



Certificate of Appreciation

Presented to

Ahmad Toni

as a PRESENTER

in the 4th LSPR International Conference on Communication and Business (4th ICCB)

“Threading the Post-Pandemic Communication and Business Practices: What's Next for Growth and Opportunity?”

Jakarta, March 9 – 10, 2021

Rudi Sukandar, Ph.D.

Chairman 4th ICCB Organizing Committee



Jakarta, December 30, 2020

No : 053- 020/ICCB-LSPR/SPA/RS/AH/XII-20
Subject : Abstract Announcement Letter for ICCB 2021

Dear Mr/Ms/Mrs

RADEN WAHYU UTOMO MARTIANTO(TIAR), AHMAD TONI

Abstract Code : ICCB-ABTR-053

Warm Greetings from Jakarta!

We would like to convey our appreciation for your participation in **The 4th LSPR International Conference on Communication and Business (ICCB) 2021**.

Based on the result of the review process, we would like to inform you you're your manuscript titled "Semiotics Analysis Of Bambang Soesatyo's Millenial Communication Style Through Youtube Podcast" is:

ACCEPTED

To be presented on ICCB 2021, March 9-10, 2021. Submission of full paper will be done through <https://linktr.ee/iccb2021> latest by **January 31, 2021**. We have also attached the template for full articles in this email.

Conference fee for Presenter needs to be paid latest by **January 31, 2021** with the details as follow:

1. Early bird (Payment before January 15, 2021):

Public: USD 100 / IDR 1,400,000; **Student:** USD 50 / IDR 710,000

2. Regular Fee (Payment after January 15, 2021):

Public: USD 125 / IDR 1,770,000 ; **Student:** USD 65 / IDR 920,000

Payment can be transferred to bank account (**for USD**) 726800012379 OCBC Yayasan Pesona Pribadi Sejahtera and (**for IDR**) BRI Yayasan Pesona Pribadi Sejahtera 2046-01-000-007309 followed by uploading the proof of payment transfer together with the full paper.

Thank you for your attention and participation. We will see you in ICCB 2021!

Best Regards,

Rudi Sukandar, Ph.D.

Chief Executive

LSPR 4th International Conference on Communication and Business 2021

For further information, please contact:

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Linktree : <https://linktr.ee/iccb2021>

Website : <http://www.lspr.edu/index.php/international-conference/>



**Communication &
Business Institute**

The Leading Graduate School of Communication & Business



Centre for Research,
Publication, and
Community Service



The 4th
International Conference
on Communication & Business

PROGRAMME BOOK

Rector's Welcome



Greetings from Institut Komunikasi dan Bisnis (IKB) LSPR Jakarta.

First of all I would like to welcome all participants of the 4th International Conference on Communication Business in 2021 whose theme is "Threading the Post-Pandemic Communication and Business Practices: What's Next for Growth and Opportunity?" This theme is still relevant today as many aspects of our life have been affected since the beginning of the pandemic last year.

The coming of vaccines promises much better resilience in our efforts to fight the Covid-19. The number of vaccinated people grows everyday so we expect to have much better chance in fighting the virus. As we manage to get through the pandemic, we need to be more optimistic in approaching the post-pandemic era. The theme of the conference resonates with our optimism and helps us prepare the strategies in the era. Therefore, the works that you share in the conference is expected to contribute to our efforts to anticipate all opportunities to grow in the future.

I wish you productive and meaningful discussion in our conference.
Thank you.

Dr. Andre Ikhsano, M.S.
Rector of IKB LSPR Jakarta

Chair's Welcome



Thank you for joining the 4th International Conference on Communication Business (ICCB) in 2021.

On behalf of the Organizing Committee, I would like to welcome you all. We are honored that you chose to participate in our conference despite all the limitation that we all have due to the pandemic. The International Conference on Communication and Business (ICCB) was previously called International Conference on Communication (ICC). The ICC has been conducted three times since 2010 in addition to two other national level conferences organized by LSPR. With the change of LSPR's status from a sekolah tinggi (college) to an institute, we add the business discipline to the conference; thus the name change for this year's conference.

