



Book of Abstract Conference Proceeding

6th MASOS

the 6th International Conference on Management Studies and Social Science

Virtual Conference
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Book of Abstract

6th MASOS: International Conference on Management Studies and Social Science

Virtual Conference
May 5, 2021



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6th MASOS: International Conference on Management Studies and Social Science

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An aerial, high-angle photograph of a densely populated urban area, likely a city center. The image is in grayscale, with a dark, overcast sky. The foreground and middle ground are filled with numerous high-rise apartment buildings and commercial structures. A prominent feature is a large, multi-story building with a distinctive architectural design, possibly a hotel or office building, located in the lower right quadrant. The word "FOREWORD" is superimposed in the center of the image in a large, bold, white, sans-serif font. The bottom of the image features a white horizontal band with a faint, abstract architectural drawing of a curved structure, and a solid blue horizontal band at the very bottom.

FOREWORD



Research Synergy Foundation is a digital social enterprise platform that focuses on developing Research Ecosystem towards outstanding global scholars. We built collaborative networks among researchers, lecturers, scholars, and practitioners globally for the realization of knowledge acceleration. We promote scientific journals among countries as an equitable distribution tools of knowledge. We open research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities.

Known as a catalyst and media collaborator among researchers around the world is the achievement that we seek through this organization. By using the media of International Conference which reaches all researcher around the world we are committed to spread our vision to create opportunities for promotion, collaboration and diffusion of knowledge that is evenly distributed around the world

Our Vision:

As global social enterprise that will make wider impact and encourage acceleration quality of knowledge among scholars.

Our Mission:

First, developing a research ecosystem towards outstanding global scholars. Second, Promoting scientific journals among countries as an equitable distribution tools of knowledge. Third, opening research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities. Fourth, creating global scientific forum of disciplinary forums to encourage strong diffusion and dissemination for innovation.

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Sunway University Business School

CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to 6th International Conference on Management Studies and Social Science (6th MASOS) by Research Synergy Foundation (RSF) that held virtually on May 5, 2021.

This conference not only give you global forum to share and exchange idea, research, and work. But also, provide wider network and research ecosystem for further collaboration and projects. We are glad to share this 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 through 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,

Dr. Hendrati Dwi Mulyaningsih

Conference Chair of 6th MASOS 2021

SESSION CHAIR

Dr. Mageswari Ranjanthran

Prior to joining the education industry in 2009, Dr Mageswari's work experience involved mainly corporate marketing for events and Meetings, Incentives, Conferencing, Exhibitions (MICE). She is a full breed of University Science Malaysia. Her bachelor's degree was in communication, where she majored in persuasive communication and minored in management, whereas her master's degree was in Tourism Development. Her PhD dissertation was titled "The Effects of Environmental Quality on Revisit Intention among European Tourists to Malaysia". She was involved as a consultant for several tourism projects. Her research interest focuses on repurchase intention, tourism marketing, holistic well-being, healthy ageing and small-scale sport tourism.



CONFERENCE PROGRAM

Tuesday, May 5th, 2021

The 6th International Conference on Management Studies and Social Science (6th MASOS)

Virtual Conference | May 5th, 2021

Time (UTC+7)	Activity
08.50 – 09.00	Participant Login and Join Virtual Conference by ZOOM
09.00 – 09.05	Welcome Address
09.05 – 09.25	Global Research Ecosystem Introduction Santi Rahmawati <i>Founder & Director Global Network Operation of Research Synergy Foundation; Director of Scholarvein</i>
09.25 – 09.30	Group Photo Session
09.30 – 09.35	Preparation for Online Presentation
09.35 – 12.40	Online Presentation Session Session Chair: Dr. Mageswari Ranjanthran Sunway University, Malaysia
12.40 – 12.50	Open Research Discussion Session & Participant Testimonial
12.50 – 13.00	Closing and Post-conference information announcement

Tuesday, May 5th 2021

Session Time : 09.35 – 12.40

Session Chair : Dr. Mageswari Ranjanthran

Track Green Economics

Paper ID	Presenter	Media	Paper Title
MSO21108	Maryanti	Virtual Presentation	Sustainability Development on Mining Sector in Indonesia

