



Book of Abstract

2nd ICT4BL

**International Conference on IT,
Communication and Technology
for Better Life**

*Virtual Conference
November 29–30, 2021*

Host



Co-host



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Book of Abstract

The 2nd International Conference on IT, Communication, and Technology for Better Life

**Virtual Conference
November 29-30, 2021**



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The 2nd International Conference on IT, Communication, and Technology for Better Life

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The background features abstract, organic shapes in yellow and purple. A large yellow shape is in the top right, a smaller yellow shape is in the top left, a purple shape is in the bottom left, and a larger purple shape is in the bottom right.

FOREWORD



In accordance with the Strategic Plan of the Budi Luhur University 2021-2030 document. The Vision, Mission and Goals of Budi Luhur University in 2021 – 2030 are as follows:

VISION

- Becoming a global university based on entrepreneurship, technology and intelligent virtuous

MISSION

- Organizing education that prioritizes technology, science, entrepreneurship and virtue;
- Conducting research that creates positive, measurable and sustainable social impacts;
- Take an active role in the betterment of the social life of the community by implementing research results;
- Take an active role in global social activities that are beneficial to the people;

AIM

- Produce graduates who have global competitiveness with technological capabilities, social and entrepreneurial strengths, and are in accordance with industry needs;
- Creating a multidisciplinary research culture with a focus on social sensitivity;
- Produce innovative products that are useful in supporting social strengthening in society through entrepreneurial competence;
- Strengthen stakeholder trust.

<https://www.budiluhur.ac.id>



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.

<https://www.researchsynergy.org/>



About Acharya

The Sanskrit word "Acharya", which means "TEACHER", epitomizes the quintessential values of our institution

#30YearsofAcharya

Established under J.M.J educational society 30 years ago, we at Acharya Institutes, Bangalore are proud to be the choice of students from around the world. We are Bangalore's largest composite academic facility, with over 12000 students.

Our Motto

"Nurturing Aspirations Supporting Growth"

Our Vision

"Acharya Institutes, Committed to the cause of value-based education in all disciplines, envisions itself as a fountainhead of innovative human enterprise, with inspirational initiatives for Academic Excellence"

The Acharya Story

It all began with a vision to set a new benchmark in the world of education. And now, an annual count of 12,000+ students and 100+ academic programmes later, it is safe to say that Acharya is right there in the top bracket, globally, when it comes to the quality of education on offer and the possibilities that the young achievers here are presented with. Acharya Institutes is one of the best colleges in India! Spread across 120 acres of pristine land in Bengaluru India's 'technology hub' and located only a few minutes drive from top-notch multinational companies and Indian corporates, the Acharya campus is a magnificent sight, to begin with. Being counted amongst the top colleges in Bangalore, Acharya hosts its student-centric design and innovative blend of modern and traditional styles of architecture, the campus is a perfect setting for the students to let their ideas fly and get closer to realizing their dreams. Here the emphasis is on experiential and collaborative learning and our students learn the ways of the world directly from each other, with the campus being home to students from no less than 75 countries.

Acharya Institutes is undoubtedly among the best colleges in Bangalore, the academic, residential, extra-curricular, and landscaped zones of the campus are innovatively integrated. And adding to the campus life are the sports facilities that include a 10,000+ seating stadium enabling track and field events, football, cricket, cultural events, and mega music shows, along with an amphitheatre and other facilities for indoor games. The concern for the environment is deeply rooted here in the design, through extensive afforestation of land, rainwater harvesting, creation of a 4-acre artificial lake, water treatment, use of alternative energy sources, and a ban on using substances that are not environment-friendly, etc. Come join Acharya, we are of the top colleges in Bangalore. All this and more await you here and we are delighted to welcome you to an exciting learning experience at Acharya - where the world comes to learn.

<https://www.acharya.ac.in>



UMT PHILOSOPHY

The Integration of Knowledge and Practice based on the Faith in Allah is Fundamental to the University's Endeavour in Preparing Competent Human Capital for Global Prosperity

VISION

Becoming The Country's Leading and Globally Respected Marine-Focused University

MISSION

Generating Knowledge for the Community's Affluence and Environmental Sustainability.

SLOGAN

Ocean of Discoveries, for Global Sustainability

NICHE AREA

Marine Science and Aquatic Resources

FUNCTIONS

- Supports the mission of the university to become the premier centre of learning and research by contributing to the progress of humankind and exploration of knowledge and also to the creation of wealth and national development.
- Provides trained manpower with professional skills, high self-discipline and positive work ethics.
- Produces graduates who are sensitive to management ideas, responsive to change and become a role-model for students and community.
- Serves society through the dissemination of ideas and new practices and seek solutions to current problems in society.
- Establishes relationships with other universities, institutions and the industry for mutual benefit and the national development.
- Supports the mission of the university to become an organised centre of research and learning as well as providing good services and exploring in a new technologies.

OBJECTIVES

- Explores all areas related to Science, Technology and Natural Resource Management through research.
- Provides the latest facilities (laboratories, libraries, computing and environment) to support the development of knowledge, learning and scholarship.
- Offers excellent programmes of study that meet current and future needs. Produces graduates who are responsible, knowledgeable, confident and competent.
- Plays an active role in the development of social, economic and education through the expansion services specifically to the local community of the East Coast Peninsular and to the Malaysians, in general.

<https://www.umt.edu.my>



FACULTY of ECONOMICS *and* BUSINESS

Faculty of Economics and Business
University of Brawijaya (FEB UB)
was established in 27 June 1957
and was named as Malang
Economics College (Perguruan
Tinggi Ekonomi Malang/ PTEM). An

one of the oldest universities in Indonesia, FEB UB has undergone many institutional transformations, which puts forward integrity and professionalism, aimed to create best graduates capable in competing in globalization era.

FEB UB has vision of becoming an internationally standardized educational institution in the field of economics and business, possessing spirit in entrepreneurial and awareness in religion, humanity as well as environment. In dealing with the forthcoming *ASEAN Economic Community* (AEC) 2015, FEB must be able to participate and compete in creating better fresh-graduates and service. Upon the realization of these targets, FEB UB has gone through numerous activities and cooperation with several universities from all over the world and also has achieved accreditation from local (level A, National Accreditation Body) as well as international (ABEST21 and AACSB).

In implementing the objectives of higher education “tri dharma” (education and learning, research and development similarly community service) FEB UB always supports any improvement efforts and embodiment of innovative activities which are aimed to provision the points of the tri dharma. All these are compiled in FEB UB Strategic Plans for the next 10 years (2011-2021), in which the improvement of FEB UB is intended to be capable of facing global competition in international level, and it is all started by strengthening and solidifying the good governance based on the understanding of local wisdom and shared value enabling to enhance the spirit of self-improvement.

The teaching and learning in FEB UB are supported by the quality and quantity of its lectures, most of them are graduated from many outstanding universities (domestic and overseas). Furthermore, there are several supporting facilities for teaching and learning activities moreover FEB UB prioritizes the improvement and renovation on facilities, such as library and reading rooms, computer laboratories and also supporting devices in every classrooms.

Last but not least, FEB UB will always transforms itself into better and better educational institution, creating best graduates capable of facing global competition and also bringing positive contribution to the society. This transformation is always conducted in the improvement of internal aspects, viz. education, research, and community service. And finally, FEB UB may be able to create better future for students by providing qualified education.

<https://feb.ub.ac.id>



VISION & MISSION IDB BALI

Vision :

"Making the Campus of IDB Bali as a high school design and reliable quality" through increased creativity, productivity, and professionalism of the academic society to produce graduates who are able to work professionally and independently (entrepreneur).

Mission :

1. Encouraging IDB Bali as a center of science and technology development in the field of art and design and as reformer of art and design education.
2. Improving the implementation of the organization of Tri Dharma University in accordance with the needs of society and the development of an integrated, scalable and productive.
3. *Optimizing the process management aspects of quality and service.*
4. Maintaining and developing the livelihood of the community college as a (scientific community) and community learning (learning society) through a learning process that is capable of forming life skills (life skills)
5. Building performance and competitive advantage through revamping, restructuring, improvement of the whole system of management and empowerment of human resources to establish teamwork and team leader.
6. Maintaining and enhancing cooperation with stakeholder to realize the vision, mission and objectives of IDB Bali Campus.

