

Presented by



Book of Abstract

**Conference on Managing
Digital Industry, Technology
and Entrepreneurship 2019**

**“Understanding Real Time Economy and Design
for Business Sustainability”**

Bandung, 10-11 July 2019

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CoMDITE 2019

Conference on Managing Digital Industry, Technology and Entrepreneurship 2019

“Understanding Real Time Economy and Design for Business Sustainability”

Background

CoMDITE is an annual conference organized by Master of Management Program of the School of Economics and Business, Telkom University Indonesia and jointly hosted by the Faculty of Management, Multimedia University Malaysia. This conference will conduct alternately every year between MM Telkom University and FM MMU and highlight the achievement of Master and MBA students from both universities and other participants, as well as academic paper presentations, industry engagement, academic keynotes and discussions on key themes. The conference is an opportunity for master students, faculty, researcher and professionals to develop their social network. This will be annual event for researchers and professional in digital industry field to come back every year, meet and build up a digital industry society.

There are 11 key themes or tracks and 142 selected abstracts in this BoA. The tracks are: 1) Strategic Maangemen and Ecosystem Business, 2) Digital Technology for Business, 3) Digital Social Innovation, 4) Digital Innovation and Brand Management, 5) Digital Governance, 6) Financial Technology, 7) Digital and Innovative Education, 8) Digital Marketing. 9) Smart City, 10) Digital Talent Management, 11) Entrepreneurship. All abstracts represent research results that will contribute to knowledge development in digital industry. The conference’s proceeding book be published later after the event by CRC Press.

Preface
From Dean School of Economic and Business
Telkom University, Indonesia

CoMDITE is one of Master in Management internationalization program. We would say gratitude to Faculty of Management Multimedia University Malaysia for becoming our partner in this event.

The conference is held for two days, from July 10-11 2019 in Telkom University North Campus Jl Gegerkalong Hilir no 47., Indonesia. The conference involves keynote speakers from Thailand, Malaysia, and Indonesia, and the participants from practioners, researchers, principals, supervisors, teachers, lecturers and students form some countries. We, representing School of Economic and Business Telkom University, would say thank you and appreciation to Faculty of Management Multimedia University Malaysia as main partner, all the presenters, participants, and audiences, specially the keynote speakers, the reviewers, the chairman of the event, the committee and the crews, and all the rest that I can not mention one by one who highly participate in the conference.

Well, from the conference, We hope all guests and participants will enjoy it. We hope this conference is useful for all, especially to author that entrust paper to publish in CoMDITE. Please accept our apologies if any inconvenience matters that probably will be happen. Thank you for the participation and enjoy the conference.

Ir. Dodie Tricahyono, Ph.D

Preface
from Dean of Faculty Management
Multimedia University, Malaysia

The Conference on Managing Digital Industry, Technology and Entrepreneurship (CoMDITE) is an annual international conference co-organised by Master in Management Program of the School of Economics and Business, Telkom University Indonesia and the Faculty of Management, Multimedia University, Malaysia. CoMDITE aims to highlight the achievement of Masters and Master of Business Administration students from both universities and other participants, as well as academic paper presentations, industry engagement, academic keynotes and discussions on the key themes of the conference.

CoMDITE 2019 is dedicated to serve as a platform for scholar community across the nation and industry players to present their ideas related to the managing digital industry, technology and entrepreneurship. The theme “Understanding Real Time Economy and Design for Business Sustainability” is timely and relevant to the current development in the business and economic environment. CoMDITE 2019 aims to provide a platform for discussing the issues, challenges, opportunities and findings pertaining to real time economy and business sustainability. The rapid development of the digital industry creates new issues, that demand the needs for sharing excellent ideas and stimulating awareness concerning this important research area. In addition, CoMDITE 2019 will foster and stimulate collaborations among the scholars and the industry players. The scholars attending this conference will certainly find it helpful in refining their research ideas, finding solutions and interact with other renowned scholars for possible future collaborations.

CoMDITE 2019 includes plenary and invited lectures to highlight some major progression in the managing digital industry, technology and entrepreneurship. We would like to express our gratitude and appreciation to the CoMDITE 2019 keynote speaker, Mr Ridwan Kamil, Governor of West Java Province and our distinguished guest speakers for the invaluable sharing of information.

It is a great privilege for us to present the abstract proceedings of CoMDITE 2019 to all participants. We hope that you will find it useful, exciting and inspiring. We have received overwhelming responses to the call-for-papers. We would like to express our deepest appreciation to all paper reviewers for their contribution. Also, special thanks to all the session chairs who volunteered their time and support to make this event a success.

We would like to extend our sincere thanks to the members of the organizing team for their hard work to organize this great event. Finally, a big thank you also goes to all participants for being here to create an environment of knowledge sharing and learning

We wish everyone at CoMDITE 2019 to have a pleasant time and fruitful discussion at the conference.

Preface
From Chair Committee
CoMDITE 2019

As a World-Class University, Telkom University has willingness to contribute to knowledge development by conducting a conference. This conference is a good opportunity for discussion, dissemination and publication of academic research results. Book of Abstract compiles abstracts from presenters of Conference on Managing Digital Industry, Technology and Entrepreneurship 2019 (CoMDITE 2019) which was held on July 10-11, 2019. Next all paper will be published in proceeding book by CRC Press.

This conference had two main sessions, i.e. plenary session and parallel session with 142 presenters. The plenary session consisted of a keynote speakers that was delivered by Ridwan Kamil, Governor of West Java Province, and a panel discussion which featured some experts as the invited speakers, i.e. Associate Professor Indrawati, Ph.D., from Telkom University Indonesia, Professor Dr. Saravanan from Multimedia University, Malaysia; Dr. Vichaya Mukdamanee from Silpakorn University, Thailand; Dr. Rina D Pasaribu, M.Sc., CPM, Senior General Manager Telkom Corporate University from Telkom Indonesia; Fauzan Feisal, MIB, as CEO Digital Amoeba Program from Telkom Indonesia; Dr. Ratri Wahyuningtyas, Vice Dean School of Economic and Business Telkom University as the moderator of the panel discussion session 1; and Dr. Maya Ariyanti, Lecturer Master of Management Program as the moderator of the panel discussion session 2.

The 142 selected abstracts are coming from various universities and higher educational institutions from Indonesia and Malaysia. It shows

CoMDITE 2019 was successfully held under collaboration Magister of Management Program Telkom University (MM Tel-U) with Multimedia University (MMU). This event supported by Telkom Corporate University.

On behalf of the committee, I would express our gratitude to all distinguished speakers, authors, presenters, participants and sponsors for the successful event of CoMDITE 2019. And thank you to the great team off all CoMDITE 2019 crew for the good job. I wish you enjoy the conference.

Siska Noviaristanti, Ph.D



Keynote Speakers

Mochamad Ridwan Kamil (born 4 October 1971) is an Indonesian architect and politician who is the 15th Governor of West Java, the most populous province of Indonesia. He is also an architect and lecturer in the Department of Architecture, Bandung Institute of Technology.

Ridwan Kamil studied architecture at the Bandung Institute of Technology, and continued to study for a Master of Urban Design at the College of Environmental Design, University of California, Berkeley.

