II UZBEK-INDONESIAN JOINT INTERNATIONAL CONFERENCE

Economics And Management Towards Nation Character Development

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- Economic science, education and formation of human capital
- Social policy and labor market
- World economy and development of national economic system
- Financial system and financial and credit institutes

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prof. Dr. Kalandar Abdurakhmanov – director of Branch of Federal State Budget Educational Establishment of Higher Professional Education “Russian Economic University after G.V. Plekhanov” in Tashkent

“II Uzbek-Indonesian Joint International Conference”
Economics and Management Towards Nation Character Development
Tashkent-Jakarta, 2012
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FOREWORD

Dear participants of international conference!

On behalf of staff and students of the branch of Russian economic university after G.V. Plekhanov in Tashkent allow me to greet all the participants of the international conference and express gratitude to the rector of Gunadarma University professor E. Margianti for participation in this event.

Representatives of Indonesia have been to the Branch many times. A large-scale "Uzbekistan-Indonesia" culture forum was organized and held at our university. Regular meetings with students of our university is an indicator of importance of such events in deepening and developing bilateral cooperation between Uzbekistan and Indonesia in various areas, in particular in education sphere. These aspects were the basic theme of negotiations with the Branch authorities during the visit of Ambassador of Indonesia in Uzbekistan. During his visit Extraordinary and Plenipotentiary Ambassador of Indonesia in Uzbekistan Mr. Mohamad Asruchin made a report on the issues of economy development of Indonesia for the students of the Branch. It is very important for the university to expand outlook of our students.

Meetings of such level, certainly, help to learn more about the country, its culture and history, and especially national economy. During the meeting students of Branch asked the Ambassador of Indonesia a lot of different questions on education system, opportunity of training in universities of the country, organization of joint seminars, symposiums and discussions of projects and programs representing mutual interest and student's exchange programs as well.

The delegation of Gunadarma University headed by the rector of university prof. E. Margianti visited the Branch several times. Gunadarma University specializes in the sphere of information technologies. There are 1300 teachers in the University. The university has partner programs with universities of the USA, France, England and etc. University consists of twelve departments in the capital city Djakarta and it takes the fifth place according to the rating in Indonesia. Gunadarma University was founded in 1981 and successfully functions in the sphere of education and scientific and research works. During the meetings there also signed Cooperation agreement between Gunadarma University and the Branch of REU after G.V. Plekhanov in Tashkent.

The given agreement provides bilateral cooperation between two universities in sphere of carrying out the research works which represent a mutual interest, short-term exchange of teachers and scientists for implementing scientific researches, consultations promoting scientific personnel education, organization of joint seminars, symposiums and discussions of projects and programs representing a mutual interest and students' exchange as well.

Within the limits of the given agreement the delegation of the Branch of Russian economic university after G.V. Plekhanov in Tashkent visited Indonesia in October, 2011 and took part in the work of Uzbek-Indonesian joint international conference organized by Gunadarma University. Extraordinary and Plenipotentiary Ambassador of Uzbekistan in Indonesia in Uzbekistan Mr. Shavkat Djamalov took part and made a report at the conference.

While visiting Indonesia we admire this country and its hospitable people every time. Gunadarma University and its staff impressed us greatly; it is a great honor for us to be partners of one of the largest and well-known universities of Indonesia.

In 2012 Russian economic university celebrated its 105 anniversary from the date of its foundation. During its activity the University trained more 150 thousand highly qualified specialists, about 2300 specialists are from Tashkent Branch in the Tashkent Branch. They work successfully in Russia, Uzbekistan and in the countries of the near and far abroad. Achieving high results in various spheres of activities, the graduates of the University rank the leading positions in politics and economy, business and science, continue renowned teaching traditions at the universities of Russia and abroad. We do our best for our students to do well in studying.

At the University training is conducted on 22 educational programs of higher professional education, three sets of programs of additional professional education. We have made contracts on students' exchange and cooperation on programs of double and triple diploma with the higher educational institutions of 17 countries of the far and near abroad. High level of education in our University is known far of Russia boundaries. For more than 105 years of its existence REU after G.V. Plekhanov has always been famous for its teaching staff. For the period of its functioning the Branch in Tashkent has steadily ranked the place on the market of educational services of the Republic of Uzbekistan. Hundreds of applicants annually compete for the right to study in our Branch.

On September, 21-22 In the Branch of Russian economic university after G.V. Plekhanov in Tashkent there conducted II Uzbek-Indonesian joint international conference Economics and Management Towards Nation Character Development jointly with Gunadarma University and with the support of Embassy of Indonesia in Uzbekistan. The collection of theses of participants' reports has been published on the basis of researches materials of leading and young scientists, who have perspective views on innovative development of national economy at the beginning of the conference. Conference, its total documents and recommendations become a practical basis of consolidation of our universities with the purpose of development of higher education.

I wish all the participants fruitful and constructive work.

Director of the Branch of "Russian Economic university after G.V. Plekhanov" in Tashkent,
Doctor of economic sciences, professor Kalandar Abdurakhmanov
FOREWORD

First of all, I am honourer and pleased to present my foreword for the Proceedings of "II Uzbek-Indonesian Joint International Conference on Economics and Management Towards Nation Character Development".

