



# 1<sup>st</sup> International Conference on Advance Research in Social and Economic Science



## Book of Abstract

“Optimizing the use of social science and economics in  
the post-pandemic revival era”

Held on October 25, 2022

at Zoom from LPPM UPN “Veteran” Yogyakarta, Jl. Padjajaran  
104 (Ringroad) Condongcatur, Yogyakarta 55283, Indonesia.

Organized by:



**KRESNA**  
NUSANTARA



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## PREFACE

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We are delighted to introduce the *1<sup>st</sup> International Conference on Advance Research in Social and Economic Science "Optimizing the use of social science and economics in the post-pandemic revival era"*. The technical program has brought researchers and practitioners around the world to a good forum for discussing, leveraging and developing all social science and economic aspects during the global pandemic. The Covid-19 pandemic is slowly starting to be overcome. Contributions from various disciplines are also needed in the context of post-pandemic recovery, including the fields of social science and economics. Thus, the International Conference on Advanced Research in Social and Economic Science is a forum for researchers and practitioners to exchange ideas and advances on how emerging research methods and sources are applied to various fields of the social sciences, as well as discuss current and future challenges. Join the social sciences conference as we explore the latest trends in social sciences and discuss common challenges in politics, social, communication, humanities, networking society, business, sustainable development, and international relations. Moreover, it is with a great pleasure to have the keynote and invited speakers of ICARET 2022, from Indonesia, Malaysia, Hungary, and Uzbekistan. Who will share their knowledge and best innovative research. This conference is held by LPPM Universitas Pembangunan Nasional Veteran Yogyakarta. Location of this conference is at Yogyakarta, Indonesia, on October 25, 2022. This conference was successfully acquire 106 participant from 3 countries, Indonesia, Libya, and Hungary.

**Yogyakarta, October 24, 2022**  
**Conference Chair**

Dr. Suranto



## **THE COMMITTEE OF 1<sup>ST</sup> ICARSE 2022**

### **Organising Committee**

1. Dr. Suranto AM (Universitas Pembangunan Nasional “Veteran” Yogyakarta, Indonesia)
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3. Dr. Hendro Widjanarko (Universitas Pembangunan Nasional “Veteran” Yogyakarta, Indonesia)
4. Dr. Machya Astuti Dewi (Universitas Pembangunan Nasional “Veteran” Yogyakarta, Indonesia)
5. Prof. Dr. VASA, László (Széchenyi István University, Hungary)
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7. Dr. Hyeyun Ku ( National Research Council for Economics, Humanities, and social Sciences South Korea)
8. Dr. Muslim Abdurrahman (Universitas Islam Riau, Indonesia)

### **Editors**

1. Dr. Hyeyun Ku ( National Research Council for Economics, Humanities, and social Sciences South Korea)
2. Bobur Sobirov, Ph.D (Samarkand branch of Tashkent State University of Economics, Uzbekistan)
3. Dr. Dyah Sugandini (Universitas Pembangunan Nasional “Veteran” Yogyakarta, Indonesia)
4. Mochammad Tanzil Multazam (Universitas Muhammadiyah Sidoarjo, Indonesia)



## RUNDOWN

No.	Time (Jakarta-Time)	Activity	PIC
1.	08:00 - 08:20	Preparation	Committee
2.	08:20 - 08:30	Participant Join the Meeting Room	Committee
3.	08:30 - 08:40	Opening Singing National Anthem Singing Mars Bela Negara	MC
6.	08:40 - 08:45	Speech from Chairman of the International Conference	Dr. Suranto
7.	08:45 - 08:50	Speech from Head of Institute of Research and Community Service	Dr. Hendro Widjanarko
8.	08:50 - 08:55	Speech from Rector of UPN "Veteran" Yogyakarta	Prof Dr. Mohamad Irhas Effendi
9.	08:55 - 09:00	Photo Session and Break Time Preparation of the 1 <sup>st</sup> Panel Discussion	MC
9.	09:00 - 09:05	Introduction of All Speakers from Each Panel Discussion Session and Moderator	MC
11.	09:05 - 09:10	Opening of the 1 <sup>st</sup> Panel Discussion	Moderator: Dr. Yohana Noradika Maharani
12.	09:10 - 10:20	Presentation & QnA Session from Speakers of 1 <sup>st</sup> Panel Discussion 1. Dr. Awang Hendrianto Universitas Pembangunan Nasional "Veteran" Yogyakarta, Indonesia 2. Kyubyung Kang, PhD Purdue University, USA 3. Dr. Madi Abdullah Naser Academy for Postgraduate Studies, Tripoli, Libya	Dr. Yohana Noradika Maharani and Speakers
13.	10:20 - 10:25	Break Time & Preparation of the 2 <sup>nd</sup> Panel Discussion	MC
14.	10:25 - 10:30	Opening of the 2 <sup>nd</sup> Panel Discussion	Moderator: Dr. Partoyo
15.	10:30 - 12:00	Presentation & QnA Session from Speakers of 2 <sup>nd</sup> Panel Discussion 1. Dr. Mofit Eko Poerwanto Universitas Pembangunan Nasional "Veteran" Yogyakarta, Indonesia 2. Mr. Christopher Nesbitt	Dr. Partoyo and Speakers
		Maya Mountain Research Farm, Belize 3. Dr. Erni Johan Ehime University, Jepang 4. Laszlo Lakatos, PhD Eszterházy Károly Catholic University, Hungary	



16.	12:00	-	13:00	Lunch Break	MC
17.	13:00	-	13:05	Opening of the 3 <sup>rd</sup> Panel Discussion	Moderator: Dr. Dian Indri Purnamasari.
18	13:05	-	14:30	<p>Presentation &amp; QnA Session from Speakers of 3<sup>rd</sup> Panel Discussion</p> <ol style="list-style-type: none"><li>1. Prayudi, PhD Universitas Pembangunan Nasional "Veteran" Yogyakarta, Indonesia</li><li>2. <u>Dr. Siti Darwinda Binti Mohamed Pero</u> University Utara Malaysia, Malaysia</li><li>3. Prof. Dr. VASA, László Széchenyi István University, Hungary</li><li>4. Bobur Sobirov, PhD Samarkand branch of Tashkent State University of Economics, Uzbekistan</li></ol>	Dr. Dian Indri Purnamasari and Speakers
19	16:00	-	16:30	Preparing for closing	MC
20	16:30	-	16:40	closing remarks from Chairman of the International Conference	Dr. Suranto
21	16:40	-	17:00	Closing	MC



## PRESENTATION SCHEDULE

### ROOM 1

Moderator: Anindya Diqza Syafiqqa

ID Paper	Corresponding Author	Title	Room	Schedule	Presentation sequence
AR-0134	Yuli Dwi Astanti	ENVIRONMENTAL SERVICES VALUATION OF GREEN OPEN SPACE IN SLEMAN DISTRICT YOGYAKARTA, INDONESIA	1	14.30-16.30	1
AR-0129	Edwi Arief Sosiawan	COACHING COMMUNICATION FOR IMPROVING KARATE ATHLETE ACHIEVEMENT	1	14.30-16.30	2
AR-0117	Yelsa Dearestiani	IMPROVING STUDENTS' SPEAKING SKILLS BY USING DUOLINGO APPLICATION	1	14.30-16.30	3
AR-0105	Kunti Sunaryo	ANALYSIS OF INTERNAL CONTROL SYSTEM AND STANDARD OPERATING PROCEDURES UPN YOGYAKARTA COOPERATIVES TO SUPPORT GOOD CORPORATE GOVERNANCE	1	14.30-16.30	4
AR-0099	Afni Sirait	PERFORMANCE ASSESSMENT INSTRUMENTS EMPLOYEES FOR PUBLIC UNIVERSITY BASED ON STRATEGIC PLANS AND COMPETITIVE ADVANTAGE	1	14.30-16.30	5
AR-0098	Kenya Rahmawati	ANALYSIS OF INDONESIAN CONSUMER ONLINE GROCERY SHOPPING BEHAVIOR IN JABODETABEK AREA	1	14.30-16.30	6
AR-0097	Puji Lestari	.ASSESSMENT OF PUBLIC INFORMATION MANAGEMENT ON SLEMAN REGENCY NATIONAL DISASTER MANAGEMENT AGENCY (BPBD) WEBSITE BASED ON BALANCE SCORECARD METHOD	1	14.30-16.30	7

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### ROOM 2

Moderator: Fatma Rahayu Nita

ID Paper	Corresponding Author	Title	Room	Schedule	Presentation sequence
AR-0094	TITIK KUSMANTINI	THE IMPACT OF SOCIAL ENTREPRENEURSHIP ON SOCIAL SUSTAINABILITY AND ENVIRONMENT SUSTAINABILITY: THE MODERATING OF GOVERNMENT REGULATION	2	14.30-16.30	1
AR-0093	Ida Susi Dewanti	THE EFFECT OF ABSORPTIVE CAPACITY AND DIGITAL ENTREPRENEURIAL STRATEGY ON MSMES DIGITAL TRANSFORMATION	2	14.30-16.30	2
AR-0091	Tuti Setyaningrum	THE QUALITY OF UNDERGRADUATE RESEARCH PAPERS TO BE PUBLISHED IN SCIENTIFIC JOURNAL	2	14.30-16.30	3



AR-0090	Muhammad Edy Susilo	INSTAGRAM EXPOSURE ANALYSIS ON CHANGES IN COMMUNITY LIFE PATTERNS TOWARDS THE COVID-19 ENDEMIC	2	14.30-16.30	4
AR-0089	Asep Saepudin	GREEN INDUSTRY IN COAL MINING IN INDONESIA: THE ROLE OF THE GOVERNMENT AND INVESTORS OF COAL MINING COMPANIES	2	14.30-16.30	5
AR-0088	Indah Kartika Sandhi	INTEGRATED REPORTING DETERMINANT OF PUBLIC COMPANIES IN INDONESIA	2	14.30-16.30	6
AR-0086	Akhmad Syariudin	CREDIT RISK ANALYSIS IN MICROFINANCE INSTITUTION	2	14.30-16.30	7

### ROOM 3

Moderator: Fitri Rahmawati Astiandani

ID Paper	Corresponding Author	Title	Room	Schedule	Presentation sequence
AR-0082	Humam Santosa Utomo	FACTORS AFFECTING THE SUCCESS OF CULTURAL TOURISM VILLAGES: CASE STUDY IN WUKIRSARI CULTURAL TOURISM VILLAGE, IMOIRI	3	14.30-16.30	1
AR-0081	Didit Welly Udjiyanto	THE IMPORTANCE OF DIGITAL BRANDING FOR TRADITIONAL MARKETS: AN EMPIRICAL APPROACH	3	14.30-16.30	2
AR-0077	Abdul Ghofar	THE INFLUENCE OF EXTERNAL KNOWLEDGE MANAGEMENT CAPABILITIES AND INTERNAL KNOWLEDGE MANAGEMENT CAPABILITIES ON BUSINESS MODEL INNOVATION IN SMES	3	14.30-16.30	3
AR-0073	Anindyo Aji Susanto	THE ROLE OF CSR PROGRAMS FOR COMMUNITY DEVELOPMENT AND EMPOWERMENT (CSR-PPM) IN THE REGIONAL DEVELOPMENT AGENDA: A SYSTEMATIC REVIEW	3	14.30-16.30	4
AR-0072	Rini Dwi Astuti	THE EFFECT OF INVESTOR CHARACTERISTICS ON HERDING BEHAVIOR AND INVESTMENT DECISION MAKING DURING THE ECONOMIC CRISIS	3	14.30-16.30	5
AR-0071	TITIK KUSMANTINI	DETERMINING FACTORS OF MASTER'S STUDENT BEHAVIOR IN THE ADOPTION OF THE OJS WEBSITE	3	14.30-16.30	6
AR-0062	Sujatmika	STRENGTHENING THE CREATIVE ECONOMY BASED ON THE POTENTIAL OF VILLAGE RESOURCES IN THE COMMUNITY LEMAHADADI, BANTUL, DIY	3	14.30-16.30	7





#### ROOM 4

Moderator: Zulidyana D. Rusnalasari

ID Paper	Corresponding Author	Title	Room	Schedule	Presentation sequence
AR-0061	Sri Kussujaniatun	ADVANTAGES OF FINANCIAL TECHNOLOGY IN INCREASING THE NUMBER OF COOPERATIVE MEMBERS IN THE DIGITALIZATION ERA	4	14.30-16.30	1
AR-0060	Sri Rahayu Budi Hastuti	CARBON EMISSIONS AND ECONOMIC GROWTH IN INDONESIA	4	14.30-16.30	2
AR-0059	Sabihaini	ANALYSIS OF THE ENTREPRENEURIAL SKILLS IN PREPARING A SUPER SMART SOCIETY	4	14.30-16.30	3
AR-0058	Sri Astuti	ASSOCIATION OF AUDIT COMMITTEE ACCOUNTING AND FINANCE EXPERTISE WITH EARNING QUALITY	4	14.30-16.30	4
AR-0057	Agus Suryono	INCREASING REPURCHASE INTENTION OF GENERATION Z	4	14.30-16.30	5
AR-0056	Humam Santosa Utomo	THE EFFECT OF DIGITAL MARKETING CAPABILITY AND INNOVATION CAPABILITY ON MARKETING PERFORMANCE: A STUDY ON SMALL ENTERPRISES	4	14.30-16.30	6
AR-0055	Prayudi	ANALYSIS OF SINGAPORE'S CREATIVE CITY BRANDING THROUGH ONLINE MEDIA	4	14.30-16.30	7
AR-0140	Sadi	EVALUATION OF EDUCATIONAL SERVICE QUALITY STRATEGIES USING SERVQUAL AND IPA METHODOLOGY TO IMPROVE ACCREDITATION LEVEL IN INDUSTRIAL ENGINEERING STUDY PROGRAM UPN "VETERAN" YOGYAKARTA	4	14.30-16.30	8