Speakers



Prof. Dr. Saravanan Muthaiyah
Professor in Information Technology
Multimedia University
Malaysia

Dr. Muthaiyah is currently a full Professor attached to Multimedia University Malaysia, where teaches and conducts research in the area of Semantic Web Algorithms, Web 4.0, Data Analytics, Blockchain, Cryptocurrencies, Evaluation of Intangibles, Value creation, Semantic Databases, Knowledge Management, Database Management, Computer Networking, Information Systems, Knowledge Management, Service Oriented Architecture, Risk Management, Project Management, Research Methodology and Data Mining. Dr. Muthaiyah had served the university in various capacities for the last 18 years such as deputy dean, HOD, programme coordinator, auditor, quality assurance committee, research task force, audit task force and Dean/Director of the Graduate School of Management (GSM). His corporate experience includes working as a systems analyst for IBM World Trade Corporation for 7 years in developing Financial Accounting Systems for Enterprise wide accounting applications. Prior to that, he had worked for Arthur Anderson as an auditor. He has consulted with numerous companies including several based in the USA (GMU Business Alliance and INTEL), Global Training Consulting (UK), EON, PNB, OUM Malaysia, MMU Cynergy, University Malaya, Maybank, UMCCED, MAKPEM, Pacific Tech, Sri Lankan Ministry of Higher Education, TelBru Telekom Malaysia, Commonwealth Telecommunication Organization (CTO), UK and PNG Telekom among others.

Speakers

Assoc. Prof. Dr. Indrawati
Senior Lecturer in Digital Marketing
Telkom University
Indonesia



Indrawati, M.M., Ph.D. is a lecturer at Tel-U since 1990. Born in Garut, March 29, 1966, she had studied English at Indonesia University of Education in 1990, Management at Padjadjaran University (master degree, 2004), and the Graduate School of Management at Multimedia University, Malaysia (doctoral degree, 2013). Since 1990, Indrawati began teaching at the Department of Business Management of Telecommunications and Information Technology Telkom Institute of Management (IM Telkom) and Management Program at Tel-U. Her various scientific papers were published in scientific journals and since 1995, hundreds of her popular writings was published in magazines and newspapers. As the first author, Indrawati, among others, wrote books entitled Bahasa Ilmiah untuk PerguruanTinggi (2004), Competitive Intelligence (CI) Pengertian, Konsep, Proses, dan Implementasi (2008), and Profil Operator Jasa Telekomunikasi di Indonesia (2008), Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi (2015), Perilaku Konsumen Individu dalam Mengadopsi Layanan Berbasis Teknologi Informasi dan Komunikasi (2017), Metode Penelitian Kualitatif Manajemen dan Bisnis Konvergensi Teknologi Informasi dan Komunikasi di Kota Pintar (2018).

Speakers



Fauzan Feisal, S.Pi, MIB
Head of Amoeba Management (CEO Digital Amoeba Program)
Head of Digital Talent Management PT. TELKOM INDONESIA, Tbk (Telkom)
Indonesia

Fauzan Feisal passionate strategic manager, strong interest in science as well as practices of business and strategic management, with strong analytical thinking, seeking the highest possible alignment of both to create successful strategies for the company. Fauzan Feisal also well known as a good "teacher", capable of quickly adjusting required thinking framework to specific audience to get high level of understanding. Personally, Fauzan Feisal a passionate aquaculturist and aquarist. In the middle of digital transformation, it's critical for Telkom to review its talent structure as well as its talent management practices. Fauzan Feisal leading the team to analyse and formulate the future digital talent strategy, including technology adoption to enable the talent management practices.

Title CEO Digital Amoeba Program

Dates Employed Jan 2017 – Present

Employment Duration 2 yrs 7 mos

Location Greater Jakarta Area, Indonesia

Speakers

Vichaya Mukdamanee, D.Phil.
Digital Visual Artist
Thailand



Vichaya Mukdamanee is an artist from Thailand, a lecturer in fine art at Faculty of Painting Sculpture and Graphic Arts, Silpakorn University, and currently a DPhil candidate in Fine Art (Practice-led Research) at the Ruskin School of Fine Art and St Hugh's College, University of Oxford. Vichaya or "Win" has had numbers of solo exhibitions both inside and outside of Thailand. His principal research interest involves the relationship between art, objects and materials that together reflect the meaning of contemporary daily life, especially in the urban society. He creates artwork in varied forms; drawing, painting, sculpture, video, and installation. Currently, his research focuses on the interchanging transition between Buddhist and artistic practices. The artworks act together as evidence of the endless journey of artistic learning, which also mirrors the concept of self-learning in Buddhist meditation.

Speakers



Dr. Rina D. Pasaribu
Senior General Manager
Telkom Corporate University, Indonesia

The Journey

- Senior General Manager Telkom Corporate University 2018 – present
- Director of Primary & Secondary Education YPT (Telkom Education Foundation)
- Director Telkom Profesional Certification Center (TPCC)
- Assistant Vice President Pricing Consumers Directorate
- KAUPNW Jabar

Table of Content

Bakground	a
Preface From Dean School of Economic and Business Telkom University, Indonesia	b
Preface From Chair Committee CoMDITE 2019.....	c
Preface from Dean of Faculty Management Multimedia University, Malaysia.....	d
List of Speakers	e

Article By Prof. Dr. Saravanan Muthaiyah	i
Article By Assoc. Prof. Dr. Indrawati	ii
Article By Fauzan Feisal, S.Pi, MIB.....	iii
Article By Vichaya Mukdamanee, D.Phil.	v
Article By Dr. Rina D. Pasaribu	vi

List of Abstract

[ABS-5] Analysis The Role of Brand Orientation on Brand Performance in B2B Healthcare Firms in Indonesia <i>Retno Sri Lestari (a), Fandis Ekyawan (b)</i>	1
[ABS-64] The Measurement of The Effectiveness Perception Index of E-Commerce Business using Descriptive Analysis <i>Siti Hajar Komariah (a), Rizki Yantami Arumsari (b)</i>	2
[ABS-83] EXPLORATION OF TEEN JEWELRY DESIGN USING FILIGREE TECHNIQUES (Case Study of Designing Necklaces and Pendants with Adaptation from Pineapple Fruit Motives) <i>Asep Sufyan Muhakik</i>	3
[ABS-119] The Paradox of Faith and Business to Control Dynamic Identity System. <i>Riky Azharyandi Siswanto(a*,b),Jasni Dolah (b)</i>	4
[ABS-134] Cosmopolitanism on Fashion Industry in Bali as an Impact of the Development in Tourism Sector <i>Arini Arumsari (a)*, Agus Sachari (b), Andryanto Rikrik Kusmara (c)</i>	5
[ABS-137] SUNDA CULTURE VALUES AT SUNDA RESTAURANT DESIGN IN BANDUNG <i>Tita Cardiah (a), Ratri Wulandari (b), Titihan Sarihati (c)</i>	6
[ABS-140] REVITALIZATION OF LOCAL CULTURAL VALUES THROUGH DESIGNING PACKAGING AND MAKING CHARCOAL SOAP - GIRI MEKAR <i>Runik Maghfiroh (a), Aris Rahmansyah (b), Teddy Ageng (c)</i>	7
[ABS-141] Kansei Approach in Auditing the Design of a Motorcycle Product <i>Dandi Yunidar (a), Ahmad Zuhairi Abdul Majid (b)</i>	8

