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The **2<sup>nd</sup>** **iclabss** International Conference  
of Law and Business  
Social Sciences  
Call For Papers 2019



*“Synchronization of Business, Law and Social Sciences to Anticipate the Industry 4.0 impact in 2025”*

## BOOK OF ABSTRACTS 2019



**BOOK OF ABSTRACT**

**INTERNATIONAL CONFERENCE OF LAW AND BUSINESS  
SOCIAL SCIENCES AND CALL FOR PAPER  
(ICLABSS 2019)**

**“Synchronization of Business, Law and Social Sciences to  
Anticipate the Industry 4.0 Impact in 2025”**

**October 10<sup>th</sup> – 2019, FBHIS UMSIDA**

**FAKULTAS BISNIS, HUKUM DAN ILMU SOSIAL  
UNIVERSITAS MUHAMMADIYAH SIDOARJO**

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## BOOK OF ABSTRACT

### INTERNATIONAL CONFERENCE OF LAW AND BUSINESS SOCIAL SCIENCES AND CALL FOR PAPER (ICLABSS 2019) AND CALL FOR PAPER

#### “Synchronization of Business, Law and Social Sciences to Anticipate the Industry 4.0 Impact in 2025”

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# **FOREWORD**

## **Technical Chairperson**

**Assalammu'alaikum Wr. Wb**

International Conference Of Law And Business Social Sciences And Call For Paper (Iclabss) held in Sidoarjo, Indonesia, October 10, 2019. The conference encourages the interaction of research students, academics, researchers, and practitioners to reflect current issues, challenges an oppurtunities and to share the lates innovative researches and best practices. In this seminar participants exchange ideas on future development of accounting and management disciplines. It is also expected to strengthen networking, collaboration and join effort among the seminar participants.

I hope this seminar facilitating all participants to exchange ideas on future developments of accounting and management disciplines and to strengthen networking for generating fruitfull benefit.

Finally, thank and high appreciation to all the committee for the great job in organizing this event. Enjoy this seminar

**Wassalammu'alaikum Wr. Wb**

**Technical Chairperson**

**Dr. Sriyono, SE., MM**

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**VARIOUS MODELS OF ISLAMIC ECONOMIC FATWA: CRITICAL ANALYSIS OF THE ISLAMIC ECONOMIC FACING STATEMENT MODEL IN INDONESIA, MALAYSIA, MIDDLE EAST**

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**Abstract:** Until now there are many fatwas circulating among Islamic scholars of diverse Islamic law and seem to contradict, especially when comparing between Indonesia, Malaysia and the Middle East. The methodology used in this research is phenomenology that is used to explain the phenomenon that occurs related to the difference of Islamic economic law determination. Then using content analysis to parse and synthesize as well as provide criticism over the various phenomena of various models of determining the fatwa of Islamic economic law. The results of this study, in the context of Islamic economic development, until now there are at least three models of fatwa determination of sharia economic law that has been developed by Islamic economists: (1) Ushl Fiqh Approach (Ushul al-Fiqh as the Basic Determination of Sharia Economic Law) ) Pluralism (Acceptance of the Truth of the West and Islam as the Basis for the Establishment of Sharia Economic Law), (3) Islamization of Conventional Economies (Reducing Non-Syar'i Factors of Conventional Economy as the Basis for the Establishment of Sharia Economic Law). This research will enrich the treasury of Islamic Economics knowledge that is particularly useful for the study of Islamic economic law.

**Keywords:** Model, Fatwa, law, Economy, Islam

## VIRTUAL PROPERTY OF ONLINE GAMES IN SHARIAH ECONOMIC LEGAL PERSPECTIVE

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**Abstract:** The development of technology has presented a variety of high-tech entertainment, one of which is developing games both offline and online. Online games have become a game that is especially enjoyed by children and adolescents. Online game play now is not only limited to the game, but in it there are economic activities in the form of buying and selling which affects the ownership of objects that are virtual (Virtual Property). What about Islamic economic law regarding Virtual Property? Is it part of the treasure recognized in Islam? How is the law of buying and selling with this object?

The research method used is based on normative legal studies with qualitative data. Normative analysis uses Islamic economic law, especially the 'urf theory as a tool in the discussion.

The conclusion of this research is that Virtual Property can be recognized as a treasure in Islam. Although it does not have a real form but there is a value that is recognized by the community so that it becomes part of the assets. Because it is recognized as an asset, buying and selling with this object is permitted and lawful. Recognition of the existence of this virtual property is based on the 'urf theory, namely that everything that is considered good and permissible by the community can be a legal proposition.

**Keywords:** Virtual Property, Online Game, 'Urf, Islamic Economics Law

**THE SHEATH WARRIOR RETURNS: IDENTITY AND IDEOLOGY OF THE NATION  
(THE STUDY OF SEMIOTICS OF CHARLES SANDERS PEIRCE)**

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**Abstract:** Indonesians like wearing sarong. Sarong has been part of Indonesian cultures. It does not function as cover for our body as other clothes but it also has philosophy of life for the wearer. Sarong in Indonesia is identical with Moslems who wear sarong when they do religious activities such as going to mosque, praying, or even doing home activities. Due to the fact that sarong is usually worn by *santri* (students of Islamic boarding school), those people are usually called the sarong people. Sarong is not worn when they are in a mosque but also when people are in certain social settings. This research focuses on non-verbal communication of sarong worn by Ma'ruf Amin as the candidate of Vice President of Republic Indonesia for the period of 2019-2024 who had been declared by the public election commission (KPU) on June 28, 2019. To analyze the meaning of sarong, the researchers use semiotics of Charles Sanders Peirce. The findings indicate that sarong denotatively means a piece of cloth which is sewn at its end to become a kind of tube to cover part of man's body especially his stomach and below. Furthermore, sarong has very deep meaning, they are showing self-identity, local culture, the symbol of resistance to the culture of the west, it shows sincerity, complex way of thinking, flexibility, elegance, smart thinking, and excellent morality.

**Keywords:** Sarong, Denotation, Connotation, Identity, Ideology

**LIQUIDITY, SOLVABILITY, ACTIVITY, AND PROFITABILITY RATIO OF LQ45 COMPANY'S  
FINANCIAL PERFORMANCE IN PT INDONESIA STOCK EXCHANGE IN 2016-2018**

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**Abstract:** PT Indonesia Stock Exchange (IDX) as an alternative for companies to get additional capital in addition to the banking system. One way to analyze the company's financial statements is to measure the company's financial performance using financial ratios. The purpose of this study was to determine the effect of partial and simultaneous variables of liquidity ratios, solvency, activity and profitability on the financial performance of LQ45 companies on the Indonesia Stock Exchange in 2016-2018.

This type of research is quantitative. The research sample is 102 financial statements through the years of 2016-2018 from 34 LQ45 companies on the Indonesia Stock Exchange (February-July 2019) taken through purposive sampling technique. Data collection techniques is through the method of documentation by accessing <https://www.idx.co.id> and library research. Data analysis techniques used the multiple linear regression analysis methods.

The results of this study states that: (1) No significant effect is partially variable liquidity ratios and solvency to financial performance, (2) partially significant positive effect on the ratio of activity and profitability variables to financial performance, (3) Simultaneously there is a significant effect of variable ratio liquidity, solvency, activity, and profitability on financial performance.

**Keywords:** Liquidity, Solvency, Activity, Profitability, Financial Performance

**DEVELOPMENT OF HUMAN RESOURCES IN THE ASSISTANCE SERVICE INFORMATION  
SYSTEM FOR PEOPLE WITH ANDROID-BASED SOCIAL WELFARE  
PROBLEMS TOWARDS SMART CITY**

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**Abstract:** The problem in this study is that the process of data collection and final report of Persons with Social Welfare Problems has not been computerized properly so that the process of procurement of goods and distribution of assistance for has not been effective and well target. With the aim of his research To simplify the data collection process and final report so that the process of procurement of goods and distribution of aid is more effective and on target. The object of this research is the Procurement Information System and Distribution of Assistance for Persons with Social Welfare Problems in the Gorontalo-based Gorontalo City Social Service with the method used in designing this information system is a descriptive method that is research aimed at solving problems systematically and factually about the facts studied. The design phase includes, model design, output design, Input design, database design and technology design, to the system testing stage. Analysis of the data where the data obtained in the field will be analyzed in a qualitative manner. Qualitative analysis is used to describe the efforts made in the form of human resource development in the information service system of assistance for people with problems based on android-based social welfare towards smart city. The results obtained show that the application can be made and used.

**Keywords :** Development, Services, Android

**THE SETTLEMENT OF CANDIDACY DISPUTES IN THE ELECTION OF GOVERNORS, REGENTS,  
AND MAYOR TO REALIZE THE ELECTORAL JUSTICE SYSTEM**

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**Abstract:** Local Leader Election is the manifestation of people sovereignty to provide local government head in both Province and Regency/City. One of stages where dispute often occurs is nomination stage. The objective of research was to describe and to analyze the settlement of nomination dispute in Governor, Regent, and Mayor Elections to realize the electoral justice system. The approach methods employed were doctrinal and empirical confirmatory ones, based on data and information related to the organization of Governor, Regent, and Mayor Elections, that were then analyzed descriptively and qualitatively. The result of research showed that the candidate pair feeling harmed and objected with either Provincial or Regency and City General Election Commission's decision about the assignment of candidate pair s becoming the participant of election is given an opportunity of filing law suit against the decision of assignment. The overlapping authorities between dispute settlement institution, in this case the Supervisor of Provincial and Regency/City election with State Administration Court resulting in multi-interpretation, inconsistency, and disharmony thereby impacting on the impaired election stages, even leading to the loss in candidate pair and election organizer. Through normative law approach, the arrangement and the improvement of provisions governing the settlement of Nomination dispute in Governor, Regent, and Mayor Elections to realize the electoral justice system.