Track Business Economics

Paper ID	Presenter	Media	Paper Title
MSO21107	Erna Garnia	Virtual Presentation	Impact of Macroeconomic Factors on the Market Performance of Indonesia Sharia Stocks
MSO21114	Maryam Saidu Jen	Virtual Presentation	Impact of government Incentive on the Development of Small and Medium Scale Enterprises in Nigeria

Track Management Science

Paper ID	Presenter	Media	Paper Title
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MSO21112	Fathonah Annisa	Virtual Presentation	The Role of Influencers During the Covid-19 Pandemic on Social Media Instagram
MSO21113	Rapiuddin	Virtual Presentation	Leadership, Motivation and Work Discipline in Achieving Work Achievement; Studies on State Civil Servants at the Regional Financial and Asset Management Agency, Kendari City

Track Organizational Studies

Paper ID	Presenter	Media	Paper Title
MSO21102	Yogi Muldani Hendrawan	Virtual Presentation	Competency Gap Analysis between Academic Institution and Industry by Importance Performance Analysis Method: in Case Manufacturing Engineering Department
MSO21103	Severin Hornung	Virtual Presentation	All Quiet on the Western Front? an Update on the Paradigm Wars in Management and Organizational Science
MSO21105	Kasdiawati	Virtual Presentation	Analysis of the Interpretation of the Meaning of the Karampuang Traditional House in Sinjai Regency.
MSO21106	Muhammad Saleh	Virtual Presentation	Communication Strategy of the Hidayatullah Da'wah Institute in Disseminating Islamic Religious Education in Toraja Tribe Communities in Tana Toraja Regency

Track Management Information Systems

Paper ID	Presenter	Media	Paper Title
MSO21110	Cahyadi Saputra Akasse	Virtual Presentation	An Analysis of the Advantages and Disadvantages of Public Relations Strategies in Delivering Covid-19 Information Using Social Media
MSO21111	Adrian Kede	Virtual Presentation	Government Policy and Public Relations Contribution to Public Crisis (Covid-19)



**Track:
Green Economics**

Sustainability Development on Mining Sector in Indonesia

Maryanti¹, Ely Steven Ingratubun², Abdul Rasyid³

¹Andalas University, ²Stie Umel Maluku, ³Universities Yapis Papua

Abstract

Background - Sustainability development aims to maintain the sustainability of the social economic life of the community and quality of environment from one generation to another. Life sustainability can be achieved through the fulfillment the four pillar of development, namely economic, social, political, and environmental development.

Purpose - This research measure sustainability development in four pillar development on mining sector in Indonesia. From the economic aspect are used private investment indicator. From the social aspect are used inequality and crime indicators. From the political aspect are used democracy indicator. From the environment aspect are used sharing fund natural resource indicator.

Design/methodology/approach - This research uses a regression analysis model with panel data of ten largest mining producing province in Indonesia from 2009-2019.

Findings - The result show that private investment and sharing fund natural resource funds have a direct and positive effect on sustainable development; Democracy has no direct effect on sustainable development; Private investment, natural resource revenue sharing, and democracy have a positive and significant effect on sustainable development indirectly through income inequality. Private investment, sharing funds for natural resources, and democracy do not indirectly influence sustainable development through crime.

Research limitations - Private Investment, Sharing Fund Natural Resource, Democracy, Inequality, Crime, Sustainability Development

Originality/value - Sustainability development index on mining sector in Indonesia

Keywords : Private Investment, Sharing Fund Natural Resource, Democracy, Inequality, Crime

Track: Business Economics



Impact of Macroeconomic Factors on the Market Performance of Indonesia Sharia Stocks

Erna Garnia¹, Deden Rizal R², T Tahmat³

^{1,2,3}Universitas Sangga Buana

Abstract

Background - Since the Indonesia Sharia Stock Index establishment in 2011, Sharia stocks' market size has grown significantly. The number of issuers has increased from 237 in 2011 to 451 in 2021. Sharia stocks' market size is 51.4 % of total stocks in Indonesia Stock Exchanges (IDX). Moreover, the transaction volume of sharia stocks is 53.7 % of the total transaction volume in IDX. Thus, in terms of transaction volume and market size, the sharia and non-sharia stocks are comparable. The market performance of sharia stocks is shown by the Jakarta Islamic Index (JII).

