

“
Empowering World
Optimism and
Revitalization
through Scientific
Framework”



PROCEEDING

UNIKOM International Conference on Business,
Economics, Social Sciences & Humanities (ICOBEST) 2022

Clarivate
Web of Science™

Scopus

JEECAR
Journal of Eastern European and
Central Asian Research
PUBLISHED BY THE INSTITUTE OF EASTERN EUROPE AND CENTRAL ASIAN STUDIES

MAR
MANAGEMENT AND
ACCOUNTING REVIEW

MACFEA

MAJCAFE (ISSN 1511 - 2802)

MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS

PROCEEDING

EMPOWERING WORLDWIDE OPTIMIZATION THROUGH
SCIENTIFIC FRAMEWORK

ISSN: 28330-0637



ISSN 2830-0637



9 772830 063005

Assalamualaikum waarahmatullah wabarakatuh

Good morning

To our distinguished guests, colleagues, and researchers. I am pleased and honored to welcome you to ICOBEST 2022. This year is the fifth edition of the International Conference on Business, Economics, Social Sciences, and Humanities (ICOBEST 2022).

I would like to take this opportunity to extend a warm welcome to the Rector of UNIKOM, Prof. Dr. Ir. H. Eddy Soeryanto Soegoto, MT, and all of the top management of UNIKOM, distinguished guests, our honorable keynote speakers, and all bright presenters and participants for joining ICOBEST 2022. I would also like to extend my appreciation to the organizing committee for their tremendous contributions to the conference's success.

We decided to choose "Empowering World Optimism and Revitalization via Scientific Framework" as the theme for this year's conference. We expect that this conference will provide you with the opportunity to share your findings with a worldwide research community and engage in discussions regarding issues related to research and/or practice in the fields of Business, Economics, Social Sciences, and Humanities. The conference agenda will feature a variety of presenting formats, including keynote speakers and oral presentations. In addition, the best papers will have the opportunity to be published in an international journal indexed by Scopus. Our warmest appreciation goes to all the participants who submitted their papers.

In closing, I encourage the delegates to actively participate in today's interesting discussions. We sincerely hope that this international conference can become a platform for researchers and academics to present their best research results and become a bridge for practitioners in the fields of Business, Economics, Social Sciences, and Humanities. I wish everyone a successful and fruitful conference.

Thank you,

Chief of the conference

Dr. Poni Sukaesih Kurniati, S.IP, M.Si.

PROCEEDING BOOK

**The 5th International Conference
on Business, Economics, Social Sciences, and Humanities 2022**

Empowering World Optimism and Revitalization

Through Scientific Framework

Bandung, 30th – 31st May 2022



Publisher:

Universitas Komputer Indonesia

Bandung, Indonesia

PROCEEDING BOOK

**The 5th International Conference
on Business, Economics, Social Sciences, and Humanities 2021**

Empowering World Optimism and Revitalization

through Scientific Framework

Organizing Committee:

Conference Chair

: Dr. Lia Warlina, M.Si.

Technical Chair

: Dr. Poni Sukaesih Kurniati, S.IP., M.Si.

Bobi Kurniawan, S.T., M.T.

Senny Luckyardi, S.P., MM

Ferry Stephanus Suwita, ST., MT.

Advisory Board and Scientific Committee:

1. Prof. Dr. H. Eddy Soeryanto Soegoto (Universitas Komputer Indonesia)
2. Prof. Dr. Hj. Umi Narimawati, Dra., S.E., M.Si. (Universitas Komputer Indonesia)
3. Assoc. Prof. Dr. Ir. Herman S., MBA. (Universitas Komputer Indonesia)
4. Assoc. Prof. Dr. Agus Riyanto, S.T. M.T. (Universitas Komputer Indonesia)
5. Dr. Hetty Hasanah, S.H., M.H. (Universitas Komputer Indonesia)
6. Assoc. Prof. Dr. Sony Mulyawan Setiana, M.Pd. (Universitas Komputer Indonesia)
7. Assoc. Prof. Dr. Lilis Puspitawati, S.E., M.Si., Ak., CA (Universitas Komputer Indonesia)
8. Assoc. Prof. Dr. Ely Suhayati, S.E., M.Ak. (Universitas Komputer Indonesia)
9. Dr. Rahma Wahdiniwati, Dra., M.Si. (Universitas Komputer Indonesia)
10. Dr. Dedi Sulistiyo S., M.T. (Universitas Komputer Indonesia)
11. Assoc. Prof. Dr. Suryanto, S.E., M.Si (Universitas Padjadjaran Bandung)
12. Dr. Herwan Abdul Muhyi, S.IP., M.Si (Universitas Padjadjaran Bandung)
13. Dr. Candradewini, S.IP., M.Si.
14. Assoc. Prof. Dr. I Made Sumada, Drs., M.M. (Universitas Ngurahrai Denpasar)
15. Dr. Dina, S.IP., M.Si. (Univeritas Alghifari)
16. Assoc. Prof. Dr. Tunggul Sihombing, Drs., M.Si. (Universitas Sumatera Utara Medan)
17. Dr. Muhammad Riduansyah Syafari (Universitas Lambung Mangkurat Banjarmasin)
18. Dr. Supriyadi, S.E., M.Si (STIE STEMBI Bandung)
19. Assoc. Prof. Dr. Bakri Hasanuddin, S.E., M.Si (Universitas Tadulako Palu)
20. Assoc. Prof. Dr. Budi S. Purnomo, S.E.,M.M., M.Si. (Universitas Pendidikan Indonesia Bandung)
21. Dr. Abshor Marantika, S.E., M.Si., M.M (STIMA IMMI Jakarta)
22. Dr. Abd. Rahman Pakaya, M.Si (Universitas Negeri Gorontalo)
23. Assoc. Prof. Dr. Dian Indiyati, S.H., S.E., M.Si. (Universitas Telkom)
24. Dr. Hj. Lilis Karnita Soleha, M.Si (STIE STEMBI Bandung)

