



**Book of Abstract
Conference Proceeding**

ICPPS

International Conference on
Post-Pandemic Society

**Virtual Conference
November 10, 2021**

Supported by



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Book of Abstract Conference Proceeding

International Conference on Post-Pandemic Society (ICPPS)

Virtual Conference
November 10, 2021



Book of Abstract Conference Proceeding International Conference on Post-Pandemic Society (ICPPS)

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FOREWORD



Vision

To become a leading religious-ethics-based university with the goal of realizing a noble civilization.

Mission

1. Organizing quality and professionally managed education and teaching.
2. Conducting research by maintaining the tradition of a creative scientific community.
3. Organizing community service that empowers marginalized groups to be strong and independent.
4. Creating a campus environment as a center of science and culture with an academic climate that supports the achievement of the university's vision.
5. Fostering a new generation of human beings who are pious and have noble character, master science and technology and have integrity.

Aim

1. Produce scholars who have depth of faith, self-reliance of soul, sharpness of reason, sensitivity of conscience, ability to work and breadth of insight.
2. Produce scientific studies that solve problems in society creatively and innovatively by utilizing resources efficiently and effectively.
3. Play a role in producing a religious, nationalist, modern, moderate and upholding integrity society.

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



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

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

Our Vision:

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

Our Mission:

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

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

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ORGANIZING COMMITTEE

PROGRAM COMMITTEE

Conference Chair:

Dr. Aan Rukmana
Paramadina University, Indonesia

Co – Conference Chair

Dr. Hendrati Dwi Mulyaningsih
Research Synergy Foundation

Organizing Committee

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Dr. Devi Wulandari

Wahyutama, Ph.D.

Santi Rahmawati

Ani Wahyu Rachmawati

Diah Rahmadani

Risky Adha

Refani Putri Shintya Fatoni

SCIENTIFIC COMMITTEE

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Paramadina University

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Palembang, Indonesia

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Sree Vidyanikethan Engineering College,
India

Dr. Eric Agullana Matriano
Columban College, Inc., Phillipines

Dr. Aty Susanti
Pusat Pengembangan Perfilman
Kemendikbud RI, Indonesia

CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to **International Conference on Post-Pandemic Society (ICPPS)** by Paramadina University, Indonesia and Research Synergy Foundation (RSF) that held virtually on November 10, 2021.

This conference not only give you global forum to share and exchange idea, research, and work. But also, provide wider network and research ecosystem for further collaboration and projects. We are glad to share this good opportunities in the scientific community, that will be offered only for all participants who participate in the conference.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their through and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to this conference and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Aan Rukmana
Conference Chair of ICPPS 2021

CONFERENCE CHAIR



Dr. Aan Rukmana

Paramadina University, Indonesia

Aan Rukmana is a lecturer Paramadina University and also researcher at Paramadina Institute of Ethics and Civilization. His educational background is fully in Philosophy and Religion. He finished his doctorate program on Islamic Philosophy, SPS UIN Syarif Hidayatullah Jakarta (20016 – 2020), Master of Islamic Philosophy, Islamic College for Advance Studies (ICAS London) in cooperation with Paramadina (2006 – 2010). He has published many researches on many issues such as *Senarai Filsafat dan Kebudayaan dari Marxisme, Sosialisme Religius Iqbal, Hermeneutika Novel Khutbah di Atas Bukit sampai Gagasan Penyerbukan Silang Antarbudaya (Cross Cultural Fertilization)*, Yogyakarta: Aynat Publishing, 2016. *Ibn Sina Sang Pematik Pijar Peradaban Islam*, Jakarta: Dian Rakyat, 2013 and *Seyed Hossein Nasr Penjaga Taman Spiritualitas Islam*, Jakarta: Dian Rakyat, 2013.

CO-CONFERENCE CHAIR



Dr. Hendrati Dwi Mulyaningsih

Founder & Chairperson of Research Synergy Foundation

Dr. Hendrati Dwi Mulyaningsih is the chairperson and founder of Research Synergy Foundation that has shown great commitment on creating Global Network and Research Ecosystem. This GNR ecosystem has been developing since 2017 up to the present and having increasing numbers of the member up to more than 15.000 from all around the globe.

Her passion in how to create impact and co creation value among all the stake holder of RSF has made her focus on upholding integrity in the scientific process through enhancement of RSF's support-support system as like Reviewer track, Scholarvein, Research Synergy Institute and RSFPRESS. Thus, her work in this area has made her as the Nominee of Impactful Leadership Awards from Tallberg Foundation Sweden 2019.

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

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

SPEAKERS



Dr. Fatchiah E. Kertamuda, M.Sc.

Vice Rector for Academic and Student Affairs, Universitas Paramadina

Dr. Fatchiah Kertamuda, MSc. Doctor in Guidance and Counseling from the University of Education Indonesia, Bandung; Master of Science degree in Counseling & Guidance from East Texas State University, USA; Certified Early Childhood Education from the University of California of Los Angeles (UCLA), USA; Bachelor degree in Psychology, Educational and Counseling from Satya Wacana Christian University.

Currently as Vice Rector for Academic and Students Affairs at Paramadina University. She is also as a Lecturer in the Psychology Study Program at Paramadina University. She has been actively writing in the mass media, and has produced more than 70 articles on leadership and education. She is active as a speaker/resource person and trainer on the topics of Leadership, Education, Psychology in various institutions. She has published a book entitled “*Konseling Pernikahan untuk Keluarga Indonesia*” (2009), book “*On Becoming A leader*” (2015). She author of book Chapter with title “*Kepemimpinan*” in book “*Partnership*”(2018); author of book chapter with title “*Menjaga Kekuatan Keluarga di Masa Pandemic Covid-19*” in book “*Ketika Ibu di Rumah*” (2021); author of Book Chapter “*Metode Riset Campuran*”, in book *Metode Penelitian Ilmiah, Pendekatan Teori dan Implikasi* (2021).



Dr. Handi Risza Idris, SE, M.Ec.

Vice Rector for Resource Management, Universitas Paramadina

Handi Risza is a senior lecture at the Magister Management (MM) Program of the Paramadina University in Jakarta. After completing the Doctoral Program in Islamic economics and finance in 2012. Handi Risza began to actively teach at the Magister Management (MM) Program. Handi Risza teaches many courses including, Macroeconomics, Public Finance, Economics and Islamic Finance. Handi Risza has also attended a short course including; Public Policy at Victoria University New Zealand in 2015; Social Ecological Market Economy (SEME) organized by Kondrad Adeneur Stiftung (KAS) Germany in 2016; The Executive Program for Sustainable Economy (EPSP) organized by the Ford Foundation and Paramadina University in 2018. His research interest evolves around Islamic Economics and Finance as well as the theme of Islamic of Social Funds (zakat and waqf), public finance, partnerships. he is also active in writing books, journals and articles.

KEYNOTE SPEAKERS



Prof. Dr. Didik J. Rachbini

Rector of Paramadina University, Indonesia

Didik Junaedi Rachbini is professor in economics and management organization, currently assigned as the Rector of Paramadina University, chairman of LP3ES (Institute for Research, Education and Information on Economic and Social), and founder at prominent think tank which was founded in 1995 namely INDEF. Didik achieved his bachelor degree in IPB University and received his study for M.Sc. in 1988 and PhD in 1991 which both in Institute of Graduate Studies, Central Luzon State University, the Philippines. Didik actively take a part in non-formal training like leadership course (International Islamic University, Islamabad 1984), Economic courses (Economics, UP Los Benos, Philippines, 1986), Economic Culture (Boston University, 1992), Management courses (IMEX, Seoul, Korea, 1996), and Political Leadership (Free Democratic Party, German, 1993) and many others.

He also held many positions in national and international institutions of government and non-government organization. He involved in various projects as a consultant in FAO and UNDP. In government institutions, he served as the Commissioner of Anti-Monopoly Commission (KPPU), member of Parliament, Head of Paramadina Foundation and the head of Board of Trustee in IPB University. Professor Rachbini always share his ideas and recommendation through tens of books, thousands of articles and papers.



Dr. Kim Lim Tan

**Assistant Professor, BNU-HKBU United International College
Lecturer, University of Newcastle, Singapore**

Kim Lim received his Ph.D. at Curtin University Australia. He is currently the Assistant Professor with BNU-HKBU United International College. He is also an adjunct lecturer with the University of Newcastle, Singapore, and UCSI University.

Investigating the principles of human resource development and management, Kim Lim's research seeks to create actionable interventions with impact to create sustainable and behavioral changes concerning the most pressing issues in organizations. His research interests lie primarily in contemporary issues such as on future of work, employee attitudes, and employee behaviors. He also investigates consumer behavior across different contexts such as technology adoption, hospitality, and tourism. In pursuing such lines of work, much of his recent work employs partial least squares-structural equation modeling. Kim Lim is an avid publisher and a regular reviewer in several indexed journals including the British Food Journal, European Business Review, and the Asia Pacific Journal of Marketing and Logistics.

He also sits on the academic board of ERC Institute Singapore, as well as on the editorial committee of the Asia Journal of Business Research, Journal of Global Responsibilities, and Journal of Responsible Tourism Management.