Purpose - This paper presents a study on the impact of macroeconomic factors on the market performance of Indonesia sharia stocks that is shown by the JII. The studied macroeconomic factors are the regional and global market indexes, oil price, the FED rate, and the US\$ exchange rate. Regional markets considered in this paper are Singapore and Malaysia. On the other hand, the global markets considered in this paper are Hong Kong, Japan, and the United States of America. For this purpose, we have used global data from the period of 2013-2019.

Design/methodology/approach - This study using principal component analysis (PCA) and regression analysis.

Findings - Based on the PCA, it is found that the macroeconomic factors can be simplified into two factors, namely regional and global factors. Based on the regression analysis, it is found that these two factors have a positive impact with a significant level of 24.2%. It is also found that the global factor has a greater effect than the regional factor.

Research limitations - The main limitation of this paper is not taking into account all market indexes around the world. Moreover, other macroeconomic factors such as inflation and gold price have not been taken into account.

Originality/value - This paper's main contribution is the use of principal component analysis to reduce the independent variables.

Keywords : market index, sharia stocks, macroeconomics, JII

Impact of government Incentive on the Development of Small and Medium Scale Enterprises in Nigeria

Maryam Saidu Jen¹

¹The Polytechnic Bali, Taraba State

Abstract

Background - *In creating employment opportunities and enhancing economic development in any given economy, it is not in doubt that small and medium scale enterprises (SME's) make an enormous contribution in those regards.*

Purpose - *This study aims to Examine the impacts of government Incentives on SMEs' development in Yola, Adamawa State, Nigeria.*

Design/methodology/approach - *The study specifically applies the Structural equation model as the main methodology while adopting confirmatory factor analysis (CFA), for easier comprehension and emphasis. The study applied two manifest variables of human capacity building, financial Incentives. from these overall manifest variables, the study applied 12-dimensional variables from where the study's questionnaires emanate from. The purposive sampling method was used to selected 360 participants.*

Findings - *The following findings were made of the dimensional variables: levels of participation in human capacity building are rated highest, level 1, followed by influences of human capacity building on decision making at level 2, Applications of lessons learned from the capacity building in business is level 3, Advances made in business following novel knowledge from the capacity building is level 4, observed enhancement in business following the applications is level 5, and frequency of human capacity building by the government is at the lowest level 6. Stringent conditions to access the financial Incentives is rated highest, level 1, followed by limited access to financial Incentives at level 2, failures due to absence of Incentives is at level 3, observed improvements in businesses as a result of the Incentives is at level 4, frequency of the financial Incentives by the government is at the second to the lowest, level 5 and finally at level 6 is the adequacy of financial Incentives.*

Research limitations - *The study is limited to the data sourced and obtained from recognized SMEs ventures in Yola, Adamawa State Capital city. Such ventures to be engaged include but not limited to a sole proprietorship, firms or partnership, etc.*

Originality/value - *The investigation done in this study will aid in evaluating the workability and operations of the SMEs in Yola, Adamawa State. Notably, SMEs have arguably been assessed as a sector capable of creating employment opportunities on a large scale.*

Keywords : *Impact, Government Incentives, Financial and Human Capacity Building Small and Medium Scale Enterprises Development*

Track: Management Science



The Role of Influencers During the Covid-19 Pandemic on Social Media Instagram

Fathonah Annisa¹, Andi Alimuddin Unde², Muhammad Farid³

^{1,2,3}Universitas Hasanuddin

Abstract

Background - During the Covid-19 pandemic, Indonesia needs suitable media and communicators to prevent the spread of the covid-19 virus. Therefore, as a social media with several users, Instagram has given birth to massive influencers to spread information digitally. Influencers' existence on social media Instagram can impact anyone, including their followers, by uploading content by inserting educational and socialization messages.

Purpose - This study explores the role of several influencers on Instagram to help the government prevent the spread of the covid-19 virus.

Design/methodology/approach - The research was conducted qualitatively with a literature review approach and indirect interviews with influencer followers.

Findings - The results show that influencers' role has an impact on their followers based on the content they have uploaded and the information they write on their Instagram social media. The educational content on Instagram influencers that are most viewed and responded to contains the importance of washing hands and using hand sanitizers, using masks when going out, and education about the importance of social distancing. The uploads of influencers that get the most reactions and viewers are disseminating education about according to the SOP when leaving the house, and several uploads of influencers who go directly to the field to help each other prevent the spread of the Covid-19 virus

Research limitations - This study's limitation is that the researcher only interviewed some of the same followers of several massive influencers in Indonesia at the beginning of the Covid-19 pandemic. Hence, the generalization study results were still low because the number of influencers in the study was vast.

