

2nd Southeast Asian Academic Forum on Sustainable Development (SEA-AFSID 2018)

Fostering Justice and Peace for
Sustainable Development in a
Multicultural World

Advances in Economics, Business and Management Research
Volume 168

Yogyakarta, Indonesia
4-5 December 2018

Editors:

**Supriyanto Abdi
Nur Kholis
Roem Syibly
Anton Priyo Nugroho**

**Junanah
Yuli Andriansyah
M. Miqdam Makfi
Artini Dwi Pusparini**

ISBN: 978-1-7138-2876-1

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (2021) by Atlantis Press
All rights reserved.
Copyright for individual electronic papers remains with the authors.

For permission requests, please contact the publisher:

Atlantis Press
Amsterdam / Paris

Email: contact@atlantis-press.com

Conference Website: <http://www.atlantis-press.com/php/pub.php?publication=seaafsid-18>

Printed with permission by Curran Associates, Inc. (2021)

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2633
Email: curran@proceedings.com
Web: www.proceedings.com

TABLE OF CONTENTS

SESSION: SOCIOLOGICAL AND RELIGIOUS STUDIES

E-COMMERCE TRANSACTIONS: A SHARIA ECONOMIC PERSPECTIVE	1
<i>Subhan M A Rahman, Fauzi Muhammad</i>	
THE INFLUENCE OF ROIS AS AN AGENT OF RELIGIOUS RITUALS	5
<i>Siti Afifah Adawiyah, Junanah, Supriyanto Pasir</i>	
THE COMMUNICATION ROLE OF AGENTS OF CHANGE IN BINUS BANGUN DESA IN PASIRMULYA VILLAGE, BANDUNG	9
<i>Hasan Ghazali, Zinggara Hidayat, Retno Dewanti, Henny Hendarti</i>	
DERADICALIZATION OF RELIGION UNDERSTANDING AMONG SENIOR HIGH SCHOOL STUDENTS IN METRO CITY, LAMPUNG PROVINCE, INDONESIA	13
<i>Imam Mustofa, Muhammad Roy Purwanto, Tamyiz Mukharrom</i>	
IMPLEMENTING ISLAMIC LEADERSHIP VALUES IN PANCASILA	18
<i>Bukhori Abdul Shomad</i>	

SESSION: PUBLIC RELATIONS AND BRANDING STRATEGIES

PUBLIC RELATIONS OF TANGERANG CITY GOVERNMENT TO REALIZE THE CITY BRANDING THROUGH TANGERANG LIVE PROGRAM	25
<i>Aghitsna Putri Subhiat, Muhamad Aras, Siswantini</i>	
PUBLIC RELATIONS ACTIVITY TO SHAPE BRAND AWARENESS OF LOUNGE AND BAR IN JAKARTA	31
<i>William, La Mani, Syahdimar Anggita</i>	
MARKETING PUBLIC RELATIONS PROGRAM (MPR) FOR CREATING THE BRAND IMAGE OF PELNI JAKARTA HOSPITAL	36
<i>Tri Puspito Sari, Muhamad Aras</i>	
THE SOCIALIZATION MECHANISM OF TEACH FOR INDONESIA (TFI) AS AN EFFORT TO ESTABLISH THE BRAND AWARENESS ORGANIZATION	41
<i>Wenny Carnika, La Mani, Virienia Puspita</i>	

SESSION: ISLAMIC LEGAL THOUGHT

THE EPISTEMOLOGY OF FIQH-SCIENCE AND ITS IMPLEMENTATION IN CONTEMPORARY FIQH IN INDONESIA	45
<i>Anies T Kuncoro, Muchamad Coirun Nizar</i>	
THE CONCEPT OF DISCRETIONARY PENALTY AND COMPENSATION AND ITS IMPLEMENTATION IN THE FATWAS OF NATIONAL SHARIA BOARD-INDONESIAN ULEMA COUNCIL	51
<i>Panji Adam, Ira Siti Rohmah Maulida, Maman Surahman, Akhmad Yusup</i>	