Other than research., Kim Lim has taught courses such as strategic management, human resources management, and leadership in several institutions including the Singapore Polytechnic and the Curtin University. Professionally, his expertise lies in the full spectrum of HR work as he has been a human resource practitioner, doing both operations and policy work in different public sector agencies. At the same time, he is an accredited professional member of the Singapore Human Resource Institute and the Society of Industrial and Organisational psychology.



PROFESOR SR DR MD YUSOF HAMID,AMP

Rector of Universiti Teknologi Mara (UiTM) Perak Branch

Professor Sr Dr Md Yusof Hamid is a Professor at UiTM Perak Branch in the field of facilities management, Faculty of Architecture, Planning and Surveying. He has almost 23 years of teaching experience and supervises postgraduate students. He is a member of the professional body of the Building Surveying Division, Royal Institution of Surveyor Malaysia (RISM). He is also a Rector at UiTM Perak Branch. He completed his PhD in facilities management from the University of Salford, United Kingdom in 2009. Based on his work experience and expertise, he has been appointed as a member of the Advisory Board of the Training Institute of the Ministry of Housing and Local Government (ILKPKT) which is responsible for managing staff training. He also involved in building consulting and inspection work for several government agencies and the private sector.

SESSION CHAIRS



Dr. Sharifah Nurafizah Syed Annuar

Universiti Teknologi MARA Sabah Branch, Malaysia

Dr Sharifah Nurafizah Syed Annuar is a senior marketing lecturer in the Faculty of Business and Management in Universiti Teknologi MARA Sabah Branch. She is currently holding the position of Deputy Rector at Research, Industry Linkages, Community and Alumni Network Division in Universiti Teknologi MARA Sabah Branch. Her research interests are marketing communications, social and health marketing, digital marketing and entrepreneurship. She has involved in various research projects such as Kajian Impak 20 Tahun UiTM and Community

Wellbeing Research with Lembaga Penduduk dan Pembangunan Keluarga Negara (LPPKN). In addition, her other consultancies are giving motivational talks to primary and secondary schools in Sabah, providing training for entrepreneurs and to name a few. Being a deputy rector, most of her tasks involving meeting new people in the industries and create collaborations for the benefits of the university. As for now, she has three PhD students, two Doctorate of Business Administration (DBA) students and five Master by Research students under her supervision.



Assistant Professor Dr. Aunkrisa Sangchumnong

Suan Dusit University, Thailand

Aunkrisa Sangchumnong obtained the Ph.D. in Hospitality and Tourism Management in 2018. My M.A. Tourism Industry Management received in 2002 and B.A. Tourism in 2000 under the government scholarships with the commitment to return as a civil service commission. My overall experience is almost 18 years in educational area as lecturer, researcher and administrator. In 2006 I was positioned as Deputy Dean in Research and Planning and year 2008 was in Deputy Dean in Administration for the Faculty of Humanity and Social Science of Suan Sunandha Rajabhat University. Aunkrisa joint with Suan Dusit University, Thailand in year 2015 where I was appointed to be Head of Hospitality Management International Program and current position is as a Head of Airline Business Program. Moreover, I am currently an Assistant Professor in the Department of Business Administration on Tourism and Hospitality Management. In 2016 I formed ASEAN Journal of Education with the team of Research and Development Institute under Suan Dusit University. I used to work with Department of Tourism, of the Ministry of Tourism and Sport of Thailand as a research consultant on the Thailand Tourism Standard Development Project. And being evaluator for the project of World Biotech Tour Thailand 2016 which hosted by ASTC, USA. My research interests are in sustainable tourism, cultural tourism, community-based tourism.

Dr. Silvia Catalan Ambag



Quezon City University, Philippines

Dr. Silvia C. Ambag is a specialist in education, research, publications, and extension. Currently, he works as an Education Consultant at Quezon City University and as a Professor Lecturer 3 at Universidad de Manila and Laguna State Polytechnic University. Member of the Scientific Board of the Research Synergy Foundation in Indonesia, as well as the Editorial Board of the International Journal of Theory and Application in Elementary and Secondary School Education (IJTAESE) in Indonesia. Asia Pacific Consortium of Researchers and Educators Board Member and Finance Officer (APCORE).

Invitations to speak as an expert in research and education were extended. From 2018 to 2020, Dr. Ambag is a guest lecturer and speaker at Politeknik Piksi Ganesia and SEAMEO CECCEP in Bandung, Indonesia. She has also been published in various journals and has presented her research paper in countries such as Indonesia, Japan, Phuket, Bali, Indonesia, Bangkok, California, and Guam, USA.



Mr. TO Loeurt

Vice-Dean of Faculty of Education, Dewey International University, Cambodia

Mr.Loeurt has worked in the education sector since 2003 in early childhood education, primary education, secondary education, vocational education, and higher education. He has published several research articles in primary education and higher education with international journals. His areas of expertise are community development, project design and management, research, monitoring and evaluation, curriculum development, education leadership management, and art and culture education. Currently, he is conducting international research projects on higher education with other international scholars in Asia and Europe. He holds a Master's degree in Development Studies from Victoria University of Wellington, New Zealand; a Master's degree in Business Administration; a Bachelor's degree in Business Administration; and a Pedagogy Certificate. He received fellowship and scholarship awards to study in New Zealand, the US, Singapore, Malaysia, and short courses in Asia and Europe.

CONFERENCE PROGRAM

Wednesday, November 10th, 2021

<i>Time (UTC+7)</i>	<i>Dur'</i>	<i>Activity</i>
Main Room		Join Zoom Meeting https://us06web.zoom.us/j/87251477289?pwd=NVJxNktheTJFVG5pV3J4TEFDS3ordz09 Meeting ID: 872 5147 7289 Passcode: ICPPS
8:50 - 9:00	0:10	Participant Login and Join Virtual Conference by ZOOM
9:00 - 9:10	0:10	Welcome Address and Conference Publication Announcement by MC
9:10 - 9:20	0:10	<u>Welcome Remarks and Introduction of ICPPS 2021</u> Dr. Aan Rukmana Conference Chair of ICPPS
9:20 - 9:35	0:15	Opening Speech Dr. Fatchiah E. Kertamuda, M.Sc. Vice Rector for Academic and Student Affairs, Universitas Paramadina

<i>Time (UTC+7)</i>	<i>Dur'</i>	<i>Activity</i>
9:35 - 9:40	0:05	Token of Appreciation for Opening Speakers
9:40 - 9:55	0:15	Global Research Ecosystem Introduction Dr. Hendrati Dwi Mulyaningsih Co-Conference Chair ICPPS Founder & Chairman of Research Synergy Foundation
9:55 - 10:45	0:50	Keynote Speaker Prof. Dr. Didik J. Rachbini Rector of Paramadina University
10:45 - 10:50	0:05	Token of Appreciation for Keynote Speakers
10:50 - 10:55	0:05	E-Group Photo
10:55 - 11:45	0:50	Keynote Speaker PROFESOR SR DR MD YUSOF HAMID,AMP Rector of Universiti Teknologi Mara (UiTM) Perak Branch, Malaysia
11:45 - 12:35	0:50	Keynote Speaker Dr. Kim Lim Tan Assistant Professor, BNU-HKBU United International College Lecturer, University of Newcastle, Singapore

Time (UTC+7)	Dur'	Activity
12:35 - 12:40	0:05	Token of Appreciation for Keynote Speakers
12:40 - 12:45	0:05	Announcement of Online Presentation Session - Breakout Rooms
12:45 - 13:15	0:30	Break & Go to Breakout Rooms
Breakout Room		Breakout Room 1, 2, 3, and 4
13:15 - 13:25	0:10	Session Chair Introduction Breakout Room 1: Dr. Sharifah Nurafizah Syed Annuar - Universiti Teknologi MARA Sabah Branch, Malaysia Breakout Room 2: Assistant Professor Dr. Aunkrisa Sangchumnong - Suan Dusit University, Thailand Breakout Room 3: Dr. Silvia Catalan Ambag – Quezon City University, Philippines Breakout Room 4: Mr. TO Loeurt - Dewey International University, Cambodia
13:25 - 15:25	2:00	Online Presentation Session Day 1: 8 person/room 15 minutes/presenter
15:25 - 15:40	0:15	Awarding Certificate of Presentation, Testimonial, and Post-conference information announcement

<i>Time (UTC+7)</i>	<i>Dur'</i>	<i>Activity</i>	
Main Room		Join Zoom Meeting https://us06web.zoom.us/j/87251477289?pwd=NWJxNktheTJFVG5pV3J4TEFDS3ordz09 Meeting ID: 872 5147 7289 Passcode: ICPPS	
15:40	15:55	0:15	Short break and preparation for closing
15:55 -	16:05	0:10	Awarding Ceremony Best Presentation Best Paper Session Chair
16:05 -	16:10	0:05	Closing of ICPPS Dr. Handi Risza Idris, SE, M.Ec. Vice Rector for Resource Management, Universitas Paramadina

List of Presenters

ICPPS: Breakout Room 1

Session Chair: Dr. Sharifah Nurafizah Syed Annuar - Universiti Teknologi MARA Sabah Branch, Malaysia

