Moreover, Currently she is the Managing Editor of Journal Health and Biomedical Science (JHBS).



Mr. Zohaib Hassan Sain

Pakistan Safety Council, Pakistan

Zohaib Hassan Sain is a Certified Trainer at Pakistan Safety Council. His field of interest includes Quality Management, Leadership, and Sustainability. He has recently completed Post-Graduation (MS) in Quality Management from Superior University and Post-Graduate Diploma in Total Quality Management from Punjab University. His professional experience is regarding ISO 9001, 45001 Audits and Compliance Audits in different organizations. He has attended more than 65 International Conferences to enhance knowledge and polish skills which will be helpful in future career. He is a member of different International Organizations.



Assoc. Prof. Engr. Christopher C. Mira

Polytechnic University of the Philippines, Philippines

Engr. Mira is a graduate of B.S. Industrial Engineering and has been a master's in industrial engineering and Management. He has been with the university as a fulltime assistant professor since November 2006 initially handling major Industrial Engineering subjects. Later in 2017, he has been given subjects in Quality Management for BS Accountancy and BS Business Administration Major in Human Resource Management. His involvement in research has been commended during his being a member of the University Research Group for Engineering, Architecture and Technology Colleges. He has presented various research papers in the local and international settings, likewise, invited as panellist and session chair in various research presentations. He is also regularly invited by some business establishments in reference to their quality and performance evaluation. He is presently the adviser of the Phil. Inst. of Ind'l. Engineers (PIIE) PUP Binan Chapter and former adviser of the Manila Innovators and Dev't. Society (MINDS). Engr. Mira is a member of several groups involving research peer evaluation, scholarly research.



Dr Ihtiram Raza Khan

Jamia Hamdard University, India

Dr. Ihtiram Raza Khan is working as senior academician at Jamia Hamdard, Delhi, He has over 26 years of rich experience and has done PhD in the field of software engineering and neural networks. His research areas are Software engineering, Computer Graphics, Machine and Deep learning, Big data, Analytics, Cyber security and IOT. He has been actively involved in training and placement activities as Head and has offered consultancies to 15+ companies. He has over 20 International and Indian patents and copyrights against his name. He has written over 20 books and 30 book chapters. Has 100+ research papers in SCI/Scopus/Springer and peer reviewed journals. He has so far been involved with 55+ Invited talks and 25+ keynote addresses.



Prof. Dr. Daniel Marco-Stefan Kleber

The Emirates Academy of Hospitality Management, Dubai, UAE

Prof. Dr. Daniel Marco-Stefan Kleber is currently holding a professorship in International Business Management and was appointed as Program Area Director in International Management and Economics at MODUL University Dubai. In addition, he is an elected member of the Studies and Examination Committee (SEC) of the university.

Before moving to Dubai, Prof. Kleber completed his Doctoral Studies in Management Science within an International Joint Doctoral Programme of universities in Germany, Latvia, Sweden and the United Kingdom. During his PhD research he focused on concepts of Value Co-Creation to increase Value Propositions in Business.

In addition, Prof. Kleber is holding three Master degrees in business administration namely in International Management and Entrepreneurship, Financial Services Management and Information Management as well as a Bachelor degree in International Hospitality and Tourism Management and a German diploma in hotel-economics.

Prof. Kleber gained valuable professional experience at renowned multinational corporations such as SAP AG in Switzerland. In addition, he worked for well known hotel brands such as Deutsche Hospitality and the Steigenberger Hotel Group. Additionally, he worked as a project manager for the German based consultancy company Fa. Conequity UG and he was a founding member of the consultancy agency SBC e.V.

During his PhD-studies, Prof. Kleber deepened his intercultural expertise while attending international scientific conferences in Dubai, Singapore, Riga, Seoul and Miami. Additionally, Prof. Kleber took the opportunity to participate in a research semester at the prestigious, AACSB accredited Northumbria University in the United Kingdom, which was awarded as the best UK Business School by the Time Magazine.

Prof. Kleber's areas of specialization are Innovation Management, Entrepreneurship, International Management and Marketing as well as Event Management and Tourism. His publications and research primarily concentrates on concepts of Value Co-Creation to achieve Value Propositions in Dynamic Markets. Moreover, he is the country representative of

Germany for the globally operating Research Synergy Foundation. Furthermore, Prof. Kleber is a member of international programme committees of multiple scientific conferences e.g. in Hong Kong, Singapore, Tokyo, Bangkok and Kyoto among others.

In the past, Prof. Kleber was appointed as visiting professor in Event Management at University of Applied Sciences Kaiserslautern in Germany. As international university guest lecturer, he gained intercultural competencies while delivering professional workshops in European countries such as the Netherlands, Latvia, Portugal, Poland and the United Kingdom among others.



Mrs. Aina Suriani Mahmood

Universiti Kuala Lumpur, Malaysia

Aina Suriani is an English lecturer at Universiti Kuala Lumpur, Malaysian Institute of Aviation Technology (UniKL, MIAT) and currently, she is on study leave for pursuing her Ph.D in English Education at University Science Islam Malaysia (USIM). Her research interests include teaching methods, teaching and learning, pedagogy and education, and English for Specific Purposes, English for Aviation and English for industry. She is actively involved in training, consultancy projects and presented in related conference. She also had experience in writing a textbook titled, "Business Communication" which was published in 2018. In addition, she had experience in giving training and teaching English to the international students from Thailand, Korean, Yamen and many other countries. She is also not only doing research in education and social science areas, but she also had collaborated with technical researchers in Unmanned Aerial Vehicle (UAV) area and also aviation management and education.



Dr. Jennifer H. Operio

Holy Angel University, Philippines

A holder of doctorate degree in Business Administration from one of the leading universities in the Philippines and a licensed professional teacher. She is an educator with more than 23 years of teaching experience to undergraduate and graduate students in different universities in the country and abroad. As an administrator she re-engineered and revolutionized the entire business department towards better academic performance of an extended campus of one university in the country. She also established functional procedures and linked the department to an international practicum exposure.

As a Head of Department in an international university, she became the "brainchild" of two community projects. Before joining the academy, she held various positions in several industries as Financial Accountant, Bookkeeper, Internal Auditor, Junior Business Analyst of a leading bank and Executive Secretary.



Dr. Ir. Benny Hutahayan, MM.

Universitas Brawijaya, Indonesia

Dr. Ir. Benny Hutahayan, MM. is currently a lecturer at the University of Brawijaya Malang in the faculty of administrative science, Business Administration Doctoral study program. He completed a doctoral program in business administration from Brawijaya University in 2014, a master's program in management from STM PPM Jakarta in 1997, and a Bachelor of Engineering from the University of Indonesia in 1992. He also studied theology at the Rahmat Emanuel Theological College in the Master of

Theology program, which he completed in 2019. He is currently pursuing research and writing books in the field of human resources and leadership.



Dr. Saddam A. Hazaea

Yunan University of Finance and Economics, China

Dr. Saddam A. Hazaea got his Ph.D. from Yunnan University of Finance and Economics, Kunming, China. During his PhD, he focused on auditing, sustainability audits, carbon accounting, financial performance, and corporate governance. His PhD research project is titled: "Research on the Impact of Internal Audit on Financial Performance of Commercial Banks: Evidence from the Arab Region" he also has experience in teaching basic accounting and finance and 6 years of work experience. He has published several papers on high-impact factors in SCI, SSCI, ESCI, ABS, and ABDC. Aside from that, he has published one book and currently writing a university book on (Accounting Theory) for the University of Science and Technology, Aden, Yemen. In addition to being a session chair and speaker, he has also reviewed papers for SCI and SSCI journals, such as Sage Open/Heliyon. He enjoys strong adaptability and self-learning ability, strong management and organizational skills, intense scientific research ability and team spirit.



Prof. Marilyn F. Isip, Ph.D

Polytechnic University of the Philippines, Philippines

Dr. Marilyn F. Isip is now the Campus Director of the Polytechnic University of the Philippines Sta. Maria Bulacan Campus. Formerly one of the Research Coordinators from the Office of the Vice President for Research, Extension and Development where her enthusiasm to engage in the National and International paper presentations, research, and publication challenge her horizons and ultimately motivates her to finish her doctorate degree, Doctor of Philosophy in Education major in Educational Management.

Her loyalty to the University gives her inspiration to be more motivated and resilient in everything she accomplished. She is also a board passer of the Professional Board for Educational Teachers (PBET) license no.943355613.

She handles Student Teaching Practicum, Field Study, Ethics, Events Management and other education subjects. While teaching, she loves to mingle and learn stories from the students and in return teach students life lessons to become academically productive, confident, and street smart to conquer the global world. Her philosophy in life, "Reaching for your dreams and become successful is always possible as long as you are physically and mentally able."

CONFERENCE PROGRAM

Monday | December 5, 2022

https://jicrisd.com/							
CONFERENCE PROGRAM							
Jakarta International Conference on Research Innovation and Sustainable Development							
VIRTUAL CONFERENCE: 5 December 2022							
Monday, 5 December 2022							
Time (UTC+7)		Dur'	Activity				
Main Room			Link Zoom for JICRISD http://bit.ly/JICRISD2022 Meeting ID: 896 1395 2107 Passcode: jicrisd				
8:50	-	9:00	0:10	Participant Login and Join Virtual Conference by ZOOM			
9:00	-	9:15	0:15	Welcome Address and Conference Publication Announcement by MC			
9:15	-	9:25	0:10	Listening the national anthem “Indonesia Raya” and “Bela Negara”			

9:25	-	9:35	0:10	Welcome Remarks of JICRISD Sri Lestari Wahyuningroem, M.A., Ph.D. Conference Chair JICRISD 2022 Chairperson of LPPM Universitas Pembangunan Nasional Veteran Jakarta, Indonesia
9:35	-	9:45	0:10	Opening Speech Dr. Anter Venus, MA, Comm. Rector of Universitas Pembangunan Nasional Veteran Jakarta, Indonesia
9:45	-	9:55	0:10	Global Research Ecosystem Introduction Dr. Hendrati Dwi Mulyaningsih Co-Conference Chair of JICRISD Founder & Chairperson of Research Synergy Foundation
9:55	-	10:00	0:05	E-Group Photo
10:00	-	10:30	0:30	Keynote Speaker 1: Prof. Dr. Erna Hernawati, Ak, CPMA, CA Professor of Universitas Pembangunan Nasional Veteran Jakarta, Indonesia
10:30	-	10:35	0:05	Token of Appreciation for Keynote Speaker 1
10:35	-	11:05	0:30	Keynote Speaker 2: Dr. Joanna Vogeley Macquarie University, Australia
11:05	-	11:10	0:05	Token of Appreciation for Keynote Speaker 2
11:10	-	11:40	0:30	Keynote Speaker 3: Dr. Silvia Catalan Ambag Asia Pacific Consortium of Researchers and Educators Board Member (APCORE) APCORE & Universidad De Manila, Philippines

11:40	-	11:45	0:05	Token of Appreciation for Keynote Speaker 3
11:45	-	11:55	0:10	Announcement and preparation of Online Parallel Presentation Session
11:55	-	13:00	1:05	Break (Video played: University Profile, and Program of LPPM UPN Veteran Jakarta; Research Synergy Foundation Profile; JICRISD Agenda & Sessions)
Online Presentation Session: Breakout Rooms 1, 2, 3, 4, 5, 6, 7, 8				
13:00	-	13:10	0:10	Session Chair Introduction at each parallel breakout rooms. Breakout Room 1: Dr. Najwa Yanya Santiworakun, The Halal Science Center, Chulalongkorn University, Thailand Setyowati Triastuti Utami, Ph.D. - Universitas Gadjah Mada, Indonesia Breakout Room 2: Mr. Zohaib Hassan Sain - Pakistan Safety Council, Pakistan Assoc. Prof. Engr. Christopher C. Mira - Polytechnic University of the Philippines, Philippines Breakout Room 3: Dr Ihtiram Raza Khan - Jamia Hamdard University, India Breakout Room 4: Prof. Dr. Daniel Marco-Stefan Kleber - The Emirates Academy of Hospitality Management, Dubai, UAE Breakout Room 5: Mrs. Aina Suriani Mahmood - Universiti Kuala Lumpur, Malaysia Dr. Jennifer H. Operio - Holy Angel University, Philippines Breakout Room 6: Dr. Ir. Benny Hutahayan, MM. - Universitas Brawijaya, Indonesia

			Breakout Room 7: Dr. Saddam A. Hazaea - Yunan University of Finance and Economics, China Breakout Room 8: Prof. Marilyn F. Isip, Ph.D - Polytechnic University of the Philippines, Philippines
13:10	- 15:40	2:30	Online Presentation Session, maximum 10 presenters 15 minutes/presenter
15:40	- 15:50	0:10	Awarding Certificate of Presentation, Testimonial, and Post-conference information announcement
15:50	- 16:10	0:20	Short Break and Back to Main Room for JICRISD Closing Ceremony
Main Room			
16:10	- 16:25	0:15	Awarding Ceremony Best Presentation Best Paper Session Chairs Recognition
16:25	- 16:30	0:05	Closing Speech of JICRISD 2022 Sri Lestari Wahyuningroem, M.A., Ph.D. Conference Chair JICRISD 2022 Chairperson of LPPM Universitas Pembangunan Nasional Veteran Jakarta, Indonesia

LIST OF PRESENTER

Breakout Room 1

Link Zoom for JICRISD <http://bit.ly/JICRISD2022>

Meeting ID: 896 1395 2107

Passcode: jicrisd

Breakout Room 1

Session Chair: Dr. Najwa Yanya Santiworakun & Setyowati Triastuti Utami, Ph.D.