IMPLEMENTATION OF UNITY OF SCIENCE ON ILM FALAK’S (ISLAMIC ASTRONOMY) CURRICULA	56
<i>A Izzuddin, Anisah Budiwati, Syarif Zubaidah</i>	
ROLE OF GOVERNMENT IN KEEPING PRICE STABILITY THROUGH PURE MARKET OPERATION FROM AN ISLAMIC ECONOMIC PERSPECTIVE	62
<i>Soya Sobaya, Zakka Hifzhan Hanifan Fadhlulloh, Yuli Andriansyah</i>	
LOCAL WISDOM AND REGIONAL SUSTAINABLE ECONOMIC DEVELOPMENT	66
<i>Addiarrahman, Yusdani</i>	
POLYGAMY IN MUSLIM COUNTRIES: A COMPARATIVE STUDY IN TUNISIA, SAUDI ARABIA, AND INDONESIA	69
<i>Muhammad Roy Purwanto, Tamyiz Mukharrom, M. Roem Syibly, Ahmad Nurozi</i>	
<u>SESSION: ECONOMY AND SUSTAINABLE DEVELOPMENT</u>	
SUSTAINABLE DEVELOPMENT THROUGH SHARING ECONOMY: CONTRIBUTION OF ONLINE TRANSPORTATION TO URBAN EVERYDAY LIFE	72
<i>Zinggara Hidayat</i>	
SYNERGISTIC INDICATORS FOR SUSTAINABLE CONSUMPTION AND PRODUCTION AND SUSTAINABLE TOURISM	80
<i>Nuttapa Thanosawan, Sangchan Limjirakan</i>	
THE IMPACT OF HALAL LABEL AND SOCIAL SUPPORT ON PURCHASING BEHAVIOR OF IMPORTED INSTANT NOODLES	84
<i>Anton Priyo Nugroho, Fajar Fandi Atmaja, Ilham Itsnanisa Ghilma, Yuli Andriansyah, Siti Achiria</i>	
JOB SATISFACTION AND ACHIEVEMENT OF MAQASID AL-SHARIA: A CASE STUDY IN TAKAFUL KELUARGA YOGYAKARTA	87
<i>Tulamsi, Puji Lestari, Yuli Andriansyah, Martini Dwi Pusparini, Rakhmawati</i>	
<u>SESSION: HISTORY, POLITICAL ECONOMY, AND CULTURE</u>	
SALATIGA 1870S – 1930S: INSTITUTIONALIZATION OF STRUCTURAL INEQUALITY IN THE AGE OF FREE COMPETITION	91
<i>Yuanita Wahyu Pratiwi</i>	
THE RESISTANCE TOWARDS THE KEDUNG OMBO DAM CONSTRUCTION OF 1985- 1991	97
<i>Muhammad Ismail Hanif, Kasijanto Sastrodinomo</i>	
PROPOSING THE IMPROVEMENT OF THE LANDSCAPE THEORY OF GROUP FORMATION: NEW REPLACEMENT FACTORS	103
<i>Khrisna Ariyanto Manuhutu, L. Mayangsari, U. S. Putro</i>	
CEREMONY, TONGKONAN AND THE MEMORIES OF TORAJA PEOPLE (CONSECRATION CEREMONY FOR TRADITIONAL HOUSE IN TORAJA, SOUTH SULAWESI)	110
<i>Susia Kartika Imanuella, M. Yoesoef</i>	

SESSION: ISLAMIC THOUGHT

THE POLITICAL ETHICS OF KHALIL BISHRI IN AL-DURR AL-RAMBANI..... 116
Sarjuni, Agus Irfan

THE PROBLEM OF SECULARISM 122
Kusuma Dewi Nur Aini

IBN THUFAIL’S THOUGHT IN HAYY IBN YAQZHAN: PSYCHOLOGICAL REFLECTION
OF SOUL DEVELOPMENT 125
Choeroni, Sholihah

SESSION: MEDIA CONVERGENCE

CHALLENGES OF SUSTAINABILITY IN RADIO BROADCASTING TOWARDS A MEDIA
CONVERGENCE ERA BY MARKETING PUBLIC RELATIONS ACTIVITIES TO CREATE
AWARENESS OF PRAMBORS RADIO IN INDONESIA..... 129
Eka Wulan Sari, Rahmat Edi Irawan, Johana Brigitha Mone, Muhamad Aras