[ABS-149] SIGNAGE FOR ISLAMIC BOARDING SCHOOL FACILITIES <i>Mohamad Tohir (a), Didit Widiatmoko Soewardikoen (b)</i>	9
[ABS-155] Processing Management in Applying the Innovation of Motive Design Using J-Batik Software for Traditional Craftsmen (Case-study: Batik's Craftsmen at Tuban, East Java) <i>Fajar Ciptandi</i>	10
[ABS-163] Design Strategies in the Market Competition of Capsule Hostels <i>Setiamurti Rahardjo</i>	11
[ABS-182] User Satisfaction Among Malaysian Music Streamers <i>Anisha Haveena Kaur (a), Sharmini Gopinathan (b)</i>	12
[ABS-54] The Importance Of Patterning The Consumer Behaviour To School Innovations In The World Of Education : A Study Of Different Society Income Levels And Educational Background <i>Elfindah Princes (a*), Johan Setiawan (b)</i>	13
[ABS-63] Digital Literacy Deficiencies in Digital Learning Environment among University Students <i>Lilian Anthonysamy</i>	14
[ABS-99] Transportation Mathematical Model Teaching using Inquiry Based Learning <i>Rio Aurachman (a*), Nopendri (a)</i>	15
[ABS-100] Associative Learning Method for Teaching Operation Research <i>Rio Aurachman (a*)</i>	16
[ABS-162] The relation of ergonomically interior design and humans health in Islamic boarding school <i>Rangga Firmansyah (a), Nangkula Utaberta (b), Nazlina Shaari (c), Sumarni Ismail (d), Nensi Golda Yuli (e)</i>	17
[ABS-171] Implementation of the Cognitive Theory of Multimedia Learning in Mobile Apps Interactive Story of Lutung Kasarung <i>Dicky Hidayat (a), Mohd. Asyiek Bin Mat Desa (b), Moh. Isa Pramana K. (c)</i>	18
[ABS-201] Overcoming Math Anxiety and Developing Mathematical Resilience in University Students through Interactive E-learning <i>Ruzanna Ab Razak</i>	19
[ABS-172] Efficiency of Legal and Regulatory Framework in Combating Cybercrime in Malaysia <i>Shereen Khan (a), Olivia Tan Swee Leng (b), Nasreen Khan (c)</i>	20

[ABS-7] THE INFLUENCE OF E-SERVICE QUALITY ON BUYING EXPERIENCE DATA SERVICE PACKAGES PREPAID CUSTOMER IN PT TELKOMSEL	21
<i>Peri Kusdinar (a), Maya Ariyanti (b)</i>	
[ABS-12] THE EFFECT OF INTERNAL MARKETING (IM), EXTERNAL MARKETING (EM), AND INTERACTIVE MARKETING (ITM) ON DECISION TO BE A CUSTOMER OF MANDIRI BANK IN BANDUNG	22
<i>Astri Wulandari (a)*, Bethani Suryawardani (b), Fanni Husnul Hanifa (c), Widya Sastika (d)</i>	
[ABS-13] Analysis Telkomsel Customer To Increase Adoption And Purchasing Via Virtual Assistant Application	23
<i>Ismawaty (a), Gadang Ramantoko (b)</i>	
[ABS-14] Optimizing the Use of Instagram as a Digital Marketing Channel to Increase Brand Exposure: A Qualitative Research Study at SME Larnis Hijab	24
<i>Yasuko Shigeno (a*), Sisdiyatmo K Widhaningrat (b)</i>	
[ABS-22] Effect of Youtube Vlogger to Increase Purchase Intention	25
<i>Yohanes Raymond Adikarta</i>	
[ABS-113] Strategic Initiative Planning Affiliate Marketing As Brand Awareness Improvement Efforts from BeeMan Products	26
<i>Paula Yunike Aldyanti</i>	
[ABS-121] Analysis of Social Media Marketing Activities Effectiveness in Airline Industry: Influence on Brand Equity and E-WOM	27
<i>Saskia Yusliana Kusumah (a*), Tengku Ezni Balqiah (b)</i>	
[ABS-124] Digital Promotion Media for Small Medium Enterprises	28
<i>Didit Widiatmoko Soewardikoen (a), Bijaksana Prabawa (b)</i>	
[ABS-136] The Role of Perceived Trust in Mediating the Impact of Influencer Marketing on YouTube Towards Brand Awareness and Purchase Intention	29
<i>Riyan Emeraldi Rahman (a), Dr. Rifelly Dewi Astuti (b)</i>	
[ABS-144] An empirical study of factors influencing Indonesian consumer on online buying behavior in beauty category	30
<i>Meinar Dyan Muslimah, S.Mn (a*) & Yeshika Alversia, S.E., M.Sc (b)</i>	
[ABS-165] THE EFFECT OF ELECTRONIC SERVICE QUALITY AND PERCEIVED JUSTICE OF ELECTRONIC SERVICE RECOVERY ON CUSTOMER SATISFACTION AND LOYALTY	31
<i>Syafrizal (a); Sari Lenggo Geni (b)</i>	
[ABS-179] NEW CULINARY TRENDS BASED ON MOST-POPULAR INSTAGRAM ACCOUNT	32
<i>Dini Turipanam Alamanda (a*), Abdullah Ramdhani (b), Grisna Anggadwita (c), Eka Yuliana (c), Anggraeni Permatasari (d)</i>	

[ABS-188] The Key Elements of Viral Marketing on Music Streaming User's Attitude of JOOX Indonesia <i>Irma Nilasari (a), Dodie Tricahyono (b)</i>	33
[ABS-55] Analysis of different consumer behaviours in different surroundings within the same industry : PURCHASE Decision Making <i>Elfindah Princes (a*), Sasmoko (b), Andi William (c)</i>	34
[ABS-87] Why do people continuously play a mobile game? <i>Audi Nanda Nindita (a), Dr. M Gunawan Alif (b)</i>	35
[ABS-101] Consumer Value Analysis on Subscription Entertainment Video Streaming Application Services <i>Sabrina Haunan</i>	36
[ABS-116] Designing RecyclerApp: A Digital Social Innovation for Society to Dispose and Collect Recyclable Waste <i>Abdurrahman Jalil (a*), Amir Aatieff Amir Hussin (a), Rohana Sham (a)</i>	37
[ABS-151] Revolution 4.0: Lifestyle and Consumer Culture in a Postmodern Age <i>Silas Oghenemaro Emovwodo (a), Laurent Andriamalala (a), Baiq Anandya Rizki. P. (a), Kandi Aryani Suwito (b*).</i>	38
[ABS-157] Design Documentation of Software Requirement Specification of Maternal and Child Health System <i>Ghina Sujanifa Hana (a), Tati L. R. Mengko (b), Budi Rahardjo (c)</i>	39
[ABS-180] Sentiment Analysis of Social Media Engagement to M-Commerce Purchase From The Consumers Perspectives in Indonesia <i>Andi Wiliam(a*), Sasmoko(b), Yasinta Indriyanti(c), Benny Wibowo(d)</i>	40
[ABS-194] Critical Analysis of Media Violent among Youth on New Media Environment <i>Miruthula Segaran (a), Dr. Vimala Perumal (b), Assoc. Prof.dr. Wong Chee Onn (c)</i>	41
[ABS-11] EFFECT OF WORK SATISFACTION AND TRAINING ON TURNOVER INTENTION BARISTA STARBUCKS (PT. SARI COFFEE INDONESIA) IN BANDUNG CITY <i>Ratri Wahyuningtyas (a), Randa Pebri Ardi (b)</i>	42
[ABS-35] Motivation and Creative Performance, Moderating Effect of Creative Self Efficacy and Importance of Reward In News TV Stations <i>Eva Julianti (a), Mohammad Mustaqim (b)</i>	43
[ABS-36] Analysis The Effect Of Company Transformation And Digital Culture To Employee Performance <i>Reza Bachtiar, S.T. (a), Ade Irma Susanty, M.M., Ph.D (b)</i>	44