Track Medicine

Paper ID	Presenter	Paper Title
JIC22102	Dwi Monik Purnamasari	Body Fat Percentage Prediction Model of Female Army Candidate in Indonesia
JIC22111	Muttia Amalia	Associations of Complete Blood Count, Lipid Profiles and Inflammatory Markers with Glycosylated Hemoglobin in Diabetic Patients with Atherosclerotic Cardiovascular Disease
JIC22163	Feda Anisah Makkiyah	China Leads The Studies of Herbal Medicine in Stroke: a Five-Year Documentation

Track Health Sciences

Paper ID	Presenter	Paper Title
JIC22110	Nunuk Nugrohowati	Risk factors for 6-24 Months Toddlers in District of Tanara: a Survey of Hygiene Sectors, Worms Infection and Complementary Feeding to Reduce Stunting, an Unfinished Agenda of The Millennium Development Goals
JIC22123	Rokhaidah Rokhaidah	The Influence of Media and Educational Methods on Mother's Knowledge on Prevention of Stunting in Children
JIC22117	Melly Kristanti	Effectiveness of Counseling Using Motion Graphics Against Changes in Attitudes to Consuming Fast Food in Adolescents 2022
JIC22150	Miftahul Jannah Riri	Evaluation Content of Flavonoid and Betasianin in Beetroot (<i>Beta vulgaris</i> L.) Juice, Essence And, Extract Using UV- Vis Spectrophotometry
JIC22141	Apriningsih Apriningsih	Weekly Iron Folic Acid Consumption and Anaemia Prevalence among Female Adolescent in Rural Area
JIC22142	Ari Khusuma	Histological of Liver with Songga Treatment on Alloxan-Induced Hyperglycemic Mice
JIC22167	Fahrial Amiq	Analysis Physical Fitness Level of Arema Woman Football Club Players

Breakout Room 2

Link Zoom for JICRISD
<http://bit.ly/JICRISD2022>

Meeting ID: 896 1395 2107

Passcode: jicrisd

Breakout Room 2

Session Chair: Mr. Zohaib Hassan Sain & Assoc. Prof. Engr. Christopher C. Mira

Track Engineering

Paper ID	Presenter	Paper Title
5185	Michael Gotawa Sitorus	Modified Membrane Based on Polyether-Block-Amides with Graphene Oxide to Improve Bioethanol Purity
JIC22135	Syam Widiyanto	Forecasting Average Electricity Rate Based on Machine Learning and Deep Learning Model
JIC22158	Dzulkiflih	Optimization Design of Automatic Patient Bed Based Computer Simulation
JIC22173	Mr. Djoko Suwito	Design of Tempe Processing Machine from Conceptual to Manufactured Phase

Track Environmental science

Paper ID	Presenter	Paper Title
JIC22154	Diinii Haniifah	Citizen's Socio-Economic Background and Perception of Groundwater Usage
JIC22160	Jesica Gabriella Tapiory	The Impacts of Antimony Released into The Environment as Regard to Sustainable Development Goals (SDGs)
JIC22165	Fani Suryana	The Evaluation of Pyrolysis and Hydrothermal Process of Waste Masks and Gloves Into Alternative Fuels

Track Health Sciences

Paper ID	Presenter	Paper Title
JIC22162	Eldiza Puji Rahmi	Phytochemical Analysis and Antioxidant Activity of Zanthoxylum acanthopodium DC. Essential Oils
JIC22137	Nila Authoria	Differences of Quercetin Content in Fresh and Extract Lokal Apples Using High Performace Liquid Chromatography Method

Track Medicine

Paper ID	Presenter	Paper Title
JIC22171	Annisa Farida Muti	Specific and Non-Specific Parameters of Ethanolic Extract of Jombang Leaves (Taraxacum officinale F.H. Wigg.)

Breakout Room 3

Link Zoom for JICRISD
<http://bit.ly/JICRISD2022>

Meeting ID: 896 1395 2107
Passcode: jicrisd

Breakout Room 3

Session Chair: Dr. Ihtiram Raza Khan

Track Engineering

Paper ID	Presenter	Paper Title
JIC22174	Mr. Akhmad Hafizh Ainur Rasyid	Reverse Engineering of The Fork of Electric Folding Scooter and Electric Conversion Kit Wheelchair-Based Design Approach
JIC22175	Ika Nur Jannah	Computer Fluid Dynamic (CFD) Analysis of Float and Propeller Design in Electric Hybrid Waterbike
JIC22161	Wahyu Dwi Kurniawan	Reverse Engineering of Electric Smart Bike from Generation 1.0 to Generation 2.0 to Improve the Quality of the Product
JIC22168	Bellina Yunitasari	Heat Transfer and Pressure Analysis of Pressure Machine
JIC22164	Naga Karunia	Evaluation of Recycled Aggregates used as Sub-base Layer
JIC22176	Novi Sukma Drastiawati	Topology Study of Milking Machine Based Parametric Modelling

Track Computer Sciences

Paper ID	Presenter	Paper Title
JIC22149	Krisman Yusuf Nazara	Learning Management System in Higher Education: A Bibliometric Analysis

Breakout Room 4

Link Zoom for JICRISD
<http://bit.ly/JICRISD2022>

Meeting ID: 896 1395 2107
 Passcode: jicrisd

Breakout Room 4

Session Chair: Prof. Dr. Daniel Marco-Stefan Kleber

Track Management Science

Paper ID	Presenter	Paper Title
JIC22115	Putu Yani Pratiwi	Applying Social Practice Theory to Foster Mindful Consumption
JIC22130	Ekayana Sangkasari Paranita	Financial Distress During the Covid-19 Pandemic: Altman Z-Score and Springate Model Predictions

Track Entrepreneurship

Paper ID	Presenter	Paper Title
JIC22107	Suharyati Suharyati	Digital Marketing Plan Strategy culinary MSMs with SOSTAC Methode as an Effort to Achieve Competitive Advantage and Increasing Marketing Performance
JIC22105	Syarifah Farradinna	The Comparison of Entrepreneurship Psychology Readiness among High School and Vocational Students di Pekanbaru, Riau

Track Humanities

Paper ID	Presenter	Paper Title
JIC22129	Imam Ardiansyah	Measuring Tourist Satisfaction Index on Attraction, Amenities, Accessibility, and Ancillary Service (Case Study of Angke Kapuk Mangrove Nature Park)
JIC22106	Dr. Endang Sulastri.,M.Si	KPU Strategy to Increase Voter Participation in Local Elections in the Covid 19
JIC22118	Adi Suheryadi	Deep Learning Approach for Object Detection on Online Examination Video Data Using YOLO V7
JIC22138	Mr. Marzuki	Visiting Jogja Platform: Digital Governance Practice in a Post-Turbulence Recovery

Breakout Room 5

Link Zoom for JICRISD
<http://bit.ly/JICRISD2022>

Meeting ID: 896 1395 2107
 Passcode: jicrisd

Breakout Room 5

Session Chair: Mrs. Aina Suriani Mahmood & Dr. Jennifer H. Operio

Track Education

Paper ID	Presenter	Paper Title
JIC22121	Tjiptogoro Dinarjo Soehari	Human Capital of The Determining Factor for The Development Professionalism
JIC22128	Luluk Fauziyah	Sexual Health Education Among Autism Adolescents in Indonesian Special Schools
JIC22113	Shofia Nurun Alanur	Content Analysis of Pancasila Student Profiles in Learning Pancasila and Civic Education Based on the Independent Curriculum
5326	Elisabeth Desiana Mayasari	Ethics Dilemma: Research with Children
JIC22143	Arie Rakhmat Riyadi	Management Framework of Study Program to Strengthening Career Maturity and Professional Identity of Prospective Elementary School Teachers

Track Social Sciences

Paper ID	Presenter	Paper Title
JIC22103	Ricky Aditya	Analysis of Shopee Pay Digital Payment Service Adoption Level in Jakarta City Uses Innovation Diffusion Theory
JIC22122	Andreas Kurniawan	Taste Perception from Jamu Drinks Color for Younger Generation by using Photo Products
JIC22120	Arif Hidayat	Serawai Cultural Identity: Ideality vs Reality
JIC22119	Intan Putri Cahyani	Digital Storytelling: A Form of Sustainable Communication in Managing Cultural Tourism (Study at The Lasem Heritage Foundation)

Breakout Room 6

Link Zoom for JICRISD
<http://bit.ly/JICRISD2022>

Meeting ID: 896 1395 2107
 Passcode: jicrisd

Breakout Room 6

Session Chair: Dr. Ir. Benny Hutahayan, MM.

Track Humanities

Paper ID	Presenter	Paper Title
JIC22137	Nila Authoria	The Differences in Quercetin Compounds in Fresh Local Apple and Apple Extracts using the Spectrophotometer Method
5412	Vina Mahdalena	Microblogging Design for Education in Visual Message
5415	Najib Hamood Saif Farhan	Exploring ESG Reporting in Gulf Countires

Track Law

Paper ID	Presenter	Paper Title
JIC22116	Bambang Waluyo	Argumentum a Contrario: The Position of a Third Party in Good Faith in a Corruption Case
JIC22166	Sylvana Murni Deborah Hutabarat	Reconstruction of Consumer Protection Law on Application-Based Lodging Services in Indonesia
JIC22146	Nobella Indradjaja	Legal Protection for Outsourced Workers/Laborers Towards Diploma Detention Policy Committed by The Employer

Track Political Science

Paper ID	Presenter	Paper Title
5388	Ms. Lia Wulandari	Public Service in Digital Age: Problems of Digitalization and Data Protection in Indonesia
JIC22148	Tiara Alya Mulyana	Political Digital Activism of K-Popers in #TolakOmnibusLaw Movement on Social Media Twitter

Breakout Room 7

Link Zoom for JICRISD
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Meeting ID: 896 1395 2107
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Breakout Room 7

Session Chair: Dr. Saddam A. Hazaea

Track Economics

Paper ID	Presenter	Paper Title
JIC22112	Uliya Vidriza	The COVID-19 Spill Impact on The Indonesian Economy
JIC22114	Lina Aryani	Analysis of Promotion, Price, and Quality of Service to Interest in Visitting Tourists at The State Museum of Banten
5310	Lydia Maulida	Analysis of Residential Unit Status (Relocation/General) Rental Public Housing Policy in DKI Jakarta Province Againsts Occupant Arrears
JIC22133	Mrs. Ni Putu Eka Widiastuti	How Good Fishing Port Governance Based on Digital Technology Reslize a Green Economy
5428	Riska Dhenabayu	Evaluation Strategy Ecoprint Fashion Business by Applying Generative Adversarial Networks (GAN): A Teleconsultation Clothing Design Tool

Track Business

Paper ID	Presenter	Paper Title
JIC22134	Dr. Andre Dwijanto Witjaksono	Farm Valley CARE: Development of Sustainable Tourism Based on Camping, Agriculture, Recreation, and Education
JIC22140	Dr. Kah Boon Lim	Customer Satisfaction on E-Banking Service Quality in Malaysia
JIC22156	Asya Azhar Fathina	The Effect of Hedonic and Utilitarian Value on Brand Trust and Brand Affect as Intervening Variable on iPhone
JIC22139	Sook Fern Yeo	An Investigation of Switching Intentions in the Sports Apparel Industry: What Reason Do They Switch?

Breakout Room 8

Link Zoom for JICRISD
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Meeting ID: 896 1395 2107
 Passcode: jicrisd

Breakout Room 8

Session Chair: Prof. Marilyn F. Isip, Ph.D

Track Management Science

Paper ID	Presenter	Paper Title
5362	Sutarjo Paring	Evaluation of the CIPP Model on the Mental Revolution Program
JIC22151	Mira Rahmi	Millenial Generation Intentions in Islamic Capital Market

Track Social Sciences

Paper ID	Presenter	Paper Title
JIC22169	Kusumajanti	Implementation of The Four-Side Communication Model in Improving the Competitiveness of Traditional Fishers During The COVID-19 Pandemic (Case Study: Fishers in Sendang Biru, Malang Regency, Indonesia)
5380	Mr. Muhamad Ridwan Effendi	Socio-Religious Prejudice Against the Tablighi Jama'ah Peace Theological Movement and Pattern in West Java, Indonesia
JIC22144	Rio Guevarra Yutuc	Social, Economic & Financial Determinants of Income Inequality in The Philippines: A New Model
JIC22145	Anushia Chelvarayan	Mental Health and Covid -19: The Malaysian Students' Perspective
5406	Uljanatunnisa	Corporate Social Responsibility Communication in Controversial Industries in Indonesia
JIC22159	Komaudin Komarudin	Implementation of COVID-19 Gymnastics on the Mental Health of Adult People
JIC22157	Susanti Saragih	Bringing Higher Education into The Digital Age

Track: Medicine

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Conference Proceeding**

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Body Fat Percentage Prediction Model of Female Army Candidate in Indonesia

| Dwi Monik Purnamasari¹, Rachma Hidana², Yolanda Safitri³, Elies Fitriani⁴, Handrian Rahman Purawijaya⁵, Grace Joselini Corlesa⁶, Alfa Januar Krista⁷, Ahmad Syafiq⁸

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Abstract

Background – The incidence of obesity in female adolescent and adult continues to increase in Indonesia. Obesity as well as overweight may cause several health problems such as cardiovascular diseases and metabolic syndromes. The nutritional status of female candidates for Indonesian National Army officers is important to be monitored because they are main components in national defense and it's related to their performance. Anthropometric examination is one of nutritional assessment, including Body Fat Percentage (BFP) in body composition analysis. Prediction model of BFP can be used in determining the incidence of obesity in the community. Studies on the prediction model of BFP in female army candidates have never been conducted in Indonesia.

Purpose – This research aims to to get the prediction model estimating BFP of female army candidates in Indonesia.

Design/methodology/approach – This study is a quantitative study using cross sectional method with 108 female students aged 18 until 20 years old from the Indonesia Defense University that fulfilled the inclusion and exclusion criteria. The study was conducted in August 2021. The independent variables in this study were age, Body Mass Index (BMI), and Waist Circumference (WC) with dependent variable is the body fat percentage based on Bioelectrical Impedance Analysis (BIA). The Pearson correlation test was carried out and followed by a multivariate linear regression test to obtain a predictive model of body fat percentage.

Findings – The result showed that the average of body fat percentage of subjects was $28,303\% \pm 6,37\%$. Bivariate analysis showed that BMI has the strongest correlation with BFP BIA ($r=0,722$). The prediction model derived from multivariate analysis was $BFP = -94,055 + WC \cdot 39,064 + 1,073 \cdot \text{age} + 1,420 \cdot \text{BMI}$. Adjusted R square for this model prediction is 0,535.

Research limitations – The limitation of this study was limited anthropometric measurement indicator that was collected for predictor in BFP model prediction formula.

Originality/value – This study showed the first model prediction of BFP in female army candidates in Indonesia. Age, BMI, and WC were predictor to BFP of female army candidate in Indonesia Defense University.