Publisher:

Universitas Komputer Indonesia
Bandung, Indonesia

Editorial Staff Address:

Jl. Dipati Ukur No.112-116,
Lebakgede, Kecamatan Coblong,
Kota Bandung, Jawa Barat 40132
<https://www.unikom.ac.id/>

TABLE OF CONTENTS

No	Title / Authors	Link
1	GenBust's behavior in the Use of Information Technology and the Utilization of Digital Markets as Consumers to make Purchasing Decisions Rahma Wahdiniwaty , Neng Susi SS	https://icobest.unikom.ac.id/submission/proceeding/download/243
2	Digital Business Opportunities in Education Services from The Use of Information Technology in the Endemy of Covid 19 Neng Susi SS, Tjang Kian Liong, Deden Sofyan Hamdani , Tuti Sulastri, Tengku Ine H	https://icobest.unikom.ac.id/submission/proceeding/download/244
3	The Effect of the Use of Electronic Commerce and User Work Effectiveness on Business Performance in Publishing Businesses in Bandung Regency Muhammad Iffan, Prisca Wulyati Suhendar	https://icobest.unikom.ac.id/submission/proceeding/download/245
4	Attention, Interest, Search, Action, and Share Method as a Sales Promotion Strategy for Indonesian Public Figure Food Products through Creative Advertising Dewi Isma Aryani, Riki Himawan Mulyadi, Hendra Setiawan	https://icobest.unikom.ac.id/submission/proceeding/download/246
5	Creating Competitive Advantage for MSMES through the Use of Information Technology Functions and Absorptive Capacity in MSMES Priangan Timur-West Java D Munandar, J Sarwono, A Nisa	https://icobest.unikom.ac.id/submission/proceeding/download/247
6	Internal Institutionalization of Golkar Party for the Study of Simultaneous 2020 Pilkada (Elections of Regional Heads) in Bandung District Dede Sri Kartini, Rahman Mulyawan, Rudiana	https://icobest.unikom.ac.id/submission/proceeding/download/248
7	Aspects of Political Campaign in Political Communication The Prosperous Justice Party (PKS) at the 2019 Legislative Election Tatik Rohmawati, Dody Alfares	https://icobest.unikom.ac.id/submission/proceeding/download/249
8	The Vision of Global Maritime Fulcrum within ASEAN Centrality to Maintain Regional Stability Dewi Triwahyuni, Windy Dermawan, Priskila Millena	https://icobest.unikom.ac.id/submission/proceeding/download/250
9	The Impact and Response of Maritime Southeast Asian Countries to Economic Dynamics during the Covid-19 Pandemic Andrias Darmayadi, Muhammad Arya Aditiya	https://icobest.unikom.ac.id/submission/proceeding/download/251
10	Indonesia's Tourism Economic Recovery Strategy through Meta-Green Bussiness Initiatives Post-Covid 19 Pandemic Ika Sri Hastuti, Melaty Anggraini	https://icobest.unikom.ac.id/submission/proceeding/download/252
11	The ASEAN Intergovernmental Commission's Response on Human Rights to the 2021 Myanmar Crisis Henike Primawanti, Windy Dermawan, Agung Muhammad Iqbal	https://icobest.unikom.ac.id/submission/proceeding/download/253

No	Title / Authors	Link
12	K-Pop Business: Prospects and Challenges for Entrepreneurs in Indonesia Sylvia Octa Putri	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
d/254">https://icobest.unikom.ac.id/su bmission/proceeding/downlo d/254
13	Communication Strategy of the First Digital Internet Service Provider Company in Indonesia to Increase Brand Awareness Among Internet Service Users Tine Agustin Wulandari, Erik Wirawan	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
d/255">https://icobest.unikom.ac.id/su bmission/proceeding/downlo d/255
14	Supplier Performance Analysis with using the Analytical Hierarchy Process (AHP) Method Olih Solihin, Yuni Mogot, Metha Madonna	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
d/256">https://icobest.unikom.ac.id/su bmission/proceeding/downlo d/256
15	Work Coffee Indonesia Marketing Communication Strategy through a Zero Percent Plastic Campaign in Increase Brand Image Desayu Eka Surya, Ririn Astiani	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
d/257">https://icobest.unikom.ac.id/su bmission/proceeding/downlo d/257
16	The Cultural Narrative as a Digital Promotion Strategy in Selling Batik Tulis Lasem and Its Effect on The Economy in Lasem Tessa Eka Darmayanti, Ariesa Pandanwangi, Belinda Sukapura Dewi, Dewi Isma Aryani, Ismet Zainal Effendi	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
d/258">https://icobest.unikom.ac.id/su bmission/proceeding/downlo d/258
17	Business Motivation and Business Ability to the Success of Distro Entrepreneurs in Bandung Rizki Zulfikar, Reihan Faruq Junaedhy Bawazir	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
d/259">https://icobest.unikom.ac.id/su bmission/proceeding/downlo d/259
18	Educational Marketing Management Strategy in Improving School Image Linda Setiawati, Siti Nuraeni	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
d/260">https://icobest.unikom.ac.id/su bmission/proceeding/downlo d/260
19	Employee Productivity Model at Mineral, Coal, and Geothermal Resources Center A. Riyanto, M. L. Nurfachsyia, G. Sianturi	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
d/261">https://icobest.unikom.ac.id/su bmission/proceeding/downlo d/261
20	Readiness of Work affected by Work Procrastination and Hedonic Lifestyle RD Santy, PA Pratama	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
d/262">https://icobest.unikom.ac.id/su bmission/proceeding/downlo d/262
21	The Role of Bekraf and Development Micro and Small Industries (MSE) in Indonesia Sahabudin Sidiq and Awan Setya Dewanta	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
d/263">https://icobest.unikom.ac.id/su bmission/proceeding/downlo d/263
22	The Use of E-Money to Implement Business Transactions of the Children of the Madrasah Aliyah Arafah Cililin Islamic Boarding School, West Bandung Regency Maisa Azizah Asmara, Rahma Wahdiniwaty, Hamidah, Tini Martini, Muhtarudin	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
d/264">https://icobest.unikom.ac.id/su bmission/proceeding/downlo d/264
23	The Role of Strategic Flexibility in Increasing Innovation (Case Study of Promotion Strategies in Furniture Manufacturing Company) Diah Nur Kusumawardhani, Deden A. Wahab Sya'roni	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
d/265">https://icobest.unikom.ac.id/su bmission/proceeding/downlo d/265