[ABS-37] Digital Competency Gap Analysis between Groups of Generations of Bank X Employees in the City of Bandung	45
<i>Vina Mentari Fajriani, S.E., (a), Dr. Ratri Wahyuningtyas, S.T., M.M, (a), Dr. Yuzliza Mohd Yusoff, (b)</i>	
[ABS-41] Effect of Work Placement and Workload to Performance of the Pendamping Program Keluarga Harapan in Kabupaten Bandung	46
<i>Ratri Wahyuningtyas (a), Nova Maulida (b)</i>	
[ABS-74] Employee Performance at Telkomsel Area 2 Jakarta Bogor Tangerang Bekasi West Java (Comparative Analysis of Employees who have and have not been rotated & mutated)	47
<i>Trendy Bregantoro (a), Jafar Sembiring (b)</i>	
[ABS-79] Go Beyond Competence Training and Its Impact On The Performance Of Employees In PT Telkomsel West Java Region	48
<i>Akrom Dharmiko</i>	
[ABS-105] Employees Behavioral Intention towards Digital Talent Skills: A Proposed Research Agenda on Big Data Analytics in Transportation	49
<i>Waqas Ahmed (a), Sheikh Muhamad Hizam (a*), Habiba Akter (a), Ilham Sentosa (a)</i>	
[ABS-110] THE INFLUENCE OF HYGIENE FACTORS AND MOTIVATOR FACTORS ON EMPLOYEE PERFORMANCE OF GROUP II IN INDUSTRI HILIR TEH PT PERKEBUNAN NUSANTARA VIII	50
<i>Aditia Wirayudha (a), Ratri Wahyuningtyas (b)</i>	
[ABS-126] The Effect of Motivation and Competence to Employee Performance in PT Wika Beton Tbk PPB Karawang Branch	51
<i>Ratri Wahyuningtyas (a), Iman Wigastianto (b)</i>	
[ABS-10] The Utilization of Web-Based Accounting Software to Develop a Perceivable Financial Statement Format: A Qualitative Research Study at SME Four Coffee	52
<i>Eko Wahyudi (a*), Sisdjatmo K Widhaningrat (b)</i>	
[ABS-15] Development of Marketing Channels Through E Commerce Adoption and Inventory Management System Implementation: A Qualitative Research Study of SME Liliana Collection	53
<i>Edbert Setiadi (a*), Sisdjatmo K Widhaningrat (b)</i>	
[ABS-29] LEVERAGE UP PREDICTIVE ANALYTICS TO INCREASE NUMBER OF PREPAID CREDIT PURCHASER IN ECOMMERCE APPS	54
<i>Ronny Arnaz, ST (a*), Dr. Gadang Ratmantoko (b)</i>	
[ABS-31] Factors Influencing User's Continuance Intention towards Hospitality Service Application in Indonesia	55

Indrawati (a), Sarah Amalia Hasana (b), Subhash Kizhakanveatil Bhaskaran Pillai (c)

[ABS-32] Analyzing Consumer Behavior towards an Online Shopping Application in Indonesia 56

Indrawati (a), Fauziah Nur Septiani (b), Subhash Kizhakanveatil Bhaskaran Pillai (c)

[ABS-33] Customer Continuance Intention towards Automated Guided Transportation Acceptance: a Case Study on LRT Palembang 57

Indrawati (a), Putri Ayu Nidya (b)

[ABS-45] Tracking of Buying Process Using Image Analytic to Predict Impulsive Buying Behaviour 58

Gadang Ramantoko (a), Indrawati (b), Izzatdin Abdul Aziz (c)

[ABS-48] Acceptance of Automated People Mover System (APMS) in Soekarno-Hatta International Airport: A Modified UTAUT2 Model 59

Indrawati (a), Dhiya Najmilia Wibowo (b)

[ABS-49] Factors Influencing Continuance Intention Adoption Toward Digital Banking Application Using UTAUT 2 Model 60

Indrawati (a), Nadya Putri Pradhina (b), and Subhash Kizhakanveatil Bhaskaran Pillai (c)

[ABS-60] A Proposed Model for Measuring Cloud Accounting Adoption Among SMEs in Indonesia 61

Eny Widaryanti, S.T. (a), Indrawati Ph.D. (b)

[ABS-97] Analysis of Customer Intention in Adopting Automated Parcel Station Services 62

Palti MT Sitorus(a), Mutia Oktaviana Alexandra (b)*

[ABS-98] Predicting Virtual Reality Adoption on E-Commerce Platform using Porter Five Forces and Technology Acceptance model 63

Chit Su Mon

[ABS-111] Essence and Implementation of Enterprise Resource Planning in Culinary Industry: Critical Factors of Success 64

Rery Suryani (a), R. Wahjoe Witjaksono (b), Muharman Lubis (c)

[ABS-115] Post-Adoption Use of Collaboration Technology in Work Setting: The Role of Employee Job Crafting Behaviors 65

Khaidar Rapiz Putra (a), Arviansyah (b)

[ABS-120] Development of Stock Opname Application with Integration to SAP Business One using SCRUM 66

Leonardo (a), Muharman Lubis (b), Warih Puspitasari (b)*

[ABS-131] Analysis of Implementation Results of Telkomsel Trouble Ticket as Information System for Decision Supporting System in Telkomsel Jabotabek Against Tower Provider Satisfaction with a Delone And McLean Model Approach <i>sarman (a*), Achmad Manshur Ali Suyanto (b)</i>	67
[ABS-133] THE DIFFERENCE OF DIGITAL DEPENDENT PERCEPTION IN USING SOCIAL MEDIA <i>Rustiana</i>	68
[ABS-147] The Identification of Tourism Destination Preferences Based on Geotag Feature on Instagram Using Data Analytics and Topic Modeling <i>Herry Irawan (a), Risca Septi Widyawati (b), Andry Alamsyah (c)</i>	69
[ABS-148] Social Network Analysis for Information Dissemination Pattern and Stakeholders' Role at Super Priority Tourism Destinations in Indonesia <i>Herry Irawan (a), Deacta Ayu Digpasari (b), and Andry Alamsyah (c)</i>	70
[ABS-154] ESSENCE AND IMPLEMENTATION OF ENTERPRISE RESOURCE PLANNING IN TEXTILE INDUSTRY: CRITICAL SUCCESS FACTOR <i>Annisa Rifqi Muafah (a), R. Wahjoe Witjaksono (b), Muharman Lubis (c)</i>	71
[ABS-159] Relational Social Capital, Innovation Capability and SMEs Financial Performance <i>Rochmi Widayanti (a), Ratna Damayanti (b), Nuryakin, Susanto (c)</i>	72
[ABS-161] Data Mining Technique for Analyst Banking Business <i>Trinita SP</i>	73
[ABS-169] DEVELOPMENT OF A DIGITAL READY BUSINESS MODEL FOR ACCOUNTING SMALL MEDIUM PRACTITIONERS <i>Mariati Norhashim (a*), Megat Zahid Amirnuddin (b)</i>	74
[ABS-26] Development of Sales and Inventory Systems Record at PD. DanS <i>Sammy Agustinus Santana (a), Sisdjiatmo K. Widhaningrat, M.Sc. (b)</i>	75
[ABS-47] Acceleration Roadmap for Orins Coffee Growth by Using Push-Pull Strategy Approach and Dropship Business Model <i>Timotius Denis, S.T (a), Ahdia Amini Cholil, M.B.A (b)</i>	76
[ABS-58] IS ENTREPRENEURIAL COMPETENCY AND BUSINESS SUCCESS RELATIONSHIP CONTINGENT UPON BUSINESS ENVIRONMENT? (Study of MSMEs organized by the Cooperatives, Micro, Small and Medium Enterprises Office in Bandung) <i>Made Ayu Savitri Ismiraini (a), Lia Yuldinawati, ST., MM (b)</i>	77
[ABS-59] THE EFFECT OF THE ENTREPRENEURIAL COMPETENCY ON BUSINESS SUCCESS (Study of Youth Entrepreneurs Organized by Bandung Departement of	78

