

**International Conference (Hybrid)
15 November 2023**

Book of Abstract Conference Proceeding

BICOMPACT 2023

**Bakrie International Conference on
Communication, Management, Politics & Accounting**

**Theme: " Advancing Sustainability: Strategic
Approach for A Changing World "**



**Bakrie International Conference on Communication, Management, Politics &
Accounting (BICOMPACT 2023)**
Theme:" Advancing Sustainability: Strategic Approach for A Changing World "

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Dr. Jurica Lucyanda, S.E., M.Si., AFA, CSRS, CSRA,

Dr. Dudi Rudianto, S.E., M.Si.,

Dr. Hendrati Dwi Mulyaningsih,

Santi Rahmawati, MSM.



2024

Book of Abstract Conference Proceeding

Bakrie International Conference on Communication, Management, Politics & Accounting (BICOMPACT 2023)

Theme: " Advancing Sustainability: Strategic Approach for A Changing
World "

**International Conference (Hybrid)
15 November 2023**

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Bakrie International Conference on Communication, Management, Politics & Accounting
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FOREWORD

Supported by :





Universitas Bakrie, is an institution founded through the transformation of Bakrie School of Management, reflects the deep commitment of the Bakrie Education Foundation (YPB) to fostering the development of outstanding human resources in Indonesia.

Universitas Bakrie's mission is to nurture the young generation of Indonesia, equipping them not only to excel within the nation but also to compete globally. Since the establishment in 2010, Universitas Bakrie has been dedicated to enhancing the quality of their graduates. This commitment to excellence has been recognized through their consecutive titles as the Best Private University in Jakarta in the Times Higher Education (THE) International rankings for the years 2021, 2022, and 2023.

University dedication to sustainable development encompasses a range of areas, including research, innovative curriculum, and various aspects that advance education. Universitas Bakrie adopts an "Experiential Learning" method that allows students to experience the corporate and business world first-hand through "Real Cases and Real Practices in a Real Business Environment."

Learning extends beyond the classroom into laboratories, studios, and business incubation spaces. Universitas Bakrie is home to integrated laboratories resulting from collaborations with companies under the Bakrie Group. Despite their relatively young age, Universitas Bakrie's alumni have demonstrated their quality and competitiveness on both the national and global stages. Many have found success in the workforce, both within the Bakrie Group ecosystem and in national and multinational companies. Numerous alumni have received scholarships to pursue further studies abroad, while others have embarked on entrepreneurial endeavours, contributing significantly to the Indonesian economy.

All stakeholders of the university strive to continue working collaboratively in creating a brighter future for the youth and the nation of Indonesia. They aim to elevate the standards of education and nurture innovators and capable future leaders.

<https://www.bakrie.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, Reviewer Track, 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.

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CONFERENCE CHAIR MESSAGE

Assalamualaikum Warrahmatullahi Wabarakatuh,

Good morning, Ladies and Gentlemen,

First of all, let us express our thankful to Almighty God. Because of His mercy and grace, we can gather hybrid, both on site in Bakrie University Campus and virtual through Zoom platform to attend the “Bakrie International Conference on Communication, Management, Politics & Accounting (BICOMPACT 2023) with the theme: “Advancing Sustainability: Strategic Approach for a Changing World”.

In this great opportunity, let me give my highest appreciation for the Conference Committee from Bakrie University and also Research Synergy Foundation to make this Conference running very well. And also, I would like to thank to all Keynote Speakers in this Conference:

1. Mr. Taufan Eko Nugroho Rotorasiko as CEO PT. Lativi Media Karya (tvOne), Indonesia.
2. Prof. Lee Di Milia, Ph.D. as the Dean of the School of Business and Law Central Queensland University, Australia.
3. Dr. Wan Norbani Wan Noordin as the Director of the Transnational Education Department at iCEPS, Universiti Teknologi MARA (UiTM), Malaysia.

Moreover, appreciation and recognition to the Session Chairs, Presenters, and Attendees coming from at least fifteen (15) countries around the Globe.

Bakrie International Conference on Communication, Management, Politics & Accounting (BICOMPACT 2023) is an international conference organized by Research Synergy Foundation that is held hybrid on 15 November 2023 virtual through Zoom platform. Supported by Scholarvein, Research Synergy Institute, Reviewer Track, Research Synergy Press, F1000Research, Cogent Open Access Journals, and Taylor & Francis Group.

We are thrilled to greet all participants of BICOMPACT 2023, centered around the theme "Advancing Sustainability: Strategic Approach for A Changing World". As we gather for this occasion, we embark on a journey toward sustainable solutions aimed at addressing the global challenges of our era. The conference aims to provide a platform where researchers, students, practitioners, policymakers, and various stakeholders can come together to explore innovative approaches for establishing a new interdisciplinary framework in transportation. By assembling experts from diverse fields and regions, the conference holds the potential to pinpoint creative solutions contributing to a more resilient future for all.

In today's rapidly evolving business environment, sustainability has become integral to the corporate agenda. It is no longer just a social or environmental responsibility; it has become a key factor for achieving competitive advantage. As companies and projects face the challenge of balancing operational effectiveness with strategic thinking on sustainability, a strategic approach becomes crucial.

Strategic sustainability requires organizations to adopt sustainable practices and integrate them into their business model. This integration aligns social and environmental concerns with the organization's overall objectives, leading to the development of new products, processes, and business models.

Furthermore, the integration of sustainable development into the strategic planning of a company entails considering sustainability aspects in both external developments and internal strengths and weaknesses. By doing so, organizations can create a sustainability strategy incorporating social and environmental dimensions into their strategic management process.

To overcome the challenges and advance sustainability, organizations must adopt a strategic approach beyond mere greenwashing. This involves redefining their purpose and aligning their actions with economic, social, and environmental goals. By taking a stakeholder view of the firm and considering the interests of society and the environment, organizations can ensure their sustainability efforts are genuine and impactful.

To conclude, I hope that this conference could be a platform for sharing knowledge among researchers and students to give insight, feedback, novelty in sustainability issues from now to the future.

Moreover, organizing this conference has been a privilege for us. Our sincere thanks go to the conference organizing committee, the editorial board, and the program chairs for their valuable guidance and outstanding contributions to BICOMPACT 2023.

We encourage active involvement, the exchange of insights, and participation in stimulating discussions throughout the plenary and academic sessions. Embrace this opportunity to discover new perspectives and leverage the discussions to learn from one another.

A warm welcome awaits you at this conference, and we hope that this year's event will both challenge and inspire you, fostering the development of new knowledge, collaborations, and friendships.

Best regards,

Dr. Jurica Lucyanda, S.E., M.Si., AFA, CSRS, CSRA
Conference Chair of BICOMPACT 2023

CONFERENCE CHAIR



Dr. Jurica Lucyanda, S.E., M.Si., AFA, CSRS, CSRA
Universitas Bakrie

Dr. Jurica Lucyanda, S. E, M. Si., AFA, CSRS, CSRA is a lecturer in the accounting study program at Universitas Bakrie. She completed the Bachelor of Economics in Accounting in 1994 from Sekolah Tinggi Ilmu Ekonomi (STIE) Perbanas Jakarta (now ABFII Perbanas). In 1999, she continued her S2 Master of Science in Accounting at Universitas Gadjah Mada Yogyakarta and obtained a Master of Science (M.Si) in Accounting in 2001. She holds a doctorate from Universitas Gadjah Mada Yogyakarta in 2019.

Her expertise as a finance analyst and also sustainability reporting specialist and assurer has been recognized by achieving a Professional Qualification from the American Academy of Financial Management (AAFMM) and Institute of Certified Sustainability Practitioners (ICSP) in the field of Sustainability Reporting. She started her career as an accounting lecturer in 1994 at Universitas Islam "45" (Unisma) Bekasi and joined Bakrie University Jakarta as a lecturer in the Accounting Study Program in July 2010. Her research is interested in management accounting behavior (behavioral accounting), and her articles have been published in several research journals (international and national journals).

CO-CONFERENCE CHAIR



Dr. Hendrati Dwi Mulyaningsih

Founder & Chairperson of Research Synergy Foundation

Dr. Hendrati Dwi Mulyaningsih is the chairperson and founder of Research Synergy Foundation that has shown great commitment on creating Global Network and Research Ecosystem. This GNR ecosystem has been developing since 2017 up to the present and having increasing numbers of the member up to more than 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 SPEECH



Prof. Ir. Sofia W. Alisjahbana, M.Sc., Ph.D., IPU., ASEAN Eng.

Rector of Universitas Bakrie

In 1992, Prof. Sofia earned a Doctor of Philosophy (Ph.D.) degree in the Department of Engineering Mechanics and Astronautics at the University of Wisconsin-Madison, USA. Her dissertation was titled "Rotating Annular Plate Response to Arbitrary Moving Load." Prof. Sofia obtained her Master of Science (M.Sc.) in Engineering Mechanics from the same department at the University of Wisconsin-Madison in 1988. Prior to that, in 1986, she completed her undergraduate studies in Civil Engineering at the Bandung Institute of Technology, Indonesia.

Prof. Sofia began her academic career as a Teaching Assistant at her alma mater, the Engineering Mechanics Department at the University of Wisconsin-Madison, USA, in 1988. She also worked as a Research Assistant during that time. After returning to Indonesia, Prof. Sofia became a faculty member in the Department of Civil Engineering at Tarumanagara University in 1993. She held various positions at the same university, including Vice-Chair of the Master's Program in Civil Engineering, Vice-Rector for Administration and Finance, Chair of the Master's Program in Civil Engineering, Chair of the Doctoral Program in Civil Engineering, Director of the Postgraduate Program, and Vice-Rector for Academic Affairs at Tarumanagara University, which she held until 2009.

In March 2010, Prof. Sofia joined and was inaugurated as the Rector of Bakrie University. In addition to her active role in academia, Prof. Sofia has also served as the Research & Development Manager at PT Wiratman and Associates from 1993 to 1995, and she has been a Senior Assessor for the National Accreditation Agency for Higher Education (BAN-PT) under the Ministry of National Education of the Republic of Indonesia since 2001.

CLOSING SPEECH



Dr. Dudi Rudianto, SE, M.Si.

**Dean of Faculty of Economics and Social Sciences,
Universitas Bakrie**

Dr. Dudi Rudianto, SE., MSi serves as the Dean of the Faculty of Economics and Social Sciences at Bakrie University and holds a permanent lecturer position in the Master of Management Study Program. He earned his Doctoral degree from Padjadjaran University in 2007 and has a wide experience as a financial and investment management trainer in various private companies, state-owned entities, and government institutions.

With expertise in Corporate Finance, Personal Finance, Investment Management, Project Management, and Strategic Management, Dr. Dudi actively engages in publishing publications and providing community service related to financial and investment materials. He is currently involved as a lecturer in financial management and investment across undergraduate, master's, and doctoral programs at both public and private universities in Bandung and Jakarta.

Furthermore, Dr. Dudi is registered as a senior accreditation assessor at BAN PT and LAMEMBA. Despite his background in financial management, he expresses a belief that the realms of finance and sustainability are intricately connected rather than separate entities. In his perspective, the evolving world demands a broader outlook in financial management, extending beyond evaluating investments and assessing risks. The risks now encompass not only balance sheets and profit margins but also the well-being of the planet and future generations.

Dr. Dudi emphasizes the growing urgency for sustainable practices, highlighting those challenges such as climate change, resource scarcity, and ecosystem depletion are not solely environmental concerns but also significant financial challenges. He underscores the substantial risks these issues pose to the realms of business, industry, and the economy at large.

KEYNOTE SPEAKERS



Taufan Eko Nugroho Rotorasiko

CEO PT Lativi Media Karya (tvOne), Indonesia

Taufan Eko Nugroho Rotorasiko is the CEO of tvOne. Concurrently, he also holds the position of the CEO of PT Merah Putih Berkibar, Director at EMP Buzi Hydrocarbons since January 2021, and the President Director of PT. Quantum Aksesindo Nusantara.

His wide-ranging expertise also includes his tenure as CEO of PT. Multi Kontrol Nusantara from June 2004 to May 2018, where he provided invaluable insights into corporate management. Earlier in his career, he honed his technical skills as GISA Manager at PT Bakrie & Brothers and as a Software Engineer at Verizon and Bell Atlantic.

Beyond the corporate landscape, Taufan has played pivotal roles in Indonesian youth organizations, serving as Chairman of Komite National Pemuda Indonesia from 2011 to 2014. His commitment to positive change extends to roles as Chairman of Karang Taruna, Chairman of Gerakan Pemuda Sehat (GPS), and Chairman of DPP PPS Betako Merpati Putih, focusing on youth development, health, and cultural preservation. Since 2016, Taufan has been the Chief of Investment at the Indonesia Chamber of Commerce & Industry, showcasing his dedication to promoting economic growth and entrepreneurship. His academic achievements include an MBA from the UCLA – NUS Executive MBA Program and a bachelor's degree in Computer Information Systems from Strayer College, earned with Magna Cum Laude honors.

Speech:

Assalamualaikum Wr.Wb.

Distinguished guests and esteemed colleagues

First and foremost, I would like to extend my sincere appreciation to Universitas Bakrie for the esteemed invitation to deliver the keynote address at the Bakrie International Conference on Communication, Management, Politics & Accounting (BICOMPACT 2023).

Today, I stand before you to delve into the fascinating world of television and how it has evolved with the rapid advancements in technology, particularly the remarkable impact of artificial intelligence (AI). This transformative journey is exemplified by the case study of tvOne, where the convergence of AI and television management strategy has been a game-changer.