No	Title / Authors	Link
24	The Impact of Providing Material and Non-Material Incentives on Employee Work Motivation (Study on the Automotive Industry in West Bandung) I Budiarti, M Maryati, V Lavira	https://icobest.unikom.ac.id/submit/proceeding/download/266
25	Analysis of Digital Marketing and Customers Purchase Intention toward Purchasing Decision on Netflix Account During Covid 19 Pandemic in Bandung E Susilawati, Y Sutisnawati	https://icobest.unikom.ac.id/submit/proceeding/download/267
26	Firm Size And Profitability Affect to Dividend Policy on Mining Companies Listed in Indonesian Stock Exchange Period 2016-2020 Windi Novianti	https://icobest.unikom.ac.id/submit/proceeding/download/268
27	News Sentiment, News Intensity, and Price Movement of Indonesia's 45 Most Liquid Stock Index Nagib Muhamad, Husodo Ananto Zaafri	https://icobest.unikom.ac.id/submit/proceeding/download/269
28	The Influence of Smartphone Brand Awareness on Purchase Decisions Iphone Smartphone Consumers Siti Daniyah Atika, Dedi Sulistiyo	https://icobest.unikom.ac.id/submit/proceeding/download/270
29	Merchandise Brand Image Analysis in Shaping Consumptive Lifestyle A Community of Fans Dwinanda Pratya Annisa Murni, Rahma Wahdiniwati	https://icobest.unikom.ac.id/submit/proceeding/download/271
30	Coronavirus Disease (COVID) -19 Vaccinations and Indonesian Capital Market Ratna Juwita, Rosyana Fitri, Endang Purwaningrum	https://icobest.unikom.ac.id/submit/proceeding/download/272
31	The Effect of Tax Audit and Tax Collection on Corporate Income Tax Receipt (Case Study at the Bandung Bojonagara Pratama Tax Service Office 2016-2020 Period) Jayanthi Octavia , Citra Laksmi Kusuma	https://icobest.unikom.ac.id/submit/proceeding/download/273
32	Tax Audit Effectiveness: Detection of Tax Sheltering through Implication Book Tax Differences on Earnings Management Siti Kurnia Rahayu	https://icobest.unikom.ac.id/submit/proceeding/download/274
33	Legal Certainty and Justice of Job Creation Law Tax Cluster as Economic Driving Force Siti Kurnia Rahayu	https://icobest.unikom.ac.id/submit/proceeding/download/275

No	Title / Authors	Link
34	Analysis of Accounting Information System for Spare Parts Inventory in Internal Inventory Control at CV Yamaha Sentra Anugrah Motor In Bojongsoang Branch Supporting Eti Suprihatin, Hamidah, Tengku Ine Hendriana, Ahmad Nukman Ginanjar, Anum Dahlia,	https://icobest.unikom.ac.id/submit/proceeding/download/276
35	Equalization Annual Notification Report Value Added Tax Against the Income Statement of PT. X Through the Accounting Application Dasep Heriansyah, Junaedi Abdillah, Sabar, Eti Suprihatin	https://icobest.unikom.ac.id/submit/proceeding/download/277
36	Analyzing the Role of Risk Awareness in Enterprise Risk Management Inta Budi Setya nusa, Destya Ayu Puspita	https://icobest.unikom.ac.id/submit/proceeding/download/278
37	Policy Formulation of Criminal Actions Related to Binary Option through the Criminal Justice System in Indonesia Musa Darwin Pane	https://icobest.unikom.ac.id/submit/proceeding/download/279
38	The Role of the Badan Arbitrase Nasional Indonesia (Bani) in E-Commerce Dispute Resolution Through Online Arbitration Hetty Hassanah	https://icobest.unikom.ac.id/submit/proceeding/download/280
39	Appropriation of Assets Corruption in Human Rights Perspective Sahat Maruli Tua Situmeang	https://icobest.unikom.ac.id/submit/proceeding/download/281
40	Applied Cyber Law in Architecture Model for Medical Gases Cylinder Management Moh. Amin Soetomo., Heru Purnomo Ipung, Ivan	https://icobest.unikom.ac.id/submit/proceeding/download/282
41	Legal Protection for Child Victims of Human Trafficking Based on International Law Febilita Wulan Sari	https://icobest.unikom.ac.id/submit/proceeding/download/283
42	Playing The Online Games Becomes One of Affecting Factors to Generate The Second Language Acquisition (SLA) for Millennials Asih Prihandini	https://icobest.unikom.ac.id/submit/proceeding/download/284
43	Cross-Cultural Understanding in Emily in Paris Series Season 1 Mia Rahmawati Yuwita	https://icobest.unikom.ac.id/submit/proceeding/download/285
44	Netizen Illocutionary on Celebrity Flexing Juanda	https://icobest.unikom.ac.id/submit/proceeding/download/286
45	A Discourse Analysis of Interpersonal Metafunction in Vladimir Putin's Speech Regarding Russia's Invasion of Ukraine Muhammad Rayhan Bustam	https://icobest.unikom.ac.id/submit/proceeding/download/287