This conference was obviously became the culmination of the vision, dedication and the cooperation of Gunadarma University, Jakarta, Indonesia and Branch of Russian Economic University after G.V.Plekhanov in Tashkent, Uzbekistan. The conference is planned to be held alternately in Indonesia and Uzbekistan in the time series. The first conference of October 18-19, 2011 has been organized in Jakarta, Indonesia is the first event in this plan series. "II Uzbek-Indonesian Joint International Conference on Economics and Management Towards Nation Character Development" that will be held in Branch of Russian Economic University after G.V.Plekhanov in Tashkent, Uzbekistan on September 21-22, 2012 as the next steps of the collaboration and cooperation as well others occasion in the future, I believe will bring us to be closer in some aspects.

In the first conference has been presented 38 papers which cover a broad spectrum topics of economics and management towards nation character development. These papers captured the spirit of the Conference and reflect its major focus and objectives. The articles provide an overview of critical research issues reflecting on past achievements and future challenges, while for the second conference, Gunadarma University will send a full team delegation of Economic Faculty included Rector, and Vice Rector IV of Collaboration and Cooperation, Dean of Economic Faculty, Head of Department and Center as well Head of Departments and senior researchers from Diponegoro University, Semarang to convey the research articles and paper covering many aspects of insightful, inspirational messages, scholarly analysis of critical policy, programs issues of economics and management as well as experienced-based notes for practice, I believe that can provide a significant contribution to the development of knowledge in this interested area.

In this special occasion, I'd like to take this opportunity to expressed my gratitude and thanks to all people who made this first conference the success as it was. Firstly, allowed me to give my special appreciation and gratitude to leaders of Branch of Russian Economic University after G.V.Plekhanov in Tashkent, Uzbekistan in their trust to Gunadarma University in building cooperation for mutual benefit. I took this opportunity to make a balance situation of inviting Rector of Branch of Russian Economic University after G.V.Plekhanov in Tashkent, Uzbekistan, Prof Dr Abdurahmanov K. Kh to become Honorary Professor in Gunadarma University, Jakarta, Indonesia as well I was in Branch of Russian Economic University after G.V.Plekhanov in Tashkent.

I encourage the continuation and development of cooperation programs and services which serve to strengthen economics and management in both countries and the relationships between Branch of Russian Economic University after G.V.Plekhanov in Tashkent, Uzbekistan and Gunadarma University, Jakarta, Indonesia.

In this occasion, please allowed me also to express my appreciation and gratitude to all of the organizing team including scientific committee, program chairs, session chairs, and others, for their commitment, effort and dedication in undertaking their own task to bring the success of this conference.

Finally, I owe our gratitude to all the conference participants for their contributions to the intellectual discourse during the conference and for the overall success of it. The conference would not have been successful without the support and active contribution from all participants.

As closing remarks, Let's say thanks to the Lord Almighty God for all His blessing on us.

Prof. Dr. E.S. Margianti, S.E. MM
Rector of Gunadarma University
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PART I

We would like to acknowledge these following names for contributing their paper(s) in "II Uzbek-Indonesian Joint International Conference Economics and Management Towards Nation Character Development":