<https://www.idbbali.ac.id/>



ISB Atma Luhur's Vision

"In 2025, to become a leading university in the development of information technology and digital business in the Province of the Bangka Belitung Islands based on noble character". Leading in the development of science in the field of information technology and digital business in the Province of the Bangka Belitung Islands : the meaning is that the INSTITUTE OF SCIENCE AND BUSINESS (ISB) ATMA LUHUR is a *pioneer* institution in the development of science in the field of ICT and Digital Business in the Province of the Bangka Belitung Islands. Budi Pekerti Luhur : is a value that is firmly held in producing intelligent and virtuous graduates.

Atma Luhur ISB Mission

1. Organizing quality education and teaching programs that are competency-based, intelligent and virtuous and able to compete in the world of work.
2. Organizing quality research activities by contributing to the advancement of science in the field of information technology and digital business.
3. Organizing and playing an active role in sustainable community service activities by making a real contribution to the community.
4. Establish synergistic cooperation with all stakeholders.

ISB Atma Luhur's Purpose

Based on the vision and mission, the objectives to be achieved in the implementation of higher education are:

1. Producing excellent and quality graduates in the field of information and communication technology (ICT) and Digital Business who are intelligent and virtuous.
2. Produce quality scientific works in the field of information and communication technology (ICT) and Digital Business so that they can contribute to the advancement of science and can be published at the national level.
3. Produce community service activities that are useful in terms of community empowerment.

<https://www.atmaluhur.ac.id>

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ORGANIZING COMMITTEE

PROGRAM COMMITTEE

Conference Chair:

Dr. Dewi Murtiningsih
Universitas Budi Luhur, Indonesia

Co – Conference Chair

Dr. Hendrati Dwi Mulyaningsih
Research Synergy Foundation

Organizing Committee

Santi Rahmawati

Ani Wahyu Rachmawati

Diah Rahmadani

Refani Putri Shintya F.

Risky Adha

SCIENTIFIC COMMITTEE

Achmad Solihin, Universitas Budi Luhur,
Jakarta, Indonesia

Rizal Munadi, Universitas Syah Kuala,
Banda Aceh, Indonesia

Wendi Usino, Universitas Budi Luhur,
Jakarta, Indonesia.

Andri Pranolo,

Sonali Agarwal, Indian Institute of
Information Technology, Allahabad, India

Yusmadi Yah Jusoh, Universiti Putra
Malaysia, Selangor, Malaysia

Maizatul Hayati, Universiti Pendidikan
Sultan Idris, Perak Darul Ridzuan, Malaysia

Hari Soetanto, Universitas Budi Luhur,
Jakarta, Indonesia

Arief Bramantoro, King Abdulaziz
University, Jeddah, Saudi Arabia

Muhammad Modi Lakulu, Universiti
Pendidikan Sultan Idris, Perak Darul
Ridzuan, Malaysia

Ramzi Adriman, , Universitas Syah Kuala,
Banda Aceh, Indonesia

Josaphat Tetuko Sri Sumanto, Chiba
University, Chiba, Japan

Arief Wibowo, Universitas Budi Luhur,
Jakarta, Indonesia

Anton Satria Prabuwana, King Abdulaziz
University, Jeddah, Saudi Arabia

Syed Mohsen Naqvi, Newcastle University,
UK

Peter Balazs, Austrian Academy of
Sciences, Austria

Mohammed Alghamdi, Al-Baha University

Marco Baldi, Università Politecnica delle
Marche

Ihsen Ben Mbarek, National Engineering
School of Tunis

Suryadip Chakraborty. Johnson C. Smith
University

July Díaz, Universidad Distrital Francisco
José de Caldas

Saurabh Dixit, Babu Banarsi Das
University, Lucknow

Wajeb Gharibi, Jazan University, KSA

Visvasuresh Victor Govindaswamy,
Concordia University

Saied Abd El-atty, Menoufia University-
Faculty of Electronic Engineering

A. K. M. Mahtab Hossain, University of
Greenwich

Ahmed Mobashsher, The University of
Queensland

Ratan Kumar Mondal, Queensland
University of Technology

Rodrigo Montufar-Chaveznavia, Facultad
de Ingeniería, Universidad Nacional
Autónoma de México

Michel Owayjan, American University of
Science & Technology

Ljiljana Šeric, University of Split, Croatia

Hengky Susanto, Hong Kong University of
Science and Technology

Kun-Da Wu, HTC Corporation

Quanxin Zhao, University of Electronic
Science and Technology of China

Tresna Dewi, Polytechnic of Sriwijaya,
Indonesia

David Luengo, Universidad Politecnica de
Madrid, Spain

Maria Chiara Caschera, Consiglio
Nazionale delle Ricerche, Rome, Italy

Amir Nakib, Universite de Paris Est Creteil,
Vitry-sur-Seine, France

Jens Klare, Fraunhofer-Gesellschaft,
Munich, Germany

Ramy Atawia, Queen's University,
Kingston, Kingston, Canada

Maxime Leclerc, Thales Research &
Technology (TRT), Canada

Sanjoy Debbarma, National Institute of
Technology Meghalaya, Shillong, India

Bo Kong, PLA University of Science and
Technology, Nanjing, China

Noha El-Ganainy, Arab Academy for
Science & Technology and Maritime
Transport, Egypt

Muhammad Raza, HUST Wuhan, China

Xiaojun Li, Texas A&M University, United
States

Marco Guazzone, University of Piemonte
Orientale, Italy

CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to The 2nd International Conference on IT, Communication, and Technology for Better Life (2nd ICT4BL) by Universitas Budi Luhur, Indonesia and Research Synergy Foundation (RSF) that held virtually on November 29-30, 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. Dewi Murtiningsih

Conference Chair of 2nd ICT4BL 2021

CONFERENCE CHAIR



Dr. Dewi Murtiningsih

Universitas Budi Luhur, Indonesia

Dr. Dewi Murtiningsih is the current Head Sub-Directorate of the Conference and Publication as well as the Marketing of Research Results. She was previously the Head of the Management Program at Universitas Budi Luhur's Economics and Business Faculty. Dr. Dewi Murtiningsih received her bachelor's degree from Udayana University in Bali and her master's degree from Universitas Budi Luhur in Jakarta. Not long after, Brawijaya University awarded her a doctoral degree in science management. In addition to holding several positions at the university, she is active as a reviewer, session chair, and participant in a variety of forums. In addition to her busy lecture schedule, she is a member of several prestigious organizations. She has also received numerous awards for being the best lecturer at her university and the best papers at conferences.

CO-CONFERENCE CHAIR



Dr. Hendrati Dwi Mulyaningsih

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 RSFPRESS. 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 being invited as reviewer in many reputable Scopus and WOS indexed journals and also 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 journals. 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 SPEAKER



Kasih Hanggoro, MBA

Chairperson of BPH Budi Luhur Cakti

Kasih Hanggoro is CEO of Budi Luhur Cakti Foundation, who manages many education activities in all education institutions from kindergarten, elementary education to higher education, such as TK Budi Luhur, SD Budi Luhur, SMP Budi Luhur, SMA & SMK Budi Luhur, Budi Luhur Secretary Academy and Universitas Budi Luhur, located in Jakarta and Banten. He received his

Bachelor Degree in Business Administration from National University, San Diego, USA, and pursued his Master Degree in Business Administration at National University, San Diego, USA.

Along with his activities in managing and controlling schools and universities, he was appointed as General Secretary of Harley Davidson Owner Group (HOG) Indonesian Chapter. He also established many institutions/companies that concern environment sustainability such as, PT. Ngampooz Pintar Sejahtera, PT. Jagad Tani, BunderLab, Bank Sampah Budi Luhur, etc. He also enthusiastically initiated and created electric vehicles, made by Budi Luhur Electric Vehicle Study Center, such as BLITS Electric Car in collaboration with ITS, Neo BLITS collaborated with LIPI, BL-CEV01, BL-SEV01 and participated in Rally Dakkar. Besides electric vehicles, he implemented Budi Luhur values by establishing JB Stable in Jakarta and Bogor.