This conference offers an opportunity for academics and professionals from around the world to share their broad array of perspectives on communication and business conference, shaped by different cultures, languages, geography, and politics. With this year's theme ("Threading

the Post-Pandemic Communication and Business Practices: What's Next for Growth and Opportunity?"), we expect this conference to be a venue where we can discuss the post-pandemic issues from the communication and business disciplines. This optimistic viewpoint is also driven by the fact that vaccination program is currently underway in many countries as we prepare ourselves for new normalcy in the post-pandemic condition.

I wish you all a productive, enlightening, and inspiring conference.

See you all in the next conferences organized by Institut Komunikasi dan Bisnis (IKB) LSPR-Jakarta.

Rudi Sukandar, Ph.D.

*Chair of ICCB 2021 Organizing Committee
IKB LSPR-Jakarta*

Opening Speech



Prof. Dr. Ainun Na'im

*Acting Secretary General of the Ministry of Education
and Culture of the Republic of Indonesia*

Keynote Speeches

Morning Session



Keynote Speaker #1

Dr. Marianne Dayrit Sison

*Honorary University Fellow, Royal Melbourne Institute of Technology
/RMIT*

Topic: *“Beyond Translation: Community Engagement and Inclusive
Communication”*



Keynote Speaker #2

Prof. Marco M. Polo

*Associate Professor at the Communication and Journalism Department
and Director for University Advancement at De La Salle University-Das-
mariñas/DLSU-D*

Topic: *“Sustainable Leadership and Governance in the Next Normal”*



Moderator: **Taufan Teguh Akbari, Ph.D**

Keynote Speeches

Afternoon Session



Keynote Speaker #3

Prof. Dr. Parichart Sthapitanonda

Vice President for Academic Affairs and Social Outreach of Chulalongkorn University

Topic: *“Communicating with Care: The Challenging Roles of Communicators in the Pandemic”*



Keynote Speaker #4

Prof. Dr. Anne Gregory

Professor of Corporate Communications, University of Huddersfield; Former Chair of Global Alliance for Public Relations and Communication Management

Topic: *“Strategic Challenges in a Post-Covid, AI world: ‘New Normal’ or ‘Radical Change?’”*



Moderator: **Ari S. Widodo Poespodihardjo, Ph.D.**



Programme Rundown

DAY 1 - Tuesday, March 9, 2021

09.00 – 10.00	Re-registration & Room Assignment
10.00 – 11.00	Indonesia's National Anthem: "Indonesia Raya"
	<ul style="list-style-type: none">• Opening by Dr. Andre Ikhsano, M.Si. Rector of LSPR Communication and Business Institute
	<ul style="list-style-type: none">• Speech by Prof. Dr. Ainun Na'im Acting Secretary General of the Ministry of Education and Culture of the Republic of Indonesia
	<ul style="list-style-type: none">• Opening Remarks by Rudi Sukandar, Ph.D. Chair of the ICCB 2021 Organizing Committee
11.00 – 11.15	Performance by LSPR Choir
11.15 – 11.45	Keynote Speech #1 Dr. Marianne Dayrit Sison Honorary University Fellow, Royal Melbourne Institute of Technology/RMIT <i>Topic: "Beyond Translation: Community Engagement and Inclusive Communication"</i> Moderator: Taufan Teguh Akbari, Ph.D.
11.45 – 12.15	Keynote Speech #2 Prof. Marco M. Polo Associate Professor at the Communication and Journalism Department and Director for University Advancement at De La Salle University- Dasmariñas/DLSU-D <i>Topic: "Sustainable Leadership and Governance in the Next Normal"</i> Moderator: Taufan Teguh Akbari, Ph.D.
12.15 – 13.15	Lunch Break & Performance

