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Book of Abstract Conference Proceeding

# 9<sup>TH</sup> RESBUS

Virtual Conference :  
14 May 2024

**9TH INTERNATIONAL CONFERENCE ON INTERDISCIPLINARY RESEARCH ON  
EDUCATION, ECONOMIC STUDIES, BUSINESS AND SOCIAL SCIENCES**

Theme: "Exploring Interdisciplinary Perspectives for Shaping Sustainable Strategies  
in Global Education, Economics, Business, and Society"

<https://resbusconference.com/>

# **Book of Abstract Conference Proceeding**

## **9<sup>th</sup> International Conference on Interdisciplinary Research on Education, Economic studies, Business and Social Sciences (9<sup>th</sup> RESBUS)**

Theme: “Exploring Interdisciplinary Perspectives for Shaping Sustainable Strategies in Global Education, Economics, Business, and Society”

**Virtual International Conference  
May 14, 2024**



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**9<sup>th</sup> International Conference on Interdisciplinary Research on**  
**Education, Economic studies, Business and Social Sciences**  
**(9<sup>th</sup> RESBUS)**

**Theme: “Exploring Interdisciplinary Perspectives for Shaping Sustainable Strategies in Global Education, Economics, Business, and Society”**

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# **FOREWORD**





International Women University or IWU (Indonesian: Universitas Wanita Internasional) is the first women's university in Indonesia. It is located in Bandung, the capital city of West Java. It is a private university, under supervision of Arena Komunikasi Bandung Foundation.

IWU is established at February 13 2008, according to letter of establishment SKPT No. 26DO2008. It was inaugurated by State Minister for Women's Empowerment and Child Protection of the Republic of Indonesia, Linda Amalia Sari, to empowering Indonesian women and to increase the number of qualified women not only in the legislature, but in all sectors, such as NGOs, executives and other institutions. For this reason, the International Women's University also organizes a double degree program.

#### VISION

To become a leading university in the advancement of knowledge, technology, arts, and the empowerment of women that strengthens humanity's dignity and fosters an entrepreneurial spirit by the year 2035.

#### MISSION

1. To provide excellent professional education to prepare students who are steadfast, committed, and devout to the One Almighty God.
2. To offer internationally competitive higher education relevant to users' demands in advancing intellectual development and societal welfare.
3. To develop innovative research in the fields of science and technology.
4. To conduct studies and provide counseling services to accelerate the empowerment of women to contribute to the quality of community life.

<http://iwu.ac.id>



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

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

From 2017 to 2021, more than 20,000 scholars have participated in our programs from Asia, Australia, Africa, America, and Europe continents. With the average of the increasing number of members by more than 5,000 each year, we continuously strengthen the global research ecosystem by having four support systems that are ready to help members from across the world.

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

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

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

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# CONFERENCE CHAIR MESSAGE

---

Distinguished Participants and Guest,  
Excellencies, Ladies, and Gentlemen

Good morning, esteemed guests, respected attendees, and beloved members of our community. It is with great pleasure that I extend a warm welcome to each and every one of you on this special occasion. Today marks a significant milestone in our shared journey as we gather for "The 9th International Conference on Interdisciplinary Research on Education, Economic studies, Business and Social Sciences (9th RESBUS)" hosted by International Women University in collaboration with the Research Synergy Foundation. I am deeply honored to address you all as we embark on this remarkable event.

Hosting this conference has been a privilege, and we extend our heartfelt gratitude to our esteemed Keynote Speakers:

- Prof. Dr. Hj. Dewi Indriani Jusuf, M.Si., CDMP  
Rector of International Women University, Indonesia
- Assoc. Prof. Dr. Sylvia Nabila Azwa Ambad  
Faculty of Business and Management, Universiti Teknologi MARA, Sabah Branch, Malaysia

Our chosen theme, "*Exploring Interdisciplinary Perspectives for Shaping Sustainable Strategies in Global Education, Economics, Business, and Society*", underscores the importance of interdisciplinary collaboration in shaping sustainable strategies across various domains such as global education, economics, business, and society. In today's interconnected world, addressing complex challenges requires a multifaceted approach that draws upon insights from diverse fields. By bringing together experts from different disciplines, we can gain a deeper understanding of the interconnectedness of issues and develop comprehensive solutions that are both effective and sustainable.

Furthermore, I encourage each of you to be actively engaged in discussions, share insights, and make the most of the wealth of knowledge that will be imparted during this conference.

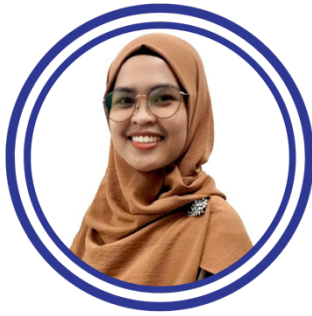
I extend heartfelt gratitude to each and every one of you for being with us today, particularly our Keynote Speakers, Session Chairs, Scientific Reviewers, Conference Committee, Presenters, and Attendees from around the globe. Despite gathering virtually, your participation and enthusiasm serve as inspiration to us all. I am hopeful for a smooth and successful conference ahead. Thank you.

Best regards,

**Dr. Sri Riani, S.Pd., M.Si**  
Conference Chair of 9<sup>th</sup> RESBUS

## CONFERENCE CHAIR

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***Dr. Sri Riani, S.Pd., M.Si***

**Conference Chair of 9<sup>th</sup> RESBUS  
International Women University**

**Dr. Sri Riani, S.Pd., M.Si** is the conference chair for the 9<sup>th</sup> International conference on Interdisciplinary Research on Education, Economic studies, Business and Social Sciences - (9<sup>th</sup> RESBUS), as well as a Director of Innovation and competition International Women University.

She is a biology lecturer within the academic environment of the International Women University. Renowned for her tireless dedication to education and research. As a Director of Innovation and competition International Women University, She is committed to fostering an environment that stimulates creativity, collaboration, and experimentation across the university community. Through the Directorate of Innovation and Competitions, She establish a mission to cultivate an inclusive and sustainable culture of innovation, and expand collaboration at both national and international levels.

## CO-CONFERENCE CHAIR

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***Dr. Hendrati Dwi Mulyaningsih, S.E., M.M.***

**Founder & Chairperson of Research Synergy Foundation**

**Dr. Hendrati Dwi Mulyaningsih** is the chairperson and founder of Research Synergy Foundation that has shown great commitment on creating Global Network and Research Ecosystem. This GNR ecosystem has been developing since 2017 up to the present and having increasing numbers of the member up to more than 25.000 from all around the globe. Her passion in how to create impact and co creation value among all the stake holder of RSF has made her focus on upholding integrity in the scientific process through enhancement of RSF's support-support system as like Reviewer track, Scholarvein, Research Synergy Institute and Research Synergy Press. Thus, her work in this area has made her as the Nominee of Impactful Leadership Awards from Tallberg Foundation Sweden 2019.

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

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



## OPENING SPEAKER

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***Prof. Dr. Umi Narimawati, Dra., SE., M. Si.***

**International Women University**

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**Prof. Dr. Umi Narimawati, Dra., SE., M.Si.,M.Pd.** holds the positions of Chair of the Cooperation and Publication Division at APPERTI West Java, Indonesia. Along with her extensive experience, she also holds the position of Human Resources Competency Assessor, BNSP – LSP MSDM since 2017, KSKI Merdeka Belajar Kampus Merdeka Review Team, at DIKTI, DP2M DIKTI Research Proposal Review Team 2019 until since 2019, UMKM Instructor Team for Bandung City, and Chair of the Head Lecturer and Professor Acceleration Division at the Professors' Association LLDIKTI IV since 2019. Her professionalism brought her to be one of the Advisory Board for Jabar Bergerak, Supervisory Board of Sekoper Cinta, Indonesian Gender Expert, National Lecturer Credit Score Assessor Team, and Academic Position Assessor Team at Kopertis / LLDIKTI IV.

The years of dedication not only in the research and higher education field but also organizations made Prof. Dr. Umi Narimawati, Dra., SE., M.Si.,M.Pd. received the award of Satya Lencana Karya Satya 20-Year Service Award, the award of Productive Lecturer in Research and Publication at UNIKOM, and Satya Lencana Karya Satya 10-Year Service Award.

In the midst of her devotion to the prominent profession she hold, she is also a lecturer for Undergraduate, Master's degree, and Doctoral Program at various higher education institution and universities such as International Women University, UNIKOM, U-Trisakti, and Universitas Pasundan.

## KEYNOTE SPEAKERS

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***Prof. Dr. Hj. Dewi Indriani Jusuf, M.Si., CDMP***

**Rector of International Women University**

**Prof. Dr. Hj. Dewi Indriani Jusuf, M.Si., CDMP** is the Rector of International Women University. She obtained her doctorate degree from Universitas Pasundan, Bandung, and a master's degree from Universitas Padjadjaran, Bandung. Throughout her professional career, she has held the positions of Vice Administrator/Director of Taman Lalu Lintas AISN Bandung (TLL AISN Bandung), Directorate of Production of PT IPTN, to her current position of Secretary of the TLL AISN Bandung Foundation and Speaker for Traffic Safety Education and Counseling (PPKLL) for Supervisors, School Principals, Teachers of Kindergarten & Elementary Schools in Cities / Regencies in West Java, DKI Jakarta, & DI Yogyakarta.

Before her role as a rector at International Women University, she has been in the prominent position of Dean of Faculty of Social Sciences & Business of International Women University and Vice Rector II of International Women University. She is also active in various organization such as being one of the Presidium of PP Perwari Pusat, Head of BKOW (Badan Kerja sama Organisasi Wanita - Women's Organization Cooperation Agency), Head of PD Perwari Jabar, Head of DPD Persikindo Jabar, Advisor of Himpunan Ratna Busana, and Committee of Paguyuban Professor Jabar (Jabar Professor's Association). Currently, besides handling the responsibility of a rector, she is also an active lecturer at International Women University.