Distinguished guests,

The television industry, like many others, has experienced significant changes over time, driven by technological advancements. In recent years, the influence of artificial intelligence on television has been profound. A striking example is the "Apa Kabar Indonesia" program on tvOne, which started its AI-powered broadcasts on Instagram and TikTok platforms in April 2023. Karni Ilyas, the Chief Editor of tvOne, proudly proclaimed the use of AI to create avatars as presenters, marking a technological milestone in Indonesia's media landscape.

In the ever-competitive television industry, where new players continuously emerge, staying relevant and maintaining market position is a constant challenge. In this context, AI holds the potential to be a strategic game-changer. The integration of AI into television management strategies can enhance competitiveness, create value propositions, and enable companies to thrive in a fiercely competitive environment.

Distinguished guests,

We have a study, titled "Application of Artificial Intelligence (AI) in Television Industry Management Strategy using Grounded Theory Analysis: A Case Study on tvOne," employed qualitative methods to gain a deep understanding of the subject matter. Constructivist grounded theory, as proposed by Charmaz (2005), guided the course of research, data collection, and analysis.

The primary data for this study was collected through interviews with five top-level management representatives from tvOne including me. These interviews were transcribed and analyzed using grounded theory, which enabled us to uncover insights and draw meaningful conclusions.

Distinguished guests,

The research at tvOne uncovered a spectrum of insights regarding the current state of the television industry and its adaptation to AI-driven changes. The key findings are as follows:

- **Financial Resources:** The transition from analog to digital broadcasting, often due to Analog Switch-off (ASO), has posed financial challenges for the industry. Reduced revenues have been a common consequence.
- **Digitization and Competition:** The digital era has introduced a new competitive landscape. Television stations now compete with social media platforms and face a shift in advertising revenue towards international platforms. This has led to changes in market preferences and tastes.
- **Decreased Income:** Many television companies have seen a decline in income. This is attributed to a range of factors, including the pandemic's impact on the economy, reduced advertising budgets, and the changing media consumption habits of viewers.
- **Organizational Structure:** The need for strategic and organizational overhauls has become evident in the face of these challenges. Adapting to the digital age requires a reshuffling of structures and reestablishing trust.

Distinguished guests,

In light of these findings, it becomes apparent that AI represents a significant opportunity for the television industry, primarily in content production. By integrating AI into content production processes, tvOne, and other players, aim to enhance efficiency and quality. This is made possible by utilizing sophisticated data analysis and automation, which are essential for meeting the evolving demands of modern viewers.

However, the road to adopting AI is not without its challenges. These hurdles primarily revolve around resource constraints. Implementing AI necessitates human resources with technical expertise, adequate financial resources, and the necessary infrastructure. As we venture further into the digital age, it is clear that overcoming these challenges is imperative to stay competitive and relevant.

In conclusion, the relationship between AI and the television industry is one of transformative potential. As we have seen through the case study of tvOne, AI is not only changing how content is produced but also how television management strategies are shaped. To thrive in this dynamic environment, the industry must be prepared to adapt, invest in AI, and overcome the challenges that lie ahead.

The television industry, driven by AI, is poised for a future filled with innovation, quality content, and enhanced viewer experiences. By embracing the possibilities AI offers, it can continue to captivate audiences in this ever-evolving digital age.

Thank you!



Prof. Lee Di Milia, Ph.D.
Central Queensland University, Australia

Professor Di Milia joined Central Queensland University in 2002 and became Dean of the School of Business and Law in 2013. As Dean, he:

- Built a new school from the remnants of two former schools,
- Commenced with 45 staff and now manages 95 staff across several campuses,
- Grown the number of courses on offer from 12 to now, 26 courses,
- Included vocational training as a new business venture,
- Is responsible for the learning of thousands of students,

The School of Business and Law was recently ranked by the Times Higher Education Index in the 301 – 400 band.

Professor Di Milia is an organisational psychologist and continues to teach, supervise doctoral students, and publishes in organisational behaviour, the effects of shift work on well-being, and recently in machine learning.

Prior to working in the University sector, Professor Di Milia worked for BHP in the Steel division. Here he worked in Human Resource Management and developed consulting skills by working on long term secondments with McKinsey and Co, and Cap Gemini.

Professor Di Milia was a Director of the Australian and New Zealand Academy of Management for 15 years, as well as serving as Treasurer and President in 2018.

Professor Di Milia's service to his profession is recognised by being granted:

- Life Fellow of the Australian and New Zealand Academy of Management
- A Companion of the British Academy of Management

Summary of Speech:

Sustainability is central to our economic and social prosperity. In this talk, I will outline why we should be concerned about sustainability, provide a working definition of sustainability and discuss some barriers to sustainability.



Wan Norbani Wan Noordin, Ph.D.

Universiti Teknologi MARA (UiTM), Malaysia

Dr. Wan Norbani Wan Noordin currently is the Director of Transnational Education (TNE) department in the Institute of Continuing Education and Professional Studies (iCEPS), UiTM, where she develops, manages and executes the TNE business agenda for UiTM. She holds a PhD in Communication from Auckland University of Technology, New Zealand and a senior lecturer at the faculty of Communication and Media Studies, Universiti Teknologi MARA (UiTM), Malaysia.

Wan's research focuses on communication technologies, their development and impact on academia, practice and communities. She also serves as reviewers on rated journals and conferences in the field of Public Relations, Communication and Media. She is also a council member in the Institute of Public Relations Malaysia (one of the oldest National bodies in Malaysia) and one of the members in the advisory board for Yayasan Era Suria, a Malaysian NGO that focuses on environment, youth and sustainability. Currently, she has a book accepted for publication and she writes journal articles on communities, publics' digital conversations and reputation studies. She practices Ayengar yoga, bush walks and hikes during her free time.

Summary of Speech:

Topic: Advancing Sustainable Development Goals: From Circular Economy to Responsible Communication

In an era marked by unprecedented global challenges, the Sustainable Development Goals (SDGs) stand as a roadmap and guidelines for a more sustainable and equitable future. Achieving these ambitious goals necessitates not only concerted efforts but also effective communication strategies that engage and empower diverse stakeholders. This abstract explores the critical role of responsible communication in advancing SDGs, recognizing it as a catalyst for awareness, collaboration, and transformative action.

The paper begins by providing an overview of the SDGs practices and their significance in addressing multifaceted global challenges. It emphasizes the need for a paradigm shift in communication strategies, moving beyond traditional methods to embrace responsible communication as a cornerstone of sustainable development initiatives. Responsible communication, characterized by transparency, inclusivity, and ethical considerations, emerges as a powerful tool for mobilizing individuals, businesses, and governments toward the SDGs.

Drawing on case studies and examples from various local and international campaigns, the paper highlights successful instances where responsible communication has played a pivotal role in achieving specific SDGs. It examines the role of educational institutions,

businesses, governments, and media in shaping narratives that align with sustainable development objectives.

In conclusion, this paper advocates for a paradigmatic shift toward responsible communication as an integral component of global efforts that should be embedded in the SDGs. It calls for a collaborative and inclusive approach, where stakeholders across sectors harness the power of communication to inform, inspire, and drive meaningful change. By integrating responsible communication into the fabric of sustainable development initiatives, the global community can amplify its impact, creating a collective force capable of overcoming the most pressing challenges of our time.

MODERATOR



Santi Rahmawati, MSM.

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 the bachelor's degree in Industrial Engineering from Universitas Indonesia. She then receiving her Master of Science Management (focusing on Entrepreneurship and Technology Management) from Bandung Institute of Technology (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 Bandung Institute of Technology (ITB). 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). She has already been an editor of two published books (both published by Routledge, Taylor & Francis), a reviewer in many reputable international journals, an author and co-authored multiple research articles and book chapters. Santi also serves as the Managing Editor for six international journals <https://journals.researchsynergypress.com> : IJEBCE, JEIIS, JEASS, JSETP, JMDIC, and JHASIB.

SESSION CHAIRS



Dr. Supachart lamratanakul

King's Mongkut University of Technology Thonburi, Thailand

Supachart lamratanakul is an assistant professor at Graduate School of Management and Innovation at King Mongkut University of Technology Thonburi, Thailand. He has published articles in several international conferences and journals. His research areas include Logistics and Supply Chain Management, Retailing and Wholesaling, Marketing and Decisions Making, International and Global business, Marketing Strategy, New product management, Marketing Engineering and Science, research and development, Innovation management, Project and program management, Technology marketing and management, and OR techniques. For his industry experience, Supachart worked in the high-technology industry with a subsidiary of Intel Corporation from 2003 to 2008.



Dr. Yeow Jian Ai

Multimedia University, Malaysia

Dr. Yeow Jian Ai is currently a lecturer in the Faculty of Business (FOB), Multimedia University. She has been in the academic industry for more than 15 years. She has been teaching and supervising undergraduate and postgraduate students mainly in areas of Management, International Business and Human Error (Operation Management) and Organisational Behaviour. Her research areas include Human Error, Ergonomics, Safety and Health, Strategic Management, Operations Management, Business Management and International Business. She has published various Scopus journals as co-author as well as main author. She has won several international awards in entrepreneurship competitions such as ITEX, PECIPTA, and more. She is now the Chairperson for the Centre of E-services, Entrepreneurship and Marketing in Multimedia University.



Dr. Ma. Elena Estebal

Technological Institute of the Philippines

Dr. Ma. Elena C. Estebal is a professor at the Technological Institute of the Philippines. She has published several business cases on Strategic Management, Management Science, and Business Policy at William Davidson Institute Publishing. Her meaningful collaboration with students, colleagues, and mentors enabled her to explore avenues in publishing research and business cases as well as paper presentations in the local and international arena. She is an active member of the Philippine Council of Deans and Educators in Business, Philippine Association of Collegiate Schools of Business, and Human Resource Educators Association of the Philippines, and is serving as the VP External for the Council of Marketing Educators. She recently received a Liwayway Sanvictores distinguished alumna award from her alma mater in recognition of her outstanding contribution to the field of education and has been conferred as a Fellow in Business Education by the Philippine Academy of Professionals in Business Education.



Dr. Saddam A. Hazaea

**Southwestern University of Finance and Economics,
Chengdu, Sichuan, China**

Saddam A. Hazaea is doing a postdoctoral position in ESG assurance at the Faculty of Accounting, Southwestern University of Finance and Economics (SWUFE), China. He has been awarded a Ph.D. in Auditing from Yunnan University of Finance and Economics in 2022. His exceptional work and dedication to the field also earned him many Awards. Throughout his academic career, he has conducted extensive research on various functional domains, including Auditing, Corporate Governance, and Sustainability Assurance. His articles are published in top-tier academic journals, including Environmental Science and Pollution Research, Mediterranean Accountancy Research, Corporate Governance, Sage Open, and Frontiers in Energy Research, among others.



Dr. Jo-Ting Wei
Providence University, Taiwan

Jo-Ting Wei is an associate professor in the Department of International Business at Providence University in Taiwan. Her research mainly focuses on financial accounting, management accounting and behavioral accounting such as the issues related to financial reporting quality and performance measurement. Some of her studies also analyze big data of particular industries by adopting data mining techniques to provide important marketing strategies for them, including the medical industry and the hairdressing industry. Recently, her research focussed on organizational behavior and ESG (environment, social responsibility and governance). Particularly, she is interested in examining the effect of ESG information disclosure. Her research work has been published in several journals such as International Journal of Business and Economic Sciences Applied Research, and Journal of Information & Optimization Sciences.



Caryn Ng Kar Yan
Universiti Tunku Abdul Rahman, Malaysia

Caryn Ng Kar Yan currently holds the position of Head of Division of Corporate Communication and Public Relations at Universiti Tunku Abdul Rahman (UTAR), Malaysia. Caryn is a dynamic professional actively involved in significant and prestigious events, including The International Geoscience and Remote Sensing Symposium (IGARSS) 2022, Kuala Lumpur Engineering Science Fair, The International Conference on Civil & Environmental Engineering, Seminar on Internal-External Quality Assurance, and various fundraising initiatives for UTAR Hospital, among many others. Her pivotal role encompasses providing invaluable support to the University in event management, corporate communication, publicity, and press management.