**Keywords:** Dispute, Nomination, Just Governor, Regent, and Mayor Elections

**MULTIMODALITY ANALYSIS OF JOKOWI'S SOCIAL EXCHANGE THEORY AND POLITICAL  
MARKETING TO MA'RUF AMIN'S INFIDELITY AT THE 2019  
PRESIDENTIAL ELECTION CONTESTATION**

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**Abstract:** In the constellation of the 2019 presidential election, there is something very interesting. Prabowo's camp quickly announced his vice-presidential candidate but Jokowi did not immediately announce his chosen vice-presidential candidate. Even until the last moment, Jokowi let the issue of the vice-presidential candidate rolling in the community. Unexpectedly, Jokowi chose a man who was never included in consideration of public. Jokowi's choice also made several names with the initials M as stated himself that his chosen vice-presidential candidate was M. Surprisingly, he announced that his chosen vice-presidential candidate was Ma'ruf Amin, a senior cleric and Chairman of the MUI (Majelis Ulama Indonesia). The issue of Ma'ruf Amin's selection in this study focuses on social exchange theory from Richard Emerson and the concept of political marketing from Jennifer Lees, especially the MOP (Market Oriented Product) model with a qualitative multimodality approach. Data were analysed using a visual text analysis to dig deeper into Jokowi's non-verbal meaning by deciding to choose Ma'ruf Amin as a vice-presidential candidate. The data were photos of the nomination of the presidential and vice-presidential. The findings of this study are that the election of Ma'ruf Amin is the most appropriate and accurate choice to defeat Prabowo. By choosing Ma'ruf Amin, Jokowi won before competing against Prabowo. Ma'ruf is a symbol, means, and source of Jokowi's victory.

**Keywords:** Multimodality; Social exchange, political marketing

## THE INNOVATION OF MSME CULINARY MARKETING STRATEGY

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**Abstract:** The innovation of marketing strategy that can be done by SMES Culinary in Jember for business development needed an analysis about the business conditions. The formulation of the problems studied in this research is how to innovate marketing strategy with SWOT analysis for MSME culinary that exist in Jember. This method of research is done using a qualitative method of descriptive analysis with SWOT analysis. Results of external Internal MSMES is in the V quadrant marked Asterix (2.45; 2.6) which means having a stability/growth strategy to develop in the future, the strategy that can be applied to SMES, namely the strategy of maintaining and Maintaining, market penetration and product development. Result of the SWOT of the SMES culinary Jember has a strategy of S-O strategy that can be done in a SME that is to maintain product quality, set a cheap price as well as utilize local potentials. Based on the results of the innovations marketing strategy SMES culinary Jember namely developing the quality of existing products and adding product variants, set a cheap price to attract consumers as well as utilize local potential for example tourism and Culture.

**Keywords:** innovation, strategy, marketing, SWOT



## THE EFFECT OF MONOPOLY POWER, ASYMMETRIC INFORMATION, TRANSPARENCY AND ACCOUNTABILITY TOWARDS INTENT TO ADOPT E-PROCUREMENT

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**Abstract:** One of the benefits of e-procurement implementation in reducing corruption in public procurement process, to create good governance. Factors that affect corruption in public procurement process are monopoly power, asymmetric information, and lack of transparency and accountability. This study aims to determine. This research is expected to provide an overview of the potential and benefit of e-procurement in reducing corruption, increasing awareness towards the risk of fraud in public procurement, and provide a contribution to create good governance. The object in this study is the state university in Surabaya. A questionnaire is used to collecting the data, with total respondents are 70 officials. The result from this study shows that independent variable such as monopoly power, information asymmetric, transparency, and accountability have a significant effect on the intention to adopt e-procurement. Support from officials has a significant impact on the adoption of e-procurement.

**Keywords:** e-procurement, fraud, corruption, good governance, information asymmetric, monopoly power, transparency, and accountability

## **ANALYSIS OF EXPERIENCE, TRAINING AND SKILLS OF RUBBER TYRED GANTRY OPERATORS IN IMPROVING PRODUCTIVITY OF LIFT ON / LIFT OFF IN CONTAINER YARD CONTAINER**

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**Abstract:** A Performance Operator is someone who has special expertise to run a port loading and unloading tool based on experience, training and skills. And productivity is identical to the speed and number of results of loading and unloading of goods. The more experienced the skills possessed, the income earned will be even greater or increased. This study aims to examine the effect of the Performance of Rubber Tyred Gantry Operators in increasing elevator on / lift off productivity in cy containers PT. Nilam Port Terminal Indonesia. This research uses quantitative methods and analysis techniques of Multiple Linear Regression. The instrument used was a questionnaire. The population in the study were operators and employees working in the Patchouli terminal totaling 121. Sampling was carried out using the Slovin formula, resulting in a sample of 55 operators and employees. Based on the results of the feasibility test the model shows that the resulting regression model is good (feasible) and can be used for further analysis. Based on the results of hypothesis testing, it shows that experience, training and skills have a positive and significant influence on the productivity of lift on / lift off in container yard container PT. Nilam Port Terminal Indonesia. While the variable that has the most dominant influence is the experience variable by obtaining a standardized coefficient of operator experience beta of 0.973.

**Keywords:** Lift on / Lift off productivity, experience, training and operator skills

## UNDERSTANDING ON LEADERSHIP OF COMMUNITY EMPOWERMENT AND VILLAGE OF GOOD GOVERNANCE OF THE VILLAGE BUSINESS

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**Abstract:** This study aims to understanding the good governance based on perspective of Head of Community and Village Empowerment Agency (DPMD). Informants in this research are the Head of Division, Section Head, and community economic business development staff who can represent the research unit in the understanding of good governance in DPMD Jombang Regency. The study was conducted with in-depth interviews with the help of a questionnaire. Data analysis using descriptive qualitative. The results of this study indicate that the Village-Owned Enterprises (BUMDes) are professionally managed, the BUMDes management has the capacity, is able to compile a master plan, understand business, governance refers to guidelines for establishing BUMDes based on Permendes and has Standard Operating Procedures (SOP). BUMDes is managed separately from the village government and there is not much interference from the village government, without being influenced by the pressures of other parties' policies, and can carry out their duties proportionally and can be accounted for. The principles of BUMDES governance include transparency, accountability, responsibility, independence, participation, effective and efficient, and sustainable.

**Keywords:** Accountability, BUMDES, good governance, transparency

**SHARIA COOPERATIVE INSTITUTIONAL DEVELOPMENT: THE BLOCK CHAIN APPROACH  
(CASE STUDY IN SUKOLILO BARU VILLAGE, BULAK DISTRICT, SURABAYA CITY)**

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**Abstract:** A community-based institutional building of syariah cooperatives requires information and communication technology. This has led to a block chain approach that benefit from the industrial revolution 4.0. The institutional concept that was developed 60 years ago by JE. Eaton (1972) is very relevant in this context. In this study, we employ a qualitative and descriptive method. A profit and loss sharing was institutionalised through initiation and implementation stages : firstly, description and analysis of the internal institutional knowledges and awareness, linkages and output performance. Secondly, analysis of factors which are supportive and factors which are hampering. Our findings shows that community response to knowledge and awareness for adopting syariah cooperative is satisfactorily good as indicated by the establishment of a syariah pra-cooperative named "Nurus Shobah" in 2019. The output performance is effective : the number of members increased up to 34%, while the quality of sirkah is 98%. Institutionally, there is a leadership with high integrity that possesses sufficient intellectual, emotional, and spiritual quotients. The doctrine of sincerity, discipline and responsible is well socialised. The programs of lending-saving and retail are supported by an internal structure which is flexible. Hampering factors are delayed adoption of block chain approach due to lack of exposition to members, underperforming of software, and administration is still manually carried out. A supportive factor exists in which functionally, the cooperative has been partnering with neighbouring university through a supervision program. We therefore conclude that the institutional building of syariah cooperative in Bulak, Surabaya has not been fully implemented. A block chain approach is to be soon adopted to support the cooperative.

**Keyword :** institution, syariah, cooperative, block chain

**THE SYNERGITY BETWEEN OF CENTRE GOVERNMENTAL INSTITUTION AND REGIONAL GOVERNMENTAL INSTITUTION IN THE SERVICES OF BASIC EDUCATION TO BUILD BORDER AREA BETWEEN INDONESIAN AND MALAYSIAN AT ENTIKONG – SEKAYAM SUBDISTRICT OF SANGGAU REGENCY**

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**Abstract:** To build border area of the state was the responsibility of the both centre government and regional government. The condition of the state border area need acceleration to build continuously in order to be foremost guard of the Indonesian state. The improvement of educational in border area was the important thing to strengthen national defences to be nation foremost guard by education and culture.

The dark phenomenon of education not as new issues any more, especially at Sanggau Regency of west Kalimantan provinces, where as border area with Malaysian state. The school Infrastructure over there have most limitation. For examples such as no school toilet available, no library, limitation on the number of class room ( one class room divide into two class room separated by bamboo), limitation in number of teacher (one teacher teach for two class) and then the acces of road to school was very bad acces, the construction of school building in unproper condition as a building (leak nof the roof at any places), and no floor layer.(reported by efectivity of budgeting management survey BNPP 2016).

