

“  
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 BUSINESS EUROPE AND CENTRAL ASIA (IBECA)

 **MAR**  
MANAGEMENT AND  
ACCOUNTING REVIEW

 **MACFE**

**MAJCAFE (ISSN 1511 - 2802)**

MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS

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/>

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.

## TABLE OF CONTENTS

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

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

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

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

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

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

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

No	Title / Authors	Link
83	<b>Case of Dividend Payout Ratio (DPR) : Evidence on Manufacturing Companies in the Consumer Goods Industry Sector Listed on the Indonesia Stock Exchange</b>  Surtikanti Surtikanti , Jayanti Octavia, Ismawati Martina	<a href="https://icobest.unikom.ac.id/submit/proceeding/download/325">https://icobest.unikom.ac.id/submit/proceeding/download/325</a>
84	<b>Quality of Financial Statements with The Application of Accounting Information Systems and Human Resources Competence</b>  Sri Dewi Anggadini, Ari Bramasto, Muhamad Iqbal Adrian	<a href="https://icobest.unikom.ac.id/submit/proceeding/download/326">https://icobest.unikom.ac.id/submit/proceeding/download/326</a>
85	<b>Impact of Financial Technology on Profit of Islamic Banks in Bandung</b>  Wati Aris Astuti	<a href="https://icobest.unikom.ac.id/submit/proceeding/download/327">https://icobest.unikom.ac.id/submit/proceeding/download/327</a>
86	<b>Determination Analysis of Implementation of Good Governance Understanding and Audit Independence in Auditor Performance in Public Accounting Offices</b>  Wati Aris Astuti, Imelda Sandra Agiva	<a href="https://icobest.unikom.ac.id/submit/proceeding/download/328">https://icobest.unikom.ac.id/submit/proceeding/download/328</a>
87	<b>The Impact of the Implementation of Student Tuition Payment Information Systems on the Quality of Financial Reports: A Case Study at Universitas Komputer Indonesia</b>  Adeh Ratna Komala, Mari Maryati	<a href="https://icobest.unikom.ac.id/submit/proceeding/download/329">https://icobest.unikom.ac.id/submit/proceeding/download/329</a>
88	<b>Impact of Digitalization on Zakat Receipt</b>  Adeh Ratna Komala	<a href="https://icobest.unikom.ac.id/submit/proceeding/download/330">https://icobest.unikom.ac.id/submit/proceeding/download/330</a>
89	<b>Vegetable Sales and Marketing Modeling Through Innovation of Online Vegetable Stalls and Carts Based on Website and Mobile Applications</b>  Surtikanti, Raeny Dwisanty, Agus Mulyana	<a href="https://icobest.unikom.ac.id/submit/proceeding/download/331">https://icobest.unikom.ac.id/submit/proceeding/download/331</a>
90	<b>Case Auditor Change in Indonesia</b>  Surtikanti.Surtikanti, Dean Subhan Saleh, Ali Jamaluddin	<a href="https://icobest.unikom.ac.id/submit/proceeding/download/332">https://icobest.unikom.ac.id/submit/proceeding/download/332</a>
91	<b>Profitability and Financial Factors on The Indonesia Stock Exchange (IDX)</b>  Sri Dewi Anggadini, Hanifah Nur Yasmin, Arry Irawan	<a href="https://icobest.unikom.ac.id/submit/proceeding/download/333">https://icobest.unikom.ac.id/submit/proceeding/download/333</a>
92	<b>The Effect of Capital Expenditure and Operational Expenditure on Investment Decision</b>  Ony Widilestariningtyas	<a href="https://icobest.unikom.ac.id/submit/proceeding/download/334">https://icobest.unikom.ac.id/submit/proceeding/download/334</a>
93	<b>Capital Structure, Profitability, Hedging Policy, Firm Size, and Firm Value: Mediation and Moderation Analysis</b>  Erik Syawal Alghifari, Ikin Solikin, Nugraha, Ika Waspada, Lilis Puspitawati	<a href="https://icobest.unikom.ac.id/submit/proceeding/download/335">https://icobest.unikom.ac.id/submit/proceeding/download/335</a>
94	<b>Managerial Models and their Contribution to the Successful Use of Financial Applications</b>  Lilis Puspitawati	<a href="https://icobest.unikom.ac.id/submit/proceeding/download/336">https://icobest.unikom.ac.id/submit/proceeding/download/336</a>
95	<b>Social Media Management by the Sorong Regency Government in Maintaining its Image</b>  I Prayoga, G E Liline	<a href="https://icobest.unikom.ac.id/submit/proceeding/download/337">https://icobest.unikom.ac.id/submit/proceeding/download/337</a>