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#### ROOM 5

Moderator: Meike Lusye Karolus

ID Paper	Corresponding Author	Title	Room	Schedule	Presentation sequence
AR-0051	Dr. Basuki Agus Suparno, M.Si	MODES OF ORGANIZATION STRUCTURE IN KEEPING REPUTATION AND NETWORKING IN YOGYAKARTA STATE UNIVERSITY	5	14.30-16.30	1
AR-0046	R. Heru Kristanto HC	IMPACT OF RELIABLE INFRASTRUCTURE ON IMPROVING ACADEMIC PERFORMANCE OF MANAGEMENT STUDY PROGRAM FEB UPN VETERAN YOGYAKARTA	5	14.30-16.30	2
AR-0040	Suswandari	THE DKI JAKARTA PROVINCIAL GOVERNMENT'S RESPONSIVENESS IN HANDLING THE COVID-19 PANDEMIC	5	14.30-16.30	3



AR-0038	Danang Yudhiantoro	TRACER STUDY ANALYSIS AND USER SATISFACTION GRADUATES TOWARDS "VETERAN" UPN ALUMNI YOGYAKARTA GRADUATION YEAR 2018, 2019, 2020	5	14.30-16.30	4
AR-0033	Budi Widayanto	MODEL OF ASSISTANCE IN WRITING SCIENTIFIC PAPERS WITH E-CLINIC RESEARCH TO PRODUCE SCIENTIFIC PAPERS IN REPUTABLE JOURNALS	5	14.30-16.30	5
AR-0026	Adi Soeprapto	DEVELOPMENT OF VILLAGE OWNED ENTERPRISE GOVERNANCE IN ORDER TO IMPROVE COMMUNITY WELFARE	5	14.30-16.30	6
AR-0024	Humam Santosa Utomo	MILLENNIAL CONSUMER PREFERENCES FOR BATIK PRODUCT	5	14.30-16.30	7

### ROOM 6

Moderator: Irma Ulfia Farahani

ID Paper	Corresponding Author	Title	Room	Schedule	Presentation sequence
AR-0021	Ismianti	INTEGRATION BETWEEN SERVICE QUALITY WITH REFINED KANO TO IMPROVE ACADEMIC QUALITY AT MTI	6	14.30-16.30	1
AR-0019	Dyah Lupita Sari	SOCIAL-MEDIA MAPPING OF DISCOURSES RELATED TO THE REPATRIATION OF FORMER IS RESIDENTS FROM INDONESIA	6	14.30-16.30	2
AR-0018	Hikmatul Akbar	INDONESIA INVOLVEMENT IN SUPPORTING THE GLASGOW CLIMATE PACT THROUGH WOMEN EMPOWERMENT WITH SOCIAL FORESTRY SCHEMES	6	14.30-16.30	3
AR-0017	Khuswatun Hasanah	COMMUNICATION OF JAVANESE CULTURE AT PURA MANGKUNEGARAN PALACE IN SURAKARTA	6	14.30-16.30	4
AR-0016	Khuswatun Hasanah	MASS MEDIA AS DIGITAL OPINION LEADER IN A TIME OF CRISIS UNDER UNCERTAINTY: A SOCIAL MEDIA ANALYSIS	6	14.30-16.30	5
AR-0012	Puji Handayani Kasih	DETERMINATION OF SUPPLIER PT. ADI SATRIA ABADI (PT. ASA) USING STEP-WISE WEIGHT ASSESSMENT RATIO ANALYSIS (SWARA) AND ADDITIVE RATIO ASSESSMENT (ARAS)	6	14.30-16.30	6
AR-0011	Ismiati	THE INFORMATION SYSTEM'S NEEDS EVALUATION OF THE STUDENT CREATIVITY PROGRAM AS AN EFFORT TO INCREASE STUDENT PARTICIPATION AND ACHIEVEMENTS OF PKM UPN VETERAN YOGYAKARTA	6	14.30-16.30	7



## ROOM 7

Moderator: Dwiky Ahmad Effendi

ID Paper	Corresponding Author	Title	Room	Schedule	Presentation sequence
AR-0010	Afni Sirait	INDIVIDUAL PREDISPOSITIONS OF WOMEN ENTREPRENEURS SME'S OF BATIK IN HARMONIZATION TAX REGULATIONS	7	14.30-16.30	1
AR-0009	Heru Sigit Purwanto	REGIONAL ORIGINAL INCOME RELATIONSHIP WITH GOLD MINERALIZATION AROUND THE GRINDULU RIVER AREA NGRECO REGION, TEGALOMBO DISTRICT, PACITAN REGENCY, EAST JAVA PROVINCE, INDONESIA	7	14.30-16.30	2
AR-0008	R. Agung Purwandono Saleh	THE DIFFERENCES OF FARTLEK AND PLYOMETRIC EXERCISE ON INCREASING BODY IMMUNITY THROUGH VO2 MAX WITH MULTISTAGE FITNESS TEST FOR WOMEN VOLLEYBALL PLAYERS	7	14.30-16.30	3
AR-0003	Dwi Wahyuningrum	IMPROVEMENT OF OPEN JOURNAL SYSTEM (OJS) TO OPTIMIZE JOURNAL ACCREDITATION SCORE	7	14.30-16.30	4
AR-0015	Puji Lestari	EVALUATION OF INTEGRATED DISASTER COMMUNICATION AND INFORMATION SYSTEM MANAGEMENT THROUGH THE POLICY FOR ESTABLISHING PUSDALOPS PB IN KARO DISTRICT	7	14.30-16.30	5
AR-0074	Anindyo Aji Susanto	HIGHER EDUCATION DIGITAL TRANSFORMATION READINESS: A SYSTEMATIC REVIEW	7	14.30-16.30	6
AR-0156	Edwi Arief Sosiawan	TRAINING DESIGN AND PUBLICATION'S POLICY FOR INCREASING LECTURER COMPETENCY CASE STUDY: GRADUATE PROGRAM OF COMMUNICATION IN UPN VETERAN YOGYAKARTA	7	14.30-16.30	7

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# ABSTRACT

[AR-0003]

## **Improvement Of Open Journal System (OJS) To Optimize Journal Accreditation Score**

*(AC-0600 Dwi Wahyuningrum / Department of Geomatics Engineering, UPN "Veteran" Yogyakarta, Indonesia), (AC-0601 Oktavia Dewi Alfiani, Ediyanto, Agus Harjanto, Lysa Dora Ayu Nugraini / Department of Geomatics Engineering, UPN "Veteran" Yogyakarta, Indonesia),*

*Correspondent author : (RJI-1-0009 Dwi Wahyuningrum)*

*UPN "Veteran" Yogyakarta*

### **Abstract**

Scientific journal is an indicator of the progress of an educational institution. Publication in Scientific Journals is a tool to build the reputation of lecturers, researchers, teachers, and universities. However, the management of journals in Indonesia still does not consider the importance of indexing as a way of global dissemination. This is evident from the data showing that of the total journals registered in Indonesia, only 5.17% have been accredited. Department of Geomatics Engineering, Faculty of Mineral Technology, UPN "Veteran" Yogyakarta has a Scientific Journal called Jurnal Ilmiah Geomatika (IMAGI). IMAGI is a forum for writing, scientific work, and research related to development and application of geodesy and geomatics, survey mapping and GNSS, land, Geographic Information Systems (GIS), remote sensing, photogrammetry, hydrography, geography, geology and disasters studies. Journal accreditation can expand IMAGI connectivity to improve the quality of publications. The main objectives of this research are to optimize and improve the management of IMAGI to get maximum accreditation score. There are several steps conducted in this research including identification of the requirement for journal accreditation, preliminary assessment, evaluation of journal management, workshop and benchmarking, implementation of evaluation results, and submit the journal accreditation. The methodology that used for this research are discussion with journal expert and benchmarking with another scientific.

**Keyword** : accreditation, assessment, journal, management, OJS

**Subject** : Engineering

[AR-0008]

## **The Differences Of Fartlek And Plyometric Exercise On Increasing Body Immunity Through VO2 Max With Multistage Fitness Test For Women Volleyball Players**

*(AC-0664 R Agung Purwandono Saleh / Universitas Pembangunan Nasional "Veteran" Yogyakarta), (AC-0665 Sumintarsih / Universitas Pembangunan Nasional "Veteran" Yogyakarta), (AC-0666 Tri Saptono / Universitas Pembangunan Nasional "Veteran" Yogyakarta),*

*Correspondent author : (RJI-1-0018 R.Agung Purwandono Saleh)*

*UPN Veteran Yogyakarta*

### **Abstract**

This study aims to determine: 1) differences in the effect of Fartlek and Plyometric exercises on increasing body immunity, 2) differences in increasing body immunity between high and low Body Mass Index (BMI), 3) differences in increasing body immunity between high BMI fartlek exercises and high BMI Plyometric exercises, 4) differences in increasing in body immunity between low BMI Fartlek exercises and low BMI Plyometric exercises, 5) the effect interaction between BMI with Fartlek and Plyometric exercises on increasing body immunity through VO2 Max. This study uses an experimental method with a 2x2 factorial design. The population in this study was SPIRITS Sleman Volleyball club. The sample size are 24 athletes. The data analysis technique of this research uses ANOVA. Prerequisite test of data analysis using normality test ( Lilliefors test with  $\alpha = 0,05$  ), and homogeneity of variance test ( Bartlet test with  $\alpha = 0,05$  ). The results of the study are as follows: 1) There is a difference effect between Fartlek exercises. 2) There is a difference effect between low BMI and high BMI with an average of 2,48 on increasing VO2 Max ability, 3) There is difference in the effect between low BMI Fartlek exercises and low BMI Plyometric exercises with an average of 3,49 on increasing VO2 Max ability, 4) There is a difference in the effect between high BMI Fartlek and high BMI Plyometric exercises on increasing VO2 Max ability, 5) Interaction between fartlek and Plyometric exercises and BMI 0,50389.

**Keyword** : fartlek, plyometric, immunity, Vo2 Max

**Subject** : Social Science

[AR-0009]

## **Regional Original Income Relationship With Gold Mineralization Around The Grindulu River Area Ngreco Region, Tegalombo District, Pacitan Regency, East Java Province, Indonesia**

*(AC-0057 Heru Sigit Purwanto / Universitas Pembangunan Nasional Veteran Yogyakarta), (AC-0058 Agus Harjanto / Universitas Pembangunan Nasional Veteran Yogyakarta), (AC-0059 Edy Winarno / Universitas Pembangunan Nasional Veteran Yogyakarta),*

*Correspondent author : (RJI-1-0020 Heru Sigit Purwanto)  
Universitas Pembangunan Veteran Negeri Yogyakarta*

### **Abstract**

The regional data expansion of industrial minerals, especially ore minerals for processing or exploitation purposes is crucial to boosting regional and national revenue. The area along the Grindulu river, particularly at the upper course of the river, is one of the prospect areas for gold or Au mineralization and other accompanying ore minerals including Cu, Ag, Pb, and Zn. The study was conducted to determine the geological setting, hydrothermal alteration, and characteristics of epithermal vein deposits in the form of vein textures, ore minerals, ore chemistry, and hydrothermal fluids involved in the formation of gold ore deposits and their accompanying minerals. The research area is located in Ngreco Village and its surroundings, which is administratively a part of Tegalombo District, Pacitan Regency. The research plan was carried out by dividing the Grindulu River into 3 segments as selected mineralization locations related to a separate deposit system. The mineralization locations are selected based on evidence from geochronological and geological data related to the type of mineralization in the vicinity. The study area is comprised of two unofficial lithostratigraphic units, namely: the Arjosari Formation Lava Unit and the Arjosari Formation Tuff Unit. The hydrothermal alteration formed in the study area is categorized into three types of alteration, namely silicic type alteration (marked by Quartz  $\hat{\pm}$  Pyrite minerals), argillic type (marked by Smectite  $\hat{\pm}$  Kaolinite  $\hat{\pm}$  Quartz  $\hat{\pm}$  Pyrite  $\hat{\pm}$  Albite minerals), and propylitic type (marked by Chlorite  $\hat{\pm}$  Albite  $\hat{\pm}$  Quartz  $\hat{\pm}$  Dolomite  $\hat{\pm}$  Pyrite  $\hat{\pm}$  Smectite  $\hat{\pm}$  Illite minerals). The mineralization found in the study area is Pyrite (FeS<sub>2</sub>), Chalcopyrite (CuFeS<sub>2</sub>), Galena (PbS), and Sphalerite (ZnS). Mineralization is abundant and often found filling joints, especially shear fractures which are generally trending North-South, Northeast  $\hat{\pm}$  Southwest, and Southeast  $\hat{\pm}$  Northwest. The study area belongs to the type of epithermal low sulphidation deposit. Based on atomic absorption spectrometry (AAS) analysis, the ore elements from the most abundant to the least, are copper (Cu), zinc (Zn), lead (Pb), silver (Ag), and gold (Au), respectively. Based on the results of the analysis of the ore elemental content, it shows an uneconomical grade to mine. The recommendation given to local governments for regional revenue program planning is to make the location of mineralization found to be a mineralization-based educational geotourism location. This mineralization educational geotourism location is sited along the Grindulu River in the research area, which is divided into three segments, namely, segment 1 is in Gamping Hamlet, Ngreco Village; segment 2 is in Tosari Hamlet, Kemuning Village; and segment 3 is in Krajan Hamlet, Tegalombo Village.

