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THE INFLUENCE STYLE OF LEADERSHIP HEAD OF SUB DISTRICT TO PUBLIC SERVANT APPARATUS ETHIC IN POPULATION FIELD AT MARGAHAYU SUBDISTRICT BANDUNG REGENCY

Authors:  
Dewi Kumiasih

Institutions:  
Government Science Department, Faculty of Social and Political Science, Indonesia Computer University

Content:  
Leadership is a persons way to influencing the behavior and ethics of his subordinates in achieving the goals of government organizations including in Margahayu Sub district Bandung Regency. The main goals of sub district organizations is to provide optimal public services to the community. Now day, many people complain about the ethics of the apparatus sub district in providing population services. The Ethic of apparatus which not really good, needs an effort from sub-district head to instill ethics to his apparatus as the primary value in public service through a leadership style.  
This research is uses explanative method. Explanative method done by researchers to find a causal relationship between variables that can affect the hypothesis. In this research, data analysis approach used is quantitative. Data collection techniques by the authors in the field by way of observation, questionnaire, and literature study. Sample determination technique used in this research is saturated sampling technique.

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Authors:  
Dewi Kumiasih

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Topic:  
Government Science

Presenter:  
Dewi Kumiasih

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# THE INFLUENCE STYLE OF LEADERSHIP HEAD OF SUB DISTRICT TO PUBLIC SERVANTS APPARATUS ETHIC IN POPULATION FIELD AT MARGAHAYU SUBDISTRICT BANDUNG REGENCY

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## Abstract

The research purpose was to measure the influence style of leadership head of sub district on the ethics of public servants apparatus in Margahayu sub district. This research is uses explanative method and data analysis approach used is quantitative. The stages of this study consisted of an analysis of the variables of style of leadership head of sub district, analysis of the ethics of public servants apparatus in population and the measurement of the influence between the two variables.

The result in field research shows that style of leadership head of sub district is very high dominated by Instructive leadership style from a subdistrict head. The ethics of public servant apparatus shows quite high results, which is around 7,029. Statistical test shows that there is an influence style of Sub District Head leadership on the ethics of public servants apparatus in Margahayu sub district by 75.67% so that the hypothesis can be accepted. The strong influence style of leadership head of sub district on the ethics of public servants apparatus because the leadership style of the sub-district head of Margahayu is good enough where the leadership style applied by the sub-district head of Margahayu is more inclined towards the leadership style of instruction. The leadership style of the instructions applied by the sub-district head in enforcing work regulations by carrying out strict supervision and giving sanctions to officials who violate the ethics of the apparatus so that they are well maintained.

The impact of this research theoretically supports the development of Government Science and is practically an input for the subdistrict Government.

**Keywords:** Leadership, Style, Ethic, Apparatus, Public Service

## INTRODUCTION

District is part of regional as stated in Law No. 23 of 2014 about Regional Government. Sub districts play an important role in providing services to the community. As stated in Permendagri No. 4 of 2010 about Guidelines for Sub District Integrated Administration Services. Sub district Integrated Administration Services as we call PATENT, is the implementation of public services in the sub-district from the application stage to the publication of documents in one place. The sub-district which was originally a bureaucratic center became a citizen center which became an integrated service center. Government implementation in sub district needed good human resources as the implementor. Human resources was very decisive elements in the administration of

government tasks. The ability of apparatus resources in sub-districts is the main factor that will determine the success or failure of an organization in achieving optimal public services.

Every apparatus of public servants must have an attitude, mentality and behavior that reflects the superiority of character and nobility. Public servants are obliged to develop themselves so they truly understand, appreciate, and apply ethics that are rooted in good morals.

Margahayu is a sub-district in Bandung Regency which has so many population. The area bordering Bandung City is a fairly dense area with quite a bustle. Services of population become most importance in Margahayu Sub District include the making of Family Cards (KK), Electronic Identity Cards (e-KTP), Temporary Residence Letters (SKTS) and there are recommended services including: making birth certificates, marriage certificates, certificates land, business license (HO), introduction to making SKCK and SIM.

The implementation of services by the apparatus has not been optimally implemented quickly, precisely, accurately, so that it often causes dissatisfaction among the community. Weak professionalism of service by the apparatus is caused by a lack of understanding and practice of the norms and ethics that apply to the apparatus.

The role of the subdistrict head is more important as a leader in upholding ethics for the apparatus to provide optimal service to the community. Style of leadership influences the ethics of public servants. Good ethics can create satisfaction for the community.

## METHOD

This research is used quantitative approach with eksplanatory survey method. Sugiyono (2012:21) said Eksplanatory Survey is research that intend to explain the position of the variables studied and the relationship between one variable and another.

Population and sample in this research as much 100 people plus 32 apparatus. Data collection techniques through observation, questionnaire distribution and literature study. To determine the score on the questionnaire in this study, researchers used a pattern where respondents were asked to describe how far, each statement shows the characteristics or characteristics of variable X (leadership style) and variable Y (ethics of public service apparatus). The answers for each item are scaled according to the continuum series which consists of five points by giving a certain score.

**Commented [U1]:** Mohon periksa lagi: apparatus? (single s)

**Commented [U2]:** Mohon ditambahkan 5 pustaka minimal sebagai bahan untuk "state of the art"

**Commented [U3]:** Lihat template untuk gaya sitasi, yaitu dengan penomoran.

**Table 1. Answer Category and How to Submit Questionnaire Scores**

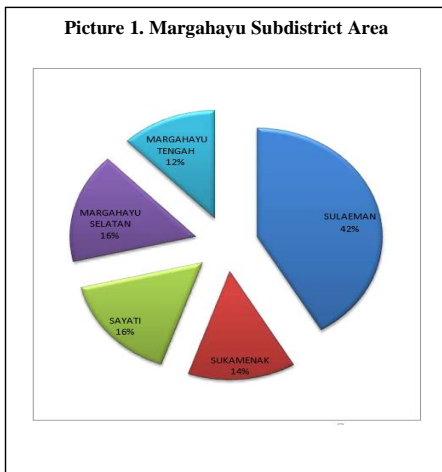
Answer Category	Questionnaire Scores
Very Aggre	5
Agree	4
Doubtful	3
Not agree	2
Disagree	1

Based on the table above, giving a questionnaire depends on the respondent's answer category. The highest score is 5 with the strongly agree category while the smallest score is 1 with the score category disagree.

**RESULTS**

Margahayu Sub District is one of the areas in Bandung Regency which has various activities such as housing, agriculture, industry and so on. Margahayu Sub-District is seen from its location as a strategic area. This is because the location is directly bordered to Bandung City and the northern part is on the regional road lane as a liaison for the movement towards Bandung City and Bandung Regency.

Margahayu Sub District include 4 villages and 1 urban community which is Margahayu Tengah villages, Margahayu Selatan villages, Sayati villages, Sukamenak villages dan Sulaeman urban community.