Adi Kuswanto  Enny Pratiwi
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Thank you for participating in our conference
# LIST OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOREWORD</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>ACKNOWLEDGMENTS</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>PART I</td>
<td>Iman Murtono Soenhadjji, Ambo Sakka, Hadmar Didin Mukodim. ATTRACTIVENESS OF TOURISM IN INDONESIA: FACTORS AFFECTING TOURIST OVERALL SATISFACTION WITH CULTURAL DESTINATION ATTRIBUTES</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Imam Subaweh, Aris Budi Setyawan, Sri Supadmini. DEVELOPMENT AND IMPLEMENTATION OF PURE SHARIA FINANCING MODEL (Case Study on MSMEs in the area of Depok, West Java)</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Nur Mettani Aquariza, Harry Sussanto. ANALYSIS IMPACT OF PRIOR AUDIT OPINION, QUALITY AUDITOR, PROFITABILITY, LIQUIDITY AND SOLVENCY TOWARDS GIVING AUDIT OPINION OF GOING CONCERN IN CONSUMER GOODS INDUSTRY COMPANY WHICH LISTED IN INDONESIA STOCK EXCHANGE</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>Imam Subaweh, Susilo Huvati, Didin Mukodim. THE ROLE OF ENTERPRISES WITH PARTICIPATION OF FOREIGN INVESTMENTS IN DEVELOPMENT OF PROFESSIONAL SKILLS OF YOUNG SPECIALISTS</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Indah Susilo Huvati, Waridin, Djoko Sudantoko. STRATEGY FOR DEVELOPING MICRO-SMALL-MEDIUM-ENTERPRISES OF BATIK INDUSTRY IN PEKALONAN, CENTRAL JAVA, INDONESIA</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>Apriansah, Toto Sugiharto. THE IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY (CSR) AND ITS IMPACT ON FIRM’S OPERATING EFFICIENCY, INCOME TAX, AND STOCK PRICE</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>Adi Kuswanto, Maulana Ali. THE EFFECT OF THE PERFORMANCE OF MICRO AND SMALL COMPANIES ON THE COLLECTABILITY WITH SPIRITUALITY AS MODERATING VARIABLE</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>Hawasi, Hendro Firmawan. SOME ASPECTS OF AMERICAN VALUES AND DECONSTRUCTION</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td>Aris Budi Setyawan, Ichwan Suyudi. THE MASTERY OF BASIC COMMUNICATION SKILLS OF FOREIGN LANGUAGES AS ONE OF THE EFFORTS IN IMPROVING MARKET-ACCESS AND PRODUCT-EXPORT PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES IN INDONESIA</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>Dwit Ash Haryanti, Erny Pratiti. INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY TOWARD EARNING MANAGEMENT IN MANUFACTURING COMPANY</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td>Sri Nawang Sari, Misidiono, Vivi Octaviani, Eri Prastetyo Wibowo. IMPLEMENTING OPEN SOURCE PROGRAM (COMPETE) FOR ONE OF SMES</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td>Irni Ristika Sari, Toto Sugiharto. EFFECT OF MACROECONOMIC INDICATORS ON FIRM PROFITABILITY AND ITS IMPLICATION ON STOCK PRICE: A CASE STUDY OF CEMENT COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td>Andrea Widianto Maris, Renny Nur’Ainy. GOOD CORPORATE GOVERNANCE IMPLEMENTATION: THE EFFECT ON CORPORATE PERFORMANCE BY SIZE AND LEVERAGE AS INTERVENING VARIABLES</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Christ Stevanus, Erny Pratiti, Dwit Ash Haryanti. EFFECT OF APPLICATION OF GOOD CORPORATE GOVERNANCE (GCG) FINANCIAL PERFORMANCE OF THE COMPANY ARE MEASURED BY ECONOMIC VALUE ADDED (EVA)</td>
<td>52</td>
</tr>
<tr>
<td></td>
<td>Misidiono, Titi Nagrakeni. VOLUME – PRICE MOMENTUM ON STOCK MARKET: CASE STUDY AUTOMOTIVE COMPANIES</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td>Ruswani Tahrir. ENVIRONMENT TAX, AN EFFORT TO SAVE THE RIVER</td>
<td>59</td>
</tr>
<tr>
<td></td>
<td>Teddy Oswari, Emry Haryatmi, E. Susy Suhandra, Fenni Agustina. PROTOTYPE GEOGRAPHIC INFORMATION SYSTEMS MAPPING OF CROP PRODUCTS FEATURED LOCAL</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>Pandam Rukmin Wulandari, Samuel David Lee, Renny Nur’Ainy. DETERMINANTS OF IT GOVERNANCE EFFECTIVENESS</td>
<td>66</td>
</tr>
<tr>
<td></td>
<td>Anita Wasutiningsih. DIRECT AND INDIRECT INFLUENCE OF EMOTIONAL SPIRITUAL QUOTIENT ON JOB PERFORMANCE IN DIFFICULT SITUATION</td>
<td>69</td>
</tr>
<tr>
<td></td>
<td>Teddy Oswari, Julius Nursyamsi, Donny Erlangga. INTERACTIVE LEARNING STUDIES IN BANKING RISK MANAGEMENT</td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>Toto Sugiharto. CONTRIBUTION OF RURAL BANKS TO THE INDONESIA’S ECONOMY: A PRELIMINARY INVESTIGATION</td>
<td>76</td>
</tr>
<tr>
<td>PART II</td>
<td>ECONOMIC SCIENCE, EDUCATION AND FORMATION OF HUMAN CAPITAL</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>Kalandar Abdurakhmanov. HUMAN CAPITAL IN THE INNOVATIVE ECONOMY FORMATION</td>
<td>83</td>
</tr>
<tr>
<td></td>
<td>Saidahor Gulamov, Irina Zhukovskaya. INFORMATION RESOURCES AND TECHNOLOGIES – A BASIS OF INFORMATION SOCIETY</td>
<td>84</td>
</tr>
<tr>
<td></td>
<td>Bakhodir Umurzakov. INFORMATION AS AN ECONOMIC CATEGORY</td>
<td>86</td>
</tr>
</tbody>
</table>
Omonullokhon Akhmedov. THE ROLE OF ENTERPRISES WITH PARTICIPATION OF FOREIGN INVESTMENTS IN DEVELOPMENT OF PROFESSIONAL SKILLS OF YOUNG SPECIALISTS ........................................................................................................ 88
Sanjar Tairov. STRUCTURE OF HUMAN CAPITAL AND ITS ROLE IN THE DEVELOPMENT OF LABOR MARKET OF UZBEKISTAN ........................................................................................................ 89
Akmoral Balakanova, Guzal Adilova. PRIORITY TRENDS OF NEW METHODS OF MANAGEMENT EDUCATION ........................................................................................................ 91
Khayot Mukhitdinov. INNOVATIVE DEVELOPMENT OF EDUCATION IN THE CONDITIONS OF NATIONAL ECONOMY ........................................................................................................ 93
Gulaim Urumbaeva. PSYCHOLOGICAL AND PEDAGOGICAL EDUCATION AS AN ESSENTIAL COMPONENT OF GENERAL CULTURAL AND GENERAL HUMANITARIAN TRAINING OF ECONOMISTS ........................................................................................................ 94
Abbas Shermukhamedov, Dilfuza Sultanova. INTERMODAL TRANSPORT COMMUNICATIONS IN CENTRAL ASIAN REGION ........................................................................................................ 95
Elena Gerasikova. PROFESSIONAL EDUCATION AND IMPROVEMENT OF QUALIFICATION AS MECHANISMS OF PERFECTING THE QUALITY OF WORK LIFE ........................................................................................................ 98
Mehrinsa Mamaeva, Oybek Shermukhamedov. PERSONNEL RISKS IN BANKS ........................................................................................................ 99
Guzal Abirova, Feruza Sidikova. MODERN TENDENCIES IN TEACHING BUSINESS ENGLISH ........................................................................................................ 101
Dilshoda Maksudova. LANGUAGE TEACHING EXPERIENCE ........................................................................................................ 103