No	Title / Authors	Link
46	How Tokopedia ADS Exploits Call for Action Behavior on Indonesia Marketplace Customers Retno Purwani Sari, Nenden Rikma Dewi	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/288">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/288
47	Making Sense of Apocalyptic Pandemic Nungki Heriyati	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/289">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/289
48	Contrastive Analysis of Adjective 'Asai' in Japanese and 'Dangkal' in Indonesian Nadin Ghaisani, Dedi Sutedi, Nuria Haristiani	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/290">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/290
49	An Evaluation of Kiso Moji GOI Course Learning Soni Mulyawan Setiana	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/291">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/291
50	The Contrastive Analysis of "Hiroi" and "Luas" Adjective in Japanese and Indonesian Wenni Dessari, Dedi Sutedi, Nuria Haristiani	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/292">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/292
51	The Contrastive Analysis of "Katai" in Japanese and "Keras" in Indonesian Language Alifah Dini Putri, Dedi Sutedi, Nuria Haristiani	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/293">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/293
52	Contrastive conjunction in Japanese and Indonesian Hafizah El Khair	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/294">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/294
53	Yugen Aesthetic Element in Japanese Animation Fenny Febrianty, Firda Fauzyah	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/295">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/295
54	Culinary Books as Information Media Gorontalo Specialty Food Sagela Sauce Ahmad Nurzaeni Fauzi, Wantoro, Dewi Rara Rizky Purnamasari	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/296">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/296
55	Reconstruction of Sex Education in Dua Garis Biru Film Irwan Tarmawan, R Arby Fauzan	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/297">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/297
56	Digital Media Design as Information for Art and Cultural Community Irma Rochmawati, Yulis Syam Fajrilah	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/298">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/298
57	Analysis of Visual Elements on Healthy Cendol 18 Product Packaging Design to Consumers Arini Mustika Ajie, D. A. Wahab Sya'roni	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/299">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/299
58	Packaging Design as a Media for Developing the Potential of Small and Medium Micro Enterprises (MSMEs) in the Culinary Sector typical of the Region in the Creative Industry Rizky Andriana Dewi, Rahma Wahdiniwati	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/300">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/300

No	Title / Authors	Link
59	Illustrated Books as Information Media for Pranata Mangsa (Old Javanese Astrology) Wantoro, Febby Permata Dewi	https://icobest.unikom.ac.id/su_bmission/proceeding/download/301
60	The Use of Materials in Environmental Sustainability Criteria in Seating Facilities Design Uses The Concept of Metaphor with a Narrative Approach Cherry Dharmawan	https://icobest.unikom.ac.id/su_bmission/proceeding/download/302
61	Homedecor Product Marketing Strategy in Milandbay Restaurant Gallery Dina Fatimah	https://icobest.unikom.ac.id/su_bmission/proceeding/download/303
62	Visual Analysis of Pelo Dalang Animation Satria Indra Praja Persada	https://icobest.unikom.ac.id/su_bmission/proceeding/download/304
63	Visual Representation of Hell From Balinese Hindu Beliefs in the Video Game "Escape From Naraka" Deni Albar	https://icobest.unikom.ac.id/su_bmission/proceeding/download/305
64	Making a Logo as Destination Branding: Case Study Kebon Jayanti Ceramic Centre Ivan Kurniawan, Rahadika Satya Novanto	https://icobest.unikom.ac.id/su_bmission/proceeding/download/306
65	Character Design of Eren Yeager in Animated Attack on Titan Series from Season 1-4 Dzulfiqar Fickri Rosyid	https://icobest.unikom.ac.id/su_bmission/proceeding/download/307
66	The Meaning of Indonesia's-Foreign-Policy-Themed Political Cartoon Artwork during Demokrasi Terpimpin Era Taufan Hidayatullah	https://icobest.unikom.ac.id/su_bmission/proceeding/download/308
67	Governance of the Nutu Tradition in Kasepuhan Ciptagelar: Reflection on Sustainable Women's Economic Empowerment Tiara Isfiaty, Kankan Kasmana	https://icobest.unikom.ac.id/su_bmission/proceeding/download/309
68	Promotional Elements in the "Me and Kajongan Tourism Village" Video Vlog Rizki Nurdiana	https://icobest.unikom.ac.id/su_bmission/proceeding/download/310
69	Exploration of Interior Materials Based on Plastic Waste Dheana Dwi Angia Putri Wibowo, Yully Ambarsih Ekawardhani	https://icobest.unikom.ac.id/su_bmission/proceeding/download/311
70	Design of Wayang Show With 360° Video (Virtual Reality) as a Media to Introduce Teenage About Wayang Cepak Tegal Lutfi Firmansyah, Taufan Hidayatullah	https://icobest.unikom.ac.id/su_bmission/proceeding/download/312