KEYNOTE SPEAKER



Dr. Ir. Wendi Usino, M.Sc., M.M.

Rector Universitas Budi Luhur, Indonesia

Dr. Ir. Wendi Usino, M.Sc., M.M. is the Rector of Universitas Budi Luhur at the time. He graduated from STMIK Budi Luhur in Jakarta with a bachelor's degree. He earned his Master of Science in Computer Information Science from Coleman University in San Diego, California, and his Master of Management in International Business from Prasetya Mulya Graduate School of Management in Jakarta, Indonesia. Universiti Kebangsaan Malaysia awarded him a Doctor of Computer Science with a major in Computer Science.

Since joining Rotaract Club (Rotary International's Youth Organization) and having opportunities to work together in conducting social events with many colleagues from various countries, he has been drawn to the latest technology in information technology, particularly in the database and data science fields. He has a dream of preparing and developing young Indonesian IT professionals to go abroad and demonstrate their abilities to other IT professionals around the world, so he joined the Association of Informatics and Computing Higher Education Institution as Head of International Collaboration to pursue his dream.



Prof. C K Marigowda

Head of Information Science and Engineering and Deputy Director-International Collaborations at Acharya Institute of Technology, India

Prof. C K Marigowda is Head of Information Science and Engineering and Deputy Director- International Collaborations at Acharya Institute of Technology, Bengaluru, India.

He has received his Bachelor and master's in Computer Science and is currently carrying out research in the field of Security in IoT. His research interests include Problem solving techniques, Information and Cyber Security. Security in IoT and Data Science.

He works to establish tie-ups with various international universities for exchange programs. These programs enrich students' knowledge of global best practices in education and research. This would also create platform for collaborative research and consultancy amongst faculty.

He is coordinating the activities of Alumni Association at Acharya responsible for coordination of international alumni meets across US and Europe.

He is a recipient of Infosys Faculty Excellence award during 2016 from Infosys Ltd., Bangalore. (Multinational information technology company with number of employees 2,59,619)

His research work has published as an article in Cyber Space edition of one of the leading newspapers. He is the member of NAFSA: Association of International Educators, USA, Technical Mentor for various start-ups in India, delivered a session on Cyber Security in more than 5 universities in Indonesia, Participated in NAFSA 2017 and 2018– Annual Conference & Expo at Los Angeles, and Philadelphia, PA USA respectively, Received Erasmus Mundus funding for student exchange and Staff mobility for teaching assignment at University of Alicante, Spain and Published a Book chapter with a title “Threats in IoT Supply Chain” in Taylor & Francis, CRC Press.

Countries Visited as part of International Collaborations

- University of Lorraine, France
- Budapest Metropolitan University, Hungary
- IED Institute of European Design, Milan, Italy
- Geneva Business School, Switzerland
- University of Alicante, Spain
- NAFSA- International Education Networking Expo, Los Angeles, USA

Core Competencies: Training & Academic Administration, Strategic Planning, Curriculum Development, Establishing tie-ups with international universities, Start-ups development, Mentoring, Alumni Networking strategy.



Prof. Ir. Dr. Hairul Azhar Abdul-Rashid, Ph.D., P. Eng

Vice President (Research, Industrial Collaboration & Engagement) Multimedia University, Malaysia

Hairul is a Professor at the Faculty of Engineering, focusing on specialty optical fiber devices and sensors. He is currently serving as the Vice President Research and Innovation, leading a team that strategically plan, implement and monitor research, innovation, commercialization and entrepreneurship endeavours in MMU. He has served MMU for over 23 years in several leadership capacities including Director RMC, Dean of Research and Director for Research Collaborations.

Hairul obtained his PhD in Optical Communication Systems from Multimedia University (MMU) in 2007. He has since, led a team of researchers, collaborating with Telekom Research and Development Sdn. Bhd. (TMR&D) focusing on designing and fabrication of specialty optical fiber for communications and sensors. His research team has accumulatively attracted grants close to RM9.9 million from PETRONAS, MOSTI, MOE and TM.

In parallel, his team is collaboratively working on doped optical fiber as Radiation Dosimeters. The project is led by University of Malaya (UM) and funded by Ministry of Education. Working with Nuclear Malaysia, this project aims at allowing better measurement of radiation dose at various energy levels corresponding to applications ranging from environmental, diagnostics, radiotherapy to industrial.

Resulting from these research endeavours, Hairul has published 155 peer-reviewed journals and 57 conference papers. He has filed 2 patents and granted 6 Industrial Designs (ID). The research team has collaborated extensively, both nationally and internationally, spanning across academia and industry. His research leadership and expertise has also been recognised through invited speeches at international conferences, chairmanship of IEEE Photonics Society Malaysia Chapter.

In 2014, he was awarded 'Top Research Scientists Malaysia' by Academy of Sciences, Malaysia. Recently, he spun-off two companies, Lumisyns Sdn Bhd and Optodyne Sdn. Bhd. commercializing radiation dosimetry systems and specialty optical fibers respectively.

He has also been active in the social sphere, serving in several capacities within MMU and externally. Hairul served as the advisor to Muslim student society 'Institusi Usrah' since 2001. Besides that, he has served Badan Kebajikan Kakitangan Islam Telekom (BAKIT), Tabung Amanah Zakat MMU, Surau al-Hidayah MMU in several leadership capacities.



Prof. Dato' Ts. Dr. Aziz Deraman

**Faculty of Ocean Engineering Technology and Informatics,
Universiti Malaysia Terengganu, Malaysia**

Aziz Deraman, received his Bachelor from UKM in 1982, Master from Glasgow University in 1984 and PhD from UMIST in 1992 and has served Universiti Kebangsaan Malaysia from 1984 to 2007 and Universiti Malaysia Terengganu since 2007.. He has held various academic administrative positions such as head of Computer Science Department (1985-1988), Deputy Dean of IT Faculty (1992-1995), Deputy Director of Computer Centre, UKM (1995-2001), Dean of the Faculty of Information Science and Technology (FTSM)(2001-2007), Deputy Vice Chancellor (Academic & International), Vice Chancellor Universiti Malaysia Terengganu (2007-2012), dean of School of Informatics and Applied Mathematics, UMT (2013-2019), committee member of Jawatankuasa Tetap Bahasa Melayu (JKTBM)(2004-2016), Advisor, Bidong Island Conservation Programs for Yayasan Coral Malaysia, Board member of LPU (UMT,2015-2020). He also affiliated with various organisations and industries as an adviser, panel as well as a resident consultant in information technology, such as an ICT advisor to Menteri Besar Terengganu (2004-2008) and a member of BOD Yayasan Pembangunan Ekonomi Islam Malaysia (YPEIM)(2004-2008), Kolej Yayasan Terengganu (2004-2010), a member of Investment Committee of a state-owned ICT company of Terengganu (2009-2010), Special Advisor to the Vice Chancellor of UMT(2012-2013), member of Board of Director Yayasan Terengganu (2004-2014) and TATIUC Sdn Bhd (a parent company for TATI University College(2012-2014)), Associate Fellow for Software Technology and Management Research Centre (SoFTAM)(2012-2014). Currently he is a senior professor at UMT, member of Board of Governance KUIPSAS, Vice President of Persatuan Olahraga Amateur Terengganu (POAT) and Chairman of Decision Committee for Software Certification Scheme MSTB. He is also a fellow of Akademi Sains Malaysia since 2021.

Prof Aziz maintains a diverse research interest including IT strategic planning, Software process and certification, reusability in multimedia object, medical computing, smart education management and community computing. His major research and development efforts (as a consultant & project manager) includes the development of agriculture and e-community portals, software certification model, establishing standards and guidelines for organisation IT strategic planning, UKM Information Systems (Student, Financial & Human Resource Systems), ITHHO Information System, KUSZA Information Systems, IT Strategic Report For the State of Terengganu, Benefit and Monitoring Education System for MOE and preparing the tender specification for a Total Hospital Information systems (HUKM). His other ICT project contributions as a consultant are e-Ketengah (KETENGAH), Infodesa (KPLB), e-jariah (YAPEIM), e-WargaKota (DBKL), Bestari.Comm (Terengganu), ISP (LPP), ICT Project Auditor (Terengganu) and e-Book Study (Terengganu). Currently he is also one of the technical advisors for a software house company, MediCare Sdn Bhd.