Track Accounting

Paper ID	Presenter	Paper Title
CPS10101	Supitriyani, S.E., M.Si.	Analysis of Financial Distress in Measuring Bankruptcy Before and After the Covid-19 Pandemic

Track Management

Paper ID	Presenter	Paper Title
CPS10114	Edi Supriyanto	The Analysis of E-Service Quality, E-Satisfaction, E-Trust, & E-Loyalty in Customer Context of Bukalapak E-Commerce
CPS10104	Ahmad Azmy	Implications of Employee Performance Through Motivation, Discipline and Compensation at PT. MD MEDIA While Working From Home (WFH) Covid 19 Pandemic
CPS10113	Brilliant Asmit	Identifying the Essential Components of Rural Entrepreneurial Ecosystem: A Scientometrics
CPS10125	Anita Maharani	Finding Faculty Dissatisfaction Through Incivility, Commitment and Being Engage

Track Education

Paper ID	Presenter	Paper Title
CPS10119	Naila M Tazkiyyah	Islamic Perspective of Education on Financial Literacy for Children

Track International Relation

Paper ID	Presenter	Paper Title
CPS10116	Bimantoro Kushari Pramono	Contemporary Geopolitics: State Resilience in Covid-19 Pandemic Era

ICPPS: Breakout Room 2**Session Chair: Assistant Professor Dr. Aunkrisa Sangchumnong - Suan Dusit University, Thailand****Track Communication Studies**

Paper ID	Presenter	Paper Title
CPS10126	Atika Budhi Utami	Dakwah Message Consumption and Mothers' Literacy in Preventing Hoax
CPS10102	Kencana Ariestyani	"The Heart of Toba": A Storynomics of Super-priority Tourism Destination in the New Normal Era
CPS10107	Ayu Sulistya Putri Sugeng	Life After Pandemic – Digital Marketing Trough Instagram Ads
CPS10103	Widya Hamdayani	Corporate Crisis Communication Strategy in Facing The Covid-19 Pandemic (Case Study of Henkel Indonesia)
CPS10128	Leonita Kusumawardhani	TOURISM MARKETING COMMUNICATION STRATEGIES DURING PANDEMIC

Track Art

Paper ID	Presenter	Paper Title
CPS10115	Agoes Joesoef	Premium Mask Design as a Rengganis Fashion Brand Strategy in Surviving the Covid-19 Pandemic Era
CPS10111	Vidya Kharishma	Covid-19 Post-Pandemic Health Protocol Signage at Shopping Centers in Indonesia

ICPPS: Breakout Room 3
Session Chair: Dr. Silvia Catalan Ambag – Quezon City University, Philippines

Track Communication Studies

Paper ID	Presenter	Paper Title
CPS10109	Leonita Kusumawardhani	Shifting Digital Ad Message in Adapting Pandemic Situation
CPS10127	Dwi Purbaningrum	Social Interaction of Generation Z at Post-Pandemic Era
CPS10120	Irani, MIK	Political Campaigning During Pandemic: Gibran's Political Brand on Instagram during Solo Mayoral Election 2020
CPS10122	Jamiyatun	Communication Strategy of LBH Pers in Advocating The Issue of Violation of Rights of Media Workers in The Covid-19 Pandemic

Track Philosophy

Paper ID	Presenter	Paper Title
CPS10118	Husain Heriyanto	Taking A Lesson from Ibn Sina's Epistemology for Managing the Pandemic
CPS10108	Ayoeningsih Dyah Woelandhary	Visual Image of Jakarta Society Using Computer Vision Method and Style Transfer Technique on Betawi Batik Motifs
CPS10123	Sunaryo	Sen and Nussbaum's Concept of Capability in Understanding Quality of Life: An Approach to Analyse and Improve People's Life After Pandemic

ICPPS: Breakout Room 4
Session Chair: Mr. TO Loeurt - Dewey International University, Cambodia

Track Art

Paper ID	Presenter	Paper Title
CPS10110	Ida Susanti	Analysis of the Effectiveness and Impact of Pandemic Photography Course Methods Case Study: Overview of the Quality of Visual Works, Themes and Creativity in the Work of Students of the Visual Communication Design Study Program, Paramadina University
CPS10106	Rio Satriyo Hadiwijoyo	Visual Motion Graphic Analysis on The MSME Marketing Learning Video.

Track Management

Paper ID	Presenter	Paper Title
CPS10117	Iin Mayasari	The influence of E-Work Life on Organizational Commitment
CPS10112	Dewi Kurniaty	The Business Resilience of Small Micro Medium Enterprise During Pandemic Time
CPS10121	Handi Risza Idris, SE., M.Ec	Leadership Role in Handling Organizational Crisis:Case Study Related to Treating the Impact of Covid-19

Track Psychology

Paper ID	Presenter	Paper Title
CPS10105	Devi Wulandari	Predictors of Face Mask Use During COVID 19 Pandemic In Indonesia: Application of Health belief Model, Psychological Distress and Health Motivation
CPS10124	Amelia Rahayu	Loneliness during the Covid-19 Pandemic: Its effect on the Trend towards Smartphone Addiction in Early Adulthood who Works from Home



**Track:
Philosophy**

Taking A Lesson from Ibn Sina's Epistemology for Managing the Pandemic

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Abstract

Background - One of the fundamental lessons that we have learned from the covid-19 pandemic is that we are dire in need to adopt holistic and interdisciplinary approach in scientific endeavors to manage the disease. The Coronavirus shows us that the world's prevailing health system today has collapsed including in the developed countries. The Covid-19 pandemic requires a paradigm shift in a global health system, from linear-mechanistic to systemic-holistic paradigm.

Purpose - This paper is aimed at uncovering a unique realist epistemology that Ibn Sina proposes to set up an organic interaction and interrelation between body and mind, between empirical experience and rational abstraction

Design/methodology/approach - Ibn Sina's medicine as well as his scientific outlook is intimately bound up with his epistemological thought. Contrary to positivism, Ibn Sina includes psychological and moral perspectives as well as cosmological and spiritual dimensions in theoretical and methodical framework of his medicine. This research employs holistic and interdisciplinary approach.

Findings - Ibn Sina, a great Muslim philosopher as well as a very well-known doctor, has put forward a holistic approach in medical knowledge. His statement "Illusion is half the disease; tranquility is half the cure; and the patience is the first step of healing" (*Al-wahm nisfu al-da`a; wa al-itmi`nan nisfu al-dawa`a; wa al-sabru bidayatu al-shifa`*) has been very popularly circulated by many social media during the covid-19 pandemic. This Ibn Sina's saying, which is quoted from his monumental work *Al-Qanun fi al-Tibb* ("Canon of Medicine") depicts concisely his thought on the illness and medicine.

Research limitations - This research will focus on epistemological perspective of Ibn Sina medicine. In reference to his main works on the soul (*al-nafs*) such as *Al-Najah* and *Ahwal al-Nafs*, Ibn Sina describes the soul as the subject to which knowledge is attributed.

Originality/value - Ibn Sina's theory of knowledge can be a proper epistemological framework to establish a holistic approach and system paradigm for a new health care system that serves human as undivided human being who has body, mind, soul, and spirit.

Keywords : Ibn Sina, medicine, epistemology, body-mind interaction, holistic paradigm

Sen and Nussbaum's Concept of Capability in Understanding Quality of Life: An Approach to Analyse and Improve People's Life After Pandemic

Sunaryo¹

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Abstract

Background - *The global pandemic due to Covid-19 that has been going on for the last two years has degraded people's lives at a fairly horrific rate. People's capacity for health, economic capacity, and social and personal life have decreased drastically. This decline, of course, has a direct impact on the quality of life that society can enjoy. To understand the quality of life, we will use Amartya Sen and Martha Nussbaum's concept of capability. They understand capability as the ability to achieve a valuable thing in people's lives. In quality of life, there are three things mostly referred to, namely health, well-being, and happiness. This conceptual study is expected to contribute to analyzing and improving people's life after the pandemic.*

Purpose - *The study in this article intends to formulate the concept of quality of life in the framework of the capability approach as proposed by Amartya Sen and Martha Nussbaum.*

Design/methodology/approach - *The study will be based on Amartya Sen and Martha Nussbaum's works. They are the most prominent theorists of capability. The works that will be referred to are Inequality Reexamined (Sen, 1992), Rationality and Freedom (Sen, 2004 [2002]), The Idea of Justice (Sen, 2009), Development as Freedom, 'Well-being, Agency and Freedom' in The Journal of Philosophy (Sen, 1985), Creating Capabilities (Nussbaum, 2011), Women and Human Development (Nussbaum, 2006), and The Quality of Life (Nussbaum and Sen, 1993). From these works, we will formulate the concept of quality of life in the framework of capability.*

Findings - *Based on this study, we can formulate the concept of quality of life substantively. The concept is not merely an achievement of happiness, well-being or health, but must be based on value as reasoned by society. So the process of public reasoning is very crucial in formulating value that people want to achieve. The formulation of quality of life here is concerned with the process of public reasoning in society. In the context of the pandemic, we analyze the problems of deprivation in society in the framework of capability and improve them to make the people more capable after the pandemic.*

Research limitations - *The study will focus on the conceptual level of quality of life in the capability framework.*