The educational problem occurred, its caused by bad services of educational system both of national or local system by centre and regional government. The overlapping between centre band region government policies, as an evidence of low in institution synergy between centre government and regional government. **Problem**

**Formulation** 1) How about condition and education quality at the border state of Sanggau Regency. 2) How

about the institution synergy between centre government and region government in services of elementary school at Sanggau Regency. **Special Target** Recommendation of institution relationship model for both of centre and region government in elementary education services. Analysis knife used institutional theory, The

relationship between centre and region in education services. **Research Methode:** Descriptive, qualitative approach. Collecting data technique by observation, interview and documentation. The technique of collecting informan: Purposive and data accidental analysis by Macc Nabb, Data validty test by triangulation of result

research. In 2016 the the elementary school founding directorat of Indonesian education and culture ministry, issued a program of elementary school regulation (Tatkol SD). These program was part of the program in bureaucracy reformation launched by ministry of education and culture affair for the distribution of assistance to elementary school sourced of ministry APBN. In this Takola management have synergy by both of region government and some centre government institution such as BNPP, BAPPENAS, Kemendagri, PUPR ministry, BPS, Bappeda, and healthy institution. Although, these synergy still poor of effektivty , because most of the cooperation still not based to MOU, but in2018 takola program not existing any more, then part of programs such as school building rehabilitation taken over by PUPR Ministry based on President regulation No.43 2019, so the collaboration between institution available in centre n region government by utilization Technique SMK, Kemendikbud and PUPR ministry not connected any more, because each of them follow their outhtority by their shelf whereas, still need synergy to every institution to increase the quality of elementary school services inh the border area between Indonesian and Malaysian state.

**Keyword :** Sinergyty, central and regional government, basic education

**EMPOWERMENT OF SCHOOL COMMITTEES IN IMPROVING THE QUALITY OF EDUCATION  
BASIC SCHOOLS OF INDONESIA-MALAYSIA STATE BORDER  
(ENTIKONG AND SEKAYAM DISTRICT)**

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**Abstract:** Equitable quality of education is a must to be implemented in all corners of the Republic of Indonesia, with the existence of government policies that provide the main focus on the areas of disadvantaged, frontier and outermost regions providing space to the State border areas which in fact are still tinged with problems of limited basic infrastructure, such as education health and other areas of life. The blurry portrait of education is not new, nor is the priority location of Entikong and Sekayam in Sanggau Regency, West Kalimantan Province, a direct border with the State of Malaysia. Improving the quality of basic education is not only the responsibility of the government, in this case the education office, school principals or teachers, but the role of the school committee as a representative of parents in the implementation of education in primary schools is also very important so that the existence of the school committee be a formality in the administration of education but also its role of the requirement for expediency. The empowerment of school committees helping to improve the quality of education in the border regions (Entikong and Sekayam) must be realized by providing a space for the active participation of school committees in every activity that leads to improving the quality of education itself. The purpose of this study is to see how the form of empowerment of school committees in improving the quality of education especially in elementary schools. The research method used is descriptive qualitative approach with data collection techniques namely observation, interviews, and documentation. Research findings The existence of a school committee is an important element in improving the quality of school education services, its existence with all the tasks and functions it has can play a role in realizing better quality education services. Efforts to empower school committees are carried out in various ways although they are still not ideal as stated in the regulations related to school committees. In principle, so far the participation of school committee members and the form of empowerment of school committees is still limited to routine meetings and the fulfillment of supporting facilities for student learning facilities that are done voluntarily by school committees. Based on this, the efforts to empower school committees have been made but are still limited to routine agendas that are not yet optimal as the actual duties and functions of school committees.

**Keywords:** Empowerment, School Committees, Basic Education

## PETIS AND MADURESE CULTURAL IDENTITY

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**Abstract:** Food is closely related to the principle of social identity, our daily activities with another person has sacred or worldly. In addition, culinary culture also has a certain meaning for the audience. Every food which in is used of part a cultural ritual that always has a symbolic side, meaning and morals that represent its cultural identity. Petis is an inseparable food from Madura's various culinary recipes. Petis symbolizes the proof and symbol of the hard work of the coastal communities of Madura. Petis can be interpreted as a hope 'of the community and shows the existence of a Madurese ethnic identity that distinguishes it from other communities. This paper is part of research on the cultural identity of migrants in Madura. The purpose of this study was to determine the relationship between people with food, which can reveal a lot of information about them. The choice of food is able to expose a group or a person's belief, passion, background knowledge, assumptions and personality. food choices and eating habits understood to be related to the phenomenon of socialization and social bonding, the construction of collective identity under which to show the logic of social distinction and organization of life in society.

**Keywords:** *petis*, madura, cultural identity, food and identity



## IMPROVEMENT OF JOB SATISFACTION BASED ON WORK MOTIVATION, WORK ENVIRONMENT, COMPETENCE AND COMPENSATION FOR HOSPITAL EMPLOYEES

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**Abstract:** This study aims to determine the factors that can increase employee satisfaction at the Regional Hospital dr. Sobandi Jember. These factors include work motivation, work environment, and compensation and HR competencies. The population in this study is 226 employees who will also be used as research samples. Thus this research is also called census research. This type of research is quantitative research. Data analysis techniques using structural equation modeling with PLP Warp software that tests the validity and reliability of measuring instruments, as well as model fit and path analysis test. The results showed that the motivation variable with a coefficient of 0.281 affected employee satisfaction. Work environment variables with a coefficient of 0.162 affect employee satisfaction. HR competency variable with a coefficient value of 0.010 does not affect employee satisfaction. While the compensation variable with a coefficient of 0.681 affects employee satisfaction.

**Keywords:** work motivation; work environment; competence; employee satisfaction; Hospital

**DOES EDUCATION INCREASE LABOUR PRODUCTIVITY?  
AN EVIDENCE FROM INDONESIA DURING REFORM ERA**

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**Abstract:** This research investigates the effect of education on labour productivity in Indonesia, after the establishment of new education budget policies in the reform era. The focus of this study aims to measure the significance of the influence of primary, secondary and tertiary education variables on labour productivity. The data source in this study is panel data covering 34 provinces in Indonesia and time-series data from 2015 to 2018.

**Results:** Through the econometric approach of the *fixed-effect model*, the objective of this research is to observe whether it is true that education increases labour productivity in Indonesia. Therefore, the null hypothesis built is that education in Indonesia does not affect the level of labour productivity. The results showed that the level of primary, secondary and tertiary education had a strong and significant positive effect on increasing labour productivity in Indonesia, so the null hypothesis was rejected. However tertiary education has a lower influence than primary and secondary education.

**Conclusions:** The increase in the education budget introduced by the government has been able to prove an equal distribution of education at every level in each province, thereby affecting the productivity of the Indonesian workforce. This study recommends that the Indonesian government focus its attention on tertiary education and keep improving the quality of education at this level so that the workforce capabilities of tertiary-institution graduates are able to increase and the graduates can compete in the labour market with reliable productivity and can be evenly distributed in each province as well as be able to meet labour market standards.

**Keywords:** education, labour productivity, panel data analysis, reform, Indonesia

## THE POTENTIAL OF EQUITY-BASED CROWDFUNDING TO FUND SME'S AND BUSINESS STARTUP USING FACEBOOK

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**Abstract.** This study aims to look at the effect of social capital, obligations, and shared meaning with equity-based crowdfunding success rates. The design of this study uses a quantitative approach. Data obtained by distributing questionnaires using google form. The population of this research is the project initiators from SMEs entrepreneurs, startup businesses and fund owners or investors. Respondents come from Facebook groups whose members are entrepreneurs who have been in contact with crowdfunding both as project initiators and funders. The findings of this study confirm that social capital, obligation, and shared meaning have a positive and significant influence on the success of a crowdfunding platform. The greatest influence is on shared meaning. Another interesting finding is that the success of using social media like Facebook.

**Keywords :** equity-based crowdfunding; shared meaning; SMEs; startup business, facebook.

## STRATEGY FOR IMPROVING HIGHER EDUCATION PERFORMANCE THROUGH SUSTAINABLE COMPETITIVE ADVANTAGE MODELS

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**Abstract:** This study aims to obtain a sustainable Competitive Advantage Conceptual Model in Private Higher Education (PTS) in the face of competition between Higher Education service providers, in detail This study measures the extent to which PTS Competitive Advantages can be shaped by aspects of Market Orientation, HR Competence, and territory Management in order to achieve the expected Organizational Performance. The research method uses a quantitative approach, through a survey of 142 respondents in 14 PTS in East Java.

The research findings indicate that Competitive Advantage is significantly influenced by market orientation and HR (Human Resources) Competence. Meanwhile, HR Competency directly no significant effect on organization performance, but must be mediated by a Competitive Advantage. Meanwhile, the Territory Management can directly affect the performance of organizations, but has no effect on Competitive Advantage. The implementation of the competitive advantage model can improve the performance of their institutions. In general, the College Leaders have understood the existing competitive conditions, and there have been efforts and strategies to achieve competitive advantage.

**DESTINATION IMAGE EFFECT, THE ATMOSPHERE AND MARKETING OF CONSUMER  
LOYALTY EXPERIENTIAL (STUDY IN KOLONG CAFE JEMBER)**

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**Abstract:** This study aims to analyze the variables that Determine the opportunities for consumer loyalty Jember Kolong cafe among the variables of the destination image, location and experiential research is explanatory research marketing. This the which aims to determine the causal relationship between the dependent and independent variables. The sampling technique used is the purposive sampling method, the which is sampling with certain considerations. The consideration of sampling in this study is a minimum age of 17 years and a minimum purchase of 2 times. The Data used in this study are the data of primary and secondary data. The primary sources of data were used in this study through questionnaires and interviews while secondary sources of data were used in this study through scientific journals and literature. The Data analysis method used is multiple linear regression analysis. The results Showed that the destination image, location and experiential marketing had a significant effect on the consumer loyalty of Cafe Kolong Jember.