For his research efforts, Prof. Aziz has successfully supervised more than 50 Doctorate and Masters students and published more than 300 articles and reports in journals, proceedings, books and other media both local and international and has been awarded the Unesco Fellowship, AIT-Bangkok (1988), Senior Scientist Visit Program To Usbekistan - Renong Bhd (1995), Pingat Setia Mahkota Terengganu (2005) and Pingat Dato Paduka Mahkota Terengganu (2011).



Prof. Dr. Moeljadi, SE., SU., M.Sc.

**Faculty of Economics and Business Universitas Brawijaya,
Indonesia**

Prof. Dr. Moeljadi, SE, SU, M.Sc, CFP, CRP is a Professor of Corporate at UPN Veteran Jakarta's Faculty of Economics and Business. He earned his bachelor's degree from Brawijaya University's Management Science Faculty of Economics, then went on to earn his master's and doctoral degrees from Gadjahmada

University and Airlangga University, respectively. Gajah Mada University and Murdoch University awarded him a Defense Management Post Graduate Program.

Professor Moeljadi also holds several competence certifications, including Certified of Competence, Workplace Assessment; Certified of Competence, Risk Management; Certified for Financial Planner; Certified Global Financial Planner; International Certification; Certified Qualified Wealth Planner (QWP); and Certified for Assessor of Competency – Workplace Assessment. He also completed numerous professional training and was appointed to a number of notable positions. He is also involved in a number of studies and publications, as well as actively participating in community development programs.

SESSION CHAIRS



Dr. Palanichamy Naveen

Multimedia University, Malaysia

Dr. Palanichamy Naveen joined the Faculty of Computing and Informatics, Multimedia University after receiving a Ph.D. She received her Bachelor of Engineering (CSE) and Master of Engineering (CSE) from Anna University, India. She then obtained her Ph.D. from Curtin University, Malaysia. Her research includes Smart Grid, Cloud Computing, Machine Learning and Deep Learning. She has published several research papers and also received invitations to review journal or conference articles. She serves as a technical committee member in various reputed international conferences and journal. She is involved in multiple research projects funded by Multimedia University. She is currently a member of IEEE.



Prof. Su-Cheng Haw

Multimedia University, Malaysia

Su-Cheng Haw is a Professor at Faculty of Computing and Informatics, Multimedia University, where she leads several funded research. She is also the research center chairperson of Center for Web Engineering (CWE), which is multidisciplinary and encompasses diversify research from modeling and tools, implementation, testing and evaluation, and application in the areas such as Databases and Information Retrieval, Service Oriented Computing, IoT, e-Learning, and Statistical Analysis.

Her research interests include XML databases, data warehousing, semantic web & ontology, data modeling, and recommender system. She has published around 120 articles in reputable journals and conferences. She serves in several editorial boards and participated as technical committee member and reviewer boards for several international conferences and journals. Besides, she also received several ad-hoc invitations to review journal/conference articles. She is currently a member of IEEE and MBOT professional membership.



Mrs. Vicka Kharisma

Tokyo Institute of Technology, Japan

Vicka Kharisma is a researcher focusing on sustainability, food insecurity issues, and food-related topics. Her work is highly multidisciplinary, lying at the intersection of food security and development issues, and aims at tackling key policy issues in the context of low and middle-income countries. Vicka obtained her Ph.D. in Transdisciplinary Science and Engineering from Tokyo Institute of Technology, where she focused on food insecurity, poverty, and subjective well-being in developing countries. During her doctoral studies, she and her team were awarded a bio-char energy project in Nepal by the Coca-Cola Foundation. She also became the representative for joining the IDEA League in ETH-Zurich and the IMF Macroeconomist program. Vicka is the managing editor of **Inclusive Society and Sustainability Studies (ISSUES)** journal and actively joins as scientific writing facilitator at RSI (Research Energy Institute), academic reviewer of F1000 Journal and Journal of Hunger & Environmental Nutrition (Taylor & Francis).



Engr. Christopher C. Mira

Polytechnic University of the Philippines

Engr. Mira is a graduate of B.S. Industrial Engineering and has been a Master 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 panelist and session chair in various research presentations. He is also regularly invited by some business establishments 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. Rovelina B. Jacolbia

Polytechnic University of the Philippines

Dr. Rovelina Bucao-Jacolbia is currently the Chairperson of the Master of Business Education, College of Education, Polytechnic University of the Philippines (PUP). She also holds the positions of the Director of the National Service Training Program and Senior High School Principal of PUP. She is a subject specialist of PUP Open University and College of Education Graduate Studies.

She was a former Chairperson of the Department of Business Teacher Education of the PUP College of Education and a former University Research Coordinator.

Dr. Jacolbia is a full professor at the Polytechnic University of the Philippines. She holds a doctorate degree in Educational Management in 2008. She completed her Master in Business Education in 1995 and Bachelor in Business Education in 1998.

She serves as a lecturer in national and local seminars in the field of Education. She has delivered lectures on Educational Technology, Classroom Management, Teacher as Evaluator, Teacher as Guidance Counselor, and other educational topics. She has presented academic papers in international and national conferences on education. She has presented research papers in Japan, Hongkong, Thailand, Indonesia, and Singapore. Her continuous involvement in national and university research undertakings since 2004 enhanced her expertise as an international and national paper presenter which she has been performing since 2008. In 2013's University of Northern Philippines National Multi-Disciplinary Research Conference in Vigan, Ilocos Sur, Philippines, she was awarded best paper presenter in two sessions. She was able to publish papers in international refereed journals.

She was awarded the 2010's Commission on Higher Education (CHED)-Philippine Council of Deans and Educators in Business (PCDEB) Outstanding Business Educator in the Field of Office Administration and a recipient of international grants of Japan International Cooperation Agency (JICA) for two consecutive years.

At present, Dr. Jacolbia is National Executive Vice President of the Philippine Association of Educators in Office Administration Foundation, Inc. (PAEOAFI), Vice President of National Capital Region Association of Schools and Communities Engaged in NSTP Development (NCR-ASCEND) and National Secretary of the Philippine Council of Deans and Educators in Business (PCDEB). She is also an active member of national organizations: Teachers of the Philippines (TOP) and Philippine Association For Teacher Educators (PAFTE). She is also an active member of Royale Institution of Singapore and Pi Lambda Theta, an international honor society for women in education

CONFERENCE PROGRAM

Monday, November 29, 2021

<i>Time (UTC+7)</i>	<i>Dur'</i>	<i>Activity</i>
8:50 - 9:00	0:10	Participant Login and Join Virtual Conference by ZOOM
9:00 - 9:10	0:10	Welcome Address and Conference Publication Announcement by MC
9:10 - 9:25	0:15	Welcome Remarks and Introduction of 2nd ICT4BL 2021 - Day 1 Dr. Dewi Murtiningsih Conference Chair of 2nd ICT4BL Universitas Budi Luhur, Indonesia
9:25 - 9:40	0:15	Opening Speech Kasih Hanggoro, MBA Chairperson of BPH Budi Luhur Cakti
9:40 - 9:55	0:15	Global Research Ecosystem Introduction Dr. Hendrati Dwi Mulyaningsih Co-Conference Chair 2nd ICT4BL Founder & Chairperson of Research Synergy Foundation

<i>Time (UTC+7)</i>	<i>Dur'</i>	<i>Activity</i>
9:55 - 10:10	0:15	Token of Appreciation for all 2nd ICT4BL Co-Host - Acharya Institute of Technology, India - Universiti Malaysia Terengganu, Malaysia - Faculty of Economics and Business University of Brawijaya (FEB UB) - IDB Bali, Indonesia - ISB Atma Luhur, Indonesia
10:10 - 10:15	0:05	E-Group Photo
10:15 - 10:55	0:40	Keynote Speaker Dr. Ir. Wendi Usino, M.Sc., M.M. Rector Universitas Budi Luhur, Indonesia
10:55 - 11:35	0:40	Keynote Speaker Prof. C K Marigowda Head of Information Science and Engineering and Deputy Director-International Collaborations, Acharya Institute of Technology, India
11:35 - 12:15	0:40	Keynote Speaker Prof. Dato' Ts. Dr. Aziz Deraman Faculty of Ocean Engineering Technology and Informatics, Universiti Malaysia Terengganu, Malaysia