Originality/value - *The study provides a substantive perspective on the quality of life in terms of the capability approach.*

Keywords : Capability, Quality of life, public reasoning, value



**Track:
International
Relations**

Contemporary Geopolitics: State Resilience in Covid-19 Pandemic Era

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^{1,2,3}Paramadina University

Abstract

Background - *In a recent development, there are 3 dynamics in the contemporary global challenge that often be emphasized by scholars, the government sector, and media. These are the trade war in terms of US-China rivalry in the economic sector, the Covid-19 pandemic that becomes an obstacle for a global world, and terrorism which always be an issue in international relations. These issues must be faced by all states with utilizing all resources they have and prevent state vulnerability in the crisis time.*

Purpose - *This research aims to elaborate on the influence of these 3 challenges on geopolitics in all countries in the world. In order to show the geopolitics condition in terms of this context, this research conducts the Resilience Index. This index represents state conditions in a pandemic era in the view of covid-19 pandemic handling management, the trade performance towards US-China, and terrorism.*


Design/methodology/approach - *This research uses the sequential mix method. The sequential mix method is used in order to capture 3 challenges in contemporary geopolitics as qualitative part and conducting quantitative part by using secondary data from many sources to calculate Resilience index. Moreover, the resilience index is calculated by utilizing 3 variables that reflect 3 challenges in contemporary geopolitics. Each challenge has different data sources to be processed. Firstly, this research extracts data from Comtrade to get all countries' trading performance towards US-China. Secondly, covid-19 data from WHO is extracted to reflect how countries handle a covid-19 pandemic. Lastly, data from Terrorism Index is utilized to capture how countries perform in terms of fighting terrorism.*

Findings - *Findings on this research show that periphery countries such as Cuba, Iceland, and Malta have excellent resilience indexes. Trade performance with US-China is the most influential factor to increase state resilience index rather than handling covid-19 pandemic and terrorism. Buthan & Cuba become the highest rank on handling covid-19 pandemic & trade performance towards US-China in the resilience index, respectively. In terms of terrorism index, Afghanistan, Iraq, and Nigeria classified as fair or moderate in the resilience index*

Research limitations - *This research only captures contemporary geopolitics from 3 challenges that have been explaining at the beginning of the abstract. The data used in this research is limited until April 2021. Therefore, the next research development from this research is largely open in the context of the duration of data and variable enrichment.*

Originality/value - *The novelty of this research are conducted 3 variable and using multiple data sources and mix method for processing the data into a variable and resulting new index named resilience index.*

Keywords : geopolitics, covid-19 pandemic, trade war, terrorism, state resilience



**Track:
Psychology**

Predictors of Face Mask Use During COVID 19 Pandemic in Indonesia: Application of Health belief Model, Psychological Distress and Health Motivation

Devi Wulandari¹, Fredrick Dermawan Purba², Alfikalia³, Fatchiah E. Kertamuda⁴, Tia Rahmania⁵, Olivia Ayu Sabrina⁶, Kurnia Nurul Hidayah⁷, Syarifah Fatimah⁸

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Abstract

Background - High infection rates of COVID 19 in Indonesia requires more attention, especially on transmission prevention behaviours. One way to lower infection rates is face mask use. However, people's adherence for face mask use when in public is still low. Therefore, it is necessary to explore predictors of the use of masks to increase community compliance.

Purpose - This study aims to investigate predictors of face masks use using the theory of the Health Belief Model, anxiety, stress, depression, and health motivation.

Design/methodology/approach - A total of 255 respondents from Jakarta, Bandung, Tangerang and Banten filled out an online questionnaire. Hierarchical multiple regression was used to detect predictors associated with face mask use.

Findings - The results of the analysis reveal that high perceived benefits and health motivation were more in those who use face mask when in public. Respondents with high perceived barriers were less likely to use face mask. Respondent's level of psychological distress (i.e., depression, anxiety, and stress) were not associated with face mask use.

Research limitations - Current study design limit prediction of changes or stability of face mask use over time.

Originality/value - These findings highlight the importance of personal appraisal regarding COVID 19 and its prevention behaviours. Comfortable mask design, emphasizing the benefits of using masks in community communication can be used to improve community compliance.

Keywords : health belief model, face mask use, COVID 19, health motivation, psychological distress

Loneliness during the Covid-19 Pandemic: Its effect on the trend towards smartphone addiction in early adulthood who works from home

Amelia Rahayu¹, Tia Rahmania²

^{1,2}Paramadina University

Abstract

Background - During the Covid-19 Pandemic, social restriction is one of the policy that government enforces in suppressing the spread of Covid-19 cases. Thus, social life is drastically reduced. People who usually spend half of their time working at the office feel a significant difference. As the result of preliminary study, since the implementation of WFH, 60% of employees in X Inc. complained of getting lonely because they are no longer have a fun social life.

Purpose - This study is a quantitative research that aims to determine the effect of loneliness on smartphone addiction in early adulthood who does the WFH during Covid-19 pandemic at X Inc.

Design/methodology/approach - Data were collected via online questionnaires in two steps. The first one is pilot study (preliminary study), held on May 2021 (N=30; 56% women; age 20-27 years) and the field study held on June 2021 (N=26; 58% women; age 20-40 years). The data is being analyzed by simple linear regression. The data shows that the effect of loneliness on the tendency of smartphone addiction is 46.1%.

Findings - This study focuses on the employees of X Inc. who does the WFH, how they feel and how they cope. This study also emphasizes that whatever work method is applied by the company, employees still need time to socialize with colleagues outside of working hours.

Research limitations - Although data limitations preclude strong conclusions, our findings suggest that, employees of X Inc. generally feel lonely during WFH. Hence, they spent a little too much of their time in smartphone since it's the only way for them to get connected. It is important to give time for employees to socialize with coworkers outside working hours, discussing about their recent life and sharing stories such as how they mentally cope with the Covid-19 pandemic situation.

Originality/value - As known, early adulthood is a stage where people would work so hard in order to have a successful life. They tend to be egocentric and focus on their future life. Although they are more likely to be a hard-working kind of person, they also like spending time with friends or someone they love. At this pandemic situation, social life may only be able to form by online. Hence, there was a change in the trend of smartphone use. Smartphones are not only used as a communication tool, but also as a tool that helps people stay connected to the actual world. Especially for employees who works from home. The preliminary study shows that 76% of employees in X Inc. feel that the intensity of smartphone use during WFH is indeed higher.

Keywords : Loneliness, Smartphone Addiction, Work From Home (WFH)



Track: Education

Islamic Perspective of Education on Financial Literacy for Children

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Abstract

Background - *The poor financial management of Indonesian citizen reconfirms the unidealistic financial literacy rate of the population. Given that the majority of the Indonesian are Muslims, and in Islam, there are several number worships that places assets as an object, so knowing how Islam views financial literacy education is important.*

Purpose - *The purpose of this research is to reveal the islamic perspective of education on financial literacy for children. In addition, to analyze whether Qur'an and Hadith taught Muslim to manage thier assets, wealth and financial decision.*

Design/methodology/approach - *The research method used is a library research. Collecting data and documents obtained through primary and secondary data sources. The data analysis method used is content analysis. It aims to develop and implement the theory that has been found previously.*

Findings - *Based on the method used in this study, it was found implicitly in the Tafsir of several verses of Qur'an, the Hadits (including the profile of Rasulullah's wealth and economic actions) and the literature that Islamic perspective identify education on financial literacy for children as an important content. Nevertheless, in practical it needs to be adapted with the age of the children.*

Research limitations - *This research only uses 5 verses about asset management in Qur'an and analyze it using some Tafseer, Hadith and Fiqh Books. So that, for the next reasearch is expected to expand the literature to find another view concerning this topic.*

Originality/value - *There have been many studies measuring the level of Islamic financial literacy and methods to increase this literacy level. However, there is no fundamental research that analyzes how Islam views financial literacy education, therefore the results of this study can be one of the answers*

Keywords : Children, financial literacy, education, Islamic perspective



**Track:
Art**

Visual Motion Graphic Analysis on The MSME Marketing Learning Video.