Youth and Sports)

Tassa Putri Avero (a), Lia Yuldinawati, S.T., M.M (b)

[ABS-61] Business Growth Initiation Through Customer Acquisition Based On Digital Marketing Strategy And Creating Standard Operating Procedure (SOP) for Direct Selling in SME Serba Guna Alumindo 79
Muhammad Irfan

[ABS-62] Marketing Event Implementation for MSME Panglima Kopi 80
Tigor Samuel Sibarani

[ABS-72] Three-Dimensional Analysis of Family Business Development: How is the Fate of Continuing Ponyo Restaurant Pioneer in Bandung? 81
Cut Irna Setiawati (a), Hafizah Nadhira Nur Karimah (b)*

[ABS-173] The Case of Women Entrepreneurs: Comparison study between two cities in Indonesia and Zimbabwe 82
Ratna L Nugroho (a); Susan Mapfumo (b)

[ABS-174] Statement of Risk Management and Internal Control: The Compliance by Malaysian Listed Companies 83
Haslin Johari (a), Nahariah Jaffar (a)*

[ABS-175] IDENTIFICATION OF SOCIAL ENTREPRENEURSHIP MODEL USING SOFT SYSTEM METHODOLOGY APPROACH: CASE STUDY OF THE WYATA GUNA BANDUNG SOCIAL REHABILITATION CENTER FOR PEOPLE WITH EYE SENSORY DISABILITIES 84
Grisna Anggadwita (a), Gieti Cahya Wulan Pratami (b)

[ABS-176] Motivation to become Agropreneurs among Youths in Malaysia 85
Mohd Fairuz Abd Rahim (a), Kok Wai Chew (a), Ahmad Safuan Bujang (b), & Muhammad Nizam Zainuddin (a)

[ABS-178] Customer Journey Maps of Muslim Young Agropreneurs 86
Mohd Fairuz Abd Rahim (a), Jeen-Wei Ong (a), Norzarina Md Yatim (a), Hafiz Aizat Yanan (b), Mohd Nizam Mohd Nizat (b)

[ABS-181] THE THREE COMPONENTS OF ENTREPRENEURIAL CAREERS FOR THE YOUNG GENERATION IN BANDUNG CITY, INDONESIA 87
Ratna L Nugroho (a), Nurul Aini Suyud (b)

[ABS-191] Cyber-Entrepreneurial Intentions of the Malaysian University Students 88
Norhazlin Ismail (a), Nahariah Jaffar (b), Tan Siow Hooi (c)

[ABS-197] THE EFFECT OF ENTREPRENEURIAL TRAITS ON BUSINESS MOTIVATION IN CLIENTS OF THE SOCIAL REHABILITATION ORGANIZATION FOR PEOPLE WITH DISABILITY SENSORY BLIND (BRSPDSN) WYATA GUNA BANDUNG 89

Mediany Kriseka Putri, S.KG, MBA (a), Grisna Anggadwita, S.T., M.S.M (b), Nadzira Kamila (c)

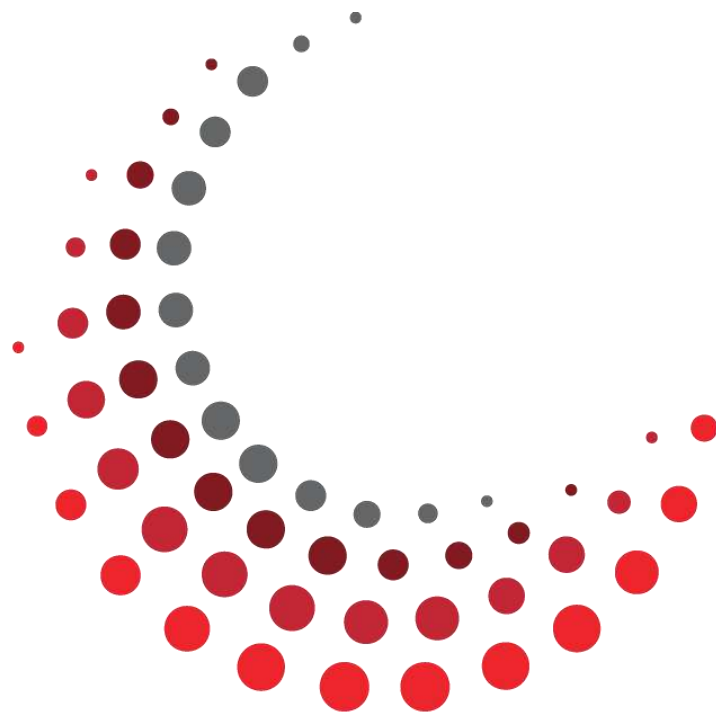
- [ABS-16] Cyber Notary in Collaboration with Financial Technology** 90
Rio Adhitya (a), Serlika Aprita (b)*
- [ABS-20] The Main Determinants in the Distress / Failure Project and Risk of the Public-Private Partnership Financing Scheme in Infrastructure Development** 91
Mira Budi Octaviani (a), Zaafri Husodo (b)
- [ABS-52] Multi-Perspective Analysis on The Factors Influencing Consumer Behavioural Intention of Mobile Payment Features Based on QR Code In Mobile Payment Indonesia Service Sector** 92
Hananto Agung Baskoro
- [ABS-76] Digital Know-how and FinTech Readiness** 93
M Saravanan Muthaiyah (a), Thein Oak Kyaw Zaw (b), Indrawati (c)
- [ABS-84] Analysis of Factors That Influence the Interest to Use Credit Scoring of PT.TS Using Customer Journey Mapping** 94
Ludovikus Nadeak (a), Dodie Tricahyono (b)
- [ABS-88] THE USE OF TOBINS Q AND PRICE TO BOOK VALUE (PBV) IN ESTABLISHING AN OPTIMAL STOCK PORTFOLIO WITH ACTIVE AND PASSIVE STRATEGY (CASE STUDY STOCK INDEX SRI-KEHATI PERIOD OF 2013-2018)** 95
Nurul Rachma Fadhyla (a), Riko Hendrawan (b)
- [ABS-89] DESIGNING OF OPTIMAL STOCK PORTFOLIO USING PRICE BOOK VALUE (PBV) AND PRICE EARNING RATIO (PER) WITH ACTIVE AND PASSIVE STRATEGIES ON LQ 45 INDEX (PERIOD 2013 - 2018)** 96
Vini Kartika Rachmawati (a), Riko Hendrawan (b)
- [ABS-90] WILL THE HIGHEST EPG AND PBV BE BETTER IN BUILDING PORTFOLIO ? TEST IN IDX 30 IN 2013-2018.** 97
Almand Fuad Alimuddin (a), Riko Hendrawan (b)
- [ABS-91] The Valuation of Textile and Garment Companies: Evidence From Indonesia Stock Exchange** 98
Puspoaji Wartaputra Satriawana(a), Riko Hendrawan(b)
- [ABS-94] Influence of perceived quality of mobile payment application towards loyalty** 99
Taufan Novembri Sandyopasana (a), M.Gunawan Alif (b)
- [ABS-117] Stock Market Prediction using Artificial Neural Network Backpropagation with Multivariate Regression.** 100
Tendra Kristian (a), Farida Titik Kristianti (b)