**Keywords:** Destination Image, Experiential Marketing, Consumer Loyalty, Location

## THE EFFECT OF COMPENSATION AND TRANSFORMATIONAL LEADERSHIP ON JOB SATISFACTION MEDIATED WITH JOB MOTIVATION

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**Abstract:** This research aimed to examine and to analyze the effect of compensation and transformational leadership on job satisfaction, either directly or indirectly, mediated with job motivation variable in Muhammadiyah Hospital of Lamongan (thereafter called RSML). This study was an explanatory research; the analysis method employed was Partial Least Square (PLS). The population of research consisted of 364 employees of Muhammadiyah Hospital of Lamongan, while the sample consisted of 79 employees, taken using Slovin technique. The results showed that compensation and transformational leadership are fundamental instruments underlying Muhammadiyah Hospital of Lamongan in improving its employees' job motivation and satisfaction.

**CORPORATE CULTURE APPROACH AS THE BASIS FOR CORPORATE (CRIMINAL)  
LIABILITY IN INDONESIA**

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**Abstract:** This study aims to examine the corporate culture approach as the basis for corporate criminal liability in Indonesian. This study uses the doctrinal method with the statue and comparative approach. In Indonesia, we generally recognize 3 (three) theories of corporate criminal liability, namely direct corporate criminal liability theory, Vicarious Liability Theory, and The Strict Liability Theory. The similarity of the weaknesses of the three methods is to put individual fault as corporate fault so that companies are responsible for individual's failure. In other countries, these three theories were becoming obsolete and began to use the corporate culture approach as an effort to ensnare companies that acted against the law. Corporate culture approach is considered more relevant because it is able to make a company as a legal entity ideally so that it is able to take action and be responsible for its fault and its activities.

**Keyword:** corporate, criminal, liability, culture, Indonesia

## PROSPECTIVE MODEL IN PUBLIC POLICY FOR A DEMOCRATIC AND EQUITABLE ELECTION OF REGIONAL LEADERS

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**Abstract:** The election of regional leaders conducted directly by the community is believed to result in a democratic government. The formed government is expected to be more open, more responsive, and to carry out the aspirations of the people so that it can realize a government that comes from the people, by the people, and for the people. A person can nominate him/herself as a candidate for Regent or Deputy Regent if supported by some residents, by Political Parties or Combined Political Parties. The relatively weak support of the population or political parties or combined political parties has resulted in very few candidates for regent or deputy regent, even only one pair of candidates can occur as in Pati Regency.

The study aims to know how the policy in the future (Prospective Model) should be taken so that the single-candidate for Regent or Deputy Regent in a general election does not happen. By using a sociological juridical approach, collecting primary and secondary data, processing and analyzing data, the objective of the study can be reached. The policy that needs to be taken by the government so that in the future there will be no single candidate is by giving obligations to political parties to conduct cadre recruitment to become candidates for regional leaders. Besides, the General Election Commission needs to make a scheme that is easier and more flexible for individual candidates regarding administrative requirements, procedures, and mechanisms for gathering support, and there needs to be a new policy so that the potential for a single-candidate can be eliminated or not occur.

**Keywords:** Prospective Model, Regional Leader Election, Democratic



**APPLICATION OF HEALTH ADMINISTRATION SERVICES BASED ON E-GOVERNMENT  
THROUGH THE SIKDA GENERIC TANGGULANGIN COMMUNITY HEALTH CENTER**

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**Abstract:** The study aims to describe and analyze the implementation of e-government-based health administration services through Generic Sikda in Tanggulangin Health Center and explain the constraints faced in the implementation of e-government-based administrative services through Generic Sikda. This type of research is qualitative. Data collection is done by conducting observations, documentation, and interviews with informants. The results of this study indicate that the flow of e-government-based health administration services through Generic Sikda in Tanggulangin Health Center can minimize the time of health administration services which are initially 15 minutes to 5 minutes for the old community and 10 minutes for the new community. The implementation phase of e-government-based health administration services through Generic Sikda is still in the preparation stage, this can be seen from the indicators found in the field, namely the creation of other institutional sites (Ministry of Health through Data and Information Center, Provincial Health Service, and District Health Office/City), preparation of human resources, availability of budget, supporting facilities, and socialization of the internal and external environment. In the implementation of e-government-based health administration services through the Generic Sikda, there are several obstacles, namely the limited number of registration booth employees, limited information technology and obstruction of the internet network, the limited socialization of the Generic Sikda application to the public.

**Keywords:** Public Service, E-Government, Sikda Generic

## THE ROLE OF GOVERNMENT TO MANAGE URBANIZATION

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**Abstract:** Development in Sidoarjo has a role and function as a center of economic activity, which has attracted urban residents to come to this city in an effort to get employment / business opportunities because of limited access of employment in the village. This research aims to analyze and describe the role of government to manage urbanization. This research uses descriptive qualitative research methods, data sources are obtained from primary data through observation, interviews and documentation. While, secondary data are obtained from reference books, reports, magazines, scientific journals or other media. The informants determined with purposive sampling technique. The informants are the head of Dinas Kependudukan dan Catatan Sipil Kabupaten Sidoarjo, the head of the population registration subdivision, 2 urban residents, a boarding resident, and the chairman of the neighborhood. The data analyzed with interactive model that are data reduction, data presentation, and conclusion drawing. The results of this study indicate that the role of the government to manage urbanization as a stabilizer done through socialization about population administration, collecting non-permanent population data, and judicial operations. The collecting non-permanent population data runs less optimally. There are no regulations regarding the mechanism to collect non-permanent population data in Sidoarjo. The regulations to describe all the duties and authorities of stakeholders to manage urbanization in Sidoarjo.

**Keywords:** Role of Government, Urbanization, Social Change

**IMPLEMENTATION OF SUBSCRIPTION PARKING POLICY IN SIDOARJO  
(STUDY IN DEPARTMENT OF TRANSPORTATION OF SIDOARJO DISTRICT)**

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**Abstract:** This study aims to analyze and describe the implementation of a subscription parking policy in Sidoarjo as well as supporting and inhibiting the implementation of a subscription parking policy in Sidoarjo. The research method uses descriptive research with a qualitative approach. Data collection is done by observation, interviews, and documentation with informants. Data analysis technique uses Miles & Huberman theory, namely data collection, data reduction, data presentation, and conclusion. The results showed that the implementation of a subscription parking policy in Sidoarjo had not run effectively because the standard operating procedures had not been implemented optimally by the supervisors and carved out a subscription; facilities and infrastructure are inadequate; as well as the salary of supervisors and parking attendants subscribers are minimal. Factors supporting the subscription parking policy in Sidoarjo are the collaboration of Bapenda (Regional Revenue Agency) East Java Province in the framework of revenue sharing as much as 13% of subscription parking fees for East Java Province cash and giving a portion of places in Samsat to collect subscription parking fees while the inhibiting factor is still many parking attendants are charging parking fees; there are still villages that park by levies; there are still many parking activities on the edge of national/provincial roads because there are many shops in Sidoarjo; as well as facilities and infrastructure parking attendants less adequate. The conclusion of this study is that the implementation of a subscription parking policy in Sidoarjo has not run effectively related to standard operating procedures, facilities and infrastructure, and the level of compliance of the subscription parking attendants.

**Keywords:** Local Levy; Parking Levy; Subscription Parking; Public Policy Implementation

**ACCOUNTATION TREATMENT FOR HISTORICAL ASSETS  
(PHENOMENOLOGY STUDY IN MANAGEMENT OF PARI TEMPLES)**

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**Abstract:** This research is conducted to find out how the accounting treatment of the Heritage Assets Candi Pari, how the assets is recognized, recorded, and reported in the financial statements using phenomenological view point. The research data was collected by the Researcher in 3 (three) procedures, first, the Researcher doing interviews with informants or sources of the relevant departement or manager of Candi Pari namely the Balai Pelestarian Cagar Budaya, Jawa Timur (BPCB), second, is checking documents of the Heritage Assets Candi Pari, how it's recognized, as what, recorded, until how the value of Heritage Assets is, and the last data searching. Methods of data analysis in research is divided into 3 stages. The first stage, data reduction, selection process, concentration, attention, abstraction and transforming the raw data from the field, second is the data display, presents data in the narrative and tabels form to explain the phenomenon under study and the last, is the conclusion. The results of this study is the recognition of the BPCB Jawa Timur is that Candi Pari is recorded as plant asset and Candi Pari is deliberate without value, so the Heritage Assets can not be traded. The value of this recording is in conformity with PSAP number 07 of 2010 section 69 that Heritage Assets must be recorded in the number of units without value.

**Keywords :** Heritage Assets, Recognition, Recording, Assessment, Candi Pari, BPCB Jawa Timur

**INTERACTION OF INTELLECTUAL CAPITAL DISCLOSURE AND FINANCIAL PERFORMANCE  
AGAINST MARKET CAPITALIZATION : EVIDENCE FROM FINANCIAL SECTOR AND  
TELECOMMUNICATION COMPANIES IN INDONESIA**

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**Abstract:** This research is aimed to explain the influence on intellectual capital disclosure and firms financial performance on market capitalization. This research uses secondary data from annual report of financial sector and telecommunication companies that listed in Indonesian stock exchange (BEI) in period 2012 – 2016. The research use a quantitative approach with method the classical assumption testing and hypothesis testi in multiple linear regression method. The result of this research showed that the variables of intellectual capital disclosure influenced positively and significantly on market capitalization and firms financial performance with ROA,ROE, EPS as proxy influenced positively and significantly on market capitalizatio.

**Keywords :** Intellectual Capital Disclosure, Firms Financial Performance Return On Asset (ROA), Return On Equity (ROE), Earning Per Share (EPS) , Market Capitalization.