MEDIA GROUP STRATEGY TO CHANGE THE MINDSET OF MULTITASKING ABILITY
IN THE ERA OF MEDIA CONVERGENCE: CASE STUDIES IN MEDCOM.ID, METRO TV,
AND MEDIA INDONESIA..... 136
Iman Indrati, May Rizdiana Santi, Rahmat Edi Irawan

ANALYSIS OF CLICK BAIT PHENOMENA IN INDONESIA ONLINE NEWS MEDIA:
TRIBUNNEWS.COM WITH NEWS VALUE..... 145
Elvia Devina, Rahmat Edi Irawan

CITIZEN JOURNALISM IN THE AGE OF MEDIA CONVERGENCE..... 150
Riana Jogi Ahdareni Matondang, Arleen Ariestyani, Rahmat Edi Irawan

SESSION: SOCIAL MEDIA

SOCIAL MEDIA IN THE CONSTITUENT INTERACTION AND MOBILITY: CASE STUDY
IN THE 2017 JAKARTA-INDONESIA GOVERNOR GENERAL ELECTION CAMPAIGN..... 153
Yunila Laras Ismawani, La Mani, Muhamad Aras

THE EFFECTS OF SOCIAL MEDIA, EMAIL MARKETING, WEBSITE, MOBILE
APPLICATIONS TOWARDS PURCHASE INTENTION - CONSUMER DECISIONS..... 162
Natasha, Zuvindri, Edi Abdurachman

THE EXISTENCE OF RELATIONSHIP MANAGEMENT TO THE CUSTOMER LOYALTY: A
CASE STUDY OF REJEKI SMARTFREN CARE PROGRAM THROUGH SOCIAL MEDIA
TWITTER 165
Dinda Agustina Putri, La Mani, Handayani Dwi Putri

WOMEN CONSTRUCTION TOWARDS CERVICAL CANCER IN SOCIAL MEDIA: CASE
STUDY OF PREVENTS CERVICAL CANCER INDONESIAN COALITION INSTAGRAM..... 168
Nadira Kinanti Sadmoko, Erica Septiana Anggelia, La Mani

SESSION: ISLAMIC PHILANTROPHY

ISLAMIC PHILANTHROPY DEVELOPMENT MODEL BASED ON MANAGEMENT OF WAQF TREASURE IMPROVEMENT ON THE MOSQUES OF THE NORTHERN SEABOARD OF JAVA.....	171
<i>Hidayatus Sholihah, A. Zaenurrosyid</i>	
MEASURING THE MOSQUE-BASED DISASTER PHILANTHROPY	179
<i>Dadan Muttaqien, Muhammad Najib Asyrof, M. Roem Syibly</i>	
FINANCIAL PERFORMANCE COMPETENCY ANALYSIS OF SHARIA MICRO FINANCIAL INSTITUTION AND ITS RELATIONSHIP WITH SMALL AND MEDIUM ENTERPRISE DEVELOPMENT IN SUMENEP MADURA	185
<i>Mohamad Heykal, Astri Furqani, Lidiawati, Banon Amelda</i>	
ISLAMIC PHILANTHROPY AND CIVIL SOCIETY DEVELOPMENT SOLUTIONS IN INDONESIA	190
<i>Dzulkipli Hadi Imawan, M Muslich K S, Muhammad Roy R Purwanto</i>	