Keywords: Anthropometry, army, body fat percentage, female, predictive model

Associations of Complete Blood Count, Lipid Profiles and Inflammatory Markers with Glycosylated Hemoglobin in Diabetic Patients with Atherosclerotic Cardiovascular Disease

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Abstract

Background – Extensive inflammation and long-term hyperglycemia heighten the Atherosclerotic cardiovascular disease (ASCVD) probability in type 2 diabetes mellitus (T2DM). Complete blood count and inflammatory markers derived from hematology parameters along with lipid profiles have appeared as novel biomarkers which help to determine the prognosis of ASCVD in diabetic patients.

Purpose – This study aims to evaluate the associations of glycosylated hemoglobin with the alterations in Complete Blood Count (CBC), lipid profiles, and inflammatory markers derived from neutrophils, monocytes, platelets, and lymphocytes in ASCVD T2DM.

Design/methodology/approach – Seventy-five ASCVD T2DM patients from National Cardiovascular Center Harapan Kita were investigated. Diabetic patients were classified into the Non Very High Risk (NVHR), Very High Risk (VHR), and Acute Coronary Syndrome (ACS) groups. VHR status was described as having two or more major ASCVD events or one major ASCVD event and two or more high-risk conditions. ACS diagnosis was ensured by ECG and cardiac biomarkers test. CBC, lipid profile, and IL-6 were estimated in all groups.

Findings – T2DM patients have abnormal Mean Cell / Corpuscular Volume (MCV), Mean Cell / Corpuscular Hemoglobin Concentration (MCHC), leucocyte, eosinophil, segmented neutrophil, lymphocyte, neutrophil-lymphocyte ratio (NLR), monocyte-lymphocyte ratio (MLR), platelet-lymphocyte ratio (PLR), and low-density lipoprotein (LDL). Hemoglobin A1c (HbA1c) has significant correlation with hematocrit ($p = 0.044$), eosinophil ($p = 0.041$), and MLR ($p = 0.042$). NLR, MLR, and PLR correlate significantly with IL-6 ($p = 0.0001$, $p = 0.010$, $p = 0.004$). CBC is an affordable and long-established parameter that could assist as an inflammatory biomarker. These biomarkers may have considerable value as predictors of enhanced inflammation in ASCVD T2DM.

Research limitations – This was an observational study carried out in a single-center hospital with only a very few patients.

Originality/value – This study provides the benefit of affordable CBC tests in T2DM ASCVD patients which also correlate with inflammatory marker IL-6.

Keywords: ASCVD, CBC, HbA1c, Inflammatory markers, Lipid profile

China Leads the Studies of Herbal Medicine in Stroke: A Five-Year Documentation

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Abstract

Background – Indonesia still poses a threat to Stroke, and the prevalence of Stroke is considered high. This study highlights the focus of interest in publication during the last five years in herbal medicine in Stroke. The results of this study will be the framework of the policy and implementation of strategic measures to overcome this disease.

Purpose – This paper aims to present an overview trend of herbal medicine in Stroke in the last five years and hopes it could be such insight into the development of herbal medicine in Indonesia.

Design/methodology/approach – We conducted a bibliometric analysis on herbal medicine in Stroke between 2017 and 2022. We retrieved published documents from Scopus by using keywords. We imported articles from Scopus, and we reported the trends. The visual analysis using VOS viewer version 1.6.18 to visualize publications on the keywords, countries, and author.

Findings – China is the number one country whose authors wrote this issue. The number of articles about this issue reached a peak in 2021 and got down in mid-2022.

Research limitations – Even though the prevalence of Stroke is high in Indonesia, none of the recent publications come from Indonesia. As the countries with the most herbal medicine, Indonesia's authors should be more productive in writing about herbal medicine in Stroke.

Originality/value – The bibliometric article is limited in stroke research. This article is one of the small numbers that discusses stroke research.

Keywords: Bibliometric, Cerebrovascular attack, Phytomedicine, Trend

Specific and Non-Specific Parameters of Ethanolic Extract of Jombang Leaves (*Taraxacum officinale* F.H. Wigg.)

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Abstract

Background – *Taraxacum officinale* F.H. Wigg., commonly known as Jombang in Indonesia, is one of the 30 medicinal plants processed into Scientific Jamu. Jombang has been used empirically to both prevent and treat liver illness. In order to maintain consistency in quality, safety, and efficacy, Jombang extract must be standardized; as a result, extracts used as raw materials for medicines have constant specific and non-specific parameters and are expected to meet quality requirements to be accepted in healthcare settings.

Purpose – This research intended to analyze the general standard parameters of the 50%-ethanolic extract of Jombang leaves from Tawangmangu, Indonesia.

Design/methodology/approach – The specific parameters are organoleptic properties, phytochemical composition, water-soluble and ethanol-soluble extract content; while the non-specific parameters consist of water content, ash content, acid-insoluble ash content, heavy metal, and microbial contamination. Both parameters are determined using the method established by the Ministry of Health of the Republic of Indonesia for General Standard Parameters of Extracts.

Findings – The results indicated that the 50% ethanolic extract of Jombang leaves had thick extract, dark brown color, distinctive smell, and slightly bitter taste. Saponins, flavonoids, and steroids were found in the extract's phytochemical screening results. It contained 67.62% of water-soluble extract and 18.83% of ethanol-soluble extract. Mold and yeast contamination were negative ($<1.0 \times 100$ CFU/gr), Pb and Cd levels were undetectable ($<0,009$ ppm and $<0,00011$ ppm, respectively), while the water content value was 13.26%, the ash content value was 9.87%, and the acid insoluble ash content value was 0.48%.

Research limitations – Many factors, such as geographical location, climate, temperature, agricultural process, harvesting process, and post-harvesting process (drying method, storage) influence the quality of herbal material and its chemical content of them.

Originality/value – The result indicated that the parameters might be used to assess the stability and safety of a 50% ethanolic extract of Jombang leaves before its application to treat a variety of illnesses.

Keywords: *Taraxacum officinale*, leaves, ethanolic extract, specific parameters, non-specific parameters

Track: Health Sciences

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Risk factors for 6-24 Months Toddlers in District of Tanara: A Survey of Hygiene Sectors, Worms Infection and Complementary Feeding to Reduce Stunting, an Unfinished Agenda of The Millennium Development Goals

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Abstract

Background – Almost 9 million children under five in Indonesia were stunted, with the highest incidence in East Nusa Tenggara. However, the Indonesian Nutrition case Study (SSGI) of the Health Ministry recorded a decrease in the incidence of stunting to 24.4% in 2021. Important to analyze factors that associate with the decrease in the incidence of stunting during the covid-19 pandemic.

Purpose – The objective was to determine factors that influence the occurrence of stunting in children aged 6-24 months in Tanara District, Serang Regency during the covid-19 pandemic, Indonesia in September 2020 amid the atmosphere of the Covid-19 pandemic.

Design/methodology/approach – A Cross-Sectional approach had conducted in Tanara District, Serang Regency, Banten Province, Indonesia in September 2020 amid the atmosphere of the Covid-19 pandemic. The samples were 40 mothers with toddlers aged 6-24 months, with consecutive sampling from 9 sub-districts.

Findings – Children aged 6-24 months experiencing stunting were 21 (52.5%), 28 children (70%) had done exclusive breastfeeding by mothers, and 65% of respondents have poor knowledge of complementary feeding of the breastfed infant. There is a relationship between a history of infection with the incidence of stunting (OR=4.6; 95% CI=1.18 to 17.52; p=0.02), between lack of complementary feeding of the breastfed infant knowledge and the incidence of stunting (OR=5.9; 95% CI=1.31 to 26.33; p=0.02), also between a lack of healthy life attitude and the incidence of stunting (OR=5.00; 95% CI=1.23 to 20.30; p=0.02). The most influential to the incidence of stunting in children aged 6-24 months was infectious disease history (OR=6.62; 95% CI=1.13 to 38.90; p=0.04) and an attitude to a healthy life (OR=6.21; 95% CI=1.02 to 37.71; p=0.05). Amid the covid-19 pandemic, a lower history of infectious disease in children under five will give a low incidence of stunting however a higher healthy living attitude will make the incidence of stunting lower. A relationship between knowledge of complementary feeding of the breastfed infant and the incidence of stunting does not affect the incidence of stunting under five,

Research limitations – We used a cross-sectional design for this research, however, the limitation is we just saw the evidence in one short time. It was better if this research was designated in case-control or cohort so we can evaluate the risk factors of stunting deeper.

Originality/value – We still struggling with evidence of stunting and malnutrition, and we hope with an approach from the bottom area we can help the government in order to finish the agenda of Millennium Development Goals.

Keywords: Risk factors, 6-24 months toddlers, stunting reduction

Effectiveness of Counseling Using Motion Graphics Against Changes in Attitudes to Consuming Fast Food in Adolescents 2022

| Melly Kristanti¹, Nunuk Nugrohowati², Yanti Harjono³, Raden Roro Maya Dennisa⁴, Nabila Fairuz⁵

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Abstract

Background – Media is very useful in increasing knowledge, especially in adolescents. Animated media is one of the ways in which education and information can be conveyed properly to teenagers

Purpose – Therefore, the researchers wanted to see the effectiveness of motion graphics on the knowledge and attitudes of adolescents regarding fast food.

Design/methodology/approach – This study used a cross sectional study design with a sample size of 120 samples. The analysis used in this study is the Wilcoxon test.

Findings – There is a change in the attitude of adolescents after being given counseling using motion graphics, namely a p-value of 0.000. The attitude changed scores before the intervention and after being given the intervention changed from 6 (6-7) to 8 (7-8)

Research limitations – While knowledge did not experience a significant change p-value 0.165

Originality/value – Based on these results, it is certain that there is a need for changes in healthy living behavior to avoid obesity which has an impact on degenerative diseases. In addition, there is a need for new ways to provide counseling to teenagers, namely using motion graphics which are quite effective in providing information

Keywords: Obesity, Adolescents, Attitudes, Knowledge and Motion Graphic

Evaluation Content of Flavonoid and Betasianin in Beetroot (*Beta Vulgaris L.*) Juice, Essence and, Extract Using UV- Vis Spectrophotometry

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Abstract

Background – Beet (*Beta vulgaris L.*) is one of traditional food which contain a high level of anti oxidant. Flavonoid and betasianin are important substances inside of beet. Food processing methods will affect the level of anti oxidant in raw food. An essence is a natural liquid inside of fruits or vegetables. Juice is a drink contains lots of fiber and also contains an essence of fruits or vegetables. Extraction method using ethanol as a universal solvent can be used to extract polar and semipolar substances.

Purpose – This mini research aimed to evaluate flavonoid and betasianin content in beet with several processing methods which were as juice, essence, and extract, and they were examined using UV- Vis spectrophotometry.

Design/methodology/approach – Flavonoid and betasianin level in juice, essence, and extract were evaluated using UV- Vis spectrophotometry, and the results were calculated in ppm level.

Findings – After calculation, the mean of flavonoid in beet as juice, essence, and extract were 59.492 ppm, 44.742 ppm, 105.955 ppm, respectively. Whereas betasianin level means were 0.00258 ppm (juice), 0.00517 ppm (essence), and 0.03401 ppm (extract).

Research limitations – The limitation of this mini research was there was no evaluation of in several different doses. Therefore further evaluation the level of of flavonoid and betasianin at different doses in beet with several processing methods is necessary.

Originality/value – The value of this research was the use of three types of beet processing method which were juice, essence, and extract.

Keywords: Flavonoid, Betasianin, Beetroot

Weekly Iron Folic Acid Consumption and Anaemia Prevalence among Female Adolescent in Rural Area

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Abstract

Background – Anemia is experienced by over half of billion women of childbearing age (15-49 years) in the world. Anemia prevalence in women of childbearing age worldwide increased in 2015 by 28.5% to 29.6% in 2019. Female adolescent's anemia prevalence can cause maternal death due to bleeding and eclampsia. The maternal mortality rate in Bogor Regency increased in 2019 of 61.7% from the previous year 2015 of 46.9% were mostly caused by bleeding and eclampsia

Purpose – This study aims to examine the association between individual characteristics, menstrual patterns, nutritional status, and weekly iron folic acid consumption on the anemia status of female adolescent in Sirnagalih Village, Bogor.

Design/methodology/approach – This study applied cross-sectional research design carried out in Sirnagalih Village, Bogor in the period January-February 2022. The study population was female adolescent (10-19 years) in Sirnagalih Village, Bogor. The 78 respondent was obtained using a random sampling technique. Data analysis used primary data obtained using research instruments in the form of measuring height and weight, EasyTouch GcHb, and online questionnaires.

Findings – The results of chi square analysis showed a significant relationship between weekly iron folic acid consumption and anemia status of adolescent girls in Sirnagalih Village, Bogor (p-value = 0.018 and POR = 0.128 (95% CI: 0.02-0.69)). The other variables did not have a significant association with the female adolescent's status of anemia in Sirnagalih Village, Bogor (p-value > 0.05).

Research limitations – The limitations of this study are that it only uses one village for the research location and the number of samples is limited so it is recommended to expand the research location by increasing the number of villages and samples in further research.

Originality/value – The increasing prevalence of anemia in rural adolescent girls needs attention. This study suggests that weekly iron folic acid consumption can be a lever for reducing anemia cases in rural adolescent girls.

Keywords: Anaemia, Female-adolescent, Iron folic-acid, Rural-area

Histological of Liver with Songga Treatment on Alloxan-Induced Hyperglycemic Mice

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Abstract

Background – Diabetes mellitus is a serious threat to sufferers throughout the world, especially in Indonesia. diabetics are one of the most vulnerable groups to be infected with the COVID-19 virus. The high complications that occur in diabetics and the variability of the causes of diabetes have resulted in the absence of an appropriate treatment or therapy approach. The administration of alloxan as experimental diabetes mellitus in experimental animals with higher doses than required will cause damage to other tissues, one of which is the Liver. Spices are an alternative medicine that has been known since ancient times. Spices are reported to be used in the management of diabetes mellitus. The dose of spice used is needed to determine the actual exposure to the food components needed to produce the response and target molecules.