**Keyword** : mineralization, alteration, grindulu, geotourism  
**Subject** : Engineering

[AR-0010]

## **Individual Predispositions Of Women Entrepreneurs SMEs Of Batik In Harmonization Tax Regulations**

*(AC-0570 Indra Kusumawardhani / Universitas Pembangunan Nasional Veteran Yogyakarta), (AC-0571 Afni Sirait / Universitas Pembangunan Nasional Veteran Yogyakarta), (AC-0572 Sri Luna Murdianingrum / Universitas Pembangunan Nasional Veteran Yogyakarta),*

*Correspondent author : (UPNYK-1-0002 Afni Sirait)*

-

### **Abstract**

Generally, the business actors in the weaving and batik sector are women individual predispositions such as motivation, attitudes, past knowledge, and income expectations affect business management. The business progress is followed by regulation. The turn-up of the Harmonization of Tax Regulations (HPP) aims to build a fair, healthy, effective, and accountable taxation system. This study uses a quantitative approach with women entrepreneurs of Batik SMEs as the population. Questionnaires were distributed to 100 women entrepreneurs of Batik UMKM. This study aims to analyze the relationship between the individual predisposition of women entrepreneurs of Batik SMEs and tax knowledge mediated by Harmonization Tax Regulations on taxpayer reporting compliance. The results show that individual predisposition doesn't affect taxpayer compliance. Taxpayer obedience is directly and significantly affected by tax knowledge while harmonizing tax regulations do not mediate individual predisposition and tax knowledge in taxpayer compliance.

**Keyword** : SMEs, Harmonization of Tax Regulations, Individual Predispositions, Taxpayers, Tax Regulations.

**Subject** : Economic



[AR-0011]

**THE INFORMATION SYSTEMS NEEDS EVALUATION OF THE STUDENT CREATIVITY PROGRAM AS AN EFFORT TO INCREASE STUDENT PARTICIPATION AND ACHIEVEMENTS OF PKM UPN VETERAN YOGYAKARTA**

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**Abstract**

UPN Veteran Yogyakarta students have a new website; the site also accommodates the Student Creativity Program. However, the page's content is still minimal and cannot provide information or as a medium of communication between lecturers, students, and the PKM Center. Therefore, this study will try to develop the quality of the PKM website using the webqual method and Importance Performance Analysis. Researchers have used this method to evaluate various information systems. Several variables need to be considered based on research that has been carried out using webqual 4.0 and the Importance Performance Analysis (IPA) method. They are included in the Concentrate Here category. These variables are the website providing timely information (INFO3), the website providing relevant information (INFO5), the website providing easy-to-understand information (INFO6), The interaction between the website and users being straightforward and easy to understand (USAB2), the website creates a positive experience for users (USAB8). These five variables must be handled in developing the PKM UPN Veteran Yogyakarta website.

**Keyword** : PKM, UPN, Webqual 4.0, IPA

**Subject** : Social Science

[AR-0012]

## **Determination Of Supplier PT. Adi Satria Abadi (PT. ASA) Using Step-wise Weight Assessment Ratio Analysis (SWARA) And Additive Ratio Assessment (ARAS)**

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### **Abstract**

The main raw materials of PT. Adi Satria Abadi (PT. ASA) consists of sheep pikel and goat pikel of local and imported origin. The need for raw materials per month has been able to be met from various suppliers from within the country and abroad. However, the problem is that the raw materials received often do not match the criteria so they have to change the grade or quality level of the raw materials. This has an impact on causing a discrepancy between the needs of the amount of production and the availability of raw materials. There are production raw materials that are experiencing excess and on the other hand there are those that are experiencing shortages. The company suffered losses due to the accumulation of raw materials and storage costs. Vice versa, there is a shortage of raw materials and an increase in message costs. The raw materials piled up for a long time will become damaged, and they cannot be returned, while the tax will still have to be paid. This study integrates the Step-wise Weight Assessment Ratio Analysis (SWARA) method with the Additive Ratio Assessment (ARAS) which will measure quantitative factors obtained from the SWARA method. The weight of the criteria obtained will be an input in obtaining the order of priority of suppliers which will be calculated using the ARAS method. The ARAS method has the advantage of conducting alternatives by comparing the performance value of each alternative index with the performance value of the alternative overall index, so that more ideal results are obtained

**Keyword** : supplier selection, AHP, ARAS, PT. ASA, utility index

**Subject** : Management

[AR-0015]

**EVALUATION OF INTEGRATED DISASTER COMMUNICATION AND  
INFORMATION SYSTEM MANAGEMENT THROUGH THE POLICY FOR  
ESTABLISHING PUSDALOPS PB IN KARO DISTRICT**

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**Abstract**

Due to various disaster communication problems in Karo Regency, there is a need for the operation and management of Pusdalops PB in carrying out the duties and functions of delivering and responding to disaster information. Therefore, based on the background of the problem above, the objectives of this study are: 1) Evaluate and find the urgency of the policy of establishing Pusdalops PB in Karo Regency as a disaster information and communication system; 2) Support the successful establishment and operation of Pusdalops PB in Karo District; 3) Strengthening communication model policies through Pusdalops PB in Karo Regency. The theory used in this study is Karl Weick's Organizational Information theory with Miles & Huberman data analysis techniques model. Meanwhile, the data collection technique using FGD was divided into two rounds and carried out a literature study using data sources in the form of reference books and scientific journal articles. The results of the study were to find the urgency of various policies for the establishment of Pusdalops PB, describe the working mechanism of Pusdalops PB, and prepare an academic text for the establishment of Pusdalops PB in Karo Regency.

**Keyword** : Evaluation, Disaster information and communication, Karo, Policy, Pusdalops PB

**Subject** : Social Science

[AR-0016]

## **Mass Media As Digital Opinion Leader In A Time Of Crisis Under Uncertainty: A Social Media Analysis**

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### **Abstract**

Information and instructions during the early days of the Covid-19 pandemic became important for the public during uncertain circumstances. This article aims to explain the role of the mass media as a key actor in leading opinion on Twitter social media in the early stage of the pandemic. This study uses a content analysis approach with the Social Network Analysis (SNA) method. As a result, of the top ten opinion leaders on Twitter, six of them are mass media, namely @CNNIndonesia, @detikcom, @kumparan, @geloraco, @kompascom, and @TirtoID. The mass media with the largest in-degree is @CNNIndonesia. The news that is presented and distributed on social media Twitter contains the ideas of basic information, preventive information, treatment information, medical research, social context, political and economic context, personal stories, and others.

**Keyword** : mass media, covid-19, crisis, social network analysis, uncertainty reduction theory  
**Subject** : Social Science

[AR-0017]

## **Communication Of Javanese Culture At Pura Mangkunegaran Palace In Surakarta**

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### **Abstract**

Pura Mangkunegara palace is one of the centers of Javanese culture, which has inspired and influenced society in many aspects and directions of life. Many developed traditions have affected people's ways of perceiving a realm, code of conduct, and directions of daily life. It involves many kinds of dances, music, songs, batiks, folks, culinary, beverages, and coloring of the Javanese language, which they devote via an expression of thought and feeling. These have shaped values and essential foundations for Javanese philosophy. The question is, how has Pura Mangkunegaran been adapting to any changes? For 260 years since it was built in the 1757 year, Pura Mangkunegaran has existed to survive any constraints and obstacles. Due to these phenomena, this research was intended to scrutinize the communication practices among members of Pura Mangkunegaran. Communication practices refer to many ways members of a palace interact and, in turn, form a structured pattern in defining the meaning of realm within Javanese culture. In the approach used in understanding this, we were involved very closely by catching a deep structure to unveil phenomena. The results show that communication in Javanese culture was maintained and developed by internalizing values, making relationships among membership closer and respectful, committing to traditions, norms, and rituals, and, in turn, being a viable tradition in Pura Mangkunegaran.

**Keyword** : Pura Mangkunegaran, Javanese Language, Adaptation, Deep structure.

**Subject** : Social Science

[AR-0018]

## **Indonesia Involvement In Supporting The Glasgow Climate Pact Through Women Empowerment With Social Forestry Schemes**

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### **Abstract**

The Climate Accords in Glasgow resulted in an agreement for every country in the world to be obliged to reduce emission levels that have risen from 2 degrees Celsius to 1.5 degrees Celsius through collaborative efforts by prioritizing the interests of the human right in accelerating the reduction of greenhouse gas emissions, including the importance of involving engagement. The role of women in supporting efforts to reduce the impact of climate change. This paper will analyze Indonesia contribution to supporting the climate agreement efforts through women's empowerment in social forestry programs. This research will use the method of studying the literature of previous research to strengthen the author's arguments in analyzing the issues raised and use the theory of ecofeminism and green politics to review whether this social forestry scheme can help the aim of the Glasgow climate pact by focusing on the concept of human rights values such as the value of gender mainstreaming and the role of women as agents of climate change. From the results obtained, it turns out that there are still many forms of gaps for women in forest management. Women are still subordinated as supporting complementary. Still, social forestry programs are enough to open up opportunities for women to contribute directly as agents of climate change and as agents of climate change and as driving the economic empowerment of communities around forests by utilizing the status of social forestry land.

**Keyword** : Glasgow Climate Pact, Women Empowerment, Social Forestry Indonesia

**Subject** : Environement, Social Science

[AR-0019]

## **Social-Media Mapping Of Discourses Related To The Repatriation Of Former IS Residents From Indonesia**

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### **Abstract**

In the aftermath of IS's defeat, upwards of one thousand individuals originated from Indonesia who live in former IS-occupied, are now living in camps across Syria. In such a setting, the idea of repatriation is being entertained by various actors. Such a notion, however, is not without opposition. Repatriation of people previously involved in ISIS raises security concerns such as aiding radicalization in Indonesia as well as the threat of an actual terrorist attack. On the other hand, however, there is also a humanitarian side to the issue, considering that a significant number of women and children are among these people. This research seeks to examine the discourses that develop on twitter regarding this issue. Towards that end, this research uses sentiment analysis, network analysis, and text-mining on data collected from Twitter to measure the sentiment, map interaction between actors, as well as identifying the main topics in the debate. The sentiment analysis shows that most actors on twitter see the issue of repatriation negatively. Network analysis shows that among the most influential actors, there are accounts that belong to the government as well as those that belong to non-governmental actors; interestingly, most of the influential actors in Twitter are not high-profile individuals, showing that the issue has picked a considerable public attention. Text-mining shows that the topics being discussed the most are perempuan (woman), ancaman (threat), radikalisme (radicalism), anak-anak (children), kewarganegaraan (citizenship), and repatriasi (repatriation).

**Keyword** : IS, repatriation, social media mapping, text-mining

**Subject** : Social Science

[AR-0021]

## **Integration Between Service Quality With Refined KANO To Improve Academic Quality At MTI**

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### **Abstract**

Universities require websites for their various academic programs. A source of academic data and services is the study program website. The platform is the online academic service. Magister of Industrial Engineering (MTI) UPN Veteran Yogyakarta academic services adopt this platform paradigm as an automatic service. Independent academic service without regard to time constraints. the standard of this service as a measure for a course of study. As an online academic service, every study program must have a website. The analysis of the integration of Service Quality and Kano yields the characteristics that ultimately become real customer needs. To determine the suggested activities that should be taken, the outcomes of this integration are then converted into the Refined Kano category. Strong traits with Kano's attractive, must-have, and one-dimensional categories are those that turn out to be actual client needs. There are 12 attributes that need to be given priority as true customer needs, according to the findings of the integration of Service Quality and Refined Kano.

**Keyword** : Website, MTI, Service Quality, Refined Kano

**Subject** : Engineering



[AR-0024]

## **Millennial Consumer Preferences For Batik Product**

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### **Abstract**

Batik clothing is one of the alternative clothes worn by people in Indonesia. In the post-covid-19 pandemic, consumers are increasingly selective in choosing batik clothes due to changes in behavior during the pandemic. This study aims to determine consumer preferences related to the attributes of batik clothing. The study was conducted on the millennial generation aged 18-25 years in Sleman, Yogyakarta. This research consists of three stages. The first stage is to capture the attributes that consumers consider in choosing batik clothes through focus group discussions. The second stage is the determination of attributes using the Cochran test involving 30 respondents. The third stage is to determine the preference of batik clothing attributes by distributing questionnaires to 100 respondents. The results of this study found 12 attributes considered by consumers in choosing batik clothing including: batik style, durability, uniqueness, durability, type of batik, batik color, brand, company reputation, batik quality, color variations, product variations, and price. Men and women have differences in choosing the attributes of durability, type of batik, and quality of batik. The results of this study become input for batik entrepreneurs in producing batik clothes desired by consumers.

**Keyword** : Batik, preference, millennial, Indonesia

**Subject** : Social Science

[AR-0026]

## **Development Of Village Owned Enterprise Governance In Order To Improve Community Welfare**

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### **Abstract**

The development and establishment of BUMDes in Indonesia are carried out as an effort by the government to encourage the utilization of potential and increase village revenues, as well as community welfare. This study aims to examine the governance of BUMDes to contribute to the acceptance and welfare of the community. The research method uses content analysis and descriptive qualitative methods, where data is obtained from the results of analysis of focus group discussions and documents owned by the village and BUMDes. The results of this study indicate that the current BUMDes BUMDes "HR" already has a Master plan which is the direction and guideline for managers in carrying out organizational activities. However, BUMDes "HR" does not yet have accounting systems and procedures, including activity implementation standards (SOPs), and an integrated information system. This condition is one of the factors that the role of BUMDes is not optimal in increasing the income and welfare of the village community. Therefore, the development of accounting systems and procedures at BUMDes is very important to streamline the costs of accounting records and improve the level of reliability of the information produced to support the creation of good BUMDes governance.