Based on the picture above, the largest village area is Sulaeman Village at 42% and the smallest is Margahayu Tengah Village.

The population of Margahayu Subdistrict reached 130,747 people with details: Male population totaled 65,737 people and women totaled 65,010 people. This can be seen in the table below:

**Table 2 Margahayu Subdistrict Population Based on Gender**

No	Villages	Population		Total
		Male	Women	
1	Sulaeman	2.795	2.452	5.247
2	Sukamenak	15.378	15.010	30,388
3	Sayati	18.728	18.546	37,273
4	Margahayu Selatan	18.329	18.561	36,890
5	Margahayu Tengah	10.508	10.441	20,949
<b>Total</b>		<b>65.737</b>	<b>65.010</b>	<b>130.747</b>

Source: BPS Bandung Regency, 2017.

The density of the population in Margahayu Subdistrict when compared to the subdistricts in Bandung Regency is the subdistrict area with the most population. This needs to be the main concern of policy makers in Bandung Regency.

**DISCUSSION**

**Validity test**

Validity test is conducted to determine whether the measuring instrument designed in the form of a questionnaire can actually carry out its function. As explained in the research methodology, to test the validity of a measurement tool, a statistical approach is used, namely through the correlation coefficient score of the statement item with the total score.

**Table 3. Validity Test Variable X1**

No. Statement	Correlation Value	Critical Value	Information
1	0,861	0,195	Valid
2	0,758	0,195	Valid
3	0,777	0,195	Valid
4	0,712	0,195	Valid
5	0,845	0,195	Valid
6	0,850	0,195	Valid
7	0,832	0,195	Valid
8	0,699	0,195	Valid

Source : Data processing SPSS, 2018

From the table above all statements of correlation values are greater than the critical value of the correlation table, so it can be said that all statements in the Instruction variable (X1) are valid.

**Table 4. Validity Test Variable X2**

No. Statement	Correlation Value	Critical Value	Information
1	0,678	0,195	Valid
2	0,715	0,195	Valid
3	0,735	0,195	Valid
4	0,679	0,195	Valid
5	0,619	0,195	Valid
6	0,295	0,195	Valid
7	0,506	0,195	Valid

**Commented [U5]:** Pada bagian discussion ini, berisi pembahasan hasil penelitian, uji validitas dan realibitas tidak perlu dimasukan. Diskusi adalah membandingkan atau merujuk pada hasil penelitian yang sejenis /artikel pada jurnal. Jadi harus ada sitasi juga pada bagian discussion ini.

**Commented [U4]:** Judul Gambar di bawah gambar. Nomor gambar harus dipanggil di naskah.

8	0,813	0,195	Valid
9	0,636	0,195	Valid
10	0,629	0,195	Valid

Source : Data processing SPSS, 2018

Based on the table above all statements of correlation values are greater than the critical value of the correlation table, so it can be said that all statements in the Consultation variable (X2) are valid.

**Table 5. Validity Test Variable X3**

No. Statement	Correlation Value	Critical Value	Information
1	0,814	0,195	Valid
2	0,739	0,195	Valid
3	0,674	0,195	Valid
4	0,623	0,195	Valid
5	0,602	0,195	Valid
6	0,615	0,195	Valid
7	0,712	0,195	Valid
8	0,579	0,195	Valid

Source : Data processing SPSS, 2018

Based on the table above all statements of correlation values are greater than the critical value of the correlation table, so that it can be said that all statements in the Participation (X3) variable are valid.

**Table 6. Validity Test Variable X4**

No. Statement	Correlation Value	Critical Value	Information
1	0,810	0,195	Valid
2	0,795	0,195	Valid
3	0,767	0,195	Valid
4	0,734	0,195	Valid

Source : Data processing SPSS, 2018

Based on the table above all statements of correlation values are greater than the critical value of the correlation table, so it can be said that all statements in the Delegation variable (X4) are valid.

**Table 7. Validity Test Variable Apparatus Ethic**

No. Statement	Correlation Value	Critical Value	Information
1	0,661	0,195	Valid
2	0,713	0,195	Valid
3	0,666	0,195	Valid
4	0,735	0,195	Valid
5	0,506	0,195	Valid
6	0,618	0,195	Valid
7	0,472	0,195	Valid
8	0,444	0,195	Valid
9	0,539	0,195	Valid

Source : Data processing SPSS, 2018

Based on the table above all statements of correlation values are greater than the critical value of the correlation table, so that it can be said that all statements in variable of the public servant ethics apparatus (Y) are valid.

### Reliability Test

In addition to being valid, the measuring instrument must also have reliability or reliability, a measuring instrument can be relied upon if the measuring instrument is used repeatedly will give relatively the same results (not far away).

Reliability test results can be seen from the table below:

**Tabel 8. Reliability Test**

Variable	Alpha Value	Interpretation Criteria
X1	0,941	Reliable, High
X2	0,891	Reliable, Medium
X3	0,889	Reliable, Medium
X4	0,897	Reliable, Medium
Y	0,824	Reliable, Medium

Source : Data processing SPSS.

Based on the table above, the correlation coefficient values for the variables X1, X2, X3, X4 and Variable Y are at a high level of reliability so that all variables are declared reliable.

### Data Description Variable X Leadership Style

Variables research analysis of the variables leadership style carried out by the Head subdistrict of Margahayu (X) and Apparatus Ethics in Margahayu Sub District (Y) was based and several indicators were measured. As for the analysis of respondents' responses and the two variables can be described as follows:

#### Dimension X1 Leadership Instructions from Respondents' Responses in the leadership style.

To find out how the Dimension X1 of the leadership style, can be seen in the table below which presents the data obtained in the field.

**Table 9. Respondent Answer Tabs for Leadership Style Instructions (n = 132)**

N O	STATEMENT IN ANGKET	ANSWER (Fi)					SK OR
		A	B	C	D	E	
1	Leaders explain their respective roles	28	89	32	16	0	624
2	Leaders emphasizes two-way communication	3	47	81	34	0	514
3	Leaders makes a decision	33	11	5	2	0	674
4	Leaders tightens supervision and accountability	15	79	44	27	0	577
5	Leaders provide additional instructions to clarify	14	55	67	29	0	549
6	Leaders make something simple and special	15	56	69	25	0	556
7	Leaders becomes a reliable communicator	18	89	48	10	0	610

8	Leaders are responsive	2	25	94	44	0	480										
9	Leaders conduct evaluation	8	29	78	45	5	485	16	Sub-district head gives the impetus to make a slight increase	23	48	47	37	10	532		
10	Leaders monitors the task	23	48	67	27	0	562	17	Sub-district head Give bonus	4	17	105	30	9	472		
	AMOUNT						5631	18	Sub-district head gives praise	2	42	70	48	3	487		
								19	Sub-district head gives a promotion	17	61	52	34	1	554		
								20	Sub-district head shown employees are adequate	18	55	58	30	4	548		
	AMOUNT								AMOUNT						5128		

Source: Research Processing Results, 2018

Information :

A = Very Aggre

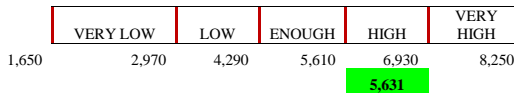
B = Aggre

C = Doubtful

D = Not agree

E = Disagree

Cumulative category intervals score answers consisting of ten questions regarding the dimension of instructive leadership by the sub-district head to Margahayu Sub District employees as follows:



Based on this information it can be seen the level of respondent's approval of Professionalism of Margahayu Sub District employees at 5631. Judging from the dimensions of leadership instruction, it turns out that the respondents' approval score on the camat leadership style on the performance of employees in population service who run the Service to the community in Margahayu Sub District is included in the highlands.