# KEYNOTE SPEAKERS

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*Assoc. Prof. Dr. Sylvia Nabila Azwa Ambad*

**Faculty of Business and Management**

**Universiti Teknologi MARA, Sabah Branch, Malaysia**

**Dr Sylvia Nabila Azwa Ambad** has been serving as an Associate Professor at UiTM Sabah Branch. She teaches entrepreneurship, business, research methodology, and data analysis at doctoral, Master's, Bachelor's, and Diploma levels. She has supervised over 30 postgraduate students, with 13 PhD students graduating under her guidance. Her fervor for research is evident through her engagement in projects that have garnered research grants exceeding RM1 million. Moreover, she boasts a portfolio of over 90 published works. She actively participates in innovation competitions, securing over 20 innovation awards. Her accomplishments extend to receiving accolades on both international and national platforms. Noteworthy recognitions include the Outstanding Supervisor Award, Best Researcher Award, Best Paper Award, Best Presenter Award, UiTM Top Talent Award, Best Author Award, and Excellent Research Award. In terms of leadership and other academic contributions, she is the Founder of a Special Interest Group called RISE, which is actively engaged in consultancy work and research at both the international and national levels. She also serves as an advisor to other Higher Learning Institutions. She is also actively involved in international collaboration, serving as the Keynote Speakers, and invited speaker for various international conferences and seminars.

## **Summary of Speech**

Topic: Collaborative Frameworks: Cultivating Sustainable Strategies through Interdisciplinary Research

Ladies and gentlemen, esteemed colleagues, and honored guests,  
Welcome to today's keynote speech, in which we delve into "Collaborative Frameworks: Cultivating Sustainable Strategies through Interdisciplinary Research." This title aligned with the themes of this 9th RESBUS with the themes: Theme: "Exploring Interdisciplinary Perspectives for Shaping Sustainable Strategies in Global Education, Economics, Business, and Society".

First and foremost, I would like to welcome all to this international conference that serves as a platform for researchers, academicians, industries and stakeholders worldwide to gather and share knowledge and research findings. In this fast-changing digital and technology-driven world, knowledge sharing appears to be the fuel to move forward. Not to mention, congratulations to the organiser and all the committee for successfully organising this conference.

Ladies and gentlemen,  
In a world marked by complexity and interconnected challenges, collaboration emerges as the linchpin for progress. Collaborative frameworks provide the structure for leveraging diverse expertise, resources, and perspectives to tackle multifaceted issues efficiently and effectively. Interdisciplinary research is key to cultivating sustainable strategies because it allows experts from various fields to collaborate, bringing diverse perspectives and knowledge to address complex challenges. Interdisciplinary research fosters sustainable strategies through a holistic approach to solving environmental, social, and economic factors. Second, the collaboration between disciplines encourages creativity and innovation to tackle the complex challenges that may be impossible to solve within a single discipline. Third, we are now experiencing demanding issues such as climate change, food security and social inequality. These complex challenges require

interdisciplinary intervention at local, regional and international levels through various research disciplines such as agriculture, science and economics. Working in a silo is insufficient to solve the complex and dynamic challenges. Fourth, transdisciplinary knowledge is crucial in this modernised world characterised by technological advancement, globalisation, and evolving societal norms to produce sustainable solutions and anticipate the future. Additionally, the stakeholders' engagement must be part of the decision-making process and implementation to foster continuous improvement.

Ladies and Gentleman,

Yet, collaboration is not without its challenges, including but not limited to communication breakdowns, conflicting priorities and disciplinary silos that can impede progress and hinder collaboration. Acknowledging and confronting these challenges directly is critical to cultivating an environment that promotes collaboration and overcoming obstacles to achievement. Thus, proper planning, strong leadership, and a dedication to promoting a collaborative culture are necessary to implement collaborative frameworks effectively. Successful implementation requires clear communication, well-defined roles and duties, and conflict resolution procedures, which help to establish the framework for long-term innovation and impact.

As we look to the future, the potential of collaborative frameworks in interdisciplinary research is vast. Rapid technological advancements, evolving societal needs, and emerging global challenges present new opportunities for collaboration to drive positive change. Embracing emerging trends such as virtual collaboration, interdisciplinary training, and open science will be crucial for shaping the future direction of collaborative research.

In conclusion, collaborative frameworks are the foundation for cultivating sustainable strategies through interdisciplinary research. By embracing collaboration, defining clear frameworks, addressing challenges, and fostering a culture of innovation, we can unlock the full potential of interdisciplinary research to address the complex challenges facing our world today and in the future.

Thank you for having me, and it is an honour to be part of this conference. Best wishes to all presenters

# MODERATOR

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***Santi Rahmawati, S.T., M.S.M.***

**Founder & Director of Global Network and Operation  
Reserch Synergy Foundation**

**Santi** is a Founder and Global Network Operation Director of the Research Synergy Foundation (RSF). She actively engaged with scholars around the world for strengthening the Global Research Ecosystem. As the Director of Scholarvein, she creates, maintains, and develops the integrated system for managing international scientific conference and forum since 2017 up to present and already give benefit to more than 8.448 participants coming from >85 countries. With the combination of engineering and management science educational background, she has built the optimum workflow for scholars to contribute more to the society and humanities.

Santi holds her bachelor's degree of industrial engineering from Universitas Indonesia (UI). Furthermore, she had received her Master of Science Management (focusing on Entrepreneurship and Technology Management) from Institut Teknologi Bandung (ITB) in 2015. Santi worked for several years as a Research Assistant and later as the Associate Director of the Centre for Innovation Entrepreneurship and Leadership at the Institut Teknologi Bandung. In her roles Santi helped lead the centre's Micro-Enterprise Development project, designed to support economic development throughout West Java Indonesia through the provision of entrepreneurship capability development. She also collaborates with ITB and Victoria University of Wellington, New Zealand, on a project that focuses on how Information Technology start-ups acquire finance support in developing economies.

Santi has appointed as a Gateway Advisor in F1000Research (Scopus Q1) and Taylor & Francis Open Access Advisor (Scopus Q1, Q2 & WOS). She has already been an editor of three published books (both published by Routledge, Taylor & Francis), a reviewer in many reputable international journals, an author and co-authored multiple international research articles and book chapters. Santi also serves as the Managing Editor for six international journals <https://journals.researchsynergypress.com> : IJEBCE, IJEIIS, IJEASS, JSETP, IJMADIC, and JHASIB.

## SESSION CHAIRS

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***Dr. Naziatul Aziah Mohd Radzi***

**Universiti Kebangsaan Malaysia, Malaysia**

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**Dr. Naziatul Aziah Mohd Radzi** is a senior lecturer in Center for Sustainable and Inclusive Development Studies, Faculty of Economics and Management, Universiti Kebangsaan Malaysia. Her field of interest is on Sustainability management that includes ESG, Corporate Social Responsibility (CSR) and Circular Economy. Not only that, but her passion is always driven by the subject of Economics Development, Society Well-being and also climate change.



***Prof. Dr. Marwane El halaissi***

**Mohammed V University of Rabat, Morocco**

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**Marwane El halaissi, Ph.D.** in economics and management, is an Assistant Professor at Mohammed V University of Rabat, specializing in territorial development issues. He teaches economics and management, territorial governance, and social entrepreneurship.

His current research interests focus on territorial development initiatives, dynamic social entrepreneurship, social and solidarity economy projects, sustainability and sustainable change, as well as questions of culture and identity.

In addition to his academic role, his professional activities include consultancy and training for civil society players, cooperatives, and project leaders. He actively participates in the development and implementation of Local Action Plans for local municipalities.

A fervent advocate of citizen participation, he has been involved in lobbying for an appropriate legal framework for the Social Solidarity Economy in Morocco. Furthermore, he contributed to the national debate on the "New Development Model" by submitting a policy paper on resilient territorial development trajectories.

## SESSION CHAIRS

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*Dr. Lo Chor Wai*

**Universiti Teknologi MARA, Malaysia**

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**Dr Lo** is a Senior Lecturer in the Faculty of Applied Science at UiTM Sabah Branch. She completed her bachelor's degree in biotechnology from Universiti Malaysia Sabah in 2000. She then obtained a master's degree and a PhD degree (2001- 2007) in the same field from The University of Tokyo, Japan. She also attached to the Chemical Genetics Laboratory in RIKEN Centre for Sustainable Resource Science, Wako, Japan, as a Junior Research Associate from 2004 to 2007. Upon returning to Malaysia, she worked as a Senior Research Consultant at an industrial maritime consulting company based in Sabah.

Dr Lo has been lecturing in the areas of microbiology, immunology, cell and molecular biology at local colleges before joining UiTM Sabah Branch. Her research interests include bioactive compounds from actinomycetes and plants; screening for heavy-metal tolerance bacteria for bioremediation; and plant-microbe interaction. She receives funding and collaboration from national and international institutions in elucidating bacterial community and functions associated with plants.



*Ms. Steffi Yap Sze Nee*

**Swinburne University of Technology,  
Sarawak Campus, Malaysia**

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**Steffi Yap** is currently a Ph.D. candidate at the Swinburne University of Technology. She is committed to creating equitable and just workplaces. With a background in change management and organisational transformation, her research explores the intersection of diversity, equity, inclusion, and belonging (DEIB), human resources (HR), human resource development (HRD), and organisational behavior. Informed by principles of social justice and evidence-based management, Steffi utilises qualitative and quantitative methods to develop metrics and evaluation tools that promote fair and equitable performance management practices to produce insights and develop practical tools that empower organisations to build sustainable, inclusive cultures where everyone can reach their full potential.