<i>Time (UTC+7)</i>	<i>Dur'</i>	<i>Activity</i>
12:15 - 12:20	0:05	Announcement of Online Presentation Session
12:20 - 13:05	0:45	Break
13:05 - 13:15	0:10	Session Chair Introduction Session Chair: Prof. Haw Su Cheng & Dr. P. Naveen - Multimedia University, Malaysia
13:15 - 15:15	2:00	Online Presentation Session Day 1: 8 person/room 15 minutes/presenter
15:15 - 15:30	0:15	Awarding Certificate of Presentation, Testimonial, and Post-conference information announcement
15:30 - 15:45	0:15	Short break and preparation for closing
15:45 - 15:55	0:10	Awarding Ceremony Best Presentation Session Chair
15:55 - 16:00	0:05	Closing of 2nd ICT4BL

2nd ICT4BL: Main Room Day-1 , 13.05 - 15.30 (GMT +7)
Session Chair: Prof. Haw Su Cheng & Dr. P. Naveen - Multimedia University, Malaysia

Track Architecture (Outline)

Paper ID	Presenter	Paper Title
TBL21122	Dion Eko Prihandono, S.T., M.Sc.	The Concept and Practice of Green Building in Denpasar, Bali`s Commercial Buildings

Track Information Technology

Paper ID	Presenter	Paper Title
TBL21118	Wendi Usino	Smart Fish Farm Based on IoT as Monitoring to Reduce the Number of Death in Guppy Fish
4808	Fredy Susanto	A Comprehensive Review on Automation in Hydroponic Agriculture using Machine Learning and IoT
TBL21121	Rahmat Sulaiman	Implementation of Fuzzy Tsukamoto Algorithm for Registration Students

Track Digital Media

Paper ID	Presenter	Paper Title
TBL21105	Mohammad Ichsan Rasyid	The Advertising Message and Approach Analysis of the Halal Toothpaste Product Category in Indonesia
TBL21112	Rocky Prasetyo Jati	Hyperlocal Media: Promoting Local Culture
TBL21123	James Darmawan	Health Awareness Raising with '5 Minutes Workout' Digital Campaign

Tuesday, November 30, 2021

<i>Time (UTC+7)</i>	<i>Dur'</i>	<i>Activity</i>
8:50 - 9:00	0:10	Participant Login and Join Virtual Conference by ZOOM
9:00 - 9:10	0:10	Welcome Address and Conference Publication Announcement by MC
9:10 - 9:20	0:10	Welcome Remarks of 2nd ICT4BL 2021 - Day 2 Dr. Dewi Murtiningsih Conference Chair of 2nd ICT4BL Universitas Budi Luhur, Indonesia
9:20 - 9:25	0:05	E-Group Photo
9:25 - 10:05	0:40	Keynote Speaker Prof. Dr. Moeljadi, SE., SU., M.Sc. Faculty of Economics and Business Universitas Brawijaya, Indonesia
10:05 - 10:45	0:40	Keynote Speaker Prof. Ir. Dr. Hairul Azhar Abdul-Rashid, Ph.D., P. Eng Vice President (Research, Industrial Collaboration & Engagement) Multimedia University, Malaysia
10:45 - 10:55	0:10	Announcement of Online Presentation Session

Time (UTC+7)	Dur'	Activity
10:55 - 11:05	0:10	Session Chair Introduction Session Chair: *Engr. Christopher C. Mira - Polytechnic University of the Philippines
11:05 - 12:35	1:30	Online Presentation Session Day 2 Session 1: 6 person/room 15 minutes/presenter
12:35 - 12:50	0:15	Awarding Certificate of Presentation, Testimonial, and Post-conference information announcement
12:50 - 13:40	0:50	Break
13:40 - 13:50	0:10	Session Chair Introduction Session Chair: Mrs. Vicka Kharisma - Tokyo Institute of Technology, Japan & Rovelina Jacolbia - Polytechnic University of the Philippines
13:50 - 15:50	2:00	Online Presentation Session Day 2 Session 2: 8 person/room 15 minutes/presenter
15:50 - 16:05	0:15	Awarding Certificate of Presentation, Testimonial, and Post-conference information announcement
16:05 - 16:20	0:15	Short break and preparation for closing

<i>Time (UTC+7)</i>	<i>Dur'</i>	<i>Activity</i>
16:20 - 16:35	0:15	Awarding Ceremony Best Presentation Best Paper Session Chair
16:35 - 16:40	0:05	Closing of 2nd ICT4BL Dr. Dewi Murtiningsih Conference Chair of 2nd ICT4BL Universitas Budi Luhur, Indonesia

**To be confirmed*

2nd ICT4BL: Main Room Day 2 Session 1 , 10.15 - 12.10 (GMT +7)
Session Chair: *Engr. Christopher C. Mira - Polytechnic University of the Philippines

Track Architecture (Outline)

Paper ID	Presenter	Paper Title
TBL21102	Kamal Uddin Sarker	Elements of Quality Management in Software Process: A Formalised Approach
TBL21104	Fikri Al Farasyi	The Influence of Social Media, E-Lifestyle and Digital Culture on Consumption Behavior
TBL21106	Hillman Akhyar Damanik	Securing Data Network for Growing Business VPN Architectures Cellular Network Connectivity
TBL21114	Putri Suryandari	The Concept of Islamic Housing in Anticipating the Transmission of COVID-19
TBL21116	Tri Endangsih	Transit-Oriented Development: An Approach to Sustainable Development Locus: Jatinegara Station, East Jakarta
TBL21119	Hakim	Evaluation of the Application of the Green Campus Concept at Universitas Budi Luhur based on UI Greenmetric Category

2nd ICT4BL: Main Room Day 2 Session 2, 13.00 - 15.25 (GMT +7)**Session Chair: Mrs. Vicka Kharisma - Tokyo Institute of Technology, Japan & Rovelina Jacolbia - Polytechnic University of the Philippines****Track Visual Communication**

Paper ID	Presenter	Paper Title
TBL21113	Ricky Widyandanda Putra	Virtual Aesthetic on Dreadeye VR Game

Track Tourism Communication

Paper ID	Presenter	Paper Title
TBL21111	Nawiroh Vera	Empowerment of Cultural Tourism in West Nias using Social Media

Track Information System

Paper ID	Presenter	Paper Title
TBL21115	Rosmayati Mohemad	Comparative Study of K-Nearest Neighbour and Naïve Bayes Performances on Malay Text Classification

Track Digital Business

Paper ID	Presenter	Paper Title
TBL21117	Etty Susilowati	Cloud Kitchen Development Analysis in Food and Beverage Industry: A Case Study in Jakarta
TBL21120	Prof. Dr. Moeljadi Moeljadi	Generic Sharia Governance and Expertise in Indonesian Digital Islamic Bank Ecosystem

Track Digital Media

Paper ID	Presenter	Paper Title
TBL21101	Tedjo Darmanto	Calligraphic Design in Fractal Model based on Rectangle Collage Decomposition
TBL21103	Arbi Cristional Lokananta	The Change of Reporter Communication Process at News Production in Pandemic

The background features abstract, organic shapes in yellow and purple. A yellow shape is in the top left, and a larger yellow shape is in the top right. A purple shape is in the bottom left, and a larger purple shape is in the bottom right. The text is centered in the upper half of the page.

Track: Architecture (outline)

Elements of Quality Management in Software Process: A Formalised Approach

Kamal Uddin Sarker¹, Aziz Bin Deraman²

^{1,2}University Malaysia Terengganu

Abstract

A software project is commenced to accomplish according to the plan and allocated budget that should satisfy users' requirements and integrate quality factors. But, till now significant numbers of software projects delivered without obligatory functionalities and qualities. Informal practice in communication, documentation, and management show weakness in time control, change control, and risk mitigation; as a result, the project exceeds time, budget, and scope. This paper proposes a formalized approach for software project management with embedded quality elements. This formalized approach is validated by 34 professionals and found that it is suitable for medium to large projects for any standard organization. In addition, an expert has compared the model by analytical hierarchy process with commonly used methodologies and found that it is better in terms of scope, schedule, risk, resources, documentation, instance change, quality, and human management besides sustainability practice. The quality management is formalized in such a way that encourages the practice of international standardization guidelines to continuous improvement of the project handling processes that would improve the quality of products.