Caryn's professional interests are rooted in a diverse array of fields, focusing notably on consumerism, marketing, and consumer behaviour. Her commitment to academic research and contribution to these areas is evident through her publications and scholarly contributions. Her research publications can be found in various international journals including The International Review of Retail, Distribution, and Consumer Research, Young Consumers, and the Journal of Marketing Advances and Practices. Caryn's profile can be explored via:

Google Scholar: <https://scholar.google.com/citations?user=y66Kno0AAAAJ&hl=en>

Scopus: <https://www.scopus.com/authid/detail.uri?authorId=57196724737>

CONFERENCE PROGRAM

Wednesday | 15 November 2023

https://bicompact-ubakrie.com		<p>Organized by:</p>    <p>Sponsored by:</p>	
		<p>Supported by:</p>       	
<p>CONFERENCE PROGRAM Bakrie International Conference on Communication, Management, Politics & Accounting (BICOMPACT 2023)</p>			
<p><i>Wednesday, 15 November 2023</i></p>			
<p>Join Zoom Meeting https://bit.ly/BICOMPACT-Zoom OR https://us06web.zoom.us/j/88998413159?pwd=VE13NTVFYTJpQUtQU2ExK3JoZldQdz09</p>			
<p>Meeting ID: 889 9841 3159 Passcode: bicompact</p>			
<i>Time (UTC+7)</i>	<i>Dur'</i>	<i>Activity</i>	
<i>Main Room</i>			
8:30 - 9:00	0:30	<p>ONSITE participant/ invitation entering Universitas Bakrie Campus (Diplomatic Room Bakrie Tower 40th floor Epicentrum Area Jl. H.R. Rasuna Said, Jakarta 12940, Indonesia) : start at 8:30 - 9:00 AM</p> <p>Virtual Conference Participant Login and Join Virtual Conference by ZOOM - start at 8:50 - 9:00 AM, UTC+7</p>	
9:00 - 9:05	0:05	Safety Induction (building security announcement)	
9:05 - 9:10	0:05	Singing National Anthem of Indonesia "Indonesia Raya"	
9:10 - 9:15	0:05	Opening Prayer	
9:15 - 9:30	0:15	Welcome Address and Conference Publication Announcement by MC	
9:30 - 9:40	0:10	<p>Welcome Remarks of BICOMPACT 2023 Dr. Jurica Lucyanda, S.E., M.Si., AFA, CSRS, CSRA Conference Chair of BICOMPACT 2023 Universitas Bakrie</p>	
9:40 - 9:50	0:10	<p>Global Research Ecosystem Introduction Dr. Hendrati Dwi Mulyaningsih Co-Conference Chair of BICOMPACT 2023 Founder & Chairperson of Research Synergy Foundation</p>	
9:50 - 10:00	0:10	<p>Opening Speech Prof. Ir. Sofia W. Alisjahbana, M.Sc., Ph.D., IPU., ASEAN Eng. Rector of Universitas Bakrie</p>	
10:00 - 10:05	0:05	E-Group Photo	
10:05 - 10:35	0:30	<p>Keynote Speaker 1 Mr. Taufan Eko Nugroho Rotorasiko CEO PT Lativi Media Karya (tvOne), Indonesia</p>	
10:35 - 10:40	0:05	Token of Appreciation for Keynote Speaker 1	
10:40 - 11:10	0:30	<p>Keynote Speaker 2 Prof. Lee Di Milia, Ph.D. Central Queensland University, Australia</p>	
11:10 - 11:15	0:05	Token of Appreciation for Keynote Speaker 2	
11:15 - 11:45	0:30	<p>Keynote Speaker 3 Wan Norbani Wan Noordin, Ph.D. Universiti Teknologi MARA (UiTM), Malaysia</p>	
11:45 - 11:50	0:05	Token of Appreciation for Keynote Speaker 3	
11:50 - 12:00	0:10	Announcement and preparation of Academic Online Parallel Presentation Session	
12:00 - 13:00	1:00	<p>Break (Video played: FEIS Universitas Bakrie Profile, Research Synergy Foundation Profile; BICOMPACT 2023 Agenda & Sessions)</p>	

10:40 - 11:10	0:30	Keynote Speaker 2 Prof. Lee Di Milia, Ph.D. Central Queensland University, Australia
11:10 - 11:15	0:05	Token of Appreciation for Keynote Speaker 2
11:15 - 11:45	0:30	Keynote Speaker 3 Wan Norbani Wan Noordin, Ph.D. Universiti Teknologi MARA (UiTM), Malaysia
11:45 - 11:50	0:05	Token of Appreciation for Keynote Speaker 3
11:50 - 12:00	0:10	Announcement and preparation of Academic Online Parallel Presentation Session
12:00 - 13:00	1:00	Break (Video played: FEIS Universitas Bakrie Profile, Research Synergy Foundation Profile; BICOMPACT 2023 Agenda & Sessions)
Breakout Rooms		Academic Online Parallel Presentation at each Breakout Rooms (BR 1, 2, 3, 4, 5, and 6)
13:00 - 13:10	0:10	Session Chair Introduction at each parallel breakout rooms. Breakout Room 1: Dr. Supachart lamratanakul - King's Mongkut University of Technology Thonburi, Thailand Breakout Room 2: Ms. Caryn Ng Kar Yan - Universiti Tunku Abdul Rahman, Malaysia Breakout Room 3: Dr. Jo-Ting Wei - Providence University, Taiwan Breakout Room 4: Dr. Ma. Elena Estebal - Technological Institute of the Philippines, Philippines Breakout Room 5: Dr. Saddam A. Hazaea - Southwestern University of Finance and Economics, China Breakout Room 6: Dr. Yeow Jian Ai - Multimedia University, Malaysia
13:10 - 15:25	2:15	Academic Online Presentation Session : maximum 9 presenters at each breakout rooms, 15 minutes/presenter.
15:25 - 15:40	0:15	Distributing Certificate of Presentation, Testimonial, and Post-conference information announcement
15:40 - 15:55	0:15	Short break and back to Main Room for Keynote Speaker session and closing ceremony
Main Room		
15:55 - 16:10	0:15	Awarding Ceremony: Best Presentations Best Students Achievement Best Papers Session Chairs Recognition
16:10 - 16:15	0:05	Closing Speech of BICOMPACT 2023 Dr. Dudi Rudianto, S.E., M.Si. Dean of Faculty of Economics and Social Sciences, Universitas Bakrie Universitas Bakrie

LIST OF PRESENTERS

Wednesday | 15 November 2023

Room: Breakout Room 1

Time: 13:00 - 15:40 (UTC+7)

Session Chair: Dr. Supachart lamratanakul

King's Mongkut University of Technology Thonburi, Thailand

Track Marketing		
Paper ID	Presenter	Paper Title
CMP23123	Nur Edi Nomalisa	A Bibliometric Analysis: Green Marketing in Circular Economic Era
CMP23140	Annisa Nur Laili	Green Purchase Intention Analysis for Menstrual Cup Products
Track Public policy		
Paper ID	Presenter	Paper Title
CMP23152	Andriani Latania Triramdhani	The Urgency of Regulation on the Use of Artificial Intelligence (AI) in the Cooperation Framework in Southeast Asia
Track Democracy and Political Dynamics		
Paper ID	Presenter	Paper Title
CMP23118	Marwane El Halaissi	Protestation Dynamics in Moroccan Mining Territories Post-Arab Spring: Unpacking the Digital Landscape
CMP23122	Astrid Dewi Meilasari-Sugiana	A Conceptual Approach: Deliberative Participation and Collective Action in the Era of Global Capitalism?
Track Sustainable City Branding		
Paper ID	Presenter	Paper Title
CMP23154	Ammara Tuhfahhani	City Branding of Jakarta Smart City Through the Jaki Application

Room: Breakout Room 2

Time: 13:00 - 15:40 (UTC+7)

Session Chair: Ms. Caryn Ng Kar Yan

Universiti Tunku Abdul Rahman, Malaysia

Track Journalism, Media Studies and Communication		
Paper ID	Presenter	Paper Title
CMP23121	Dwi Anggia Ritmadhini	The Commodification of Media Content, Audience and Labor in The Production of "Talkshow X" On tvOne: A Critical Analysis of Economic and Political Practices
CMP23153	Mirana Hanathasia	A Qualitative Exploration of Motivations in Community-Engaged Lifestyle Changes Activities with #SalingSilang
CMP23126	Anastasya Andriarti	Communicate Geopark in Indonesia: A Critical Discourse Studies on Online Media
CMP23131	Septia Wahyu Elda	Branding Strategy Geosite Tabiang Takuruang Sustainable Tourism
CMP23146	Muhammad Syahdarul Awal	Digital Media Literacy Competency in Enforcing Multicultural Values Millennial Generation in Bulukumba Regency
CMP23147	Andyka Pratiwi	Cross-Media Utilization Strategy by Rri to Support Geopark Sustainability in Indonesia

Room: Breakout Room 3
Time: 13:00 - 15:40 (UTC+7)
Session Chair: Dr. Jo-Ting Wei
 Providence University, Taiwan

Track Cultural Studies		
Paper ID	Presenter	Paper Title
CMP23149	Adek Risma Dedeas	The Pleasure of Her Dance: Sensual Marketing on TikTok Good Ponsel Angels
CMP23141	Mirana Hanathasia	Exploring the Underlying Message of Kalbe Farma's CSR Strategy – Case Study on Video Akses Air Untuk Watuagung (Water Supply for Watuagung)
CMP23144	Riska Yuliarosa	Branderpreneurship Framing Analysis of the MSME's Skincare Brand in Indonesia
CMP23145	Arief B Suharko	Inventory Model with Safety Stock involving Multiple Sources of Uncertainty
Track Green Accounting		
Paper ID	Presenter	Paper Title
CMP23117	John Michael Jumalon Zamoras	Cryptocurrency Investment Risks and Perceived Usefulness: Basis of Cryptocurrency Risk Management Plan
CMP23142	Ratu Anggin Dewi Fortuna	The Use of Green Accounting to Support Sustainable Development
Track Journalism, media studies and communication		
Paper ID	Presenter	Paper Title
CMP23135	Khairun Alfisyahri. MJ	Commodification Practices of Digital Workers News Daily on YouTube Kompas.com

Room: Breakout Room 4

Time: 13:00 - 15:40 (UTC+7)

Session Chair: Dr. Ma. Elena Estebal

Technological Institute of the Philippines, Philippines

Track Human resources		
Paper ID	Presenter	Paper Title
CMP23139	Ananda Fortunisa	How Shared Leadership Affects Teamwork Performance in Company's Organization : A Systematic Literature Review
CMP23124	Gunardi Endro	Why Uneasy to Build Teamwork in the Gotong Royong Based Modern State? A Conceptual Investigation
CMP23120	Wibowo	The Role of Leadership Style and Incentives on Employee Performance With Job Satisfaction as a Mediation Variable (Study on Sewing Operator Employees at pt.indo Pringapus Mod)
CMP23130	Muhammad Taufiq Amir	Microlearning for professional's resilience training&development: A literature review
Track Human resources strategic and analytic		
Paper ID	Presenter	Paper Title
CMP23110	Sri Yusriani	AI in the Service Sector: Strategic Analysis of Employee Adaptation through Self-Efficacy in Denmark and Indonesia
CMP23132	Fajrun	Communication Management of the Raturaga Mantika Program, Bima City Government, towards a city without slums (Kotaku)

Room: Breakout Room 5

Time: 13:00 - 15:40 (UTC+7)

Session Chair: Dr. Saddam A. Hazaea

Southwestern University of Finance and Economics, China

Track Green Accounting		
Paper ID	Presenter	Paper Title
CMP23129	Tri Pujadi Susilo	Carbon Emissions Disclosure from an Accounting Perspective
Track Behavioral Accounting		
Paper ID	Presenter	Paper Title
CMP23127	Achmad Fauzi	The Role of Auditor Independence, Professionalism, Skepticism, and Organizational Culture on Auditor Performance
CMP23128	Amara Farah Tahar	The Role of the Auditors' Code of Professional Conduct as a Moderating Variable on Auditor Performance
CMP23134	Amanda Putri	Analysis Of Factors Affecting Audit Delay
Track Corporate finance & governance		
Paper ID	Presenter	Paper Title
CMP23114	Iksan Adityo Mulyo	Analyzing Financial Performance Changes in Healthcare Sector (Sub Industry Pharmaceutical) With Principal Component Analysis (PCA) Approach Using Python
CMP23137	DUDI RUDIANTO	Optimal Stock Portfolio Using Capital Asset Pricing Model on the Indonesia Stock Exchange
Track Public and Corporate Finance		
Paper ID	Presenter	Paper Title
CMP23115	Jerry Heikal	Enhancing Retail Supermarket Performance through Market Basket Analytics using Apriori Algorithm
CMP23136	Nafisya Chaerani	Determinants Of Audit Delay With Company Size As A Moderating Variable

Room: Breakout Room 6
Time: 13:00 - 15:40 (UTC+7)
Session Chair: Dr. Yeow Jian Ai
Multimedia University, Malaysia

Track Innovation and Entrepreneurship		
Paper ID	Presenter	Paper Title
CMP23125	MARWANE EL HALAISSI	The input of social entrepreneurship dynamics in the sustainable development of the territory - A comparative study
CMP23148	Niluh Widyaningsih	Consumer Behavior on Food Consumption and Food Waste Management: A Social Practice Approach
CMP23133	Urip Sedyowidodo	The Role of Entrepreneurial Leadership in Overcoming Challenges in the Indonesian Business Environment and Adversities in
CMP23151	Billi Aurizza Tresnadi	Human-Centered Design (HCD) for Business Idea Development in the Era of Industrial Digitalization
CMP23150	Ni Putu Purmayanti	HECARE: Sustainability Start-Up Innovation Based on Circular Economy Through Processing Food Waste into Products with High Use Value
Track International relations		
Paper ID	Presenter	Paper Title
CMP23112	Zahra Aulia Zen	Discourse Network Analysis on Energy Transition in Indonesia
CMP23119	Anisyahirah Kalyana Putri Maulana	The Politics of Electric Vehicle Subsidies in Indonesia
CMP23143	Asmiati Abdul Malik	The impact of global political-economic Uncertainty towards food prices in Indonesia

Track: Cultural Studies

Supported by :



Exploring the Underlying Message of Kalbe Farma's CSR Strategy: A Case Study on Video Akses Air Untuk Watuagung (Water Supply for Watuagung) | Mirana Hanathasia¹, M. Kresna Noer², Annisa Fitriana Lestari³

^{1,2,3}Bakrie University

Abstract

Background - Problem according to water supply happened in Watuagung village, Wonogiri, Central of Java for long time ago. The lack of water caused some conflicts in the village. People fought to get clean water. In 2013, a local hero strived water supply for the village. And now, water is easily to find in Watuagung village. Theremore, the quality of life of the people is getting better. Because of the water supply, people can harvest plants and earn money from them. This village achievement occurred with the involvement of Kalbe Farma, the Indonesia's pharmaceutical company, as its CSR program. And this CSR journey was described on the short video "Akses Air untuk Watuagung".

Purpose - This study explored the underlying message of Kalbe Farma's CSR strategy "Case study on video Akses Air untuk Watuagung from the perception of college students.

Design/methodology/approach - Focus Group Discussion (FGD) will be conducted to explore audiences' perception about the video. Group of students will watch the movie in one time and questions will be delivered among the participants of the FGD to dig the perception of the audience.