Purpose – This study tried to explore the efficacy of Songga made from spices which have the potential to reduce blood sugar levels in rats and improve the structure of the Liver organ histology and marked by examination of the Liver function panel.

Design/methodology/approach – This study aims to determine the anti-diabetic effect of the Songga by dividing 5 treatment groups in the form of K-; K+; KO Drug: P1(40 mg/Kg/BW); P2 (160 mg/Kg/BW) with a measurement of 12 days of treatment.

Findings – The results of statistical analysis showed that songga has a significant effect on reducing SGOT and SGPT levels ($p>0.05$). The average value of the lowest SGOT levels was found in the drug group while the lowest SGPT was found in the negative control group. The description of the Liver histology shows the number of cells of necrosis and degenerative cell has fewer with songga intervention. The results showed of songga had the ability to reduce the levels of SGOT and SGPT in alloxan-induced mice and had hepatoprotective activity.

Research limitations – the treatment of experimental animals in giving alloxan is susceptible to making the experimental animals die after injection

Originality/value – Songga is a potential drink that people with diabetes mellitus can use to lower blood glucose levels and repair chronic liver organs

Keywords: Songga, anti-diabetic, liver, SGOT, SGPT

Differences of Quercetin Content in Fresh and Extracts Local Apples using High Performance Liquid Chromatography Method

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Abstract

Background – Oxidative stress is an imbalance between pro-oxidants and endogenous antioxidants resulting in cell damage and degenerative diseases. As horticultural commodities, apples have superior varieties of Manalagi and Romebeauty. Apples contain exogenous antioxidants, namely quercetin that effectively contributes to the management of oxidative stress.

Purpose – The study used laboratory experimental methods to determine differences in quercetin content in fresh apples and apple extracts of Manalagi and Romebeauty.

Design/methodology/approach – Determination of quercetin content of fresh apples and apple extract used the High Performance Liquid Chromatograph (HPLC) method. The samples used were fresh apples and apple viscous extract of Manalagi and Romebeauty obtained respectively from UPT Medika Material Laboratory of Batu City and Food Engineering Laboratory of Soegijapranata Catholic University Semarang using maceration process with ethanol solvent.

Findings – The results showed that the average levels of quercetin in fresh apples of Manalagi and Romebeauty varieties were 13,685 ppm and 15,544 ppm respectively. Extraction of 70% ethanol from 100 grams of Manalagi and Romebeauty varieties resulted in 38.123 grams and 52.699 grams of thick extract. The average levels of quercetin in Manalagi and Romebeauty extracts were 422.235 ppm and 243.454 ppm. It can be concluded that the extract can optimize the quercetin content.

Research limitations – The quercetin content in local apple extracts of Manalagi and Romebeauty can be used as an alternative to antioxidant therapy due to oxidative stress.

Originality/value – Analyzing differences in quercetin content in fresh apples and apple extracts

Keywords: Quercetin, Romebeauty apples, Manalagi apples, Extraction, HPLC

Phytochemical Analysis and Antioxidant Activity of *Zanthoxylum Acanthopodium* DC. Essential Oils

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Abstract

Background – Andaliman (*Zanthoxylum acanthopodium* DC), which belongs to the Rutaceae family, is a plant widely used as a spice in traditional Batak cuisine around the Toba region-Samosir, North Sumatra. The Batak people also use andaliman to treat digestive problems, reduce pain, relieve diarrhea, as an aromatic ingredient, tonic, and increase appetite. This research is aimed to determine the phytochemical content and antioxidant potential of Andaliman fruit essential oil.

Purpose – This investigation analyzed the phytochemical content and antioxidant activity of Andaliman fruit essential oil.

Design/methodology/approach – The phytochemical content was studied using TPC, TFC, and GC-MS, and the essential oil's free radical scavenging capacity was evaluated in vitro against DPPH, FRAP, and ABTS.

Findings – The results showed that the principal constituents of andaliman fruit essential oil were D-Limonene, Geranyl acetate, Geraniol, α -Ocimene, Citronellal, and Citronellol. Additionally, the TPC and TFC of the essential oil were relatively low, at 3.81 mg GAE/g sample and 11.42 mg QE/g sample, respectively. According to the DPPH assay results, the essential oil is effective as an antioxidant with an IC₅₀ value of 28.37 μ g/mL. However, the FRAP and ABTS assays did not showed the antioxidant activity. The results indicated that the essential oil has high antioxidant properties and had the potential to be further studied for its pharmacological properties.

Research limitations – This study has limitations that DPPH and FRAP/ABTS results didn't match. The different results from antioxidant assays (DPPH, FRAP and ABTS) may be due to the various time of conducting the assay. The DPPH assay was done immediately after the essential oil extracting process, while the FRAP and ABTS assays were done three months later. Hence, it is suggested that the FRAP and ABTS assays will be repeated with fresh essential oils. Moreover, we should investigate the phytochemical constituents of old and new essential oils.

Originality/value – This research can be the basis for developing andaliman as a nutraceutical raw material that can be consumed daily and can prevent degenerative diseases easily obtained from local people and elevate local potential in Indonesia.

Keywords: *Zanthoxylum acanthopodium* DC, essential oil, antioxidant

Track: Engineering

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Optimization Design of Automatic Patient Bed Based Computer Simulation

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Abstract

Background – People lying in a hospital bed for various reasons like age, paralysis, orthopedic problems, and accidents need help almost all the time. The patients are faced with two main problems related to changes in posture and movement problems due to being in bed for a long time. The need for patient beds with positioning technology can make patients more comfortable during the treatment process.

Purpose – Designing a patient bed that can increase comfort when used during the treatment process. This bed is designed to have a feature that is no longer monotonous in one position, the sleeping position can be adjusted sideways to the right and left, and the position of the legs can be adjusted down. The design process will use 3D Parametric Software and will be simulated with static and frequency analysis.

Design/methodology/approach – The method used is computer simulation with 3D Parametric software to optimize the design. Starting from building the 3D model of the automatic patient bed, applying the parameter used such as: a) apply ASTM A36 (Black Hollow) material for the frame of the bed, a load of the linear motor is 1500N, mass distributed are 60, 80, 120, 140 kg, b) meshing used will be standard or blended meshing, profile hollow for the frame are 50x50x2 mm, 80x40x2mm and 30x30x1.2mm, c) Yield strength 250 Mpa, Tensile strength 400 Mpa. Friction losses will be neglected.

Findings – Optimization design of the automatic patient bed with a computer simulation approach consisting of the result of stress, displacement, a factor of safety (FOS), and frequency. The value of the stress must be under 250 Mpa, between 100 - 200 Mpa. Displacement is about 0.02 - 0.04 mm. FOS is about 3.

Research limitations – When using computer simulation, the parameters used must be the same as the real condition to have the best result. However, something called “friction” must have occurred in this case. It will be neglected due to friction can be focused when the transmission mechanism is included. In this case, it does not exist.

Originality/value – Originality is the statistical result between the original result and the optimized result.

Keywords: optimization, design, simulation, patient bed

Design of Tempe Processing Machine from Conceptual to Manufactured Phase

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Abstract

Background – The process of making tempe is still done manually or with machines that are not food grade, a fermentation room that relies on weather factors, and the soybean washing process using well water. So that the production of tempe is less hygienic

Purpose – 1) Creating a machine (soybean breaker, cleaner, and soybean skin separator) to help the tempe SME's production process so that the product is more hygienic, 2) yeast mixer machine. 3) Designing a special room for the fermentation process that can regulate temperature and humidity. 4) Provide a water filter to maintain the quality of the soybean rinsing process.

Design/methodology/approach – The method used in this research was screening and scoring design-based Quality Function Deployment (QFD/Six Sigma). Building the tempe processing machine with Voice of Customer (VOC) data and then translated it into Product Specification. The outputs were design and shop drawing. Data from the shop drawing were the food-grade material, the mechanism of the shaft, and the control unit.

Findings – Using QFD/Six Sigma to get food-grade material (hygienic material) for hooper input of soybean breaker, cleaner, and soybean skin separator. For the hooper input and roller after using QFD screening used SS 304, the Side cover used SS201 and the Bearing was SKF. For the frame after the screening used SS400 material. The yeast mixer used SS 304 for the drum and the frame was galvanized steel. Room for fermentation equipped with temperature and moisture sensor. The food-grade material is austenitic. Austenitic is composed of several ingredients, namely 16% chromium, 7% nickel, and nitrogen. The properties of austenitic SS are: having strength and resistance to temperature and having better corrosion resistance.

Research limitations – Screening and scoring were used for the preparation of shop drawings and manufactured phases. Only the main function of each product design will be screened and scored. The challenge was translating VOC to product specifications due to one VOC can have two to four specifications.

Originality/value – QFD/Six Sigma was implemented to shop drawing. Designer aspects and VOC collaborate to improve the quality of the product built.

Keywords: design, manufactured, tempe, machine, VOC

Reverse Engineering of The Fork of Electric Folding Scooter and Electric Conversion Kit Wheelchair-Based Design Approach

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Abstract

Background – Many people with special needs (disabilities) and the elderly who experience injuries or paralysis resulting in difficulty walking require a handler to make activities easier. With the development of transportation technology advancements, the E-Conversion Kit Wheelchair and E-Folding Scooter are designed to be more modern and continue to be developed from time to time

Purpose – The E-Conversion Kit Wheelchair and E-Folding Scooter were designed to have easy to control, safe, and ergonomic. Especially for fork components, they must be well structured. By using the RE test will be known where the location should be improved.

Design/methodology/approach – The method used in this research is RE test by using previous data of the product and will develop to have good performance. Starting from data collection of fork such as dimension, material steel, geometry, yield strength is 250MPa, modulus elasticity is 200GPa, and Poisson's ratio is 0.26. Then, create the 3D model of the fork with the data. RE test will be running automatically after the model is finished

Findings – The result of the RE test has been given two material recommendations. They are steel and aluminum 2007-T3. The yield strength of mild steel is 250MPa and so is the aluminum 2007-T3. The stress engineering value is about 100 - 150 MPa with a 0.03-0.05mm displacement. The previous fork design and material used galvanized steel has 203.94 MPa yield strength. For safety, the mild steel and aluminum 2007-T3 are higher than galvanized steel. For ergonomics, the FOS value is about 3-4.

Research limitations – The result of the RE test did not give thermal properties and component element properties. It just gave the physical model and mechanical properties

Originality/value – Originality is the RE test combined with the design process of the product. They will result in the improvement of the component of the fork.

Keywords: RE, test, folding scooter, wheelchair, design

Computer Fluid Dynamic (CFD) Analysis of Float and Propeller Design in Electric Hybrid Waterbike

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Abstract

Background – The waterbike consists of a float, propeller, and frame unit that integrated each other. The stability on the water is the main function of this product. The aerodynamic aspect of the float and propeller (or the transmission system) will influence its performance.

Purpose – The safety factor of this product lies in the float and transmission system. The transmission system used a sprocket and propeller to control the waterbike. The CFD testing is required to enhance them, so they can be modified to get better performance for the waterbikes.

Design/methodology/approach – The method used in this research is computer fluid dynamic (CFD) analysis to explore the performance of float and propeller. CFD test will also use to get modification geometry of them. CFD test will get a predictable maximum load that can be held of those two components.

Findings – The CFD test expected for the result such as the fin diameter must not exceed 30% of the propeller diameter, and The angle on the fin ranges from 15 - 25 degrees to handle the maximum load. The optimum thickness will be 0.9 to 1.5 mm for the PVC float.

Research limitations – The CFD study will not discuss erosion and corrosion of that two components. It will be focused on the impact of geometry and the flow to the maximum load that can be held.

Originality/value – Originality is a CFD test to enhance and modify the float and propeller design. The angle of the fin and its diameter, the thickness of PVC float will be considered in the CFD test.

Keywords: design, waterbike, float, propeller, CFD

Reverse Engineering of Electric Smart Bike from Generation 1.0 to Generation 2.0 to Improve the Quality of the Product

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Abstract

Background – The need for the use of electrical energy as a driving force with innovation in the field of transportation, namely with electric bicycles. Seeing the function of the bicycle, it can be used flexibly, namely as an environmentally friendly means of transportation. Some people while cycling, exhaustion but can lead to exhaustion and even death. This needs to be done by adding features such as heart rate measurement and an oximeter.

Purpose – Creating E-Smart Bike generation 2.0: hybrid electric system integrated with heart rate meter and oximeter to anticipate accidents due to fatigue. Generation 1.0 of this product was not equipped with a heart rate meter and oximeter. Only electric motor, speed sensor, and odometer.

Design/methodology/approach – The method used in this research is reverse engineering (RE). RE from geometry, ergonomics, and safety of the e-smart bike. The position of the battery and its cover, heart rate measurement, and an oximeter will be improved using a design approach, testing, and validation.

Findings – The results of the e-smart bike test regarding full electricity with a human load of 62 kg used a watt meter, namely at speeds of 18, 20, 22, and 24 km/hour the power consumption is 228, 236, 272, and 284 Watt. The heart rate meter and oximeter automatically work and monitor the condition of the rider. When crossing a flat road, the power output is only 472 W. When crossing a speed bump, the required power is 467 W. Then passing on a bumpy road, the power released was 610 W.

Research limitations – Reverse engineering will not discuss the fabrication process of the product. RE will be focused on the difference between generation 1.0 (before RE) and generation 2.0 (after RE).

Originality/value – The methods of RE combined with design parametric and RE testing, simulation, and validating with test with load condition.

Keywords: reverse engineering, electric bike, product, fatigue

Heat Transfer and Pressure Analysis of Pressure Machine

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Abstract

Background – Indonesia is a country with a variety of special foods, one of the typical foods that are very popular with the people are foods that utilize the steam heating process such as steamed chicken, milkfish presto, and so on. The treatment of the pressure process in the pressure machine affects the quality of the product. Heat transfer and pressure are the factors in whether this machine works well or not

Purpose – The pressure process is very susceptible to the condition of heat and pressure inside the tube. It takes studying deeply to enhance the boundary condition inside. This research will discuss the effect of heat transfer and the pressure of the machine to optimize the boundary condition of the tube

Design/methodology/approach – The method used in this research is numerical simulation to analyze the effect of heat transfer and pressure on the machine. The scenarios created a thermal study called “tube of pressure machine thermal”. Thermal Resistance with Node to surface as the contact type. This contact condition overrides the global Bonded contact condition. Transient thermal analysis requires that the initial temperature of the model be defined in addition to the already defined Heat Power and Convection coefficients

Findings – The performance of the Pressure Machine is overviewed with thermal and pressure analysis. The condition will be a steady state of transient depending on the optimization needed. Temperature and pressure distribution will be in the 300 seconds range. The initial temperature will be 300K

Research limitations – In this research will not discuss heat and pressure losses during analysis. The deformation due to thermal and pressure will occur.