Originality/value - Originality and value in this study, the research subject was the influencer Instagram account during the Covid-19 pandemic, the influencer in this study whose context was the influencer who collaborated orders to prevent the spread of the virus at the beginning of the Covid-19 pandemic.

Keywords : Influencer, Media Social , Instagram, Covid-19.

LEADERSHIP, MOTIVATION AND WORK DISCIPLINE IN ACHIEVING WORK ACHIEVEMENT; STUDIES ON STATE CIVIL SERVANTS AT THE REGIONAL FINANCIAL AND ASSET MANAGEMENT AGENCY, KENDARI CITY

Rapiuddin¹

¹Halu Oleo University

Abstract

Background - *As a Regional Work Unit (SKPD), the position of BPKAD is very vital in regional financial management so that leadership, discipline and work motivation are absolutely necessary in providing excellent service to interested parties. It's just that, the work performance of the Kendari City BPKAD has not been published so far, so it is important to do this research.*

Purpose - *The purpose of this study was to analyze the influence of Leadership Style on Job Performance, Motivation on Work Performance and Discipline on Job Performance and the simultaneous influence of Leadership Style, Motivation and Discipline on work performance*

Design/methodology/approach - *The research sample of 60 people was taken by census or all employees. Data obtained through questionnaires and observations. The assessment instrument uses a Likert scale (1-5). The level of confidence used in the item validity test in this study was 95%. Data were analyzed by multiple linear regression using the statistical package for social science (SPSS) version 26.0 for Windows.*

Findings - *Leadership Style has a positive and significant influence on Employee Performance. This means that the Leadership Style has been good and can be accepted by all employees so that it can improve Employee Performance in the scope of BPKAD in Kendari City. Motivation has a positive and significant influence on Employee Work Performance. This means that the presence of high morale and work motivation that is owned, will be able to improve Employee Performance in the scope of BPKAD Kendari City. Work Discipline has a positive and significant influence on Employee Work Performance. This means that high work discipline and enthusiasm for obeying the existing rules and being responsible for the assignments given will be able to improve Employee Work Performance in the scope of BPKAD Kendari City. Leadership Style, Motivation and Work Discipline simultaneously have a positive and significant effect on Employee Work Performance. This shows that a good leadership style, high motivation and high work discipline can improve employee work performance in the BPKAD office of Kendari City.*

Research limitations - *The limitations contained in this study are that the researcher only examined one government agency, in this case the Kendari City Financial and Asset Management Agency (BPKAD) as the research object, so the generalization of the research results was still relatively low. Future researchers are advised to use the research object of all Regional Financial and Asset Management Agencies in districts / cities in Southeast Sulawesi province. Furthermore, to develop research models that are more complex in answering the problem of increasing ASN work performance by involving components of other variables that have not been studied in this study, using other test models for the diversity of research results obtained.*

Originality/value - *Originality/ value of this research is that the subject context is employees with duties and functions in financial management and regional assets, while other studies are subject to employees with public service assignments or employee performance in the company.*

Keywords : Leadership, Motivation, Discipline and Work Achievement

Track: Organizational Studies



Competency Gap Analysis Between Academic Institution and Industry by Importance Performance Analysis Method: In Case Manufacturing Engineering Department

Yogi Muldani Hendrawan¹, Ali Suparman², Risky Ayu³, Jata Budiman⁴

¹Politeknik Manufaktur Bandung, ^{2,3,4}Politeknik Manufaktur Bandung

Abstract

Background - Bandung polytechnic for Manufacturing graduates many students with mechanical competency. Most of students are accepted in industry, however industry satisfaction needs to be analysed. One of the factors of industry satisfaction is student competency. The competency consists of the core competency, hard-skills competency, and soft-skill. Many factor to be studied to know how effective or performance of polytechnic to build competency of students.

Purpose - The purposes of this study are to know competency gap between competency student and industrial competency needed. The results of competency gap will be analysed to improve education program / curricula in polytechnic.

Design/methodology/approach - The methodology of this research is the importance performance analysis (IPA) to analyses competency gap. Industrial competency needed is represented of importance factor for industry and student competency is represented of performance factor from polytechnic. It means how performance of polytechnic to delivery or train student to achieve required competency. The sampling data was collected form industry, graduates, student, and lecturer. IPA analysis will classify the competence into 4 quadrants, there are quadrant 1 high priority to improve, quadrant 2 good work, quadrant 3 low priority, and quadrant 4 overkill. Based on IPA analysis, the competency which need to improve will be known as a high priority improvement.