SOCIAL POLICY AND LABOR MARKET........................................................................................................ 104
Nodira Zokirova. NEW INSTITUTE OF ORGANIZING SOCIAL PROTECTION OF THE POPULATION OF UZBEKISTAN ........................................................................................................ 104
Vinera Gabzalillova. PRIORITY TRENDS OF LABOR MARKET REGULATION IN UZBEKISTAN ........................................................................................................ 106
Nargiza Shayusupova. REGIONAL ASPECTS OF FORMATION AND REGULATION OF LABOR MARKET ........................................................................................................ 107
Evgeniy Sukhanov. ECONOMIC ASPECTS OF WORK MEASUREMENT AT THE ENTERPRISES OF LIPETSK REGION (RUSSIA) ........................................................................................................ 109
Faina Filina. THE PRINCIPLE OF FORMATION AND ACCOUNTING CONTENT REQUIREMENTS OF COMPANIES FOR THE PURPOSE OF ELABORATION OF SOCIALLY RESPONSIBLE BEHAVIOR AND PROVISION OF SUSTAINABLE DEVELOPMENT IN THE ECONOMY AND BUSINESS ........................................................................................................ 110
Shavkat Zaynutdinov, Farkhod Muydinov. FORMATION OF CORPORATE STRATEGY IN UZBEKISTAN ........................................................................................................ 112
Dariko Balakanova, Khusnutdin Muratov. DEVELOPMENT OF TENDENCIES OF CREATION OF NEW WORKPLACES ........................................................................................................ 113
Bakhodir Shamsuddinov. DEMOGRAPHIC BASES OF LIFE INSURANCE IN UZBEKISTAN ........................................................................................................ 115
Khamid Abduramanov. PERFECTION OF ORGANIZATIONAL AND ECONOMIC MECHANISM OF POPULATION SOCIAL PROTECTION ........................................................................................................ 117
Gulnora Abdurakhmanova. GENDER EQUALITY ISSUES OF POPULATION EMPLOYMENT PROTECTION ........................................................................................................ 118
Akmalkhon Mamatkhano. A CHALLENGE OF TIME AND CIRCUMSTANCES: MANAGING THE MIGRATION PROCESSES ........................................................................................................ 120
Zafar Shkarov. DEVELOPMENT AND REGULATION OF MOBILITY OF LABOR IN SYSTEM OF MARKET RELATIONS ........................................................................................................ 122
Shakhnoza Rakhatmatullaeva. FEATURES OF DEVELOPMENT OF THE INTERNATIONAL POPULATION MIGRATION ........................................................................................................ 124
Elena Vasilyeva. ROLE OF SMALL BUSINESS IN POPULATION EMPLOYMENT ........................................................................................................ 125
Raimjon Imamov. NECESSITY OF LABOR MARKET REGULATION AND WAYS OF UNEMPLOYMENT REDUCTION IN THE CONDITIONS OF JIZZAKH REGION ........................................................................................................ 126
Boris Ogonyants, Mastura Alayarova. PROBLEMS OF DEVELOPMENT OF POPULATION EMPLOYMENT IN SYRDARYA REGION ........................................................................................................ 128
Luiza Alieva. DEVELOPMENT OF LABOR MARKET OF YOUNG’S IN UZBEKISTAN ........................................................................................................ 130