Rio Satriyo Hadiwijoyo¹, Vidya Kharishma²

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Abstract

Background - *Technological developments in time-based media, especially in animation and motion graphics, provide many benefits and convenience in delivering information related to government policy. The Ministry of Trade of the Republic of Indonesia seeks to convey the importance of implementing online marketing for MSMEs in Indonesia by using the video they made*

Purpose - *The government wants entrepreneurs to start using more internet facilities and online media to develop their existing businesses to be larger and on target. By analyzing the visual content and information contained in the videos used by the Ministry of Trade, it will be possible to identify the elements that influence the delivery of messages to the target audience, namely the owners of the MSMEs themselves*

Design/methodology/approach - *The author performs a visual analysis of each chapter and scene from this Introduction to Online Marketing series to conclude the function of the audio-visual and moving graphic elements used in the video*

Findings - *The limitation of the research will be to analyze the use and function of visual elements in motion graphics in the MSME Marketing learning video*

Research limitations - *The finding of this research is that The Ministry of trade also want to convey the advantage of using the online marketing and promotion*

Originality/value - *This research value is to open new viewpoints that time-based media can facilitate information and learning delivery about government programs or policies, particularly from the Indonesian Ministry of Trade, especially during a pandemic situation like today.*

Keywords : Motion Graphic, Ministry of Trade, Online Marketing, Pandemic

Analysis of the Effectiveness and Impact of Pandemic Photography Course Methods Case Study: Overview of the Quality of Visual Works, Themes and Creativity in the Work of Students of the Visual Communication Design Study Program, Paramadina University

Ida Susanti¹, Ayoeningsih Dyah Woelandhary², Mohamad Sajili³

^{1,2,3}Paramandina University

Abstract

Background - *The Pandemic period requires online learning. Has it been very effective, especially in this case in practical courses?*

Purpose - *Analyze the impact of online lecture learning on photography courses in terms of work quality, themes, creativity and other aspects caused by online learning situations.*

Design/methodology/approach - *qualitative descriptive method, using the method of providing online questionnaires as a process to analyze the effectiveness of online lectures on photography courses at the Visual Communications Department, Paramadina University, visual analysis using descriptive analysis methods, with tabulation of data, and the answers will be analyzed and made conclusions as comparison material, and These conclusions will be used as data analysis material to be used as solutions and anticipation to overcome the conditions faced in these problems.*

Findings - *a study and analysis will be conducted, to what extent the impact on the quality of the work, themes and creativity produced by the participants will be carried out. This is important to research, considering that this course is related to a number of thematic visual recording activities and outdoor activities, which of course have an impact on the work produced. The results of the work can be seen the difference between online learning and offline learning. In terms of concept, lighting and composition in shooting.*

Research limitations - *This research analyzes and describes descriptively the results of the data findings and is equipped with the results of a questionnaire related to the obstacles faced, as well as their influence on the quality of work, themes and creativity experienced by students as objects of research.*

Originality/value - *This research is more about analyzing the effectiveness and impact of online lectures on photography courses. Descriptively described the results of the data findings and equipped with the results of a questionnaire related to the obstacles faced. In contrast to previous studies, we analyzed photo objects with a semiotic approach.*

Keywords : Impact Pandemic, Online Learning, Quality of Visual Works, Photography

Covid-19 Post-Pandemic Health Protocol Signage at Shopping Centers in Indonesia

Vidya Kharishma¹, Rio Satriyo²

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Abstract

Background - Since the global pandemic of coronaviruses has brought significant changes in social life in Indonesia, Indonesia has now started to enter a "new normal" or post-pandemic era. Therefore, public spaces are starting to reopen. In order to reduce the transmission of COVID-19, the government requires every public space that is open to implementing the Covid-19 Transmission Prevention Protocol. One of the public spaces that are starting to open and have many visitors is a shopping center. These shopping centers must make significant adjustments regarding the design of interior and exterior spaces. One of the tools used to communicate health protocols in shopping centers is signage.

Purpose - Signage is a necessary form of communication for effectively delivering information, so it helps regulate the life of the people. This study aims to examine signage which has the primary function in successfully delivering health protocol information at shopping centers in Indonesia.

Design/methodology/approach - The research method used is a descriptive qualitative method to explain the implementation of the health protocol in these shopping centers.

Findings - The finding is that the shopping centers have implemented health protocols based on government policy and have similar signage with different styles of visual graphics.

Research limitations - As a case study, this research will examine three popular shopping centers in Bogor, namely Botany Square Bogor, Lipo Plaza Ekalokasari, and Cibinong City Mall. These three malls are representative of how shopping centers carry out health protocols in Indonesia.

Originality/value - The results of this study are to add insight and inform about ways to implement health protocols for shopping centers managers, workers, and consumers in Covid-19 post-Pandemic.

Keywords : Signage, Shopping Centre, Health Protocol, Covid-19 Post-Pandemic

Premium Mask Design as a Rengganis Fashion Brand Strategy in Surviving the Covid-19 Pandemic Era

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Abstract

Background - Covid-19 pandemic has made many business sectors slump, including the fashion business sector. The fashion brand 'Rengganis' tries to survive in difficult conditions through a strategy of designing premium masks based on the characteristics of its fashion style. 'Rengganis' has the characteristics of a fashion design concept by elevating the traditional ethnic elements of the archipelago and past history through modern-contemporary designs. A promotional strategy is needed in selling this premium mask, which is stated on web pages, social media, and other supporting media.

Purpose - The author wants to examine how Rengganis' strategy is in designing premium mask promotions through visual communication, and story telling, so that they can remain top of mind of the consumers and survive the Covid-19 pandemic.

Design/methodology/approach - This research uses a qualitative descriptive method, using branding theory, and visual communication design theory

Findings – So The result of this research is to know the promotion strategy of Rengganis premium masks, which is integrated in all visual communication designs.

Research limitations - Brand Rengganis Indonesia

Originality/value - -

Keywords : premium masks, promotion, visual communication

Visual Image of Jakarta Society Using Computer Vision Method and Style Transfer Technique on Betawi Batik Motifs

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Abstract

Background - *The spread of batik techniques has spread to all regions in Indonesia, one of which is developing in the Jakarta area where the Betawi ethnicity is located. The existence and growth of batik in the Betawi region is different from batik in the Java region, Betawi Batik appears with ornaments that are thick with community reflection on what they see and grow together around them, even these values are still present and grow and adapt in this pandemic period.*

Purpose - *Meanings and symbols are present and instilled from the beliefs and understandings inherited from their predecessors on the object.*

Design/methodology/approach - *This study uses a qualitative method with visual image analysis. The results of this study explain the illustration of batik motifs focusing on portraits of the life of the surrounding community such as farming activities, going to the fields, toys, buildings and other objects*

Findings - *From the findings of these motifs, it can be concluded that people's reflection on what they see and feel is more important as a life guide than just believing in intangible symbols, regenerating old motifs, and visual images using computer vision methods and style transfer techniques for Betawi batik motifs, where the computer reading image data up to the pixel level and the image composition is quantified into a Digital Number (DN), until the analysis or process of reading the previous motif on the new motif will be identified and visual inference results will be obtained on the specific characteristics of objects in the image that are recognized from the shape, size, patterns, shadows, textures and more.*

Research limitations - *the analysis or process of reading the previous motif on the new motif will be identified and visual inference results will be obtained on the specific characteristics of objects in the image that are recognized from the shape, size, patterns, shadows, textures*

Originality/value - *The novelty is Betawi batik motifs, where the computer reading image data up to the pixel level and the image composition is quantified into a Digital Number (DN), until the analysis or process of reading the previous motif on the new motif*

Keywords : Visual Image, Computer Vision Method, Style Transfer Technique, Betawi Batik Motifs



**Track:
Communication
Studies**

“The Heart of Toba”: A Storynomics of Super-priority Tourism Destination in the New Normal Era

Kencana Ariestyani¹, Atika Budhi Utami²

^{1,2}Universitas Paramadina

Abstract

Background - The government of Indonesia is currently focusing on developing five super-priority tourist destinations namely Lake Toba, Labuan Bajo, Likupang, Borobudur, and Mandalika. The five destinations were chosen due to their potential as the new Bali. The promotion of the five super-priority tourist destinations conducted by the government in the new normal is aimed at upscaling tourist numbers after being hit by the Covid-19 pandemic. The Ministry of Tourism and Creative Economy (Kemparekraf) implements Storynomics tourism approach to accelerate tourism development in the super-priority destination area. The storynomics-approached promotion emphasizes narrative power and creative content filled with culture and interesting stories. Therefore, it could attract tourists to visit the super-priority destinations in Indonesia.

Purpose - The research's focus is on how super-priority is interpreted in storynomics-approached narrative through video promotion.

Design/methodology/approach - The analysis unit of the research is “The Heart of Toba” video. The video is a debut of a short serial content about the beautiful landscape, culture, tradition, and other attractive super-priority destinations published in Kemenparekraf YouTube channel. The research uses storynomics concept explaining the importance of storytelling in promoting tourist destination to generate economy. This research also uses narrative paradigm theory by Walter Fisher to analyze how storynomics approach is used on the “The Heart of Toba” video as one of the promotion strategies of Lake Toba.

Findings - Our initial finding reveals that storynomics approach used for the promotion has elevated the super-priority destination in the new normal era to another level.

Research limitations - The research is limited to a “The Heart of Toba” video published on Kemenparekraf YouTube channel.

Originality/value - Narrative paradigm theory from the storynomics perspective is few.

Keywords : Storynomics, destinasi super-prioritas, danau toba, paradigma naratif

Corporate Crisis Communication Strategy in Facing the Covid-19 Pandemic (Case Study of Henkel Indonesia)

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^{1,2,3}Universitas Paramadina

Abstract

Background - Covid-19 pandemic has caused uncertainty affected by the world community, including Indonesia. More specifically, the certainty of the company's economic sustainability. This requires each organization to carry out strategic communication to its employees so that there is no mass chaos. Henkel Indonesia was carrying out a communication strategy during a crisis that aims to provide certainty and eliminate a sense of uncertainty to its employees.

Purpose - The purpose of this study was to find out how Henkel Indonesia implements strategic communication crisis to its employees. This research tried to explore the crisis and crisis response strategies that the Henkel Indonesia company implemented to its employees in dealing with the Covid-19 pandemic crisis.