[ABS-118] Comparison of Classical Time Series Method and Artificial Neural Network Method to Forecast Rupiah against US Dollar Currency Exchange Rate <i>M. Fuad Qamarul Alam (a*), Brady Rikumahu (b)</i>	101
[ABS-122] How to Reduce Financial Technology Risk Through Cooperative Organization? <i>Sugiyanto</i>	102
[ABS-125] Factors Affecting Adoption of Mobile Banking by Using the Extended Unified Theory of Acceptance and Use Of Technology (Utaut2) Model in Bank Mandiri Customers <i>Ilmi Fitri (a*), Dr. Teguh Widodo, S.E., S.T., M.M (b)</i>	103
[ABS-129] Analysis of Banking Health with the Risk Based Bank Rating Method and Bankometer (Study on Syariah Commercial Banks in Indonesia 2013-2107) <i>Muhammad Ichsan Hidayat (a), Farida Titik Kristianti (b)</i>	104
[ABS-135] Pulp and Paper Companies And Their Fair Value: Evidence From Indonesia Stock Exchange <i>Muhammad Iqbal Miala (a), Farida Titik Kristianti (b)</i>	105
[ABS-146] METAL AND MINERAL MINING COMPANY EFFICIENCY : ANALYZING FINANCIAL EFFICIENCY OF METAL AND MINERAL MINING COMPANY LISTED ON INDONESIA STOCK EXCHANGE <i>Nicky Fahd Sembung (a*), DR. Farida Titik Kristianti, SE., MSi (b)</i>	106
[ABS-27] Bandung Smart Technology Readiness Index <i>Andry Redima Kurniawan (a), Indrawati (b)</i>	107
[ABS-42] An Overarching Architecture Framework for Smart Cities <i>M Saravanan Muthaiyah (a), Thein Oak Kyaw Zaw (b), Indrawati (c)</i>	108
[ABS-51] Self-regulated learning strategies amongst young adults for smart learning in a university at Cyberjaya <i>Lilian Anthonysamy(a*), Koo Ah Choo (b) and Hew Soon Hin(c)</i>	109
[ABS-66] Smart City concept based on Nusantara Culture <i>Trihanondo, Donny (a), Endriawan, Didit (b)</i>	110
[ABS-102] Designing the Optimization Model of the Number of Servers Minimizing the Total Queue in the Queuing System at the Toll Gate <i>Rio Aurachman (a*)</i>	111
[ABS-107] Indicators for Measuring Green Energy: A Bandung Perspective <i>Indrawati (a), Charysa Januarizka (b), Saravanan Muthaiyah (c), Dodie Tricahyono (d)</i>	112

[ABS-108] Indicators for Measuring Green Waste: A Bandung Perspective <i>Indrawati (a), Fendi Andriawan (b), Saravanan Muthaiyah (c), Dodie Tricahyono (d)</i>	113
[ABS-1] The Three Giants in IT Industry & Their Valuation <i>Fajar Ramdhani Kurnia (a*), Palti MT Sitorus (b)</i>	114
[ABS-2] Analysis of Business Ecosystem in Digital Marketing Company Coconut Indonesia Using Social Network Analysis <i>Ardianto Ridho Putra (a*), Siska Noviaristanti (b)</i>	115
[ABS-9] Downstream Coopetition : Study case Application Services Market Business Model <i>Awang Suryanto</i>	116
[ABS-17] Analysis of Valuation in Acquisition of Intangible Asset Based (Skill Based Asset) Company : Study Case of Acquisition by PT Elnusa,Tbk <i>Deny Christian</i>	117
[ABS-18] Synergy Analysis and Growth Opportunity for PT XL Axiata Tbk after Merger & Acquisition 2011-2018 <i>Ratna Ayu Gitasari (a), Rofikoh Rokhim (b)</i>	118
[ABS-38] How Internal and Organizational Factor Influence Employee Innovative Behavior <i>Adityawarman (a*), Riani Rachmawati (b)</i>	119
[ABS-43] Design Key Performance Indicator (KPI) for Measurement of Operational Performance Based on Kriteria Penilaian Kinerja Unggul in Perusahaan Umum (Perum) Jaminan Kredit Indonesia <i>R.Evayanthy Banjarnahor (a), Ir. Unggul Cariawan MEC (b)</i>	120
[ABS-53] Credit Growth and Bank Soundness in ASEAN <i>Christine Juliana Hakim (a*), Rofikoh Rokhim (b)</i>	121
[ABS-57] The Effect of Gender, Age, and Reputation of Top Management on Financing Decision <i>Avenira (a*), Ancella A. Hermawan (b)</i>	122
[ABS-67] STRATEGIC ALTERNATIVE FORMULATION TO INCREASE THE AMOUNT OF CITATION PER FACULTY IN QS WORLD UNIVERSITY RANKING (CASE STUDY: TELKOM UNIVERSITY) <i>Eva Nurhazizah (a), Gadang Ramantoko (b)</i>	123
[ABS-73] Credit Scoring Model using Financial and Non-financial Variables for SME Customer Assessment in Telecommunication Company <i>Linggar Asa Baranti</i>	124

[ABS-95] Implementation of Marketing Innovation at PT Pegadaian In Reaching Millennial Market Generation in the Revolutionary Era 4.0 <i>Maria Sugiati (a*), Kiki Suidiana (b)</i>	125
[ABS-114] Interpersonal skill in project management <i>Ahmad Said (a), Harjanto Prabowo (b), Mohammad Hamsal (c), Boto Simatupang (d)</i>	126
[ABS-127] Economic Value Added (EVA) Approach To Evaluate Company Financial Performance of Distribution Company Listed in Indonesia Stock Exchange For Period 2014 - 2017 <i>Prima Ersada Sembiring (a*), Junino Jahja (b)</i>	127
[ABS-130] Investor Attention on Stock Return and Liquidity : Evidence on Emerging Market <i>Fitri Aprilina (a), Zaäfri Ananto Husodo (b)</i>	128
[ABS-142] Post Acquisition Analysis and Evaluation with Diversification Motive of Acquisition <i>Kevin Rosby (a), Dony Abdul Chalid (b)</i>	129
[ABS-143] The Influence of Underwriter and Macroeconomic Conditions on Stock Performance post IPO in the Long Run <i>Fenny Hapsari (a), Dr Buddi Wibowo (b)</i>	130
[ABS-152] The Effect Analysis of Financial Performance on Cumulative Returns of Companies Listed in Indonesia Stock Exchange Before and After the Merger and Acquisition for the 2014-2018 Period using the Event Study Method <i>Azeria Ra Bionda (a*), Imo Gandakusuma (b), Zuliani Dalimunthe (c)</i>	131
[ABS-153] The Effect of Transformational Leadership and Organizational Culture on Employee Creativity and Innovation at PT PJB UP Muara Tawar <i>Alfian Sulthoni (a*), Dr. Jimmy Sadeli, M.M. (b)</i>	132
[ABS-158] Green product advantage. Why mediating effect on green SMEs Performance ? <i>Nuryakin (a), Susanto (b), Tri Maryati (c)</i>	133
[ABS-167] Technical Efficiency of ICT Companies in East and Southeast Asia for the period 2013-2017 <i>Palti Marulitua Sitorus (a), Yandhy Yuliansyah (b)</i>	134
[ABS-170] Examining Internal Audit Effectiveness through Management Support and Internal Auditors' Competency <i>Farah Diana Izzuddin (a), Hasni Mohd Hanafi (b*)</i>	135