SESSION: TEACHING, LEARNING, AND TRAINING

EFFECTIVENESS OF DESSIMINATION OF RAHMATAN LIL ‘ALAMIN VALUES USING PROBLEM-BASED LEARNING METHODS ON YA BADI’ DHIKR AND TA’LIM ASSEMBLY, KALITIRTO, BERBAH, SLEMAN, YOGYAKARTA	194
<i>Lukman, Badrun Kartowagiran, Muzhoffar Akhwan</i>	
THE URGENCY OF EDUTAINMENT IN ISLAMIC EDUCATION LEARNING	200
<i>Imam Mudjiono</i>	
EDUCATIONAL DESIGN FOR ALPHA GENERATION IN THE INDUSTRIAL AGE 4.0.....	203
<i>Mir’Atun Nur Arifah, Moch Agus Munir, Burhan Nudin</i>	
TADRIBAT HARAMIYAH LEARNING MATERIAL DESIGN.....	212
<i>Zulhannan, Meriyati, Fitri Ayu Kusumaningrum</i>	

SESSION: DYNAMICS OF LOCAL POLITICS, LAW, AND ECONOMY

VILLAGE COMMUNITY OPINION TO SELECTION OF SINGLE REGIONAL CANDIDATES.....	216
<i>Diah Fatma Sjoraida, R K Anwar, G Amatunnisa</i>	
DEMOCRACY AND LOCAL ELECTION IN INDONESIAN: CASE STUDY OF LOCAL LEADERS ELECTION AT DEPOK.....	225
<i>Tukina, Agus Wasita</i>	
MAINTAINING SUSTAINABILITY OF ISLAMIC MICROFINANCE WITH OUTREACH AND SHARIA COMPLIANCE IN JAMBI.....	231
<i>Sucipto Djaafar</i>	

SESSION: INTERSECTION OF EDUCATION AND POLITICS

STRENGTHENING POLITICAL PARTICIPATION THROUGH EDUCATION IN SCHOOLS	240
<i>Roy Kembar Habibi, Eni Kusdarini</i>	

URGENCY OF DECISION-MAKING THEORY IN PRACTICAL LEADERSHIP PROCESS: CASE STUDY AT FACULTY OF ISLAMIC STUDIES, ISLAMIC UNIVERSITY OF INDONESIA YOGYAKARTA	246
<i>Nanang Nuryanta, Soemarta, Nur Aedi, Aan Komariah</i>	

AUTHORITARIANISM IN THAI HIGHER EDUCATION: THE THREATS AGAINST ACADEMIC FREEDOM AND PRODUCTIVITY	250
<i>Prapassara Thanosawan</i>	

HIGH SCHOOL DEBATE: ELEVATING STUDENTS CRITICAL THINKING INTO HOAX PREVENTION	254
<i>Awliya Rahmi, Jamaluddin</i>	

SESSION: MARKETING AND COMMUNICATION

E-COMMERCE COMMUNICATION: A DESCRIPTIVE STUDY ON INTEGRATED MARKETING COMMUNICATION IN TOKOPEDIA, INDONESIA	258
<i>Riska Fiati, Muhamad Aras, Iman Indrati, La Mani</i>	

MARKETING COMMUNICATIONS STRATEGY AND BRAND SUSTAINABILITY OF TOYOTA ASTRA MOTOR INDONESIA.....	267
<i>Ivan Riza Belgrade, Viriena Puspita</i>	

LEPMIDA VERBAL COMMUNICATION STRATEGY IN ESTABLISHING COOPERATION WITH THE LOCAL GOVERNMENT	271
<i>Erica Septiana Anggelia, Nadira Kinanti Sadmoko, La Mani</i>	

THE IMPLEMENTATION OF INTEGRATED MARKETING COMMUNICATION TOOLS TO CREATE BRAND AWARENESS OF THE USE OF TELKOMSEL TCASH STICKER IN JABOTABEK JABAR AREA	275
<i>Dwi Putri Handayani, Ulani Yunus, Dinda Agustina Putri</i>	

COMPOSITIONAL MEANS FOR SHAPING MODERN CRIMEAN TATAR HOTEL AND RESTAURANT BUSINESS FACILITIES.....	278
<i>Kuznetsova Iryna, Privolneva Svitlana, Zhukova Nataliia</i>	

SESSION: HUMAN AND COMMUNITY DEVELOPMENT

INTEGRATING BUSINESS STRATEGY AND SUSTAINABILITY DEVELOPMENT OF THE SOCIETY: A CASE OF AQUA COMPANY IN INDONESIA.....	283
<i>Roseno Aji Affandi, Elisa Anastasia, Aditya Permana, Tirta Nugraha Mursitama</i>	