# CONFERENCE PROGRAM

Tuesday | May 14, 2024

Time (UTC+7)	Dur'	Activity
<b>Main Room</b>		<b>Zoom Link:</b> <a href="https://bit.ly/9thRESBUS">https://bit.ly/9thRESBUS</a> OR <a href="https://us06web.zoom.us/j/85709816372?pwd=eYNzLaW14aBQ3bZNRJYBI3buX27Fc.1">https://us06web.zoom.us/j/85709816372?pwd=eYNzLaW14aBQ3bZNRJYBI3buX27Fc.1</a> Meeting ID: <a href="#">857 0981 6372</a> Passcode: <a href="#">9thresbus</a>
8:50 - 9:00	0:10	<b>Participant Login and Join Virtual Conference by ZOOM</b>
9:00 - 9:15	0:15	Welcoming and Conference Agenda announcement by MC
9:15 - 9:25	0:10	Playing Indonesia Raya Anthem & Hymne
9:25 - 9:35	0:10	<b>Welcome Remarks of 9th RESBUS</b> <b>Dr. Sri Riani, S.Pd., M.Si.</b> Conference Chair of 9th RESBUS International Women University
9:35 - 9:50	0:15	<b>Opening Speech</b> <b>Prof. Dr. Umi Narimawati, Dra., SE., M. Si.</b> International Women University
9:50 - 10:10	0:20	<b>Global Research Ecosystem Introduction</b> <b>Dr. Hendrati Dwi Mulyaningsih</b> Founder & Chairperson of Research Synergy Foundation
10:10 - 10:15	0:05	<b>E-Group Photo</b>
10:15 - 10:55	0:40	<b>Keynote Speaker 1:</b> <b>Prof. Dr. Hj. Dewi Indriani Jusuf, M.Si., CDMP</b> Rector of International Women University, Indonesia
10:55 - 11:00	0:05	Token of Appreciation for Keynote Speaker 1
11:00 - 11:40	0:40	<b>Keynote Speaker 2:</b> <b>Assoc. Prof. Dr. Sylvia Nabila Azwa Ambad</b> Faculty of Business and Management, Universiti Teknologi MARA, Sabah Branch, Malaysia  <b>Topic: Collaborative Frameworks: Cultivating Sustainable Strategies through Interdisciplinary Research</b>
11:40 - 11:45	0:05	Token of Appreciation for Keynote Speaker 2
11:45 - 12:00	0:15	<b>Announcement and preparation of Academic Online Parallel Presentation Session</b>
12:00 - 13:00	1:00	<b>Break</b> (Video looping)
<b>Academic Online Presentation Session: Main Room, Breakout Rooms 1, 2, 3</b>		
13:00 - 13:10	0:10	<b>Announcement and preparation of Academic Online Parallel Presentation Session</b>
13:10 - 15:10	2:00	<b>Academic Online Parallel Presentation Session, maximum 8 presenters : 15 minutes/presenter</b>  <b>Main Room : Dr. Naziatul Aziah Mohd Radzi - Universiti Kebangsaan Malaysia, Malaysia</b> <b>Breakout Room 1 : Prof. Dr. Marwane El halaissi - Mohammed V University of Rabat, Morocco</b> <b>Breakout Room 2 : Dr. Lo Chor Wai - Universiti Teknologi MARA, Malaysia</b> <b>Breakout Room 3 : Ms. Steffi Yap Sze Nee - Swinburne University of Technology, Sarawak Campus, Malaysia</b>
15:10 - 15:20	0:10	Awarding Certificate of Presentation, Testimonial, and Post-conference information announcement
15:20 - 15:40	0:20	Short Break and Back to Main Room for 9th RESBUS Closing Ceremony
<b>Main Room</b>		
15:40 - 15:55	0:15	<b>Awarding Ceremony</b> <b>Best Presentation</b> <b>Session Chairs Recognition</b>
15:55 - 16:00	0:05	<b>Closing Speech of 9th RESBUS</b>



# LIST OF PRESENTERS

**Tuesday | May 14, 2024**

**Room:** Main Room

**Time:** 13:00 - 15:20 (UTC+7)

**Session Chair:** Dr. Naziatul Aziah Mohd Radzi - Universiti Kebangsaan Malaysia, Malaysia

<b>Track Business Administration</b>		
<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
RES24103	Emmanuel Dotong	Green Bites in the City: Assessing the Sustainable Business Practice Compliance among Manila's Food-Service Micro-Enterprises
RES24102	Maverick John R. Tarayao	Level of Effectiveness of Sustainability Accounting Framework to the Strategic Business Decisions of Large Businesses in the Urban Cities of Region 2
450513	April Aaliah G. Albano	Sensory Marketing Practices and Profitability of Local Coffee Shop
<b>Track Econometrics</b>		
<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
RES24121	Yoki Oktorian Sukardi	Analysis of Factors Affecting Net Interest Margin in Foreign Banking Companies Operation in indonesia
<b>Track Management Science</b>		
<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
RES24109	Priyanka Tomar	The Power of Preparedness: Strengthening Crisis Response with Organizational Resilience Strategies
RES24119	Aibejenn Rigor	Navigating Financial Waters: An Analysis of Risk Management Practices Among Banks in Zamboanga Del Norte, Philippines
RES24124	Nurjamilah	Real in Virtual Culture Tour: The Mechanism of Influence of Virtual Reality on the Perception of Generation Z Tourists Regarding the Existence and Authenticity of Saung Angklung Udjo

**Room:** Breakout Room 1

**Time:** 13:00 - 15:20 (UTC+7)

**Session Chair:** Prof. Dr. Marwane El halaissi - Mohammed V University of Rabat, Morocco

<b>Track Secondary education</b>		
<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
RES24108	Joseph Refugio	Teaching Styles, Performance, and Development Needs of the Junior High School Faculty of the Catholic Schools in the Philippines
<b>Track Education policy</b>		
<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
RES24104	Alex Lukmanto Suherman	Novel Principles and Guidelines for the Integration of Artificial Intelligence in Chemistry Educatio
<b>Track Management Science</b>		
<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
RES24105	Adrian Gerunda Refugio	Bridging the Gap in School Leadership: Developing Management Competence and Supervisory Strategies for Improved Teacher Effectiveness
RES24116	Samsiah Rangkuti	Enhancing Accuracy in Statistics: Examining Work Engagement and Performance of Statistical Partner
RES24120	Mary Rose Montano	Optimizing Administrative Professionalism: A Strategic Approach to Elevate Clientele Satisfaction in Service-Oriented Environments
<b>Track Technology Education</b>		
<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
RES24101	Humphrey A. Bago	Personal Entrepreneurial Competencies of Non-business Students After Taking Introductory Entrepreneurship Education as a Basis for Course Review
<b>Track Creative Business</b>		
<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
508449	Mulyadi Suhardi	Indonesian Prominent Ecommerce Models

**Room:** Breakout Room 2

**Time:** 13:00 - 15:20 (UTC+7)

**Session Chair:** Dr. Lo Chor Wai - Universiti Teknologi MARA, Malaysia

<b>Track Science Studies</b>		
<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
RES24117	Sri Riani	Phylogeographic Analysis of Intertidal Barnacle, Amphibalanus Reticulatus in Indonesia
RES24106	Erianti Siska Purnamasari	A Study on the Synthesis of [Gadolinium-(Acid 1,4,7,10 - Tetraazacyclododecane 1,4,7,10 Tetraacetate)-Folate] as a Targeted Contrast Agent for Cancer Diagnosis Using Magnetic Resonance Imaging
RES24111	Rina Dwi Agustiani	Fermentation Optimization, Purification, and Characterization of Extracellular Amylase Production by Bacillus Toyonensis T10 Isolated from Canna Rhizosphere for Maltooligosaccharides Production
RES24114	Sri Wahyuni	Manufacturing Process and Characterization of Isotonic Beverages Made from Coconut Water with the Addition of Blueberry
RES24115	Yadi Mulyadi Rohman	A Conductive Nanofiber Pva/Zno Using Electrospinning Process and Its Potentially for Edible Electronic
RES24118	Tami Rahma Lestari	The Analysis of Morphological Characteristics of Peperomia Caperata Cultivars as a Basis for Crossing to Obtain the New Cultivar
<b>Track Engineering and technology</b>		
<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
RES24125	Muhamad Nawawi	Decision Tree, Random Forest, and XGBoost to Classifying the Customer Churn

**Room:** Breakout Room 3

**Time:** 13:00 - 15:20 (UTC+7)

**Session Chair:** Ms. Steffi Yap Sze Nee - Swinburne University of Technology, Sarawak Campus, Malaysia

<b>Track Law</b>		
<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
RES24110	Diah Pudjiastuti	Model of Law Enforcement Against the Criminal Act of Defamation Through Electronic Media Which Meets the Elements of Intentional and Without Right Connected With the Theory of Error in Order to Create Legal Certainty
162276	Happy Wuntu	Supervision and Law Enforcement of Cartel Offences in the Digital Era According to Law Number 5 Year 1999 on the Prohibition of Monopolistic Practices and Business Competition
<b>Track Humanities</b>		
<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
RES24122	Sintia Catur Sutantri	Empowering Women Mekarmanik Village to Prevent Early Marriage through Balai Prima Women's School
<b>Track Journalism, Media Studies, and Communication</b>		
<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
RES24107	Saharani Kusumah Pratiwi	News Construction Related to Gender Issues on Social Media Content @Magdaleneid (Robert N. Entman Framing Analysis)
RES24113	Affan Neskisyah Ramadhan	Balonggede Tolerance Village: Multi-religious Communication Patterns
RES24126	Diah Pujiastuti	Political Communication and Women's Representation as Politicians (Study on the Partai Keadilan Sejahtera)in Bandung City
RES24112	Adita Octaviani	Character Design of Pencak Silat Figures Through Martial Arts Culture and Values in Fighting Games
RES24123	Fitri Annisa Rachmah	Algorithms as Preferences for Female Tiktok Social Media Users in Bandung City

<b>Track Positive Psychology</b>		
<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
IPC24110	Evi Ema Victoria Polii	Character Strengths Among Adults in Bandung
<b>Track Psychology</b>		
<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
IPC24135	Farhan Zakariyya	The Power of Music in Psychology

IPC24119	Fanni Putri Diantina	When Harmonious Passion and Urgent Situation Are Co-Operating as A Control Role on The Gaming Decision: A Thematic Analysis
IPC24145	Husain Zahrul Muhsinin	Self-Transcendence in Transpersonal Psychology: A Critical Review from the Perspective of the Islamic Worldview



# **Track: Management Science**



# Enhancing Accuracy in Statistics: Examining Work Engagement and Performance of Statistical Partner

| Samsiah Rangkuti<sup>1</sup>, Ali Razali<sup>2</sup>, Muji Gunarto<sup>3</sup>, Sri Yusriani<sup>4</sup>, Herly Nurlinda<sup>5</sup>

<sup>1</sup>Universitas Terbuka, <sup>2</sup>Universitas Terbuka, <sup>3</sup>Universitas Bina Darma, <sup>4</sup>Universitas Terbuka, <sup>5</sup>Universitas Terbuka

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## Abstract

**Background** – The Central Statistics Agency (Badan Pusat Statistik - BPS) is instrumental in Indonesia's progress by ensuring the provision of high-quality statistical data. Based on Job Demand Theory, the factor that determines performance is work engagement.

**Purpose** – This study delves into the effects of resilience, job resources, and job demands on the performance of BPS's statistical partners, with work engagement serving as a mediating factor.

**Design/methodology/approach** – The research was conducted using quantitative methods. Data from 240 statistical partner in South Tapanuli and Mandailing Natal Regencies were analyzed using Path Analysis, alongside reliability and validity assessments, to dissect these dynamics.