No	Title / Authors	Link
71	Visual Representation of Indonesian Culture in Character Design HololiveID Virtual Youtuber Geugeu Rimbawati, Yeffry Handoko Putra	https://icobest.unikom.ac.id/submit/proceeding/download/313
72	Greenery Concepts in Cafe and Restaurant Interiors Ryanty Derwentiana Nazhar	https://icobest.unikom.ac.id/submit/proceeding/download/314
73	Design of Sundanese Script through Android based Interactive Game Applications Arif Try Cahyadi, Ivan Kurniawan, Resha Widyanda	https://icobest.unikom.ac.id/submit/proceeding/download/315
74	Adaptation Short Story into Short Film Wicaksono Wisnu Legowo, Yully Ambarsih Ekawardhani	https://icobest.unikom.ac.id/submit/proceeding/download/316
75	Visual Research of Rossi Cigarette Packaging by Bahasa Rupa Primadi Tabrani Methode Adityo Baskoro Hardoyo	https://icobest.unikom.ac.id/submit/proceeding/download/317
76	Economic Aspects of Pandan Fiber Furniture from the Area of Sustainable Design Philosophy Febry Maharlika	https://icobest.unikom.ac.id/submit/proceeding/download/318
77	Representation of Seniority Role in Naufal Faridurrazak's Animated Video "Animasinopal" Merlina Fatimah Nasruddin	https://icobest.unikom.ac.id/submit/proceeding/download/319
78	Application of Juxtaposition Panel of Indonesian Comic Y A Ekawardhani, D Subandi	https://icobest.unikom.ac.id/submit/proceeding/download/320
79	Photography as a Media for Promotion of Area Tourism in Brebes District Kamal Mushthafa Putra, Kankan Kasmana	https://icobest.unikom.ac.id/submit/proceeding/download/321
80	The Role of Interior Design Towards User Comfort in a Residence Mohammad Sya'bani, M Syahril Iskandar	https://icobest.unikom.ac.id/submit/proceeding/download/322
81	The Effect of E-Learning through the Learning Management System (LMS) on students' learning motivation in the covid-19 pandemic era at the faculty of social and political sciences Universitas Komputer Indonesia Manap Solihat, Radisya Eka Putri Hendarsyah	https://icobest.unikom.ac.id/submit/proceeding/download/323
82	"Reading" Lasem Heritage Buildings as Marketing Strategy for the Cultural Tourism Sustainability: A Phenomenological Perspective Tessa Eka Darmayanti, Tatan Tawami	https://icobest.unikom.ac.id/submit/proceeding/download/324

No	Title / Authors	Link
83	Case of Dividend Payout Ratio (DPR) : Evidence on Manufacturing Companies in the Consumer Goods Industry Sector Listed on the Indonesia Stock Exchange Surtikanti Surtikanti , Jayanti Octavia, Ismawati Martina	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/325">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/325
84	Quality of Financial Statements with The Application of Accounting Information Systems and Human Resources Competence Sri Dewi Anggadini, Ari Bramasto, Muhamad Iqbal Adrian	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/326">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/326
85	Impact of Financial Technology on Profit of Islamic Banks in Bandung Wati Aris Astuti	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/327">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/327
86	Determination Analysis of Implementation of Good Governance Understanding and Audit Independence in Auditor Performance in Public Accounting Offices Wati Aris Astuti, Imelda Sandra Agiva	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/328">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/328
87	The Impact of the Implementation of Student Tuition Payment Information Systems on the Quality of Financial Reports: A Case Study at Universitas Komputer Indonesia Adeh Ratna Komala, Mari Maryati	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/329">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/329
88	Impact of Digitalization on Zakat Receipt Adeh Ratna Komala	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/330">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/330
89	Vegetable Sales and Marketing Modeling Through Innovation of Online Vegetable Stalls and Carts Based on Website and Mobile Applications Surtikanti, Raeny Dwisanty, Agus Mulyana	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/331">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/331
90	Case Auditor Change in Indonesia Surtikanti.Surtikanti, Dean Subhan Saleh, Ali Jamaluddin	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/332">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/332
91	Profitability and Financial Factors on The Indonesia Stock Exchange (IDX) Sri Dewi Anggadini, Hanifah Nur Yasmin, Arry Irawan	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/333">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/333
92	The Effect of Capital Expenditure and Operational Expenditure on Investment Decision Ony Widilestariningtyas	<a href="https://icobest.unikom.ac.id/su
bmission/proceeding/downlo
ad/334">https://icobest.unikom.ac.id/su bmission/proceeding/downlo ad/334