Programme Rundown

13.15 – 13.45	Keynote Speech #3 Prof. Dr. Parichart Sthapitanonda <i>Vice President for Academic Affairs and Social Outreach of Chulalongkorn University</i> <i>Topic: “Communicating with Care: The Challenging Roles of Communicators in the Pandemic”</i> Moderator: Ari S. Widodo Poespodihardjo, Ph.D.
13.45 – 14.15	Keynote Speech #4 Prof. Dr. Anne Gregory Professor of Corporate Communications, University of Huddersfield; Former Chair of Global Alliance for Public Relations and Communication Management <i>Topic: “Strategic Challenges in a Post-Covid, AI world: ‘New Normal’ or ‘Radical Change?’”</i> Moderator: Ari S. Widodo Poespodihardjo, Ph.D.
14.15 – 14.30	Break & Room Assignment
14.30 – 17.00	Parallel Session #1*

DAY 2 - Wednesday, March 10, 2021

09.00 – 10.00	Re-registration & Room Assignment
10.00 – 12.00	Parallel Session #2*
12.00 – 13.00	Lunch Break & Performance
13.00 – 15.00	Parallel Session #3*
15.00 – 15.30	Announcement of Best Papers Closing Remarks by Rudi Sukandar, Ph.D. Chair of the ICCB 2021 Organizing Committee

DAY 1
Parallel Session #1, Tuesday, 9 March 2021
14:30-17:00 WIB

Room 1

MODERATOR

Deddy Muharman

STUDENT ADMIN

Rio

- 1. ICCB-ABTR-068** **Digital-Based Communication Facilities in Increasing Public Participation in Government Policies**
Yan Andriariza Ambhita Sukma, Qur'ani Dewi Kusumawardani
- 2. ICCB-ABTR-042** **The Role Of The Village Fund Program In Indonesia's Regional Economic Growth**
I Gede Made Artha Dharmakarja; Monica Vivi Kurniawati
- 3. ICCB-ABTR-009** **Cyber Resilience Revisited Law and International relations**
Ika Riswanti Putranti; Marten Hanura; Safrida Alivia Sri Ananda; Gawinda Nura Nabila
- 4. ICCB-ABTR-011** **The Readiness of The Body Shop on the Post- Pandemic Survivability the Role in Society and Environmental Issues**
Filda Rahmianti; Fadillah Anugrah Pertiwi
- 5. ICCB-ABTR-015** **A Netnography Study of the Social Media Influencers on Creating Netizens' Climate Change Awareness on Instagram**
Rismi Juliadi; Endah Murwani; Angga Arestya

Room 2

MODERATOR

Isdananto Oktianur

STUDENT ADMIN

Tata

- 1. ICCB-ABTR-001** **Online Media as a Strategy in Improving Almate Fundraising: Case Study on PPPA Daarul Qur'an Makassar**
Ani Purwantini; Muh. Akbar; M. Iqbal Sultan

2. ICCB-ABTR-025 **Balinese Media Habits Transitional from Conventional to New Media in Information Disruption Era**
Richard Togaranta Ginting, Ni Made Ras Amanda Gelgel, Kadek Dwita Apriani

3. ICCB-ABTR-026 **Cycling as a Healthy Lifestyle Self-Presentation Strategy in Instagram during Pandemic**
Rizki Saga Putra; Nina Mutmainnah

4. ICCB-ABTR-027 **Utilization of Tik Tok Social Media As A Media For Promotion Of Hidden Paradise Tourism In Indonesia**
Mochammad Arkansyah; Dwi Prasetyo; N.W. Ratna Amina

5. ICCB-ABTR-040 **Philanthropic Actions Via Facebook During Covid- 19 Pandemic: A Study of Digital Ethnography**
Rieka Mustika; Dede Mahmudah

Room 3

MODERATOR

Daniari Setiawati

STUDENT ADMIN

Jeremy

1. ICCB-ABTR-010 **The interplay of Business Strategies, Social Capital and Innovation Capability: Studies of SMEs East Java, Indonesia**
Faisol; Sri Aliami; Suhardi; Silvi Asna Prestianawati

2. ICCB-ABTR-022 **The Decision of Broiler Chicken Farmers to Sustain Their Business During Pandemic Era**
Mochamad Sugiarto; Yusmi Nur Wakhidati; Dyah Gandasari

3. ICCB-ABTR-034 **Women and Pandemic: The Power within Social Entrepreneurship**
Sulih Indra Dewi; Fathul Qorib; Rini Kartini; Muhammad Abdul Ghofur