## THE EFFECT OF EMPLOYEE STOCK OWNERSHIP PROGRAM (ESOP) AND REGULATORY FACTORS ON THE QUALITY OF IMPLEMENTATION OF CORPORATE GOVERNANCE

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**Abstract:** This study aims to determine the effect of Employee Stock Ownership Program (ESOP) and regulatory factors on the quality of corporate governance implementation. this research is quantitative research using primary data. The population in this study is public companies in Indonesia which are included in the ranking of the Indonesian Institute for Corporate Governance (IICG) during the 2013-2017 period as many as 156 companies. The sampling technique in this study used purposive sampling, so that a total of 55 observations were obtained consisting of 11 companies over 5 periods. The analytical tool used is the analysis of multiple linear regression tests, t test, F test and coefficient of determination ( $R^2$ ) using the SPSS software application. The results of the study show that partially that the Employee Stock Ownership Program (ESOP) does not influence the quality of corporate governance implementation, while regulatory factors is affect the quality of corporate governance implementation. The results of the study simultaneously show that the Employee Stock Ownership Program (ESOP) and regulatory factors influence the quality of corporate governance implementation.

**Keywords :** Employee Stock Ownership Program (ESOP), Regulatory Factors, Quality of Corporate Governance Implementation

## SIDOARJO SOCIETY'S PERCEPTION ON SYMBOLS OF RADICALISM IN ISLAM

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**Abstract:** Most of the bomb terror incidents in Indonesia are carried out by Muslims, which make Islam having a frightening, violent, and radical religious image. Most terrorist bombers use beard symbols, raise pants, wear robes, and wear a veil (for women). As an effect, people who use symbols as justified as people who have radical thinking, as the conclusions of previous research. This study aims to find out how Sidoarjo people's perception of the symbol of radicalism in Islam. This study uses descriptive qualitative research methods with interviews as the data collection technique. The results of this study stated that the perception of the people of Sidoarjo disagreed with radicalism identified with symbols used by Muslims such as using beards, raising pants, wearing robes, and veils. That is, radicalism is an understanding of the religion of each person can not be seen from the outward symbols of each person who embraces Islam.

**Keywords :** Perception, Radicalism, Symbols

**EFFECT OF ONLINE GAMES ARENA OF VALOR ON SMARTPHONE GAMERS AGAINST  
SOCIAL COMMUNICATION BEHAVIOR (A CASE STUDY GAMERS ARENA OF VALOR IN AOV  
COMMUNITY WARKOP WAREHOUSE IN SIDOARJO)**

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**Abstract:** The purpose of this study was to determine the effect on the Smartphone Online Game of the Social Communication Behavior gamer AOVAt Community AOV In Warehouse Warkop Sidoarjo. During this time gamers always viewed individualistic and rarely interact with its environment as too cool and concentrate on the game. This study uses a quantitative method with a simple linear regression analysis based on SPSS V24.0. The sampling technique is done with total probability, the number of samples a total of 50 players from the community Warkop Warehouse AOV in Sidoarjo. Results of the study indicate that the Online Game AOV effect on the behavior of social communication Warkop gamer in Sidoarjo Warehouse by 62%. Social communication behavior of familiarity Gemer Gamer formed in communication between Gemer in gaming arena ov valor, Communication is done when they devise strategies such as role, hero, and new formations to achieve victory in a game. Communication among the members provide a major influence on the process of thinking while gaming arena of valor in solving problems with cooperation among members of the group are compact and united to form positive social behavior on the surrounding environment or the environment.

**Keywords:** *Online Ga*



**FAMILY COMMUNICATION IN OVERSIGHT OF THE USE OF SOCIAL MEDIA  
YOUTUBE BY CHILDREN**

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**Abstract** : Communication between family and child about Youtube social media is very interesting to be used as a research material. The purpose of this research is to determine communication of family to limit their child for using Youtube. This research has several indicators selective, systemic, unique, processual and transactional. This research was conducted to seven people in Bukit Kalibagor Indah Residents, Banyumas, Central Java. This research used descriptive qualitative method through interview with the informants. This research used interpersonal communication theory by Julia T. Wood. This theory has a concept about the characteristics of interpersonal communication. The result is, interpersonal communication between family and their child is performed in a calm and relaxed situation like after dinner, watching Television together or hanging out together. But the parents assume that games tutorial and Korean music that kids watch from Youtube give the negative impact, it changed child's attitude and wasted their time to studying.

**Keywords** : Social Media, Family Communication, Youtube

**THE EFFECT OF UTILIZING TAX AMNESTY TAXATION FACILITIES  
IN CONTROL EFFORTS ON COMPLIANCE WITH TAX PAYMENTS  
(PRATAMA TAX OFFICE SIDOARJO)**

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**Abstract** : The purpose of this study to determine the effect of tax facilities utilization tax amnesty in tax control efforts against compliance rate tax payment case study at tax office south Sidoarjo. Awareness of paying taxes, knowledge and understanding again tax regulation taxpayers. Good perceptions of tax system effectiveness to be independent variables in this study, while tax amnesty becomes a dependent variable. The population taken in this study is taxpayers at the primary Sidoarjo tax service office as many as 58 respondents. The sampling technique used was purposive sampling 62 questionnaires distributed, obtained 58 respondents who could be included in data processing. Data analysis in this study using multiple linear regression with the help of SPSS software (Statistical package of Social Science) 16.0 to process questionnaire data. The results showed that tax paying awareness had an influence on the tax amnesty with a significant value of 0,002, Knowledge and Understanding of Taxpayer Taxation Regulations had an influence on tax amnesty with a significant value of 0.003, Good Perception of the Effectiveness of the Tax System had an influence on tax amnesty with significant value of 0.021.

**Keywords** : awareness of paying taxes, knowledge of tax laws, perceptions of tax system effectiveness, tax amnesty

**THE EFFECT OF RETURN ON ASSET (ROA), RETURN ON EQUITY (ROE), AND DEBT TO EQUITY RATIO (DER) ON MARKET CAPITALIZATION ON AGRICULTURE SECTOR COMPANIES LISTED ON INDONESIA STOCK EXCHANGE PERIOD 2013 – 2018**

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**Abstract** : Agriculture companies experienced a significant development along with the increasing number of population in Indonesia as well as increasing the needs and ability of people's purchasing power. To compensate for the increase in demand, the companies need additional capital to expand their company's operational activities with the challenge of increasingly narrow agriculture land in Indonesia as development in various regions increases. One of the ways to get additional capital is by selling company shares to investors. Some companies have even sold their shares to the public through the Indonesia Stock Exchange to attract investors that increase their capital. However, an investor has to analyze the performance of the company before deciding to invest. The analysis can be done by observing Return on Asset (ROA), Return on Equity (ROE), Debt to Equity Ratio (DER), and Market Capitalization of the company.

The sample of this research used all of the population in the agriculture sector listed on the Indonesia Stock Exchange which is 19 companies. As the result shows there is a significant effect between Return on Asset (ROA), Return on Equity (ROE), Debt to Equity Ratio (DER) simultaneously on Market Capitalization. Thus it can be concluded that the way to increase Market Capitalization is company needs to maintain its financial performance especially those related to Return on Asset (ROA), Return on Equity (ROE), Debt to Equity Ratio (DER), where Market Capitalization reflects the level of investor confidence to the company.

**Keywords** : Return On Asset (ROA), Return On Equity (ROE), Debt Equity Ratio (DER), Market Capitalization

## THE ROLE OF CONSUMER SATISFACTION IN MODERATING REPURCHASE INTENTION

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**Abstract** : This study aims to determine how much influence the perceived ease of use and perceived usefulness to repurchase intention with consumer satisfaction as a moderator variable in lazada online shopping stores. The object of this study is lazada users who have made purchases 1 time and are at least 17 years old and have a maximum of 40 years. In the selection of the sampling technique used is non-probability sampling with a purposive sampling method and the sample used is 100 respondents. This type of research is quantitative research. Data analysis using SEM PLS. The results of the study prove that perceptions of convenience have a significant effect on repeat purchases, perceptions of usefulness have a significant effect on repeat purchases, perceptions of convenience do not have a significant effect on purchases with consumer satisfaction as a moderator variable, and perceptions of usefulness do not significantly influence purchases with consumer satisfaction as a moderator variable.

**Keywords** : Perceived Ease Of Use, Perceived Usefulness, Repurchase Intention, Consumer Satisfaction

## THE WAGE OF NOTARY'S EMPLOYEE WHICH JUDGE BY LABOUR LAW IN SIDOARJO

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**Abstract.** The notary performance really needs the support of the role of the workforce or notary employee. The notary employee helps provide services for the deed making, such as the process of preparation, registration, and ratification of documents or deeds made under the hand and be witnesses in the inauguration of the deed. The work carried out by Notary Public employees has an enormous responsibility with a lot of work weight. Therefore, notary should give a corresponding wage related to this because according to the results of research that has been done shows that notary officers are workers referred to in the Manpower Act. Therefore, the contract must follow the district minimum wage (UMK). This research uses the method of statute approach and sociolegal. The results of the study showed that the inconsistency of wage among fellow notary in Sidoarjo is due to differences in the number of orders that can be found. Thus, in order to meet the standard of life eligibility (aspect of justice) for notary employees, although not according to the district/city minimum wage (UMK), formulated solutions where the price of wages is analogous to the equal profession of salary /Accountants Services.