Originality/value – Originality is the numerical study to enhance the optimization of boundary conditions inside the tube of the pressure machine.

Keywords: pressure, machine, heat transfer, numerical study

Topology Study of Milking Machine Based Parametric Modelling

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Abstract

Background – The large market for cow's milk makes the order capacity for cow's milk high and will result in an increase in the milking process. In the production process, especially the process of milking, people still manually use hands so that fatigue often occurs, especially in people who have more than 2 livestock. This causes the production process to be ineffective and production results are also limited

Purpose – Creating an automatic milking machine equipped with a milk can, a vacuum tube, and a hose. Besides, a topology study will be done also based model of the machine. The three-unit components will affect the performance of the Milking Machine especially the vacuum tube and milk can. Their size needs to be analyzed to get the optimum one

Design/methodology/approach – The method used in this research is the study of topology to analyze the optimization of the model offered. Topological Optimization finds where material should be placed within the available design space. Topological Optimization starts with a design space that represents the maximum allowed size for a component. It considers loads, restraints, and manufacturing constraints.

Findings – The study of the milking machine will determine the quality of the model itself. Using topological optimization will affect mass reduction by 20 - 50% to get a good product

Research limitations – In this research will be topology simulation only

Originality/value – Originality is a topology study to get the optimum geometry of the product. It was used to maximize stiffness to mass ratio, and minimize displacement also

Keywords: milking, machine, topology, study, model

Track: Environmental Sciences

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Citizen's Socio-Economic Background and Perception of Groundwater Usage

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Abstract

Background – The lack of public knowledge and sense of wonder about groundwater conditions causes the majority of the world's population to use groundwater for their daily life. Indonesia is a country where the majority of the inhabitants still use groundwater rather than piped water. These could be one of the causes of the high groundwater consumption, particularly in the capital city of Jakarta. Meanwhile, the Indonesian Sustainable Development Goals (SDGs) target by 2020 to protect and restore ecosystems related to water resources, one of which is groundwater.

Purpose – This study aims to analyze public perception of their household groundwater quality and willingness to pay for safe water.

Design/methodology/approach – Household information on public perception, socio-economic status, groundwater usage categories, and willingness to pay for water supply were collected by surveys with a yes or no questionnaire instrument. The questionnaire was distributed to people who living in the located research area and utilize groundwater for their daily activities.

Findings – The results of descriptive statistical analyses revealed that citizens utilize groundwater not only for low education and income but also used by people who have a high educational and economic level. The society capabilities to pay for piped clean water shows that only 27% and the rest are unwilling to pay.

Research limitations – Overall, due to COVID-19, research data was collected online rather than face-to-face. Hopefully, future studies can be implemented directly into society

Originality/value – This study shows that households still use groundwater from various backgrounds. The findings from this study are that people from various groups still believe that groundwater is the main resource of water that can be used for a long time.

Keywords: Groundwater, Socio-economic, Willingness to pay

The Impacts of Antimony Released into The Environment as Regard to Sustainable Development Goals (SDGs)

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Abstract

Background – Antimony (Sb) is a metal compound that can be found in the production processes inside industrial activities and impulse water contamination. This compound might cause some health problems for humans, and animals and also interfere growth of vegetation. Despite the nuisance that caused, Sb is still widely used for production activities such as the paint industry, ceramic industry, plastic industry, battery industry, glass industry, and others. The normalization of the industry after the pandemic may influence the number of Sb that would pollute the environment.

Purpose – This study aims to learn more about the impact of antimony when it is released into the environment and its correlation with the Sustainable Development Goals (SDGs).

Design/methodology/approach – This work was basically based on a critical review of literature related to the presence of antimony in water, its effect, and its relation to sustainable development. Numerous current and recent studies have been examined to analyze the correlation of antimony and its consequences to the SDGs.

Findings – Based on the literature study, it found that out of seventeen goals from SDGs, there are several goals that are correlated with Sb including SDG3: Good Health and Wellbeing; SDG6: Clean Water and Sanitation; SDG9: Industry Innovation and Infrastructure; SDG12: Responsible Consumption and Production; SDG14: Life Below Water; SDG15: Life on Land.

Research limitations – The analysis will be limited to 6 goals that had been mentioned already.

Originality/value – Numerous studies on antimony in water have been carried out, such as its effect on human health, the environment, and living beings; its removal from water, etc. However, none of them related those antimony issues and SDGs. Therefore, the analysis of antimony as it interfered in many ways with SDGs will be the novelty of this study.

Keywords: antimony, SDGs, environment

Evaluation of Pyrolysis and Hydrothermal Processes of Mask and Glove Waste as Alternative Fuels

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Abstract

Background – Most of the personal protective equipment materials are dominated by plastic polymers, the tremendous amount of usage has seen its impact on the surrounding environment.

Purpose – This study aims to observe the effect of variations in mask materials, gloves and operating temperature on the product produced.

Design/methodology/approach – One of the most appropriate waste treatment methods is the pyrolysis and hydrothermal methods. Pyrolysis and hydrothermal are carried out by inserting the material into a reactor and heating it until it decomposes. On method pyrolysis using raw materials for medical masks, kn95 masks and 100 latex gloves grams with temperature 400°C, 450°C and 500°C while hydrothermal with the same material and distilled water as solvent at temperatures of 160°C, 180°C and 200°C.

Findings – From the research results it is known that the highest yield of pyrolysis oil at 500°C is 52,06% in medical masks made from a mixture of ingredients polypropylene, polystyrene, polycarbonate, polyethylene and polyester and the lowest yield of pyrolysis oil at 400°C in a KN95 mask of 2,24% which is made from a mixture of polyurethane and polypropylene. While the hydrothermal process produces the highest solid product in the KN95 mask of 219,1% temperature 160°C and the lowest solids in a medical mask are 85,3% at 200°C.

Research limitations – The resulting liquid cannot be analyzed or utilized.

Originality/value – The density and calorific value of the pyrolysis oil are close to the characteristics of paraffin, gasoline and kerosene fuels. Proximate analysis of hydrothermal medical mask charcoal, KN95 masks with a calorific value of charcoal that meets SNI standards and latex gloves do not meet SNI fuel standards.

Keywords: Masks, Latex Gloves, Pyrolysis, Hydrothermal, Fuel

Track: Management Sciences

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Applying Social Practice Theory to Foster Mindful Consumption

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Abstract

Background – Mindful consumption is an emerging topic in sustainable consumption research. The literature related to mindful consumption is currently more focused on changing individual behaviour. In contrast, from a sustainability perspective, the more significant behavioural impact is behaviour that is carried out collectively. So the purpose of this research is to analyse collective mindful consumption behaviour.

Purpose – This research applies social practice theory to understand how mindfulness and mindful consumption behavior evolve in a community.

Design/methodology/approach – A deductive qualitative research design with case study approach is used in this article. A series of in-depth interviews were conducted with two waste banks and several households around them. The reason for choosing waste banks as a case is because a waste bank is a community with routine practices related to mindful consumption. Data analysis was conducted by using pattern matching technique.

Findings – By configuring elements of social practice (materials, skills, rules, and meaning), waste banks preformed practice-as-entity which evoke mindfulness and mindful consumption in the community. New practices (e.g., separating waste and using eco enzyme as natural household cleaner) also recruit new carriers which enables those practices to be done collectively.

Research limitations – This study explains how waste banks as communities become enablers of mindful consumption. However, further research should use samples of other type of green communities to understand different social practices which may foster mindful consumption.

Originality/value – Meditation as mindfulness intervention has dominated the literature regarding mindfulness and mindful consumption. This study shed the light on how social practice becomes alternative mindfulness intervention to meditation.

Keywords: Social practice, community, mindfulness, mindful consumption

Financial Distress During the Covid-19 Pandemic: Altman Z-Score and Springate Model Predictions

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Abstract

Background – The retail trade industry is experienced the sharp decline in economic growth during the Covid-19 pandemic. Regulation of social distancing, restrictions on retail shop operating hours, and disruption of online shopping behavior contributes to worsen the financial performance of retail trade companies.

Purpose – The purpose of this research is to analyze the prediction of financial distress of retail trade companies. This research chose to use the Altman and Springate Model since both of them are the most accurate and conservative model to predict.

Design/methodology/approach – The financial distress analysis technique used is Altman and Springate Model. The calculation of the Altman and Springate Score is based on an equation formula for data in the period before and during the Covid-19 pandemic. The Altman's Score are grouped in the Safe Zone, Grey Area, and Financial Distress; while the Springate's Score are grouped in the Safe Zone and Financial Distress categories.

Findings – Altman Model Analysis stated that most of the companies experienced a decreased scores, the company's financial performance during Covid-19 pandemic was predicted financial distress and belong to the Grey Zone category than before Covid-19 pandemic. Springate Model Analysis states that all companies have decreased scores, the company's financial performance during Covid-19 pandemic is predicted financial distress than before Covid-19 pandemic. Springate Model revealed a more conservative indicator, but both models stated there were still exist several companies in the Safe Zone category to continue their business.

Research limitations – The limitations of this study are only using Altman and Springate Model. The object of this research is the retail trade industry only, then future research may be able to expand the analyzed industry in the new normal conditions.

Originality/value – The originality of this research is focused on the retail trade companies as the most affected industry by Covid-19 pandemic. In addition, this research analyzes financial distress based on Altman Z-Score and Springate Model as the most powerful model to predict.

Keywords: Financial Distress, Altman Model, Springate Model

Millennial Generation Intentions in Islamic Capital Market

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Abstract

Background – Capital market growth is one indicator of a country's economic growth, especially for the growth of the Islamic Capital Market. Currently, the pandemic has a negative impact on the economy and the capital market, but on the contrary, this has actually attracted many new investors to enter the capital market.

Purpose – The role of the millennial generation in the development of the financial industry, especially in the Islamic capital market, has great potential, given the large population of Indonesia and the majority of Muslims. The opportunity for the millennial generation to be able to invest in the Islamic capital market still needs to be investigated further.

Design/methodology/approach – The research method uses a descriptive method with a quantitative approach. The sampling technique used stratified random sampling, with the sample criteria being the millennial generation aged between 17-35 years, earning or having monthly money, and domiciled in the DKI Jakarta area. The analysis technique uses multiple regression analysis to examine the relationship between research variables. By using primary data through questionnaires, 207 respondents were obtained.

Findings – The results showed that the variables of financial literacy, ease of access, religiosity, and Islamic branding as an intervening affected the millennial generation's investment intention, but lifestyle variables did not strengthen or weaken the financial literacy variable on investment intentions.

Research limitations – The object of this research is limited to the millennial generation who live in DKI Jakarta, so further research is needed for a broader millennial generation object.

Originality/value – The millennial generation has great potential for capital market growth. The unique characteristics of the millennial generation such as understanding financial literacy, ease of access, religiosity are used as research variables. As well as additional variables, namely lifestyle as a moderating variable and Islamic branding as an intervening variable related to the halal industry which will be used as a determining factor for millennial generation intentions in the Islamic Capital Market

Keywords: capital market, Islamic, lifestyle, millennial, religiosity

Track: Entrepreneurship

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Digital Marketing Plan Strategy Culinary MSMEs with SOSTAC Methode as an Effort to Achieve Competitive Advantage and Increasing Marketing Performance

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Abstract

Background – Most MSMEs in Sukmajaya Sub-district, Depok are engaged in the culinary sector, with as many as 771 MSMEs out of a total of 2.835 MSMEs. The decline in the number of MSMEs in 2020 due to the Covid-19 pandemic has made it difficult for MSME actors to market their products. Digital marketing planning is crucial for MSMEs in running their business to gain a competitive advantage and improve marketing performance. MSMEs that do not implement digital marketing will be left behind and lose customers because consumer buying behavior has shifted towards digital.

Purpose – Through the application of digital marketing planning with the SOSTACs method, Culinary MSMEs in the Sukmajaya sub-district, Depok, can gain a competitive advantage and improve marketing performance.

Design/methodology/approach – This research is a quantitative descriptive study using Smart PLS3.0 tool in analyzing the effect of each variabel. The type of data is primary data by distributing questionnaires to 125 respondents of Culinary MSMEs in Sukmajaya sub-district, Depok city via a goggle form. In this study, data analysis techniques were carried out in the form of descriptive data analysis and inferential data analysis, and hypothesis testing

Findings – The results of the study prove that digital marketing planning with the SOSTAC method has a positive and significant effect on competitive advantage. Digital marketing plan with SOSTAC method has a positive and significant effect on marketing performance and Competitive advantage has a positive and significant effect on marketing performance. Thus, digital marketing planning with SOSTAC method either directly or indirectly affect marketing performance.

Research limitations – The number of indicators needed to measure SOSTACs digital marketing planning is 34 indicators in the Situation Analysis, Objectives, Strategy, Tactics, Action, and Control dimensions. For further researchers, it can further simplify the number of these indicators.

Originality/value – SOSTACs digital marketing planning, can achieve a competitive advantage for MSMEs and improve MSMEs marketing performance if digital marketing planning is done seriously. This is evidenced by the R Square value of competitive advantage of 68.2% and the R Square value of marketing performance of 47.7%.

Keywords: Digital Marketing Plan, SOSTACs, Competitive Advantage, Marketing Performance

Track: Humanities

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Measuring Tourist Satisfaction Index on Attraction, Amenities, Accessibility, and Ancillary Service (Case Study of Angke Kapuk Mangrove Nature Park)

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Abstract

Background – Angke Kapuk Mangrove Nature Park is a nature-based tourist attraction nautical, part of the Angke Kapuk Area. It analyzes consumer behaviour through understanding consumer characteristics, the travel decision process, and the suitability between the attributes offered and those needed by visitors to provide a high satisfaction level.