WORLD ECONOMY AND DEVELOPMENT OF NATIONAL ECONOMIC SYSTEM ........................................................................................................ 131
Shukhrat Yuldashhev. INNOVATION - IMPORTANT FACTOR OF THE DEVELOPMENT OF NATIONAL ECONOMY ........................................................................................................ 131
Kabiljan Khasandzhanov. DEKHAN AND FARMING ECONOMIES AS A FORM OF PRIVATE ENTREPRENEURSHIP DEVELOPMENT ........................................................................................................ 133
Gulchehra Akhunova. LOGISTIC CENTRE IN NAVOI: PROSPECTS AND DEVELOPMENT ........................................................................................................ 134
Lyudmila Shibanovova, Kamola Mavlanova. AGRICULTURE SECTOR AND INTERNATIONAL FINANCE ORGANIZATIONS ........................................................................................................ 135
Shavkat Dzhamalov. PECULIARITIES OF INTEGRATION PROCESSES DEVELOPMENT IN THE COUNTRIES OF SOUTH EAST ASIA ........................................................................................................ 136
Umida Mukhitdinova. THE DEVELOPMENT OF MARKET OF FRUIT AND VEGETABLE PRODUCTS OF UZBEKISTAN ............................................................... 138
Farid Sagidullin. IMPORTED FOOD POLICY OF THE REPUBLIC OF UZBEKISTAN ............................................................... 139
Aliaskar Suvankulov. AGRICULTURAL INDUSTRY OF UZBEKISTAN: FEATURES AND KEY DIRECTIONS OF DEVELOPMENT ............................................................... 140
Alexandr Bedrinets. STATE-PRIVATE PARTNERSHIP - EFFECTIVE MECHANISM OF COMBINATION OF INTERESTS OF THE STATE AND BUSINESS IN MODERN ECONOMY ............................................................... 141
Jasur Ne‘matov. ABOUT CORRELATION OF CIVIL AND CRIMINAL LEGISLATION STANDARDS OF THE REPUBLIC OF UZBEKISTAN IN OF PROVISION THE ENTREPRENEURIAL ACTIVITY SAFETY ............................................................... 142
Anvar Usmanov, Olim Abdurakhmanov. DEVELOPMENT OF ANTIMONOPOLY SYSTEM IN UZBEKISTAN ............................................................... 144
Boymurod Ulashov. ANTIMONOPOLY REGULATION OF MARKET STRUCTURES IN DEVELOPED COUNTRIES ............................................................... 145
Nazar Khakimov, Mahfuza Alikulova. ECOLOGICAL ACTIVITY AS AN IMPORTANT FACTOR IN SOCIAL AND ECONOMIC DEVELOPMENT OF THE COUNTRY ............................................................... 146
Elena Arkhangelskaya, Dilshod Tairov. “UZBEK MODEL” OF DEVELOPMENT BASED ON STEP-BY-STEP REFORM AND STRONG SOCIAL POLICY ............................................................... 147
Bakhtiyor Islamov, Doniyor Islamov. UZBEKISTAN-INDONESIA NEW OPPORTUNITIES FOR COOPERATION ............................................................... 149
Rustam Yuldashev. REALIZATION OF PARTNER RELATIONS OF THE STATE AND BUSINESS IN THE REPUBLIC OF UZBEKISTAN ............................................................... 150
Dilyafruz Nasirkhodjaeva. FORMING CLUSTER STRATEGY OF TEXTILE INDUSTRY DEVELOPMENT IN UZBEKISTAN ............................................................... 151
Munira Isokhujava. APPROACHES TO IMPROVEMENT OF FUNCTIONING THE ELECTRONIC COMMERCE SYSTEM IN THE REPUBLIC OF UZBEKISTAN ............................................................... 153
Mahbuba Aliyeva. CREATION OF NATIONAL MODERN CONCEPTION IN DEVELOPING MANAGEMENT SYSTEM IN TOURISM ............................................................... 155
Sanjar Goyipnazarov. IMPROVING OCCUPATIONAL SAFETY AND HEALTH IN SMALL BUSINESS ENTERPRISES (SBES) ............................................................... 156
FINANCIAL SYSTEM AND FINANCIAL AND CREDIT INSTITUTES ............................................................... 158
Shahlo Abdullaeva. MAIN PARAMETERS OF BANKING SYSTEM STABILITY OF THE REPUBLIC OF UZBEKISTAN ............................................................... 158
Tamara Aglamova, Botirbek Aglamov. ECONOMIC PARTNERSHIP OF UZBEKISTAN WITH THE COUNTRIES SOUTH-EAST ASIA ............................................................... 159
Zahid Fayziev, Nozim Nazarov. THE METHODS OF REDUCING THE RISKS OF INNOVATIVE ACTIVITY OF JOINT VENTURES ............................................................... 161
Dilorom Almatova. IMPROVEMENT OF REGIONAL INVESTMENT CLIMATE OF UZBEKISTAN ............................................................... 162
Rimma Badamova, Ulugbek Shermukhamedov. CALCULATION OF GUARANTEES ON FOREIGN INVESTMENTS ............................................................... 163
Bakhtodir Begalov, Bobur Shermukhamedov. DEVELOPMENT OF INFORMATION BANK TECHNOLOGIES IN UZBEKISTAN ............................................................... 164
Alsu Enikeeva, Elina Enikeeva. THE NECESSITY TO REGULATE THE ECONOMY OF THE UNITED STATES DURING CRISES ............................................................... 165
Inna Ribina. POSSIBILITIES OF USAGE OF UNSTABLE LEASING TECHNOLOGIES IN THE MODERN CONDITIONS ............................................................... 167
Sardor Kasymov. THE PROSPECTS OF IPO IN UZBEKISTAN ............................................................... 168
References

Appendix 1

<table>
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SOME ASPECTS OF AMERICAN VALUES AND DECONSTRUCTION
Hawasi
Hendro Firmawan
Faculty of Letters, Gunadarma University, Indonesia

Abstract
The objective of this study is to describe some aspects of American values and their influence in building America as a great nation. The other problem is about the need of deconstruction to limit the hegemony of ‘Americanization project’ to other countries. The finding shows that America was established by, to mention some, spirit of individualism, equality, democracy, materialism, freedom and competition. Claimed as a champion of democracy America would offer its culture as a universal standard used for other countries. This is not without a problem. This policy would get acceptance and resistance from other countries. Critical thinking is needed to know the good and the bad aspects of American culture.

