Proceedings of the 2nd International Conference on Accounting, Management, Economics and Social Sciences

Looking Toward New Thinking and Creative Ideas
To Promote Optimization and Efficiency of Institutions
in The Field of Accounting, Management, Economics and Social Sciences

May 20, 2017
Savoy Homman Bidakara Hotel, Bandung Indonesia
DEAN’S WELCOME

Drs. H. Sonny Hersona GW

Dean of Faculty of Economics and Business

As a continuation of its previous serial event, ICAMESS II is seminar forum which has been perfected and modified to meet with the real economic and business situation in the region, as well as around the globe. We strongly hope that this year’s ICAMESS II provides all of you with all the updates and features you might need.

We will work our best to make sure that there will be ICAMESS III next year, which will be better in both its arrangements and its contents.

We would like to thank all participants, representing either individuals or various universities, for their participation. We would also like to express our special appreciation to all hosting and co-hosting fellows for the great collaboration.

See you all next year.
Committee

Scientific Committee:

Pab Jotikasthira (Southern Methodist University, USA)
Wing Wah Tham (University of New South Wales, Australia)
Claudio Morana (State University of Milan, Italy)
Johan Sulaeman (National University of Singapore)
Mahfooz Ansari (University of Lethbridge, Canada)
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Mohd Norfian Alifiah (Universiti Teknologi Malaysia)

Conference Chair:
Sony Hersona (State University of Singaperbangsa Karawang)

Organizing Committee:
Rahmat Hasbullah (State University of Singaperbangsa Karawang)
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The 2nd International Conference on Accounting, Management, Economics and Social Sciences

Programme Schedule and Rooms Allocation

A. Programme Schedule
07.30 WIB – 13.00 WIB Registration
08.15 WIB – 10.15 WIB Concurrent Session 1
10.15 WIB – 10.30 WIB Coffee Break
10.30 WIB – 10.40 WIB Opening
10.40 WIB – 12.00 WIB Keynote Speech
   1. Wing Wah Tham PhD (Senior Lecturer at UNSW, Australia)
   2. Prof Te -Kuang Cho (Dean of STUST, Taiwan)
12.00 WIB – 13.00 WIB Lunch
13.00 WIB – 15.00 WIB Concurrent Session 2
15.00 WIB – 15.45 WIB Sharing Session (STUST - Scholarships and University Networking)
15.45 WIB – 16.00 WIB Coffee Break
16.00 WIB – 18.00 WIB Concurrent Session 3
B. Rooms Allocation (15 minutes is allocated for presentation and discussion per presenter)

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   1) Room 1 Session 1 (08.15 WIB – 10.15 WIB):
   2) Room 2 Session 1 (08.15 WIB – 10.15 WIB):
   3) Room 1 Session 2 (13.00 WIB – 15.00 WIB):
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   5) Room 1 Session 3 (16.000 WIB – 18.00 WIB):

2. Management
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3. Economics
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4. Social Science
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8. Analysis of Consignment Sales Rating to 2014 Profit in CV. Lam Alif Purwakarta
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9. The Phenomenon of Mandatory Reporting on Legislative General Election Campaign Finance, evidence in East Java province, Indonesia
   Henry W. Darmoko, Abdul Rohman

10. The Role of Risk Management Systems in Moderating the Effect of CSR Activities on Tax Aggressiveness Behaviors
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16. Faktor-Faktor yang Mempengaruhi Efektivitas Sistem Informasi Pengelolaan Keuangan Daerah  
Frita Lussie Bramanti, Heni Nurani Hartikayanti

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2. The establishment of Business Clustering by Applying Value Chain with Multiple Commodities Approach in Efforts to Increase the Competitiveness of the Region  
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8. Repurchase Intentions of Mass Transit Service Users: Roles of Service Quality, Customer Trust, and Corporate Image  
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2. Business Environment in Indonesian Furniture Industry: Case Study in PT. Chitose Internasional, Tbk  
   Ardi Apriliadi, Moch Fadly Ibrahim, Popy Rufaidah