4. ICCB-ABTR-036 **Covid-19 Cases Growth and Business Continuity in Indonesia: A Causality Test**
Silvi Asna Prestianawati; Axellina Muara Setyanti

5. ICCB-ABTR-041 **Strategy to Develop Local E-Marketplace as the Innovation of MSMEs Empowerment**
Ainun Niamtu Rohmah; Kadek Dristiana Dwivayani; Kheyene Molekandella Boer

DAY 2
Parallel Session #2, Wednesday, 10 March 2021
10:00-12:00 WIB

Room 1

MODERATOR

Sophia Bernadette

STUDENT ADMIN

Rio

1. ICCB-ABTR-035	Sara Mills Analysis: Jokowi's Discourse on Political Communication in Mass Media <i>Yoyoh Hereyah; Suntama</i>
2. ICCB-ABTR-049	Asymmetric Vocational Education and Training for Women Empowerment in Rural Areas <i>Herie Saksono; Kusmawaty Matara</i>
3. ICCB-ABTR-005	Communication Management of Bugis Ethnicity on Cultural Adaptation in Labuhan Lombok Village <i>Asrin Dimas Tri Fathullah; Arianto; Muhammad Farid</i>
4. ICCB-ABTR-019	Utilization of TELECTG in Empowering Midwives through The Diffusion of Innovation Approach <i>Retor Aquinaldo Wirabuanaputera Kaligis; Faridhian Anshari; Sofia Primalisanti Devi</i>
5. ICCB-ABTR-020	Evaluation of Learning Assessment <i>Dyah Gandasari; Diena Dwidienawati; Mochamad Sugiarto; David Tjahjana</i>

Room 2

MODERATOR

Rani Chandra Oktaviani

STUDENT ADMIN

Tata

1. ICCB-ABTR-050 **Finding Love During the Pandemic: Impression Management on Dating Apps**
Maria Sagita; Irwansyah
2. ICCB-ABTR-052 **Persuasive Communication Techniques of Beauty Vlogger about Colorism on Youtube Channel**
Neno Yurmina Tanjung; Ahmad Toni
3. ICCB-ABTR-064 **Is Socialization through Digital Media Effective? A Study on Public Transportation Policy In Jakarta**
Juan Malik Frederick Turpyn; M. Cessario Alfaraby; Rahma Mahardhika Ananda Puti; Muchammad Nasucha
4. ICCB-ABTR-069 **Social Media Usage to Preserve Local Identity of Indigenous People of West Java**
Riza Darma Putra; Elvina Lathifa; Firsty Sabtasya Octafanny; Putri Septiana Kudri
5. ICCB-ABTR-075 **Mother's Online Activities and Rules Implementation for Children Mobile Phone Use**
Firdaniyanty Pramono; Djuara P. Lubis

Room 3

MODERATOR

Sylfia A. Ronnfeld

STUDENT ADMIN

Jeremy

1. ICCB-ABTR-065 **Business Survivability Using Social Media as a Channel of Essential Oils Company in the Pandemic Era**
Miftha Pratiwi
2. ICCB-ABTR-066 **Information and Communication Technology (ICT) in Supporting Entrepreneurship Indonesia: A Systematic Literature Review**
Tedy Ardiansyah; Dipa Teruna

3. ICCB-ABTR-080 **Business Innovation of Email Service Provider with the Integration of Citizens' Identities**
Caesitria Melfrida

4. ICCB-ABTR-004 **Marketing Communication Analysis PT Unilever Indonesia in Building Brand Loyalty during Covid-19 Pandemic**
Arief Listyo Prabowo; Ahmad Toni

5. ICCB-ABTR-014 **Analysis of Changes in Marketing Communication Strategy Due to Impact of Covid-19 Pandemic: Case Study on PT. BRI Asuransi Indonesia**
Eravany Noura Widyanggari

Room 4

MODERATOR
Elke Alexandrina

STUDENT ADMIN
Irene

1. ICCB-ABTR-063 **Semiotic Studies of a Picture of Jakarta Governor Anies Baswedan Reading 'How Democracies Die' Book**
Muhammad Fajar; Umainah Wahid