No	Title / Authors	Link
93	Capital Structure, Profitability, Hedging Policy, Firm Size, and Firm Value: Mediation and Moderation Analysis Erik Syawal Alghifari, Ikin Solikin, Nugraha, Ika Waspada, Lilis Puspitawati	https://icobest.unikom.ac.id/submit/proceeding/download/335
94	Managerial Models and their Contribution to the Successful Use of Financial Applications Lilis Puspitawati	https://icobest.unikom.ac.id/submit/proceeding/download/336
95	Social Media Management by the Sorong Regency Government in Maintaining its Image I Prayoga, G E Liline	https://icobest.unikom.ac.id/submit/proceeding/download/337
96	The Effect of Due Professional Care and Audit Evidence on The Appropriateness of Giving an Audit Opinion A Febriansyah and R R Oktaviana	https://icobest.unikom.ac.id/submit/proceeding/download/338
97	Use of Social Media in Small and Medium Enterprises among Adolescents Adi Rachmanto	https://icobest.unikom.ac.id/submit/proceeding/download/339
98	Human Resources Competency in The Successful Of Financial Digitization and Its Impact on The Financial Statement Performance in society 5.0 L Puspitawati and M Virginia	https://icobest.unikom.ac.id/submit/proceeding/download/340
99	Prevention of Fraud with Good Corporate Governance and Internal Control Ely Suhayati , Ari Bramasto, Dedi Sarifudin, Nafisah Rahmania	https://icobest.unikom.ac.id/submit/proceeding/download/341
100	The Success of Information System in Small and Medium Enterprises Sri Dewi Anggadani, Deden A Wahab, Dedi Sulisty Soegoto, Rio Yunanto	https://icobest.unikom.ac.id/submit/proceeding/download/342
101	Business Strategy Model on the Optimism of MSME (Small Enterprises) Performance in the West Java Region Indonesia Supriyati, Sri Mulyani, Harry Suharman, Taufiq Supriadi	https://icobest.unikom.ac.id/submit/proceeding/download/343
102	The Effect of Capital Expenditure and Operational Expenditure on Investment Decision Ony Widilestariningtyas	https://icobest.unikom.ac.id/submit/proceeding/download/344
103	Implementation of the Corporate Social Responsibility (CSR) Program PT. Indonesia Power Kamojang Coffee Cultivation Activities in Maintaining Corporate Image and Community Based Economic in Pandemic Time Melly Maulin Purwaningwulan, Muhamad Fahad Alfarisi	https://icobest.unikom.ac.id/submit/proceeding/download/345

Employee Productivity Model at Mineral, Coal and Geothermal Resources Center

A Riyanto^{1*}, M L Nurfachsya², G Sianturi³

^{1,2}Department of Management, Faculty of Economics and Business,
Universitas Komputer Indonesia,

³Departement of Industrial Engineering, Faculty of Engineering and Computer Science,
Universitas Komputer Indonesia

Jl. Dipatiukur No. 112-116 Bandung 40132, West Java, Indonesia

E-mail: *agus.riyanto@email.unikom.ac.id

Abstract. This study intends to determine the influence of Organizational Culture and Work Environment on Work Productivity, either partially or simultaneously, this research was carried out at the Center for Mineral, Coal and Geothermal Resources. The population in this study amounted to 161 employees at the Center for Mineral, Coal and Geothermal Resources. Sampling was used in taking samples in this study using a census with a total sample of 62 respondents. Based on the variables studied, the types of research used are descriptive and verification. The analytical method used in this research is multiple linear regression, correlation coefficient, determination analysis coefficient, partial and simultaneous hypothesis testing. This study obtained the results that organizational culture has a significant influence on work productivity, and the work environment does not have a significant effect on work productivity. The results of the research show that both orientations can be applied simultaneously in determining work productivity in the Center for Mineral, Coal and Geothermal Resources. The results of this study are expected to help managers in the company to increase the work productivity of their employees by paying attention to Organizational Culture and Work Environment on Work Productivity.

1. Introduction

The internal environment becomes an important part of organizational culture. Culture can be regarded as the magnitude of weaknesses and strengths of an organization. Some organizations can achieve success in realizing a culture that is fully by the needs of the organization [1]. The importance of environmental quality in the workplace can be a determinant of the level motivation, performance and productivity of employees in later time [2]. Usually the majority of empirical research on the work environment focuses on indicators of the physical environment and pays less attention to nonphysical environments that actually have an equally important role in work productivity [3]. Work Productivity is one of the important parts that need to be considered by the company to improve the work of each employee. What needs to be considered is the comfort of the work environment [4]. In the literature, different effects on Work Productivity are present in some ideas that suggest that job incompatibility should be studied separately as a mismatch of the skills they possess [5].

Based on research that has been done by several researchers before, broadly explaining if the organizational culture and work environment seem to have power. Similarly, many employees argue

that organizational culture and work environment to work productivity are spelled out in general not fixated on any of the references. Thus, we as researchers are interested in seeing the extent of the company's development by looking at the application of organizational culture and work environment that impacts the results of employee work productivity.

For this reason, the purpose of this study is to provide an overview of organizational culture and the work environment implemented on the work productivity of today's employees. This is done to prepare employees in the face of the situation that will occur at the Center for Mineral, Coal and Geothermal Resources.

Organizational Culture

Organizational culture is a combination of all assumptions, criteria, behaviors, and various ideas that become one to know the meaning of being a member of an organization Robbins in Saptyaningsih, (2021).