**Keyword :** Notary's Employee, Wage Standardization and Occidental Aspect

**LEGAL AID FOR VULNERABLE GROUPS AGAINST ACCESS FOR JUSTICE  
IN SIDOARJO REGENCY**

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**Abstract** : The thesis titled "Implementation of legal aid for groups vulnerable to the realization of access for justice in Sidoarjo District" aims to know the extent of the legal aid in Sidoarjo district for vulnerable groups. The manifestation of this legal aid is a fundamental constituent right that is very important to do for the realization of an equitable access for justice to the entire line of life. This thesis was done using the socio-legal method, by collecting data in the field through interviews to various agencies working in the field of legal aid. The data collected is a primary data derived from concrete events in the field, as well as secondary data obtained from the legislation and previous research that is used as reference.

**Keyword** : Access for Justice, Legal Aid, Vulnerable Group

## THE LEGAL USE OF CLIK BAIT WITHIN INDONESIAN LEGAL CODE

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**Abstract** . Nowadays, the news content through social media is easy to find. There are many ways to attract the prospective reader to read, such as clickbait on Facebook. The research problem of this study is whether the clickbait on Facebook is a crime. Clickbait is a technique to attract site visitor by making the attractive title that is different with content. However, if the element or content is contained a criminal offense, it can be criminalized and sanctioned. The reader should be increased the reading literacy to avoid hoax, slander, false news, and not be easy to share news without reading the content first.

**Keyword:** Clickbait, Facebook social media, Crime

**CAPITAL STRUCTURE ANALYSIS, BUSINESS RISK AND ASSET STRUCTURE OF COMPANIES  
VALUE IN MANUFACTURING COMPANIES LISTED ON BEI**

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**Abstract** : The purpose of this study is to know and analyze whether there are pengaruh between capital structure, business risk and asset structure to the value of companies listed on the Stock Exchange in 2011-2015. The sample used are 7 manufacturing companies of miscellaneous industry sector with textile and garment sub-sector period 2011-2015 with purposive sampling method. This type of research uses quantitative analysis method. The analytical technique used is descriptive statistical analysis. The hypothesis test uses classical assumption test, multiple linear regression and model feasibility test. The results of this study indicate that the capital structure, business risk and asset structure simultaneously significantly influence the value of the company with a significant value of 0.006. The result of partial research of capital structure has significant influence to firm value while business risk and asset structure have no influence to company value.

**Keywords** : modal structure, business risk, assets structure and corporate value.





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# THE INNOVATION OF MSME CULINARY MARKETING STRATEGY

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## Abstract

The innovation of marketing strategy that can be done by SMES Culinary in Jember for business development needed an analysis about the business conditions. The formulation of the problems studied in this research is how to innovate marketing strategy with SWOT analysis for MSME culinary that exist in Jember. This method of research is done using a qualitative method of descriptive analysis with SWOT analysis. Results of external Internal MSMES is in the V quadrant marked Asterix (2.45; 2.6) which means having a stability/growth strategy to develop in the future, the strategy that can be applied to SMES, namely the strategy of maintaining and Maintaining, market penetration and product development. Result of the SWOT of the SMES culinary Jember has a strategy of S-O strategy that can be done in a SME that is to maintain product quality, set a cheap price as well as utilize local potentials. Based on the results of the innovations marketing strategy SMES culinary Jember namely developing the quality of existing products and adding product variants, set a cheap price to attract consumers as well as utilize local potential for example tourism and Culture.

Keywords: innovation, strategy, marketing, SWOT

## Introduction

The business world is progressing very rapidly. Competition between businesses gets longer and more stringent. Such situations require businesses to formulate while implementing business strategies to not only survive and grow the business that they run but must also compete to survive and control market share .

The environment encompasses social forces and economic forces. The main aspect of the corporate environment is the industry in which the company competes. The marketing strategy contains specific strategies for target markets, positioning, marketing mix and marketing spending magnitude. The importance of marketing strategy is a tool to achieve long-term and continuous goals based on the perspective of what the competitors are facing in the future.

Marketing strategy has an important role to achieve business success, so that the marketing field plays a big role in realizing the business plan. This can be done if the company wants to maintain and increase the sales of existing products. By implementing the right marketing strategy through the utilization of opportunities in increasing sales, the position of the market company can survive. This is done by analyzing the business environment, namely external environment and internal environment, namely SWOT analysis. The purpose and benefits of SWOT analysis is to

combine four factors or compositions precisely about how to prepare strengths, overcome weaknesses, find opportunities and strategies facing diverse Threat. When this technique can be run precisely by combining to the four elements, the perfection in achieving the vision and mission of the planned program will certainly run well and optimally (Rangkuti,2009).

New Micro Small Medium Enterprises (MSMES) in Jember are currently popping up but not all can survive and thrive. Fatimah (2018) stated that SME products have not been able to influence consumer behaviour to buy. A SME can survive and develop should be able to do marketing offline or online. Marketing activities, especially online marketing, should pay attention to law and culture. Marketing activities must not violate applicable laws and the culture of the intended consumer. Because as good as any concept of marketing used when violating the law and the culture rules of the intended consumer will not increase the turnover of sales can even make a big loss company because the community does not want to buy a company product or Company's products are banned on the market by the government or community.

SMES in Jember are rapidly growing the culinary business in both the city and rural areas. Many cafés and eateries sprung up with a certain concept to attract consumers and to stay afloat. Various development is done by SME business owners, such as implementing the development of quality taste products, the atmosphere of café and restaurant decorated with lamps, cheap prices, a wider kitchen and also provide live music So it feels different from others.

This research will identify internal and external factors covering the strengths, weaknesses, threats and opportunities that exist in the culinary MSMES that exist in the Jember region then the data is analyzed and incorporated into IFAS and EFAS matrix to Position of the MSMES. Further analyzed using SWOT matrix to bring up some alternative options for SMES can do. The final step is to determine the most appropriate marketing strategy innovation to do the culinary SMES that exist in Jember based on an alternative strategy of the resulting strategies.

Marketing strategy that can be done in the culinary SMES in Jember for business development needed an analysis on the condition of a business. Aprilius, et al (2018), titled The Restaurant Business Development strategy using SWOT analysis and QSPM, is known that La Pizza Makassar Restaurant is at the top of the highest share market among its competitors so that the results are obtained SWOT analysis strategy that can be done is the S-O strategy. Research Makmur (2015) based on Internal and external analysis done by self-service S-Mart, it can be

obtained that the supermarket S-Mart sand watering currently resides on a growth strategy. Where the decision to be taken is to develop the company by improving the quality and completeness of the product. Indriani (2015) makes a strategy that complies with the Matrix SWOT for business development on the marketing aspect of the SO strategy by expanding the market by conducting first product introduction to the region that is West Java region Because based on the BPS province of West Java 2013, furniture industry in West Java region has increased. So there is an opportunity to expand the market to the area.

Based on some research on the culinary SMES in Jember most appropriate conduct S-O strategy because there are many opportunities to develop because of the tourism of Jember city is developing rapidly and in Jember there are several colleges that have many student numbers. The culinary SMES strategy in Jember is a progressive strategy because of the culinary SMES in Jember is in prime condition so that it can continue to expand growth and achieve maximum progress and innovating place According to developments that trend is then analyzed by using SWOT analysis. Maintaining and enlarging business growth as well as facing the challenges of competition need to apply the most appropriate strategy so that the culinary SMES can survive amid this intense competition. The first research will identify internal and external factors including the strengths, weaknesses, threats and opportunities that exist in SMES Then the data is analyzed and inserted into IFAS and EFAS matrix to assess the position of the MSME in the quadrant. After determined the position of MSMES is further analyzed using SWOT matrix to bring up some alternative options that can be done. The last step is to determine which strategy is most appropriate for MSME based on alternative strategy options. Based on the explanation above, the problem formula that is studied is as follows: How to innovate marketing strategy with SWOT analysis for MSME culinary in Jember?

## **Method**

### **Research Object**

Research object in the culinary SMES in Jember district. In select Jember Regency because the culinary SMES in the region are emerging but little that can remain in the fact that Jember regency has a natural potential and abundant human resources, developing tourism and several universities standing.

### **Sampling techniques**

The sample collection techniques used in this study are as follows:

1) population

The population in this study is a culinary MSME in Jember Regency.

2) Samples

The study used purposive sampling and snowball sampling techniques.

### **Overview of SMES in Jember**

SMES in Jember area are experiencing rapid progress, especially SMES in the field of culinary especially in the area of the campus. This can be proved by the proliferation of culinary efforts in the campus area. Jember Government supports the development of SMES in Jember by providing soft loans, conducting training and exhibitions for msme level. But the problem of SMES who can survive more than 5 years with the effort still little. Most SMES fell before 5 years. Type of MSME in Jember area is handicraft, culinary, workshop, furniture and trade. The most developed and promising is the culinary business, especially in the area of campus and tourist attractions.

### **RESULTS AND DISCUSSION**

Analysis of Internal factors and factors external SMES culinary in Jember

Research that has been done from looking at the general picture of culinary MSMES in Jember and see the Vision and mission of SMES to see and know the latest SME conditions, strategies that have been pursued and performance that has been achieved can be known by some internal and external factors on the culinary SMES in Jember. Some important internal and external factors can be identified as follows:

Analysis of Internal factors and factors external SMES food in Jember

1. Internal Factors

a. Strength

- 1) Has regional specialities
- 2) The target market of this business is all circles ranging from students or parents
- 3) Abundant raw materials
- 4) Prices are more affordable than in other cities

b. Weakness

- 1) No quality standards
- 2) No standard of service
- 3) The promotion that is not yet effective is only from  
The word of mouth is still rare that promote through other media
- 4) Shortage of capital

## 2. External factors

### a. Opportunity

- 1) Jember area can be a transit for tourists who are going to Banyuwangi and Bali
- 2) There are several colleges.
- 3) Support from local governments.
- 4) Jember has interesting tourist spots both natural and artificial.