EFFECT OF LEADERSHIP STYLE AND ORGANIZATION ON EMPLOYEE THROUGH JOB SATISFACTION (EMPIRICAL STUDY ON FIVE CONSTRUCTION COMPANIES IN INDONESIA).....	291
<i>Meina Woro Kustinah, Iman Indrati, Erny Tajib</i>	

ANALYSIS OF THE HUMAN DEVELOPMENT INDEX IN JAMBI CITY	297
<i>Sudirman, Osrita Hapsara</i>	

ANALYSIS OF THE IMPACT OF TECHNOLOGY ON CULTURE IN INDIGENOUS COMMUNITIES: MENTAWAI ISLANDS, INDONESIA	302
<i>Zulfadrim, Yusuke Toyoda, Hidehiko Kanegae</i>	

SESSION: INTERSECTION OF RELIGION AND ECONOMY

EFFECTS OF ISLAMIC BRAND PERSONALITY, SERVICE QUALITY, CUSTOMER MOTIVES AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY IN SHARIA BANKS OF JAMBI CITY UNDER THE PERSPECTIVE OF TAWHIDI STRING RELATION	310
<i>Rafidah</i>	
THE ALUN-ALUN KARIMUNJAWA AS ECONOMIC SPACE IN THE COASTAL CITY AS ALUN-ALUN IN THE CITY CENTER IN JAVA.....	315
<i>R Siti Rukayah, Endang Sri Susilo, Dileanis Pringgenies, W Agus Tri Setyo</i>	
THE EFFECT OF PRICE, PRODUCT QUALITY AND RELIGIOSITY ON PURCHASING BEHAVIOR OF HALAL-LABELED SARIAYU BEAUTY PRODUCTS	321
<i>Anton Priyo Nugroho, Fajar Fandi Atmaja, Siti Mutaalimah, Yuli Andriansyah, Siti Achiria</i>	
ISLAMIC FINANCE FOR SUSTAINABLE MICRO-FINANCE DEVELOPMENT IN INDONESIA	326
<i>Iskandar</i>	
SUSTAINABILITY OF THE DEVELOPMENT OF SHARIA ECONOMIC LAW IN INDONESIA: A SOCIAL HISTORY APPROACH.....	330
<i>Illy Yanti, Addirrahman</i>	

SESSION: MARRIAGE, FAMILY WELL-BEING, AND GENDER RELATIONS

IMPLEMENTATION OF COMMUNICATION AMONG THE DIVORCED WOMEN ON REMARRIAGE IN INDONESIA.....	333
<i>Novi Andayani Praptiningsih, Heny Hayat, Silvira Yolanda</i>	
PROBLEMATICS OF SINGLE MOTHER IN PARENTING	341
<i>Malida Fatimah, Junanah</i>	
A CHILD EDUCATION INVESTMENT IN FINANCIAL PLANNING OF A FAMILY	346
<i>Refky Fielnanda</i>	
KHULU' AS EVIDENCE OF WOMEN EQUALITY RIGHT IN ISLAM.....	350
<i>Qurrotul Ainiyah, Julianne Kamelia Riza</i>	

SESSION: CHARACTER EDUCATION AND PEACE BUILDING

IHSAN-BASED CHARACTER EDUCATION	354
<i>Syaifulloh Yusuf, Kurniawan Dwi Saputra</i>	
THE MODEL OF DEVELOPING SCHOOL CULTURE BASED ON STRENGTHENING RELIGIOUS CHARACTERS.....	359
<i>Khoirul Anwar, Muhammad Muhtar Arifin Sholeh</i>	
UNDERSTANDING THE DEVELOPMENT OF CHILDREN'S EDUCATION CAUSED BY PARENTS PERCEPTION	365
<i>Rully Khairul Anwar, Elnovani Lusiana, Muhammad Taufiq Rahman</i>	
AKHLAQ LEARNING MODEL IN AL-HIDAYAH ISLAMIC BOARDING SCHOOL FOR GIRLS	372
<i>Sri Haningsih, Anisah Budiwati</i>	