**Findings** – Our findings highlight the intricate effects of resilience, job resources, and job demands on performance. Intriguingly, while resilience alone does not directly boost performance, it significantly does so when mediated by work engagement. Similarly, job resources enhance performance both directly and when channeled through work engagement. Job demands are found to directly escalate performance, but work engagement does not serve as a mediator in this interaction

**Research limitations** – This research was only conducted in two districts. It underscores the necessity for further studies to generalize these insights beyond the focused regions.

**Originality/value** – Significant findings include: resilience's indirect impact on performance via work engagement; job resources' direct and indirect contribution to performance; and the direct effect of job demands on performance, with work engagement not mediating this effect as per SMART PLS analysis. This study furnishes essential insights for BPS management and similar entities, suggesting strategies to bolster performance through an in-depth comprehension of job-related stressors and engagement mechanisms.

*Keywords: Central Statistics Agency (BPS), Resilience, Work Engagement, Performance Analysis, Job Resources*

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# Bridging the Gap in School Leadership: Developing Management Competence and Supervisory Strategies for Improved Teacher Effectiveness

| Adrian Gerunda Refugio<sup>1</sup>, Joseph Gerunda Refugio<sup>2</sup>, Sheila Soledad Dalumpines<sup>3</sup>

<sup>1</sup>Department of Education, Division of Dipolog City, Zamboanga del Norte, <sup>2,3</sup>St. Vincent's College Incorporated

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## Abstract

**Background** – Inadequate leadership can hinder teacher effectiveness, affecting education quality. Effective leadership is vital in educational institutions to achieve academic goals and enhance student outcomes. Despite recognizing its importance, the administrators lack the management and supervisory tools to improve teachers' effectiveness. This study explores the relationship between management competence, supervisory strategies, and teacher effectiveness. This study seeks to foster a positive learning environment that encourages teacher growth, enhances performance, and improves student outcomes by proposing a program that improves school administrators' management skills.

**Purpose** – This study examines how management competence and supervisory strategies impacted teachers' performance to develop School Administrators' Management Competence Enhancement Program.

**Design/methodology/approach** – Surveys were used to evaluate the effectiveness of school administrators' management and supervisory practices. The official records of teacher performance, as determined by the IPCRF rating systems, were also examined. Descriptive and inferential statistics were used to compare management competence across demographics, supervisory strategies, and teachers' performance.

**Findings** – The study revealed that most administrators showed competence, with planning and communication skills influenced by age and experience, and supervision skills affected by education. Training volume did not appear to impact competence levels. Administrators preferred classroom visits and demonstrations for supervision, which correlated with their competence. Despite this, teacher performance remained high, with no significant correlation to administrator competence. Further investigation is needed to identify other factors influencing teacher effectiveness in this context. The study's comprehensive design, which included all administrators and a calculated sample of teachers, enhances its applicability and relevance.

**Research limitations** – The study was conducted in fourteen (14) Public Schools in Dipolog City. The management competence of school principals was assessed using eight indicators, while supervisory strategies were limited to two. Teachers' performance was measured using the Weighted Mean of the IPCRF rating of Teachers.

**Originality/value** – The study emphasizes integrity, honesty, and credibility. A plagiarism test ensures adherence to APA guidelines, maintaining academic standards, and increasing reliability. Prioritizing these principles enhances the study's credibility and significance in addressing a gap in school leadership.

*Keywords: School Leadership, Management Competence, Supervisory Strategies, Improved Teacher Effectiveness*

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# Real in Virtual Culture Tour: The Mechanism of Influence of Virtual Reality on the Perception of Generation Z Tourists Regarding the Existence and Authenticity of Saung Angklung Udjo

| Nurjamilah<sup>1</sup>, Yoki Oktorian Sukardi<sup>2</sup>

<sup>1,2</sup>International Women University

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## Abstract

**Background** – As consumer behavior shifts in the digital age, cultural tourism is witnessing a surge in the integration of immersive technologies. Tourism activities serve not only as forms of entertainment but also as opportunities for comprehending and valuing the cultural heritage of the visited destination. An example of this is Saung Angklung Udjo in Bandung City, which provides a distinctive cultural tourism experience.

**Purpose** – This research aims to examine the impact of virtual reality (VR) features on tourist engagement, tourism authenticity, and resulting behavioral tendencies in the tourism domain of digital cultural performances.

**Design/methodology/approach** – This research method employs quantitative descriptive and verification approaches. The sample for this research comprised 100 Generation Z respondents who had participated in cultural tourism at Saung Angklung Udjo using virtual reality. They were selected using non-probability sampling techniques. Data were analyzed using various techniques, including validity and reliability tests, classical assumption tests, Path Analysis, coefficient of determination tests, partial t-tests, and simultaneous F-tests.

**Findings** – The theoretical framework that describes the influence of VR characteristics on immersion, authenticity, and propensity to visit has a significant influence. Proficiency in technology and familiarity with cultural performance tourism served as moderators for the specific relationship between virtual reality features and the sensation of presence experienced by users.

**Research limitations** – Administrators can improve the quality of the virtual system and run various interactive formats to enrich the interaction experience of tourists. These results can provide direction for cultural performance tourism in Saung Angklung Udjo to increase the use of virtual reality.

**Originality/value** – The results of this research expand the theory of presence-emotion-intention studies in relation to Generation Z and provide a valuable contribution to the most comprehensive technology adoption research, enhancing the understanding of tourism authenticity within an innovative framework of technology integration.

*Keywords: cultural tourism, Generation Z, Virtual Reality, presence-emotion-intention theory*

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# Optimizing Administrative Professionalism: A Strategic Approach to Elevate Clientele Satisfaction in Service-Oriented Environments

| Mary Rose Montano<sup>1</sup>, Anna Rhea C. Opeña<sup>2</sup>, Aveto M. Dasal<sup>3</sup>, Jr., Renante A. Artificio<sup>4</sup>,  
Meljhon G. Mosca<sup>5</sup>

<sup>1,2,3,4,5</sup>City College of Calamba

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## Abstract

**Background** – Professionalism is vital in organizations like the City College of Calamba (CCC), shaping client perceptions. Yet, there's a notable absence of strategies to enhance staff conduct, resulting in irregular service, communication gaps, and insufficient training. Important qualities like competence, courtesy, honesty, integrity, and specialized knowledge are vital for effective performance, influencing client interactions, complaint resolution, and organizational perception, underscoring its importance in delivering outstanding customer service.

**Purpose** – The study aimed to describe the perceptions of respondents on professionalism among CCC administrative personnel providing student services and measure customer satisfaction. It sought to establish a correlation between staff professionalism and satisfaction and proposed a development program based on findings.

**Design/methodology/approach** – The study used a descriptive approach to describe respondents' perceptions of administrative staff professionalism and service satisfaction. A self-made questionnaire was provided to 1,126 students from various departments and levels chosen using stratified random selection. Simple statistical approaches, such as mean and a Likert scale, were employed for interpretation, with Goodman and Kruskal's Gamma Correlation utilized to discover relationships. Collaboration using AI increased interpretation and communication, allowing researchers to achieve their aims more efficiently.

**Findings** – The study revealed high levels of professionalism and customer satisfaction. Staff excel in professional communication and understanding their responsibilities, yet identified areas like problem-solving for improvement. Strong correlations between job excellence, service delivery, ethics, and satisfaction underscored professionalism's role in customer perceptions. The proposed program aimed to improve professionalism at the college, helping it succeed and making clients happy.

**Research limitations** – Limitations include: sample size limited to City College of Calamba affecting generalizability, reliance on self-reported data introducing biases like social desirability, cross-sectional design capturing only a single snapshot hindering insights into longitudinal trends, and focusing solely on one institution potentially overlooking contextual nuances in other educational settings.

**Originality/value** – The proposed development program is crucial for addressing improvement areas and promoting professionalism within City College of Calamba. By investing in staff growth and enhancing skills, the institution can provide exceptional services. The program focuses on targeted training on problem-solving, ethics, and service delivery, fostering continuous improvement.

*Keywords*: : Professionalism, Excellence, Customer Service, Work Ethics, Clientele Satisfaction

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# Track: Econometrics

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# Analysis of Factors Affecting Net Interest Margin in Foreign Banking Companies Operation in Indonesia

| Yoki Oktorian Sukardi<sup>1</sup>, Evi Sofiati<sup>2</sup>, Nurjamilah<sup>3</sup>  
<sup>1,2,3</sup>International Women University

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## Abstract

**Background** – Banks play a crucial role in the economy by intermediating funds from the public to those in need with minimal costs, thereby enhancing social welfare. The financial intermediation cost can be measured by the difference between the interest income earned by banks and the interest expenses borne by banks, known as the net interest margin (NIM). A lower NIM indicates lower financial intermediation costs and is also an indicator of a bank's profitability. Several factors such as liquidity, market share, efficiency, and non-performing loans (NPL) can influence NIM.

**Purpose** – This study aims to investigate the impact of liquidity, market share, efficiency, bank size, and non-performing loans on the net interest margin (NIM) of foreign banks operating in Indonesia.

**Design/methodology/approach** – The research methodology involves a causal study to analyze the cause-and-effect relationship between various research variables using a quantitative approach. Purposive sampling is utilized to select foreign banks operating in Indonesia in 2019 with complete financial data. The study employs regression analysis to test the hypotheses.

**Findings** – The findings reveal that efficiency ratio (BOPO) significantly influences NIM, while non-performing loans (NPL), loan to deposit ratio (LDR), and market share (MS) do not have a significant effect on NIM individually. However, when considered collectively, these variables have a significant positive impact on NIM.

**Research limitations** – The study is limited to foreign banks operating in Indonesia in 2019, and the findings may not be generalizable to other contexts. Additionally, the study relies on publicly available financial data, which may have limitations.

**Originality/value** – This study contributes to the existing literature by examining the impact of multiple factors on NIM in the context of foreign banks in Indonesia. It extends prior research by incorporating additional independent variables and provides insights for bank management and policymakers to enhance profitability and efficiency.

*Keywords: Net Interest Margin, Loan to Deposit Ratio, Efficiency Ratio, non performing loan, market share*

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# **Track: Secondary Education**



# Teaching Styles, Performance, and Development Needs of the Junior High School Faculty of the Catholic Schools in the Philippines

| Joseph Refugio<sup>1</sup>, Sheila Soledad Dalumpines<sup>2</sup>

<sup>1,2</sup>St. Vincent's College Incorporated

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## Abstract

**Background** – The Catholic historical influence continuously shaped the landscape of Catholic education in the Philippines, by providing academic knowledge and instilling strong Catholic faith and moral formation as well. This focus on the holistic development of students, encompassing both intellectual and spiritual growth, remains a cornerstone of Catholic education in Zamboanga del Norte (Sumpaico, 2020).