### b. Threats

- 1) The emergence of new competitors, become a threat to those who can not develop their business and the development of developing technology makes consumers choose a popular place today
- 2) The game price of competitors that make SMES to survive at a relatively low price, as well as follow the market price
- 3) Promotion from other parties is more attractive, for that MSMES must conduct promotions more effectively so that consumers know better.
- 4) Competitors, there are some similar competitors in the near MSMES which raises the choice of visiting the consumers.

**Table 1**  
**Internal factors and factors external UMKM culinary in Jember**

Internal factors	External factors
<b>Power</b> 1. Has regional specialties 2. The target market of this business is all circles ranging from students or parents 3. Abundant raw materials 4. Price is more affordable than in other cities	<b>Opportunities</b> 1. Jember area can be a transit for tourists who are going to Banyuwangi and Bali 2. There are several colleges 3. Support from local governments. 4. Jember has interesting tourist spots both natural and artificial
<b>Weakness</b> 1. No quality standards 2. No standard of service 3. Promotion that is not effective is only word of mouth is still rare that do promotion through other media 4. Shortage of capital	<b>Threat</b> 1. The emergence of new and emerging, as a threat to those who can not develop their business and the development of developing technology makes consumers choose a popular place today 2. The game price of competitors that make UMKM to survive at a relatively low price, as well as follow the market price 3. Promotion from other parties is more attractive, for that UMKM must conduct promotions more effectively so that consumers know better. 4. Competitors, there are some similar competitors in the near UMKM which raises the choice of visiting the consumers

Primary data source processed (2019)

### **SWOT matrix on MSME culinary in Jember**

#### **Internal Factor Analysis Summary (IFAS)**

After grouping strengths, weaknesses (weaknesses), opportunities (opportunities) and threats (Threats) from the development of SMES culinary in Jember, it will be analyzed using a SWOT that can produce alternative possibilities Marketing strategies. In addition to taking into account the above factors, from strengths and weaknesses (internal factors) and opportunities and threats (external factors) in the efforts to develop a culinary SME marketing strategy in Jember can be compiled Internal matrix Factor Evaluation (IFE) and the external matrix Factor Evaluation (EFE) to determine the competing strategies to be used. The IFAS are conducted by:

1. Determine strategic factors that become strengths and weaknesses as well as opportunities and threats.
2. Determine the weight of each of these factors with a scale starting from 1.0 (highest) to 0.0 (not important), based on the influence of these factors on the development of local SMES in Jember. (All such weights shall not exceed the total score of 1.00)
3. Calculate the rating for each factor by giving it a scale of 4

(outstanding or highest) up to 1 (poor or low), based on the influence of the factors on the development of the SME culinary in the variable that is positive that the strength is rated + 1 to + 4 (very good), variable is a downside to the reverse value.

4. Determine the score value by multiplying the weight by rating.
5. Provide a comment or note why certain factors are chosen, and how the scoring score is calculated.
6. Add a weighted score to obtain the total weighted score against the IFE matrix

The result of IFE matrix calculation on table 2:

**Table 2**  
**Matriks *Internal Factor Evaluation (IFE)***

Internal factors	Internal Weights	Rating	Weights X Rating	Description
<b>Power</b>				
1. Has regional specialities	0,15	3	0,45	Affecting consumer interest
2. The target market of this business is all circles ranging from students or parents	0,10	4	0,4	Affecting consumer interest
3. Abundant raw materials	0,1	4	0,4	Affecting consumer interest
4. Prices are more affordable than in other cities have a unique place	0,15	4	0,6	There is no reason to choose
<b>Sub totals</b>	<b>0,5</b>		<b>1,85</b>	
<b>Weakness</b>				
1. No quality standards	0,15	2	0,3	Visitor barriers
2. No standard of service	0,1	1	0,1	Marketing barriers
3. Promotion that is not effective is only word of mouth is still rare that do promotion through other media	0,1	1	0,1	Barriers to Marketing
4. Shortage of capital	0,1	1	0,1	Visitor barriers
<b>Total</b>	<b>1</b>		<b>2,45</b>	

Source: Primary Data processed (2019)



1. *Strenghts/S* = 1,85

2. *Weaknesses/W* = 0,6

Description:

$0,5 + 0,5 = 1$

Weights	Description
0,15	Important
0,10	Less important
0,5	Average
0,0	Less important

### External Factor Evaluation (EFAS)

The EFE matrix is arranged in the same way as by structuring the IFE matrix but the strength is replaced with the odds, while the weakness is replaced by threats. EFE matrix calculation results in table 3

Tabel 3  
Matriks Eksternal Factor Evaluation (EFE)

Factors External	Weights	Rating	Weights X Rating	Description
<b>Opportunities</b>				
1. Jember area can be a transit for tourists who are going to Banyuwangi and Bali	0,15	3	0,45	Affecting consumer interest
2. There are several colleges				
3. Support from local governments.	0,15	3	0,45	Great opportunities
4. Jember has a tourist spot that Interesting both natural and artificial	0,10	4	0,4	Great opportunities
	0,15	4	0,6	Affecting consumer interest
<b>Sub totals</b>	<b>0,55</b>		<b>1,9</b>	

Threat

1. The emergence of new komposumaror, a threat to those who can not develop their business and the development of developing technology makes consumers choose a popular place today	0,15	2	0,3	Healthy and Moderent
2. The game price of competitors that make SMES to survive at a relatively low price, as well as follow the market price	0,1	2	0,2	Competition
3. Promotion from other parties is more attractive, for that MSMES must conduct promotions more effectively so that consumers know better.	0,1	1	0,1	Attracting consumers
4. Competitors, there are some similar competitors in the near MSMES which raises the choice of visiting the consumers	0,1	1	0,1	Attracting consumers The rival
	<b>0,45</b>		<b>0,7</b>	
1. The emergence of new komposumaror, a threat to those who can not	<b>0,45</b>		<b>0,7</b>	
2. The game price of competitors that make SMES to survive at a	<b>1</b>		<b>2,6</b>	

Source: Primary Data processed (2019)

1. Opportunities/O = 1,9

2. Threats/T = 0,7

Description

$$0,55 + 0,45 = 1$$

$$0,15 \times 3 = 0,45$$

From SWOT mapping of SMES in Jember, the rating is determined based on the questionnaire field where the reference of the rating is: The rating is determined as follows

Rating	description
4	Very strong
3	strong
2	Average
1	Weak

Positive variables (all categories entering in strengths and opportunities) are rated at 1 to 4 by comparing averages with major competitors. While the variables that are negative in contrast if the weakness and the threat is very large (compared with the average competitor type) The value is 1, while if the threat value is small/below average its competitors value 4. From this reference

can demonstrate the strategy owned by SMES in the face of existing competition. From the results of the internal and external factors above, produce a series of scores as follows:

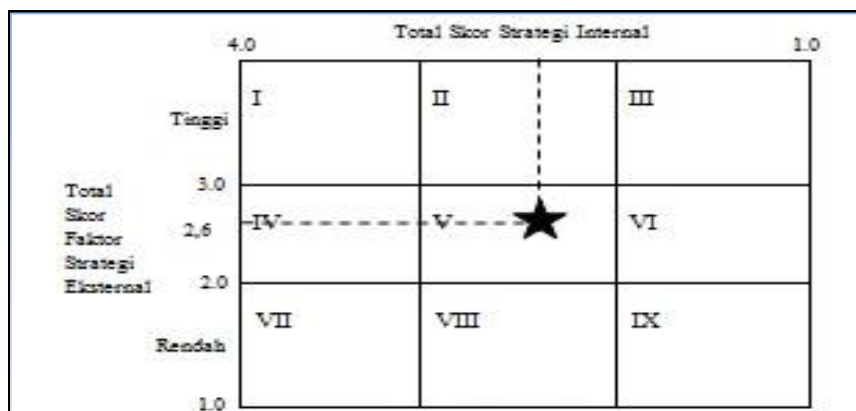
#### IE Matrix (Internal external) SMES Culinary Jember

Based on the in-4.13 table of IFAs and table EFAs 4.14 It is known that the score for internal strategic factor of 2.45 means that SMES have the average strengths and weaknesses owned by MSMES can be utilized minimizing weaknesses The total external factor score of 2.6 means that the SMES have the power and the opportunity to grow and thrive in the future by anticipating threats with the growth and developments that occur. To know the overview of the company's strategy then based on IFAs and EFAs formulations in the account in the matrix

External Internal IE matrix.

#### External internal IE matrix.

Internal eksternal IE matrik .



Pictures 1. Matrik IE

Based on the formulation of IE matrix which is in the position of the culinary SMEs Jember that is in the V squared marked Aatrix (2.45; 2.6) in the V Quadrant This means that SMEs culinary Jember should implement a stability/growth strategy. Stability/growth strategy is a SME strategy that can be applied when:

- A. MSME Jember develops product quality
- B. Set a cheap price
- C. As well as exploit potential areas

The implementation of this strategy so that local SMES can increase the number of consumers every day.