Findings - There are some issue or concern revealed on the movies. However, the results have not been collected since the data collection is still on progress.

Research limitations - This research only gather information from the audience perspective. This preliminary research which will be used for next study.

Originality/value - The sustainable program which runs for 10 years has proved the successfulness of the program. hopefully the strength of the program will be revealed on the movie.

Keywords : CSR Strategy, Kalbe Farma, Video Akses Air untuk Watuagung

Inventory Model with Safety Stock involving Multiple Sources of Uncertainty |

Arief B Suharko¹

¹Universitas Bakrie

Abstract

Background – Safety stock provision is a common strategy in dealing with uncertainties in inventory management. And yet, a closed form solution for the safety stock amount when multiple uncertainties are present has been proven elusive. The study intended to examine a specific condition having such a solution exists and the mechanisms to solve it under more general conditions.

Purpose – The study aims to provide methods where inventory management faces multiple sources of uncertainties which under the most general conditions, these sources are characterized by various probability functions. The applications may be found in the geothermal energy industrial sector

Design/methodology/approach – The study primarily involves the selection process of commonly available inventory management models and techniques. Such selections consider specific characteristics of the sources of uncertainties, mainly in terms of their probability distributions. By exploiting their unique features under specific conditions, a new model was developed, adjustable for more general conditions.

Findings – The study finds the probability distribution characterizing the safety stock involving multiple sources of uncertainties. The techniques chosen to involve the use of Monte Carlo simulations.

Research limitations – The study assumes that the uncertainties being considered have well-defined probability distributions.

Originality/value – The paper provides new techniques in dealing with multiple sources of uncertainties in inventory management.

Keywords: inventory management, safety stock, multiple uncertainties, Monte Carlo simulation

Branderpreneurship Framing Analysis of the MSME's Skincare Brand in Indonesia |

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Abstract

Background – Branderpreneurship is a strategic approach and mindset that synergizes business and brand development. Because entrepreneurship is mainly demonstrated by micro, small, and medium enterprises (MSMEs) and start-up businesses, Branderpreneurship is often studied in the context of MSME brands and start-up business brands, including in the cosmetics and skin care MSME categories

Purpose – This article examines Daviena's entrepreneurship-based brand development strategy using the Branderpreneurship Framing Analysis (BFA) methodological approach

Design/methodology/approach – BFA systematically traces and details the values development strategy following the elements in BrandCoVD (Branderpreneurship's Circle of Values Development), namely identifying, creating, delivering, communicating, maintaining, evaluating, and updating values

Findings – The results show that as a startup that cannot afford influencers and celebrities like other skincare brands, Daviena Skincare utilizes social media with self-demo techniques by the owner and model to convince consumers regarding the product's unique advantages

Research limitations – This communication technique provides a domino effect for consumer users to express their experiences through organic testimonials

Originality/value – This study is the first to examine cosmetic and skin care MSME brands using the Branderpreneurship Framing Analysis (BFA) approach, especially in the Indonesian context.

Keywords: Small business, Skincare, Brand; Branderpreneurship, BrandCoVD

Cross-Media Utilization Strategy by Rri to Support Geopark Sustainability in Indonesia |

Rene Johannes¹

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Abstract

Background – In the digital era, transformation is reshaping not only human communication patterns but also the means of information dissemination. The role of media has become crucial in augmenting various sectors, including the Geopark sustainability sector. The Radio Republic of Indonesia (RRI), being a public broadcasting media institution, is undergoing transformation to keep pace with these changes and intruding into various digital spaces as part of the efforts to support Geopark sustainability in Indonesia.

Purpose – This article attempts to delineate the strategies adopted by the RRI in utilizing a multitude of media platforms as part of RRI's endeavors to support and promote Geopark in Indonesia. Given its significant roles and responsibilities, RRI delivers messages and information about Geopark to the broader public utilizing various owned media platforms like radio, website, RRI Digital application, cable television, RRI NET, and social media. Through these platforms, RRI broadcasts messages about the potential of Geopark. As an outcome, RRI has successfully created an integrated network, enabling effective delivery of various types of content.

Design/methodology/approach – Utilizing a qualitative approach entailing content analysis and interviews with relevant stakeholders in RRI, this study checks how messages relating to Geopark are disseminated through various platforms and the extent of influence the cross-media approach holds on public perception.

Findings – This article's findings provide insights on how effective media integration can enhance public awareness of Geopark, thereby supporting Geopark sustainability efforts in Indonesia.

Research limitations – The advantage of cross-media utilization enables RRI to reach a broader audience efficiently and directly.

Originality/value – The conclusion from this research can assist RRI and other stakeholders in designing more effective programs to promote Geopark in Indonesia. Hopefully, this research will contribute to developing future sustainable Geopark promotion program strategies.

Keywords: RRI, Cross-Media, Geopark, Geopark Sustainability, Digital Era

Track: International Relations

Supported by :



Discourse Network Analysis on Energy Transition in Indonesia |

Zahra Aulia Zen¹, Aditya Batara Gunawan²

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Abstract

Background - In line with the widespread development of the energy transition trend at the global level, the Indonesian government is trying to adapt in the energy sector by implementing a series of policies such as electrification of motor vehicles, development of a battery ecosystem, discussion of new and renewable energy bills. However, the various energy transition policies that the government will and has implemented have raised pros and cons in society. To explore the dynamics of the pros and cons, this research uses the discourse coalition framework (DCF) theory which focuses on mapping the network of discourse or ideas expressed by stakeholders in the public sphere. In the DCF perspective, actors or stakeholders attempt to produce and disseminate discourse or ideas related to their position on a policy issue in order to gain public support. The discourse initiated by the actors then encourages the formation of a discourse coalition that can become dominant and be accommodated in policy.

Purpose - This research aims to uncover the network of discourse surrounding energy transition policy in Indonesia.

Design/methodology/approach - This research is qualitative with an emphasis on combining category-based content analysis and network analysis.

Findings - This research finds that government actor, parliamentary members, and NGOs are the most influential actor in the discourse network.

Research limitations - In this research, the author examines the limitations of the context of statements or data sources through actor statements in media interviews or opinion pieces in online newspapers.

Originality/value - This research utilizes the discourse coalition framework theory and discourse analysis methodology.

Keywords : Indonesia, energy transition, policy, discourse coalition framework.

The Politics of Electric Vehicle Subsidies in Indonesia | Anisyahirah Kalyana Putri Maulana¹, Yudha Kurniawan²

^{1,2}Political Science Department of Bakrie University

Abstract

Background - In light of the worldwide determination to address the consequences of climate change, the Indonesian government has established a goal of achieving carbon neutrality by the year 2060. The transportation sector in Indonesia is a significant source of carbon emissions due to its extensive reliance on fossil fuel consumption. In response to this challenge, the Indonesian government has implemented measures to expedite the motor vehicle electrification program by introducing a subsidy policy aimed at facilitating the public's acquisition of electric vehicles. The formulation of this strategy initiated a sequence of discussions within the public domain.

Purpose - In order to gain a comprehensive understanding of the many actors involved and the process of discourse formation within the discussion, this study has undertaken the collection of data pertaining to stakeholder statements as presented in articles published by national mass media outlets throughout the period spanning from December 2022 to September 2023.

Design/methodology/approach - The data was subsequently subjected to analysis utilizing the discourse network analysis method.

Findings - The findings of this study indicate that the discourse surrounding the subsidy program for electric vehicles gave rise to actor network groups that advocated for investment and concerns related to environmental sustainability.

Research limitations - -

Originality/value - -

Keywords : Indonesia, subsidies, electric vehicles, investment, environmental sustainability.

The Impact of Global Political-Economic Uncertainty Towards Food Prices in Indonesia |

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Abstract

Background – Global political-economic uncertainty continues after the COVID-19 pandemic due to geopolitical conflict between Russia-Ukraine and its political allies, as well as Cold War trade between the United States and China

Purpose – These uncertainties arguably affect food prices in Indonesia. The research tries to determine the impact of these uncertainties on food prices in Indonesia.

Design/methodology/approach – Mix methods that combine qualitative and quantitative approaches are preferable to show that political and economic factors are interplay.

Findings – The research shows that food price in Indonesia is significantly influenced by global political and economic uncertainty and domestic factors.

Research limitations – The research only analyses the strategic foods balance and price dynamic which have a significant influence on public consumption which makes the research irrelevant to all food commodities in Indonesia

Originality/value – The main contribution of the research is on adaptive political public policy-making and its influence on national food security.

Keywords: Global economic uncertainties, food price, geopolitics, international political economy

Track: Journalism, Media Studies and Communication

Supported by :



The Commodification of Media Content, Audience and Labor in The Production of “Talkshow X” On tvOne: A Critical Analysis of Economic and Political Practices |

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^{1,2}Bakrie University

Abstract

Background - *The development of media industry is inseparable from capitalist desires to maximize profits. As a result, the true role and function of mass media, namely to provide educational, entertaining and beneficial content for viewers or audiences are diminished. Consequently, economic and political practices within the media industry become inevitable. This can be seen from the massive practice of commodification in the production process of TV shows. The political economy in the TV industry forces a TV company to take various steps to sustain their business. This is what happened to tvOne, particularly in the production of Talkshow X, where the commodification of content, viewers and workers occurred.*

Purpose - *This research aims to look at the practices of political economy and exploitation manifest in production process of Talkshow X, in this case the practices of content, audience and worker commodification, especially in relation to the theme of the murder of Brigadier Yoshua Hutabarat*

Design/methodology/approach - *This research is a qualitative research conducted using a critical paradigm. Data collection methods were collected through in-depth interviews, observation, and document/library studies which were linked to Vincent Mosco's commodification theory.*

Findings - *The research results show that the content and audience data of Talkshow X are turned into commodities that have value and generate profits for media company. Moreover, exploitation of media workers also occurs against Talkshow X program stakeholders*

Research limitations - *This research is limited to the economic and political practices within the production process of Talkshow X, focusing on the case related to the murder of Brigadier Joshua Hutabarat that involved senior police officials, Inspector General Pol Ferdy Sambo.*

Originality/value - *The originality of this research lies in its specific focus on an in-depth analysis of the stage of commodification, namely content, audience and worker in the production process of Talkshow X with particular emphasis on the theme of the murder of Brigadier Yoshua Hutabarat*

Keywords : media political economy, commodification, TV talk show, Vincent Mosco, Talkshow X tvOne

Commodification Practices of Digital Workers News Daily on YouTube Kompas.com |

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^{1,2}Bakrie University

Abstract

Background – In the digital era, a number of media, both television and online, use YouTube to distribute their content in order to gain new profit opportunities from social media. As a form of social media, for editors, YouTube acts as a source of new information and as a promotional medium

Purpose – . This research aims to find out how the practice of commodification of digital news daily workers on YouTube Kompas.com and determine its impact on the quality of reporting.

Design/methodology/approach – Fuch's views on digital workers are used as a basis for research. This research uses qualitative methods with data collection in the form of in-depth interviews, observations and literature/documentation studies

Findings – The research results show that the work faced by media workers, especially digital workers, is very difficult. Especially with wages that are not comparable. YouTube Kompas.com is a new media that is being utilized well to maintain its existence, so that the creativity of content creators becomes evidence of the commodification of workers which is a benefit for the media. Regarding the quality of reporting, this research found that media workers only pursue the target quantity of reporting and pursue what is the public's consumption habits, so that the news broadcast is only carried out to meet appropriate or general quality standards. Digital workers in this case, Producers, Video Journalists, Content Creators and Script Writers for Kompas.com experience a process of exploitation, alienation, coercion and appropriation.

Research limitations – The limitation of this research is looking at the commodification of digital workers, where previous research looked at the commodification of television media workers

Originality/value – The novelty of this research is because it collaborates two major theories from Vincent Mosco and Christian Fuch. from various previous studies, only looking at Vincent Mosco's theory, namely Commodification

Keywords: commodification of digital workers, Christian Fuch, political economy media, YouTube, kompas.com

Branding Strategy Geosite Tabiang Takuruang Sustainable |

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Abstract

Background – Sustainable tourism development has become the main focus in environmental and cultural preservation efforts. One of the interesting tourism destinations is the Tabiang Takuruang Geosite in Ranah Minang

Purpose – The aim of this research is to design a sustainable tourism branding strategy for the Ranah Minang Geosite by utilizing mass media communication theory

Design/methodology/approach – The analysis used in this research is qualitative analysis with descriptive research methods. Data was collected through interviews with tourism stakeholders and media related to the Tabiang Takuruang Geopark. Apart from that, content analysis was also carried out on promotional materials and media coverage related to Geosite.

Findings – The results of this research indicate that the sustainable tourism branding strategy for the Tabiang Takuruang Geosite emphasizes the important role of mass media in shaping the perception and image of tourism destinations. Therefore, mass media must be used effectively as a communication tool to convey messages about the uniqueness, beauty and sustainability of Geosite to the wider community

Research limitations – social media and digital platforms should also be used to increase online presence and interaction with potential visitors. All promotional materials must reflect the sustainability values at Geosite's core, with an emphasis on environmentally friendly practices, cultural preservation and community participation

Originality/value – the originality and value of this research lies in the recommendation of a branding strategy which includes the use of mass media in promoting the Tabiang Takuruang Geosite, this research also provides theoretical insights that are useful in the study of tourism branding and the application of mass media communication in the context of sustainable tourism.

Keywords: Branding Strategy, Sustainable Tourism, Tabiang Takuruang, Geosite, Mass Media Communication Theory

Communicate Geopark in Indonesia: A Critical Discourse Studies on Online Media |

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Abstract

Background – By September 2023, Indonesia had 10 (ten) UNESCO Global Geoparks (UGGp). Geoparks that meet UNESCO requirements are managed with a holistic concept of protection, education and sustainable development. The approach is combining conservation with sustainable development while involving local communities.