## Merchandise Brand Image Analysis in Shaping Consumptive Lifestyle A Community of Fans

**Dwinanda Pratya Annisa Murni<sup>1</sup>, Rahma Wahdiniwaty<sup>2</sup>**

Master of Management, Post Graduate faculty, Universitas Komputer Indonesia, Indonesia

Email: dwinanda.75221006@mahasiswa.unikom.ac.id<sup>1</sup> and rahma@email.unikom.ac.id<sup>2</sup>

**Abstract.** The purpose of this study is to determine whether the brand image of a product affects on the consumptive lifestyle of a fan community. This is because there is currently the most obvious example of a boy group from South Korea and their fans. Currently, the boy group is dominating the world-class music scene, so this causes fans to be crazy about them which ends up storming merchandise that can be sold out in seconds. The method used is a verification analysis with a survey using a questionnaire distributed online to fans of the boy group. The results of the study stated that from 200 respondents' data collected, the brand image of the boy group's products had an effect on the consumptive lifestyle of the fan community.

**Keywords:** Brand Image, Consumptive Lifestyle

### 1. Introduction

The image of the K-Pop merchandise brand is already well-known in the community, especially by the fans. They remain loyal to buying because the brand image of the merchandise is already very positive in their eyes. Idols from South Korea come from different agencies, including EXO from SM Entertainment, BTS from BigHit, BlackPink from YG Entertainment, and many more. Every idol boyband or girlband they debut always has personal branding different in the eyes of fans or non-fans. Their fans sometimes arrive throughout the world, including Indonesia [1].

The phenomenon of the consumptive lifestyle of a fan community originated from the Korean entertainment industry which we usually know as Korean Pop or K-Pop. K-Pop is defined as a genre of music originating from South Korea, a pop genre that has a strong concept to attract the attention of its fans. K-Pop consists of boy bands, girl bands, and soloists. Every boy band, girl band or soloist must have an official fandom (fan club) name in Korea issued by the agency that houses the artist.

In fan culture, there are also the terms fangirl and fanboy, which are terms used to describe the fanaticism of their idols. These fans also buy their idol's merchandise like crazy. They are willing to spend their money ranging from hundreds to tens of millions of rupiah just to realize their desire to buy merchandise from their idols regardless of the form of goods. From the previous research, it said that Brand image is a set of brand associations that are formed and attached to the minds of consumers. Consumers who are accustomed to using certain brands tend to have consistency in brand image. In addition to brand image, internal factors, namely lifestyle, can also influence the consumer buying

decision process [1] The research method used is a quantitative method with multiple linear regression analysis, and the purpose of this study is to determine whether brand image has an effect on the consumptive lifestyle of a fan community.

About a consumptive behavior [1] that consumptive behavior is an individual act of buying or consuming goods or services that are not excessively needed without rational consideration and carried out to satisfy the desire for pleasure alone [2]. Brand image is the process by which a person selects, organizes, and interprets input information to create a meaningful picture. [3] Brand image is also said to be how the brand image itself can be perceived by consumers. Consumers who have a positive image of a brand will be more likely to make a purchase. [4] Brand image indicators are as follows:

1. Product attributes are things related to the brand itself, such as packaging, taste, price and others.
2. Consumer benefits, is the use of the product of the brand.
3. Brand personality, is an association regarding the personality of a brand if the brand is human.

Target market criteria which if in seller fashion is ranked first [5] therefore kpop merchandise is not only albums, but clothes from head to toe [6]. The factors that affect brand image are as follows:

1. Quality or quality, is related to the quality of products offered by manufacturers with certain brands.
2. Can be trusted or relied upon, relating to opinions and agreements formed by the community about a product that is consumed.
3. Usefulness or benefits, which are related to the function of a product that can be utilized by consumers.
4. Service, which relates to the task of producers in serving their consumers.
5. The risk is related to the profit and loss experienced by consumers.
6. Price, in this case what consumers spend to influence a product, can also affect the image related to the high or low or the amount of money in the long term.
7. Image, which is owned by the brand itself, which is in the form of customers, opportunities and information related to a brand of a particular product.

E-commerce business world is an online transaction process that is familiar to the international community for both developed and developing countries [7]. E-commerce is an activity carried out online in transacting business that are exchanged with sellers and buyers. The Kpop fan community can buy their merchandise with a Pre-Order system via e-commerce to get the items they want.

A consumptive lifestyle is an act of using a product incompletely. This means that the purchased item has not been fully used but has purchased a new item with the same function [8]. Consumptive behavior is characterized by the existence of a luxurious and excessive life, the use of everything that is considered the most expensive that provides maximum physical satisfaction and comfort and the existence of a human lifestyle that is controlled and driven by all desires to fulfill mere pleasure desires [9].