Purpose – This study was conducted to find out more about the level of tourist satisfaction with the components of tourism. It analyzes consumer behaviour through understanding consumer characteristics, the travel decision process, and the suitability between the attributes offered and those needed by visitors to provide a high satisfaction level

Design/methodology/approach – This data was collected using quantitative research. The research method used in this study is the Customer Satisfaction Index and Important Performances Analysis.

Findings – Based on the results of the analysis using the Customer Satisfaction Index (CSI) method showed that the respondents were satisfied with the performance of the services provided by the Mangrove Natural Tourism Park, Angke Kapuk. Tourists are satisfied with the Attraction component with a value of 71.7% Then tourists were satisfied with the Amenity component with a value of 70.8%. In addition, tourists are also satisfied with the Accessibility component with a value of 69.0%. Finally, tourists are quite satisfied with the Ancillary Service component with a value of 63.9%.

Research limitations – A limitation of this study is that there is no guarantee that tourists who responded to all attributes experienced every one of them. Future research needs to add a “not applicable” column to the Likert scale to minimize bias. For further investigation, it is necessary to conduct surveys at other sites within the confines of the tourist village to reduce potential response bias. Need to increase sample size to increase normal distribution of the data

Originality/value – The IPA is a strategic tool for tourism managers or researchers to assess the quality of tourism services by providing guidelines to prioritize areas of focus for improvement.

Keywords: Tourist, Satisfaction, Mangrove Nature Park Accessibility, Amenity, Attractions

KPU Strategy to Increase Voter Participation in Local Elections in The Covid 19

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Abstract

Background – Voter participation in an election is often a measure of election success. The higher the level of participation, the higher the public's trust in the election process and the stronger the legitimacy of the elected leader. The City of South Tangerang, which has participated in the regional elections three times until the last election in 2020, has an interesting experience regarding voter participation. In the previous regional elections, namely in 2010 and 2015, voter participation was never more than 60%. In the 2010 elections, voter participation only reached 56.9% and the 2015 elections even decreased to only 56.8%. This number is very far from the average target for regional election participation. In 2020 elections were held during a pandemic, there was concern that voter participation would decline further., in the fact, voter participation rose to 60.48%. From the initial survey, it was found that the KPU of South Tangerang City before the election was worried that participation would decline, so they developed a strategy to increase voter participation.

Purpose – This study aims to determine the strategy of increasing voter participation carried out by the South Tangerang City KPU in the 2020 elections and to find out the challenges, obstacles and supporting strengths. The theory used in this study is the theory of voter participation from Huntinton, Verba and Kaats, as well as findings in journals related to strategies for increasing participation

Design/methodology/approach – The research method uses a qualitative approach with a descriptive method. Data collection techniques through interviews, focused group discussions and documentation. Data analysis: qualitative based on Miles and Huberman. Test the Validity of the Data using Triangulation.

Findings – (1) Voting simulation with health protocols,KPU in disseminating the condition s at TPS prioritizing health and safety together., (2) Educating the public to apply health protocols through outreach activities on a village basis (3) Direct socialization to the target object by dividing voter segmentation (4) Creating the sipangsi.id application as a means of voters to ensure their rights and the media to find out the track record and profile of candidates (5) Socialization in the form of innovation to increase citizens' interest in the 2020 simultaneous regional elections through competitions both individually collective citizens and individuals. (6). The candidate pairs have a high news magnet because they have a high social model as well.

Research limitations – The limitation of this research is that it has not placed the decision-making process variable to see the power interplay that is present until the voting policy in the covid 19 era is implemented.

Originality/value – see the implementation of the pilkada process in the era of covid 19 as a momentum for special conditions

Keywords: covid 19, political participation, election, political socialization

Deep Learning Approach for Object Detection on Online Examination Video Data Using Yolo V7

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Abstract

Background – Information technology has been developed rapidly in various sectors, one of them is education. To keep the performance quality, online evaluation has shown a good contribution during critical circumstances like war, disaster, pandemics like COVID 2019. However, there are loopholes in terms of integrity in online examination, such as using forbidden objects during examination. Much research has been conducted to detect objects using computer vision, such as deep learning. YOLO performs well when facing normal size objects, but is incapable of detecting small objects.

Purpose – To overcome that problem, YOLO v7 is implemented to detect forbidden objects in online examination. The goal for this system is to learn and to recognize objects in various environmental conditions.

Design/methodology/approach – YOLOv7 was implemented to detect objects in online examination. For the training process, a public dataset is used to validate the model performance. However, video-based datasets from students of Politeknik Negeri Indramayu are used for testing processes with various scenarios.

Findings – The experimental result shows that the proposed method yields best performance compared to other methods

Research limitations – Suggestions for further works are that the scenario of the dataset must be enriched to detect various kind of forbidden objects

Originality/value – YOLO v7 is implemented in detecting object for online examination which has not been accomplished in previous research

Keywords: deep learning, education, evaluation, yolo, object detection

Microblogging Design for Education in Visual Message

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Abstract

Background – The highest increase in social media users reached 34.2% in 2017. However, the increase slowed to 6.3% last year. The number has only increased again this year. Meanwhile, Whatsapp is the most widely used social media in Indonesia. The percentage record at 88.7%. After that, there are Instagram and Facebook, with percentages of 84.8% and 81.3%. Instagram widely use for public education.

Purpose – The purpose of this study was to test the feasibility of microblogging design concerning the development of learning media in designing visual messages on social media.

Design/methodology/approach – This research method is development design. Researchers use experts to assess the microblogging design created.

Findings – The study's result in the form of a Microblog design used as a learning medium in the experimental group in this study still requires revision because it considers that several categories have not reached the media feasibility test. Some categories that consider still not feasible are form (element), line, and space. Revision is needed because it will affect the effectiveness of Microblog as a learning medium for students. Therefore, the research team will try to improve the results of the design before it is used as a learning medium during the fieldwork in experimental method research for UPN Veterans Jakarta students.

Research limitations – Researchers limit this research to the design of microblogging that is feasible for education. This research will be continued with an experimental design to measure the effectiveness of microblogs in designing visual messages.

Originality/value – The researcher designed Microblog by paying attention to visual communication, which aims to provide education. The novelty of this study in packaging our messages uses the basis of education entertainment theory.

Keywords: communication media, development method, education entertainment theory, microblog

Track: Education

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Human Capital of The Determining Factor for The Development Professionalism

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Abstract

Background – Indonesian and its components are placed 87th and 65th base on the Human Capital Index (World Bank) and Global Human Capital Index-WEF, respectively. This indicates that the quality of Indonesian human resources continues to rank sixth among ASEAN nations. In addition, for Indonesia to be competitive within the ASEAN Economic Community, the quality of its human resources must improve. Based on the phenomena above and gaps, it is necessary to research enhancing professionalism through human capital and training for Bank Indonesia employees in the era of global competition.

Purpose – The purpose of this study is to determine the strengthening of human capital and training on employee professionalism training to optimize the professional character of employees and training on employee professionalism, as well as to develop a mathematical model to predict employees' professionalism.

Design/methodology/approach – The method is a quantitative explorative technique with surveys with respondent managers of Bank Indonesia employees at the Head Office Jakarta with a sample of 36 people from an affordable population of 108 people & with work experience above 20 years, which was taken by purposive quota sampling. data collection using questionnaire instruments & data analysis using multiple regression.

Findings – the finding is a) human capital & training together affect the high and low professionalism employees, with a mathematical model $Y=1.070+0.725X_1+0.042X_2$, where Y =professionalism; X_1 =human capital, and X_2 =tarining; b) the joint human capital & training relationship with the professionalism of the employees shows positive and very strong (R square=0,893); c) human capital and training jointly contribute to the achievement of professional character of the employee by 79.3 %; d) human capital is more impactful than training in the achievement of professional character of employees.

Research limitations – The research respondents are limited to the level of bank Indonesia managers in Jakarta, and not all levels of employees. next research must be conducted with a broader target audience

Originality/value – Training is not significantly to the character building of professionals & the important need to strengthen the human capital of employees because it is a determinant of professionalism

Keywords: human capital. professionalism, training

Sexual Health Education Among Autism Adolescents in Special Schools

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Abstract

Background – Every learner, including those with autism, needs to be taught about sexual health education. Teachers have a crucial role to play in educating autism adolescents about sexual health while they are in school. However, many teachers continue to struggle while attempting to explain sexual education to their classes' autism adolescent students.

Purpose – This research aims to describe the problem of sexual health education in autism adolescents in Special Schools and the need for learning media to teach sexual health education to autism adolescents in Special Schools.

Design/methodology/approach – This study used a qualitative approach. Collecting data using interviews with teachers of autism students in Special Schools. This research was conducted in 3 (three) special schools. The subjects in this study were teachers of autism students at Special Schools. The research instrument used interviews with teachers regarding sexual health education issues and the need for instructional media to teach sexual education.

Findings – The results of the study show that there are efforts from the government regarding sexual education for students with disabilities in general. However, teachers with autism adolescents experience confusion in teaching sexual education for autism adolescents because there are no props or media suitable for autism characteristics. Autism students more easily accept learning using visual-based media.

Research limitations – The limitation of this research is the research sample, which only uses a small sample. This research was only conducted on teachers of autism students who were in the Special Schools environment.

Originality/value – Based on previous research on the topic of sexual education aimed at students with disabilities in general, the novelty of this study is to describe the problems of sexual education in autism students in the adolescent age category.

Keywords: sexual health education, autism adolescents, special school

Track: Social Sciences

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Taste Perception from Jamu Drinks Color for Younger Generation by using Photo Products

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Abstract

Background – Jamu is a traditional herbal drink from Indonesia that has been inherited by generation to generation. Jamu drinks have a variety of recipes since their ingredients are derived from a combination of typical Indonesian spices that can be obtained in local markets. Previously, jamu was frequently associated with a bitter taste, but due to improvements and innovations, it may now adapt to the preferences of younger generation. Moreover, modification toward a recipe's look involving different hues may cause consumers to speculate about its taste.

Purpose – This study examines taste perception from Indonesian traditional herbal drinks jamu color for younger generation by using photo products image.

Design/methodology/approach – This quantitative research method was conducted through experimentation, by using a questionnaire in 2 phases, on 111 participants with an average age of 21.7 years.

Findings – white, red, blue, and yellow color were preferred by the majority of participants, followed by orange and brownish red color, which were still mostly acceptable. However, brown and green were perceived as being the colors that participants disliked the most. Based on the result of this experiment, it can be concluded that human perception to color and taste can also be applied to traditional herbal medicine, this result supports innovative exploration to jamu recipes which can adapt the tastes of younger generation.

Research limitations – Researchers suggest for further research to explore traditional herbal drink from other countries specifically from several Asian nations, where “ginseng” is frequently used as a basic material for traditional medicine, to compare the results from this jamu drink experiment.

Originality/value – The result of this experiment shows that perception is influenced by previous experience, several times the data showed significantly that colors such as milk or common fruit juice would be perceived the same as the taste of jamu. Furthermore, these findings strengthen various previous studies, that the color will be able to make humans perceive its taste, although sometimes the perception was wrong, but it can be used as an important reference for industries. In addition, the results of this study also show that the perception of color can be done without need to see the product directly.

Keywords: Perception, Taste, Color, Jamu drinks

Digital Storytelling: A Form of Sustainable Communication in Managing Cultural Tourism (Study at The Lasem Heritage Foundation)

| Intan Putri Cahyani¹, Puri Bestari Mardani², Yuliani Widianingsih³
^{1,2,3}UPN Veteran Jakarta

Abstract

Background – Responsible cultural heritage tourism concerns not only the environmental and economic sustainability of the destination but also its cultural values. This follows the principle of sustainable communication, where sustainable communication has ecological sustainability as its focal point. This is what appears in the key message of digital storytelling content carried out by the Heritage Foundation, including historical value education about Lasem as Little China which has a unique identity and cultural diversity as well as an invitation to preserve cultural tourism.

Purpose – This research aims to examine and analyze why digital storytelling was chosen as a form of sustainable communication by the Lasem Heritage Foundation in managing cultural tourism and how digital storytelling is studied with the principles of sustainable communication.

Design/methodology/approach – This type of research is descriptive qualitative with a case study method. This research data was collected through in-depth interviews with the management of the Lasem Heritage Foundation as key informants, observation of digital platforms in the form of websites and Instagram, and literature reviews.

Findings – In communicating with the public, the platforms used by the Lasem Heritage Foundation are Instagram and the Website and used “Kesengsem Lasem as tourism branding. These two platforms have a vital role during the Covid-19 pandemic in communicating the programs that are run while building engagement through Digital Storytelling. The Storytelling approach was chosen by the Lasem Heritage Foundation because the type of tourism developed is cultural tourism. Cultural Tourism is very thick with historical values and sociocultural aspects that reflect the cultural identity of the people who live around tourist destinations from time to time. Storytelling combines the power of data, visualization and narration and adds a touch of empathy and emotion. Aspects of sustainable communication that appear in digital storytelling include (1) Ecological Beliefs where Batik Tiga Negeri is typical of Lasem is a story of the journey of adiwastra. Meanwhile, the Learning Clinic Series is a representation of an ecological dialogue.

Research limitations – Research limitations is the number of informants.

Originality/value – The novelty obtained from this study is combining perspectives between sustainable digital storytelling communication for cultural tourism management.

Keywords: cultural heritage, digital storytelling, tourism, sustainable communication

Implementation of The Four-Side Communication Model in Improving the Competitiveness of Traditional Fishers During The COVID-19 Pandemic (Case Study: Fishers in Sendang Biru, Malang Regency, Indonesia)

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Abstract

Background – The Covid-19 pandemic has impacted all sectors of life, including fishermen in Sendang Biru, Malang Regency, East Java Province. Before the Covid-19 pandemic, Sendang Biru fishermen's catch was absorbed for the needs of international markets such as Japan, and regionally in the East Java region. The decreasing demand for fish in international and regional trade has forced fishermen to try to overcome their economic problems. Various efforts have been made by fishermen to be able to sustain life according to their expertise, namely catching fish in the sea.

Purpose – This study aims to develop Group Communication Theory through a Four Sided Communication Model with the research subjects of Fishermen of Sendang Biru, Malang in partnership with the Fisheries Service, Fishermen's Cooperatives, Fish Auction Institutions, Fisheries Business Actors and Fishermen's Associations throughout Indonesia. This model is the object of research in implementing Group Communication in Sendang Biru fishermen, Malang where fishermen can still catch fish and sell them to the market at an ideal price.