Purpose – The problem that is addressed in this paper: how is the role of local people or local communities supporting the Indonesia UNESCO Global Geopark and at the same time are involved in managing the geopark. This study aims to analyze critically how the voices of local people are represented and discussed in the online media in Indonesia.

Design/methodology/approach – Research using the methods critical discourse studies from Van Dijk through text structure, social cognition, and social context. Study will reveal the relationship between power and ideology behind language by analyzing discourse Geopark in Indonesia.

Findings – As a result, the three top online media in Indonesia (Detik, Tribunnews and Kompas.com), still depend on formal news resources to communicate geopark in Indonesia. Through the critical discourse analysis model from Van Dijk, the results are (1) on the text dimension, the general aim is to inform general information such as the status of geopark in Indonesia. Based on incident. (2) In social cognition, knowledge about geopark was dominated by government or formal organizations perspective than local people. (3) In the social context, it is seen that journalist didn't have a broader perspective and knowledge about geopark in Indonesia.

Research limitations – This research only analyze three top online mass media in Indonesia from January-September 2023 (Detik, Tribunnews, Kompas.com)

Originality/value – This study analyze critically the voices of local people about geopark are represented on online media in Indonesia. This became a novelty, since the previous study only described the discourse of geopark in Indonesian media in 2019. Not focused on how media giving voice to the voiceless in knowledge production for Geopark issue in Indonesia.

Keywords: Geopark, Online Media, Critical Discourse Study, Environmental Communication

Digital Media Literacy Competency in Enforcing Multicultural Values Millennial Generation in Bulukumba Regency |

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^{1,2,3}Hasanuddin University

Abstract

Background – Technology provides space for rapid communication processes in human life. Broken information hoax and hate speech. If allowed, it would threaten the integrity of the nation and the nation. National and national awareness must be preserved through an understanding of religious moderation. For that, media literacy needs to be given to the entire society, especially the millennial generation that is active in the use of media, especially social media.

Purpose – The aim is to analyze the influence of media literacy on the religious moderation of the millennial generation in the bulukumba district. This type of research uses correlational research with quantitative descriptive methods that seek the influence of media literacy free variables (X) on the bound variable (Y) moderation in a religious context.

Design/methodology/approach – Population and sample research is a generation of millennials who have undergone media literacy training and religious moderation socialization in Bulukumba district. Sampling technique with multi-stage cluster random sampling. The size of the sample is determined by the krejcie table, the number of samples is 105 respondents. The data was collected through lifts, interviews and observations

Findings – The results of the research show that there is an influence of media literacy on the attitude of religious moderation of the millennial generation in the Bulukumba district. The magnitude of the impact was 64.7%, thus about 35.3% due to other factors, such as educational level, social environment, family environment, and personal experience.

Research limitations – Surplus research has a level of data updating because similar research is still very limited.

Originality/value – The author argues that the improvement of media literacy throughout the world and especially the millennial generation in particular needs to be enhanced. Through media literacy media users will acquire three skills, namely: technical, critical and communicative skills. With that skill, the millennial generation will select and sort out information worthy of dissemination through the media in general and social media in particular. If that happens, information that undermines the order of religious moderation will be minimized and information that upholds national commitment, tolerance, anti-violence and radicalism and respect for local culture will emerge.

Keywords: Media Literacy, Religious Moderation, Millennials.

A Qualitative Exploration of Motivations in Community-Engaged Lifestyle Changes Activities with #SalingSilang |

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Abstract

Background – Participation in community is key to motivate lifestyle changes of adolescents. Also from some narrative personal essay show that adolescents have great motivation to commite in specific issues; being part of community and achieving their golas; and desire for meaningful collaboration. #SalingSilang is one of Lyfe With Less's campaigns in Indonesia to support minimalism lifestyle changes and promote inspirations, motivations, and knowledge for community. #SalingSilang is campaign to exchange or give it free their decluttered items to other participants.

Purpose – With #SalingSilang campaign, writers try to explore the perspectives of community-based lifestyle members and their motivation to engage.

Design/methodology/approach – We conducted depth interview to collecting the main data. We interviewed founder and participants of #SalingSilang. Writers using semi-structured interview with guides from Maslow's Motivation Theory. Inductive open coding in thematic analysis was used to data analysis.

Findings – Based on Maslow's motivation theory, it's shown that community members have different views on ego needs. The first group views that participation in #SalingSilang activities is not place to gain recognition for minimalist lifestyle. However, another group views that #SalingSilang is a forum for recognizing and getting closer to consumerism issues, such as FoMO, zero waste, and environmental climate change. Two main themes emerged related to community engagement, such as: collaboration and developing capacity. Collaboration in Lyve With Less and the #SalingSilang campaigns is showed through the opportunity for members to be involved in creating social media content and collaborating with brand partners. Developing capacity showed with the opportunity for members to develop networking and become participants in skills classes held with special themes every month.

Research limitations – The limitation in this research is access to sources. The community members are mostly mother and working women, that makes it difficult to coordinate interview times. Participants also have limitations in conveying their experiences with limited interview times.

Originality/value – The uniqueness of this research is to show the factors participants to engage in community-based lifestyle changes with exchanged and received others personal items.

Keywords: maslow motivation theory, community-engaged lifestyle, lifestyle changes community, community engagement, community activities

Track: Human Resources

Supported by :



The Role of Leadership Style and Incentives on Employee Performance with Job Satisfaction as a Mediation Variable (Study on Sewing Operator Employees at PT Indo Pringapus Mod) |

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Abstract

Background - Companies and business organizations in the current situation are required to create good employee performance, even though currently company development is better. Improving company performance must be able to build reliable employee performance. So that it can run well and be able to compete with other companies. PT. MOD Indo Pringapus runs a business in the garment industry, where the company's human resource management is committed and designed to maximize organizational integration, employee commitment, flexibility and quality of work which serves for the future and progress of the company.

Purpose - This research aims to examine the role of job satisfaction in mediating leadership style and incentives on employee performance

Design/methodology/approach - Respondents in this study were employees who worked at PT. MOD Indo Pringapus. Determining the research sample used a purposive sampling method and obtained a sample of 120 employees who worked in the sewing operator section. The analytical method in this research uses descriptive statistical analysis tests, classical assumption tests, multiple regression analysis and hypothesis testing.

Findings - This research found that leadership style and incentives have a positive effect on employee performance and job satisfaction, and job satisfaction mediates the influence of leadership style and incentives on employee performance. These findings indicate that sewing operator employees with a high level of leadership style, and incentives that are calculated appropriately, will increase job satisfaction, the more satisfied employees are at work, the higher the employee performance will be

Research limitations - The primary data for this research was obtained through a questionnaire, the answer choices were based on the respondents' perceptions, meaning that this research was not able to fully control the seriousness and honesty of the respondents so that they chose answer options according to the actual situation and reality.

Originality/value - The novelty in this research is adding an incentive variable that is directly related to job satisfaction thereby increasing employee performance, and the object of this research focuses on sewing operator employees who work at PT. MOD Indo Pringapus.

Keywords : Leadership style, Incentives, Satisfaction, Performance

Why Uneasy to Build Teamwork in the Gotong Royong Based Modern State? A Conceptual Investigation |

Gunardi Endro¹, Astrid Meilasari-Sugiana²

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Abstract

Background - Gotong royong or collective action within traditional society is marked by the culture of communalism and collectivist which prevailed before Indonesia's independence. Indonesia's first president and declarator of the country's independence, Soekarno, believed that gotong royong encapsulated Pancasila's basic principles, and was thus further incorporated into the motto known as "negara gotong royong". Presently gotong royong is still regarded as the driver for collaboration in many facets of life. But a pressing modern issue involves unsuccessful collaborations, whereby the collaborations fail to achieve initial objectives in their formations, a reality which forces us to question the incompatibility between gotong royong and modernity.

Purpose - This research is a conceptual investigation of the factors which underlie unsuccessful collaborations.

Design/methodology/approach - Literature review and qualitative meta-synthesis are among the selected methodologies.

Findings - Research results suggest that the pressure to democratize, as well as the reduction of social relations within current modern societies, function to disincentivize teamwork and inhibit the collective or gotong royong culture to flourish. The erosion of transparency also exacerbates teamwork inhibition as hidden agendas become increasingly common within team building efforts. Social inhibiting factors include basa-basi kepalsuan or fake interactions which are further exploited and debilitated by the need to accomplish collective tasks (task aspect). This ultimately erodes the collective task accomplishment indices. Navigating out of such a contradictory culture requires not only transparency within social settings (social aspect), but also the emergence of self-integrity or integrity-within the individuals (individual aspect) through a more profound and thorough social and collective interactions in task accomplishment missions (collective-task aspect). Reflection based curriculum and pedagogy become central for the development of self-integrity.

Research limitations - This research is limited to the Indonesian cultural context.

Originality/value - The role of individual self-integrity (individual aspect) in overcoming difficulties in teamwork development in Indonesia.

Keywords : Gotong Royong, Modernity, Teamwork, Individual Aspect, Self-integrity

Analysis Of Students' Behaviour and Ethics to The Lecturer | Ananda Fortunisa¹, Holila Hatta², Riska Dwindia Elsyah³, Fitri Hidayati⁴, Friska Putri Herdiana⁵, Muhammad Sadam Suyuthy⁶

1,2,3,4,5,6Bakrie University

Abstract

Background - This research was conducted to examine the phenomenon of decreasing student ethics and behavior towards lecturers, especially in the form of verbal violence, which has occurred significantly. There are concerns that the influence of technology and changes in social culture have influenced student behavior in the university environment, so this needs to be understood and addressed to maintain harmonious relations between students and lecturers in Jakarta Universities. This research is a first step towards identifying and analyzing this problem in more depth.

Purpose - The results of this research found that students verbal violence against lecturers directly is almost never carried out, but students often carry out verbal violence against lecturers indirectly or without the lecturer's knowledge.

Design/methodology/approach - The method used in this research uses quantitative and qualitative methods, where the qualitative method is carried out through observation, Focus Group Discussion (FDG), and interviews conducted with 6 people who are lecturers and students on the Jakarta Universities. Student ethics that are not in accordance with applicable norms and morals can give rise to the phenomenon of attitude violence to lecturers, as in this research it was found that ethics can cause humiliation, harassment and neglect from students to lecturers.

Findings - Verbal violence in this research underwent adjustments in the operationalization of the variable to attitude violence. During the process of determining the research concept through qualitative methods, It is known that many students dare to carry out verbal violence without the lecturer's knowledge or indirectly, but they often carry out violent behavior in front of the lecturer.

Research limitations - Only conducted sample tests on private university students in Jakarta so it cannot be generalized. Therefore, it is recommended that further research be carried out on all Indonesian students. because there is a possibility that attitudes like this are also formed in all cultures throughout Indonesia.

Originality/value - By using 2 methods, qualitative and quantitative, this research found something new in the form of changes in the dimensions and indicators of verbal violence displayed by students to their lecturers. the operationalization concept of verbal violence examined in the study becomes violence in students' attitudes to their lecturers. Apart from that, the violent attitudes that emerged among students in this research were attitudes that emerged because of the cultural communication styles in the Jakarta area.

Keywords : Students, Behavior, Ethics, Attitude Violence to lecturers

How Shared Leadership Affects Teamwork Performance in Company's Organization: A Systematic Literature Review |

Ananda Fortunisa¹, Agus Bahuri², Holli Hatta³

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Abstract

Background - This article aims to delve into how shared leadership affects team performance in an organization. In a previous study, the effect of members' interaction quality on team effectiveness lacks detailed information on how this effect occurs in the team. Therefore, a more accurate model is required to describe the integrated cross-functional condition between the team members' interaction quality and team effectiveness.

Purpose - This article aims to delve into how shared leadership affects team performance in an organization.

Design/methodology/approach - Within this article, the author implements a qualitative approach using literature studies as writing's framework. The database in Web of Science per 2023, May, applies the following keywords: shared leadership, transformational leadership, team creativity, and team effectiveness. The website referenced by the author in searching the literature is sciencedirect.com and Google Scholar so that from the 31 filtered articles a model was obtained that forms shared leadership.

Findings - Shared leadership can evidently be profitable for creativity improvement and boost team effectiveness. Shared leadership is aptly suited for millennial start-up companies environment, which in turn will boost team creativity resulting from a positive work culture.

Research limitations - The limitation of the research is that the analysis process was carried out only from the leadership aspect through a literature review.

Originality/value - The originality of this research is that the study focuses on shared leadership in depth so that a new model is found in shaping company performance from shared leadership's factors.

Keywords : shared leadership, team effectiveness, team creativity, and work culture.

Track: Marketing (outline)

Supported by :



A Bibliometric Analysis: Green Marketing in Circular Economic Era |

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Abstract

Background - The existing linear economy uses resources from the earth to manufacture items, then discards those products as waste. A circular economy, on the other hand, attempts to prevent waste from being produced in the first place. Green marketing and the circular economy are linked ideas with the same objective of advancing sustainability. Making more money is no longer the main goal in the circular economy. Instead, marketers assist business owners in concentrating on long-term client connections and ethical marketing.

Purpose - We want to analyse the development of publications related to the circular economy and green marketing

Design/methodology/approach - We use VOS-viewer software to approach and build a bibliometric network. Researchers were selected using the SCOPUS database's top keywords for green marketing and circular economic between 2003 and 2022. The number of publications according to the keywords initially appeared 51 articles, without any filtering.