A person's consumptive behavior can be seen from the indicators, namely, they are easily attracted to fashion, easily persuaded by advertisements, persuaded by salespeople because they are lured by gifts, buy because of attractive packaging, are less realistic in shopping, wasteful, buying because they imitate what their idols use, and buy high-priced products to increase self-confidence [10]. One of the factors that influence consumptive behavior is social groups. The social environment also affects what consumers will buy. The more consumers trust and follow the development of the social environment, the more consumptive they will be [11,12].

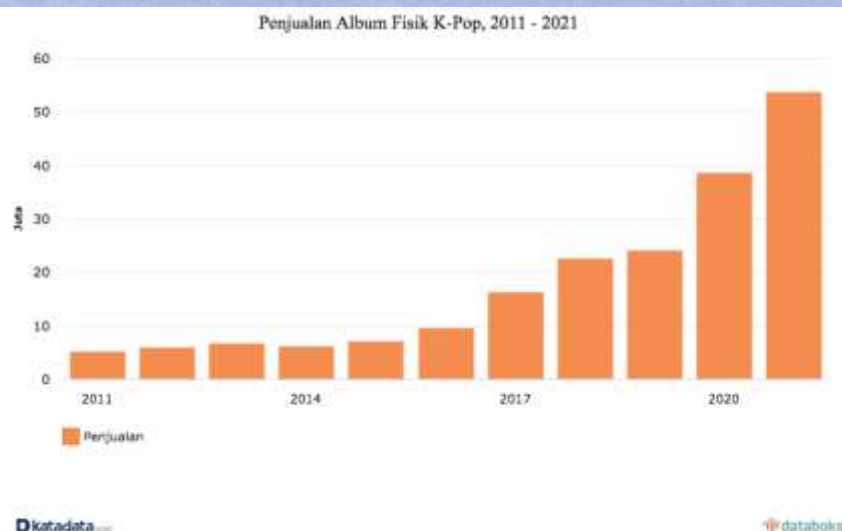
Impact briefly and simply can be interpreted as an effect or effect. For example, due to being influenced by a similar environment, the Kpop idol fan community influences each other, resulting in a consumptive lifestyle by fulfilling their desire to buy idol merchandise that is no longer controlled, regardless of whether the item is important or not, will be used or not.

**Table 1.** Consumptive Behavior Dimension Table

Source : Erich Fromm (1995) *The Sane Society*. New York : Reinhart

Dimension	Indicator
Wish Fulfillment	Buy a product just because it fulfills a desire or seeks satisfaction.  Buying a product just because you want to get something: the lure of gifts, big discounts or low prices
Items Out of Reach	Buying products at prices beyond your ability, trying hard to buy products out of reach using most of your pocket money or savings, to borrowing money.
Items become unproductive	Buying products regardless of their needs and benefits and uses.  Buying goods based on trying the product, by buying several products (different types, both models, colors and brands)
Status	Buying a product because it maintains appearance, development of the times and lifestyle (trend).  Buying products out of self-respect.

The following are the sales of Kpop albums that are growing rapidly from 2011-2021. Sales of kpop albums from 2011 to 2021 also increased rapidly. (Gaon Music Chart, 2021)



**Figure 1.** Kpop Album Sales Increase in 2011-2021

This indicates that from year to year, sales of idol merchandise continue to increase significantly, which is where the fan community is growing, merchandise sales are growing rapidly.

## 2. Research methods

The research method used is a quantitative method with multiple linear regression analysis. Questionnaire is a data collection technique that is carried out by giving a set of questions or written statements in the form of a form to a person or group of people (respondents) to get answers, responses and information needed by researchers . The two variables measured are: Brand Image as the independent variable (X) and Consumptive Lifestyle as the dependent variable (Y). This research was carried out on April 6, 2022, by distributing questionnaires using Google Forms, and the researchers distributed them through WhatsApp groups consisting of fans of Korean idol groups. The respondents of this research are the fan community in Bandung City with a population of 800,000 people and the sampling refers to the slovin approach with a total sample of 100 respondents.

## 3. Results and Discussion

Table 2 Regression Statistics, the results of the data that have been processed by researchers from the questionnaires that have been given related to brand image and consumptive lifestyle.

**Table 2.** Regression Statistics

Regression Statistics	
Multiple R	0,291787065
R Square	0,085139691
Adjusted R Square	0,075804382
Standard Error	1,947881696
Observations	100

The correlation value between x and y is 0.29. Included in the low category. The value of the determinant coefficient is 0.07 or 7%. This means that x can explain y by 7% the rest is influenced by other variables.