3. Testing Employer Branding Model in Private Universities  
   Gina Goniah, Popy Rufaidah

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   Mokhamad Anwar, Layyinaturrobiany, Ratna Komara, Sulaeman Rahman

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   Nur Faithzah Jamian, et.al

4. Influence Analysis Factors on The Performance of Work Unit at The Regional Government Binjay. Financial Management By Region as Moderating Variable
   Anggi Pratama

5. The Influence of Compensation, Organizational Culture and Organizational Commitment to Employees Performance in UPT Balai Informasi Teknologi LIPI and UPT Balai Pengembangan Instrumentasi LIPI
   Dina Lusyana

6. Protean Career Attitude and Career Satisfaction: Mediating role of Skill Malleability
   Wahyu, Suharnomo

7. How to Increase Work Motivation?
   Dewi Susita, Marsofiyati

8. The Impact of Perceived Organizational Support, Proactive Personality and Employee Creativity on Career Satisfaction
   The Elisabeth Cintya Santosa, Ahyar Yuniawan

Room 4 Session 2 (13.00 WIB – 15.00 WIB)

1. Measuring community satisfaction in local authority: Important Satisfaction Analysis
2. The Impact of Academic Service Quality on Student Satisfaction
   Ester Manik, Iwan Sidharta

3. Work Motivation Enhancement Through Leadership and Compensation in Cooperation Employees at Karawang Regency
   Solehudin

4. Influence the Function of Leadership, Motivation and Communication on Performance clerk in the Public Works Agency Karawang
   Sony Hersona GW

5. Smart Predictors of Job Seekers Self-Disclosure on Padang City on the Future
   Sofyandi

6. Influence of Customer Relationship Marketing and Satisfaction of Customer Loyalty
   Anny Nurbasari, Nisa Hanum Harani

7. Determinants of Halal Cosmetics Purchase Intention
   Andrian Haro

8. A study of Islamic Tourism in Indonesia: Opportunities and Challenges Toward Economic Growth
   Wiwik Rachmarwi, Lukman Hakim, Muhadi Riyanto

**Room 3 Session 3 (16.000 WIB – 18.00 WIB)**

1. The Effect of Heritage Tourism towards City Image
   Andi Jananto, Popy Rufaidah

2. Development Strategy of Tourism Object of Desa Menari in Semarang Regency
   Komsi Koranti, Sriyanto

3. Proposed Business Strategy for Moimei in Order to Increase Sales and Sustain in Competitive Market
   Ardita Sofyani

   Yuyu Yuningsih, Ade Irma Susanty

5. Service Quality of Islamic Microfinance in Indonesia: an Importance-Performance Analysis Approach
   Dety Nurfadilah, Sudarmawan Samidi, Iwan Kurniawan Subagja

**TRACK 3 Economics**

Room 2 Session 3 (16.000 WIB – 18.00 WIB)
1. Design of Government Spending on Education, Health, Subsidies and Expenditure on Poverty in North Sumatra
   Renny Maisyarah, Syofyardi

2. The Causality Between Money Supply and Interest Rate and Its’ Effects on Inflation in Indonesia
   Zahrul Fuadi, Muhammad Nasir, Mohd. Nur Syechalad

3. Aims of Effect and Fiscal Independence and Local Revenue Against Human Development Index
   Ayu Kurnia Sari, Renny Maisyarah

4. The Effect of Priority Budget Policy to Economic and Financial Transformation-Regency District Deli Serdang
   Abdiyanto

5. Flypaper effect on local government spending by balanced funds (DAU, DAK DAN DBH) in West Sumatra Province
   Citra Ramayani, Jolianis

6. Bank' Risk Taking Behaviour And The Optimisation Of Monetary Policy
   Risna Triandhari, Sugiharso Safuan, M. Syamsudin, Halim Alamsyah