Design/methodology/approach – This research uses a case study approach with qualitative methods. The selection of this approach and method aims to collect information based on the experiences of fishermen in Sendang Biru, Malang Regency in an effort to improve the family economy. In addition, this study explores the four-sided communication model used by fishermen in South Malang to restore their competitiveness in international and regional markets.

Findings – The four-sided communication model is the development of group communication carried out by small fishermen (traditional fishermen). Improving the ability of fishermen is supported by partners, namely the Regional Government (Fisheries Service), Fisheries Business Actors, Fishermen's Cooperatives, Fish Auction Institutions (TPI), All Indonesian Fishermen's Association (HNSI). The communication of fishermen groups is reflected in the strength of a network of business actors, local government with traditional fishermen, and organizations related to fishermen to form a single entity to create independent small fishing groups. Fishermen and their partners can form a four-sided communication pattern as an implementation of cooperation. The four-sided communication pattern is able to develop group communication theory through the growth of partnership relations, thereby achieving the economic goals of fishermen and their partners.

Research limitations – This research is limited to developing a communication model in group that work together to achieve group goals.

Originality/value – This research is unique in using groups to create new communication models that promote group collaboration

Keywords: Communication Models, Fishermen, Competitiveness, Pandemic Covid-19

Social, Economic and Financial Determinants of Income Inequality in The Philippines: A New Model

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Abstract

Background – A long-entrenched history of poverty and elevated income inequality has been experienced in the Philippines for decades. As the rich get richer, and the poor get poorer, demands for more social, economic, and financial inclusions have come to the forefront of discourse. The resounding challenge of the modern times is to find solution to the widening income inequality.

Purpose – This study entitled, Social, Economic and Financial Determinants of Income Inequality in the Philippines: A New Model, explored the indicators of income inequality in the Philippines. Data on Gini coefficient as well as social, economic, and financial variables covering three decades (1989 to 2018) were utilized as dependent and independent variables in the stepwise regression modelling.

Design/methodology/approach – The research design is descriptive causal in nature.

Findings – Among the social variables, it was found that log_heigraduates (number of higher education graduates) has a significant negative effect on Gini coefficient. Of all the financial variables explored in this study, it was log_loangovbanks (loans issued by government banks) that was found to negatively impact the Gini coefficient. The extracted significant stepwise regression model among the economic variables indicated that log_irrigation (irrigated and benefitted areas) also has a significant negative effect on the Gini coefficient. Using the best subset model, log_irrigation was found to override the impact of log_heigraduates and log_loangovbanks on income inequality levels, making it the most dominant determinant of Gini coefficient.

Research limitations – The paper is limited to those possible determinants which have not been used from the previous studies on identifiers of income inequality.

Originality/value – The new model, which puts irrigation as one of the critical drivers of economic development, is to be called Yutuc's Rivus Income Inequality Model. Including the Visayas and Mindanao regions of the Philippines as priority areas of the irrigation projects of the government may benefit, most specially, the Filipino farmers who remained to be the poorest working sector of the Philippine economy.

Keywords: socio-economic, financial factors, income inequality, Gini coefficient

Mental Health and Covid -19: The Malaysian Students' Perspective

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Abstract

Background – This study is a preliminary study of factors affecting the mental health of Malaysian students during the Covid19 pandemic. Mental health can be a major public health issue for students worldwide, with up to 20% of the population suffering from some form of mental illness. Malaysia accounts for about 30% of global suicides, and other mental disorders are much more common than in other countries. Many students said the lockdown made them emotionally distressed. Symptoms of stress, anxiety, loneliness, and depression intensified after the COVID-19 crisis and confirmed that a lack of friendship can lead to depression, anxiety and stress.

Purpose – Therefore, the purpose of this study is to supplement the existing literature by examining the psychological stress experienced by Malaysian university students during the Covid19 lockdown. This study which focuses on economic problem, quarantine, change in sleep pattern, the impact of social media and fear and anxiety for personal and family as independents variables gauges them as the influencing factors for the University students' mental health in Malaysia.

Design/methodology/approach – With a total of 200 respondents, the data was analysed through a cross sectional, convenience sampling using SPSS concluded that only change in sleep pattern and the fear and anxiety for personal and family health were significant factors in influencing students' mental health during Covid-19

Findings – This study is expected to help policy makers and practitioners design appropriate and effective “mental health care” to help reduce anxiety levels in affected students. The results will help understand how to provide appropriate intervention and counselling services to reduce the risk of psychological conditions in Malaysian students during and after the Covid19 pandemic.

Research limitations – However, there were several limitations including the inability to get an equal distribution of demographic profiles and lack of commitment to participate in the research.

Originality/value – This research was conducted among tertiary students in Malaysia.

Keywords: Mental health, Covid -19, University students

Implementation of COVID-19 Gymnastics on The Mental Health of Adult People

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Abstract

Background – Mental health is one of the psychological aspects that has an important role in the process of life. Without having good mental health, individuals will experience negative impacts in life.

Purpose – This study aims to determine the effect of implementing COVID-19 gymnastics on the mental health of adults.

Design/methodology/approach – The experimental method for 6 weeks was used in this study by giving treatment in the form of COVID-19 Gymnastics to the subject. Subjects consisted of 150 pre-conditioned adults. GHQ-12 is used as a tool to measure mental health in adults. T-test was used as data analysis.

Findings – The results showed that the implementation of COVID-19 gymnastics had a significant effect on the mental health of adults. In addition, an increase in mental health scores was found in this study. This study concludes that COVID-19 gymnastics given by manipulation of treatment can have a positive impact on the mental health of adults.

Research limitations – This study has limited sample characteristics because it only involved adults.

Originality/value – The implementation of this activity is very well done for a certain duration to obtain a better long-term effect.

Keywords: Physical Activity, Psychological Aspects, Mental Health, Adults, COVID-19 Gymnastics

Bringing Higher Education into The Digital Age

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Abstract

Background – Digital transformation has become one of the significant changes in educational institutions, particularly higher education institutions, in recent years. Digital transformation in higher education is the process of using and adjusting multiple new digital technologies to replace traditional ways of learning, from highly-teacher dominated to student-centered, and to improve the learning environment. Besides the pedagogical changes, digital transformation also affects the business process in a higher education institution. However, the implementation of digitalization in higher education encloses barriers and pitfalls. Thus, understanding the digital transformation phenomenon is essential to help the management to bring higher education into the digital age.

Purpose – The main objective of this paper is to describe the driving forces of digitalization in higher education. It captures the advancements of digitalization in learning tools and processes. While it also explains the barriers, enablers, and pitfalls of digitalization in higher education.

Design/methodology/approach – The paper deals with the paradigm of digitalization in higher education. It constitutes a general review that bears special issues and facts regarding the growth of digitalization in higher education across the globe.

Findings – The paper's findings hold that digitalization in higher education has made breakthrough improvements in universities to transform educational programs and academic processes. Some core barriers, such as contextual issues, contribute to digital transformation in higher education. Given the promise that digitalization will transform higher education institutions for the better, some risks should be managed.

Research limitations – This paper discusses the latest information, facts, and figures about digitalization in higher education but does not review the literature systematically using bibliometrics analysis. The paper mainly presents a subjective perspective.

Originality/value – This paper aims to attract global attention to the urgency of digitalization in higher education. It presents the barriers, enablers, and pitfalls of digitalization in higher education. The paper highlights the priority strategy for management to implement digitalization in higher education.

Keywords: digitalization, higher education, education, digital transformation

Track: Law

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Legal Protection for Outsourced Workers/Laborers Towards Diploma Detention Policy Committed by The Employer

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Abstract

Background – The massive development in business and economy has provided new opportunities for the people in Indonesia, especially with the dream of improving career and wages. However, in the same time, the recruiting system with an aim to get the best workers is so complex that even it creates a new system which is called as outsourcing.

Purpose – Unfortunately, in this system, there are few disadvantages for workers, especially in diploma detention case. This study aims to analyze the legal protection for outsourced workers/laborers in Indonesia.

Design/methodology/approach – This research uses the normative legal research method, the legal material that is secondary to this study is literature that deals with research problems. To process the data, a conceptual approach and a statutory approach are used, then a descriptive research is used to produced descriptive analysis.

Findings – Although this diploma detention is not commonly discussed much in Indonesia, it can be said that the key to this problem is the minimum knowledge of the law and regulation. Legal protection based on Indonesian Law and Regulation for outsourced workers/labourers should openly socialized to all outsourced workers/laborers.

Research limitations – This study only concerns to analyze the legal protection for outsourced workers/laborers in Indonesia based on the applicable law in Indonesia.

Originality/value – The novelty of this research study is to provide better idea and understanding regarding the possibility of criminal sanction for employers as one of the forms of Legal Protection for outsourced workers/laborers.

Keywords: Employment Agreement, Legal Protection, Outsourced Workers.

Track: Political Sciences

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Data Protection and Covid-19 Digital Tracing Application in Indonesia

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Abstract

Background – Restrictions on social interaction since the Covid-19 pandemic made most public services in Indonesia switch to digital-based services. In Indonesia, there are 24.400 digital applications owned by the government. A problem is regarding the personal data protection of the citizen since the data breach cases happened taken from the government-owned website is clear evidence of the data security within the government website is fragile. While Indonesia just enacted law No.27/2022 about personal data protection which imposed imprisonment of up to seven years and penalties of up to 170 billion rupiahs.

Purpose – his project aims at analysing the problems of data protection within digitalization of public services in Indonesia.

Design/methodology/approach – This research is a qualitative descriptive study that utilizes qualitative data and describe it descriptively. The primary data was gathered from interviews and focus group discussions with several key informants from representatives of institutions, researchers, experts, and practitioners working on the issues.

Findings – Indonesia is the ranked as the third country with biggest data breach in the world with more than 13.3 Million data leaked in 2022, including the covid-19 digital tracing application PeduliLindungi. Law No.27/2022 about the personal data protection mandates for government to monitor, give sanctions and penalties. There are two years for the law to implement and the government agencies to prepare and change their perspective to protect the people's data privacy and to strengthen their cybersecurity. While the critics said the law is insufficient to protect the personal data.

Research limitations – The research conducted in only for a few months from May to November 2022. The limited time also limits the research findings and analysis

Originality/value – The result of this research will contribute to formulating the recommendation for the related government institutions in Indonesia.

Keywords: data privacy, personal data protection, politic digital, digital right, digital tracing apps

Political Digital Activism of K-Popers in #TolakOmnibusLaw Movement on Social Media Twitter

| Tiara Alya Mulyana¹, Sri Lestari Wahyuningroem², Vinta Sevilla³
^{1,2,3}UPN Veteran Jakarta

Abstract

Background – K-popers is one of groups that exist when Omnibus Law is raising, especially on social media such as Twitter. K-popers being part of activist, student executive board, and non-governmental organization who dominated the hashtag of #TolakOmnibusLaw on twitter

Purpose – Therefore, this thesis is trying to answer the K-popers political digital activism pattern in social media such as twitter, especially on Omnibus Law movement.

Design/methodology/approach – The research is using mix methods with explanatory sequential model. The data collection is done with crawling data and interviews, and to be analyzed with Social Network Analysis method, to find out the conversation from K-popers.

Findings – The Research shows digital activism that has been done by K-popers including Digital Spectator Activities and Digital Transitional Activities. The digital activism usually has done such as Retweet and Likes the information about the Omnibus Law, makes animation or video which using K-POP elements, and doing interactions with hashtags and signing the digital petition.

Research limitations – This research can be further developed specifically looking at the k-popers fandom involved in other social media

Originality/value – The research shows that there are two categories of K-popers actions while Omnibus Law movement raising, which are activators and followers. The presence of K-popers also proven that there is youth political participation. These things happened because most of K-popers are from the millennial and Z generations.

Keywords: Digital Activism, #TolakOmnibusLaw, Social Network Analysis, K-Popers, and Twitter.

Track: Economics

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Analysis of Promotion, Price, and Quality of Service to Interest in Visiting Tourists at The State Museum of Banten

| Lina Aryani¹
¹UPN Veteran Jakarta

Abstract

Background – One of the tourist attractions is the Banten State Museum. Banten State Museum is under the auspices of the Banten Cultural Center which is the Technical Implementation Unit of the Banten Province Culture and Tourism Office. The quality of service provided by the management of the Banten State Museum to visitors is also an important factor in increasing satisfaction. In the current era, the use of the right marketing strategy in marketing tourism objects is very important because there are currently many new tourist attractions emerging as competitors. The management of the Banten State Museum should be able to carry out appropriate promotion and service strategies in order to increase the interest of tourists to visit. The Banten State Museum has great tourism potential because the museum is a type of educational tour that can provide information for visitors about the history and culture of the Banten area itself.

Purpose – The purpose of this study was to identify and determine promotion strategies, prices, and services that can influence tourist interest in Serang City, Banten

Design/methodology/approach – The type of data in this study is a type of quantitative data. Source of data is primary data obtained from respondents, through the distribution of questionnaires to respondents. The sample size used was 75 tourists. The data analysis technique used in this research is descriptive analysis and inferential analysis

Findings – The results showed that the magnitude of R Square (R²) Visiting Interest was 0.646. This means that promotion, price, and service quality factors contribute 64.6% of the influence on the interest of returning tourists. While the remaining 35.4% is influenced by other factors. The conclusion of this research is that the promotion factor, price factor and service quality factor have a significant and significant effect on the interest of returning tourists to the Banten State Museum

Research limitations – The criteria for the sample selected for this study are: 1. Male and female, over 17 years old. 2. Have visited Banten State Museum more than 1 time.

Originality/value – This article has never been published in any publication

Keywords: Promotion, Price, Service Quality, Tourist Visiting Interest

How Good Fishing Port Governance Based on Digital Technology Realize a Green Economy

| Ni Putu Eka Widiastuti¹, Kusumajanti², Asep Kamaluddin Nashir³
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Abstract

Background – The problem of managing the Ocean and Archipelago Fishing Port to maintain the sustainability of catch fish and realize an International Standard Green Fishing Port in Indonesia is an interesting issue to be studied, especially on the island of Java. The responsibility for managing the Ocean and Archipelago Fishing Port in Indonesia is the Ministry of Marine Affairs and Fisheries.