**Purpose** – This study aims to design an Integrated High School Faculty Development Program for Catholic Schools in Zamboanga del Norte, Philippines based on teachers' teaching styles, development needs, and teaching performance.

**Design/methodology/approach** – This study employed a descriptive survey using an expert-validated Teaching Styles Inventory, Faculty Development Needs Inventory, and Teaching Performance instrument. Teaching styles and performance were perceived anonymously by the administrators and students. The teachers' development needs was based on the perceptions of the three (3) groups of respondents to ensure the consistency and validity of the gathered data. Fisher's T-test was employed to test the significant differences in the perceptions of paired groups.

**Findings** – The study found that the High School Faculty demonstrated all six (6) teaching styles as identified by Rubin (1990), which were perceived by both administrators and faculty. Students also perceived these styles, albeit not always. The faculty's quality of performance in various aspects of the teaching-learning process was viewed as very good by administrators and selected high school students. The study found that the high school faculty were competent in teaching, and their development needs were minimal, which did not affect their instructional functions.

**Research limitations** – The first limitation is the self-reported data could become an unintentional bias that it only focused on teachers. Second limitation is that the researcher missed to incorporate the Catholic schools organization's resources which is essential in designing development program, the study centered only the teacher's teaching styles, performance and development needs.

**Originality/value** – This study examines teaching styles, faculty performance, and development needs among Catholic school educators. It confirms the effectiveness of a balanced approach to teaching and recommends targeted resource allocation to address specific development needs. It emphasizes a holistic educational experience aligned with Catholic educational philosophy highlighting a continuous quality improvement and assessment to improve teaching quality.

*Keywords: Teaching Styles, Performance, Development Needs, Faculty Development Program, Catholic school*

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# **Track: Education Policy**



# Novel Principles and Guidelines for the Integration of Artificial Intelligence in Chemistry Education

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<sup>1,2,3</sup>Department of Chemistry, International Women University

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## Abstract

**Background** – The burgeoning integration of artificial intelligence (AI) into educational paradigms, particularly in chemistry, marks a significant shift in pedagogical methodologies. Indonesia recently faced a lack of clear principles and guidelines for integrating AI into universities. Now, every university in the country must address this disruptive challenge, committing to the ethical and responsible use of AI while also equipping lecturers and students to take leadership roles in an AI-driven world.

**Purpose** – This paper outlines principles and guidelines for using AI in chemistry education at universities. By leveraging AI, chemistry education can become more engaging, effective, and inclusive, empowering students to explore complex chemical concepts interactively while helping lecturers improve their methods and student outcomes.

**Design/methodology/approach** – The paper reviews publications from the past three years on AI in chemistry education, focusing on how to integrate AI effectively and ethically. By meticulously reviewing, the paper aims to highlight essential insights into the effective utilization of AI to enhance the teaching and learning experience in chemistry. An understanding of the current landscape, main challenges, and future outlooks for leveraging AI in chemistry education is presented.

**Findings** – Universities in Indonesia ought to foster AI literacy in chemistry among students and lecturers. Lecturers need resources to help students use AI tools responsibly. Universities should adjust teaching methods and assessments to include AI ethically and ensure fair access while maintaining academic standards. Universities should engage in collaborative efforts with stakeholders to share best practices as AI evolves.

**Research limitations** – The main limitation of this research includes challenges related to the availability of high-quality data on Indonesia's AI perspectives and regulations. Ethical considerations surrounding data privacy, algorithmic bias, and the potential displacement of humans (lecturers) must be carefully addressed. Technical infrastructure constraints, difficulties in establishing robust evaluation metrics, and concerns regarding the generalizability of findings further complicate the integration process.

**Originality/value** – This paper serves as a pioneering endeavor, bringing together the realms of AI and chemistry education cohesively and insightfully. By outlining principles and guidelines, it offers a roadmap for universities, lecturers, curriculum developers, and policymakers to use AI effectively in chemistry education, considering both practical strategies and ethical dilemmas in the digital age.

*Keywords: Principles, Guidelines, Artificial Intelligence, Chemistry, Ethics*

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# **Track: Humanities**



# Empowering Women Mekarmanik Village to Prevent Early Marriage through Balai Prima Women's School

| Sintia Catur Sutantri<sup>1</sup>, Risma Wati<sup>2</sup>, Risalatu Mirajiah<sup>3</sup>

<sup>1,2,3</sup>International Women University

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## Abstract

**Background** – The phenomenon of early marriage has become a complex and controversial social issue. Early marriage cases in Mekarmanik Village until 2023 occur at an average age of 13-18 years. According to the World Health Organization (WHO), the age range of 10 to 19 years includes people with the category of adolescents. Meanwhile, if referring to Law number 16 of 2019 on the amendment of Law number 1 of 1974 concerning marriage in Indonesia, the marriage requirement of the Office of Religious Affairs is a minimum age of 19 years. Eliminating all harmful practices such as child marriage, early and forced marriage is the goal of Sustainable Development Goals (SDGs) pillar 5, in order to achieve gender equality and empowerment of all women and girls.

**Purpose** – The reason of this inquire about is to analyze the variables that cause early marriage and how the presence of a women's school called Balai Prima can engage ladies, particularly pre-adult young ladies matured 13-18 a long time with junior and senior high school instruction levels, to anticipate early marriage in Mekarmanik Village.

**Design/methodology/approach** – Qualitative methods were used in this research with data collection using interview, observation and documentation techniques

**Findings** – The comes about recommend that components such as social conventions that respect marriage as women's essential objective, moo levels of instruction, troublesome financial matters, and accentuation on conventional sex parts can impact society's see of early marriage. With the presence of Balai Prima Womens' School, the community, particularly pre-adult young ladies in Mekarmanik Village, has exercises to make strides their life abilities, get it the significance of women's regenerative organ wellbeing, be able to win wage autonomously and can be included within the village improvement handle.

**Research limitations** – The research will as it were be conducted on youthful young ladies in Mekarmanik Village matured 13-18 years who attend Balai Prima Women's School.

**Originality/value** – The people's view that education is not important for women is reduced after they participate in Balai Prima Womens' School. So that the desire to marry early does not become a priority for teenage girls in Mekarmanik Village. In fact, many want to continue their education to college in order to have income independently.

*Keywords: Early Marriage, Gender Equality, Sustainable Development Goals (SDGs), Women Empowerment, Women's School*

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# **Track: Media Studies and Communication**



# Balonggede Tolerance Village: Multi-religious Communication Patterns

Affan Neskisyah Ramadhan<sup>1</sup>, Hamidah<sup>2</sup>, Illona Annisa Ristiani<sup>3</sup>, Fitri Annisa Rachmah<sup>4</sup>, Muhammad Raffi Zulfikar<sup>5</sup>, Bagus Sona Maulana<sup>6</sup>, Aliyah Zayyan Pulungan<sup>7</sup>, Siva Siti Massuroh<sup>8</sup>, Melianda Djati Suherman<sup>9</sup>

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## Abstract

**Background** – Indonesia, as a country with a diverse and multicultural population, has cities that uphold the value of diversity (plurality). Like Indonesia, the city of Bandung as the capital of West Java has many religions, ethnicities and cultures. One example is Balonggede Tolerance Village, Regol District, Bandung City which consists of RW04 and RW05. Balonggede Tolerance Village is nicknamed Tolerance Village because it has three large places of worship which include Islam, Christianity and Buddhism. This village is motivated by heterogeneous values, including religious and cultural differences.

**Purpose** – This research aims to determine the phenomenon of religious tolerance in Balonggede. The hope is that it can be an example in other places

**Design/methodology/approach** – This research uses the femonological theory of Alfred Schutz. Phenomenology seeks to understand reality through direct experience, without making assumptions or prejudices first. The method used in this research is qualitative with a descriptive approach.

**Findings** – The results of the research show that there is a harmonious and balanced implementation of religious diversity in the tolerant village of Balonggede. This phenomenon of Religious Tolerance embodies the beliefs of each religion in peace and comfort. Tolerant village communities and village stakeholders make a national commitment and are accommodating to local culture through government policies and the role of religious leaders

**Research limitations** – The openness of informants will be an obstacle in this research, because each person may have experiences that they do not want to share. Researchers will try to conduct in-depth interviews so that informants feel more comfortable

**Originality/value** – The phenomenon of religious tolerance that we have been hoping for will be depicted in this research. With this research, it is hoped to create a model for other places. not only as a village title, but also as a moral value for society.

*Keywords: communication patterns, religious tolerance, tolerance village*

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# News Construction Related to Gender Issues on Social Media Content @Magdaleneid (Robert N. Entman Framing Analysis)

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## Abstract

**Background** – Magdalene.co is an online news and views portal launched in 2013. However, how do journalists package events related to gender issues and share them with the public according to their constructed views, and what are the constructions of news related to gender issues on @magdaleneid?

**Purpose** – aims to provide an understanding of the conditions of one context by describing in detail as well as in-depth about the portrait of the conditions of one context, what actually happened with what it was in the field with Entman's framing model which identifies problems, looks for causes of problems, makes moral decisions and solutions to problems and is accompanied by social construction theory.

**Design/methodology/approach** – This research was conducted on Magdalene's social media with a qualitative research method

**Findings** – The role of the media in addressing gender issues has grown significantly. With platforms like @magdaleneid, journalists are not only carriers of information but also agents of social change.

**Research limitations** – Magdalene.id on its Instagram uploaded 132 posts, including 11 posts about health, especially regarding discrimination against people with HIV and PLWHA, 4 posts about LGBTQ, 2 posts about women's leadership, 9 posts about sexism or society's expectations of gender roles, 5 posts about gender discrimination, 9 posts about sexual violence and harassment, 5 posts about patriarchy, 7 posts about gender equality, 5 posts about talk rooms and training discussing gender issues and 75 posts discussing issues outside of gender

**Originality/value** – media gender issues

*Keywords: Gender, Magdalene, News, Gender Issues*

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# Algorithms as Preferences for Female Tiktok Social Media Users in Bandung City

| Fitri Annisa Rachmah<sup>1</sup>, Evie Sophia<sup>2</sup>, Toteng Suhara<sup>3</sup>, Affan Neskisyah Ramadhan<sup>4</sup>, Cahya Nur Arif<sup>5</sup>, Rizky Hidayatulloh<sup>6</sup>, M. Akbar Fisabillillah<sup>7</sup>, Asep Setiawan Jordi<sup>8</sup>

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## Abstract

**Background** – This research is motivated by a very massive trend related to the use of Tiktok social media and how users must be able to understand the use of the algorithm as a preference material for users, the algorithm will determine how information will be displayed on the FYP page.