7. Effect of Foreign Price, Exchange Rate, National Income, and Forward Exchange rate on Consumer Prices in Indonesia
   Sri Isnowati, FX Sugiyanto, Akhmad Syakir Kurnia

**TRACK 4 Social Sciences**

Room 4 Session 3 (16.000 WIB – 18.00 WIB)

1. Students Attitudes Towards Terrorist Networks in the News on Television
   M.C Kinanti Raras Ayu

2. Youths Reception towards identity negotiations of Subordinate culture with dominant culture, Isyana Sarasvati, between classical and pop musician
   Arimbi Putri, Sari Monik Agustin

3. Marginalization of Women in Sleeping Beauty Tale (Critical Discourse Anlaysis of Sun, Moon and Talia Tale by Giambattista Basile)
   Prisckha Mayufithi Islamitha, Udi Rusadi

4. Isolated Society Description of Kangean Islan in Contemporary Indonesian Era: Analysis of Documentary Movie “Ironi Pulau Kangean”
   Afrizal Nur

5. Supervisory Communication In Digital Era (Case Study of QLUE and CRM in Jakarta Provincial Government)
   Affi Astari Purnama, Irwansyah
6. Social Capital in Organizational Internal Communication
   Yohana Tolla, Hendriyani

7. Advertising in Corporate Rebranding (Case Study of Corporate Advertising BPJS Ketenagakerjaan 2016)
   Irla Yulia, Ummi Salamah

8. Active Learning training influences Transfer Motivation-An empirical research Paper
   Rachana Mukherjee, Jain Mathew
Development Strategy of Tourism Object of Desa Menari in Semarang Regency

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Abstract
Desa Menari is a tourist attraction in Semarang regency which is relatively new. Growth in the number of tourists is still low, so it has great potential to be developed. This study aims to determine (1) Internal factors that support and hamper the development of tourism attractions Desa Menari. (2) External factors that support and hamper the development of tourism object of Desa Menari. (3) Strategy of tourism development of Desa Menari. Technique of research data analysis using SWOT. Method of data retrieval is done by interview, observation and documentation. Accidental sampling is done to tourists who happened to visit and information from the management. The results showed that: The analysis of internal and external factors from the potential of Desa Menari is viewed from (1) Strength (natural beauty, attractive tourism village potential, natural resources sustainability, unique cultural attractions, cool and beautiful natural environment, creative industries of local communities, facilities and infrastructure, community attitudes, cheap tourist prices). The most important strength factor is the condition of the natural environment is cool and beautiful, with the weight of 0.064. (2) Weaknesses (tourism support infrastructure, tourist information center, community skills in communicating with tourists, human resources ability as object manager, fund support for tourism development, environmental cleanliness, human resource use as tour guide, tourism environment arrangement). The main disadvantages are adequate tourism support infrastructure, environmental hygiene and tourist information center that get the same value weight that is 0.058. (3) Opportunities (tourist visits around and general, located adjacent to other tourist objects, government attention, the concept of development of tourist villages, agricultural land as a tourist attraction, the high potential and the interest of tourists, the development of technology and information, the establishment of government cooperation, investors, communities and farmers, Support of tourism actors, local government-imposed regional autonomy, cultural values of local communities). The most important factor of opportunity is the cultural value of the community by always maintaining and preserving the traditional dance culture of the local community with a weighted value of 0.058. (4) Threats (tourism competition around, changing of mindset and behavior of society, awareness of environmental cleanliness, lack of conducive security, population culture exposed to globalization culture, immigrant population, pollution of environment.) The biggest threat factor is competition with tourism around with weight of value 0.062. Priority strategy based on SWOT is the development of tourism in the field of culture, the arrangement of the area to build a network with other attractions around the area, in cooperation with travel agents, and create a website about Desa Menari tourism.

Keywords: Strategy, Development, Tour, SWOT Method