**Tabel 3.** Anova

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	34,60418	34,60418	9,120178991	0,003223618
Residual	98	371,8358	3,794243		
Total	99	406,44			

Significance < alpha 0.05

So it can be concluded that there is an influence between the variables x and y.

**Tabel 4.** Correlation

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95,0%</i>	<i>Upper 95,0%</i>
Intercept	6,936929944	2,234715	3,104168	0,002494451	2,502211508	11,37165	2,502212	11,37165
X Variable 1	0,473122453	0,156665	3,019963	0,003223618	0,162225934	0,784019	0,162226	0,784019

$$Y = 6.936 + 0.473X$$

This means if X is 0 then Y is 6.936

Because X is positive, the positive influence between the variables X and Y

If X increases by 1 then Y will increase by 0.473

#### 4. Conclusion

The results showed that the correlation value of brand image with consumptive lifestyle can be said to be low, because the magnitude of the correlation value between x and y is 0.29.

To be able to say that there is an influence between brand image and consumptive lifestyle, the significance number must be less than alpha 0.05, which is where the number obtained is 0.003. This means that overall, the kpop fan community actually buys merchandise according to the brand image of their respective idols, and of course the brand image of the idol is very good in the eyes of the fan community.

#### Acknowledgement

The author would like to thank the supervisors who have helped in conducting this research. The author also thanks the Kpop idol fan community who have been willing to be respondents in the research.

#### References

- [1] Indah, R. M., & Rachman, R. S. (2020). Pengaruh Personal Branding dan Citra Merek Terhadap Keputusan Pembelian (Studi Kasus Kuantitatif BTS dan Album Love Yourself pada Fandomnya Army Bandung). *Buana Komunikasi (Jurnal Penelitian dan Studi Ilmu Komunikasi)*, 1(1), 65-79..
- [2] Indrawati, D. (2015). Pengaruh Citra Merek Dan Gaya Hidup Hedonis Terhadap Keputusan Pembelian Jilbab "Zoya". *Jurnal Riset Ekonomi dan Manajemen*, 15(2), 302-319.
- [3] Tambunan, R. (2001). Remaja dan perilaku konsumtif. *Jurnal Psikologi dan Masyarakat*, 4, 5-13.
- [4] Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran*. Penerbit: Erlangga. Jakarta.
- [5] Aaker, D. A. (1996). Measuring brand equity across products and markets. *California management review*, 38(3).
- [6] Kertajaya, H. (2007). *Marketing plus on marketing*. Gramedia Pustaka Utama.
- [7] Wahdiniwati, R., Setiawan, E. B., & Wahab, D. A. (2018, November). Implementation of Recommendation Model for Determining the Marketing Area Location of Creative

Industry Products. In *International Conference on Business, Economic, Social Science and Humanities (ICOBEST 2018)*. Atlantis Press.

- [8] Wahdiniwaty, R., & Esertha, G. G. (2019). E-commerce Technology in Agricultural World.
- [9] Sumartono. (2002). *Terperangkap dalam Iklan : Meneropong imbas pesan Iklan Televisi Bandung*. Alfabeta.
- [10] Tambunan, R. (2001). Perkelahian Pelajar. [www. e-psikologi. com](http://www.e-psikologi.com). Unduh tanggal, 17.
- [11] Martin, C. A., & Bush, A. J. (2000). Do role models influence teenagers' purchase intentions and behavior?. *Journal of consumer marketing*.
- [12] Purwanti, A., & Wahdiniwaty, R. (2017). Analisis Kualitas Pelayanan, Kepercayaan, Dan Kewajaran Harga Pengaruhnya Terhadap Loyalitas Pelanggan Pada Cinderella School of English for Children Di Bandung. *Jurnal Ilmiah Magister Manajemen*, 3.



ISSN 2830-0637



9

772830

063005



# CERTIFICATE

No :171 /UNIKOM/ICOBEST/V/2022

This certificate is awarded to  
**Rahma Wahdiniwaty**

as

**Presenter**

For The Paper Entitled

**Merchandise Brand Image Analysis in Shaping Consumptive Lifestyle A Community of Fans**

In The 5<sup>th</sup> International Conference on Business, Economics, Social Sciences & Humanities (ICOBEST)  
held in Universitas Komputer Indonesia, Bandung, West Java, Indonesia, on 30-31<sup>st</sup> May 2022.

The conference is organized by Universitas Komputer Indonesia (UNIKOM)

**ICOBEST Conference Chair**



**Dr. Poni Sukaesih Kurniati, S.IP., M.Si.**  
NIP. 4217.35.31.010