**Keyword** : BUMDes, System, Procedure, Information, Accounting

**Subject** : Social Science

[AR-0033]

## **Model Of Assistance In Writing Scientific Papers With E-Clinic Research To Produce Scientific Papers In Reputable Journals**

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### **Abstract**

Students of the master's program must have the will and ability to complete their studies by compiling a thesis and writing quality scientific papers. Students often have obstacles in completing the task of compiling their scientific work. The purpose of the research is to create a mentoring model in the preparation and production of scientific papers and optimize the existence of the E-Klinik Research System for the efficiency and effectiveness of student and supervisor interaction in producing scientific work. The research uses a quantitative approach, with the type of research using action research. Activities include: a). Planning stage b). Stage of implementation and c). Stages of evaluation. The results showed that: 1). Model assistance in the preparation and production of scientific work through several stages, namely: analyzing the condition of participants, making performance indicators, providing intensive assistance, conducting intensive assistance, and conducting monitoring, 2). The mentoring model is efficient and effective by producing scientific papers of participants in the form of publications of 3 participants (22%), 9 participants in the form of scientific works (64%), and 2 participants in the form of draft scientific papers (14%).

**Keyword** : Model mentoring, scientific work, student competence

**Subject** : Social Science

[AR-0038]

**TRACER STUDY ANALYSIS AND USER SATISFACTION GRADUATES TOWARDS  
"VETERAN" UPN ALUMNI YOGYAKARTA GRADUATION YEAR 2018, 2019,  
2020**

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**Abstract**

In the Tracer Study there is an assessment of learning as long as graduates devote their knowledge, whether the knowledge possessed is useful and in accordance with the needs of the community, and whether knowledge is needed outside the material from universities to support the performance of graduates in carrying out their work. The university can find out waiting times, type of company, employment status, position and income. The results of the Tracer Study provide direct benefits because in addition to being monitoring, the Tracer Study can function as feedback for study programs and also universities to evaluate and improve the curriculum and management of higher education, so that graduates can accommodate the needs/demands of the community and managers of PT. In addition, the results of the Tracer Study carried out are also very useful for each Study Program. Aims to determine the results of education in the form of a transition from higher education to the world of business and industry, educational outputs in the form of self-assessment of mastery and acquisition of competencies, the educational process in the form of evaluation of the learning process and the contribution of higher education to competency acquisition and educational input in the form of further exploration of graduate information. In addition, through this tracer study, education providers can find out how the implementation and quality of program services is carried out. Through this, education providers are able to improve and improve the quality of their services. The graduate tracking activity at the "Veteran" Yogyakarta National Development University is carried out every year by involving the alumni network.

**Keyword** : Tracer Study, User Satisfaction, Graduate Tracking, Alumni Assessment

**Subject** : Engineering

[AR-0040]

## THE DKI JAKARTA PROVINCIAL GOVERNMENT'S RESPONSIVENESS IN HANDLING THE COVID-19 PANDEMIC

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### Abstract

The COVID-19 pandemic has become the most significant public health event in the 21st century. Jakarta is the area with the highest number of reactive patients in Indonesia. The COVID-19 pandemic has prompted the DKI Jakarta Provincial Government to act creatively and innovatively to eradicate the virus transmission, provide treatment and recovery services, prepare "new normal" infrastructure facilities, encourage clean, healthy, tolerant lifestyles, and discover new alternative livelihoods for the community. This study aims to analyze responsiveness in various forms of policies issued by the DKI Jakarta Provincial Government to handle the COVID-19 pandemic as a form of implementation of the social justice theory developed by John Rawl. The qualitative research method with a content analysis approach developed by Krippendorff was utilized to complete this research, which was followed by conducting a Focus Group Discussion (FGD) to sharpen the analysis. The results show that the DKI Jakarta Provincial Government is the government model with the most dynamic and innovative responsiveness in handling the COVID-19 pandemic through public social policies covering education, health, and socio-economics, as well as handling women and children victims of violence. The responsiveness of the DKI Jakarta Provincial Government is shown by the ability to design and implement programs according to the community's needs. Despite facing many challenges and obstacles, the DKI Jakarta Provincial Government has proven its efforts to handle the COVID-19 pandemic systematically.

**Keyword** : Government Responsiveness, COVID-19, DKI Jakarta  
**Subject** : Social Science

[AR-0046]

## **Impact Of Reliable Infrastructure On Improving Academic Performance Of Management Study Program FEB UPN Veteran Yogyakarta**

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### **Abstract**

Scientific publications of students and lecturers of the Management Study Program are determined by the creativity of students, lecturers, and infrastructure, accepted technical online, technical competence, e-journaling, e-learning quality standards, reliable infrastructure as well as institutional support. The program objectives, research, and expected research results are: finding empirical evidence of the impact of accepted technical online, technical competence, e-journaling, e-learning quality standards, and reliable infrastructure on improving the academic performance of students and lecturers of the Management Study Program. The population is students in the Management Study Program. In this research used purposive sampling. The initial model of institutional research uses mediation regression with the help of SEM-PLS statistical software. The results showed that: the accepted technical online, technical competence, e-journaling, e-learning quality standards affect reliable infrastructure, and reliable infrastructure has an effect on academic performance. Reliable infrastructure mediates the influence of accepted technical online, technical competence, e-journaling, e-learning quality standards on academic performance. Recommendations from research results are to increase accepted technical online, technical competence, e-journaling, e-learning quality standards, and reliable infrastructure in order to achieve high academic performance.

**Keyword** : accepted technical online, technical competence, e-journaling, e-learning quality standard, reliable infrastructure, academic performance

**Subject** : Social Science

[AR-0051]

## **Modes Of Organization Structure In Keeping Reputation And Networking In Yogyakarta State University**

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*MIKOM UPNV Yogyakarta*

### **Abstract**

Modes of Organization Structure in Keeping Reputation and Networking in Yogyakarta State University Christina Rochayanti Basuki Agus Suparno Nur Lailly Tri Wulansari Abstract Mode of organization structure is one of component which consider to determine the functions of organization can do it effective or not. On one side, a structure of organization was created to translate any kind of task, assignment, responsibility into any division in order organization can be operated effective and efficient. But, one other hand, at the same time, organization structure can make a procedure or a mechanism of decision making for instance, being complicated and trivial. This research aim at in understanding toward organization structure in implementing organization's policy to grasp and maintain the reputation and cooperation networking. By focusing on Faculty of Social Sciences this examine whether kind of structure of organization especially faculty of Social Sciences can perform well or not. Data collection were gained through Focus Group Discussion, deep interviews, and observation. The result show us that aspect of flexibility and leadership play important role to determine a key performance indicator as organization. Keyword: Structure of organization, Reputation, Networking, Leadership, Public Relations Introduction Each of managers or leaders at any kind of organization including organization owned by state like State Yogyakarta University always endeavor to sustain and ensure organizations operate well. Each of division or each of personel who responsible toward jobs and assignment must be controlled and coordinating in continuity in grasping the goals.

**Keyword** : Structure of organization, Reputation, Networking, Leadership, Public Relations

**Subject** : Social Science

[AR-0055]

## **Analysis Of Singapore's Creative City Branding Through Online Media**

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### **Abstract**

The creative city has become an interesting issue for the past two decades as governments in some countries have attempted to develop an ecosystem where the creative class can innovate and share their ideas. However, many city governments focus more on developing creative cities and give little attention to their city branding. Thus, this study intended to look at Singapore as a newly designated Unesco's creative city brand itself, even though it already has its destination brand. There is a challenge as to which brand should come first or how to strategically brand the city and ensure all interests are accommodated in the branding process. This study adopted qualitative research with in-depth interviews, library study, and observation as the data gathering techniques. The study shows that Singapore's branding as a creative city of design is a component of this city-state's prominent branding. First, the city branding process included the identification of city brand uniqueness which in this case was the emphasis of Singapore built and grew by design. Next was brand identity development that differed Singapore from other Unesco's creative cities of design. Finally, the delivery of brand messages to all relevant stakeholders.

**Keyword** : City Branding; Creative City; DesignSingapore Council, Social Media

**Subject** : Social Science



[AR-0056]

## **The Effect Of Digital Marketing Capability And Innovation Capability On Marketing Performance: A Study On Small Enterprises**

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### **Abstract**

The use of digital marketing is increasingly needed when consumers rely on online product information. Enterprises must strengthen their capabilities in digital marketing. This study aims to examine and explain the effect of digital marketing capability and innovation capability on marketing performance in small-scale companies. The study was conducted on 100 small food processing enterprises in Bantul district, Yogyakarta Special Region. The sampling technique used is purposive sampling. Questionnaires were distributed to collect data. The data was processed using WarpPLS to test the effect of one variable with another variable. The results show that digital marketing capability has a significant effect on marketing performance and innovation capability has a significant effect on marketing performance. The results of this study indicate the importance of digital marketing and innovation in improving marketing performance.

**Keyword** : Digital Marketing Capability, Innovation Capability, Marketing Performance, small enterprise  
**Subject** : Social Science

[AR-0057]

## **Increasing Repurchase Intention Of Generation Z**

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*Universitas Pembangunan Negeri Veteran Yogyakarta*

### **Abstract**

Increasing repurchase intention of Generation Z's daily needs through marketplaces on the online market of Indonesia Ignatius Agus Suryono<sup>1</sup>, Aryono Yacobus<sup>2</sup>, Hadi Oetomo<sup>3</sup>, .Michael Augusto Leonardo<sup>4</sup> <sup>1,2,3,4</sup>Faculty of Economics, University of Pembangunan Nasional "Veteran" Yogyakarta, Yogyakarta, Jl. Lingkar Utara 104, Yogyakarta, Indonesia agus.suryono@upnyk.ac.id, aryono.yacobus@upnyk.ac.id, hadi.utomo@upnyk.ac.id , steven.r.2310@gmail.com Abstract This study aims to measure customer E-satisfaction mediated by electronic-wom and Individual Personality Against the Repurchase Intention to the customers' daily necessities products through the online market marketplace in Indonesia. The population of this study consists of marketplaces daily necessities customers on the online market in Indonesia,. The sampling technique used is non-probability sampling with purposive sampling methods for the criteria of which the generation Z 219 respondents. The results website service quality, trust and technology acceptance factor will have a great influence on customer e-satisfaction, electronic-wom and will increase the repurchase intention. The practical implications of this study are for marketplaces that sell conventional goods in strategies to increase the repurchases intention for online shops, e-commerce, UMKM marketplaces that sell conventional products can develop online marketing communication that forms electronic-wom that will encourage repurchases online shop, e- Commerce, UMKM Marketplace on the online market in Indonesia. Keywords: customer e-satisfaction, e-wom, individual personality, repurchase intention.

**Keyword** : Customer E-Satisfaction, E-WOM, Individual Personality, Repurchase intention

**Subject** : Social Science

[AR-0058]

## **Association Of Audit Committee Accounting And Finance Expertise With Earning Quality**

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### **Abstract**

This research examines the association of audit committee accounting and finance expertise with earnings quality, and examines earnings quality in complex companies and audit committees with accounting-financial expertise is higher than earnings quality in less complexity companies and audit committees with accounting-financial expertise. Research variable consist of the dependent variable, namely the earnings quality. The independent variable consists of the audit committee's accounting and finance expertise and industry complexity. While the control variables are the amount of audit committees, the amount of independent audit committee members, the amount of audit committee meetings, ROA, and sales growth. The research sample consisted of all listed companies in the IDX from 2018 to 2020, except banking companies and financial institutions. The total data processed is 149. The data is analyzed by using multiple linear regression. The results find that the audit committee's accounting and financial expertise is associated with earnings quality. Meanwhile, the hypothesis which states that earnings quality in complex companies and audit committees with accounting-financial expertise is higher than earnings quality in less complexity companies and audit committees with accounting-financial expertise is not supported.

**Keyword** : Earnings Quality, Audit Committee, Industrial Complexity

**Subject** : Social Science

[AR-0059]

## **Analysis Of The Entrepreneurial Skills In Preparing A Super Smart Society**

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### **Abstract**

This research is a survey research on the entrepreneurial skills of SMEs in Sleman. The purpose of this study is to identify and analyze the entrepreneurial skills of Sleman SMEs in dealing with society in the 5.0 era. Society 5.0 (Super Smart Society) is the concept of modern society through integration and transformation between cyber and physical systems. The purpose of this concept is to balance economic development and technology for problem solving in people's lives. The hallmark of a super smart system is a radical change in the field of technology and information. The skill criteria used in this study are based on an instrument developed by World Economic Forum in 2019. The number of respondents in this study was 70. The data obtained in this study were processed using tools descriptive statistics and frequency distribution. There are 10 skill instruments studied. The result is that emotional intelligence is the most dominant skill instrument owned by Sleman SMEs. SMEs entrepreneurs are the owners of the businesses they run, so in addition to being leaders, they are also innovators. Effective leaders are leaders who have high emotional intelligence to empower themselves and their environment. His emotional intelligence is needed to deal with pressure and competition, so that his business can be successful. Transformative leaders are leaders who have high emotional intelligence. They will be able to empower the environment and accommodate the environment so as to produce members who can work effectively. This emotional intelligence will be able to encourage leaders to have a risk adverse attitude, so that they are able to identify risks and analyze them for problem solving.