Keywords: American value, culture, deconstruction

Introduction
The culture of American is complex. It would be an impossible to explain thoroughly from all its aspects. We will be concerned primarily with the American values and its cultural pattern. To introduce this paper we would like to quote Henry Parkes’s statement below:

“The culture of the United States has been the product of two main factors: of the impulses and aspirations that cause men and women to leave their European homes and cross the Atlantics; and of the influences of the American natural environment. As a result of these factors the Americans have acquired, not only certain characteristic political ideals and beliefs, but also a distinctive view of life and code of values” (Hsu, p. 141).

From the two main factors mentioned by Parkes, we will elaborate them in this paper firstly by giving the definition and meaning of values then discussing the American values and its patterns of culture.

There are several definition of values. Rokeach states that values as a learned organization of rules for making choices and for resolving conflicts. As Nanda and Werms mention: "Values are shared ideas about what is true, right, and beautiful that underlie cultural patterns and guide society in response to the physical and social environment” (Samovar & Porter 200i, p. 57).

Values can be classified from the importance of values. A value system represents what is expected or hoped for, required or forbidden. It is not a report of actual conduct but is the system of criteria by which conduct is judged and
sanctioned applied. Primary values: what is worth the sacrifice of human life. For examples: democracy and the protection of oneself and close family. (most important) Secondary values: The relief of the pain and suffering of others, the securing of material possession. (more important) Tertiary values: What we strive to carry out the values which are not as profound or consequential as primary values and secondary values like hospitality to guests and cleanliness.

To be more specific, values are closely related to cultural values. Cultural values are values which tend to permeate a culture. These values are derived from the larger philosophical issues that are part of a culture's milieu (Samovar & Porter 2001, p. 57). They are transmitted by a variety of sources (family, media, school, organized religions, state, corporation, capitals, politics, etc.) and therefore tend to be broad based, enduring, and relatively stable. Cultural values generally are normative and evaluative in that they inform a member of a culture what is good and bad, and right and wrong. Cultural values define what is worthwhile to die for, what is worth protecting, what frightens people, and what are proper subjects to study and which derive ridicule.

Values play an important role in a culture of society (Liliweri 2007, p. 50). The importance of these cultural values guide both perception and communication. That is, your values get translated into action. An understanding of cultural values helps you appreciate the behaviour of other people. The awareness of cultural values also helps you understand your own behaviour.

Cultural values can be found in cultural patterns (Samovar & Porter 2001, p. 58). In this pattern people and cultures are extremely complex and consist of numerous interconnected cultural orientations beside beliefs, attitudes, and values. The cultural patterns refer to both the conditions that contribute to the way in which people perceive and think about the world, and the manner in which they live in that world. These beliefs and values give characterization of Western civilization, comprising part of the European legacy to America (Boyd & Worcester 1968, p. 27).

The cultural patterns in America can be mentioned here that people are more than their culture. American share a great many values, beliefs, and communication patterns, variations in region can affect perception and communication. However, American culture has the strongest influence on American communication behavior. Because all of American experiences take place within a cultural context. Cultural patterns are points on continuum (people everywhere possess the same values to different degree). Cultural patterns are interrelated (The patterns are interrelated with a host of other values and do not operate in isolation. For example, a pattern that stresses a spiritual life over materialism also directs values toward age, status, social relationships, greeting behavior, the use of time, and the like). Heterogeneity influences cultural patterns. (Any attempt to delineate a national culture or typical cultural patterns for any culture is extremely hazardous because of the heterogeneity of many societies. It becomes dominant culture in each country. There are numerous cultural patterns in each culture. (For example, there are literally hundreds of cultural patterns found in every culture. In the U.S the powerful pattern of individuality influences the way in which we perceive such things as status (cultural patterns change). For example, the women's movement for example has greatly altered social organizations and some value systems in the United States. With more women now getting college degrees than men we can see how the workplace and classrooms have changed in the U.S during the last 20 years. Leadership, nonverbal communication, speaking, competition, and assertiveness are kinds of cultural change. Cultural patterns change, for example, the women's movement for example has greatly altered social organizations and some value systems in the United States. With more women now getting college degrees than men we can see how the workplace and classrooms have changed in the U.S during the last 20 years.

What is American People?