**Purpose** – This research provides an in-depth understanding of how TikTok's FYP algorithm is used as a Female user preference in Bandung City. Social media practitioners can use it as research reference to continue the results of this study to optimize the user experience and more effective content strategies on social media platforms like TikTok.

**Design/methodology/approach** – This research use qualitative methods with a virtual ethnographic approach to be able to explore user entities related to their experiences in utilizing algorithms as FYP preference material on their Tiktok accounts. CMC theory was chosen as an analytical scalpel so that this research could provide a clear picture of the problems raised. The process of observing the behavior of 20 female users engaged in a form of dialogue and information exchange based on their preferences is a reflection of Jurgen Habermas's concept of digital public sphere.

**Findings** – The results of this study show that the use of algorithms is very helpful for female users' preferences to be able to get information or FYP content as one component of lifestyle choices and also their decisions in purchasing, consumption or other choice recommendations. Tiktok's FYP algorithm plays an important role in shaping the preferences, algorithms intelligently customize content based on user preferences and behavior, including local preferences such as culture, language, and trends in the city.

**Research limitations** – This research focuses on how the Tiktok FYP Algorithm can be a special preference and the main reference for female users in Bandung City regarding determining how they show their existence in their digital space.

**Originality/value** – This research is a new development on interactions that occur in digital space, if previously individuals were active in developing relationships in public spaces, now individuals are active in forming their self-concept as active female users who use algorithms as FYP preferences that will appear on their TikTok pages.

*Keywords: Algorithms, User Preferences, FYP, Digital Public Space, Virtual Ethnography*

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# Political Communication and Women's Representation as Politicians (Study on the Partai Keadilan Sejahtera) in Bandung City

| Sheila Kurnia Putri<sup>1</sup>, Toteng Suhara<sup>2</sup>, Diah Pujiastuti<sup>3</sup>, Amida Hanna<sup>4</sup>

<sup>1,2,3,4</sup>Internasional Women University

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## Abstract

**Background** – This research is motivated by the lack of representation of women in politics, which can be seen from the unfulfilled quota of 30% of women's involvement in politics in Bandung.

**Purpose** – This research analyzes political communication and women's representation in building political participation in Bandung City, a case study of the Partai Keadilan Sejahtera (PKS).

**Design/methodology/approach** – This research uses a qualitative method with a case study approach of the PKS party in Bandung city. To select the sample, a purposive technique was used, which is the selection of informants using certain criteria and considerations, namely selecting female members of the PKS party who served in the 2019-2024 term of office. Meanwhile, data collection techniques in this research were carried out by directly observing informants through interviews, observation, and documentation. The research data analysis technique uses a descriptive analysis model, namely collecting data and then compiling it, processing it, and analyzing it to get an idea of the existing problem.

**Findings** – The research results show that there were many obstacles in women's political communication in conveying their voices and aspirations in the form of political representation. The patriarchal culture that still often dominates is one of the obstacles. Apart from that, the 30% quota which was not fulfilled shows that there is still a lack of participation of women who want to be involved in politics. The presence of women in the world of politics can be a consideration for the further development of political parties. However, women have characteristics that can make them a force in representing and implementing good political communication.

**Research limitations** – The research was conducted in electoral district 3 of Bandung, with representatives from PKS. The research results are based on data analysis and interviews.

**Originality/value** – The theme of this research is women and politics which discusses innovations made by women in carrying out political communication. It is hoped that this research can be used as a basis, reference, and used to increase insight and knowledge regarding political communication and women's representation as politicians for future researchers.

*Keywords: Women, Political Communication, Politics*

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# Character Design of Pencak Silat Figures Through Martial Arts Culture and Values in Fighting Games

| Adita Octaviani<sup>1</sup>, Sintia Catur Sutantri<sup>2</sup>

<sup>1,2</sup>International Women University

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## Abstract

**Background** – Fighting game type games make players fight one-on-one using characters against opposing characters which can bring out the aggressive nature of the game. Indonesia has a Pencak silat martial art where Silat Warriors have a distinctive character in accordance with the values of pencak silat material arts. These values need to be implemented and visualized in character designs of Pencak Silat-themed fighting games because media that doesn't instill the correct Pencak Silat martial arts values can foster a negative image of Pencak Silat and it is feared that this martial art will become increasingly extinct in Indonesia because it has to compete with self-defense. import.

**Purpose** – provide references, direction and encourage the development of Pencak Silat themed digital products to prioritize original cultural values

**Design/methodology/approach** – The research uses qualitative methods, data collection techniques emphasize meaning. The research produced descriptive data in the form of written or spoken words from interviews with Senior Warrior, Pencak Silat and Fighting game books.

**Findings** – The Pencak Silat values possessed by a Pesilat Warrior need to be displayed in fighting games as the basis for the attitude of a Pesilat Warrior. This has an impact on determining the flow of future fighting games and as a realm of education characteristic of Indonesian Pencak Silat culture

**Research limitations** – This research focused on PERSINAS ASAD & PERISAI DIRI as Pencak Silat group. Goal of the groups is to improve human quality so they can contribute to preserving the culture of the Indonesian nation.

**Originality/value** – Pencak Silat is rarely found in digital entertainment, especially games. The type of game that is suitable for having a pencak silat theme is fighting games. Until now there has been no research regarding the inclusion of Pencak Silat values in Pencak Silat themed games and fighting games

*Keywords: Game, Character, Culture, Values, Pencak Silat*

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# **Track: Science Studies**



# A Study on the Synthesis of [Gadolinium-(Acid 1,4,7,10 - Tetraazacyclododecane 1,4,7,10 Tetraacetate)-Folate] as a Targeted Contrast Agent for Cancer Diagnosis Using Magnetic Resonance Imaging

| Erianti Siska Purnamasari<sup>1</sup>, Husein Hernadi Bahti<sup>2</sup>

<sup>1</sup>International Women University, <sup>2</sup>Universitas Padjadjaran

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## Abstract

**Background** – Gd-DOTA is a contrast compound that has been approved by the Food and Drug Administration and the European Medicines Agency but is less specific when used to diagnose cancer.

**Purpose** – The purpose of this study is to synthesize the Gd-DOTA-Folate compound as a targeted contrast agent for the diagnosis of cancer using MRI. Synthesis is carried out through three stages of reaction, namely: 1). The reaction for the formation of EDA-Folate (ethylenediamine-folate), 2). The reaction for the formation of DOTA-Folate, and 3). Gd-DOTA-Folate formation reaction.

**Design/methodology/approach** – The reaction for the formation of EDA-Folate is carried out by activating folic acid using DDC (dicyclohexylcarbodiimide) which is then reacted with NHS (N-hydroxysuccinimide) to become NHS-Folate. Furthermore, NHS-Folate is conjugated with ethylenediamine to produce EDA-Folate. Furthermore, the reaction for the formation of DOTA-Folate is carried out through the reaction between EDA-Folate and DOTA-NHS. The final reaction is the conjugation reaction of DOTA-Folate with gadolinium ion (Gd<sup>3+</sup>) to become Gd-DOTA-Folate. The product of the Gd-DOTA-Folate complex compound produced was purified, and then characterized using ultraviolet spectrophotometry, infra-red spectrophotometry, and mass spectrometry methods. This study also aims to examine how the interaction and stability of Gd-DOTA-Folate on folate receptors, through docking simulations and molecular dynamics.

**Findings** – The resulting spectroscopic data show that the Gd-DOTA-Folate compound has a maximum UV wavelength of 253 nm, a specific infrared spectral wave number of 460.22 cm<sup>-1</sup>, and a peak in the mass spectrum with m/z 1025.6561, which corresponds to the calculated molecular mass m/z 1024.1070. Furthermore, data generated from docking simulation experiments and molecular dynamics show that the addition of Gd-DOTA to the folate structure has increased the affinity of folate for folate receptors. The interaction of Gd-DOTA-Folate with  $\alpha$ -folate receptors, has produced an energy of -7.91 kcal/mol and -37.8196 kcal/mol, which means that the Gd-DOTA-Folate product was stably bound to folate receptors.

**Research limitations** – A study on synthesis Gd-DOTA-Folat as a targeted contrast agent

**Originality/value** – Synthesis is carried out through three stages of reaction, the reaction for the formation of EDA-Folate (ethylenediamine-folate), DOTA-Folate, and Gd-DOTA-Folate formation, and to examine how the interaction and stability of Gd-DOTA-Folate on folate receptors, through docking simulations and molecular dynamics.

*Keywords: Gd-DOTA-Folate, targeted contrast agent, MRI, docking simulation, molecular dynamics.*

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# Fermentation Optimization, Purification, and Characterization of Extracellular Amylase Production by *Bacillus Toyonensis* T10 Isolated from Canna Rhizosphere for Maltooligosaccharides Production

| Rina Dwi Agustiani<sup>1</sup>, Oedjijono<sup>2</sup>, Nuraneni Ekowati<sup>3</sup>, Nanik Rahmani<sup>4</sup>

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## Abstract

**Background** –  $\alpha$ -amylase is a hydrolytic enzyme and one of interest in microbial enzymes has increased dramatically due to its widespread use in food. Previous research *Bacillus toyonensis* T10 isolated from the rhizosphere of canna (*Canna edulis* Ker Gawl.) has high amylase activity.

**Purpose** – One of the specific objectives is to optimize the production, purification, and characterisation of extracellular amylase enzymes produced by *Bacillus toyonensis* T10.

**Design/methodology/approach** – The current investigation employed the factor-at-a-time strategy to optimize the synthesis of  $\alpha$ -amylase, varying the temperature, substrate type, carbon source, and nitrogen source to facilitate amylase production. The ideal temperature for the formation of  $\alpha$ -amylase is 30 °C, where the substrate is soluble starch, the carbon source is lactose, and the nitrogen source is beef extract.