Purpose – This paper aims to analyze the role of the Indonesian government in improving the governance of the Fishing Ports, as well as to analyze the fishing areas, production yields, and the contribution of technology-based fishing ports to the state's economic revenue.

Design/methodology/approach – This paper uses a qualitative research design with a comparative case study approach that compares case studies. The authors chose the Nizam Zachman Ocean Fishing Port in DKI Jakarta and the Karangantu Archipelago Fishing Port in Banten as case studies to gain knowledge of the role of digital technology affects Indonesian Fishing Port governance. The research data was collected by using an unstructured interview technique which then went through the data triangulation.

Findings – The governance of Nizam Zachman Ocean Fishing Port has used a digitalization system in the entire process. This has an impact on the wider scope of cooperation partners for importing fish outside Indonesia in the 2020-2021 period which can be used as a benchmark for the governance of the Fishing Port in the realm of distributing information flows by Indonesian stakeholders in an effort to realize a green economy.

Research limitations – During the research process, the accuracy of fish production data at the Ocean and Archipelago Fishing Ports is biased at every ship arrival, because there is still widespread sale of fish at sea by ship owners which is possible to avoid the large retribution by each ship that catch fish.

Originality/value – This paper is expected to be a recommendation for the government, in this case the Ministry of Marine Affairs and Fisheries for fostering the behavior of ship owners or ship crews in realizing the Green Fishing Port Model based on digital technology, and how to manage fish production information sources.

Keywords: Digital Technology, Governance, Catch Fish, Sustainability, Development Model

Track: Business

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Farm Valley CARE: Development of Sustainable Tourism Based on Camping, Agriculture, Recreation, and Education

| Andre Dwijanto Witjaksono¹, Tri Hartutuk Ningsih², Dony Ardy Kusuma³, Purbodjati⁴, Sri Handajani⁵

^{1,2,3,4,5}Universitas Negeri Surabaya

Abstract

Background – The Farm Valley Care Program is an effort to build sustainable tourism based on CARE (camping, agriculture, recreation, and education) which is being carried out in Kandangan Village - Kare District - Madiun Regency. This program in addition to supporting the optimization of the tourism sector in a sustainable manner that has an impact on economic growth, will also provide a multiplier effect, including investment in infrastructure, empowerment of surrounding communities, increased income, increased welfare, and education.

Purpose – The purpose of this study is to analyze the concept of the Farm Valley Care Program and its application as an effort to develop Sustainable Tourism towards Indonesia Onward, which is able to recover Indonesia after the Covid-19 pandemic.

Design/methodology/approach – The research was conducted in Kandangan Village - Kare District - Madiun Regency with an area of approximately 60,000 m². This research is an action research because it takes actions starting from planning, implementing, and evaluating, and solving a problem where there is interaction between the researcher and the client. The approach used is a descriptive qualitative research method. The research was carried out between August the end of October 2022. The researcher described the facts that occurred in the field by describing all the activities carried out. The collection of data and information is carried out intensively with analysis and testing of all data that has been collected.

Findings – The results of this study are that from the client's role in the form of construction of livestock cages (goats/cows), sewage treatment plants, biogas reactors, organic plants, water/electrical installations, bathrooms, river parks, solar cell electricity, parking lots, information centers, freshwater fish farming, playground for agriculture and education, seating 5 places, construction of restaurants and production houses, have completed approximately 65% of the activities. The role of the researcher is in the form of making hydroponic facilities, making photo spots, as well as supporting equipment for the herbal and coffee production house which consists of 12 machines. Of all these machines, 9 machines have been completed, all of which have been tested and function well, so the estimated completion is approximately 60%.

Research limitations – The high rainfall and sudden changes in the weather have hampered the development process in the field, considering the terrain is mountainous. In addition, the long process of disbursing funding should be simplified.

Originality/value – This research provides a very unique value because it combines the concepts of Camping, Agriculture, Recreation, and Education in one activity.

Keywords: farm valley care program, sustainable tourism, herbal and coffee production house

Customer Satisfaction on E-Banking Service Quality in Malaysia

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Abstract

Background – Rapid technology developments and the advance in the digital economy created good value for electronic banking. Online banking which is also known as e-banking becomes essential in year 2020 due to Covid outbreaks which can reduce the customer and employee interface and ensure all the transactions can continue conducting with cashless. Consequently, e-banking has become popular with the purpose to continue routine transactions such as paying bills, top up, online transfer to others or for shopping purposes. Apart from that, customer satisfaction is also important to the success of businesses which can reduce the customer losses. With high customer satisfaction also can increase customer loyalty and directly can generate more revenue.

Purpose – The main purpose of this research is to study the factor influencing customer satisfaction on e-banking service quality in Malaysia.

Design/methodology/approach – This research has included five independent variables which included efficiency, website design, security or privacy, reliability, and responsiveness to explain the customer satisfaction towards E-banking services. A minimum of 138 target respondents will be interviewed by a set of questionnaires via Google Form. The data collected were then keyed into the SPSS software and further analysed by using the Smart PLS software.

Findings – The analysis result revealed that all independent variables except efficiency were found to have significant relationship to influence customer satisfaction towards e-banking services.

Research limitations – This research only covered three states of Malaysia. The future research can be conducted in other states of Malaysia.

Originality/value – This research study was important to the banking sector and for those other researchers that are interested in this topic research. The banking sector can have a better understanding which factor that customers are concerned about and focus to make the improvement for it.

Keywords: E-banking, Customer Satisfaction, Security, Privacy, Reliability

The Effect of Hedonic and Utilitarian Value on Brand Trust and Brand Affect as Intervening Variable on iPhone

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Abstract

Background – iPhone is one of the most popular smartphone brands in the world. However, in Indonesia iPhone is less competitive with Android-based brands.

Purpose – This research aims to analyze the influence of hedonic and utilitarian value on brand trust with brand affect as an intervening variable. The research was a descriptive research, a causal study approach to formulate the problems from research questions and use quantitative research.

Design/methodology/approach – Considering the unknown number of iPhone users definitely, thus using a non-probability sampling with a purposive sampling method which obtained a total of 400 iPhone users as respondents who were collected online. Structural Equation Modeling (SEM) was used to analyze the data and processed using software SmartPLS 3.3 version.

Findings – The results showed that hedonic value has a significant positive effect on brand affect, utilitarian value has a significant positive effect on brand affect, hedonic value has an indirect effect on brand trust and utilitarian value has an indirect effect on brand trust. This research also obtained an R² as much as 0.419. To increase the brand trust of iPhone users, companies need to increase the user's utilitarian value for new technology adoption that has never been used by other smartphone brands.

Research limitations – However, this does not rule out the possibility of further research adding other variables such as self-esteem to determine the effect of user motivation on increasing brand trust.

Originality/value – In this research, hedonic value has the most indirect effect on brand trust.

Keywords: Hedonic Value, Utilitarian Value, Brand Trust, Brand Affect

An Investigation of Switching Intentions in the Sports Apparel Industry: What Reason Do They Switch?

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Abstract

Background – Since people still put in a lot of time working out at the gym or at home, it's no surprise that the sportswear market has expanded in recent years. Consumers are known to always choose the greatest option available to them. In the event that a customer no longer sees any value in a certain brand or product, they are likely to switch to one that does.

Purpose – Consumers considering making a move in their sports apparel may cause the brand to suffer and provide an opportunity for the competition to acquire market share and revenue. Hence, this study examines the factors influencing consumers' switching intentions toward sports apparel.

Design/methodology/approach – Data is collected via questionnaire distribution from the target population aged 20 to 51 years old. A sample size of 211 was studied. The participants were recruited over an online survey questionnaire using a cross-sectional study.

Findings – It was found that switching costs, alternative attractiveness, brand image, and perceived values influence the switching intentions toward purchasing sports apparel. Still, service quality does not significantly affect the switching intentions. The importance-performance matrix analysis (IPMA) results demonstrated that both the importance and performance of perceived values played a significant role in consumer switching intentions toward purchasing sports apparel in Malaysia.

Research limitations – The target sample was derived from only two states in Malaysia, namely Melaka and Johor Bahru. Besides that, this study only focused on respondents in Malaysia. Future studies may probe into the Asian context, such as Indonesia, Singapore, and Thailand.

Originality/value – This paper is an important resource to marketing practitioners and researchers alike for utilizing the most appropriate marketing strategies among sports apparel brands in the future.

Keywords: switching costs, brand image, perceived values, sports apparel, Malaysia

CLOSING SPEECH

Excellencies, Presenter,

Attendees,

Ladies and Gentlemen,

I am very honoured and delighted to deliver the concluding remarks on the last day of the Jakarta International Conference on Research Innovation and Sustainable Development (JICRISD) organized by LPPM Universitas Pembangunan Nasional Veteran Jakarta and Research Synergy Foundation (RSF); Supported by: Scholarvein, Reviewertrack, ResearchSynergy Institute, ResearchSynergy Press, F1000research, Cogent Journals, and Taylor & Francis Group. The committee successfully hosted the event, breakout sessions and all presentations were delivered with minimum technical issues. I believe that during those two days, we have all had insightful, interactive discussions and great chance to share the outcomes of our research.

I would like to thank all participants, keynote speakers, invited speakers, presenters, attendees, and session chairs from various countries who have already given their best contribution to this JICRISD conference. Next, my sincere gratitude and thank you, finally, to all the committee members for their hard work. Therefore, let me wish all of us a lot of energy, enthusiasm, shared trust and resolve on our way towards achieving a better future for all.

To conclude, thank you for the great contribution and hope that the knowledge and thoughts shared in this conference, new networks, and new friendships will be fruitful for all of us and could increase our professional development in the future.

See you at our upcoming event.

Keep in touch and thank you very much for your attention. Stay safe and healthy.

Best regards,

Dr. Sri Lestari Wahyuningroem, M.A., Ph.D.
Conference Chair of JICRISD

FUTURE EVENTS

**Book of Abstract
Conference Proceeding**

JICRISD

Virtual Conference
December 5, 2022

Jakarta International Conference on Research Innovation
and Sustainable Development

<https://jicrisd.com/>

IHSATEC

The International Halal Science and Technology Conference 2022 (IHSATEC): 15th Halal Science Industry and Business (HASIB)

<https://www.ihsatec.com/>

Chulalongkorn University – Bangkok, Thailand, December 15-16, 2022

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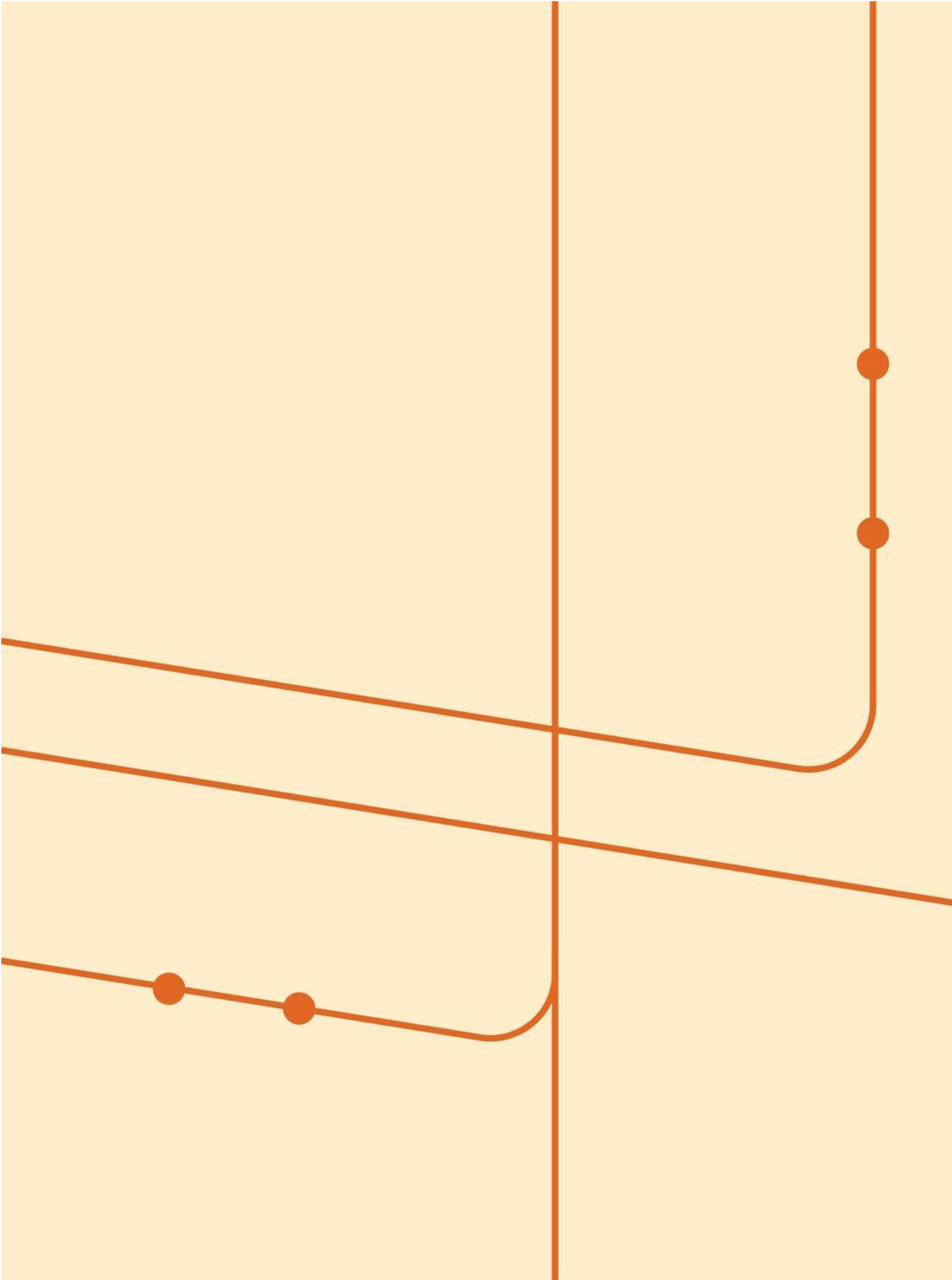
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