Design/methodology/approach - The methodology used in this research is qualitative. Qualitative research consists of a set of interpretive and material practices that make the world visible. The method used in this research is a case study. Furthermore, the unit of analysis in this study is the group, namely the Henkel Indonesia company in the Human Resources Department division as key informant and informant.

Findings - The results of this study revealed that the Henkel Indonesia company activated the Crisis Management Team (CMT) by implementing extensive security, hygiene and social distancing measures to protect its employees from the spread of Covid-19 in the work environment. Furthermore, in the situation of the Covid-19 pandemic, Henkel Indonesia uses diminishing strategies in the Situational Crisis Communication Theory. Henkel Indonesia uses excuse and justification communication techniques. The crisis communication strategy conducted by the Henkel Indonesia company has a positive impact on its employees, seen from the action and systems perspective.

Research limitations - The limitations of this study are only focusing on crisis communication strategy to the company employee perspective. Outside stakeholder of the company is not reached by this research. Therefore, it will be next research question in the future.

Originality/value - This study strengthens the concept of a Situational Crisis Communication Theory, which are elaborated into a tactical, planned, measured, and evaluateable crisis communication strategy.

Keywords : crisis communication, pandemic, employee, situational crisis

Life After Pandemic - Digital Marketing Trough Instagram Ads

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^{1,2}Paramadina University

Abstract

Background - *Pandemic has changed many aspects of marketing, if previously transaction occurs via a meeting between two parties, after pandemic, transaction mostly made online without direct meeting between the seller and customer. Since the gathering of people has mostly restricted. Therefore Social Media especially 'Instagram' has been used by digital marketing specialists as one of the main line to promote their products.*

Purpose - *The writer will elaborate some variables that might be the major variables which directly impacts the sales and brand awareness of an SME (Small Medium Enterprise), since most SME is regarded as a new brand. The writer will be concerned on an SME named 'Instabooast Life' as the object of this writing to narrow the view on an SME to see deeper about the relations between Instagram Digital Marketing and the Results. In order to give an insights to forecast further steps that digital marketers could take to enhance the sales of an SME.*

Design/methodology/approach - *The writer chooses ads, budgeting, schedule and targeted audiences as some of variable that will be elaborated more with quantitative methodology. Using the real data of 'instabooast life' sales, budgeting, audiences and etc to forecasting the output of those marketing strategies to the online shop. The writer will also use the "Hypodhermic Theory of Mass Communication" to describe more about the correlation between the variables towards the results within this study.*

Findings - *The first hypothesis is, the bigger audiences that sees the ads, the bigger sales would also come to the SME. The second hypothesis is, the more audineces meet the criteria of the targeted market, the more buying purpose will happend that will lead to further sales. And the correlations between those two variables are related and effects the final sales.*

Research limitations - *Since this writing is only elaborate Instagram as a social media that can be a tools to achieve further sales of an SME, practically now there is various social media that popular in Indonesia, e.g: Youtube, Tiktok and Facebook. That might be elaborate in the future research whether there is any specifics targeted audiences on each Sosial Media or not.*

Originality/value - *Aims to prove the Hypodhermic Needhe Theory is still applicable in this post-pandemic era, which mass communication currently can bee seen as Social media, especially Instagram, that this writing tries to elaborate.*

Keywords : Instagram, Ads, Social Media, SME, Hypodhermic Theory

Political Campaigning During Pandemic: Gibran's Political Brand on Instagram during Solo Mayoral Election 2020

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Abstract

Background - *The utilization of social media by politicians for political campaign is increasingly becoming common at the present time. Even more so at the time of pandemic in which the offline interaction between politicians and voters is severely limited. Thus, this research is interested to investigate the utilization of social media by a political candidate (Gibran Rakabuming) during the City Mayoral Election*

Purpose - *The purpose of this research is aims to uncover the construct of political brand displayed by Gibran on Instagram during the City Mayoral Election 2020 in Solo, Central Java.*

Design/methodology/approach - *This research employs quantitative content analysis on social media contents posted by Gibran (on his official IG account @gibran_rakabuming) during the period of November 8, 2019 until May 31, 2021. From the total population of 2,031 posts, this research selected 90 posts (using non-probability quota sampling) as samples.*

Findings - *The research found: 1) the two elements of political brand dominantly displayed by Gibran on his Instagram account are integrity and competence. In addition, Gibran also displayed the element of social imagery by which he showcased his image as young political candidate (or 'millennial generation'); 2) the element of political brand consistently displayed by Gibran was professionalism by which he highlighted his image as a successful entrepreneur; 3) Gibran was not sufficiently found to be using his social media account to develop interaction with his followers.*

Research limitations - *The limitation of this research is mainly come from its sample size and sampling technique. This research utilize non-probability sampling which limit its external validity. Therefore, the findings of this research cannot be generalized to describe the total population (all social media contents posted by Gibran during the election).*

Originality/value - *However, this research provide useful initial study on the strategy utilized by political candidates in Indonesia (through the use of social media) to win election amid the limitation imposed by the pandemic.*

Keywords : Political Branding, Social Media, Gibran Rakabuming, Solo Mayoral Election 2020, Pandemic

Communication Strategy of LBH Pers in Advocating the Issue of Violation of Rights of Media Workers in the Covid-19 Pandemic

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Abstract

Background - Several media companies have violated labor rights against their workers under the pretext of efficiency due to the impact of the Covid-19 pandemic. Aggrieved media workers complained to LHB Pers for legal assistance. LBH Pers as a civil society organization provides legal assistance and advocacy to media workers who have been harmed by media companies under this pretext.

Purpose - This study aims to determine the communication strategy used by LBH Pers in advocating the issue of violations of media workers rights during the Covid-19 pandemic.

Design/methodology/approach - This study uses a qualitative method with a case study approach. Data collection was carried out by in-depth interviews, and collecting documents related to cases of media worker rights violations during the Covid-19 pandemic.

Findings - The result of this research is that LBH Pers has actively implemented a communication strategy through press releases, press conferences, and public discussions. The communication strategy involves the media with the aim of giving public pressure to media entrepreneurs as well as a means of education, and building solidarity among media workers.

Research limitations - The scope of this research is only on the communication strategy carried out by LBH Pers on the issue of violations of media workers' rights related to the Covid-19 pandemic based on the number of complaints that came in throughout 2020.

Originality/value - This case is unique because it occurred during the Covid-19 pandemic so it's happened for the first time and there is no previous research on the communication strategy of Non-Governmental Organizations (NGOs) that oversee the issue of violations of media workers' rights during the Covid-19 pandemic.

Keywords : Advocacy, Covid-19 Pandemic, Media Workers

Dakwah Message Consumption and Mother's Literacy in Preventing Hoax

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Abstract

Background - *The Internet has changed human's life aspects. People frequently use it to send and receive messages through Whatsapp because it has simple features. However, one of the issues that has been consumed on the platform is dakwah messages. Each individual must take initiatives in preventing hoaxes because the unverified messages can cause division. Mothers play an important role in filtering information because their understanding of media literacy helps them carefully consume dakwah messages and educate their family.*

Purpose - *The research aims to analyze how far the consumption and content of dakwah messages relate to mother's behavior of media literacy to preventing hoaxes.*

Design/methodology/approach - *This study uses a quantitative methodology with a survey method. The target respondents are married Moslem women. To get a sample from a non-probability population with unknown number, we use snowballing technique. Taro Yamane formula is used to obtain a minimum number of 100 samples with a precision level of 10%. The questionnaire is shared starting from several respondents living nearby. The distribution is 10 days and expanded to Jabodetabek and several cities in Java. The research examines media consumption as independent variable (X1), message content as X2, and behavior as dependent variable (Y). The reliability of the questionnaire is 86.3%. Data is processed and analyze using multiple linear correlations.*

Findings - *The result shows that the relationship between X1 and Y variables is in a low category of 0.293. Although it is low, it shows a connection. X2 and Y variables are in a stronger category of 0.518. This means that the content of dakwah messages is quite strongly correlated with the mother's behavior. Thus, these illustrate how hoax in Whatsapp do not primarily influence women. Women are not easily consumed by dakwah messages containing misinformation. Their vigilance radar plays out as they read information.*

Research limitations - *The quantitative methodology used in the research has limited our findings. In the future, a depth interview method could be implemented to explore more profound findings.*

Originality/value - *The research focuses on finding behavioral ethics of how mothers face misinformation. Other research examines the satisfaction of using Whatsapp or media literacy on teenagers or mothers in general not Moslem mothers.*

Keywords : whatsapp, message, media literacy, behavior, hoax

Social Interaction of Generation Z at Post-Pandemic Era

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Abstract

Background - Generation Z, popularly known as iGeneration or Gen Net, is growing and living amidst the ease of online interaction or communication activities. The availability of the Internet along with the social media has become a crucial facility for the success of their study. The pandemic has forced them to use the Information and Communication Technology more intensively and extensively from their respective homes. They have to do distant learning in a way that has never been done before.

Purpose - This study aims to find out how the Gen Net deals with the pandemic situation, specifically in following and completing their learning tasks.