A definition of American man is stated by Crevieceour:

"What then is the American, this new man? He is either an European or the descendant of an European, hence that strange mixture of blood which you will find no other country... He is an American who, leaving behind him all his ancient prejudices and manners, receives new ones from the new mode of life he has embraced, the new government he obeys, and the new rank he holds. He becomes an American by being received in the broad lap of our great Alma Mater. Here individuals of all nations are melted into a new race of man whose labours and posterity will one day cause great changes in the world." (Budianta 2000, p. 75).

Dominant American Cultural Patterns

1. Individualism. Each individualism is unique, special, completely different from all other individuals. (John Locke)-the interests of individual are or ought to be paramount and that all values, rights, and duties originate in individuals. the cornerstone of American culture. The sense of individualism and a tradition of individual rights and liberties is unique among civilized societies. There are many quotes that shows individualism. For examples: God helps those who help themselves. (Benjamin Franklin) The American system was based on rugged individualism. (Herbert Hoover) Pull yourself up by your own bootstraps. (Personal initiative) Do your own things. (Independence) The squeaky wheel gets the grease. (Individual expression) A man's home is his castle (privacy) You make your bed, now lie in it (individual responsibility). Anybody who is any good is different than anybody else (individual achievement, sovereignty, and freedom are the virtues most glorified and canonized). American role models are portrayed as independent agents who accomplish their goals with little or no assistance.

2. Equality. Equality in America believe that all people have a right to succeed in life and that the state, through laws and educational opportunities, should ensure that right. However, there are some criticism on this cultural pattern. Many people in the U.S still evaluate others according to their sex, race, ethnicity, and social class. (Macionis) Although we describe ourselves as a nation of equals, there is little doubt that some of us rank as more equal than others (Macionis in Samevar & Porter 2001, p. 62). Ethel and Martin Tursky describe the meaning of equality inspired from Declaration of Independence of America as the following:

'All men are created equal' says the Declaration of Independence. This statement does not mean that all human beings are equal in ability or ambition. It means, instead, that all people should be treated equally before the law and given
equal privileges and opportunities, insofar as government can control these. In practice, this ideal often does not work perfectly. There have always been those who would deny the rights of others for their own self-interest. There are times when the American people need to be reminded that any denial of basic rights is a weakening of the total system. However, equal treatment and equal opportunity for all are ideals toward which American society is moving ever closer" (Ethel and Turksky 1975, p. 5).

3. Materialism. For most American, materialism has always been an integral part of life. Americans consider it almost a right to be materially well off and physically comfortable (Stewart and Bennet) American even judge other people by their material possessions. In the American metaphysic, reality is always material reality (Lionel Trilling-Philosopher). The person who dies with the most toys wins (A popular bumper sticker). As Ethel and Thursky (1975, p. 12) describe:

"Because of their tremendous expenditure for goods and services, Americans are often accused of being materialistic, of valuing above all else money and the comforts and pleasures that money can buy."

4. Science and Technology. The American respect for science is based on the assumptions that reality can be rationally ordered by humans and that such an ordering, using the scientific method, allows people to predict and control of life. Very broadly, this emphasis on science reflects the values of the rationalistic-individualistic tradition that is so deeply embedded in Western civilization. In modern civilization depends on science (inscription on National Museum of American History).

5. Progress and Change. Americans have always placed great importance on progress and change. Beliefs and attitudes in progress and change produce certain mindset and a wide range of behavior patterns. Various aspects of this orientation are optimism, receptivity to change, emphasis on the future rather than the past or present, faith in an ability to control all phases of life, and confidence in the perceptual ability of the common person. Belief in progress fosters not only the acceptance of change, but also the conviction, true or false that changes tend to a definite direction and that the direction is good. Each new generation in the U.S wants its opportunity to be part of that change.

6. Work and pleasure. American value work. Work is desired desirable expenditure of energy, a means of controlling and expressing strong affective states, and an avenue to recognition, money and power.

7. Competition. Competition is part of an American's life from early childhood on. People are ranked, graded, classified, and evaluated so that everyone will know if they are "the best". In sports and at work, Americans are told the importance of being number one.

American Values, Their Influences and Deconstruction

The shifting paradigm which is always changing from one to other shows that heterogeneity of American society becomes an urgent fact: Melting pot - Salad Bowl - Multiculturalism. It is different to Indonesia, cultural basic of America is colony culture. Indonesia could free totally from culture and language of Dutch colonialist, but English colony in America could not free from their culture and language. The uniqueness of American identity was searched, for example from literature, by combining the values of their origins with various characters taken from interaction to nature and a new social environment. The unique identity rises multicultural consciousness (multiculturalism) to manage pluralistic and heterogeneity of ethnicity and origins. Multiculturalism becomes a new paradigm which changed melting pot and salad bowl paradigms. This consciousness is strengthened by the power of capital, science and technology and democracy. Then, capitalism becomes central for American to build their industrialization and modernization.