**Keyword** : SMEs, Society 5.0, emotional intelligence

**Subject** : Social Science

[AR-0060]

## **CARBON EMISSIONS AND ECONOMIC GROWTH IN INDONESIA**

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### **Abstract**

The accelerated process of globalization has led to climate change and increasing global warming. Energy conservation, emission reduction, and sustainable development have become topics of concern. Therefore, the impact of carbon emissions on economic growth and its effect on economic growth models is a matter to consider. This study aims to analyze the impact of carbon emissions, energy consumption, the financial sector and economic openness on economic growth in Indonesia in the period 1990-2019. Using regression analysis, the results show that the increase in carbon emissions and energy consumption can lead to a decrease in economic growth in Indonesia. The financial sector encourages economic growth through an increase in the money supply, while economic openness has no impact on the Indonesian economy

**Keyword** : carbon emissions, economic growth, energy consumption, financial sector, economic openness

**Subject** : Social Science

[AR-0061]

## **Advantages Of Financial Technology In Increasing The Number Of Cooperative Members In The Digitalization Era**

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### **Abstract**

The purpose of this study is to determine the superiority of the role of Financial Technology in increasing the quota of cooperative members in the Digitalization Era. Design This research is a descriptive qualitative research. The type of data in this study uses secondary data. Sources of data were obtained through books, internet, social media, regulations and legislation on the OJK website, Bank Indonesia, as well as information from the Ministry of Cooperatives and SMEs of the Republic of Indonesia. This study explains how the application of Fintech to the development of MSMEs by taking the discussion from several case studies. The results of the study show that Fintech has considerable potential for the development of MSMEs in Indonesia. Fintech can assist MSME actors in providing convenience and efficiency in terms of technology-based financial management including digitizing financial reports, payment technology and online-based loans. The application of Fintech in MSMEs also has several challenges including infrastructure, legislation, limitations.

**Keyword** : Financial Technology, Membership Development, Cooperatives, Digitiliazation

**Subject** : Social Science

[AR-0062]

## **Strengthening The Creative Economy Based On The Potential Of Village Resources In The Community Lemahdadi, Bantul, DIY**

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### **Abstract**

The purpose of this study is to improve the community's economy and advance the region by encouraging the acceleration of development, and economic growth by exploring regional potential and excellence by strengthening the competitiveness of the creative industry based on local wisdom in optimizing the use of stone and marble waste from high-value handicrafts. Indonesia is one of the countries with an abundant amount of natural resources. One of the mining activities that are widely carried out is the mining of stone and marble. Judging from the high amount of demand and fairly expensive prices, attracting miners to continuously carry out mining activities for a long period of time and without improvement of former land development will result in natural disasters that will harm many parties. This is the need to optimize the use of mining products, such as the use of stone and marble waste. The development of the creative economy in the industrial sector is a regional potential that can be developed in each region of Indonesia. Indonesia's abundant natural wealth and unique local culture provide its own attraction for domestic and foreign tourists. Artisan activities are expected to develop a globally oriented economy while maintaining their cultural roots, in accordance with technological advances, in order to build competitive advantages in accordance with the competence and potential of superior resources by utilizing waste that can produce high-value crafts. Some of the things that are problems with the suboptimal output of handicrafts in Lemahdadi, Bantul include the development of creative industries which are still minimal in optimizing the use of natural resources and superior culture in the existing regions so that they are still lagging behind compared to other regions and have not become a unity of attraction. In the field of the creative economy, among others, the weak entrepreneurial ability of creative industry players and the underdevelopment of creative industries are based on local wisdom. Sculpture craftsmen also still carry out their activities traditionally, there is no dyeing process in sculptures and other handicrafts, so the results of the crafts made still seem monotonous.

**Keyword** : Strengthening the Economy, Tourism Villages, Creative Industries

**Subject** : Social Science

[AR-0071]

## **Determining Factors Of Master's Student Behavior In The Adoption Of The OJS Website**

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*UPN VETERAN YOGYAKARTA*

### **Abstract**

This study aims to confirm the determinants of master students in the adoption of the Online Journal System (OJS) website. To develop a conceptual framework on information technology adoption behavior, the researcher uses two basic theories, namely the technology acceptance model (TAM) and the integrated technology acceptance and utilization theory (UTAUT). The sample in this study was a master of management student at PT X with a total of 105 students. The structural model testing technique uses LISREL to verify the structural model and validate the research hypothesis. The results of the study identify that there is a correlation between 8 factors that determine student behavior in the adoption of the OJS website, these factors are (1) the condition of electronic service facilities; (2) perceived benefits; (3) perceived ease of use; (4) perceived security; (5) ease of application maintenance; (6) perceived flexibility; (7) perceived reliability and (8) willingness to use. The ability of these determinants is simultaneously able to shape adoption behavior by 76.3%. The results of hypothesis testing are reported that two factors such as the condition of electronic service facilities and the ease of application maintenance have the most significant influence on the adoption of OJS websites. The practical implications of the results of this research are that it is important for OJS managers to design OJS features and templates that make it easier for users to submit articles, and it is important to carry out continuous application maintenance.

**Keyword** : Adopt OJS website; TAM; UTAUT; Factor Analysis; LISREL

**Subject** : Social Science



[AR-0072]

## **THE EFFECT OF INVESTOR CHARACTERISTICS ON HERDING BEHAVIOR AND INVESTMENT DECISION MAKING DURING THE ECONOMIC CRISIS**

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*UPN Veteran Yogyakarta*

### **Abstract**

During a crisis, investors respond to and perceive the same information in different ways, which leads to the transmission of different interpretations of market signals, which leads to different behavior. This study aims to analyze the effect of investor characteristics on investor rationality in the context of behavior bias and investor decision making during an economic crisis, as well as investor herding behavior in investment decision making. Based on the estimated Ordered Logit Model, it was found that gender, generation, and the proportion of income used for stock investment have an effect on herding behavior and investor decisions when the economy worsens. The younger generation tends to panic during crisis periods and has herding behavior in making investment decisions.

**Keyword** : herding behavior, investment decisions, capital market, economic crisis

**Subject** : Social Science

[AR-0073]

## **The Role Of CSR Programs For Community Development And Empowerment (CSR-PPM) In The Regional Development Agenda: A Systematic Review**

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### **Abstract**

The implementation of CSR obligations in the mineral and coal mining industry (Minerba) has received great attention both at the global and national levels. In the context of implementing CSR obligations in Indonesia, mineral and coal mining companies refer to 2 models, namely the PKBL (Partnership and Community Development Program) model applied by mining companies owned state (BUMN) and PPM (Community Development and Empowerment Program) model that applies to general mineral and coal mining companies. In general, PPM and PKBL CSR bring high hopes regarding corporate involvement in regional development. However, the scope of the role and involvement of corporations in the regional development agenda requires a more in-depth study to formulate an effective form of collaborative development model between government with corporations. This research uses a library research method which is carried out by collecting information that is relevant to the topic to be studied. Analysis of data was performed by annotated bibliography technique on selected literature from a database of popular journals. A discussion of the literature on the contribution of CSR to the regional development agenda is presented in the conclusion section.

**Keyword** : CSR-PPM, Community Development and Empowerment Program, Regional Development

**Subject** : Social Science

[AR-0074]

## **Higher Education Digital Transformation Readiness: A Systematic Review**

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### **Abstract**

Digital transformation is a process of accelerating and integrating digital technology spread in society. This process is changing lifestyles by utilizing a combination of information technology, communication, compilation, and connectivity. Although digital transformation has been a worldwide topic lately, there is still little research on it in Indonesia. However, indeed, digital transformation has occurred in Indonesian universities. This study aims to analyze the readiness of universities in Indonesia in facing digital transformation. Digital transformation in higher education aims to find out the needs of universities in organizing education, research, and community service by utilizing digital technology for all stakeholders (Hakan, 2020). This research was conducted with a systematic literature review framework with PRISMA approach for article selection and thematic analysis for the analyzed data. The analyzed data will be focused on theme and theoretical framework in explaining digital transformation readiness in higher education

**Keyword** : Digital Transformation, Higher Education

**Subject** : Social Science

[AR-0077]

## **The Influence Of External Knowledge Management Capabilities And Internal Knowledge Management Capabilities On Business Model Innovation In SMEs**

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### **Abstract**

This study aims to analyze the effect of external knowledge management capabilities and internal knowledge management capabilities on business model innovation. In today's business environment with rapidly developing information and communication technologies, knowledge management (KM) capabilities are a valuable source of innovation. However, little is known about the specific KM capabilities that lead to business model innovation (BMI) and whether their effects depend on the firm's orientation to risk taking. We examine the impact of internal and external KM capabilities on BMI. We empirically analyzed a sample of 160 small and medium-sized enterprises (SMEs) that applied structural equation modeling (SEM) in Yogyakarta. All hypotheses in this study were positively and significantly supported. The research that has been done shows that there is an influence of external knowledge management ability and internal knowledge management ability on BMI in Yogyakarta.

**Keyword** : knowledge management capability, small medium enterprise, business model innovation  
**Subject** : Social Science

[AR-0081]

## **THE IMPORTANCE OF DIGITAL BRANDING FOR TRADITIONAL MARKETS: AN EMPIRICAL APPROACH**

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### **Abstract**

The strategy to maintain the sustainability of traditional markets is to carry out traditional market branding management, namely managing all efforts to build awareness, expand buyer loyalty, attract new buyers and increase the competitiveness of traditional markets. Niten Market as a Food Safe Market in Bantul Regency has carried out branding management quite well, only some aspects need to be improved related to Digital Branding. One of the breakthroughs in the development of a traditional market is the use of information technology, by providing a digital experience for visitors. The goal is to provide a special attraction, as well as increase the occupancy of visits. Utilization of information technology has great potential to support future marketing communication activities because it provides a pleasant digital experience in interacting with a product.

**Keyword** : branding strategies, digital branding, traditional market, information technology

**Subject** : Social Science

[AR-0082]

## **Factors Affecting The Success Of Cultural Tourism Villages: Case Study In Wukirsari Cultural Tourism Village, Imogiri**

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### **Abstract**

Culture-based tourism villages are growing rapidly in the Yogyakarta area, Indonesia. Tourism villages increase income for the surrounding community. Not all tourist villages have succeeded in achieving their goals due to many factors. This study aims to reveal the factors that influence the success of cultural tourism villages. The qualitative study was conducted in a cultural tourism village in Wukirsari, Imogiri, Bantul, Yogyakarta. Interviews have been conducted with stakeholders. The results of this study found two factors that influence the success of cultural tourism villages, namely the cultural uniqueness factor and the governance factor. Cultural uniqueness is a characteristic that attracts tourists and provides a valuable experience for tourists. Tourism village governance must involve various elements, namely the community, government, universities, companies, mass media, and social media. One of the important findings in this study is the importance of social media in the penta-helix. The results of this study can contribute to tourism managers in developing cultural tourism.

**Keyword** : wukirsari, cultural tourism villages, penta-helix  
**Subject** : Social Science

[AR-0086]

## **CREDIT RISK ANALYSIS IN MICROFINANCE INSTITUTION**

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### **Abstract**

Credit risk arises from the possibility that credit provided by financial institution cannot be repaid. Many factors influence this risk, both internal to the institution and external factors such as the characteristics of the borrower. This study aims to analyze credit risk at microfinance institutions in Gunungkidul Regency. Based on the Ordered Logit Model analysis, it is known that group loans have a higher level credit risk than individual loans. This shows that the system of shared responsibility, which should be a social capital capable of increasing the willingness of group members to repay loans on time, has become less effective in its implementation. Another result is that male borrowers are more at risk of default than female borrowers, and higher levels of education can reduce credit risk

**Keyword** : microfinance institutions, credit risk, ordered logit model

**Subject** : Social Science

[AR-0088]

## **Integrated Reporting Determinant Of Public Companies In Indonesia**

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### **Abstract**

This research investigates the factors that affect integrated reporting. Good Corporate Governance and company characteristic are the main determinant of integrated reporting. The dependent variable is integrated reporting. The independent variables are institutional ownership, managerial ownership, audit committee, board of commissioner, profitability, and company size. This research use mining and manufacturing companies's sectors listed on the Indonesia Stock Exchange in 2018-2020 as research's sample. This research used multiple regression analysis to test hypotheses. The results show that institutional ownership, audit committees, and board of commissioner affect integrated reporting.

**Keyword** : integrated reporting, good corporate governance, company characteristics.

**Subject** : Social Science



[AR-0089]

## **Green Industry In Coal Mining In Indonesia: The Role Of The Government And Investors Of Coal Mining Companies**

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*UPN "Veteran" Yogyakarta*

### **Abstract**

The mining industry, especially coal mining, is considered a more significant environmental damage than other natural resource exploitation activities. Based on theory and practices, the mining industry can apply green sectors, such as the depletion costs concept. This study analyzes government policies and green industry practices in the coal mining industry. The qualitative research method analyzes various government policies on the Green Industry and green industry practices in the coal mining industry. This research found that the effectiveness of the implementation of the green industry in coal mining companies is the company's commitment to implementing green industry values. The relation to policy is that the government must ensure that the invited investors become government partners in overseeing the implementation of the green industry in coal mining companies. This research can contribute to the government policies that can accelerate the performance of the green sector by coal mining companies, as for coal mining companies, to the preparation of the company's strategy in implementing the green industry.

**Keyword** : Green Industry, Coal Mining, Investor, Government Policy

**Subject** : Engineering

[AR-0090]

## **Instagram Exposure Analysis On Changes In Community Life Patterns Towards The Covid-19 Endemic**

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*UPN Veteran Yogyakarta*

### **Abstract**

Covid-19 is a pandemic that affects various aspects of life. After more than two years, the Covid-19 pandemic is entering a transitional period. The number of corona virus infections has decreased significantly. The number of Covid-19 patients has also decreased drastically. This period is a transition from a pandemic to a Covid-19 endemic. The Indonesian government has prepared various regulations so that people can enter the endemic period properly. Instagram is used by the government as one of the media used in preparing people to endemic. This study tries to see how far the government's role through social media is in educating the public. Then, the researchers tried to find a relationship between the government's Instagram exposure and the level of community compliance in carrying out Clean and Healthy Life Behavior. The purpose of this study was to determine the relationship between exposure to the @satgasperubahanperilaku Instagram account for behavioral changes to changes in people's life patterns. This study uses a quantitative method with the type of survey. The respondents were asked questions using a questionnaire. The results showed that there was a correlation between the variables studied. However, when it is deepened with the influence test, the result is 0.279 or is classified as a weak influence. The government needs to increase the attractiveness of its Instagram account so that it attracts more public attention. Thus, it is hoped that the frequency, duration, and intensity of government Instagram use can increase.