Findings - Classify competency to 4 grade based on IPA. This competency will be analysed to know any factor to improve competency by modifying education program/curricula

Research limitations - This study has limited only for Manufacturing Engineering Department Case in Bandung Polytechnic Manufacturing for Manufacturing

Originality/value - Comparison between competency student and industrial needed based on IPA analysis

Keywords : Competency, Importance Performance Analysis, Industrial Needed, Curricula

All Quiet on the Western Front? An Update on the Paradigm Wars in Management and Organizational Science

Severin Hornung¹

¹University Of Innsbruck

Abstract

Background - *An interdisciplinary field, Management and Organizational Science (MOS) notoriously serves as battleground between the functionalist-postpositive managerialist mainstream and alternative, hermeneutic-interpretive, critical-structuralist, and postmodern approaches. More or less marginalized, tolerated or accepted, the latter defend their legitimacy against conformity with conventional scientific ideology constituting the dominant paradigm. Analyzing associated antagonisms and tensions unlocks an insightful meta-theoretical perspective.*

Purpose - *The purpose of this contribution is calling attention to the so-called paradigm wars in MOS, including past manifestations and continued impact on the field. Concepts and positions in this controversy are reviewed, including ontological (theories), epistemological (methods), and axiological (objectives) frontlines and paradigmatic incommensurability versus integration, pluralism, and dissolution. Subsequently, these are applied to current discourses in MOS, singling out the "evidence dispute" and "performativity debate" as examples of inter- and intra-paradigmatic controversies involving the pluralistic paradigm of critical management studies (CMS).*

Design/methodology/approach - *Presented is a hermeneutic, narrative review and application of theorizing on research paradigms and contemporary discourses in management. Following conventional approaches to scientific analysis and essay writing, key publications are identified, structured in a theoretically-informed iterative (abductive) process, and interpreted within larger patterns of meaning.*

Findings - *Paradigms as meta-theoretical frameworks and histories of academic controversy are essential to understanding current discourses in MOS. The evidence dispute, between proponents of Evidence-based Management and CMS, reincarnating the positivism dispute in Sociology, demonstrates incommensurability between functionalist mainstream and critical and interpretative streams, differing in political orientation towards social order and regulation (domination) vs. conflict and radical transformation (emancipation). An intra-paradigmatic fractal resembling the former, the performativity debate (resistance vs. reform) reveals divisions between radical-structuralist and postmodern, post-structuralist and interpretive approaches, threatening fragmentation of the CMS paradigm along familiar meta-theoretical battlelines.*

Research limitations - *Provided is a selective and subjective, narrative interpretation of key publications, rather than a comprehensive, protocol-based systematic literature review. Discussed are subsequent in-depth analyses of exemplary discourses and further applications of theorizing on paradigms.*

Originality/value - *Expertise in MOS requires understanding paradigms as modes of meaning and knowledge-creation, but also as structural demarcations and contested battle lines. Awareness of these complexes promises more (self-)reflexive scholarship and navigation of MOS as a pluralistic and political field.*

Keywords : Paradigm wars, critical management studies, evidence dispute, performativity debate, science as ideology

Analysis of the Interpretation of the Meaning of the Karampuang Traditional House in Sinjai Regency.

kasdiawati¹, Jeanny Maria Fatimah², Muhammad Farid³

¹Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial Dan Politik Universitas Hasanuddin, ^{2,3}Fakultas Ilmu Sosial Dan Politik Universitas Hasanuddin

Abstract

Background - *Karampuang traditional house is one of the cultural heritages that has symbols and meanings that are believed from generation to generation*

Purpose - *This study aims to determine what symbols are contained in the Karampuang traditional house, both verbal and non-verbal and to analyze the symbols*

Design/methodology/approach - *This research uses a qualitative approach, namely by using the method of observation, interviews and documentation. Data were analyzed using interpretative understanding*