Design/methodology/approach - The design of the study is qualitative and narrative case study with a constructivism paradigm. The subject of the research is a group of Gen Z university students, purposefully selected to suit the objective of the study. The data collection is done through in-depth interviews.

Findings - The findings show that online learning is not complementary for them. Rather, it is a substitute. They claim that they are much more productive and efficient with the online learning program during the pandemic. They say they can use two laptops and a smartphone to finish more than two task at the same time. They expect that, after the pandemic, the learning programs are carried out mostly online.

Research limitations - The study is limited to Gen Net and they are selected because they have at least a laptop and a smartphone as their learning tools.

Originality/value - The concept of self-identity and social categorization theory support the identification of Gen Z and their current and future needs, especially in their study. Such identification may be useful in making communication with them more effective and efficient.

Keywords : Generation Z, Social Categorization Theory, social media, pandemic, social interaction

Shifting Digital Ad Message in Adapting Pandemic Situation

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Abstract

Background - *The COVID-19 pandemic has changed the lives of people around the world. Like it or not, all sectors must be able to adapt to this new situation. Especially the restaurant industry. The PPKM regulations and social distancing rules makes the actors in this industrial sector have to be able to adapt quickly. One of them is McDonald's, this fast food franchise restaurant when the pandemic hit Indonesia was forced to close their dine-in service and only serve take-away and drive-thru orders. Even though PPKM has now lowered its level and McDonald's has accepted dine-in again, they still maintain a system that minimizes contact and crowds gathering. Recently, McDonald's launched a television commercial entitled "Although on a different road, at Drive Thru McD it's all the same" with the hashtag #BedaRodaSatuJalur. This 30-second and 15-second advertisement will start airing on national television stations and McD's Youtube Channel since October 6, 2021.*

Purpose - *The purpose of this research is to see how the creativity of advertising in this view is seen from the theory of effectiveness of CAN advertising.*

Design/methodology/approach - *This research is a qualitative research using the content analysis method of advertising messages*

Findings - *From the results of this study, it is hoped that it can provide input to producers to be able to make advertisements that are more creative and effective. Especially during this pandemic to be able to survive and win the competition.*

Research limitations - *The research is only to see the content of the advertising, not be able to see the effect for the consumers.*

Originality/value - *Since it airing October 6, the advertising is new one that no research based on the ad.*

Keywords : advertising message, shifting ad, adaptation

Tourism Marketing Communication Strategies During Pandemic

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Abstract

Background - South Korea with the hallyu program has succeeded in increasing destinations to this ginseng country, including tourists from Indonesia. Every year the number of tourists from Indonesia to South Korea continues to increase. However, this number decreased drastically when the Covid-19 pandemic occurred. According to the Korean Tourism Organization (KTO) Jakarta, there was a 68% decrease in the number of Indonesian tourists in the first half of 2020 compared to the previous year. This is due to the travel ban from the Indonesian government. However, this did not stop KTO Jakarta from continuing to promote. They collaborated with several Youtubers from Indonesia who were living in South Korea and also Korean Youtubers who made Indonesian-language content. One of them is Jang Hansol with his channel Korean Reomit. Hansol is a Youtuber from Korea who uses Indonesian as the language of instruction. Hansol lived in Malang from the age of 3 until he graduated from high school. He even attended an Indonesian school. Hansol is one of the Indonesian-language Korean Youtubers with the most subscribers, which is 4.74 m.

Purpose - This study aims to look at the marketing communication strategy of KTO Jakarta tourism during the pandemic.

Design/methodology/approach - Meanwhile, this study uses a qualitative methodology with a description study of the content analysis of the vlog virtual tour content conducted by Hansol with sponsors from KTO Jakarta.

Findings - From the results of this study, it is hoped that it can provide input to KTO Jakarta in the next marketing communication strategy, especially during the pandemic. It can also be used as input for parties related to tourism in Indonesia.

Research limitations - The research based on content analysis only..

Originality/value - The finding from this research is not only useful for KTO Jakarta but its could be applied to Indonesia tourism communication strategies

Keywords : Marketing Communication Strategy, Tourism, Pandemic



**Track:
Management**

Implications of Employee Performance Through Motivation, Discipline and Compensation at PT. MD MEDIA While Working From Home (WFH) Covid 19 Pandemic

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Abstract

Background - *This study analyzes the effect of motivation, work discipline, and compensation on employee performance. These three variables were analyzed in the process of working from home during the Covid 19 pandemic. Working from home is a work pattern carried out by companies during the pandemic. This work pattern is analyzed related to the quality of employee performance which is represented in the research model.*

Purpose - *This study aims to analyze the predictor of the highest implications on employee performance. Motivation, work discipline, and compensation were analyzed specifically in the research model. The results of the study are expected to be able to provide positive recommendations to companies during the implementation of working from home.*

Design/methodology/approach - *This study uses the Partial Least Square (PLS) method as a statistical approach. This method will look at the magnitude of the construct and the implications for employee performance. The object of the research was conducted at PT. MD. Media who work from home during the Covid 19 pandemic. Sampling uses a stratified approach. The sampling process makes certain criteria according to research needs. Total respondents amounted to 104 people from 140 employees in the company. This is already representative of the research population.*

Findings - *The results of the study prove that motivation and work discipline have a positive effect on employee performance. Compensation has no effect on employee performance, but has a positive relationship direction. Work discipline has the highest implication on improving employee performance while working from home. Motivation acts as a stimulus in improving employee performance. Compensation has the lowest implication in improving employee performance.*

Research limitations - *This research is limited to three variables, namely motivation, work discipline, and compensation. The objectivity of the study focused on analyzing the implications of the three variables on employee performance while working from home. Positive recommendations can be given through research models according to company needs.*

Originality/value - *The uniqueness of the results of this study proves that compensation has no effect on employee performance. The positive implications of employee performance are shown from work motivation and discipline. Work discipline can improve employee performance by 56%. Motivation can improve employee performance by 33.8%. Compensation is only able to increase employee performance by 8.3%.*

Keywords : Work Discipline, Motivation, Compensation, Employee Performance

The Business Resilience of Small Micro Medium Enterprise During Pandemic Time

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Abstract

Background - Small and medium enterprises in all fields are experiencing very poor performance conditions in 2020 due to the pandemic. However, companies cannot stand still and need a strategy. Innovative strategies are needed to maintain business continuity. The involvement of the government, the community, and all communities must work together in helping the right business concept during the Covid-19 pandemic. This change will have an impact on maintaining business survival during the uncertain Covid 19 pandemic. Therefore, this study analyzes business strategies seen from the aspect of business resilience for business continuity that can be carried out during the Covid-19 pandemic.

Purpose - This study analyzed the concept of Leverage Secondary Association (LSA) in managing a business as a form of business resilience to maintain the business in the long term. To run their business, small and medium scale companies try to strengthen all elements in order to support performance. This study can be a reference to be applied to SMEs business management companies in order to rise from this condition. This research focuses on the partnership role of people, places, things and collaboration with other parties and analyzed programs that are optimized to support future business continuity.

Design/methodology/approach - This research approach uses a qualitative approach through interviews with related companies and partners. The study developed a list of questions based on elements of leverage secondary association to be used as interview material. Analysis of interview data for the partnership process and supporting factors were analysed using the methods of data reduction, categorization, and synthesis. The interview involved 3 respondents from the sector of tourism and small business of retail.

Findings - Strengthening business through a leverage secondary association does not only address at the achievements of external competitors but also strengthens the company's internal components. The implementation of the stakeholder approach leads to providing an overview of the partnerships that have been built so far in its efforts to strengthen business resilience.

Research limitations - It focuses on the leverage secondary association and business resilience of small medium enterprise.

Originality/value - The role of leverage secondary association and business resilience is analysed during the pandemic time.

Keywords : leverage secondary association, business resilience.

Identifying the Essential Components of Rural Entrepreneurial Ecosystem: A Scientometrics

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Abstract

Background - Many studies have examined regional economic empowerment with an entrepreneurial ecosystem (EE) approach, most of them investigating at the country level or focusing on a specific industry. With the same approach, entrepreneurship can empower the economy of rural communities. However, with a smaller scope, the EE composition in rural areas is different from general EE.

Purpose - This study aims to identify the essential components of the rural entrepreneurial ecosystem to support rural entrepreneurship.

Design/methodology/approach - The scientometrics techniques can take advantage of the academic paper's metadata related to EE in the Scopus database. The co-citation technique filters relevant literature that shows the core network of EE studies development. Once the studies network is formed, the co-occurrence technique suggests clusters of EE prominent components in general and rural EE. Then the literature review follows the interpretation of the result and draws the future research agenda.

Findings - The components of EE are divided into two categories. The first category is the components of actors in groups of academic, business, government, and community. Besides the actors, the next category is the components of social value. There are eight prominent social values as the components of rural EE. The natural resource is the component that distinguishes the EE condition between rural and general EE. The natural resource represents the uniqueness and local economic potential of smaller areas than the country, while in general EE studies, this component is not a concern

Research limitations - The output suggests a concept of rural EE based on previous studies. The result may be differences when adding the context of regions such as developing or underdeveloped areas. However, the rigorous methodology allows the concept to become good guidance for empirical research framework.