#### Dimension X2 Leadership Consultative from Respondents' Responses in the leadership style of Sub District Head

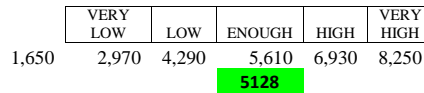
To find out how the Dimension of X2 leadership style, can be seen in the table below which presents the data obtained in the field.

**Tabel 10. Respondent Answer Tabs for Leadership Style Consultative (n = 132)**

N O	STATEMENT IN ANGKET	JAWABAN (Fi)					SKOR
		A	B	C	D	E	
11	Sub-district Head explains opportunities and gives opportunities for clarification	6	52	64	42	1	515
12	Sub-district Head conducts two-way communication (dialogue)	21	61	67	11	5	577
13	Sub-district head makes a decision	6	16	90	50	3	467
14	Sub-district head explain their respective roles	8	33	71	50	3	488
15	Sub-district head asks the followers' level of	4	32	91	29	9	488

Source: Research Processing Results, 2018

From the table above, the respondent gives an approval score of 5128. For the highest score given a score of 5 and for the lowest score given a score of 1, the category interval for cumulative answer scores consisting of six questions concerning the dimensions of consultative leadership style as follows:



From this information, it can be seen that the level of respondent's approval of the leadership style Sub-District Head in carrying out his leadership to improve the performance of population services is 5128. As we seen from the X2 dimension, leadership style of Sub-District Head is included in the category enough.

#### Dimension of X3 Leadership Participatory from Respondents' Responses in Leadership Style of Sub-District Head

To find out how the Dimension X3 of the leadership style Sub-District Head, can be seen in the table below which presents the data obtained in the field.

**Tabel 11. Respondent Answer Tabs for Leadership Style Partisipatory (n = 132)**

N O	STATEMENT IN ANGKET	JAWABAN (Fi)					SKOR
		A	B	C	D	E	
21	Sub-district head is an active listener	0	48	76	39	2	500
22	Sub-district head Subordinates make decisions	2	49	87	24	3	518
23	Sub-district head Two-way communication and followers are involved	25	48	53	39	0	554
24	Sub-district head supports subordinates in taking risks	30	92	33	10	0	637

**Commented [U6]:** Table terlalu banyak, sebaiknya ditampilkan yang paling penting. Table harus dipanggil pada naskah/ teks.

25	Sub-district head gives praise for the success of subordinate duties	4	48	85	28	0	523	35	Sub-district head appoints direct employees in carrying out tasks and solving existing problems	6	76	52	25	6	546
26	Sub-district head builds confidence	4	28	70	57	6	462								
27	Sub-district head and followers exchange ideas	10	51	52	48	4	510	36	Sub-district head gives authority and creation of responsibilities to members	22	55	51	26	11	546
28	Sub-district head provides the necessary facilities	3	37	86	37	2	497								
29	Sub-district head is able to communicate	16	44	45	53	7	504	37	Sub-district head delegates to the employee in making the implementation accountability report	23	88	37	12	5	607
30	Sub-district head gives direction	2	16	71	67	9	430								
	AMOUNT						5135	38	Sub-district head explain job and function	3	46	87	17	12	506
								39	Sub-district head delegates to employees in the execution of tasks and functions	4	71	73	11	6	551
								40	Sub-district head did not hesitate to go directly to help his subordinates	12	44	65	32	12	507
									AMOUNT						5227

Source: Research Processing Results, 2018

From the table above, the respondent gives an approval score of 5135. For the highest score given a score of 5 and for the lowest score given a score of 1, the category interval for cumulative score answers consisting of ten questions regarding the dimensions of ease of action are as follows:

VERY LOW	LOW	ENOUGH	HIGH	VERY HIGH
1,650	2,970	4,290	5,610	6,930
			5,135	8,250

From this information it can be seen the level of respondent's approval of the X3 Dimension of Participatory Leadership leadership style of 5135. This means that the X3 Dimension of Participatory leadership style in the Margahayu District has only reached the "enough" category that has been implemented in accordance with expectations.

#### Dimension X4 Delegative Leadership from Respondents' Responses in Leadership Style Sub-District Style.

Tabel di bawah ini menyajikan kecenderungan data yang diparalel di lapangan pada dimensi X4 : Kepemimpinan Delegatif Camat pada Kecamatan Margahayu.

**Tabel 12. Respondent Answer Tabs for Leadership Style Delegative (n = 132)**

NO	STATEMENT IN ANGKET	JAWABAN (Fi)					SKOR
		A	B	C	D	E	
31	Give a general description of the task	13	51	64	28	9	526
32	Sub-district head Subordinates make decisions	12	61	61	23	8	541
33	Sub-district head Monitor activities	0	8	79	58	20	405
34	Encourage the achievement of goals	10	43	57	44	11	492

Source: Research Processing Results, 2018

The communicative category interval answers scores consisting of ten questions concerning the dimensions of the sub-district delegative leadership in Margahayu Sub-District as follows:

VERY LOW	LOW	ENOUGH	HIGH	VERY HIGH
1,650	2,970	4,290	5,610	6,930
			5,227	8,250

From the information that can be known, the level of respondent's approval of the implementation of the chief's delegative leadership style to his employees is 5227.

As we seen from the dimensions of the delegative leadership style in Margahayu Subdistrict, it turned out that the respondents' approval score on the leadership style of the Camat in Margahayu District was in the sufficient category. This means that the delegative leadership style of Margahayu Subdistrict in the leadership style of the sub-district head is quite well, according to the follow-up of the results of the report.

#### Description of Variables Y of Public Servant Apparatus Ethics

To find out how the Variable Dimension Y Public Servant Apparatus Ethics in Margahayu Sub District can be seen in the table below which presents the data obtained in the field.