For American government the decline of socialism of Soviet Union was an entry point to expand their ideology of capitalism to all over the world. Globalization, then, is an access used to spread capitalism and also democracy. This is the time America hegemonizes other countries by offering aids (see IMF: International Monetary Fund) and investments in economic sectors to develop countries, like Indonesia. In the words of Thomas L. Friedman, America is building a network which is called a 'kingdom' of McDonald's country in the world. The existence of franchise or channel of McDonald, Kentucky Fried Chicken, California Fried Chicken, etc. prove the truth of Friedman's critique. Here, a cultural politic is used by America, take a term from Antonio Gramsci, as a form of hegemony. The hegemony of American culture through creating consumer society makes capitalism destructed. Society tend to be addictive and consumptive as Fredric Jameson said in Postmodernity or, The Cultural Logic of Late Capitalism (1991) that culture has lost its autonomy because it is destructed by late capitalism (Putranto, p.188).

The same critique was also done by Edward Said by researching American literature to find out American (and also British) propaganda toward other countries, especially developing countries or the third world countries. Edward W. Said (1993) in Culture and Imperialism (Kebudayaan dan Kekuasaan: Membongkar Mitos Hegemoni Barat) (Mizan, Bandung, 1996) tried to deconstruct the hegemony of America to other countries. Double standard politic, by using tendentious propaganda media, to some Middle East and African countries, such as in Palestine, Iraq, Libya, and Egypt are some examples of political and economical interests of America government in the name of democracy (Said 1992, p. 202). Together with globalization America, in this context, also bring negative impacts to other countries by the presence of pop culture which is manifested in the form of mass culture. Here banality of culture is celebrated massively to potential young generations (Piliang 2004). Some genuine efforts must be done to limit the hegemony of Americanization through fostering critical public sphere to educate people based on multicultural consciousness. Other effort is through dialogues among civilizations of the world to understand each other.

Conclusion

Dominant American culture values and cultural patterns cover the mixture of individualism, equality, materialism, science and technology, work and pleasure, and competition. The values have positive and negative impacts on the
industrialization and modernization development of America and other countries, especially in the view of global capitalism and hegemony of America and its own interest.

By learning American values and cultural patterns with their impacts the writers remind that we must be careful because every country has its own agenda in international relationship. Indonesian people must be aware of this situation and condition and Indonesian decision makers like government, and House of Representatives and even Indonesian people broadly must have deep knowledge and understanding about other countries’ culture, including American culture, before they cooperate and communicate with other countries. They should be able to filter in order to secure their national interests like national culture values and identity.

References

THE MASTERY OF BASIC COMMUNICATION SKILLS OF FOREIGN LANGUAGES AS ONE OF THE EFFORTS IN IMPROVING MARKET-ACCESS AND PRODUCT-EXPORT PERFORMANCE OF SMALL AND MEDIUM ENTREPRISES IN INDONESIA

Aris Budi Setyawani
Business and Enterpreneur Diploma Programme, Gunadarma University
Ichwan Suyudi
Faculty of Letters, Gunadarma University

Abstract
The strength of small and medium enterprises (SMEs) is still relying on the local market, though they have given significant contributions to the Indonesian economy. This is due to the fact that they have not utilized global market. This can be seen from export-market share of SMEs which is still low (15.91%). One of the constraints of SMEs in accessing global market is most of the marketing staffs of SMEs have not mastered the basic-communication skills in a foreign language (English). Therefore, they find difficulties in communication to other people from other countries and this will cause some opportunities to open new market cannot be gained.

This paper is a preliminary study for field research that will be conducted in early September 2012. This study will produce a simple guide on basic-communication skills for the purposes of marketing activities of SMEs particularly in improving access to global markets. By mastering the basic-communication skills in opening new channels to overseas market, it is expected that the export performance of SMEs will be increased and their role for national economy will be more significant.

Keywords: Basic-communication skills in foreign language, SMEs, global market access

A. Introduction
The role of small and medium scale enterprises (SMEs) in Indonesia's economy is always greater than the role of large-scale businesses. Until 2010, the contributions of SMEs in Indonesia's national income amounted to 57.12%, while large-scale business contributed only 42.88%. Similarly, in terms of employment, SMEs are able to absorb much more labor than large-scale businesses. Until 2010, the labor force that is able to be absorbed by the SMEs is almost by 99.5 million or 97.22% of total employment. However, the role or contribution is still derived from domestic economic activity in Indonesia.

Until now, the value of commodity exports from small-scale enterprises is still very low from the total value of Indonesia's exports. Figure 1 shows that, by 2010, the contribution of exports from micro, small and medium enterprises is still very small 15.91% (16%) of the total national exports. The low value of exports or foreign economic activity of SMEs is due to several factors, such as: the lack of product diversification, the unqualified commodities, export administrative constraints, the lack of mastery of a foreign language as communication media to enter the global market. Therefore, some efforts should be made to the resolution of these issues so that SMEs does not only contribute positively to the local economy, but also participate in the global market. This is due to the fact that the potential export products of SMEs is very large (Refinaldy, 2004).

This paper is intended to give solution to the one of the obstacles faced by SMEs in accessing export markets or global market, through increasing the mastery of the basic-communication skills in foreign languages, particularly in English, such as: offering products orally and in writing, receiving orders orally and by mail, and other basic language skills.

![Fig. 1. National Export Market Share, 2010](image)
Sources: Ministry of Cooperatives and SMEs in Indonesia, 2011