Keywords : software quality management, methodology, formalized approach, virtual management, sustainability practice

The Influence of Social Media, E-Lifestyle and Digital Culture on Consumption Behavior

Heni Iswati¹, Fikri Al Farasyi²

^{1,2}Universitas Budi Luhur

Abstract

Technology and information in Indonesia are growing over time. The use of internet media is also growing and increasing. This growth is supported by the growing use of mobile devices, especially smartphones. This research aims to find out how much influence social media, e-lifestyle and digital culture have on the consumptive behavior of Go Food services in the Jakarta area. This study assessed in terms of consumptive behavior with the presence of social media, e-lifestyle and digital culture. By using a quantitative approach with research instruments in the form of questionnaires. The population used in this study was go food users in the Jakarta area with sampling techniques using Krejcie tables of 270 respondents. The data analysis technique used in this study is multiple linear regression analysis using SPSS. Based on the results of the analysis in this study concluded that: (1) Social media has an effect on consumptive behavior; (2) E-Lifestyle affects consumptive behavior; (3) Digital culture affects consumptive behavior. Simultaneously social media, e-lifestyle and digital culture have an influence on consumptive behavior. The magnitude of influence shown by the coefficient of determination of 0.865 shows that 86.5% of consumptive behavior is influenced by social media, e-lifestyle and digital culture and the remaining 13.5% is explained by other variables not used in the study. e-lifestyle and digital culture have an influence on consumptive behavior. The magnitude of influence shown by the coefficient of determination of 0.865 shows that 86.5% of consumptive behavior is influenced by social media, e-lifestyle and digital culture and the remaining 13.5% is explained by other variables not used in the study. e-lifestyle and digital culture have an influence on consumptive behavior. The magnitude of influence shown by the coefficient of determination of 0.865 shows that 86.5% of consumptive behavior is influenced by social media, e-lifestyle and digital culture and the remaining 13.5% is explained by other variables not used in the study.

Keywords : Social Media, E-Lifestyle, Digital Culture, Consumptive Behavior

Securing Data Network for Growing Business VPN Architectures Cellular Network Connectivity

Hillman Akhyar Damanik¹

¹Universitas Budi Luhur

Abstract

Private networks allow organizations to leverage, customize and dedicate LTE network capabilities to their own service needs. These networks are controlled and managed locally and can be optimized for specific network services and applications. Often they are used because there may be gaps in coverage where there is no cellular connectivity. Enterprises and businesses running on light application systems, using small bandwidth and requiring fast deployment such as ATMs, vending machines, digital signage kiosks and small store branches We propose a method and concept and implementation, in the form of a Data Network Security Configuration For Business Growth VPN architecture Mobile Network Connectivity for various businesses. By implementing products and services by developing the configuration and model of VPN Tunneling Protocol rules, using the EOIP Protocol and SSTP Protocol methods and virtualization schemes using the VLAN Bridging method on Wide Area Network (WAN) network connectivity. This method takes advantage of the LTE features found on the RB751U-2hnd and then integrates Huawei Mobile Broadband LTE. We also present a general Service Level Agreement (SLA) and an open source tools-based SLA network system Zabbix. Then configure the VPN Tunneling Protocol and its features on the RB751U-2hnd using Paramiko Network Automation. The focus of the results of this research is that by utilizing the available tools we will build a VPN with system monitoring facilities with the results achieved are network performance and availability and show that the design we build can be used for private connections for growing businesses. the results obtained from testing for 1 month for the 3 providers used, for the average throughput value with VPN tunneling applied TSEL 14.2 Mbps, ISAT 13.9 Mbps and XL 13.5 Mbps. The SLA value obtained is based on acceptable criteria, TSEL 91.5%, ISAT 91.8% and XL 90.6%.

Keywords : SSTP, PPTP, EoIP, Network Automation, Service Level Agreement.

The Concept of Islamic Housing in Anticipating the Transmission of COVID-19

Putri Suryandari¹

¹Universitas Budi Luhur

Abstract

Large-scale changes around the world, are happening in all areas of life, due to the prolonged outbreak of the COVID-19 pandemic. At the same time, there is an adjustment in the pattern of life, as well as the pattern of our activities at home. In particular, more attention is paid to the spatial pattern of the house, to solve the problem of handling Covid patients, as well as to anticipate outbreaks for those who have not been infected, in the dense urban areas. Islam as Rahmatan Lil Alamin is a guide for human life from ancient times to the end of time. So this study aims to find the concept of Islam according to the Qur'an and Hadith in anticipating the handling of COVID-19 patients and anticipating those who have not been infected. This study uses a descriptive method with a qualitative approach. Collaboration of Islamic conceptions in the arrangement of modern residential spaces that can be used as an alternative for anticipatory residential spatial planning against the Covid-19 outbreak.

Keywords : Islamic housing, anticipating of COVID-19, Islamic Architecture

Transit-Oriented Development: An Approach to Sustainable Development Locus: Jatinegara Station, East Jakarta

Tri Endangsih¹, Arif Kusumawanto², Dyah Titisari Widyastuti³

¹Universitas Budi Luhur, ^{2,3}Universitas Gadjah Mada

Abstract

The rapid rate of population growth is a critical problem worldwide. The increase in population causes many problems, especially in the provision of housing with limited land in urban areas. These problems cause disruption of the social environment and reduce the quality of the environment. Transit Oriented Development (TOD) is one of the alternative solutions in solving these problems, with the concept of city development that maximizes diverse and integrated land use by promoting healthy lifestyles through walking and cycling and maximizing the use of mass transportation modes. Therefore, this research was conducted with the aim of knowing the application of TOD development for planning to achieve a sustainable city. This study reveals how transit-oriented development design and policies help in achieving sustainable development despite having to maintain high density. With this research, it is hoped that it can provide input to local governments, especially the East Jakarta City Planning Service in the context of structuring and developing the Jatinegara station area.

Keywords : TOD;Mass Transportation;Sustainable City

Evaluation of the Application of the Green Campus Concept at Universitas Budi Luhur Based on UI Greenmetric Category

Hakim¹, Tri Endangsih²

^{1,2}Universitas Budi Luhur

Abstract

The green campus concept begins with the awareness of the academic community about the importance of various environmentally-friendly activities to support a sustainable campus. A sustainable campus is expected to be able to withstand change without harming the future academic community and the people living around the campus. This study aims to determine the application of the green campus concept at Universitas Budi Luhur with qualitative research methods through a rationalistic approach. For data processing used scoring method and mixed research methods. Universitas Budi Luhur registered itself as a participant in the Green Campus ranking program coordinated by the UI GreenMetric Team in 2019. In this study, the data processed was data from ranking results whose scores were announced in 2019 and 2020. The results of scoring in 2020 Universitas Budi Luhur earned a total of 5,850 points and was ranked 355th in the world level. The standard category of campus arrangement and infrastructure, the fulfillment of renewable energy, the absence of recycled water treatment efforts, and the use of water-saving devices have not been maximized, causing the percentage of assessment to be below. With the results of the 2020 ranking, it is hoped that it will be a spirit for a better future and there is a need for commitment from the management in determining policies related to the green campus program for campus sustainability.

Keywords : Green Architecture, Sustainable Campus, Standards, UI GreenMetric

The Concept and Practice of Green Building in Denpasar, Bali's Commercial Buildings

Dion Eko Prihandono, S.T., M.Sc.¹

¹Institut Desain dan Bisnis Bali

Abstract

Green concepts and practices develop, along with awareness of the sustainability of the surrounding environment. Even though the concept of green has been understood correctly, all of them sometimes experience obstacles in green practice. Denpasar Municipality as one of the cities in Indonesia that has green building regulations is required to implement these regulations properly. This study aims to investigate the concepts and practice of green buildings in Denpasar Bali, Indonesia. Descriptive qualitative research methodology with semi-structured interviews with ten participants and observation of five selected buildings. Then the data were analyzed using the content analysis method. The analysis found that all participants well understood the benefits of the green concept. This study's conclusion is needed to apply a deeper understanding of the benefits of green practice so that there is integration from concept to practice. Therefore, it is advisable for related parties, such as consultants, contractors, project managers, green building boards, suppliers, owners, and governments to increase knowledge, apply technology, control, and monitor green building policies.