In addition, he stated that there are 10 indicators for organizational culture, namely as follows:

- A member's identity states that each individual is part of a company not just part of the job.
- The emphasis of group work activities in organizations is done together instead of individuals.
- The integration of units within an organization is supported to coordinate and complement each other.
- The focus on human decision-making is carried out by the management who determines the impact of the outcome.
- Supervision of existing regulations in an organization is applied to supervise and control employee behavior.
- Employee risk tolerance is required to be innovative, aggressive, and dare to take risks in a company.
- The award criteria are the giving of the company to employees in the form of salary increases or promotions, by the achievements or performance that have been achieved by employees.
- Tolerance for employee conflict is directed to being able to accept criticism and comments from other employees.
- Orientation on the final results of the management focuses more on the final result than on the techniques and processes to achieve the final result.
- Prioritizing the company's open system prioritizes changes that occur around and outside the organizational environment.

Work Environment

The Work Environment is something that supports employees in completing their work Suwardi & Daryanto, (2018). According to Sedarmayanti, (2017) the work environment is something physical and non-physical around employees that can affect employees in carrying out their work. Sunyoto in Panjaitan, (2018) stated that the indicators of the work environment are divided into 2, including the following:

1. Physical Work Environment

- Noise level an unsettled work environment can affect employees in completing their work, which causes discomfort.
- Lighting is not only around the lights provided in the workroom but also includes natural lighting derived from sunlight.
- Air circulation sufficient air exchange so that employees do not feel stuffy then there needs to be ventilation procurement
- Security a working environment with good security can cause calm and comfort where this can make employees not feel anxious about the occurrence of something unwanted.

2. Non-Physical Work Environment

- Relationships between employees it is important to improve employee performance and improve feelings, thoughts, communication between other employees and can work together.

- Work rules Good work regulations also clearly have a good influence on employee satisfaction and career development

Work Productivity

Sedarmayanti, (2017) stated that work productivity is the level of measurement of the ability of each employee member in his participation to produce goods and services. Sutrisno in Panjaitan, (2018). Stating the indicator of work productivity there are 6, namely as follows:

- Ability an employee can carry out tasks depending largely on the skills they have and their professionalism at work.
- Improve the results achieved the result can be felt by those who do well who enjoy the results.
- Spirit of work it's an effort to be better than yesterday.
- Self-development it can be done by looking at the expectations and challenges that are being faced.
- Quality it is the result of work that can show the quality of an employee.
- Efficiency comparison of the results achieved with the resources used.

2. Method

The method used in this study is a descriptive method by describing the purpose of the research, namely how Organizational Culture, Work Environment, and Employee Work Productivity are carried out, as well as verification methods by proving the truth of the relationship between organizational culture variables, work environment, and employee work productivity through quantitative approaches. Due to the minimal time with the existing management in the company, the dissemination of questionnaires was carried out for more effective data retrieval.

3. Results and Discussion

The following is data that has been processed by researchers from the results of the dissemination of questionnaires that have been related to Organizational Culture, Work Environment, and Work Productivity.

Table 1. Multiple Linear Regression Equations

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11,678	4,152		2,812	,007
Organizational Culture	,312	,049	,624	6,308	,000
Work Environment	,130	,092	,139	1,406	,165

$$Y = 11,678 + 0,312X_1 + 0,130X_2$$

- 11,678 indicates a constant value which means the interpretation of the overall independent variable according to the Likert scale measurement from 1 to 5.
- 0.312 is the value of organizational culture which means positive or any improvement that occurs in an organizational culture based on units will increase work productivity.
- 0.130 is the value of the work environment which means positive or any improvement that occurs in the work environment based on units will increase work productivity.

Table 2. Multiple Linear Regression Equations

		Unstandardized
		Residual
N		62
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3,86163147
Most Extreme Differences	Absolute	,083
	Positive	,083
	Negative	-,077
Test Statistic		,083
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on table 2 above shows explains that the sig value of 0.200 means more than 0.05, so the results prove that the data obtained is the normal distribution.

Normal P-P Plot of Regression Standardized Residual

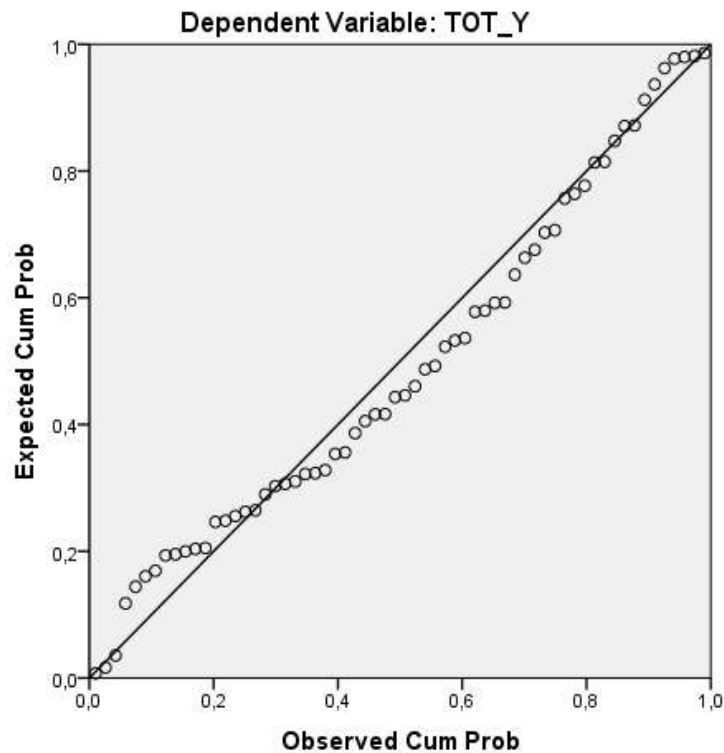


Figure 1. Normal Probability Plot Graph

Figure 1 shows about available graph images prove that the distribution of data is normal due to the spread of points that follow the path and are not far from the diagonal line. Therefore, the assumption of normality in this study can be met.