**Findings** – The next experimental design was created using Design Expert software version 11 in accordance with the Box-Behnken Model method of RSM in order to identify the ideal medium conditions for amylase production. With these parameters—a pH of 6.5, a nitrogen concentration of 1.25%, a carbon concentration of 2%, and a CaCl<sub>2</sub> concentration of 60 mM—amylase activity was measured and increased by a factor of ten to 3.857 U/mL. After a 70% ammonium sulfate precipitation, ion exchange chromatography yielded specific activity of 0.218 U/mg and 0.338 U/mg for the  $\alpha$ -amylase of *B. toyonensis* T10, and its purity rate improved to 1.5 times that of the crude extract. The molecular weight is around 37 kDa, and it functions best at 40 °C and pH 6. In the meantime, amylase demonstrated relative stability in the pH range of 6 to 10, keeping activity levels above 90% following an hour of incubation at room temperature. Furthermore, 5 mM SDS (%) increased the activity of amylase. Among the soluble starch hydrolyzed by amylase are maltose (M2), maltotriose (M3), and maltotetraose (M4). The presence of maltose (M2) and maltotriose (M3), the two main maltooligosaccharide molecules, was revealed by TLC analysis of the hydrolysis results of different substrates.

**Research limitations** – HPLC was not utilized in the examination of the hydrolysis data; only TLC was used.

**Originality/value** – Producing the dominant maltooligosaccharide compounds, namely maltose (M2) and maltotriosa (M3) from the amylase of *B. toyonensis* T10.

*Keywords: ammonium sulfat precipitation, B. toyonensis T10, maltooligosaccharide, partial purification, response surface methodology*

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# Manufacturing Process and Characterization of Isotonic Beverages Made from Coconut Water with the Addition of Blueberry

| Sri Wahyuni<sup>1</sup>, Salsabila Clariesta<sup>2</sup>  
<sup>1,2</sup>International Women University

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## Abstract

**Background** – Coconut water is part of the coconut fruit that contains various nutrients such as minerals, vitamins, antioxidants, amino acids and enzymes that are beneficial to the body. Coconut water can be developed as an isotonic drink because the nutrients in coconut water have a good electrolyte balance like human body fluids. Coconut water, especially in young coconuts, contains quite good nutrients so that it can be categorized as a highly nutritious, hygienic and natural drink and there have been many studies that prove it can cure various diseases. Currently there are coconut water products that are used as isotonic drinks on the market, but not many variations are added. so the additional of blueberry to improve the taste and benefit from isotonic drink.

**Purpose** – So in this study, the addition of variants was carried out to improve the taste and additional benefits into the isotonic drink and characterization the isotonic drink.

**Design/methodology/approach** – The addition of variants carried out is by adding blueberry fruit extract. This study aims to determine the most optimum formulation of the ratio of young coconut water and blueberry extract and what tests are carried out to determine the optimum formulation. then do characterization to know.

**Findings** – Where in this study conducted by making several variations of the addition of young coconut water and blueberry extract, namely 95% coconut water and 5% blueberry fruit extract (F1), 90% coconut water and 10% blueberry extract (F2), 85% coconut water and 15% blueberry extract (F3) and 80% coconut water 20% blueberry extract (F4).

**Research limitations** – Then to find out the most optimum formulation, pH, viscosity and organoleptic testing were carried out. Then the results showed that formula F3 has a pH of 3.77 which indicates that this isotonic drink is in accordance with the provisions of the National Standards.

**Originality/value** – Agency, has a viscosity of 1.4 cP which is in accordance with the viscosity of isotonic drinks on the market and has the highest average general acceptance of 4.64 obtained from organoleptic testing with a hedonic test conducted to determine the highest favorability value tested by 10 respondents, so that the formula becomes the most optimal formula in making isotonic drinks from young coconut water and blueberry extract.

*Keywords: Young coconut water, blueberry fruit extract, optimal formula*

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# A Conductive Nanofiber PVA/ZnO using Electrospinning Process and Its Potentially for Edible Electronic

| Yadi Mulyadi Rohman<sup>1</sup>, Dendin Supriadi<sup>2</sup>, Sufiyah Assegaf<sup>3</sup>, Hasniah Aliah<sup>4</sup>, Siska Solehah<sup>5</sup>, Rahma Syifa<sup>6</sup>

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## Abstract

**Background** – Electrospun nanofibers have been widely used for various applications. PVA/ZnO nanofiber composites have been successfully fabricated and their electrical properties have been tested. The purpose of this research is to investigate the potential of these nanofiber composites as edible electronic materials based on their conductivity.

**Purpose** – The purpose of this research is to investigate the potential of nanofiber composites as edible electronic materials based on their conductivity

**Design/methodology/approach** – In this experiment, we used commercially available Polyvinyl Alcohol (PVA) and ZnO technical quality. The composites were prepared by mixing PVA and ZnO at weight per volume (w/v) concentrations. Nanofiber fabrication was carried out using the electrospinning technique with high voltage at 14 kV, a flow rate of 2 mL/hour, and humidity around 50%. The PVA/ZnO nanofibers were characterized using a digital microscope, Scanning Electron Microscope to observe surface morphology and diameter of nanofiber, and conductivity measurements were conducted to assess electrical conductivity.

**Findings** – The results showed that optimum nanofibers were formed with a 10% concentration and varying ZnO have an average diameter size of  $225 \pm 0.5$  nm. The addition of ZnO to PVA nanofibers enhances their electrical characteristics. The electrical conductivity of PVA/ZnO nanofibers increases with the addition of ZnO. The highest AC conductivity of PVA/ZnO nanofibers is  $315 \mu\text{S}\cdot\text{m}^{-2}$  at a concentration of 5 mg (w/v). This indicates that PVA/ZnO has good enough conductivity to be used in electronic devices.

**Research limitations** – The PVA/ZnO nanofiber has a small diameter due to its viscosity, surface tension, and good molecular weight, making it capable of being drawn by electrospinning. ZnO is chosen for its ready availability and good conductivity properties. Therefore, the combination of these two materials enhances the conductivity characteristics of the nanofibers.

**Originality/value** – This research was conducted due to the lack of studies on PVA nanofibers composite with ZnO to assess their conductivity properties. The novelty of this research lies in providing a new form of morphological structure as well as good conductivity. This proves that ZnO exhibits conductivity properties and the PVA/ZnO nanofiber composites can be used for the fabrication of edible electronics.

*Keywords: Conductivity, Electrospinning, Nanofiber, PVA, ZnO*

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# The Analysis of Morphological Characteristics of *Peperomia caperata* Cultivars as a Basis for Crossing to Obtain the New Cultivar

| Ana Qonita Nabilla<sup>1</sup>, Tami Rahma Lestari<sup>2</sup>, Hafsah Hafsah<sup>3</sup>

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## Abstract

**Background** – Terang Bulan Plant (*Peperomia caperata*) is a commercial ornamental herbaceous plant that grows well in damp and shady places. The forests in the Mount Baturraden area have tropical rainforests that are suitable as habitats for herbaceous plants, including *Peperomia*. Various cultivars of *P. caperata* are found to grow well in Baturraden area.

**Purpose** – Morphological characterization of *P. caperata* cultivars is essential as it provides basic information for biodiversity inventories and is the basis for crossbreeding ornamental plants. From this research, it is hoped that new potential cultivars with high marketability can be produced.

**Design/methodology/approach** – Plant sampling was carried out at 12 sites, including Karangmangu, Karangsalam Lor, Karangtengah, Kebumen, Kemutug Kidul, Kemutug Lor, Ketenger, Kutasari, Purwosari, Pamijen, Pandak and Rempoah villages. The all morphological characters of plant samples were assessed. Then, the kinship relationships were analyzed using the UPGMA method (MEGA software version 6.0).

**Findings** – From 12 observation locations, six *P. caperata* cultivars were obtained, namely Gray Luna, Red Luna, Emerald Ripple, Silver Ripple, Pink Lady, and Greevar. The cultivars Gray Luna and Red Luna showed the lowest dissimilarity with an index of 0.0934. Meanwhile, the Greevar and Silver Ripple cultivars had the highest dissimilarity index with a difference index of 0.9765. Thus, the Greevar and Silver Ripple cultivars have the potential to be crossed and produce new ornamental plants that are attractive and have a different appearance. The potential for the formation of new cultivars able increase the selling power of this *P. caperata* commodity.

**Research limitations** – This research is limited to the *P. Carperata* cultivar found in the Baturaden - Purwokerto area. It would be very good if samples were obtained from all regions of the archipelago. However, this research is an important initial stage for the future development of Terang Bulan plant.

**Originality/value** – The results of this research can be used as a basis for cultivar crossings which have the potential to create new cultivars with high marketability. High selling power due to the potential for attractive and unique color patterns.

*Keywords: brightmoon characters, diversity, morphology, Peperomia*

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# Phylogeographic Analysis of Intertidal Barnacle, *Amphibalanus Reticulatus* in Indonesia

| Sri Riani<sup>1</sup>, Romanus Edy Prabowo<sup>2</sup>, Agus Nuryanto<sup>3</sup>

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## Abstract

**Background** – Previous studies in the Indo-Pacific region enhance our understanding of the historical processes underlying diversification in this region. However, phylogeographic studies in the Indo-Pacific region yielded inconsistent support for various biogeographical hypotheses. Most species studied (60%) supported biogeographic realms, provinces, and ecoregions, while 40% showed population panmixia.

**Purpose** – This study aims to analyze the phylogeography of *A. reticulatus* in Indonesia using the mitochondrial genetic marker cytochrome c oxidase subunit I (COI) to test which of the hypotheses best explains the genetic structure of the currently observed population.

**Design/methodology/approach** – A total of 107 specimens of the barnacle *A. reticulatus* were collected from 10 different locations using the purposive random sampling method. The research was carried out for two years, from sample collection to data analysis. Parameters examined include genetic diversity, neutrality tests, demographic expansion patterns, genetic structure, and connectivity.

**Findings** – The analysis showed that this study's overall haplotype and nucleotide diversity was relatively high ( $h = 0.86$ ;  $\pi = 0.83\%$ ). The neutrality test indicates recent population congestion observed in Lampung, Cilegon, Bangka, Parepare, and Lombok. In contrast, recent population expansions have been observed in Semarang, Bali, Bantaeng and Kupang. The AMOVA results showed that the variation between individuals within the population was higher (85.8%) than the variation between populations (14.2%) with a very high value of gene flow ( $Nm=1.15$ ). The phylogenetic tree and haplotype network show that the population of *A. reticulatus* in Indonesia is divided into four clades. Members of clade one are distributed in all subpopulations/research sites so that they are called the most dominant group and are assumed to be primitive or elder groups. The phylogeography of the barnacle *A. reticulatus* in Indonesia is currently homogeneous, meaning that no geographic barriers affect the distribution of this species in Indonesia. These results show that Indonesia is well connected by propagule-mediated gene flow.