UNDERSTANDING AND APPLICATION OF SUFISM TO OVERCOME INNER CONFLICT AMONG UNIVERSITY STUDENTS.....	378
<i>A. F. Djunaidi, Lukman, Fatihatul Muthmainah</i>	

SESSION: SHARIA-BASED ECONOMY

FINANCIAL PERFORMANCE OF ISLAMIC AND CONVENTIONAL MUTUAL FUNDS IN INDONESIA STOCK EXCHANGE	383
<i>M. Ridho Pratama, Martini Dwi Pusparini, Rakhmawati, Tulasmi, Yuli Andriansyah</i>	
MORALITY AND JUSTICE IN THE ISLAMIC ECONOMICS	389
<i>M Roem Syibly, Muhammad Roy Purwanto</i>	
IMPACT OF MACROECONOMY AND JAKARTA ISLAMIC INDEX ON NET ASSETS VALUE OF ISLAMIC MIXED MUTUAL FUNDS	393
<i>Mohamad Andri Ibrahim, Popon Srisusilawati, Gusti Khairina Shofia, Nanik Eprianti</i>	

SESSION: INFORMATION AND COMMUNICATION TECHNOLOGY

MEASURING LEVEL OF INFORMATION AND COMMUNICATION TECHNOLOGY LITERACY OF UNIVERSITY STUDENTS IN INDONESIA	396
<i>Yonathan Anggian Siahaan, Fergyanto E Gunawan</i>	

SESSION: ENVIRONMENT AND SUSTAINABLE DEVELOPMENT

BASIC OF CREATIVE TOURISM: BATIK AS A CREATIVE INDUSTRY	400
<i>Tri Wiyana, Asep Syaiful Bahri, Arif Zulkarnain, Roberto Tomahuw</i>	
FACTORS AFFECTING PURCHASE DECISIONS: HORISON HOTELS WEST JAVA AREA	405
<i>Arif Zulkarnain, Trias Septyoari Putranto, Maryani, Leonandri Dino</i>	
BRAND COMMUNITY WAY IN DIGITAL ERA: VALUABLE INTERACTION OF BUSINESS, SOCIABILITY, AND USABILITY IN INDONESIAN CONSUMERS EXPERIENCE.....	412
<i>Zinggara Hidayat</i>	
THE ROLE OF WASTE RECYCLE BY BANKING SYSTEM TO ECONOMIC EMPOWERMENT IN INDONESIA: A CASE OF STUDY OF BANK SAMPAH MATAHARI MADIUN	419
<i>Intan Muthoharoh, Syamsuri</i>	
LINKING ORGANIZATIONAL JUSTICE TO TURNOVER INTENTION: ORGANIZATION-EMPLOYEE RELATIONSHIP QUALITY MEDIATOR.....	424
<i>Sarfilianty Anggiani, Tri Wiyana</i>	
ASSESSMENT OF DISPERSION, RETENTION TIME AND FRACTION OF PM10-20, AND PM0.23-1 IN IRON ORE MINES.....	431
<i>Charmi Humbal, Sneha Gautam, Aditya Kumar Patra, Abhishek Gupta</i>	

ADDITIONAL PAPERS

RELATIONSHIP BETWEEN SLEEP QUALITY AND INTERNET ADDICTION AMONG COLLEGE STUDENTS IN YOGYAKARTA	435
<i>Laras Laksita Ningrum, Fitri Ayu Kusumaningrum</i>	
MANAGING HEALTH-PROMOTING SCHOOL FOR SUSTAINABILITY DEVELOPMENT	441
<i>Jamaluddin, T. Rahayu, D. N. Istofa, A. Aziz, G. Habibah</i>	
INTERROGATING SENSE OF PLACE THROUGH TACTICAL URBANISM OF WOMEN AND CHILDREN IN KAMPUNG KERAPU, NORTH JAKARTA	446
<i>Salsabila Andara S. Alyani, Herlily</i>	

Author Index