**Tabel 13. Respondent Answer Tabs for Public Servant Apparatus Ethics in Margahayu Sub District (n = 132)**

NO.	INDIKATOR	f <sub>i</sub>					Σf <sub>i</sub> .x <sub>i</sub>
		A	B	C	D	E	
1	Knowledge	4	45	62	9	0	404
2	know the tasks that must be done at work	17	53	48	0	2	443
3	Inspiration in doing service	11	62	45	2	0	442
4	Improving service quality	5	59	54	0	2	425
5	Attitude and behavior	23	66	31	0	0	472
6	Polite	6	64	44	4	2	428
7	Friendly	30	73	16	0	1	491
8	Mutual respect	3	65	47	4	1	425
9	Mutual respect	14	69	34	2	1	453
10	Dicipline	6	41	71	0	2	409
11	Responsible	7	56	55	0	2	426
12	Fair	18	49	51	0	2	441
13	Service speed	14	56	46	2	2	438
14	Skills	0	55	60	1	4	406
15	Expertise	27	69	22	0	2	479
16	Clarity	14	67	33	4	2	447
	AMOUNT						<b>7029</b>

Source: Research Processing Results, 2018

From this table respondents give the approval score for the highest score given a score of 5 and for the lowest score given a score of 1, then the cumulative category interval score answers consisting of two questions regarding thoughts / ideas in the public servant apparatus ethics as follows:

	SANGAT RENDAH	RENDAH	CUKUP	TINGGI	SANGAT TINGGI
	2,160	3,888	5,616	7,344	9,072
			7,029		10,800

Based on the cumulative percentage of 7029 respondents' answers above, it can be seen that the ethics of the apparatus in providing population services is good enough.

**The Influence Style Of Leadership Head Of Sub District To Public Servant Apparatus Ethic In Population Field At Margahayu Subdistrict**

The influence of leadership style carried out by the Camat on the ethics of the public servant apparatus in the population field simultaneously, and as the results of the research that the researcher did, the researcher interpreted partially and simultaneously from the existing dimensions as follows:

Correlations

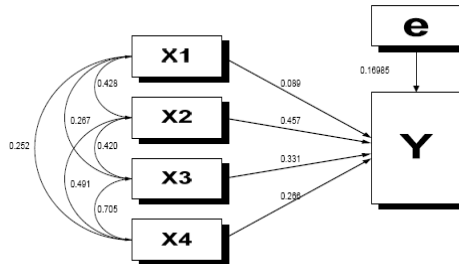
		X1	X2	X3	X4	Y
X1	Pearson Correlation	1	.436**	.252**	.212*	.427*
	Sig. (2-tailed)		.000	.005	.020	.000
	N	120	120	120	120	120
X2	Pearson Correlation	.436**	1	.450**	.518**	.782**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	120	120	120	120	120
X3	Pearson Correlation	.252**	.450**	1	.738**	.755**
	Sig. (2-tailed)	.005	.000		.000	.000
	N	120	120	120	120	120
X4	Pearson Correlation	.212*	.518**	.738**	1	.766**
	Sig. (2-tailed)	.020	.000	.000		.000
	N	120	120	120	120	120
Y	Pearson Correlation	.427**	.782**	.755**	.766**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	120	120	120	120	120

\*\* . Correlation is significant at the 0.01 level (2-tailed).  
\* . Correlation is significant at the 0.05 level (2-tailed).

From the table above it can be seen that the correlations that occur are all significant.

Calculate all path coefficients effect of variable X partially on Y. From the results of statistical calculations performed then obtained:

**Picture 2. Calculation Results of Path Structure the Leadership Style Dimension on Apparatus Ethics**



Source: Research Results, 2018

Based on the results of the calculation of the Path Coefficient partially through the t test, the variable X significantly affects the variable Y.

From the structure model of the research, it appears that all dimensions of the X variable are significant, meaning that the structure of the model formulated is reasonable enough to be used as a material for decision making in seeing the close relationship between Variable X (leadership style) towards Variable Y (Public Servant Apparatus Ethics).

total simultan x1 x2 x3 x4 on y = 75.67%

variable epsilon = 100% - 75.672% = 24.33%

This is shown that :

A leader must have good communication skills, so that he can establish a harmonious relationship with his subordinates but in the context of work. As many as 75.67% of the leadership style influenced the performance of the population service employees while as many as 24.33% were influenced by other factors that did not participate in this study. Thus it is clear that employee



performance is influenced by the communication ability of a leader especially in building teamwork as a whole to achieve goals. Thus the hypothesis proposed by the researcher is proven and tested for truth.

## CONCLUSION

Based on the results of the study, data analysis and discussion of the influence of leadership style on public servant ethics in the field of population in Margahayu Subdistrict, the researchers formulated the conclusion that the ethics of the apparatus in providing services in the population in Margahayu Subdistrict is influenced by the leadership style of the sub-district level. Amounting to 75.67% which is included in the strong category. The rest is 24.33% by other influences. The camat leadership style used to influence his subordinates is instructive leadership style. However, directive, participatory, and consultative leadership styles are also applied in certain matters and situations.

## ACKNOWLEDGEMENTS

Sub-District Head of Margahayu and Rector of Unikom

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**PROGRAM SCHEDULE**  
**INTERNATIONAL CONFERENCE ON BUSINESS, ECONOMICS, SOCIAL**  
**SCIENCES & HUMANITIES (ICOBEST)**  
 22 November 2018, Grand Tjokro Hotel, Bandung.

<b>TIME</b>	<b>DETAIL PROGRAM</b>	<b>PIC</b>
07.00 – 07.30	Registration	ICOBEST TEAM
07.30 – 08.30	Parallel Session: Session 1 (3 rooms)	Session Chair
08.30 – 08.35	Opening Ceremony	MC
08.35 – 08.40	Prayer Recitation	Tatan Tawami., M.Hum
08.40 – 08.50	A Glimpse of Unikom	Protocol
08.50 – 08.55	Singing National Anthem "Indonesia Raya"	Protocol
08.55 – 09.00	Speech from The Chairman	Dr. Ir. Lia Warlina
09.00 – 09.05	Speech from The Dean of Faculty of Economics and Business	Prof. Dr. Hj. Dwi Kartini, S.E., Spec. Lic.
09.05 – 09.45	Keynote Speaker Prof. Dr. Dennis Ushakov (Rusia)	Chair
09.45 – 10.25	Keynote Speaker: Prof. Dr. Hj. T. Fatimah Djajasudarma (Indonesia)	Chair
10.25 – 11.05	Keynote Speaker: Dr. Eku Wand (Germany)	Chair
11.05 – 11.45	Keynote Speaker Prof. Hisanori Kato (Japan)	Chair
11.45 – 12.15	Question and Answer	Chair
12.15 – 12.20	Giving Souvenirs to The Keynotes	Protocol
12.20 -12.30	Photo Session of Chair, Keynotes, Committee and Participants	Protocol
12.30 -13.15	Lunch	ICOBEST TEAM
13.15 -15.15	Parallel Session Session 2 (4 Rooms)	Session Chair
15.15 – 17.15	Parallel Session Session 3 (4 Rooms)	Session Chair
17.15 – 17.20	Closing Ceremony	Session Chair
17.20 – 17.30	Certificate Distribution	Session Chair