[ABS-184] POSITIONING ANALYSIS OF COFFEE SHOP INDUSTRY IN BANDUNG CITY BASED ON ORGANNIZATIONAL LIFE CYCLE <i>Risris Rismayani (a)*, Fariz Ardiansyah (b)</i>	136
[ABS-185] The Determinants of Effective Tax rate (ETR) and Reporting Quality for Malaysian Manufacturing Companies <i>Salsiah Binti Mohd Ali</i>	137
[ABS-189] Political Connection, Internal Audit and Audit Fees in Malaysia <i>Abby Ashraff Saprudin</i>	138
[ABS-195] Financial Literacy among Young Generation in Malaysia <i>Zarehan Selamat (a), Nahariah Jaffar (b), Hamsatulazura Hamzah (c) and Izyan Syazana Awaludin (d)</i>	139
[ABS-196] Financial Performance Evaluation For Network Facility and Service Providers <i>Syamini Segaran (a), Nguyen Thi Phuong Lan (b)</i>	140
[ABS-198] The Nonlinear Impact of Institutional Quality on Economic Performance among Comprehensive and Progressive Agreement for Trans-Pacific Partnership Countries <i>Chong Choy-Yoke</i>	141
[ABS-200] Employee Knowledge Acquisition Behavior and Innovation in SMEs <i>Intan Soraya Rosdi (a), Azrena Mohd Noor (b), Nurazlin Mohd Fauzi (c)</i>	142



CoMDITE

**Blockchain essentials for Accounting and Finance Practitioners****By Prof. Dr. Saravanan Muthaiyah***Professor in Information Technology**Multimedia University**Malaysia*

The digital ecosystem is here to stay and is constantly evolving. Accounting and Finance professionals must have recently taken notice of a new concept called FINTECH which relates to technologically enabled financial innovations that is causing the business models of financial institutions to be somewhat disrupted. FINTECH solutions include distributed ledger systems (Blockchain), data analytics, ICOs and application of Big Data solutions coupled with Artificial Intelligence (AI) to what is trending in the market. Amongst these emerging technologies, the Blockchain is considered potentially the one that has received significant interest. This talk will cover push factors that drive the Blockchain, crypto assets, pillars that correspond to the accounting and finance core activities, the entire digital ecosystem, value creation, case studies of 10 active use cases around the globe and lastly the concept of Trusted Third Party (TTP).



Marketing Challenges in the Industry 4.0 Era

By Assoc. Prof. Dr. Indrawati

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Abstract

In the Industry 4.0 Era, the traditional marketing model is being challenged since it is no longer work. Some companies in Indonesia within 20 years suffer from keeping their customers, some of them are closed or reduced their revenue, their stock values are reducing sharply as well. Deloitte estimated that as many as half of the S&P 500 firms would be replaced by 2027 due to digital disruptions. Companies should use the most fit technologies to generatee and managee customers through different forms of digital media besides using tradisional media, due to the fact that traditional media alone cannot work well. These can be seen from the success of several companies in this industry 4.0 era. The companies in the world level that are able to grow and become leaders in this 4.0 era, such as Google, Apple, and Amazon are able to personalize their marketing effort in order to meet their customers' needs, wants, and demand timely. In Indonesia, there are 4 start-up companies which are successfull to become unicorn even it becomes decacorn, such as Gojek. Those companies are using the most fit technologies in the era to monitore their customers and offer the product which fit with the need, want, demand, and value of customers timely. Using the most fit technologies is essential, any companies now becomes technology company. The technologies of 4.0 enable companies to have a greater flexibility of production processes and a greater attention to the customers which are necessary to face the increasing complexity on markets. Big data and cloud computing, smart manufacturing technologies (autonomous robots, additive manufacturing, laser cutting), Internet of Things (IoT), and augmented reality are some new technologies those are used to support digital marketing activities. The technologies enable to support a new business operation designed that will be able to deliver more customized and personalized products and add value to customer experience. In this paper, the function of Industry 4.0 era in marketing will be elaborated and the example of successful companies in the level of world and in the level of Indonesia will be discussed, hence this paper will give a useful insight for the reader.

Keywords: Industry 4.0, Marketing Digital, Technology company



**Using 3D Sculpting Machine to Link Art, Nature, and Community
Case study from Thailand Biennale, Krabi 2018**

By Vichaya Mukdamanee, D.Phil.

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Abstract

3D Scanning, 3D Printing, and 3D Sculpting machines have been widely used by contemporary artists. The technology functions through the process of collecting, transferring, and analyzing digital data. As computer softwares and machines become more updated and affordable, artists, nowadays, can create artificial objects with much more complex details than what could have been imagined in the past. There is no difference between artworks done by hand and by machine. One is able to create artificial objects that look identical to nature, with various materials. By using four artworks exhibited in Thailand Biennale, Krabi 2018, I examine some practical approaches to how artists collaborate with these technologies to create site-specific artworks which are inspired by nature and the local community. The artworks mentioned are examples of how technology and art, together, can remind or teach people about the way to develop our society into a better one.

Keywords

3D Scanner, 3D Printer, 3D Sculpting machine, Thailand Biennale Krabi 2018, Site-specific Art, Nature, and Community



Corporate Innovation: Democratizing Decision Making

By Fauzan Feisal, S.Pi, MIB

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Head of Digital Talent Management PT. TELKOM INDONESIA, Tbk (Telkom) Indonesia

One key traits of digital economy is disruption. The latest of what's so called digital technologies open up opportunities for almost everyone to join the movement. Goods and services, and access to them, are made easy, thus lowering costs of consumerism as well as production. Many costs are become near zero, e.g. the cost of communication (from SMS to instant messaging), the cost of merchandise commercial showcasing (from physical outlet to online shopping), the cost of content production (from TV studio to personal Youtube channel), etc. All of these have been bringing irrelevance for existing corporate processes, products & their prices, for any kind of industries. Telkom, basically overall Telco industries, are included as top industries being disrupted by digital economy.

We have learned that the key of managing digital industry, is managing people. Just like the past industrial revolution, this 4th (digital) revolution is triggered by technological change, i.e. the internet. When technology changes, economy will change; well ... basically, the first responder of change is the people. The ones who brought-up technology, ones to respond to technology, ones to spend or to buy technology-related product and services, then to create and sell them, they are all people. When sum of people change their behavior, the economy change. So, as corporation, everything about managing people will be changed: how employees react to technology, how employees react to customer, how employees react to product and services, how employees react to flows of work and money, how labor market react to company recruitment, up to how employees react to managerial style of the company. As Gartner said, "the key of digital is analog, analog means culture and people", Telkom's capabilities in managing people will be tested in this era, far more intense than ever before in Telkom history.

Reintroducing intrapreneurs, flock of employees that take additional burden and risks for their company's success. Telkom has been innovating since day one, from adopting telephony technologies, satellite technologies, cellular technologies up to IPTV technologies. Digital technologies are a bit different. Aforementioned technologies are massive infrastructure, Telkom can only run the product life cycle in a massive scale of organization, from research up to commercialization. Digital technologies came in very small denominator so that a start-up company can create tech-based business by 3 persons in a garage with capital close to zero. But, even in the era of massive infrastructure, de facto influencer of company's decision are employees with strong character and exceptional skills. They are the ones that prescribe how Telkom's management should choose, design and operate the adoption of technologies. These people, intrapreneurs, will be required more than ever before by Telkom, not only because of the miniature nature of digital technologies, but also the miniature and diverse market caused by them.

Telkom introduces Digital Amoeba Program, a playground for intrapreneurs. Within this program, Telkom's employees will be accommodated to adopt mindset and concepts, to bring confidence, to adopt the chosen digital technologies and build related business on it.

In this program, Telkom distributes those technology-related decision making into the participants. This is far different from previous organizational structure, where decision making was made down the structure of R&D divisions. However, intrapreneurs are there already, the program is only gathering them and scaling-up their influence. Contextually, the program is an innovation playground. Digital technologies & its related business are being developed as innovation. Employees compete for their innovative ideas, and top chosen ideas then incubated and accelerated in the program.