**Keyword** : Exposure, Lifestyle, Endemic

**Subject** : Social Science

[AR-0091]

## **The Quality Of Undergraduate Research Papers To Be Published In Scientific Journal**

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### **Abstract**

Publishing papers in scientific journals is part of a research activity, including research conducted by students. This study was conducted to measure the quality of student papers to be published in scientific journals. The test was carried out in Agrotechnology Study Program, UPN "Veteran" Yogyakarta by giving questionnaires to lecturers. The questionnaire questions are made based on criteria of high standard paper for scientific journal publishing. The results showed that 65% respondent said that student papers might be published in scientific journal. 70% respondent convey the papers have novelty value, contribution to the development of science, knowledge, & technology, raise urgent problem, and have a conclusion that was formulated from the newfound. However, the student writing must be improved. 61% of the respondent assume that the writing has a clear, straightforward, & easy to understand writing. 65% of the respondent assess the papers under their appraisal might have depth analysis synthesis. 65% of respondent said that only 50 - 80% of the references used on the papers are primary and latest reference. Conclusion of this research is the quality of Agrotechnology Study Program Student's Papers needs to be improved in the part of writing, analysis and used of primary and latest references.

**Keyword** : Scientific papers, Scientific publication, Agrotechnology

**Subject** : Social Science

[AR-0093]

## **The Effect Of Absorptive Capacity And Digital Entrepreneurial Strategy On MSMEs Digital Transformation**

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*UPN Veteran Yogyakarta*

### **Abstract**

Abstract. This paper intends to analyze how micro, small, and medium enterprises (MSMEs) respond to environmental changes due to the COVID-19 pandemic by transforming their business models through digital technology support. For this reason, this study aims to analyze the effect of absorptive capacity variables on digital entrepreneurship strategies and digital transformation in SMEs. Absorptive capacity is the organization's ability to absorb external knowledge, modify it with existing knowledge and generate new knowledge in accordance with company conditions. Data were taken from 100 MSMEs in Depok Sleman Regency as respondents for this study. Sampling was done by a simple random sampling method. The influence between variables was analyzed using a quantitative approach with WarpPLS as the chosen analysis tool. The results of the analysis show that absorptive capacity, as the ability to assimilate external knowledge and process it into organizational knowledge, has an insignificant effect on digital transformation in SMEs. However, if the influence of digital entrepreneurship strategies significantly affects the digital transformation of MSMEs. This means that the knowledge possessed by MSMEs is influential in encouraging digital transformation if its existence is together with entrepreneurial strategies. This is why a digital business strategy is a strategy to achieve business goals by transforming business operations and processes through the application of innovation, creativity, and the use of digital technology. That is, the combination of knowledge created is adapted to the innovative technological capabilities of SMEs as a strategy to adapt to changes in their environment. This adaptation can lead to the success of digital transformation in MSMEs

**Keyword** : absorptive capacity, digital entrepreneurship strategy, digital transformation, MSMEs  
**Subject** : Social Science

[AR-0094]

# **The Impact Of Social Entrepreneurship On Social Sustainability And Environment Sustainability: The Moderating Of Government Regulation**

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*Correspondent author : (UPNYK-1-0002 TITIK KUSMANTINI)*

*UPN VETERAN YOGYAKARTA*

## **Abstract**

Social activities have an impact on the community's economy which is realized through social entrepreneurship. Social and economic values emerged as a means of meeting the community's social and environmental needs by developing economically viable organizations that could be run either individually or in groups. Social entrepreneurship is essential for the economy because of its role in enhancing the quality of life. The aim of this research was to empirically examine social entrepreneurship on social sustainability, and Environment Sustainability in the context of developing tourist villages, and moderated government regulation. The quantitative method was used in this study. This study's population was the tourism villages in Bantul Regency, and the total sample size was 42 tourist villages. Partial least squares structural equation modeling was used for data analysis (PLS-SEM). According to the modeling findings, social entrepreneurship has a positive and significant impact on both social and environmental sustainability. Furthermore, there is no moderating effect of government regulations on social or environmental sustainability.

**Keyword** : Social Sustainability, Environmental Sustainability, Government Regulation, Moderation Effect

**Subject** : Social Science

[AR-0097]

**.ASSESSMENT OF PUBLIC INFORMATION MANAGEMENT ON SLEMAN REGENCY  
NATIONAL DISASTER MANAGEMENT AGENCY (BPBD) WEBSITE BASED ON  
BALANCE SCORECARD METHOD**

*(AC-0793 Lita Yulita Fitriyani / Universitas Pembangunan Nasional ), (AC-0794 , Sri Isworo Ediningsih,  
Hanifah Putri Indrasmara, Priyahita Garmadyuti Suryawijaya / Universitas Pembangunan Nasional ),*

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*UPN Yogyakarta*

**Abstract**

Based on the evaluation of The 2021 Annual Report on the Implementation of Public Information and Services (PIIP) published by the Information Management and Documentation Officer of Sleman Regency, the Slamet Regency National Disaster Management Agency (BPBD) website during that year did not upload news and was given the title "bad" as the lowest predicate even though the community very much needs disaster communication. Based on these problems, this study aims to evaluate the effectiveness of public information management on the Sleman Regency BPBD website. The method used in this study was mixed methods, quantitative and qualitative. Quantitative primary data were obtained through analysis of questionnaires on internal respondents from BPBD website managers and external readers. Qualitative data were descriptions of interviews with BPBD managers, contributors, and the community. This study used the Balanced Scorecard method with three indicator perspectives, namely: 1) internal processes; 2) growth and learning perspective; 3) customer perspective. The results show that the internal process perspective has not been effective, while the growth and learning perspective and the customer perspective are pretty effective. Based on the results, it can be said that public information management on the Sleman Regency BPBD website in general still needs to be improved. This study contributed to increasing the effectiveness of the Sleman Regency BPBD website so it is hoped that the management of the Sleman Regency BPBD website will be better

**Keyword** : balance scorecard, BPBD Sleman Regency, disaster communication, website  
**Subject** : Social Science

[AR-0098]

## **Analysis Of Indonesian Consumer Online Grocery Shopping Behavior In Jabodetabek Area**

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### **Abstract**

The COVID-19 pandemic in Indonesia is part of an ongoing worldwide pandemic. The number of additions to the corona virus with the most cases in Indonesia are the Jakarta Area (Jabodetabek), East Java, Central Java, South Sulawesi and West Java. To reduce the possibility of spreading the highly contagious of COVID-19 virus, the government and WHO recommend the public to maintain a safe distance from others. The government's appeal to maintain a safe distance from other people affects the level of public concern. This condition affects the mental health of individuals in Indonesian society. Based on a survey conducted by BPS, people's concerns about their health are increasing when they have to do activities outside the home. The existence of these concerns resulted in changes in behavior towards the Indonesian people in shopping for daily necessities, namely people's shopping patterns from offline to online. Because of this phenomenon, many online grocery shopping sites have emerged. This research was conducted using a descriptive method based on a questionnaire distributed to people living in Jabodetabek. In addition to using primary data, this study also used secondary data for reliable ones. The results of this study are to determine changes in people's preferences for online grocery shopping after the COVID-19 pandemic. This research is limited to a sample of Indonesian people who have made transactions in online grocery shopping. Based on the questionnaires that have been distributed to valid and reliable respondents, it is found that buying vegetables online is influenced by the place of domicile, salary, and age group. This research is expected to help online grocery shopping players in Indonesia to understand changes in customer demand and perception during COVID-19 to increase their sales and lead to customer satisfaction.

**Keyword** : COVID-19, Perception, Online Grocery Shopping, Customer Behavior

**Subject** : Social Science

[AR-0099]

## **Performance Assessment Instruments Employees For Public University Based On Strategic Plans And Competitive Advantage**

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### **Abstract**

The government issued PP 30 of 2019 which essentially made employee performance appraisals results-oriented and derived from the performance of the institution. PTN PK-BLU that are given financial flexibility is required to improve the quality of their service and financial performance based on strategic plans and institutional excellence. Government agencies enforce the implementation of PP 30 of 2019, issuing regulations regarding the transfer of administrative positions to functional positions as regulated in Permenpan-RB No 17 of 2022 concerning the Equalization of Administrative Positions into Functional Positions. This study aims to analyze the effect of a performance appraisal system based on business strategic plans and the advantages of PTN PK-BLU based on PP 30 of 2019. This study uses a qualitative descriptive approach conducted at the "Veteran" National Development University Yogyakarta. The results showed that there was a change in the preparation of the SKP for lecturers and employees based on employee performance appraisals. Performance assessment uses a rubric whose indicators are adjusted to the RENSTRA, all of which will relate to the achievement of the Key Performance Indicators.

**Keyword** : Employee Assessment, PTN PK-BLU, Strategic Plan Business, Institutional Advantages

**Subject** : Social Science



[AR-0105]

**ANALYSIS OF INTERNAL CONTROL SYSTEM AND STANDARD OPERATING PROCEDURES UPN YOGYAKARTA COOPERATIVES TO SUPPORT GOOD CORPORATE GOVERNANCE**

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**Abstract**

The increasingly tight competition between cooperatives and other financial institutions forces UPN Yogyakarta cooperatives to implement proper governance to provide good services in order to increase member trust. The concept of GCG is not only limited to being implemented in large companies, but can also be implemented in SMEs or cooperatives. The implementation of good governance in cooperatives is the hot issue and is intensively socialized by the State Ministry of Cooperatives and SMEs. The challenges of managing cooperatives are increasingly complex in the era of globalization. Performance measurement using GCG principles supports efficient and effective cooperative governance so as to further improve cooperative performance and cooperative services to its members.

**Keyword** : Cooperatives; Good Corporate Governance; Internal Control System; Standards Operating Procedures  
**Subject** : Social Science

[AR-0117]

## **Improving Students' Speaking Skills By Using Duolingo Application**

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### **Abstract**

This research aimed to find out the Improving Students' Speaking Skills by Using Duolingo Application. The subject of this research was a class which consisted of 31 students at eight grade of SMP Negeri 35 Samarinda 2022 Academic year. The research was conducted by using Classroom Action Research (CAR) and the technique of analyzing the data of this research was using quantitative data. The quantitative data were taken from the test such as: Pre-test and Post-test to find the mean score of students speaking. The result of this research showed that there was an improvement of students speaking skills with the mean of the pre-test was 44.67 and the mean of the post-test in the first cycle was 47.41. Then, the mean of the pre-test was 54.83 and the mean of the post-test in the second cycle was 78.06. The total of students who got the highest and the lowest score was improve too. The number of the students got the highest score was 65 and the lowest score in the first cycle was 35 improve to the highest score was 95 and the lowest score in the second cycle was 50. It showed that the improving of students speaking skills through Duolingo application could improve students speaking skills and could give an effect on students speaking fluency. The students got more enthusiastic, active and interested in learning English language. So, it can be concluded that the improving of students' speaking skills through Duolingo application was effective to improve their speaking fluency, pronoun, grammar, and comprehension.

**Keyword** : Speaking skills, Duolingo Application, and Classroom Action Research.

**Subject** : Social Science

[AR-0129]

## **COACHING COMMUNICATION FOR IMPROVING KARATE ATHLETE ACHIEVEMENT**

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*UPN Veteran Yogyakarta*

### **Abstract**

In general, the technical abilities of the branches must be mastered by the trainers because those who work as trainers already have training certifications from various upgrading, training, and coaching clinics. However, the ability to communicate in coaching is not necessarily fully mastered by most coaches. This study aims to add theoretical development to the study of sports coaching communication, especially in the physical and mental training of karate athletes to improve performance. The results showed that the pattern of coaching communication in the sport of karate develops in the training process and outside the training. The form of coaching communication during training and outside of training is generally face-to-face. The method used in coaching communication uses lectures, demonstrations, and video media to provide more motivational stimuli for each athlete's achievement. The approach taken in coaching communication is an open, familial and personal approach with lecture and demonstration methods and the use of video. The selection of these coaching communication methods and approaches has proven to motivate and build athletes' confidence. Athletes can receive and interpret instructional messages conveyed and desired by the coaches. Suggestions and recommendations that can be given in this study are that coaches must have competency certification to be better able to increase capacity in training karate athletes.

**Keyword** : coaching communication, karate, athlete achievement

**Subject** : Social Science

[AR-0134]

## **Environmental Services Valuation Of Green Open Space In Sleman District Yogyakarta, Indonesia**

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*UPN Veteran Yogyakarta*

### **Abstract**

ABSTRACT. Gross regional domestic product (GRDP) figures demonstrate a region's economic performance and development success. Conventional GRDP that has been calculated so far does not however show the actual level of welfare. Therefore, green GRDP is quantified to account for costs caused by natural resource depletion and degradation. Environmental services are also a positive contributing factor to the green GRDP of the Sleman District, Yogyakarta, Indonesia. Using a particular approach, their valuation was conducted to determine the perceived benefits of those available in the green open space. As a result, the Total Economic Value of the environmental services provided by this space was estimated at IDR10,203,212,977,405, comprising Direct Use Value and Indirect Use Value.