Note: Coffee break is held while the program is running at 08.00 and 15.00

ROOM LILY1-2(GRAND TJOKRO HOTEL)

SESSION CHAIR : : Dr. RAENI DWI SANTY , S.E.,M.Si

PERSON IN CHARGE : 1. DINA OKTAFIANI  
2. AYO SUNARYO

TIME : 07.30-08.30

(5 Minutes each presentation, 5 minutes for question and answer)

No	Topic	Code	Presenter	Authors	Title
1	Accounting	ABS-4	Ely Suhayati	Ely Suhayati	The Integrity Of Public Accountant Has Implications For Detecting Fraud In Conducting An Audit
2	Accounting	ABS-7	Sri Dewi Anggadini	Sri Dewi Anggadini	Factors Education Towards the Presentation of Accounting Information
3	Accounting	ABS-10	Lilis Puspitawati	Lilis Puspitawati, Azhar Susanto	The Influence of Business Strategy Through the Management Accounting Information System to the Quality of Management Accounting Information - Evidence in Indonesia
4	Accounting	ABS-28	Wati Aris Astuti	Wati Aris Astuti	Analysis of Internal Audit Implementation in Private University
5	Accounting	ABS-44	Angky Febriansyah	Angky Febriansyah	How to Improve Employee Performance
6	Accounting	ABS-96	Surtikanti	Surtikanti, Dean Subhan Saleh	Economic Value Added
7	Accounting	ABS-112	Ony Widilestarini ngtyas	Ony Widilestariningt yas	The Role of Local Government Internal Auditor Competencies and Local Government Managerial Integrity in Improving the Performance Quality of Local Government Agencies

ROOM LILY1-2(GRAND TJOKRO HOTEL)

SESSION CHAIR : : Dr. RAENI DWI SANTY , S.E.,M.Si

PERSON IN CHARGE : 1. DINA OKTAFIANI  
2. AYO SUNARYO

TIME : 13.15-15.15

(5 Minutes each presentation, 5 minutes for question and answer)

No	Topic	Code	Presenter	Authors	Title
1	Accounting	ABS-5	Siti Kurnia Rahayu	Siti Kurnia Rahayu	Tax Amnesty Policy as Tax Reform Foundation
2	Accounting	ABS-27	Inta Budi Setya Nusa	Inta Budi Setya Nusa	Effectiveness Risk Assessment For Quality Of Accounting Information System
3	Accounting	ABS-29	Adeh Ratna Komala	Adeh Ratna Komala	The Analysis of Zakat Accounting Implementation on Amil Zakat Institutions in Bandung
4	Accounting	ABS-30	Adi Rachmanto	Adi Rachmanto	Decision Support System Analysis Performance Evaluation Lecturer Using Balanced Scorecard Method In a Private University
5	Accounting	ABS-33	Yanuar Ramadhan	Yanuar Ramadhan	Determinants of Management Accounting Information Systems Quality on Management Accounting Information Quality
6	Management	ABS-62	Windi Novianti	Windi Novianti, Wendi May Agustian	Improving Corporate Values Through The Size of Companies and Capital Structures
7	Management	ABS-63	Raeni Dwi Santy	Raeni Dwi Santy, Mirna Zulianti	Can Attitudes, Subjective Norms and Behavioral Control Perceptions Influence The Visitors Interest in Buying at Department Stores in Bandung?
8	Management	ABS-66	Linna Ismawati	Linna Ismawati	The Influence of Capital Structure and Dividens Policy to Firms Value Listed at Indonesian Stock Exchange
9	Management	ABS-72	Lita Wulantika	Lita Wulantika	Employee Performance Influenced by Their Quality of Work Life and Work Discipline

10	Management	ABS-73	Rizki Zulfikar	Rizki Zulfikar	Marketing Performance Influenced by Market Orientation Thorough Value Creation
11	Management	ABS-79	E S Soegoto	E S Soegoto	Information Technology Based Entrepreneurship Education in University
12	Management	ABS-84	Isniar Budiarti	Isniar Budiarti, Dani Setiawan	Quality Analysis of Work Life and Job Stress in Effect on The Performance of Employees
13	Management	ABS-141	Muhammad Riduansyah Syafari	Muhammad Riduansyah Syafari	Penta Helix Model In The Community Empowerment Around Coal Mine In Maburai Village Tabalong Regency

ROOM LILY1-2(GRAND TJOKRO HOTEL)

SESSION CHAIR : : Dr. RAENI DWI SANTY , S.E.,M.Si

PERSON IN CHARGE : 1. DINA OKTAFIANI  
2. AYO SUNARYO

TIME : 15.15-17.15

(5 Minutes each presentation, 5 minutes for question and answer)

No.	Topic	Code	Presenter	Authors	Title
1	Management	ABS-14	Hadi Purnomo	Hadi Purnomo, Rahma Wahdiniwaty	The Impact of Motivation in Increasing Employee Productivity in College
2	Management	ABS-15	Rahma Wahdiniwaty	Rahma Wahdiniwaty, Eko Budi Setiawan, Deden A Wahab	Implementation of Recommendation Model for Determining the Marketing Area Location of Creative Industry Products
3	Management	ABS-16	Herman S. Soegoto	Herman S. Soegoto	Trust and Loyalty Level of Online Transportation Users
4	Management	ABS-39	Deden A. Wahab Syaroni	Deden A. Wahab Syaroni	Theoretical Study on Employee Engagement in Building Performance Organization
5	Management	ABS-46	Dedi Sulistiyo Soegoto	Dedi Sulistiyo Soegoto	Analysis of Product Differentiation Strategy and its Implications toward Position Advantage on Customer Retailer's Purchase Decision
6	Management	ABS-49	Jogi Morrison	Jogi Morrison, Rahma Wahdiniwaty	The Influence of Product Quality on Car Purchase Decision
7	Management	ABS-57	Fathan Jefriansyah	Fathan Jefriansyah, Rahma Wahdiniwaty	Improving Product Knowledge Through Personal Selling Activities
8	Management	ABS-60	Danang Nuswantoro	Danang Nuswantoro, Deden A Wahab S	The Influence of Competence User Information System on User Satisfaction of New Student Admission Information System in University of Swadaya Gunung Jati