Findings - *A traditional house consists of two houses. One traditional house is occupied by Arung and another is occupied by Gella. Arung's house faces West, while Gella's traditional house faces East. Roof of the house, in two layers with a timpa laja 'in three layers. Meanwhile, Gella's house is inhabited, the roof is not double-decked, overwriting is two-tiered. Meanwhile, the timpa laja 'is composed of three, indicating that the house is occupied by Arung. Tiang Rumah, Islamic symbols in traditional houses, there are 30 house poles. As a symbol of the number of juz in the Quran. The pillars running north to south are 5 pillars as a symbol of the pillars of Islam. The 6 poles from west to east are a symbol of rukun faith. The staircase of the Karampuang traditional house only has one ladder with odd steps. Its position is different from that of ordinary people. The door of the house, The door of the house is located in Elle 'ri olo. The position of the door is parallel to Salima'. Above the door there is a stone which functions as a counterweight so that the door can be partially or completely open. The floor of a house made of bamboo is also called salima, a symbol of the rib, stretching from north to south called tunebbe'. The kitchen is located at the front. Can be seen clearly when climbing stairs. In front of the door is a kitchen with two stoves.*

Research limitations - *This research only describes Interpretation of the Meaning of the Karampuang Traditional House in Sinjai Regency*

Originality/value - *The results of this study indicate that the symbols and interpretations contained in the Karampuang traditional house, both verbal and non-verbal*

Keywords : karampuang, symbols, meaning interpretation

Communication Strategy of the Hidayatullah Da'wah Institute in Disseminating Islamic Religious Education in Toraja Tribe Communities in Tana Toraja Regency

muhammad Saleh¹, Muhammad Farid², Muh. Akbar³

^{1,2,3}Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial Dan Politik Universitas Hasanuddin

Abstract

Background - *The communication strategy carried out by the Hidayatullah Da'wah Institute in Tana Toraja Regency is an effort to spread Islamic education in Indonesia. The urgency of this research is increasingly visible because the Hidayatullah Institute is in a Christian-majority area.*

Purpose - *This study aims to describe the communication strategies carried out by the Hidayatullah Da'wah Institute in disseminating Islamic education in Toraja Regency and aims to determine the supporting and inhibiting factors of the Hidayatullah Da'wah Institute in disseminating Islamic religious education in Tana Toraja Regency.*

Design/methodology/approach - *The research method used is descriptive qualitative using an organizational communication research approach" data obtained through observation, in-depth interviews (in-depth interview), and documentation. The purposive sampling technique determines informants according to their position and work position in the organization.*

Findings - *This study indicates that there are four communication strategies carried out by the Hidayatullah Da'wah Institute, namely (1) through the marriage system. (2) Moving door to door. (3) Through the field of recitation and (4) Through the field of politics. The results of further research are the supporting and inhibiting factors of the Hidayatullah Da'wah Institute. Supporting factors (1) Strong militancy of Hidayatullah cadres (internal). (2) full support from the government (external). The inhibiting factor (1) The lack of Hidayatullah cadres in Tana Toraja Regency (internal). (2) Lack of network facilities and strong local traditions of Tana Toraja (external).*

Research limitations - *This research has a research limitation which only describes aspects of the communication strategy carried out by the Hidayatullah Da'wah Institute in Tana Toraja Regency.*

Originality/value - *This research is interesting because the object of research is in areas with the majority outside of Islam.*

Keywords : *Communication Strategy, Disseminating Religious Education, Descriptive Qualitative, Hidayatullah, Toraja Communities*

Track: Management Information Systems



An analysis of The Advantages and Disadvantages of Public Relations Strategies in Delivering Covid-19 Information Using Social Media

Cahyadi Saputra Akasse¹, Muh. Akbar², Arianto³

^{1,2,3}Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial Dan Politik Universitas Hasanuddin

Abstract

Background - *Public relations have an essential role in educating and providing understanding to the public during the Covid-19 pandemic. In this case, Public Relations acts as an intermediary between the government and the community by submitting policies related to government efforts to prevent the spread of Covid-19.*

Purpose - *This study analyzes the advantages and disadvantages of PR strategies in delivering Covid-19 information using social media, namely websites, Facebook, Instagram, and YouTube.*

Design/methodology/approach - *The method used in this research is descriptive qualitative with a case study approach. Then the withdrawal of research informants using purposive sampling technique, informants consisted of people directly involved with the delivery of Covid-19 information by PR, with qualitative data collection consisting of depth interviews, participant observation, and documentation.*

Findings - *The results showed that there were several advantages, namely (1) wide reach and large followers, then (2) fast updating of information, and (3) presenting informative and educational content. The shortcomings in question are the inadequate management of social media which is less interactive in responding to public comments through comments on social media.*

Research limitations - *The limitation of this study is that researchers only focus on PR strategies in delivering information about Covid-19 in Gorontalo Province through social media only and not at other conventional media levels, namely through websites, Facebook, Instagram, and YouTube.*

Originality/value - *The value and originality of this research is the delivery of information and efforts to prevent the spread of covid-19, which are convey through social media PR.*

Keywords : Strategy, Public Relations, Information, Covid-19, Social Media.