Founded in January 2017, the program has been failing ~50% of innovation ideas participated within. Yes, “fail fast success faster” has been the core principles of Amoeba’s incubation processes, learning from start-up industry. Currently, we have more than 40 active teams validating their innovation ideas, and we’re keep opening for new ideas. We’re expecting at least 3 new products and 2 new processes will be triggered from these teams within 2019. Each team consist only of 2-5 employees, working within agile environment, they validate digital tech adoption ideas and getting attraction from user and prospective customer in only 7 months with costs less than Rp 0,5 bio (far below typical product development scheme in corporations, especially Telcos).

The program is now learning on how it provides impacts. Introducing the term of innovation accounting, a collective and multi-variable approach in assessing whether investment in innovation can solve business sustainability issues. We calculate the impact of Digital Amoeba Program from people impact (technical and leadership capabilities improvement, employee happiness improvement, etc.), costs impact (reduced costs, faster asset development, etc.), revenues (new revenue, customer experience improvement, etc.) up to market capitalization (investor confidence level). We have not reach concluding model yet, but we’re confident enough that the program is providing positive significant impacts. When we dare to distribute the power of decision making to encounter dying businesses, we need to be ready for many unexpected responses, which we hope, we can find our strong future among those responses.



Bringing Telkom Indonesia to be a Global Digital Player

By Dr. Rina D. Pasaribu

Senior General Manager

Telkom Corporate University, Indonesia

Before we enter this article, let me introduce myself, my name is Rina D. Pasaribu. I am currently given the mandate to become Senior General Manager (SGM) Telkom Corporate University Center. Previously I was managing Telkom Education Foundation (YPT) that consists Telkom University and Telkom School. The difference between Telkom University and Telkom Corporate University is on who will be educated. Telkom University provides education to students in Indonesia, while Telkom Corporate University (Telkom CorpU) provides education and training to Telkom Group Employees. With **“From Competence to Commerce”**, Telkom CorpU is responsible about people development Telkom Group. To support strategic company and business needs, Telkom Corporate University Center is creating learning program and learning solution that in-line with Human Capital Development Plan and Service Level Agreement from Business Unit.

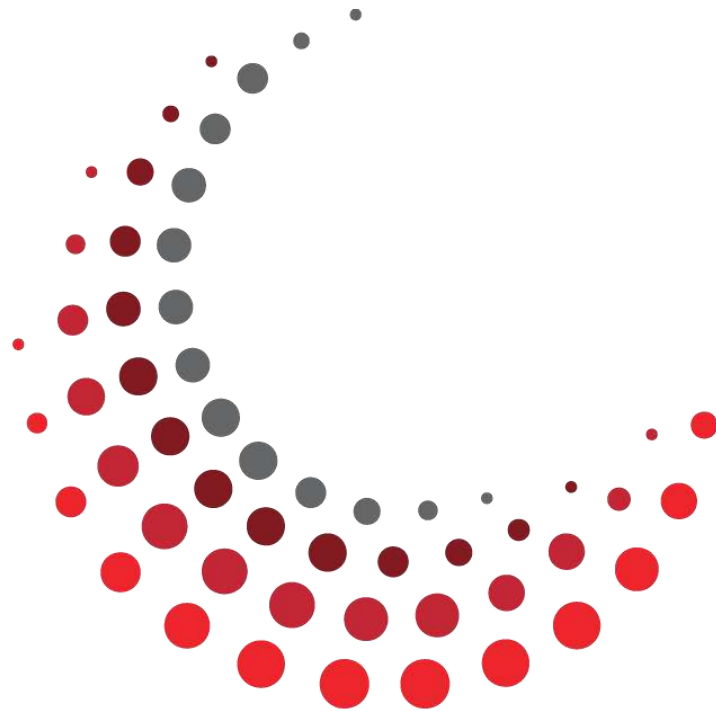
In this industrial revolution 4.0 era, computers are connected and communicate with one another to ultimately make decisions without human involvement. A combination of cyber-physical systems, the Internet of Things and the Internet of Systems make Industry 4.0 possible and the smart factory a reality. As a result of the support of smart machines that keep getting smarter as they get access to more data, our factories will become more efficient and productive and less wasteful. This disruption era makes Telkom Indonesia to move as quickly as possible following rapid technological advancements.

Hootsuite, a social media management, have researched and found that Indonesia Digital Growth is rising rapidly in some sectors, especially in Internet Users and Active Social Media Users along 2018. That requires a company turn into a digital company in order to survive in this global competition. Therefore, Telkom Indonesia's business transformation must change from Telecommunication (TELCO) to Telecommunication Digital Company (TELCO DICO). One thing that must be considered is rapid shifting into DICO competencies, so Telkom CorpU has a focus on forming digital people and digital talent. To create these people, now Telkom CorpU is implementing people development mechanism with three prongs concept that supports Telkom Digital Capability Development.

Three prongs concept also called competency management is a holistic approach to develop great digital people. It consists of Technical/Functional Competencies, Professional Competencies, and Digital Leadership Competencies with the core value is Values and Beliefs. These three competencies are full support to enhance digital technical capabilities also digital leadership capabilities thru domestic and global development program. In other side to drive digital culture, Telkom Indonesia has been accelerating massive digital innovation with Hack Idea and Digital Amoeba Program, promoting flexible working arrangement, enhancing knowledge management system, and promoting creativity space. To strengthen corporate culture, Telkom Indonesia is implementing digital practices to digitize employee activity with mobile apps such as Diarium and Cognitium application.

In terms of learning technology, the learning method has more and more organizations considering newer and better ways to provide new experience learning to our workforce. Learning technology

trends, including Micro Learning, Artificial Intelligence (AI), AR/VR, that are set to transform the learning technology landscape dominate in this year. Learn-tech trends will be an insight that are cutting-edge, engaging and effective, and drive employee growth and improve the organization's learning culture. To adapt this phenomenon, we have Learning Value Chain for people development process, and Telkom Integrated Learning Cycle for learning delivery method.



CoMDITE

[ABS-122]**How to Reduce Financial Technology Risk Through Cooperative Organization?***Sugiyanto*

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Abstract

The use of information technology has an impact on the rapid innovation in the field of financial services that has become a trend in Indonesia, and has an impact on changing peoples lifestyles in conducting financial transactions. This condition is in accordance with the demands of a fast-paced community life using information technology. One of the developing financial technology business model is Crowdfunding or peer to peer (P2P) Lending. P2P Lending as a service to help small medium enterprises capital (especially SME's Start Up) to be able to borrow funds even though they dont have a bank account.

However, as a relatively new financial services business, it is certainly not separated from problems, such as legal problems, money lending, data hacking, financial technology business risks such as the risk of default, scam risk, misuse of client data, high interest rates and so on. Financial technology business risk is expected to increase, which is marked by the increasing number of financial technology companies that are closed by the "Otoritas Jasa Keuangan (OJK)" due to various violations.

Efforts to reduce these various risks, especially for the P2P Lending model that is held by many individuals, must be managed institutionally, such as limited liability companies or cooperatives. for the second institution there has not been much practice in Indonesia. This study is to study descriptively the phenomenon based on references of technology financial, cooperatives, related regulations and cooperative business practices in the field. So that results can be obtained that there are advantages and at the same time can reduce risk by utilizing cooperatives as executors of the financial services business P2P Lending model.

The study shows that, if the P2P Lending model is organized by cooperatives, only changes the conventional financial services business model by using information technology, business entities become formal, service users are members of cooperatives partly as owners that has fund and other members as a user those who need funds (SME's) thus reducing the risk of default, scam, misuse of client data and interest set cheaper because agreement of members. This study can be concluded that by utilizing cooperative institutions held in accordance with their identity, various problems and risks of financial services business P2P Lending model can be minimized.

Keywords: Financial Technology, P2P Lending, Risk and Cooperative Organization

Presented by