9	Management	ABS-61	Arjuna Rizaldi	Arjuna Rizaldi, Arjuna Rizaldi	A Dynamic Investment Development Strategy on How To Accelerate The Economic Growth
10	Management	ABS-64	Gatot Sudjatmiko	Gatot Sudjatmiko, Dedi Sulistiyo Soegoto	The Influence of Green Location Strategy, Green Price, and Green promotions toward purchase decision of the property
11	Management	ABS-127	Adhi Dharma Satria	Adhi Dharma Satria,, Herman Soegoto	Feasibility Study of Pt. Fixall
12	Management	ABS-149	N. Vani Ramdhiani	N. Vani Ramdhiani and Rahma Wahdiniwaty	The Effect of College Reputation on Students Decision Making to Choose it as Study of Place

ROOM PLUMERIA (GRAND TJOKRO HOTEL)

SESSION CHAIR : YULLY AMBARSIH EKAWARDHANI, M.Sn

PERSON IN CHARGE : 1. YONATHAN ANDRI HERMAWAN

2. PUTRI AMIRAH

TIME : 07.30-08.30

(5 Minutes each presentation, 5 minutes for question and answer)

No.	Topic	Code	Presenter	Authors	Title
1	Visual Communication Design and Interior Design	ABS-38	Dina Fatimah	Dina Fatimah	Implementation Overview of Minangkabau Societys life Philosophy on the Custom House Interior Plan
2	Visual Communication Design and Interior Design	ABS-51	Febry Maharlika S.Ds.,M.Sn	Febry Maharlika S.Ds.,M.Sn	Ornaments as an Element to Forming Interiority in Utama Mandala Pura Agung Wiralokanatha
3	Visual Communication Design and Interior Design	ABS-88	Ryanty Derwentyana Nazhar	Ryanty Derwentyana Nazhar	User Perception to Modern and Classic Mihrab Design Concept
4	Visual Communication Design and Interior Design	ABS-99	Rini Maulina	Rini Maulina, Setiawan Sabana	Sundanese Color Meaning, Naming, and Using
5	Visual Communication Design and Interior Design	ABS-124	Taufan Hidayatullah	Taufan Hidayatullah , Setiawan Sabana	The Usage of Waste as Media Art Work Creation
6	Visual Communication Design and Interior Design	ABS-40	Benedicta Adriela	Benedicta Adriela	The Influence of Customer Lifestyles on the Decision of Choosing an Online Design Studio Services
7	Visual Communication Design and Interior Design	ABS-77	Deni Albar	Deni Albar	Chat Sticker Design as Media Recognition of Character in Instant Messaging Platform



ROOM PLUMERIA (GRAND TJOKRO HOTEL)

SESSION CHAIR : YULLY AMBARSIH EKAWARDHANI, M.Sn

PERSON IN CHARGE : 1.YONATHAN ANDRI HERMAWAN

2. PUTRI AMIRAH

TIME : 13.15-15.15

(5 Minutes each presentation, 5 minutes for question and answer)

No.	Topic	Code	Presenter	Authors	Title
1	Visual Communication Design and Interior Design	ABS-78	Firmansyah	Firmansyah	Development Design Quality Of Craft Industries In West Java
2	Visual Communication Design and Interior Design	ABS-97	Ivan Kurniawan	Ivan Kurniawan	The Sensuality and Tendency of Fetishism on Model Photography
3	Visual Communication Design and Interior Design	ABS-101	Wantoro	Wantoro	Semiotic Analysis of Space and Time in the Film
4	Visual Communication Design and Interior Design	ABS-102	Irma Rochmawati	Irma Rochmawati	User Interface Design of Mobile Photo Editors
5	Visual Communication Design and Interior Design	ABS-107	Satria Indra Praja Persada S.Ds., M.M	Satria Indra Praja Persada S.Ds., M.M	Visual Analysis of Indonesian Criminal Toy Packaging
6	Visual Communication Design and Interior Design	ABS-113	Gema Arifrahara, M. Ds	Gema Arifrahara, M. Ds	Revitalizing Transport Rickshaw Into A Tourist Heritage Vehicles (Case Studies In Bandung, Indonesia)
7	Visual Communication Design and Interior Design	ABS-114	Irwan Tarmawan	Irwan Tarmawan, Wantoro	Persuasive Communication Media in The Implementation of the National Ideology
8	Visual Communication Design and Interior Design	ABS-122	Wira Mahardika Putra	Wira Mahardika Putra	Visual Illustration Analysis on Dreadout Game Poster Through Semiotics
9	Visual Communication Design and Interior Design	ABS-150	Bambang Candra Purnama	Bambang Candra Purnama	Knowing Celepuk Siau Through Illustration Media to Children

10	Visual Communication Design and Interior Design	ABS-41	I Gede Yudha Pratama	I Gede Yudha Pratama	Aesthetics Study of Mesatua Bali Culture in Digital Media
11	Visual Communication Design and Interior Design	ABS-45	Rully Sumarlin	Rully Sumarlin	The Review of User Experience and User Interface Design of Hospital Information System to Improve Health Care Service
12	Visual Communication Design and Interior Design	ABS-47	Dion Darsa Sabrian	Dion Darsa Sabrian	Study of Motif Role and Function in Advertising.

ROOM PLUMERIA (GRAND TJOKRO HOTEL)

SESSION CHAIR : YULLY AMBARSIH EKAWARDHANI, M.Sn

PERSON IN CHARGE : 1. YONATHAN ANDRI HERMAWAN

2. PUTRI AMIRAH

TIME : 15.15-17.15

(5 Minutes each presentation, 5 minutes for question and answer)

No.	Topic	Code	Presenter	Authors	Title
1	Visual Communication Design and Interior Design	ABS-55	Endah Riana Endarini	Endah Riana Endarini	Visual Analysis of the Comic Genre on Digital Comic
2	Visual Communication Design and Interior Design	ABS-56	M. Syahril Iskandar	M. Syahril Iskandar	Analysis Of Visual Rhetoric for Official Website City Government
3	Visual Communication Design and Interior Design	ABS-80	Muhammad Isla	Muhammad Isla	Semiotic Study and Form of Agung Baiturrahim Mosque in Gorontalo City
4	Visual Communication Design and Interior Design	ABS-83	Apsari Dj. hasan	Apsari Dj. hasan	Aesthetic Study and Symbolic Meaning of Decoration in Traditional Wedding
5	Visual Communication Design and Interior Design	ABS-90	Siska Udilawaty	Siska Udilawaty	Custom House Visual Study of Gorontalo City
6	Visual Communication Design and Interior Design	ABS-91	Risti Puspita Sari Hunowu	Risti Puspita Sari Hunowu	Semiotic Study of Regional Logo
7	Visual Communication Design and Interior Design	ABS-92	Adya Mulya Prajana	Adya Mulya Prajana	Visual Analysis of the Morning News Bumper Program
8	Visual Communication Design and Interior Design	ABS-134	Khairunnisa Butar-Butar	Khairunnisa Butar-Butar	The Aesthetic Study of Traditional Cloth North Sumatera
9	Digital Humanities	ABS-65	Yully Ambarsih Ekawardhani	Yully Ambarsih Ekawardhani, Imam Santosa,	Identified Characters, Dialogue of Ethnicity in