Findings - Based on the Scopus database analysis, we found that the study relates to the issue just start at 2009, and drastically increased after one decade with most influential author like Cofente, Corsini, Hazen and Iraldo. China and Italy are most productive countries that publish the related journal. Meanwhile, based on the findings of the VOS-viewer study and the network visualization of keyword co-occurrence, there are 13 items that divided by 3 clusters. There is still limited research about green marketing and circular economics, that means in the future it must be further enhanced research that examines green marketing to support circular economics

Research limitations - This study has limitations related to the database, which is only taken from the Scopus database.

Originality/value - This study has both contributions and impactful implications for the growth of green marketing in recent circular economics across a range of disciplines, including the principal investigators and their country of origin

Keywords : green marketing, circular economic, bibliometric, VOS-viewer

Green Purchase Intention Analysis for Menstrual Cup Products |

Annisa Nur Laili¹, Dominica A. Widyastuti²

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Abstract

Background - This research discusses sustainability that impacts the environment. We as humans find it very difficult not to coexist with objects that have plastic materials. Especially for women, who use sanitary napkin products for single use and have a negative impact on the environment and for the women themselves can be attacked by diseases, Such as cancer. Menstrual Cup is a replacement product for disposable sanitary napkins that has better benefits compared to other menstrual products. However, in Indonesia itself, Menstrual Cup is still something foreign and taboo because of the way it is used and the negative stigma given to consumers.

Purpose - The research that has been conducted aims to determine how much influence Green Product Knowledge and Consumer Doubts have on the Green Purchase Intention of Menstrual Cup products.

Design/methodology/approach - This research used Explanatory Research with a quantitative approach. Data was collected online using a web link from Qualtrics Survey, using a Semantic Differential scales. The questionnaire link was distributed through social media such as: Whatsapp, Instagram and so on. The number of respondents taken was 128 Gen Z female respondents who have experienced menstruation and who have never used a menstrual cup. The data was processed using Multiple Linear Regression. The research method used is quantitative research using multiple linear regression analysis.

Findings - The findings of this study are that there is a positive influence of the Green Product Knowledge variable and the Consumer Doubt variable which does not have a significant effect on Green Purchase Intention. The results of this study can provide insight to companies and future researchers. It is also hoped that this research can be expanded to include and focus on single or married women, Gen Z, Gen Millennials and others.

Research limitations - This research only for woman who have never use menstrual cup.

Originality/value - There is not much research about menstrual cup, especially in Jakarta Indonesia.

Keywords : Green Product Knowledge, Consumer Doubt, Green Purchase Intention,

Track: Green Accounting

Supported by :



Cryptocurrency Investment Risks and Perceived Usefulness: Basis of Cryptocurrency Risk Management Plan |

John Michael Jumalon Zamoras¹, Sheila S. Dalumpines², Joseph G. Refugio³

¹Visiting Lecturer/jose Rizal Memorial State University, ^{2,3}Saint Vincent's College Incorporated (svci)

Abstract

Background - The study aimed to determine consumers' perceptions of cryptocurrency investment risks and its perceived usefulness in order to provide new opportunities for consumers' transactions and investments. It employed a quantitative descriptive method with an expert-validated instrument and was investigated using the Technology Acceptance Model (TAM).

Purpose - The goal of this study is to determine the consumers' perception of cryptocurrency investment risks in terms of trust, privacy, security, and financial risks and its perceived usefulness in terms of perceived ease of use, attitude toward use, and behavioral intention to use in order to provide new opportunities for users' transactions and investments. In addition, the findings of this study will provide valuable information about the potential extent of cryptocurrency adoption in developing economies such as the Philippines and address the need for a risk management plan in order to lower the risks involving cryptocurrencies.

Design/methodology/approach - A descriptive quantitative research method was used for this study. In order to obtain results, the quantitative research method involved quantifying and analyzing variables.

Findings - The intention of consumers to use this new form of digital money was examined in this study, and the acquired knowledge resulting from this is highly significant for the increase in cryptocurrency adoption. The findings affirmed the validity of TAM theory, which posits that technology is more likely to be embraced by consumers if it is user-friendly, comprehensible, flexible, and beneficial. Moreover, other researchers believed that raising people's awareness of technology would increase their likelihood of accepting new developments, and cryptocurrency technology is one of them. Moreover, one can be confident that cryptocurrency will be widely accepted as long as consumers' expectations and realities based on the effectiveness of its technological product are met. By emphasizing the practical applications, benefits, and advantages of using cryptocurrency and addressing risk concerns, efforts can be tailored to enhance the overall acceptance and use of cryptocurrency among consumers from diverse demographic backgrounds.

Research limitations - This study focuses solely on consumers' perceptions of the perceived investment risks of cryptocurrencies, as well as their perceived usefulness, in order to determine which of these variables most influences their decision to try and invest in cryptocurrencies. The study survey was specifically within the barangays of the Twin Cities of Zamboanga del Norte: Barangay Estaka and Barangay Turno in Dipolog City, and Barangay Sta. Cruz and Barangay Bagting in Dapitan City. Respondents in this study were all working professionals or individuals who were currently residing and working in these areas and were classified based on their gender, age, occupation level, and educational background, as well as their investment risk perceptions and perceived usefulness to cryptocurrency.

Originality/value - The researcher exhibited integrity, honesty, and good standing in terms of credibility in all the undertakings. The study underwent a plagiarism test to

ensure that ideas from different authors were cited and that proper citations and referencing followed the APA Referencing 7th Edition.

Keywords : cryptocurrency, perceived investment risks, perceived usefulness

The Use of Green Accounting to Support Sustainable Development |

Rene Johannes¹, Ratu Anggin Dewi Fortuna²

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Abstract

Background - There is no single, universally accepted standard for Green Accounting. This makes it difficult for businesses to compare their performance and for investors to make informed decisions.

Purpose - Green Accounting is an important tool for promoting sustainable development.

Design/methodology/approach - Qualitative

Findings - GAI can be used by policymakers to develop and implement policies that promote sustainable development.

Research limitations - a. Lack of Standardized Methodologies b. Data Availability and Quality c. Valuation Challenges d. Lack of Awareness and Adoption

Originality/value - Developing new methods and frameworks for accounting for environmental and social costs and benefits.

Keywords : green accounting, sustainable development, environmental, social cost, benefits

Track: Behavioral Accounting

The Role of Auditor Independence, Professionalism, Skepticism, and Organizational Culture on Auditor Performance |

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^{1,2,3,4,5}Universitas Bakrie

Abstract

Background - Prior research has examined various determinants that affect auditor performance both internal and external factors. However, the results from these studies are still inconclusive. There is still limited research that uses situational attributions as external factors, which may affect auditor performance. The research gap motivates this paper.

Purpose - This study aims to examine the role of internal factors and external factors on the auditor performance of the Big 4 public accounting firms. The internal factors used in this study are auditor independence, auditor professionalism, and auditor skepticism. Meanwhile, organizational culture is employed as the external factor. This study uses attribution theory to develop and test the hypotheses.

Design/methodology/approach - This study conducted a survey method using an electronic questionnaire to collect data. The respondents were auditors working on the Big 4 public accounting firms. Data were analyzed using multiple linear regression models.

Findings - The results showed that auditor independence, professionalism, skepticism, and organizational culture positively affect auditor performance.

Research limitations - This study uses auditors from the Big 4 public accounting firms as respondents with high level of activities that has an impact on the low response rates,

Originality/value - This study contributes to behavioral management accounting research specifically the performance of auditors. The findings from this study show that the independence, professionalism, organizational culture, and professional skepticism of auditors at the Big 4 public accounting firms in Jakarta are carried out well so that they have a good impact on auditor performance.

Keywords : auditor performance, auditor independence, organizational culture, auditor professionalism, professional skepticism

The Role of the Auditors' Code of Professional Conduct as a Moderating Variable on Auditor Performance |

Amara Farah Tahar¹

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Abstract

Background - Research on auditor performance is an interesting topic because there are various factors both internal and external that affect auditor performance. Previous research concluded that the results of the factors affecting auditor performance are still not conclusive (mixed results). It motivates this study to be re-examined using contingency variables as moderating variables that are supposed to strengthen the relationship between internal and external factors that affect auditor performance.

Purpose - This study aims to examine the role of auditors' code of professional conduct to strengthen the relationship between internal/external factors and auditor performance. Internal factors used in this study were auditor accountability, competency, and independence. While the external factor is the code of professional conduct as a moderating variable. This study uses attribution theory to develop and test the hypotheses.

Design/methodology/approach - This study conducted a survey method using an electronic questionnaire to collect data. The respondents in this study were public sector auditors in Jakarta with a total of 101 respondents. Data analysis using moderated regression analysis.

Findings - The result concluded that the auditors' code of professional conduct moderates the relationship between auditors' accountability, competency, independence, and the auditor's performance. The result showed that the auditors' code of professional conduct served as a quasi-moderator that strengthens the relationship between the auditor's accountability and performance, while for the relationship between the auditor's competency and independence, the auditors' code of professional conduct served as pure moderator.

Research limitations - This study used respondents from public sector auditors who have a high level of the task in their workplace so it has an impact on low response rates.

Originality/value - This study contributes to behavioral management accounting research specifically the performance of auditors. This study showed that auditors' code of professional conduct strengthens the relationship between auditors' accountability, competency, and independence in the auditor's performance as a moderating variable.

Keywords : auditor accountability, auditor competency, auditor independence, auditor performance, code of professional conduct

Analysis Of Factors Affecting Audit Delay | Amanda Putri¹, Hermiyetti², Toni Triyulianto³

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Abstract

Background - Delays in reporting annual financial reports are regulated in OJK Regulation Number 29/POJK.04/2016 in article 19 paragraph 1, which states that without prejudice to criminal provisions in the Capital Markets sector, the Financial Services Authority has the authority to impose administrative sanctions on any party who violates the provisions of the Regulation. Financial Services. Even though the IDX has given sanctions to public companies listed on the stock exchange for late submission of their annual financial reports, this does not force companies listed on the stock exchange to immediately submit their financial reports. However, this delay still occurs even though there are already sanctions that will be imposed on public companies listed on the IDX.

Purpose - This research aims to analyze the factors that influence audit delay using independent variables which are proxy by company size, solvency, profitability and audit committee. The population in this research is trade, services and investment sector companies listed on the Indonesia Stock Exchange (BEI) for the 2018-2020 period.

Design/methodology/approach - Samples were selected using a purposive sampling method, every year from 2018 to 2020, so that 112 samples were obtained. This research uses descriptive analysis methods, classic assumption tests (normality test, heteroscedasticity test, multicollinearity test, and autocorrelation test), hypothesis testing using multiple regression analysis, with the help of the SPSS 25 program.

Findings - The results of this research show that company size and effectiveness have a negative effect on audit delays. These results explain that there is a different relationship between these two variables and audit delay. If both variables increase, the audit delay period will decrease. The solvency and audit committee variables have no effect on audit delay. The number of audit committees have no effect on audit delay.

Research limitations - This research only uses the trade, services and investment sectors so it does not depict comprehensive results for all company sectors listed on the IDX.

Originality/value - There are still various research results regarding the factors that influence audit delay so this topic is still interesting to research.

Keywords : audit committee, audit delays, company size, solvency.

Track: Public Policy

Supported by :



The Urgency of Regulation on the Use of Artificial Intelligence (AI) in the Cooperation Framework in Southeast Asia |

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Abstract

Background - Countries in Southeast Asia are currently developing a cooperation framework for using AI to encourage regional cooperation in the Southeast Asia region that is more efficient and effective. However, countries in this region are still faced with the problem of gaps in strategies for using AI, talent gaps, digital infrastructure gaps, and the unavailability of an ethical and governance framework for the use of AI.

Purpose - This study aims to investigate the readiness of countries in Southeast Asia that are members of ASEAN in preparing a cooperative framework for the use of AI in the region.

Design/methodology/approach - A research method that uses multi-qualitative methods in data collection and data analysis. Primary data and secondary data were obtained from digital sources such as national strategy policies for the use of AI in Southeast Asian countries, readiness indices, and regulations that support the use of AI. Research data analysis uses textual network analysis.

Findings - The findings in this research are that six countries in Southeast Asia have national policies and strategies for implementing AI, namely Singapore, Indonesia, Malaysia, Thailand, Vietnam, and the Philippines. Meanwhile, four other countries, namely Cambodia, Laos, Myanmar, and Brunei, still do not have a national strategy for using AI. AI can provide significant benefits to countries in the region, but they must first address digital capability gaps. Digital capabilities must be strengthened to be ready to apply AI. Three important things must guide AI policy in Southeast Asia, namely: (1) developing AI talent and capacity; (2) increasing research and development (R&D); and (3) creating an ethical and governance framework for the use of AI in the Southeast Asia region.

Research limitations - The scope of this study only focuses on regulatory research related to the use of AI and national strategy policies for the use of AI in each country in the Southeast Asia region. So, the scope of this research is limited to countries' efforts to prepare regulations, national strategies, and cooperation frameworks for the use of AI in the region.

Originality/value - This study is essential for developing a theoretical framework for AI and its impact in various sectors. The study can also be a reference for developing a framework for using AI in Southeast Asia. A case study of the use of AI in e-commerce in Southeast Asia can be carried out to get a more in-depth picture of the importance of using AI in encouraging economic cooperation in the region.

Keywords : artificial intelligence, AI regulation, national AI strategy, Southeast Asia

Track: Corporate Finance & Governance

Analyzing Financial Performance Changes in Healthcare Sector (Sub Industry Pharmaceutical) With Principal Component Analysis (PCA) Approach Using Python | Iksan Adityo Mulyo¹, William Ben Gunawan², Dr. Jerry Heikal³

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Abstract

Background - In the ever-evolving landscape of financial markets, understanding the dynamics of a company's performance is crucial for investors, analysts, and decision-makers. This journal article presents a comprehensive analysis of financial performance changes in a diverse set of healthcare companies over a one-year period, leveraging the power of Principal Component Analysis (PCA) implemented with Python.