**Keyword** : GRDP, Valuation, Environmental Services, Economic Value, Open Green Space

**Subject** : Social Science

[AR-0140]

# **Evaluation Of Educational Service Quality Strategies Using Servqual And IPA Methodology To Improve Accreditation Level In Industrial Engineering Study Program UPN "Veteran" Yogyakarta**

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## **Abstract**

This study aims to determine strategies in making priorities for improving the quality of education services to increase the ranking or level of accreditation of study programs. Accreditation level is a specification or assessment result of the National Accreditation Board for Higher Education of a study program at a university, which indicates the level of service quality. Therefore, to be able to compete on a national and international level, study programs always improve their ranking or accreditation level. In this study, the integration of the Servqual and Importance Performance Analysis (IPA) methodology as a systematic tool in improving the quality of education services to increase the level of accreditation. This study is based on 9 criteria as a reference for the assessment of study program accreditation. Based on the results of this study, it is obtained that the criteria that are prioritized as an educational service policy must be discussed by universities.

**Keyword** : Servqual, Importance Performance Analysis, Accreditation, Higher Education, Study Program  
**Subject** : Social Science

[AR-0156]

## **Training Design And Publicationâ€™s Policy For Increasing Lecturer Competency Case Study: Graduate Program Of Communication In UPN Veteran Yogyakarta**

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### **Abstract**

The communication department, especially the magister program in Universitas Pembangunan Nasional â€™Veteranâ€™ Yogyakarta (UPNVY), tries to develop and increase lecturer competency through training programs and publication policy. It aimed to drive lecturers to do research and write an article for publication, either national or international scope. Many lecturers in Magister Program in UPNVY were perceived as less productive in publication. Therefore, to stimulate and change the situation, the program and policy were intended to realize a goal that drives lecturers to be more productive; the Magister Program of Communication holds training and publication policy. This program provides a method that was used to determine a research problem, asses to literature, evaluate any research that was executed, determine the novelty of the article, and determine an accurate journal that fits the theme. This program can be said as a part of applied research because it functioned to facilitate and explore any difficulties and expectations derived from the lecturer and later create conditions that increase and change a situation being idealized preferences. The results of this program were displayed by the number of articles that were successfully produced.

**Keyword** : Training and policy program, article for publication, Magister Program of Communication, Lecturers, Productivity

**Subject** : Social Science

# Mass Media as Digital Opinion Leader in a Time of Crisis under Uncertainty: A Social Media Analysis

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**Abstract.** Information and instructions during the early days of the Covid-19 pandemic became necessary for the public during uncertain circumstances. This article aims to explain the role of the mass media as a key actor in leading opinion on Twitter social media in the early stage of the pandemic. This study uses a content analysis approach with the Social Network Analysis (SNA) method. As a result, six of the top ten opinion leaders on Twitter are mass media, namely @CNNIndonesia, @detikcom, @kumparan, @geloraco, @kompascom, and @TirtoID. The mass media with the largest in-degree is @CNNIndonesia. The mass media emerged as opinion leaders because of sharing activities on social media that offered choices for the public in obtaining information during the Covid-19 pandemic crisis. The news presented and distributed on Twitter contains the ideas of basic information, preventive information, treatment information, medical research, social context, political and economic context, personal stories, and others.

**Keywords:** mass media, covid-19, crisis, social network analysis, uncertainty reduction theory

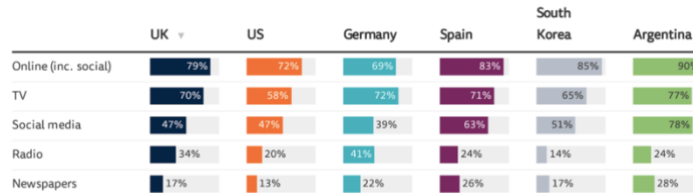
## Introduction

March 2020 was the beginning stage of the Covid-19 pandemic in Indonesia. At that time, the first case of Covid-19 was announced. In this crisis situation, crisis management by the government is very much needed to provide certainty in handling the community. Christensen, Læg Reid, and Rykkja (2016) stated that there are two main dimensions of crisis management: governance capacity and governance legitimacy. The two are mutually exclusive and dynamically influence how governments mitigate, deal with, and learn from crises (Boin et al., 2017). Governance capacity is divided into analytical, coordination, regulatory, and communication capacity.

Meanwhile, the government's legitimacy relates to how the government system (including the public and the media) experiences and evaluates various government efforts during a crisis. For Easton (1965), when the crisis is handled well, the legitimacy of government is linearly high. On the other hand, when legitimacy is low, governance capacity can be described as weak.

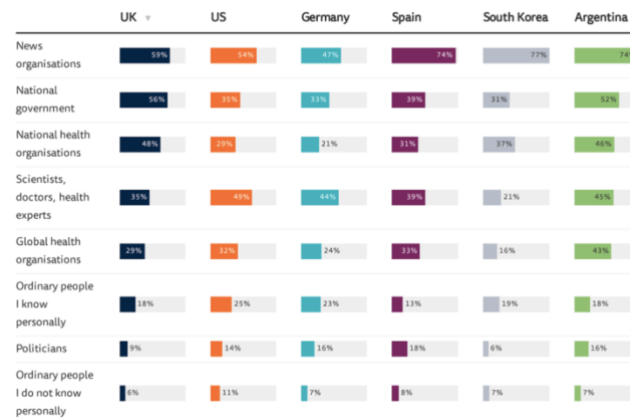
Nielsen et al. (2020), in their report on how the public has access to pandemic news and information in 6 countries (the UK, US, Germany, Spain, South Korea, and Argentina),

stated that all of these countries accessed the most online media (including online mass media) during March-April 2020 (Fig. 1.).



**Fig. 1.** How to get news of the March-April 2020 pandemic in 6 countries

The six countries are said to have sought more information regarding the COVID-19 pandemic from news organizations than national governments, government health organizations, scientists, doctors, health experts, global health organizations, and politicians (Fig.2).



**Fig. 2.** The most frequent source of information on the March-April 2020 pandemic in 6 countries

Meanwhile, from the Nielsen report (2020), it is known that the mass media, through framing their news plays an important role, especially in the early days of the pandemic, in helping people who are shrouded in ignorance and confusion to understand medical matters surrounding COVID-19, government responses and efforts, and ways to protect yourself during a pandemic better. Although there is still much news that is shallow, full of stereotypes, less critical, and based on assumptions, journalists are considered more credible in providing information compared to other platforms (such as chat applications, video sites, and social media), which are prone to disinformation and misinformation. Other studies have found that the way people search for information about crises, evaluate, and make decisions related to crises is strongly related to the content covered by the news media (An et al., 2009). Thus, news coverage is considered to significantly influence people's perceptions and behavior in crisis events, including public health emergencies (Coombs, 2006; Francken et al., 2009). Previous research by Paek & Hove (2020) stated that in a crisis, it is better to provide information as clearly as possible, what is known and unknown at this time, rather than not stating anything. If the government does not play a role, the mass media will become an essential tool in fighting Covid-19 from becoming a widespread epidemic in the future (Anwar et al., 2020).



As one of the social media that accommodates sharing activities, Twitter has become a platform often used by the mass media to spread their news. Larsson et al. (2015) explained that official mass media accounts often share their news via Twitter. During the pandemic, Yu (2020) considered social media a sharing tool for mass media related to covid-19 issues. This is an exciting strategy considering Vosoughi's (2018) analysis that Twitter is a social media that reaches six times the speed of spreading misinformation. Twitter social media is expected to be a tool for disseminating information, not only false information but also credible information, to the public. Therefore, this study seeks to explain the role of mass media as opinion leaders on Twitter social media in the early days of the pandemic and how the mass media—which also carries out sharing activities on Twitter—become a strategic tool in reducing uncertainty during a crisis.

## **Materials and Methods**

To answer how the mass media became digital opinion leaders and their role in handling the early crisis of the pandemic, this research was conducted using a Social Network Analysis (SNA) approach completed with qualitative analysis. SNA is concerned with the role of the actor and the relationship of the actor with other actors in a group or community. SNA will describe how the network structure of Twitter social media users is related to the issues of the COVID-19 pandemic on social media.

Withdrawal of tweets was carried out using the *AcademictwitterR* package for all tweets in the period March 1, 2020 (the first time a positive case of Covid-19 was announced in Indonesia) to April 6, 2020 (a week after the issuance of Government Regulation Number 20 of 2020 concerning Large-Scale Social Restrictions (PSBB) and the emergence of the issue of PSBB accompanied by a civil emergency). The retrieved tweets must contain the keywords lockdown, PSBB, quarantine, virus, corona, or masks. This process generated 13.5 million tweets containing keywords and was analyzed in this study.

The data retrieval results from Twitter are then analyzed for network attributes and visualized using Gephi Version 0.9.6. The analysis leads to a description of the discussion on the measurement of degree centrality, namely the actors who dominate the flow of information in the network or information about how many direct relationships or connections each actor (node) has so that it can be seen that famous actors are in the issue taken (Gruzd, 2016). The measurement of the degree of centrality is then analyzed from the perspective of the role of the mass media in times of crisis. In addition to SNA, a qualitative analysis of network analysis data was also carried out to identify which mass media took the role of digital opinion leaders and how the context of the news spread through social media.

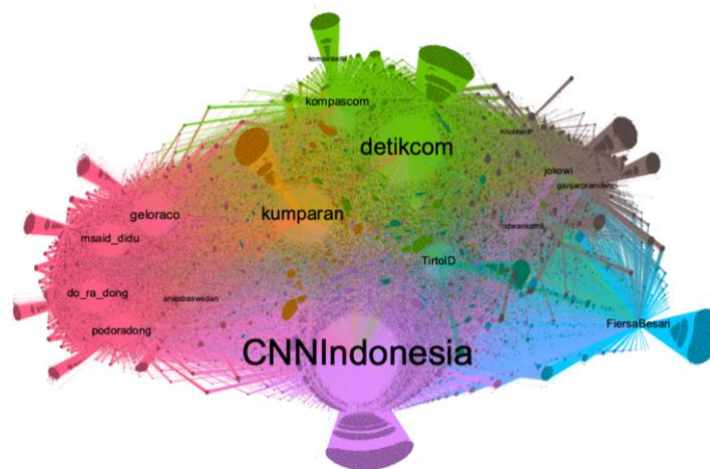
## **Results and Discussion**

### *Mass media as digital opinion leader*

Each issue and interest has its opinion leader (Lincényi et al., 2013). Mass media plays an essential role in society, from reporting important information about the world, culture, politics, and socialization. Not only that, but the mass media also acts as an intermediary in

shaping important public opinion. So that the mass media becomes vulnerable when they manipulate and abuse their authority for the benefit of the actors in power. In a network analysis of all tweets that said the key to lockdown, PSBB, quarantine, virus, corona, or masks in the early days of the pandemic, six mass media out of the top ten opinion leaders with the most in-degrees were found. This means that the six media are the media that are most referred to, retweeted, commented on through the reply column, and liked by Twitter netizens. The six mass media are @CNNIndonesia, @detikcom, @kumparan, @geloraco, @kompascom, and @TirtoID. The dominating position of the mass media as an opinion leader in the mass media reinforces the assumption of Denis McQuail (1999). He states that the media is a potential vehicle to influence, control and promote innovation in companies, a vital source of information for the functioning of most social institutions, and a fundamental instrument of transmission.

Media @CNNIndonesia and @detik.com, which dominate in the top two positions, are business media created by Chairul Tanjung – a businessman, former minister of the Susilo Bambang Yudhoyono era, and has close ties to several political parties in Indonesia. The six mass media emerged as digital opinion leaders, meaning the success of the mass media in carrying out their agenda setting during the early days of the Covid-19 pandemic. The mass media have arranged media topics through various communication channels, including sharing activities through Twitter and encouraging netizen discussions in the Twitter reply column. In addition, editors mediate selected information to recipients. Furthermore, the mass media will indirectly shape public opinion, influence studies and debates spread ideas, expand conversations, and influence government policies related to the Covid-19 pandemic.



**Fig. 3.** Results of in-degree Social Network Analysis Twitter March 1-April 6, 2020

Unfortunately, let us look at the results of the SNA (Fig. 3. and Table 1). The relationship between government actors or politicians with the public is far inferior to the mass media on Twitter during the early Covid-19 pandemic. At the same time, Twitter social media provides an equally reasonable distance between mass media accounts and netizens or government actor accounts with netizens. For example, the account of the President of the Republic of Indonesia @jokowi, which is in the 14th position with the highest in-degree account, the account of the Governor of Central Java @ganjarpranowo at the 42nd position, the

account of the Governor of DKI Jakarta @aniesbaswedan at the 88th position, the account of the Governor of West Java @ridwankamil at the 91st position, and the account of the Governor of East Java @khofifahIP at the 984th position. This is possible without social media, given the difficulty of public resources and access to direct government sources and public health officials (Jang & Baik, 2019).