## The position of SMES SWOT matrix culinary Jember

### Matriks SWOT SMES culinary Jember

<p>IFAS</p> <p>EFAS</p>	<p>Strengths/Strengths (S)</p> <ol style="list-style-type: none"> <li>1. Has regional specialties</li> <li>2. The target market of this business is all circles ranging from students or parents</li> <li>3. Abundant raw materials</li> <li>4. Prices are more affordable than in other cities have a unique place</li> </ol>	<p>Weakness/Weakness (W)</p> <ol style="list-style-type: none"> <li>1. No quality standards</li> <li>2. No standard of service</li> <li>3. Promotion that is not effective is only word of mouth is still rare that do promotion through other media</li> <li>4. Shortage of capital</li> </ol>
<p>Odds/Opportunities (O)</p> <ol style="list-style-type: none"> <li>1. Jember area can be a transit for tourists who are going to Banyuwangi and Bali</li> <li>2. There are several colleges</li> <li>3. Support from local governments.</li> <li>4. Jember has interesting tourist spots both natural and artificial</li> </ol>	<p>SO strategy</p> <ol style="list-style-type: none"> <li>1. Develop product quality</li> <li>2. Keep the price</li> <li>3. potentiated Local Potential</li> </ol>	<p>WO's strategy</p> <ol style="list-style-type: none"> <li>1. Increase HR to improve service quality</li> <li>2. Increase the wider network of promotions.</li> <li>3. Innovate the atmosphere of a nicer place of business</li> </ol>
<p>Threats/Threats (T)</p> <ol style="list-style-type: none"> <li>1. The emergence of new komposumaror, a threat to those who can not develop their business and the development of developing technology makes consumers choose a popular place today</li> <li>2. The game price of competitors that make SMES to survive at a relatively low price, as well as follow the market price</li> <li>3. Promotion from other parties is more attractive, for that MSMES must conduct promotions more effectively so that consumers know better.</li> <li>4. Competitors, there are some similar competitors in the near MSMES which raises the choice of visiting the consumers.</li> </ol>	<p>S-T Strategy</p> <ol style="list-style-type: none"> <li>1. Maintain quality</li> <li>2. Develop marketing strategy by continuously increasing promotions</li> </ol>	<p>W-T Strategy</p> <ol style="list-style-type: none"> <li>1. Develop good quality of service</li> <li>2. Develop a good promotion of the media</li> </ol>

Based on the SWOT matrix above can be explained that there are four sets of strategic options that can be applied by SMES culinary Jember include:

#### 1. S-O Strategy

1. Develop product quality
2. Keep the price
3. potentiated Local Potential

SMES should set the price to retain their customers. Pricing must be directed to achieve the goal. Goal pricing to find profit so that the company can run but in competitive conditions the more stringent aim of finding the maximum profit in practical will be difficult to achieve. Therefore, management requires goals.

#### 2. W-O Strategy

1. Increase HR to improve service quality
2. Increase the wider network of promotions.
3. Innovate the atmosphere of a nicer place of business

Strategi W-O improves the promotion network needs to be done to minimize the weaknesses of the company by utilizing the opportunities owned by SMES, regarding the development of promotion including increasing the promotion mix so that SMES can be better known by The most special people in Jember city include:

1. Create an advertisement brochure that contains information about the café.
2. Attach ad banners to a reasonably strategic location that can be viewed from a variety of directions.
3. More active in sharing information on social networks such as, Facebook, Instagram, Twitter, etc. Then the next strategy to be applied by SMES is to innovate the atmosphere of a better business.

#### 3. S-T Strategy

1. Maintain quality and price on the menu available in MSME
2. Innovation marketing strategy by continuously increasing promotions

The price has two main roles in the decision making process of buyers:

- A. The allocation role of the price
- B. Role of information from price

Promotion strategy is to increase the network that is done to minimize the company's weaknesses by taking advantage of the opportunities that the company has, regarding the promotion, including increasing the promotion mix so that the business can be known to people including:

1. Create an advertising brochure containing information about the business.
2. Attach ad banners to a reasonably strategic location that can be viewed from a variety of directions.
3. More active in sharing information on social networks such as, Facebook, Instagram, Twitter, etc.
4. W-T Strategy

1. Develop good quality of service
2. Develop a good promotion of the media

Good quality of service will be an advantage for the company. However, if a company has got a positive value in the eyes of consumers, then the consumer will give good feedback, and not likely to be a regular customer or repeat buyer. Therefore, it is important to consider the customer satisfaction aspects related to the quality of service. Given the types of services that can be provided for example include ease, speed, ability, and hospitality that is demonstrated through direct attitudes and actions to consumers. Furthermore, a culinary MSME must set a relatively cheap price to retain its consumers the price should be directed to achieve the goal.

Out of the four possible alternative strategies above, the most appropriate strategy used by SMES in culinary Jember to continue to increase sales, namely the effective formulation of strategies finally acquired is a strategy SO that is strategy Using Strength to utilize the company-owned Opportunities

1. Develop product quality
2. Set a cheap price
3. To tighten the strategic location to attract consumers

Based on the results of the SWOT analysis conducted that the SMES culinary Jember has the power that can be worn on certain strategy and take advantage of the right opportunities and simultaneously minimize or avoid weaknesses and threats that exist. This position is very beneficial to the company by improving the conditions above the average capability of the SME culinary of Jember can compete to the existing competitors and competitors who have power.

## Discussion

From the results of external Internal Matrik, SMES are in the V quadrant marked Asterix (2.45; 2.6) which means having a stability/growth strategy to develop in the future the strategy that can be applied consist of strategy:

### 1. Maintaining and maintaining

This strategy can be used to maintain the strength of the culinary SMES and to maintain the quality of existing products by maintaining the taste of the food that has been held by SMES

### 2. Market penetration

This market selection strategy is carried out by entering several segments of the selected market which is very related to the marketing mix are different.

The next strategy to market penetration i.e. SMES should design a product strategy ranging from the presentation on the plate or in the glass is always in the attention of this becoiuse become one The key to success if the presentation is not interesting then the consumer will feel dissatisfied by this strategy is also important to apply.

Then pay attention to product Positioning consistently it is important to respond to market conditions such as price wars. Therefore, the culinary SMES must have a strategy to set a cheap price so that consumers are more interested

### 3. Product development

Product development is a strategy that seeks to bind by fixing or memoration of current products or services David and Fred (2006) The focus of product development strategies that there are already several reasons that the implementation of the strategy Product development is a competitor offering products with more quality and cheaper price. Product development strategy for MSME culinary is to add food menu, snacks with various variants, to drink, as well as variants of coffee in many more as well as products that have a taste of the development again so that consumers are satisfied with the Product development conducted by SMES Culinary Jember.

Once in the analysis of the results of the SWOT matrix on msme culinary Jember has the first strategy is the S-O strategy is a strategy that utilizes the power of the company to achieve opportunities that exist in the outside environment, in order to gain profit for Some strategies that can be done in the culinary SMES that should maintain the quality of products. Maintaining product quality is essential to convince consumers that the best product

according to consumer needs. Even to convince more there are companies that dare to guarantee compensation if the product is not the quality of the next strategy that the pricing strategy should be directed for the achievement of objectives. Goal pricing to find profit so that the company can run but in competitive conditions the more stringent aim of finding the maximum profit in practical will be difficult to achieve. SMES Culinary Jember currently occupies a strategic location because it is based on a campus area, therefore it is very easy for a culinary SMES to attract consumers buy. This research is in line with Aprilius Research, DKK (2018). The opinion of the S-O strategy is that this strategy uses the power of product innovation, raw materials that are assured of quality and freshness by utilizing the opportunity of the ease of obtaining raw materials and increasing revenue and purchasing power of society And the community's lifestyle changes. This strategy is done to attract people About. Reasoning is also in line with the reasoning Itian Makmur, DKK (2015) which argues the S-O strategy There are improving the quality of service and completeness of the product.

### **Development of marketing strategy in MSME culinary**

From the alternative results of the strategy of the company's researchers and management discuss to determine the strategy of marketing development in the culinary SMES of Jember which is better according to the situation and conditions and objectives of the discussion of Researchers and SMES culinary Jember, among others, the development of marketing strategy that has not been done in the culinary SMES and will be developed culinary SMES for the future, namely developing the quality of existing products and will add Variants of food and beverage menu and processed coffee, set a lower price price is very important to attract consumers Karna this culinary SMES opportunity and utilize the location of strategic place and innovating place with Decorate the lights.

## **CONCLUSIONS AND SUGGESTIONS**

### **Conclusion**

Based on research results can be concluded

1. The result of external Internal Matrik is a culinary MSMES located in the V Quadrant marked Asterix (2.45; 2.6) which means having a stability/growth strategy to develop in the future a



strategy that can be implemented consists of Maintaining and maintaining strategy, market penetration and product development.

2. Analysis of the SME's SWOT matrix Jember has the first strategy of S-O strategy where this strategy that utilizes the power of the company to achieve opportunities in the outside environment, in order to benefit some companies The strategy that can be done in the culinary SMES is to maintain product quality, set a cheap price as well as utilize a strategic location.
3. Results of alternative strategy of companies that have been researchers and management discuss to determine the strategy of marketing development in the culinary SMES of Jember which is better according to the situation and condition and the purpose of the discussion of the researchers and SMES culinary Jember, among others, the development of marketing strategies that have not been done in the culinary SMES and will be developed in the culinary SMES for the future, namely developing the quality of existing products and will add variants Food and beverage menu and processed coffee, set a lower price price is very important to attract consumers Karna this culinary MSME opportunities and utilize the location of strategic places and innovating places by decorating Lights, as well as live music every day and a standup comedy every Wednesday.

### **Advice**

1. To run a strategy to maintain existing products by improving their tastes and developing existing products and adding product variants of food products.
2. Local SMES in development must be in the S-O strategy is to develop product quality such as old products are tested with various variants, set a price that attracts consumers and utilize the location of the SME's culinary strategy such as Location strategy that is adjacent to the campus area.

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# CERTIFICATE OF PARTICIPATION

No. 305/II.3.AU/07.06/P/KET/XI/2019

This is to certify that

**Feti Fatimah, SE., MM**

has attended as

**PRESENTER**

in the **UMSIDA** International Conference on “*Synchronization of Business, Law and Social Sciences to Anticipate the Industry 4.0 impact in 2025*” held at the Faculty of Business, Law and Social Sciences Universitas Muhammadiyah



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