Table 3. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Organizational Culture	,977	1,023
	Work Environment	,977	1,023

a. Dependent Variable: Work Productivity

Table 3 shows that tolerance value of 0.977 and a VIF value of 1.023 indicates that correlations between variables are not found and are strong so that the data qualifies for multicollinearity tests.

Table 4. Heteroskedasticity Test

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	1,876	2,578			,728	,470
	Organizational Culture	,021	,031	,088		,672	,504
	Work Environment	-,003	,057	-,008		-,059	,953

a. Dependent Variable: ABS_RES

Table 4 shows the significant value shown in the table yields a result of more than 0.05, which means the residual variance in the data is homogeneous and qualifies the heteroskedasticity test assumption.

Table 5. Correlation and Determination Coefficient Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,660 ^a	,435	,416	3,92654

a. Predictors: (Constant), Market Orientation, Entrepreneurship Orientation

b. Dependent Variable: Business Performance

Based on table 5 shows the correlation value of organizational culture and work environment with work productivity 0.660. These results fall into a strong level at interval classes between 0.60 - 0.799.

R Square gained 43.50% which explains the large contribution of organizational culture and the work environment to work productivity. The rest of R Square's results are contributions to other variables that are not found in the study, such as job satisfaction, employee loyalty, and so on.

Table 6. Partial Hypothesis Testing

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,678	4,152		2,812	,007
	Organizational Culture	,312	,049	,624	6,308	,000
	Work Environment	,130	,092	,139	1,406	,165

a. Dependent Variable: Business Performance

Table 6 shows obtained values $t\text{-calculated} > t\text{-table}$ ($6,308 > 2,000$) and sig ($0,000 < 0,05$) so that influence is obtained between organizational culture and work productivity at the Mineral Resources Center, Coal, and Geothermal.

Obtained values $t\text{-calculated} > t\text{-table}$ ($1,406 < 2,000$) and sig ($0,165 > 0,05$) so that no influence is obtained between the work environment and work productivity at the Center for Mineral Resources, Coal, and Geothermal.

Table 7. Simultaneous Hypothesis Testing

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	701,236	2	350,618	22,741	,000 ^b
	Residual	909,644	59	15,418		
	Total	1610,880	61			

a. Dependent Variable: Work Productivity

b. Predictors: (Constant), Work Environment, Organizational Culture

Table 7 shows the acquisition $F\text{-calculate} > f\text{-table}$ ($22,741 > 3,153$) and sig ($0,000 < 0,05$) mean there is significance between the organization and the work environment to work productivity at the Center for Mineral, Coal and Geothermal Resources.

4. Conclusion

From the results of research and explanations accompanied by previous theories and concepts, the conclusions that can be put forward by researchers as a whole both organizational culture and work environment on work productivity at the Center for Mineral Resources, Coal, and Geothermal have shown good results. But there are still some indicators that are the material for the company's evaluation to continue to improve work. The hypothesis shows the results of a simultaneous positive relationship between Organizational Culture and the Work Environment to Work Productivity at the Center for Mineral, Coal and Geothermal Resources.

Acknowledgment

This research involved assistance from the Computer University of Indonesia. Thank you to the respondents who participated in the survey conducted by researchers so take time and patience in this study.

References

- [1] Arayesh, M. B., Golmohammadi, E., Nekooezadeh, M., & Mansouri, A. (2017). The effects of organizational culture on the development of strategic thinking at the organizational

- level. *International Journal of Organizational Leadership*, 6, 261-275.
- [2] Massoudi, A. H., & Hamdi, S. S. A. (2017). The Consequence of work environment on Employees Productivity. *IOSR Journal of Business and Management*, 19(01), 35-42.
- [3] Setiyanto, A. I., & Natalia, N. (2017). Impact of Work Environment on Employee Productivity in Shipyard Manufacturing Company. *Journal of Applied Accounting and Taxation*, 2(1), 31-36.
- [4] Atmaja, N. P. C. D., & Puspitawati, N. M. D. (2018). Effect of physical work environment through productivity employees job satisfaction as an intervening variable. *International Journal of Business, Economics and Law*, 17(5), 98-104.
- [5] Velciu, M. (2017). Job mismatch-effects on work productivity. *SEA-Practical Application of Science*, (15), 395-398.
- [6] Saptyaningsih, R. N. I. (2021). PENGARUH BUDAYA KERJA ORGANISASI TERHADAP PRODUKTIVITAS KERJA KARYAWAN. *BESTARI*, 1(2), 65-78.
- [7] Suwardi & Daryanto. (2018). *Pedoman Praktis K3LH Keselamatan dan Kesehatan Kerja dan Lingkungan Hidup (Cetakan ke-1)*. Yogyakarta. Gava media
- [8] Sedarmayanti. (2017). *Perencanaan dan Pengembangan Sumber Daya Manusia Untuk Meningkatkan Kompetensi Kinerja dan Produktivitas Kerja (Cetakan ke-1)*. Bandung. PT Refika Aditama.
- [9] Panjaitan, M. (2018). Pengaruh Lingkungan Kerja Terhadap Produktivitas Kerja Karyawan. *Jurnal Manajemen*, 3(2), 1-5.