**Table 1.** In-Degree Centrality, results from SNA Twitter at the beginning of the Covid-19 pandemic

Rank	Twitter Account	In-Degree Centrality	Account Description
1	CNNIndonesia	570689	<ul style="list-style-type: none"> <li>• Mass media</li> <li>• Verified press council</li> <li>• Person in Charge: Desi Anwar</li> <li>• Principal: Titin Rosmasari</li> <li>• Chairul Tanjung Conglomerate</li> </ul>
2	detikcom	326232	<ul style="list-style-type: none"> <li>• Mass media</li> <li>• Verified press council</li> <li>• Principal: Alfito Deannova Ginting</li> <li>• Chairul Tanjung Conglomerate</li> </ul>
3	kumparan	230341	<ul style="list-style-type: none"> <li>• Mass media</li> <li>• Verified press council</li> <li>• President commissioner: Budiono Darsono</li> <li>• Chief Editor: Arifin Ashdhad</li> </ul>
4	geloraco	115059	<ul style="list-style-type: none"> <li>• Mass media</li> <li>• Not yet verified by the press council</li> <li>• Does not have an editorial address</li> <li>• Opposition Media</li> </ul>
5	kompascom	95732	<ul style="list-style-type: none"> <li>• Mass media</li> <li>• Verified press council</li> <li>• Chief Executive Officer: Wisnu Nugroho</li> </ul>
6	do_ra_dong	87804	<ul style="list-style-type: none"> <li>• Anonymous account</li> <li>• Account been on Twitter since July 2018</li> <li>• Account has been suspended</li> <li>• Last update 23 March 2020</li> <li>• Anti #BangsatBangsa</li> </ul>
7	msaid_didu	86934	<ul style="list-style-type: none"> <li>• Former Secretary of the Ministry of SOEs (Indonesia)</li> <li>• Often criticizes the government</li> <li>• Former civil servants of echelon officials at the Agency for the Assessment and Application of Technology (BPPT).</li> <li>• Once had a dispute with Luhut, stating that Luhut was considered to be only concerned with personal gain without thinking about handling the coronavirus.</li> </ul>
8	TirtoID	85984	<ul style="list-style-type: none"> <li>• Mass media</li> <li>• Verified press council</li> <li>• Person in Charge/Pimred: Agung DH</li> </ul>
9	FiersaBesari	85559	<ul style="list-style-type: none"> <li>• Artist</li> <li>• Writer</li> <li>• Influencers</li> </ul>

10	podoradong	80741	<ul style="list-style-type: none"> <li>• Anonymous account</li> <li>• Account been on twitter since March 2020</li> <li>• Account has been suspended</li> <li>• Last update 10 October 2020</li> <li>• Anti #BangsatBangsa</li> </ul>
14	jokowi	59194	President of the Republic of Indonesia
42	ganjarpranowo	28842	Governor of Central Java
88	aniesbaswedan	17948	Governor of DKI Jakarta
91	ridwankamil	17634	Governor of West Java
984	KhofifahIP	1104	Governor of East Java

Another misfortune is that, although six mass media dominate opinion leaders on Twitter, there is still one mass media that the Press Council, namely @geloraco, has not verified. The verification in question is a data collection process for press companies as mandated in Article 15 (2) letter g, UU No. 40 of 1999 concerning the Press, namely registering press companies (Etika, 2017) to ensure the implementation of press companies' commitments in upholding professionalism and protection of journalists in order to realize press freedom and carrying out social responsibility of the press to the public (McQuail, 2011).

From these results, it can be seen that opinion leaders in social media are not always actors or influencers. The mass media become opinion leaders because of the help of social media that uses the principles of new media logic. News-sharing activities on social media are carried out by almost all traditional mass media today. The mass media expand their content distribution channels to reach a wider audience and gain economic benefits. If in traditional media, what is displayed in the media will be exposed in a limited way and controlled by only one channel. In new media logic, content or information (including by mass media accounts on social media) will spread more because of the connectivity and interactivity of the audience through comments, likes, and sharing (José & Poell, 2013). The social connectedness of people also supports this through shared interests in social media, which makes disseminating information and the process of agenda-setting mass media in crisis masses expand very quickly. By sharing news on social media, mass media provides a choice for the public in accessing information, as stated by the uses and gratification theory (LaRose & Eastin, 2004).

#### *Framing Code*

Framing can examine the relationship between mass media and journalism, public relations, and communication on health issues. Framing describes how an issue is characterized or made more prominent and packaged in mass media coverage to affect how the audience understands the issue (Entman, 2013; Scheufele & Tewksbury, 2007). In a health crisis, the mass media is one of the most stable and well-established sources of health information for the public, especially concerning urgent viral epidemics and pandemics. This is because mass media framing can impact people's understanding of current health issues and what people should do as recipients of information (Emmons, 2006; Lee & Basnyat, 2012).

The six mass media that emerged as Key Opinion Leaders in the Twitter social network analysis became a sign that the mass media had taken up this role. The impact of a disaster or

crisis condition will be lower when people have direct cognitive knowledge and experience, one of which is obtained from the mass media. According to Bernard (2021), at least there are several types of framing carried out by the mass media during the Covid-19 pandemic, namely basic information containing basic information on the number of cases; preventive information containing information on ways to prevent Covid-19 such as hand washing campaigns, large-scale social restrictions, working and studying from home; treatment information contains information about what to do when exposed to Covid-19, how to do testing, and what drugs or vaccines must be obtained to recover; medical research containing information on the latest technological developments and vaccinations to support the handling of the Covid-19 pandemic; the social context contains information related to community activities that have been hampered by the Covid-19 pandemic and what the government has done; political and economics context containing economic information, government policies related to tourism, social restrictions, and economic recovery; as well as personal stories containing humanist features or inspirational stories during the Covid-19 pandemic crisis.

**Table 2.** Framing Categories. Types of framing mass media coverage during the Covid-19 pandemic

Central Ideas	Examples
<i>Basic Information</i>	<i>Factual information or updates on COVID-19 e.g., number of fatalities, confirmed cases</i>
<i>Preventive information</i>	<i>Non-Pharmaceutical interventions recommended and/or enforced through policy and government e.g., handwashing, social distancing, banning congregation of groups, closing of venues, data collection, COVID Safe app</i>
<i>Treatment information</i>	<i>Treatment options including what to do, and where to go e.g., fever clinics, drive through testing, GP advice, telehealth</i>
<i>Medical research</i>	<i>New medical findings e.g., vaccine development, virus mutations, new drug trials, technological advances</i>
<i>Social context</i>	<i>Impact on social activities, schools, events Mental health in isolation Self - efficacy Social responsibility</i>
<i>Political and economic context</i>	<i>Economic information e.g., Jobkeeper, Jobseeker, economic stimulus package Tourism, travel Lockdown</i>
<i>Personal stories</i>	<i>Human interest stories</i>
<i>Other</i>	<i>Open ended code for any data that does not align with the above frames</i>

Source: Bernard, et. Al, 2021

As the top media that emerged as an opinion leader, CNN Indonesia framed mass media coverage on several central ideas. CNN Indonesia displays basic information in the form of daily Covid-19 case updates (cases recovered, positive, and dead). CNN Indonesia conveys this information daily to provide an overview of the current situation. Information is framed in neutral language and is more informative than tendentious. CNN Indonesia media also conveyed preventive information, for example, the hand washing campaign (CNN Indonesia has the news tag "wash hands"), which was carried out in a persuasive manner instead of containing threats.

The tendency of CNN Indonesia reporting on preventive information is to cite medical research to frame the news objectively from a medical point of view. For example, even until

Covid-19 subsided in October 2022, CNN Indonesia was still displaying the results of medical research regarding hand dryers commonly used after washing hands which were claimed to have the potential to spread Covid-19.

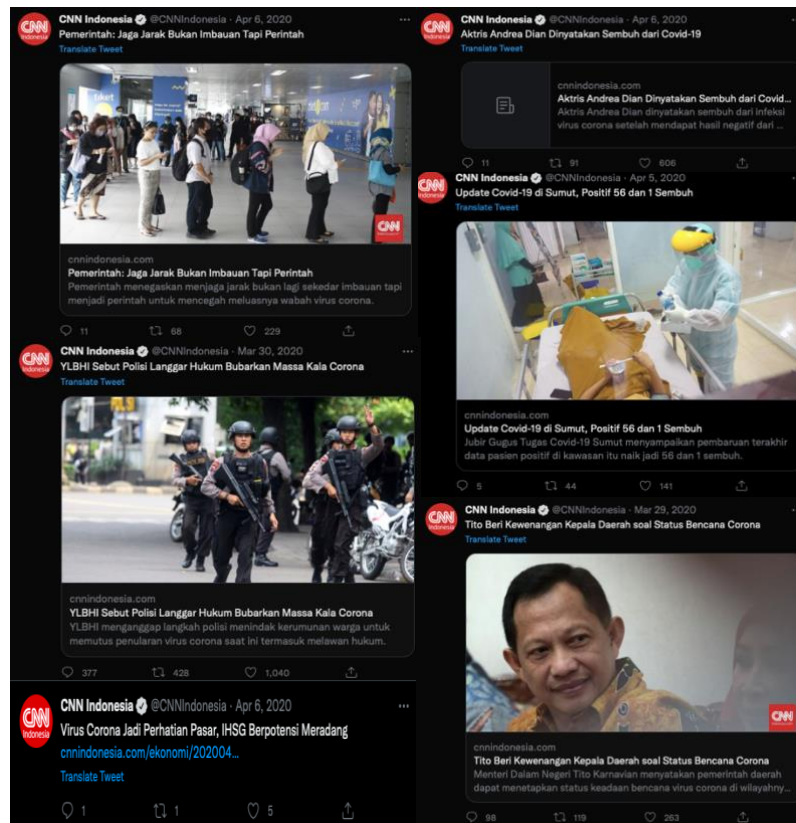


Fig. 4. CNN Indonesia news framing about Covid-19 pandemic in Indonesia

Reports that are political and economic context are also displayed by CNN Indonesia, for example, the government's affirmation regarding "keep your distance" (not just an appeal), forced dispersal of crowds of people, and the granting of authority from the minister of home affairs to regional heads to determine regional alert status on Covid-19 period. CNN Indonesia also raised news on the economic impact through the tag "layoffs due to corona." Economic news headlines tend to be shorter and do not appear to be on a particular subject. CNN Indonesia delivered Personal Stories, one of which was about healing stories from Covid-19, which contained messages of benefit and human interest.

The mass media need to understand their role as managers of public anxiety during the pandemic, one of which is by packaging the news in gain-framed messages (containing benefits and advantages). This is necessary so that the message's meaning is more straightforward to reach and persuasive for the audience than news containing messages of fear and threats,

especially in encouraging the prevention of the spread of the pandemic (Gallagher & Updegraff, 2011).

### *Mass Media in Reducing Uncertainty*

Uncertainty Reduction Theory (URT) by Berger and Calabrese (1975) assumes that individuals feel discomfort over uncertainty at the beginning of interpersonal interactions. Therefore, individuals are involved in seeking information to reduce uncertainty. URT is widespread, involving the conditions of interpersonal communication and trying to explain alternative situations. Sunnafrank (1990) argues that individuals seek to reduce uncertainty only when they expect a positive outcome. According to him, the basic logic of URT theory is that it is clear that individuals in uncertain situations tend to feel uncomfortable, so information seeking is a viable solution to that discomfort in many contexts. Thus, the URT theory can also be applied to mass communication studies.

In the early days of the Covid-19 pandemic, the type of uncertainty known as epistemic uncertainty was felt by the community, where important actors who were supposed to be responsible and involved in providing information accompanied by data did not appear to provide an initial picture of Covid-19 and resulted in confusion. Another type of uncertainty the public feels also comes from the conflicting attitudes of actors who should be responsible for information on the Covid-19 pandemic (consensus uncertainty). This condition raises public doubts about which one to trust or not (Paek et al., 2020). For example, when people are left alone with questions about whether they should wear masks or not and how to use masks properly and correctly at the beginning of the Covid-19 pandemic.

Not only these two types of uncertainty are the source of people's emotions, but also the process of mass communication. In times of crisis, such as the Covid-19 pandemic, the mass communication process can be a source of uncertainty. On the other hand, it is also a mechanism for seeking information from individuals. Kubey and Peluso (1990) and Boyle et al. (2004) exemplify that the traumatic events of September 11, 2001, in the United States, which were broadcast on the mass media, caused a strong emotional reaction due to a sense of uncertainty. In other words, negative influences (including sadness, anger, and helplessness) can result from uncertainty and encourage interest in the information. There is a close relationship between emotional reactions to traumatic events and information-seeking efforts.

As individuals become aware of the origins of their negative influence, interpersonal efforts occur to reduce the negative influence, including information seeking in mass communication (Boyle et al., 2004; Riffe & Stovall, 1989). Instead of avoiding information, when people feel anger, anxiety, and helplessness in the Covid-19 pandemic situation, they increase their media use. This was done to learn more about the causes of emotions and how to deal with uncertainty during the early days of the Covid-19 pandemic.

Meanwhile, in fulfilling their curiosity about conditions of uncertainty, people tend to use more media types than only one. The uses and gratification theory reinforces the phenomenon that the need for specific information will drive a shift in the use of media. When people do not find satisfaction with a piece of information in one type of mass media, they shift to other types that provide more information to reduce the negative impact it produces on uncertainty. In this situation, the mass media need to take public feedback carefully. Mass

media, with its dedication to the public interest, has the potential to provide accurate information to help the public reduce its negative influence and uncertainty. The results of the SNA in this study found that six of the top ten opinion leaders on Twitter are mass media. This also shows that the mass media are reading the public's needs and trying to maximize a more diverse platform for sharing the resulting news.

## Conclusion

Six mass media became digital opinion leaders on Twitter during the early Covid-19 pandemic. The prominent opinion leader is CNN Indonesia. The factor that makes the mass media an opinion leader is news-sharing activities on social media that use the principles of new media logic. From these sharing activities, the mass media utilize social media to distribute information and content to provide an alternative for audiences seeking information. This news-sharing activity causes mass media coverage to spread and emerge as opinion leaders. The mass media as an opinion leader is ideal in a health crisis such as the Covid-19 pandemic. The hope is that the agenda-setting process of the mass media will bring people into a more controlled situation through gain-framed messages. This study has the limitation of not looking quantitatively at how CNN Indonesia does much news framing on each framing that Bernard put forward.

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