Originality/value - This study design uses a co-citation technique to select relevant articles as data. Then combine this with the co-occurrence technique to conclude the essential components of rural EE. The results of this study add to the scarce literature related to rural EE.

Keywords : entrepreneurship, entrepreneurial ecosystem, bibliometric, literature review, rural

The Analysis of E-Service Quality, E-Satisfaction, E-Trust, & E-Loyalty in Customer Context of Bukalapak E-Commerce

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Abstract

Background - *The Covid-19 pandemic has boosted the growth of e-commerce industry and created more competitive e-commerce market in Indonesia. E-service quality is a crucial aspect for e-commerce companies to be looked at closely if they do not want to lose customers.*

Purpose - *The objective of this study is to investigate the impact of e-service quality on customer satisfaction (e-satisfaction), customer trust (e-trust), and customer loyalty (e-loyalty) in the context of Bukalapak e-commerce.*

Design/methodology/approach - *This research is a correlational descriptive quantitative study. The primary data is obtained from the results of online questionnaires which distributed to 100 respondents as Bukalapak's customers by using purposive sampling method. This study uses hypothesis testing as data analysis method by applying parametric tests with multivariate analysis.*

Findings - *Three major findings emerge from this research. First, the quality of Bukalapak's e-services has a favorable and substantial impact on e-satisfaction, with a 49 percent impact, while the remaining 51 percent is impacted by the other factors. Second, the quality of Bukalapak's e-services has a favorable and substantial impact on e-trust, with a 48.6% impact, while the remaining 51.4 percent is impacted by the other variables. Finally, the quality of Bukalapak's e-services has a favorable and substantial impact on e-loyalty, with a 42 percent impact, while the remaining 58 percent is impacted by the other variables.*

Research limitations - *This study only looks at e-service quality from the buyer's perspective. It will be beneficial to examine the seller's perspective as well, especially for C2C model e-commerce, in order to obtain more thorough study results.*

Originality/value - *The study contributes to the e-service quality research literatures in the context of e-commerce in Indonesia by employing five aspects of e-service quality: tangibility, assurance, reliability, purchase process, and responsiveness.*

Keywords : e-commerce, e-service quality, consumers

The Influence of E-Work Life on Organizational Commitment

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Abstract

Background - *The pandemic since 2020 has had an impact on various things including work activities. The Corona Virus (COVID-19) requires some workers to work from home (work from home) to avoid crowds, maintain distance, and other things that can cause transmission of the Covid-19 virus.*

Purpose - *The purpose of this study is to analyze the impact of e-work life of employees who apply work from home policy on organizational commitment. There are three commitments of this organization, namely affective commitment, continuance commitment and normative commitment.*

Design/methodology/approach - *This study uses a quantitative descriptive method. Data collection was done by distributing questionnaires to employees using non-probability sampling. The selected employees are those who implement the work home from policy. The analysis was performed by regression technique.*

Findings - *The number of research respondents was 106. They work in the service sector which includes education, business, consulting, and information technology. Data were analysed using regression analysis. The results show that e-work life has a positive effect on affective commitment, meaning that e-work life creates individual respondents to work continuously with enthusiasm. However, e-work life does not affect continuance and normative continuance commitments.*

Research limitations - *This study only analysed the impact of concept of e-work life during pandemic crisis time on the organizational commitment.*

Originality/value - *The implementation of e-work life during pandemic crisis.*

Keywords : e-work life, affective commitment, continuance commitment, normative commitment

Leadership Role in Handling Organizational Crisis: Case Study Related to Treating the Impact of Covid-19

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Abstract

Background - *The Covid-19 pandemic has had a very significant impact on the global economy, almost all sectors of the economy experienced negative growth. This condition cannot be separated from the Government's policy of implementing social restrictions on all community activities. Social restrictions have had an impact on hampering the mobilization of people and goods so that economic activity has come to a halt. On a micro scale, the policies implemented by the company include working from home (work from home), self-isolation for employees who are symptomatic and have been in contact with Covid-19 patients. It turns out that this policy has an impact on trust, relations between employees (Communal), and social interaction among employees within the company organization. The role of leadership in an organization that is facing a multi-dimensional crisis is very necessary in maintaining the sustainability and sustainability of the company's organization.*

Purpose - *The main purpose of this study is to analyze the impact of the Covid-19 pandemic on leadership in corporate organizations based on trust, relationships between employees (communal), and social interaction relationships.*

Design/methodology/approach - *This research approach uses a qualitative approach through interviews with related people working in the organization. The study developed a list of questions based on elements of leadership and Covid factors and used as interview material. Analysis of interview data for were using the methods of data reduction, categorization, and synthesis. The interview involved 5 respondents from the any business sector.*

Findings - *The results of this study are expected to help top level leaders in corporate organizations to understand what factors have a positive or negative impact on leadership in the organization and also to improve the ability of leaders to manage company organizations during the Covid-19 pandemic. The managerial implications in this study are that (1) leaders need communication skills to convey company information optimistically, interact in a good way, and empathize with existing conditions and (2) leaders must be wise and able to handle changes in situations full of uncertainty.*

Research limitations - *If focuses on the role of leadership in handling the covid crisis.*

Originality/value - *The role of leadership is analysed during the pandemic time.*

Keywords : leadership, covid

Finding Faculty Dissastifaction Through Incivility, Commitment and Being Engage

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Abstract

Background - *Low-intensity deviant behavior with uncertain intent to hurt the target is classified as workplace incivility (Andersson and Pearson, 1999). Uncivil behavior is a stressor that might have poor health effects (e.g., depression, physical symptoms; Jex et al., 1992; Spector and Jex, 1998). Interpersonal abuse can be harmful to one's self-esteem on a psychological level (i.e., offense to self; Cornish-Bowden, 2004). Incivility can lower a person's self-esteem (Frone, 2000), self-efficacy (Mikkelsen and Einarsen, 2002), self-confidence (Vartia, 2001), and well-being (Mikkelsen and Einarsen, 2002). (Lapierre et al., 2005). Researchers suspect that there are several underlying factors, including incivility, commitment, and being engaged.*

Purpose - *The purpose of this study is to explore the factors that cause faculty dissatisfaction. Only two authors have written about students' experiences of instructor incivility (Clark, 2008a, 2008b; Clark & Springer, 2007a, 2007b). Other studies have looked at generic incivility in the classroom and faculty incivility as a precursor to student incivility, but few have looked at characteristics that influence faculty dissatisfaction through incivility, commitment, and engagement.*

Design/methodology/approach - *Quantitative research is a method for studying the relationship between variables in order to test objective theories. These variables can then be measured using instruments, resulting in numbered data that can be examined using statistical processes. Introduction, literature and theory, methodology, results, and comments are all included in the final written report. Those who engage in this type of inquiry, like qualitative researchers, have assumptions about deductively testing theories, building in bias safeguards, controlling for alternative explanations, and being able to generalize and replicate the findings. This research approach refers to the variance-based structural equation model approach, which allows researchers to explore the model. In recent years, marketing researchers have become increasingly interested in variance-based SEM, sometimes referred to as partial least squares (PLS) analysis.*

Findings - *We expect we may able to find dynamics within faculty dissatisfaction, and explore which of incivility, commitment or being engage that influence the most to faculty dissatisfaction.*

Research limitations - *We may only conduct survey within private university*

Originality/value - *We expect we may provide insight to higher education effort to stimulate mental health within faculty*

Keywords : *Dissastifaction, Incivility, Commitment, Engage, Relationships*



**Track:
Accounting**

Analysis of Financial Distress in Measuring Bankruptcy Before and After the Covid-19 Pandemic

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Abstract

Background - *The increasing spread of the Covid-19 virus at this time has forced several company sectors to experience setbacks in their operations. This epidemic has had a major impact, especially on the Transportation Sub-Sector Companies because they have to make some adjustments to government regulations such as implementing health protocols and physical restrictions on travel to break the chain of virus spread. The regulation has an impact on the company's revenue decline and the potency to suffer losses that can result in bankruptcy.*

Purpose - *This study aims to determine the bankruptcy prediction of the Transportation Sub-Sector Companies listed on the IDX before and after the covid-19 pandemic and to find out the most accurate method.*

Design/methodology/approach - *The sampling technique used was non-probability sampling with purposive sampling technique. The method used is descriptive with a quantitative approach.*

Findings - *The results of the hypothesis test show that there are differences in predictions between the Altman and Springate models in predicting bankruptcy before and after the covid-19 pandemic. The Altman model is the most accurate prediction with an accuracy rate of 85.75%, while the Springate model has an accuracy rate of 73%.*

Research limitations - *This study only focuses on companies listed on the IDX and uses two bankruptcy measurement models that future researchers are expected to be able to use all existing companies and be able to use other bankruptcy prediction models such as the Ohlson, Fulmar, and Taffler models. In addition, there are several factors outside of financial ratios that are beyond the control of the researcher, such as economic conditions that cannot be measured.*

Originality/value - *The novelty of this study is that this study uses two methods of bankruptcy prediction, different research objects and the time of research conducted before and after the covid-19 pandemic.*

Keywords : Financial Distress, Altman, Springate

FUTURE EVENT

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