				Hafiz Azis Ahmad, Irfansyah	Indonesia Animated Film
10	Digital Humanities	ABS- 120	Doddy Maulana Yusuf	Doddy Maulana Yusuf	Lecture Schedule on Accounting Computer Department of Indonesia Computer University Using Genetic Algorithm
11	Digital Humanities	ABS- 125	Rahmat Putra, S.kom	Rahmat Putra, S.kom	Mapping of Electronic Marketplace Business Model in Building Urban Electronic Marketplace
12	Digital Humanities	ABS- 152	Irawan Afrianto	Irawan Afrianto, Lia Warlina, Sufa Atin, Andri Heryandi	Framework of Journal Aggregator in Indonesia

ROOM AZALEA (GRAND TJOKRO HOTEL)

SESSION CHAIR : Dr.DEWI TRIWAHYUNI,S.IP.,M.Si

PERSON IN CHARGE : 1. THERESIA VALENTINA  
2. MUHAMMAD YUSUP

TIME : 07.30 – 08.30

(5 minutes each presentation 5 minutes for question and answer)

No	Topic	Code	Presenter	Authors	Title
1	Communication Science	ABS-12	Sangra Juliano Prakasa,	Novita Fitriana Atmawiharja	Communication Behavior of “Statue and Painting” Artists
2	Communication Science	ABS-31	Melly Maulin Purwaningwulan	Melly Maulin Purwaningwulan, Asep Suryana, Uud Wahyudin, Susanne Dida	The Uniqueness of Influencer Marketing in the Indonesian Muslim Fashion Industry on Digital Marketing Communication Era
3	Communication Science	ABS-54	Dr. Desayu Eka Surya, S.Sos., M.Si	Dr. Desayu Eka Surya, S.Sos., M.Si	Implementing Communication For Discovering Company’s Background, Its Cooperation Partners, And Its Communities as the SMEs Businessmen
4	Communication Science	ABS-58	Adiyana Slamet	Adiyana Slamet, Dadang Rahmat Hidayat, Karim Suryadi, Deby Sri Aprilliani	Political Communication Chairman Of West Java Parliament : Political Identity Of Sundanese Woman As Political Symbols
5	Communication Science	ABS-93	Tine Agustin Wulandari	Tine Agustin Wulandari	The Effectiveness of An Internal Information Media in University
6	Communication Science	ABS-98	Inggar Prayoga	Inggar Prayoga	Communication Pattern of Islamic Religious Group
7	Communication Science	ABS-121	Rismawaty	Rismawaty	Trainer Motives in Training Communication

8	Communication Science	ABS-123	Manap Solihat	Manap Solihat	Self-Concept and Communication Adaptation of Newcomer Student in Unikom Bandung
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ROOM AZALEA (GRAND TJOKRO HOTEL)

SESSION CHAIR : Dr.DEWI TRIWAHYUNI,S.IP.,M.Si

PERSON IN CHARGE : 1. THERESIA VALENTINA  
2. MUHAMMAD YUSUP

TIME : 13.15 – 15.15

(5 minutes each presentation 5 minutes for question and answer)

No	Topic	Code	Presenter	Authors	Title
1	Government Science	ABS-24	Dewi Kurniasih	Dewi Kurniasih, Lala Lasmawati	The Influence Style of Leadership Head of Subdistrict to Public Servant Apparatus Ethic in Population Field
2	Government Science	ABS-26	Rino Adibowo, S.IP.,M.I.Pol	Rino Adibowo, S.IP.,M.I.Pol	Legal Aspect of Micro and Small Enterprises (MSEs) in Rural Areas
3	Government Science	ABS-95	Tatik Rohmawati	Tatik Rohmawati	The Abstentionist Group In The Governor Election
4	Government Science	ABS-109	Tatik Fidowaty	Tatik Fidowaty, Olih Solihin and Poni Sukaesih kurniati	Government Communication Strategy of Bandung City in Socialization of Regulation Concerning Administrative Sanctions of Littering
5	Government Science	ABS-110	Nia Karniawati	Nia Karniawati, Samugyo Ibnu Redjo, Utang Suwaryo, and Rahman Mulyawan	The Role of Leadership in E-Government Licence Provision at Local Government Level in West Java
6	Government Science	ABS-119	Samugyo Ibnu Redjo	Samugyo Ibnu Redjo , Rira Nuradhawati	Participatory Leadership Of Villlage Chief
7	Government Science	ABS-142	Ilham Multama	Ilham Multama, Asniati, and Annisa Rahman	Analysis of the Effect of E-Government Implementation on Quality of Information Towards Government to Government
8	Government Science	ABS-147	I Made Sumada	I Made Sumada	Collaboration Policy Of Regional Office Of National Anti-Narcotics

					Agency With Local Wisdom (Perarem Desa Pekraman) In Bali Handling Drug Abuse
9	Government Science	ABS-153	Poni Sukaesih Kurniati	Poni Sukaesih Kurniati, Suryanto	Alternative of Innovative Financing Planning in Administration of Slum Areas in Bandung, West Java, Indonesia
10	Government Science	ABS-154	Suryanto	Suryanto, Bambang Hermanto, R. Meisa Dai	Traditional Market Issues
11	Government Science	ABS-155	Poni Sukaesih Kurniati	Poni Sukaesih Kurniati, Suryanto, Sri Dewi Anggadini	Model of Financing Infrastructure Development in Bandung, West Java, Indonesia
12	Communication Science	ABS-105	Oki Achmad Ismail	Oki Achmad Ismail	Commodification Of Sundanese News Program “Warta Kiwari” In Sktv Bandung
13	Communication Science	ABS-108	Olih Solihin	Olih Solihin	Make Moral Judgment of Political Figures in the Election of The Governor of West Java
14	Communication Science	ABS-145	Tina Rakhmatin	Tina Rakhmatin, Deddy Mulyana, Susie Perbawasri	Religiosity in Therapeutic Communication of Islamic Medicine Thibbun Nabawi



ROOM AZALEA (GRAND TJOKRO HOTEL)

SESSION CHAIR : Dr.DEWI TRIWAHYUNI,S.IP.,M.Si

PERSON IN CHARGE : 1. THERESIA VALENTINA  
2. MUHAMMAD YUSUP

TIME : 15.15 – 17.15

(5 minutes each presentation 5 minutes for question and answer)