Keywords : Green practice, Green concept, Green building, Sustainable building, Commercial building

Track: Visual communication

Virtual Aesthetic on Dreadeye VR Game

Ricky Widyananda Putra¹

¹Budi Luhur University, ²Graduate School of Indonesia Institute of the Arts Yogyakarta

Abstract

Indonesia is very rich in myths that exist in society, the wealth of myths found in the archipelago is illustrated by the many community stories that are still found today. One example is the myth about Indonesian ghosts and their various frightening forms. Fear arises from human ignorance of something and develops into a wild fantasy in humans, until finally it can be accepted by human logic. This can be seen from the many kinds of entertainment media that take the theme of horror, one of the media currently used is video games. One of the games from Indonesia that has developed this virtual aesthetic using 3D visualization technology is the game studio Digital Hippines from Bandung, with the game title Dreadeye VR. This game is a Virtual reality game where to play it requires a VR device. With the concept of Virtual reality, this game provides deeper interactivity for users to explore real spaces in the virtual world. Virtual reality brings a new experience for users to continue to enjoy objects in the game, even if they do not make direct contact. This can lead to being carried away to bring new meaning to each individual. So the problem of this research is, how the Dreadeye VR game presents virtual aesthetics for the players and the purpose of this research is to find out the factors of the formation of virtual aesthetics in the Dreadeye VR game. The methodology of this research is qualitative, while the approach and theory used is MDA (Mechanic, Dynamic, Aesthetic), the MDA approach describes each interrelated component such as mechanics, dynamics, and aesthetics. Mechanics explain programming and game rules, dynamics describe interactive games and playing experiences, aesthetics describe the sensations felt when interacting with games.

Keywords : Virtual Aesthetics, Game, Experience, Dreadeye VR

Track: Digital Business

Cloud Kitchen Development Analysis in Food and Beverage Industry: A Case Study in Jakarta

Etty Susilowati¹, Avatar Akbar Yuwono², Leonnard³

^{1,2}Universitas Budi Luhur, ³IPMI International Business School

Abstract

This study aims to analyze the development of the concept of "Cloud Kitchen" or "Dark Kitchen" or "Virtual Kitchen" in DKI Jakarta. In addition, exploration of each brand is carried out so that the potential of each brand can be seen. Empowerment of Micro, Small and Medium Enterprises (MSMEs) also needs to be considered as one of the motives for cooperation in the concept of "Cloud Kitchen" or "Dark Kitchen" or "Virtual Kitchen" in DKI Jakarta. Actually the concept of cloud kitchen is not a new thing in DKI Jakarta and its surroundings. Currently, in DKI Jakarta there are at least 7 cloud kitchen players, namely Dapur Bersama GoFood, GrabFood Kitchen, Everplate, Yummykitchen, Kita Kitchen, Telepot, and Eatsii. In the Stars position, the GoFood and Yummykitchen Joint Kitchens are in that quadrant. Meanwhile, in the Question Marks position, there are GrabFood Kitchen, Everplate, Kita Kitchen and Telepot. However, for Eatsii it is still difficult to map considering that it has just established since 2021. The development strategies of these players are varied, one of which is the effort to support the empowerment of MSMEs in DKI Jakarta. The large potential of MSMEs in DKI Jakarta is a strategy for cloud kitchen players to increase their market share and growth potential. However, considering that this research is still qualitative and on desk research, further research is needed

Keywords : Cloud Kitchen, Food and Beverage, Jakarta, Micro Small Medium Entreprises

Generic Sharia Governance and Expertise in Indonesian Digital Islamic Bank Ecosystem

Dr. Moeljadi Moeljadi¹, Triningsih Sri Supriati², Hary Soegiri³

¹University of Brawijaya, ²University of Muhammadiyah Malang, ³Lecturer of STIE Pancasetia

Abstract

The implementation of Islamic Bank is still way too far from maturity due to the fact that questionably asymmetrical practices and letterlijk practices of Syaria Compliance. It's no wonder that consumers have troublesome experience in distinguishing between the Islamic Banks and the conventional counterparts, leading them to believe that the Islamic Banks have the same process with the conventional ones come with only labels to differentiate. Indonesia comes with the advantage of moderation, but in the other hand, it offers the dynamic demand of Islamic Bank adoption than makes the infant Islamic Bank practices become even more challenging in this digitalization. On this subject, the capacity of Islamic banks to maintain current customers loyalty while attracting new ones by demonstrating the generic value of Islamic Bank as implemented in good corporate governance and sharia expertise human capital is a significant determinant of the Islamic banks performance and sustainability in the digital industry. This meta-analysis, based on recent studies, provides a broader perspective of Islamic Bank, stating that Islamic Bank is more than just a unique system based on specific compliance to specific rules (Sharia Law), but the implementation of Good Corporate Governance and Sharia Expertise Human Capital, both of which serve as the generic product of Islamic Bank. This study allows banking supervisors, boards of chiefs, and other stakeholders to be more proactive in the current ongoing sharia governance discourse and raise concerns about the current implementations.

Keywords : Market Digitalization, Islamic Bank, Intellectual Capital, Credibility, Market Value

Track: Tourism Communication

Empowerment of Cultural Tourism in West Nias Using Social Media

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Abstract

Tourism is a quarter that is growing to be the top mover of improvement inside the vicinity. Nature and cultural diversity are belongings owned by way of each region in Indonesia, that have the capacity to be advanced as traveler destinations. West Nias Regency is one area that has incredible ability to be advanced as a traveller destination, especially cultural tourism. The tourism industry these days can't be separated from the role of social media in book and promoting. numerous varieties of tourism, and tourism destinations in faraway regions can be recognized to the public through social media. One form of social media that has a photograph and video sharing characteristic is Instagram, so Instagram may be used as a medium in selling tourism through the posts of human beings inside the location. the motive of this research is how to empower cultural tourism in West Nias by using maximizing the usage of social media in this example is Instagram. The approach used is exploratory with a qualitative approach. The effects of the look at indicate that the promotion of cultural tourism in West Nias has now not been maximized, specially by way of utilizing social media.

Keywords : social media, Instagram, cultural tourism, exploratory research

Track: Information system

Comparative Study of K-Nearest Neighbour and Naïve Bayes Performances on Malay Text Classification

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Abstract

Police narrative reports are critical in assisting the investigation officer in uncovering hidden information during the criminal investigation process. In recent years, detecting criminal linkages by locating modus operandi in a massive volume of unstructured police reports has become a significant challenge. Here have been few studies on text classification in the Malay language due to some limitations that need to be addressed. Text classification is the process of properly categorizing text into a set of categories. In this study, classification techniques are used to predict the class of modus operandi for housebreaking crime documents using a Malay crime dataset. The dataset used in this study for housebreaking crime is a real dataset from the Royal Police Department of Malaysia. The purpose of this paper is to compare the accuracy of the K-Nearest Neighbour(KNN) and Naive Bayes algorithms for classifying Malay Crime Reports based on their mode of operation. The experiment results show that Naïve Bayes achieved a high accuracy rate of 97.86% with a 9 second execution time, whereas KNN achieved an accuracy rate of 88.43% with a 48 second execution time.