Purpose - The purpose of this journal is to conduct a comprehensive analysis, provide insights, and contribute to the understanding of how companies' financial health evolves over time, using specific dataset.

Design/methodology/approach - The study utilizes financial data collected from 11 publicly traded pharmaceutical companies over two fiscal years in March 2022 and March 2023. Key Financial indicators, including assets, liabilities, equity, sales, profit, DER, ROA, ROE, NPM and fitch score, are subjected to PCA to extract the most influential components driving the observed changes in company's financial performance changes.

Findings - Our findings reveal distinct patterns in financial performance changes across the companies. Using the PCA-based approach, we categorize 3 (three) companies as good companies (DVLA, MERK and SOHO), 4 (four) companies as moderate companies (KAEF, KLBF, PYFA and SIDO), 3 (three) companies as bad companies (INAF, SCPI and TSPC) and 1 (one) company as very bad company (PEHA). These categorizations are essential for providing actionable insights to various stakeholders, including investors seeking potential investment opportunities and managers aiming to enhance corporate financial performance.

Research limitations - This study relies exclusively on quantitative financial data, omitting qualitative factors that could provide a more holistic view of company performance. Furthermore, the categorization of companies as 'good,' 'moderate,' 'bad,' or 'very bad' is based on specific criteria and may not encompass all aspects of a company's financial health. These limitations should be considered when interpreting the results and making investment or managerial decisions.

Originality/value - This article highlights the significance of applying PCA in assessing financial performance changes and provides a valuable framework for categorizing companies based on their financial health. The Python-based approach enhances transparency and reproducibility in financial analysis, contributing to a more robust understanding of the complex dynamics within the financial markets.

Keywords : Financial Performance, Healthcare, Pharmaceutical, PCA, Python

Optimal Stock Portfolio Using Capital Asset Pricing Model on the Indonesia Stock Exchange |

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Abstract

Background – Investors on the Indonesian Stock Exchange who invest in the Construction, Pharmaceutical and Mining sectors need a model that can be used to determine their optimal portfolio and one of the models that can be used is the Capital Asset Pricing Model (CAPM)

Purpose – This research aims to determine the optimal stock portfolio using CAPM in the Construction, Pharmaceutical and Mining sectors listed on the Indonesia Stock Exchange for the 2018 - 2022 period

Design/methodology/approach – This research uses monthly stock price data that is consistently for the 2018 - 2022 period listed on the Indonesia Stock Exchange using quantitative descriptive methods and purposive sampling, so that 13 company shares were selected as research data. Next, the data is processed through several stages to obtain shares that are efficient and fall into the optimal portfolio category.

Findings – From the research carried out, it was found that there are 5 stocks which are included in the efficient stock category because they have actual individual returns that are higher than their expected returns, namely ADRO, BYAN, KLBF, PTBA and SIDO. These five shares were also selected as the optimal portfolio because they have an ERB (Excess Return to Beta) value that is greater than the Cut-Off Point (C*) value, with the largest proportion of funds in KLBF shares. Overall, shares in the pharmaceutical sector, namely KLBF (PT. Kalbe Farma, Tbk) and SIDO (PT. Industri Jamu dan Pharmaceutical Sido Muncul, Tbk) have the most dominant proportion of funds compared to the other 3 shares, because apart from having very good financial performance, pharmaceutical issuers also have very good prospects. Another advantage of pharmaceutical issuers is that they have competitive product variations and have great potential in utilizing abundant biological resources which are one of the main basic ingredients in making pharmaceutical products, especially herbal products and vaccines

Research limitations – This research uses data for the 2018 - 2022 period

Originality/value – There has been few and limited research found on optimal stock portfolios using the CAPM model in the construction, pharmaceutical and mining sectors on the Indonesian Stock Exchange.

Keywords: Optimal_Portfolio, CAPM, Mining_Pharmaceutical_Construction_Sector, IDX

Track: Democracy and Political Dynamics

Supported by :



Protestation Dynamics in Moroccan Mining Territories Post-Arab Spring: Unpacking the Digital Landscape | Marwane El Halaissi¹

¹Cadi Ayyad University

Abstract

Background - This abstract explores the post-Arab Spring protests in Moroccan mining territories, focusing on the digital dimensions shaping these dynamics. The research, conducted between 2015 and 2021, examines the historical background of mining activities in Morocco and the post-Arab Spring period, examining the protests and their motivations. social movements analysis through the conflictual relationships between the mining corporate, local communities especially non-working youth, and local authorities. These movements revendicate social and spatial integration as the embodiment of "the right to a mining city"

Purpose - The study examines the demands articulated by protesters, including economic equity, environmental sustainability, and social justice, and how they evolved and spread through online networks.

Design/methodology/approach - Qualitative research is based on profiling of the local communities through interviews, discourse analysis, and digital immersion. The research employs a multidisciplinary approach, combining insights from political science, territorial economics, sociology, and digital studies, to understand the complexities of protest discourse in the digital era.

Findings - Profiling of the activist on the digital landscape: mixed, worker-class, educated. The analysis structure of the protestation discourse on the digital space has shown that the young activists link social, political, environmental, health, and employability demands. The decrease in citizen's trust toward politician whether at the local or national levels. Local-level mediation crisis, which endowed the digital space as an adequate canal for non-working youth protestations. The digital space has been institutionalized by the youth of the mining city as a "protestation incubator". The research area is a 'closed territory', difficult to access data.

Research limitations - The scientific literature on the subject is very scarce, data asymmetries. The complexity of the research object, and difficulty in accessing to studies related the subjects. COVID has haltered the protestation dynamics, thus having less access to the respondents.

Originality/value - Provided multiple theoretical entries by focusing on the territorial, digital aspects Innovative and creative: approaching the mining city phenomena through the digital and protestation lenses

Keywords : Protestation dynamics, post-Arab Spring, socio-political movements, digital

A Conceptual Approach: Deliberative Participation and Collective Action in the Era of Global Capitalism? |

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Abstract

Background – The concept of deliberative participation and collective action is gaining momentum in today's academic and political circle.

Purpose – What is deliberative democracy and collective action? How do different theorists view deliberative democracy and collective action? What are the advantages and drawbacks of such views? Is it possible to foster deliberative democracy and collective action on a large scale? If so, what are the possible trajectories to facilitating deliberative democracy and collective action in today's multipolar, capitalistic landscape?

Design/methodology/approach – The research incorporates desk study with literary study and collegial discussions as the basis of the research.

Findings – The concept of deliberative participation and collective action should extend beyond consensus, policy making and moral significance alone. The concept of deliberation and collective action requires venturing into dissensus, anarchism and reform. Power, whether debilitating or liberating, can forge collective action and deliberation. The presence of charismatic leaders in democratic settings weave power and communicative rationality altogether so as to enable the democratization of ideas and talents, of which in their absence, authentic deliberation and collective action cannot emerge and endure.

Research limitations – The research is limited to desk study, literature review and collegial discussions.

Originality/value – The research is original and authentic.

Keywords: democracy, deliberative participation, collective action, power, government

Track: Innovation and Entrepreneurship

Supported by :



The Input of Social Entrepreneurship Dynamics in the Sustainable Development of the Territory - A Comparative Study |

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Abstract

Background - Social entrepreneurship (SE), sustainable development, territory... This article offers an alternative reading of the effects of SE action, linking them to the different issues of sustainable development, through the adoption of a territorial perspective centered on the different processes carried by SE

Purpose - This paper aims to clarify the contribution of SE to the sustainable development of the territory and its multidimensional contribution to realizing the philosophy of sustainable development.

Design/methodology/approach - Methodology: We drew on the results of an exploratory case study, during which we had mobilized different data resources (audio, written, visual) as well as non-participant observation which allowed us to collect more data. We had interpreted our results through a theoretical and conceptual framework centred on entrepreneurship and market failure theories, social enterprise, territory, concepts. Design: we based this article on a multiple comparative case study. We compiled data over a two-year period, through field research that has included interviews, secondary sources (internal documents, field notes).

Findings - The data collected illustrates the contribution of SE in the sustainable development of the territory through the creation of multiple added values at the local level.

Research limitations - Ignore the institutional social entrepreneurship Focus on a qualitative approach

Originality/value - Shedding light on the territorial aspect of social entrepreneurship dynamics emphasizing the multidimensionality of the contribution of SE in the sustainable development of the territory, process innovation and the institutional dynamics of SE. Our analysis sheds light on the local configuration of SE and its multiple contribution to the implementation of sustainable development of the territory through innovative processes within a well-developed institutional configuration

Keywords : Social Entrepreneurship, Territory, Sustainable Development

Consumer Behavior on Food Consumption and Food Waste Management: A Social Practice Approach |

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Abstract

Background - Food waste at the household level is the largest point of concern which is strongly influenced by consumers' behavior globally. Indonesia has produced the policy in waste management in general with the 3R concept (Reduce, Reuse, Recycle) implementation (UU No. 12 of 2008). Additionally, Waste Bank is the instrument created to facilitate the 3R concept implementation at the household level (UU No. 13 of 2012). The research aims to highlight the key factors responsible for consumer behavior related to food managing consumption within the social practice theory approach. Three variables (Material - Meaning - Competence) are proposed to identify current conditions on food consumption and food waste at the waste bank community members. The result showed that the time needed to achieve optimum recycling rate, socialization, education, assistance, and monitoring the community.

Purpose - To explore food consumption performed by waste bank community members and their relationship to food waste practice at the household level.

Design/methodology/approach - A questionnaire, composed of 3 sections and 27 questions, was developed to explore food consumption performance by waste bank community members (56 respondent) and continued to 15 members for in-depth interview. The variables of Material - Meaning - Competence are used within the Social Practice Theory approached the result described the statistical analysis on the respondents' feedback within the questionnaire survey and the in-depth interview.

Findings - The major respondents are female (67.9%) from the waste-bank members. It is due to their role at home which was responsible for domestic provisioning mainly in food utilization and preparation. The difference on the household income relates to their food consumption level. The majority use traditional market and mobile vegetable vendor to provide their daily needs.

Research limitations - 121 months.

Originality/value - The consumer behavior on food consumption and the food waste management through waste bank

Keywords : Food waste, consumer behavior, waste bank, social practice theory

HECARE: Sustainability Start-Up Innovation Based on Circular Economy Through Processing Food Waste into Products with High Use Value |

Ni Putu Purmayanti¹, Kadek Enik Suyantini², Kadek Juli Ardani³, Dominica A. Widyastuti⁴, Holila Hatta⁵

^{1,2,3,4,5}Bakrie University

Abstract

Background - Indonesia become a country with the largest food waste producer in ASEAN in 2021 with the amount of waste reaching 20.9 tons per year. The production of food waste which continues to increase every year has a significant impact on the environment. Food waste produces methane and carbon dioxide gas compounds which result in decreased oxygen levels in the earth's atmosphere. Therefore, it is necessary to have special handling of the problem of food waste so that it does not increase in the future. Handling this environmental problem is closely related to the implementation of the 13th SDGs goals related to tackling climate change, where the goal is to take important steps in fighting climate change and its impacts. In Indonesia there are several agencies or companies that have the goal of preventing food waste, but these companies do not yet have innovations that have high economic value.

Purpose - Knowing the planning in the development of HECARE Startup based on the circular economy, Identifying the influence and role of Startup HECARE in sustainable development plans, designing strategies to build consumer brand awareness in supporting the sustainability of the developed Start-Up.

Design/methodology/approach - The subjects of this study were respondents who were taken by random sampling technique. While the research object is the HECARE startup. Data collection was carried out using questionnaires, interviews, and documentation. Then the data were analyzed with quantitative and qualitative methods

Findings - HECARE start-up development planning needs to be preceded by in-depth analysis in order to carry out specific, targeted, effective and efficient management. Startup HECARE has an influence and role in sustainable development plans considering the system that will be run to pay attention to the planet, people, and also profit which does not support one aspect but many aspects in a sustainable manner. The strategy that can be done to build brand awareness is to master the area you want to reach so that it is easier to build consumer understanding and awareness of this brand. In addition, it also emphasizes the usefulness and values of the start-up brand so that it will be attached to consumers.

Research limitations - Research on HECARE focuses on three problem formulations, consisting of how to plan in developing start-up, operating and production processes in creating products with high use value, and strategies to build consumer brand awareness in supporting a start-up that are developed.

Originality/value - Based on this, the development of HECARE was designed which has a scope on product innovation from food waste. Startup development is in line with the goal of the 8th SDGs which is the goal of promoting sustainable and inclusive economic growth, employment and decent work for all by being managed in a sustainable manner based on a circular economy.

Keywords : Circular, Economic, Startup, Sustainability, Waste

Human-Centered Design (HCD) for Business Idea Development in the Era of Industrial Digitalization |

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Abstract

Background - The transition to the Fourth Industrial Revolution (Industrial Revolution 4.0) has had an influence on company operations, as well as the whole value chain in the business cycle. In this respect, human-centered aspects play a critical role in the shift to sustainable corporate operations and consumption. Humans' significance in Industry 4.0 is becoming more recognized, as indicated by active effort on establishing techniques, examining influencing elements, and demonstrating the success of Human-Centered Design (HCD).

Purpose - This research examines the application of the HCD concept in the entrepreneurial learning process through developing business ideas in Industry 4.0.

Design/methodology/approach - This study employed a case study method with an HCD theory analysis. The data were collected using textual, visual, digital, manual, and personal documents, observation, and in-depth interviews with key informants: the Head and several members of the Entrepreneurship Teachers' Association in Jakarta and also several students of 35 Senior High School Jakarta.