No	Topic	Code	Presenter	Authors	Title
1	Law	ABS-6	Musa Darwin Pane	Musa Darwin Pane	Hyperreality of Law Between Hoax and Enforcement of Law no. 19 Year 2016: an Actualization of Technology Shift Law Perspective
2	Law	ABS-13	Hetty Hassanah	Hetty Hassanah , Eman Suparman	Legal Aspect the Execution of Arbitration Online Decision in Domain Name Dispute
3	Law	ABS-20	Sahat Maruli Tua Situmeang	Sahat Maruli Tua Situmeang	The Interpretation of Crime Simulacra in the Concept of Criminal Law Reform
4	Law	ABS-71	Arinita Sandria	Arinita Sandria	Overview of Adat Law on The Development of Information Technology on Implementation of Catur Brata Penyepian in Balinese Hindu Communities
5	Law	ABS-86	Febilita Wulan Sari	Febilita Wulan Sari	Law Protection forward Privacy Data of Social Media User According to International and National Law
6	International Relation	ABS-1	Budi Mulyana	Budi Mulyana	Religion and International Relations
7	International Relation	ABS-22	Andrias Darmayadi, Ph.D	Andrias Darmayadi, Ph.D	Potential Cooperation Between West Java Provincial Government and the City of Chongqing in the Framework of Sister Province
8	International Relation	ABS-76	Dewi Triwahyuni	Dewi Triwahyuni, Yanyan Mochamad	Foreign Policy of The United States of America in Addressing China's Cyberpower

				Yani, Arry Bainus	
9	International Relation	ABS-81	Sylvia Octa Putri	Sylvia Octa Putri, Galih Ginanjari	Industry 4.0 in Electronics and Automotives Sectors and Its Prospect for Indonesia Economic Diplomacy

ROOM ORCHID (GRAND TJOKRO HOTEL)

SESSION CHAIR : TATAN TAWAMI,S.S.,M.Hum

PERSON IN CHARGE : 1.ASSYFA OCTAVIYANI ISTIQOMAH  
2.ANDY JEFFERSON SABUR

TIME : 13.15 – 15.15

(5 minutes each presentation 5 minutes for question and answer)

No	Topic	Code	Presenter	Authors	Title
1	Digital Humanities	ABS-9	Retno Purwani Sari	Retno Purwani Sari, Cece Sobarna	Persuasive Strategy In Interactive Educational Games For Toddlers
2	Digital Humanities	ABS-17	Asih. Prihandini	Asih. Prihandini, Novian Denny Nugraha	Language Structure in Virtual Class Program on Social Media
3	Digital Humanities	ABS-23	Tatan Tawami	Tatan Tawami	Propositional Analysis of Emotive-Word Characters in Inside Out Movie
4	Digital Humanities	ABS-34	Muhammad Rayhan Bustam	Muhammad Rayhan Bustam	Media Attention for Jerusalem Declaration: a Comparative Discourse Analysis on International Online Newspapers
5	Digital Humanities	ABS-36	Soni Mulyawan Setiana	Soni Mulyawan Setiana, Anisa Arianingsih	The Problems in Learning of Chookai
6	Digital Humanities	ABS-43	Nungki Heriyati	Nungki Heriyati	Presenting Self: A Celebrification in Online Video Sharing
7	Digital Humanities	ABS-59	Juanda	Juanda	Language Interferences in Social Media
8	Digital Humanities	ABS-68	Nenden Rikma Dewi S	Nenden Rikma Dewi S	Third Crusade and “Assassins Creed: Bloodlines” Video Game Universe
9	Digital Humanities	ABS-70	Pitri Haryanti	Pitri Haryanti, Yeni Nurlatifah	Visual Language in Japanese animation
10	Digital Humanities	ABS-75	Fenny Febrianty	Fenny Febrianty	Utilization of Powerpoint in The Making of Nihonshi Subject Teaching Media

11	Digital Humanities	ABS-82	Anisa Arianingsih	Anisa Arianingsih	Implementation of Reportage Video Assignment Method on Japanese Language Learning
12	Digital Humanities	ABS-151	Assyfa Octaviyani Istiqomah	Assyfa Octaviyani Istiqomah , Tatan Tawami	Ontological Metaphor in Arrival Movie Script

ROOM ORCHID (GRAND TJOKRO HOTEL)

SESSION CHAIR : TATAN TAWAMI,S.S.,M.Hum

PERSON IN CHARGE : 1.ASSYFA OCTAVIYANI ISTIQOMAH  
2.ANDY JEFFERSON SABUR

TIME : 15.15 – 17.15

(5 minutes each presentation 5 minutes for question and answer)

No	Topic	Code	Presenter	Authors	Title
1	Management	ABS-21	Mari Maryati	Mari Maryati, Deden Abdul Wahab Syahroni	Business Plan Analysis of Housing Company in Bandung
2	Management	ABS-25	Yayah Sutisnawati	Yayah Sutisnawati, Deden Syahroni Abdul Wahab	Employee Burnout in Private University
3	Management	ABS-32	Panji Setya Depitra	Panji Setya Depitra, Herman Soegoto	The Effect of Motivation and Leadership Style Towards Work Performance at PT. Bank Negara Indonesia KCU Bandung
4	Management	ABS-35	Rizky Dhelvia	Rizky Dhelvia, Herman S. Soegoto	The Influence Workload and Competence on Employee Performance in Pt X Finance
5	Management	ABS-37	Soni Mulyawan Setiana	Soni Mulyawan Setiana	Competencies Development for Lecturers at Faculty of Letters in Private University Soni Mulyawan Setiana
6	Management	ABS-48	Bima Adhiguna	Bima Adhiguna, Dedi Sulistiyo	Measurement and Improvement Analysis of Applications and Services with IT Balanced Scorecard on Online Transportation in Bandung
7	Management	ABS-52	Budi Rahadian	Budi Rahadian, Deden A. Wahab Syaroni	The implementation of work-based incentive at Law Firm and Secretary Staffs At Universitas Pendidikan Indonesia
8	Management	ABS-94	Tri Widiati Natalia	Tri Widiati Natalia, Hanson Endra Kusuma	Relationship between Access to Mall and Shopping Motivation of

					Young Adult Age Group
9	Management	ABSp-140	Azzahra Sabina Tohir	Azzahra Sabina Tohir and Agung Nugroho	Consumer Brand Loyalty of Fast Fashion Brands of Young Consumers in Indonesia
10	Entrepreneurship	ABS-87	Trustorini Handayani	Trustorini Handayani	Product Innovation Analysis of Cibuntu Tofu at Cibuntu Tofu Center Bandung
11	Entrepreneurship	ABS-18	Surjatno Wiganepdo	Surjatno Wiganepdo, Herman Soegoto	Business Plan Analysis of Housing Company in Bandung
12	Entrepreneurship	ABS-53	Muhammad Iffan	Muhammad Iffan	Impact of Entrepreneurial Motivation on Entrepreneurship Intention