Government Policy and Public Relations Contribution to Public Crisis (COVID-19)

Adrian Kede¹, Muh. Iqbal Sultan², Sudirman Karnay³

^{1,2,3}Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial Dan Politik Universitas Hasanuddin

Abstract

Background - *The government is an institution that has the authority to create populist policies in dealing with the impact of the Covid-19 pandemic on society. Furthermore, Public Relations is an important part that can communicate government policies to the public.*

Purpose - *This study aims to analyze government policies and public relations to the Covid-19 public crisis in the Banggai district.*

Design/methodology/approach - *The research method used is descriptive qualitative with a case study approach "selecting informants through purposive sampling technique directly related to the object of research. The sample in this study is the Regent of Banggai, the head of the Covid-19 Task Force, and the Head of Public Relations. Data collection techniques used were observation, interviews, documentation, and data analysis techniques, namely the interactive model of Miles and Huberman in data collection, data reduction, data presentation, and concluding.*

Findings - *The study results describe local government policies in the form of quick response (quick win), health management, handling economic impacts, and provision of social safety nets. The public relations contribution is in the form of policy campaigning through print media, electronic media, social media, banners, and appeals in worship and BPU (meeting hall).*

Research limitations - *This research describes government policies and public relations management, especially in the Banggai Regency area.*

Originality/value - *Local government policies in the form of quick response (quick win), health management, handling economic impacts, and provision of social safety nets. Public Relations contributions in policy campaigns through print, electronic, social media (Facebook, Instagram, Whatsapp), banners, and conventional communications.*

Keywords : Policy, contribution, government, public relations, public crisis

FUTURE EVENT

May 31, 2021 | Virtual Conference

7th Japan International Conference on Business, Management Studies and Social Science (7th JIBUMS)

<https://www.jibums.com/7th-jibums/>

June 21-23, 2021 | Virtual Conference

Digital Futures International Congress (DIFCON 2021)

<https://mmudifcon.com/>

July 6, 2021 | Virtual Conference

3rd International Conference on Islamic Education Studies and Social Science (3rd ICISS)

<http://www.icissconference.com/index.php/3rd-iciss/>

July 28, 2021 | Virtual Conference

2nd International Conferene on Management, Education, and Social Science (2nd MESS)

<http://messconference.com/2nd-mess/>

August 11, 2021 | Virtual Conference

5th International Conference on Interdisciplinary in Business, Economy, Management, and Social Studies (5th IBEMS)

<https://www.ibemsconference.com/index.php/ibems-5th/>

August 13, 2021 | Virtual Conference

International Conference on Governance Risk-management and Compliance (ICGRC)

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

August 30, 2021 | Virtual Conference

7th International Conference on Business, Economy, Management and Social Studies
Towards Sustainable Economy (7th BEMSS)

<http://www.bemssconference.com/index.php/7th-bemss/>

September 8-9, 2021 | Virtual Conference

5th International Conference Postgraduate School

<http://icpsunair.com/>

September 14, 2021 | Virtual Conference

2nd International Conference on Language, Education and Teaching Research (2nd
ICLET)

<http://www.icletconference.com/index.php/2nd-iclet/>

October 4, 2021 | Virtual Conference

7th Singapore International Conference on Management, Business, Economic and
Social Science (7th SIMBES)

<http://www.simbesconference.com/7th-simbess/>

November 8, 2021 | Virtual Conference

6th International Conference on Interdisciplinary Research on Education, Economic Studies, Business and Social Science (6th RESBUS)

<http://resbusconference.com/index.php/6th-resbus/>

December 6, 2021 | Virtual Conference

7th Japan International Business and Management Research Conference (7th JIBM)

<http://www.jibmconference.com/index.php/7th-jibm/>



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May 5, 2021