**Research limitations** – Samples representing the northern coastal waters of Indonesia are needed to validate the hypothesis regarding the emergence of a new haplotype found exclusively in the Indonesian mix master.

**Originality/value** – The new finding of this research is the emergence of a new haplotype identified exclusively in the Indonesian mix master.

*Keywords: Amphibalanus reticulatus, Genetic diversity, Genetic structure, Phylogeography*

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# **Track: Law**





# Supervision and Law Enforcement of Cartel Offences in the Digital Era According to Law Number 5 Year 1999 on the Prohibition of Monopolistic Practices and Business Competition

| Happy Ferovina Wuntu<sup>1</sup>, Subagyo Sri Utomo<sup>2</sup>, Sutarjo<sup>3</sup>

<sup>1,2,3</sup>International Women University

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## Abstract

**Background** – Proving cartel offences in the digital era faces several complex challenges, such as the limited knowledge and ability of law enforcement to understand and deal with the technological aspects used in digital cartel practices. using indirect evidence can be done to deal with cartel cases in Indonesia.

**Purpose** – 1. creating legal certainty in proving cartel acts in business competition in the digital era. 2. provide strict sanctions for business actors who commit cartel acts.

**Design/methodology/approach** – normative juridical approach with a comparative approach, study and analysis of Law Number 5 Year 1999.

**Findings** – many business actors who commit cartels are not caught by the law because there is no clear legal certainty in the law that regulates it because it is so difficult to prove that it must be regulated in the indirect evidence law for business actors. Business actors must receive strict sanctions when committing cartel actions.

**Research limitations** – reference to the difficult book on cartels in Indonesia and also some court decisions on cartel evidence which are still few.

**Originality/value** – This research draws from several scientific papers and books on business competition as well as business competition law by comparing with several countries to prove cartels and rules that discuss cartels in Indonesia.

*Keywords: business competition, cartels*

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# Model of Law Enforcement Against the Criminal Act of Defamation Through Electronic Media Which Meets the Elements of Intentional and Without Right Connected With the Theory of Error in Order to Create Legal Certainty

| Diah Pudjiastuti<sup>1</sup>, Sahat Maruli Tua Situmeang<sup>2</sup>

<sup>1</sup>International Women University, <sup>2</sup>Universitas Komputer Indonesia

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## Abstract

**Background** – The escalating occurrence of defamation via electronic media has emerged as a significant concern within criminal law, given its profound ramifications on both individuals and society. However, further exploration is required to comprehensively grasp the fulfillment of criminal act elements within the criminal justice framework.

**Purpose** – This research aims to achieve two main objectives. First, it seeks to analyze the application of the elements intentionally and without rights in criminal defamation cases involving electronic media in the criminal justice system. Second, it aims to evaluate the law enforcement model for these cases, by prioritizing legal certainty.

**Design/methodology/approach** – The research began with an extensive review of defamation law literature, focusing on its implications for electronic media and amendments to Law Number 19 of 2016. This encompassed scientific articles, legal journals, case studies, and statutory regulations. Subsequently, the theoretical framework and error theory relevant to electronic media defamation were explored. A meticulous legal analysis followed, identifying the elements necessary to establish a criminal act of defamation, with emphasis on intentional and unlawful behavior. Finally, the impact of fault theory on interpreting and applying these elements in electronic media defamation cases was assessed.


**Findings** – A restorative justice approach is recommended to overcome criminal acts of defamation through social media, which aims to mitigate the criminalization of defamation while protecting individual honor from degrading actions. The restitution process, which involves reconciliation and compensation for losses, offers a way to restore normalcy and foster better relationships between victims and perpetrators.

**Research limitations** – This research was hampered by limited access to primary data and the absence of direct involvement of respondents during the research period. In addition, this report does not explore in depth the psychological and social dimensions related to criminal acts of defamation.


**Originality/value** – This research enriches understanding regarding the fulfillment of criminal elements of defamation intentionally and against the law through electronic media in the criminal justice process. Furthermore, this research introduces the concept of restorative justice as an alternative to recovering losses resulting from criminal acts, so that it has important value for the advancement of thought and practice in handling defamation cases fairly in criminal law.

*Keywords: Defamation, Electronic Media, Criminal Justice Process*

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# **Track: Engineering and Technology**



# Decision Tree, Random Forest, and XGBoost to classifying the Customer Churn

| Muhamad Nawawi<sup>1</sup>, Muhamad Fahrurrozi<sup>2</sup>  
<sup>1,2</sup>International Women University

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## Abstract

**Background** – The digital era has reshaped the business landscape by providing abundant access to customer data, while also increase the churn rate, which can have a negative impact on company profitability

**Purpose** – The goal of this study is to compare the accuration performance of 3 algorithms, there are Decision Tree, Random Forest, and XGBoost, in classifying customer churn

**Design/methodology/approach** – The research method is quantitative with an experimental analysis. The approach model used is the Cross Industry Standard Process for Data Mining method. The data processed is customer data for a company obtained from the Kaggle website in CSV file format. This dataset is a Customer Churn Dataset with 505207 records and 12 features. The data processed is customer transaction from sales where the data type is quantitative. The data preparation process consists of data integration, data cleaning, feature engineering and one hot encoding.

**Findings** – The results show that Random Forest has the best with 93.52% accuracy, 89.77% precision, and 99.71% recall In conclusion, in facing the challenge of customer churn, implementing Random Forest can be an optimal choice for companies to minimize churn and increase customer satisfaction. A number of previous studies have explored customer churn using various classification algorithms. In the research entitled Performance Test of Classification Techniques for Predicting Customer Churn, which compared the Logistic Regression, Decision Tree and Random Forest algorithm models with the highest accuracy of 82.23%, Logistic Regression was obtained as the best algorithm

**Research limitations** – This research is only compare performance of 3 algorithms : Decision Tree, Random Forest, dan XGBoost to find the best accuracy

**Originality/value** – The novelty of this study compared to others study is the comparison of the performance of 3 algorithms : Decision Tree, Random Forest, and XGBoost with the finding that Random Forest gets the highest average value with evaluation metrics of accuracy, precision and recall. By better understanding the advantages and disadvantages of each algorithm, you can provide better recommendations to companies or organizations to reduce customer churn and increase customer satisfaction.

*Keywords: Decision Tree, Random Forest, XGBoost, CRISP-DM, customer churn*

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# CLOSING SPEECH

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Excellencies, Presenter, Attendees

Ladies and Gentlemen,

I am very honored and delighted to deliver the concluding remarks of 9<sup>th</sup> International Conference on Interdisciplinary Research on Education, Economic studies, Business and Social Sciences (9<sup>th</sup> RESBUS) organized by International Women University and Research Synergy Foundation; Supported by: Scholarvein, Reviewer Track, Research Synergy Institute, Research Synergy Press, F1000 Research, Cogent Open Access Journals, and Taylor & Francis Group. The committee has successfully hosted the event, breakout sessions and all presentations were delivered with minimum technical issues. I believe that during this conference, we have all had insightful, interactive, discussions and great chance to share the outcomes of our research.

Throughout this conference, we have had the opportunity to explore deeper in the various area of research related to education, economic, business, and social science. The presentations, discussions, and insights shared by esteemed scholars and experts have provided a rich tapestry of knowledge and perspectives. Overall, this conference has served as a platform for interdisciplinary dialogue and collaboration, fostering a deeper understanding of the complex challenges facing our world today. As we conclude this conference, let us carry forward the insights gained and continue our collective efforts towards building a more sustainable, equitable, and prosperous future for all.

I would like to thank all participants, keynote speakers, reviewers, presenters, attendees, and of course session chairs from various countries who have already given their best contribution to this 9<sup>th</sup> RESBUS. Next, my sincere gratitude and thank you, finally, to all the committee members for their hard work. Therefore, let me wish all of our energy, enthusiasm, shared trust and resolve on our way towards achieving a better future for all.

Moreover, Congratulation to the achievement in awarding section for the best paper, the best presentation, and high recognition to all session chairs involved (your feedback is really valuable to all audiences, we are looking forward for future collaboration ahead).

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

See you at our upcoming event.

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

Best regards,

International Women University



# **Future Events**



<https://bit.ly/UpcomingConference-RSF>

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**8<sup>th</sup> ESBEM**

8<sup>th</sup> International Conference on Entrepreneurship Studies, Business, Economy, and Management Science

<https://esbem.com>

Virtual conference – May 28, 2024

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**6<sup>th</sup> ICISS**

6<sup>th</sup> International Conference on Islamic Education Studies and Social Science

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

Virtual conference – June 11, 2024

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**10<sup>th</sup> BEMSS**

10<sup>th</sup> International Conference on Business, Economy, Management and Social Studies Towards Sustainable Economy

<https://www.bemssconference.com>

Virtual conference – June 25, 2024

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**8<sup>th</sup> IBEMS**

The 8<sup>th</sup> International Conference on Interdisciplinary Business, Economy, Management, and Social Studies

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

Hybrid conference (Tokyo, Japan) - July 3-4, 2024

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**2<sup>nd</sup> ICP-IBS**

The 2<sup>nd</sup> International Conference on Psychology and Interdisciplinary Behavioral Studies

<https://icpibs.com>

Hybrid conference (ASTON Priority Simatupang Hotel & Conference Center, Jakarta, Indonesia)  
October 8-9, 2024

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**5<sup>th</sup> ICTASE**

5<sup>th</sup> International Conference on Teaching and Science Education

<https://ictase.com>

Virtual conference - July 23, 2024

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**2<sup>nd</sup> ICE-BEST**

2<sup>nd</sup> International Conference on Economics, Business, Science, and Technology

<https://ice-best.com>

Hybrid conference (Istanbul, Turkey) - August 13-14, 2024

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**ICPS 2024**

The 2024 International Conference of UNAIR Postgraduate School

<https://www.icpsunair.com>

Hybrid conference (Universitas Airlangga, Surabaya) – September 11, 2024

***2<sup>nd</sup> ICISETIM***

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The 2<sup>nd</sup> International Conference on Industrial and Systems Engineering, Technology, Innovation, and Management

<https://icisetim.com/>

Hybrid conference – (Swiss-Belhotel Rainforest – Kuta, Bali, Indonesia) September 24-25, 2024

***9<sup>th</sup> MASOS***

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9<sup>th</sup> International Conference on Management Studies and Social Science

<https://www.masosconference.com>

Virtual conference - November 5, 2024

***5<sup>th</sup> MESS***

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The 5<sup>th</sup> International Conference on Management, Education, and Social Science

<http://messconference.com>

Virtual conference - December 10, 2024





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