Keywords : Classification, Crime, K-Nearest Neighbour, Naïve Bayes, Malay document

Track: Information technology

Smart Fish Farm Based on IoT as Monitoring to Reduce the Number of Death in Guppy Fish

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Abstract

During the transition from dry season to rainy season or vice versa, very high temperature fluctuations often occur, causing large number of deaths in guppy fish farming. The death of this guppy fish is also triggered by water conditions that are not maintained. Therefore, a system that can monitor water conditions in real time without being limited by distance, and that can cope the drastic temperature changes is needed. If water conditions can be monitored in real time, of course, the guppy fish in aquarium or tank will become healthier, well-maintained and will produce the best quality guppy fish. For this reason, the researcher makes a system that is able to monitor the condition of water in the aquarium to reduce the number of deaths in guppies. The researcher conducts trials using Fuzzy Mamdani method of three input variables from water temperature sensor, pH sensor and turbidity sensor which defuzzification result shows craps output value at 44.63. That result puts water condition in “Fair” level, and when it is matched with the calculation result of matlab r2013a using Fuzzy Mamdani, the result is 44.8 which is not far different. The result of this study is a smart fish farm system that can monitor water conditions in aquariums or tanks, such as: feeding time, checking and controlling temperature, monitoring water pH, monitoring water turbidity levels, lights control that can automatically turn on and off with room lighting indicators, and drain when the water is turbid. This smart fish farm system is made with an Arduino microcontroller that is connected to the internet based on Internet of Things (IoT) and the Mamdani Fuzzy Logic method. This smart fish farm system can also store records with platforms from Thingspeak and MitApp for the mobile applications making.

Keywords : Internet of Things (IoT), Guppies, Smart Fish Farm, Fuzzy Logic, Microcontroller

Implementation of Fuzzy Tsukamoto Algorithm for Registration Students

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Abstract

Becoming a new student in junior high school requires a registration process from the elementary level. However, information on new student admissions has been documented manually, so there are difficulties and errors in determining grade and files of student document are often lost caused by the files is not archived properly. The purpose of this research is to model a computer-based new admissions information system using the Fuzzy Logic method and this system purposed to assist officers in dealing with the obstacles faced in conducting the selection of new student admissions, however by the information system that has been made, it is expected to solve problems related to the admission of new students. The modeling of this new admissions information system uses the Fuzzy Logic method, which consists of the stages of system design, database design and fuzzy logic design. The results of the system application test can be seen that the system application on the system of implementing the Fuzzy Tsukamoto algorithm on New Student Admissions for Junior High School can carry out the process properly and correctly. Tests are also carried out on the rules of Fuzzy Logic that have been made to find out whether the system can work properly and correctly.

Keywords : Information System, Fuzzy Logic, Database

Track: Digital media

Calligraphic Design in Fractal Model Based on Rectangle Collage Decomposition

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Abstract

A fractal model can deliver the beauty of self-similarity feature to be used in designing artistic things such as calligraphic characters. The fractal model can deliver the power of mathematics to be used in modeling the complex things that can be handled by computer programs. This paper delivers the short-cut way to design the artistic calligraphic characters based on the modification of the existing form of the simple rectangle fractal object to construct the stroke form of the calligraphic character as the simple solution of the inverse problem. The upright collage component design of rectangle fractal object can be decomposed into many cells of collage component of a calligraphic character with equal size in the right position of the cells according to the stroke of calligraphic character designed. The short-cut way to encode the fractal object is by copy-editing the representative IFS code based on the position of the cells according to the position of each component of the stroke. The calligraphic characters in fractal form as the collection of IFS code set are the representation of the affine coefficient functions, so they can be easily modified by means of the affine transformation function to any desired form

Keywords : calligraphic design, fractal model, collage decomposition, IFS (iterated function system) code

The Change of Reporter Communication Process at News Production in Pandemic

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Abstract

Communication is a basic human activity. By communicating, humans can relate to each other both in daily life at home, at work, in the market, in society or wherever humans are. There is no human being who will not engage in communication. Communication is very important for human life. The development of human knowledge from day to day because of communication. Communication also forms a social system that needs each other, therefore communication and society cannot be separated.(Cangara, 2014) Researchers chose a media which was originally a magazine. Broadcastmagz-TV & Radio Magazine is the magazine that was chosen but has switched to online form or broadcastmagz.com is one of the companies that currently has many sectors in various fields, one sector that is very well known by the Indonesian people is the Online Media sector.(Magazine, n.d.) This change in media products is included in media convergence. Visual communication is turning to paperless. Convergence in the Big Indonesian Dictionary means the situation towards one meeting point, convergence, while the definition of convergence or convergence is literally two or more objects meeting or uniting at a point of concentration of eyes to a very close place. Convergence is the joining of traditional telecommunications media with the internet network at once. Convergence is a radical change in the handling, provision, distribution, and processing of all forms of information, whether visual, audio, data, and so on. (Suchroni, 2016)

Keywords : change, reporter, communication process, news production, pandemic

The Advertising Message and Approach Analysis of the Halal Toothpaste Product Category in Indonesia

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Abstract

This study aims to understand how the latest Advertising message and approach of the existing Halal Toothpaste Products in the Indonesian market. This study was conducted to provide Advertising Strategy recommendations. To Analyse the Advertising message and approach, this study used the Elaboration Likelihood Model as the analysis framework and utilize various Advertising approaches in executing Advertising Creative Strategy as references. This qualitative descriptive research tries to describe and compare the message and the approach of the latest Advertising campaign materials of Halal Toothpaste Products. Data were collected from the relevant documents, literatures and various online publications. The analyzed Advertising campaign Materials were collected from YouTube. The Result shows that all the existing Halal Toothpaste products Advertising messages and approaches utilized the central route of mental process that elaborate the product ingredients and their benefit. The Halal attribute communicated verbally and visually, and was mainly driven by the product ingredients that were associated with Islamic culture in Indonesia. Practically, this study result will be a reference for Advertising practitioners on how to communicate Halal through Advertising. Academically, this study will be a reference for further thinking and research ideas on Halal Product Marketing Communication, Halal Product Advertising, and Halal Product Advertising Strategy.

Keywords : Advertising Strategy, Advertising Message, Halal Advertising Campaign, Halal Product, Elaboration Likelihood Model

Hyperlocal Media: Promoting Local Culture

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Abstract

The presence of the digital era, as evidenced by the world's technological development, makes information dissemination more dynamic. There are rapid developments all across the world, with excellent digital media capabilities that assist any society. People can readily communicate their desires, which can be channeled through digital media's many services given and handled. Nowadays, everyone can make their media by utilizing a variety of platforms. Everyone may administer their website, such as a blog, transmit their objectives through a Facebook page, or upload any photographs or videos to represent their aspirations by using YouTube or the Instagram application with ease. Central Java's local cultural community has one primary goal: to preserve local art and culture, which is also improved by creating technology-based community media. This is an admirable goal. The worldwide community will be aware of, comprehend, participate in, or pay attention to the culture that has developed due to the history and origins of this civilization. Local cultural communities generate community media that combines online and offline activities in today's digital environment. Mergers are carried out for artistic expression and cultural community appreciation, and they have an impact on communication between community media developers. This paper will explain the tactics used by local cultural communities in preserving community media based on prior research using the term hyperlocal media and driven by the concept of cooperative communication.

Keywords : hyperlocal media, community media, local culture, community, globalization

Health Awareness Raising with “5 Minutes Workout” Digital Campaign

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Abstract

Health Awareness is important to have a healthy body and good physical fitness. It is something that must be maintained, especially in the post-pandemic period. Another factor that triggers people to ignore health and physical fitness is because it is considered to waste time and there are not many health sports models whose implementation is simpler and shorter. Therefore, a solution is needed in the form of a campaign about short exercise for 5 minutes that can be done at home or office. The method of collecting data for this digital campaign is through observation method, observing one of the sports fields in Denpasar, also by distributing questionnaires, and by interviewing 3 people. The results will be used as basic design concept, and will be digitally campaigned in form of active and healthy short exercises. Campaign will be compiled with digital media in application, with the style of pop art design in order to gain '5 Minutes Workout' campaign.

Keywords : Digital Campaign, 5 Minutes Workout, Health



FUTURE EVENT

December 6, 2021 | Virtual Conference

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

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The International Halal Science and Technology Conference 2021 (IHSATEC):
14th Halal Science and Business (HASIB)

<https://www.ihsatec.com>

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Singapore International Conference on Management, Business, Economic and Social Science (8th SIMBES)

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November 8, 2022 | Virtual Conference

International Conference on Interdisciplinary Research on Education, Economic Studies, Business and Social Science (7th RESBUS)

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