Findings - This study revealed that the HCD model is considered suitable for helping students to develop relevant business ideas in Industry 4.0 as proven by the students' success in completing business projects in the form of 1) product innovation, 2) business plan proposals, and 3) creative product promotion techniques.

Research limitations - This study only discusses the success of HCD implementation singly. Future research can compare the concept of HCD with other business development concepts to prove the advantages of HCD comprehensively.

Originality/value - This study reflects HCD as a good business idea development strategy and a good entrepreneurial learning method.

Keywords : Human-centered design, industry 4.0, business development, entrepreneurial learning.

The Role of Entrepreneurial Leadership in Overcoming Challenges and Adversities in the Indonesian Business Environment |

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Abstract

Background – Entrepreneurial leadership is widely recognized as a critical factor of success in Indonesia's complex and fast-changing economic scene. In delving deeper into this environment, this research assessed the critical role of entrepreneurial leadership in addressing diverse challenges capitalizing on the unique opportunity given by Indonesia's particular corporate milieu. The study sheds light on the nuanced attributes and behaviors typical of effective entrepreneurial leadership in the region by meticulously evaluating the leadership paradigms and tactics taken by some Indonesia's most prominent entrepreneurs

Purpose – Identification characteristic include a flexible and adaptable personality, a natural desire to map uncharted territory when faced with hardship.

Design/methodology/approach – Qualitative methods were used in this research

Findings – The findings emphasize some critical factors for a long-term company's success

Research limitations – The parameters of financial success are sometimes difficult to show openly

Originality/value – An open-mindedness to calculated risks once predetermined requirements are met

Keywords: entrepreneurial leadership, challenges, adversities, Indonesian business environment, innovation

Track: Human Resources Strategic and Analytic

Supported by :



Communication Management of the Raturaga Mantika Program, Bima City Government, Towards a City Without Slums (Kotaku) |

Fajrun1

¹Hasanuddin University

Abstract

Background - The purpose of this study is to identify the communication management constraints that occur during the process of how individuals handle various forms of communication. The study focuses on communication management in the planning of national development programs aimed at promoting the development of Indonesian regions, particularly the City without slum program (Kotaku), which is a government-run initiative to address slum problems in Indonesia.

Purpose - The study focuses on communication management in the planning of national development programmes aimed at promoting the development of Indonesian regions, the City without slum program (Kotaku), which is a government-run initiative to address slum problems in Indonesia.

Design/methodology/approach - The research methodology used for this study was descriptive research with a qualitative approach. Subjects in this study consisted of 3 people, including the Mayor of Bima, as well as the Head of the Housing and Settlement Service of the Bima City, and the Coordinator of the Public Safety Agency of the district of area Rontu in the implementation of the activities of the Logical Raturaga Program. In the study will be done Analysis of data of the survey area, photo of the program area and the social condition of the programme area implemented.

Findings - Research results have a barrier, for managing interpersonal communication in areas where this program has not yet been implemented. From the data obtained from Analisa, solutions have been found which can be applied to national programmes that have not yet been implemented.

Research limitations - Barriers to communications management on the program planning of my town without slum

Originality/value - add insight into solutions to overcome barriers in communication management

Keywords : Communication Management, Raturaga Mantika Program, Bima City Government

Track: Social Media and Cultural Studies

The Pleasure of Her Dance: Sensual Marketing on TikTok Good Ponsel Angels |

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Abstract

Background - The influencer phenomenon on TikTok Indonesia follows a global trend where individuals and communities can produce interesting and unique content on their social media platforms. These contents can influence audiences in the form of admiration and emotional engagement through the features provided by the platform. This trend continues to grow with the birth of various diversified content from influencers, including Good Ponsel Angels with sensual dance as the hallmark of their creative content.

Purpose - This research explores sensual marketing as a strategy used by Good Ponsel Angels as a team of influencers to promote brands and products on TikTok social media. The purpose of this research is to explain the use of sensual marketing as a strategy to influence potential customers. This research also looks further into the relationship between marketing and the body, especially women on TikTok as a new platform for purchasing and selling.

Design/methodology/approach - By using a qualitative approach and case study design, this research can dive into and understand the stories, experiences, and events from Good Ponsel Angels about sensual marketing as a strategy and the brand image built as a team of influencers going viral from Bali. This research uses creative content marketing, influencer marketing, and femvertising (female empowerment advertising) theories to explain the sensual marketing used by Good Ponsel Angels.

Findings - The results of this study explained that the usage of sensual marketing or free expression of the body provided a wider opportunity to collaborate with many brands. On the other hand, a brand image could negotiate -not to say obedience- when Good Ponsel Angels was a powerful full influencer where the body has the power to master the audiences.

Research limitations - This research focuses on Good Ponsel Angels' sensual marketing on TikTok which influences local brands and audiences in Bali and Indonesia.

Originality/value - Sensual marketing used by Good Ponsel Angels as a marketing strategy considers local audiences and freedom of expression as viral influencers on TikTok as an inclusive platform for everyone.

Keywords : sensual marketing, Good Ponsel Angels, femvertising, influencer, TikTok

Track: Public and Corporate Finance

Supported by :



Determinants of Audit Delay with Company Size as A Moderating Variable |

Nafisya Chaerani¹, Andi Rachma², Tita Djuitaningsih³

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Abstract

Background – Audit delays that exceed the provisions of the Financial Services Authority still occur in property and real estate (PRE) sector companies listed on the Indonesian Stock Exchange (ISE). The existence of the phenomenon and the continuing occurrence of various results related to research results regarding the factors that influence audit delay make this an interesting matter to research again.

Purpose – The aim of this research is to test the influence of three independent variables as determinants of audit delay, namely, accounting firm size, profitability, and audit opinion on audit delay. Apart from that, the aim of this research is also to test whether company size is able to moderate the influence of these three independent variables on audit delay.

Design/methodology/approach – The population of this research is PRE sector companies listed on the ISE for the 2019-2022 period, totaling 336 companies. A sample size of 200 was obtained based on the purposive sampling method. The data analysis method in this research used moderated regression.

Findings – The conclusion of the research results is that the accounting firm size and profitability influence audit delay, but audit opinion does not. Besides that, the company size variable is able to moderate (strengthen) the influence of profitability on audit delay. Still, it cannot moderate the influence of accounting firm size and audit opinion on audit delay.

Research limitations – The relatively large number of companies not listed consecutively in the research period, thereby reducing the sample size.

Originality/value – The difference between this research and previous research is adding a company size as a moderating variable.

Keywords: audit delay, audit opinion, profitability, accounting firm size, and company size

Enhancing Retail Supermarket Performance through Market Basket Analytics using Apriori Algorithm |

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Abstract

Background – The retail supermarket industry is characterized by intense competition, evolving consumer preferences, and the need for efficient operations. To remain competitive, supermarkets must leverage data analytics techniques to gain insights into customer behavior and improve their performance.

Purpose – The purpose of this study is to investigate how market basket analytics, specifically the Apriori algorithm, can be applied to retail supermarket data to enhance performance. By identifying product associations and customer purchase patterns, supermarkets can make data-driven decisions to optimize various aspects of their operations.

Design/methodology/approach – **Data Collection:** Collection of transactional data from a sample of retail supermarkets. **Data preprocessing** to clean and prepare the dataset for analysis. **Apriori Algorithm:** Explanation of the Apriori algorithm and its application in market basket analysis. Implementation details and parameter settings. **Analysis and Interpretation:** Identify frequent itemsets and association rules. Interpretation of discovered patterns and their relevance to supermarket operations.

Findings – Presentation of the key findings from the analysis. Discussion of how these findings can be utilized to enhance retail supermarket performance. Examples of actionable insights, such as product placement optimization, promotion strategies, and inventory management improvements.

Research limitations – Limited sample size and geographic scope of data. The study does not account for external market factors. The quality and completeness of data may vary. The Apriori algorithm's performance may be influenced by parameter choices.

Originality/value – The originality and value of this study lie in its application of the Apriori algorithm to retail supermarket data. It demonstrates how data-driven analytics can be used to improve supermarket performance, which is of practical importance to the industry. The findings offer a novel approach to optimizing supermarket operations, potentially leading to increased customer satisfaction and profitability.

Keywords: Retail Supermarket, Market Basket Analysis, Apriori Algorithm, Data Analytics, Performance Enhancement

Track: Sustainable City Branding

Supported by :



City Branding of Jakarta Smart City through the Jaki Application |

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Abstract

Background – DKI Jakarta is one of the provinces in Indonesia that has implemented the smart city concept which has been promoted since 2014 as a solution to various city problems through smart city principles and pillars. Jakarta is transforming into a smart city, branded as “Jakarta Smart City,” using digital innovations and technology. The JAKI app, developed by the Jakarta Smart Regional Public Service Agency, is a key component. JAKI aims to simplify resident's daily activities and access to public services, contributing to Jakarta's evolution into a smarter and improved metropolitan city.

Purpose – This case study research examines the JAKI app's role in Jakarta's city branding. It focuses on the app's implementation in creating a smart city.

Design/methodology/approach – We need to investigate this matter through a case study using qualitative research methods. This involves analyzing and summarizing data from interviews with Diskominfo staff and 3 users the JAKI Application. We'll also make direct observations using city branding and M-Governance Apps theories. To ensure accuracy, we'll use the source triangulation technique to validate our research findings and ensure the trustworthiness of the collected data. Miles and Huberman is used for data analysis method.

Findings – The outcomes of this study indicate that the city branding strategy undertaken by the DKI Jakarta Provincial Government's Diskominfo aligns with the four indicators proposed by Andrea Inch. However, it is noteworthy that the JAKI application has not achieved full success in the realization of a smart city due to its limited reach within the wider community. This limitation is evident in the scarcity of JAKI users identified during data collection. Therefore, a more in-depth investigation is needed to analyze the communication strategies employed for building public awareness of the JAKI application.

Research limitations – The study's constraint lies in its exclusive focus on city branding activities related to the mobile application, neglecting other facets. When dealing with a mobile application, it's essential to consider user experience based on their profiles.

Originality/value – This research discusses in more depth the use of the JAKI Application as an implementation of City Branding Jakarta Smart City by reviewing not only from the user's perspective but also from the communication media used by Diskominfo to spread the word and this research is at the implementation stage to realize a smart city through an application as the unit of analysis. It goes beyond just branding to gain awareness and positive public opinion about a city

Keywords: City Branding Strategy, Smart City, M-Governance Apps, JAKI

CLOSING SPEECH

Excellencies, Presenter, Attendees,

Ladies and Gentlemen,

I am very honoured and delighted to deliver the concluding remarks of Bakrie International Conference on Communication, Management, Politics & Accounting or BICOMPACT 2023 organized by Research Synergy Foundation (RSF); Supported by: Scholarvein, ReviewerTrack, ResearchSynergy Institute, ResearchSynergy Press, F1000Research, Cogent Open Access Journals, and Taylor & Francis Group. The committee successfully hosted the event, breakout sessions and all presentations were delivered with minimum technical issues. I believe that during this conference, we have all had insightful, interactive, discussions and great chance to share the outcomes of our research.

I would like to thank all participants, keynote speakers, presenters, attendees, and session chairs from various countries who have already given their best contribution to this BCOMPACT 2023. 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.

BICOMPACT 2023 shed light on the urgent need for engaged scholarship in contributing to the transformation, resilience, and sustainability of our societies. The interdisciplinary nature of sustainability science and development studies has emphasized the crucial role of transdisciplinary research and education. It has become increasingly apparent that sustainability cannot merely be a theoretical concept but requires active participation and contributions from various fields. This aligns with the discussions at the conference that advocated for a shift in social norms and the development of strategies to address growing social inequalities.

The papers presented at the conference underscored the vital role of universities, higher education institution, government, society, and related stakeholders in leading the transition toward sustainable societies. Emphasizing the need for sustainability to permeate every aspect of their organizations, universities are urged to re-evaluate their goals and methods to cultivate a culture of sustainability. The integration of theory and practice, as well as interdisciplinary collaboration, were highlighted as crucial components in the implementation of sustainability in educational programs.

In conclusion, the BICOMPACT 2023 with the conference theme on advancing sustainability provided valuable insights into the strategic approach needed for a changing world. Last but not the least, 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. Congratulation to the winner in award section for best student achievements, best presentation, best papers, and session chairs recognition.

See you at our upcoming event.

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

Best regards,

Dr. Dudi Rudianto, S.E., M.Si.

Dean of Faculty of Economics and Social Sciences, Universitas Bakrie

Future Events

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ICE-ScienceHUM

International Conference on Science and Humaniora (ICE-ScienceHUM)

<https://ice-sciencehum.com>

Virtual conference – 27-28 November 2023

IHSATEC 2023: 16th HASIB

The International Halal Science and Technology Conference 2023 (IHSATEC): 16th Halal Science Industry and Business (HASIB)

<https://www.ihsatec.com>

Hybrid conference (Bangkok, Thailand) – 2-3 December 2023

JICRISD 2023

Jakarta International Conference on Research Innovation and Sustainable Development

<https://jicrisd.com>

Virtual conference – 5 December 2023

IC-STEM

International Conference on Interdisciplinary Research of Science, Technology, Engineering, and Mathematics (IC-STEM)

<https://ic-stem.com>

Virtual conference – 18 December 2023

IPC-MHR

International Psychology Conference on Mental Health and Resilience (IPC- MHR)

<https://ipcmhr-psiunisba.com>

Virtual conference – 22 February 2024

3rd ICMRSI

3rd International Conference on Multidisciplinary Research for Sustainable Innovation

<https://icmrsi.com>

Virtual conference – 13-14 March 2024



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