2. ICCB-ABTR-073 **Sexism in Film Tilik: Representation of Film Industry Alignment with Patriarchal Ideology**
Zulfatun Mahmudah

3. ICCB-ABTR-031 **Framing Analysis of Indonesia Covid-19 Task Force's Statements in September-November 2020**
Mutiara Nabila

4. ICCB-ABTR-039 **Tweeting Disability: Framing Disability Issues during COVID-19 Pandemic in Indonesia**
Hersinta

5. ICCB-ABTR-079 **Surviving the Storm: How a Bali Tourism Operator Changed Their Audience and Survive**
Ari S. Widodo Poespodihardjo; Putu Yukti Lesmanah

Parallel Session #3, Wednesday, 10 March 2021
13:00-15:00 WIB

Room 1

MODERATOR

Albert

STUDENT ADMIN

Rio

- 1. ICCB-ABTR-059** **Stigmatization, Dishonest Patients, and Challenges of Diagnosing COVID-19: A Review of Physician-Patient Communication in Indonesia**
Syafiq Basri Assegaff; Sri Dhuny Atas Asri; Enrico Adhitya Rinaldi; Hadi Sutopo; Rendro Dhani
- 2. ICCB-ABTR-067** **E-Church: A Case Study of GKI Taman Cibunut Virtual Communities During COVID-19 Pandemics**
Kartika Singarimbun
- 3. ICCB-ABTR-076** **We Choose What to Fear in Indonesian Horror Cinema**
Achmad Ridwan Noer
- 4. ICCB-ABTR-012** **Darunnajah Kuantan**
Nelly Nailatie Maarif

Room 2

MODERATOR

Sri Tunggul Pannindriya

STUDENT ADMIN

Tata

- 1. ICCB-ABTR-078** **Three Dominant Types of Social Media during Social Distancing Carly Scheffer**
Steven Christian
- 2. ICCB-ABTR-037** **The Public Relations Acceptance Towards Press Release Application with Artificial Intelligence**
Pijar Suciati; Mareta Maulidiyanti; Ngurah Rangga Wiwesa

3. ICCB-ABTR-060 The implementation of Public Relations Activities in Improving the Educational Institutions Reputation
Untung Yuslifar Mustofa; Kurnia

4. ICCB-ABTR-074 Employees as Public Relations Agents: Optimizing the Role of PR in Maintaining Reputation of Mining Industry
Zulfatun Mahmudah

Room 3

MODERATOR

Mary Lemona

STUDENT ADMIN

Jeremy

1. ICCB-ABTR-032 The Direct and Indirect Influence of User-Generated Content on Impulsive Buying The Importance of Information Quality
Christian Haposan Pangaribuan

2. ICCB-ABTR-044 Consumer Behavior Potential Acceptance of Renewable Energy Source in Indonesia
Fitria Avicenna; Nufian S. Febriani

3. ICCB-ABTR-054 Reimagining F&B Business Post-Pandemic: Study Case of Sate Taichan Goreng Marketing Communications Strategy
Niko Al-Hakim

4. ICCB-ABTR-056 MSME's Consumer Behaviour during Pandemic: A Survey on Digital Platform User Perception
Dewi Sad Tanti; Mochamad Taufiq Hidayat; Mohammad Hatta Zakaria

Room 4

MODERATOR

Past Novel Larasati

STUDENT ADMIN

Elrica

1. ICCB-ABTR-070 Publicity of Community Resilience? The Use of Crowdfunding by Indonesian Micro-celebrities during pandemic
Mediana Hanifa; Nissa Cita Adinia

2. ICCB-ABTR-077 **Determinants of Medical Tourist's Destination: Loyalty Evidence from Malaysia**
Seow Ai Na; Choong Chee Keong; Choong Yuen Onn; Lam Siew Yong; Chang Jing Jing; Chin Lai Kwan; Ooi Say Keat

3. ICCB-ABTR-057 **Group Communication in Supporting the Health of People with Auto-immune (ODAMUN)**
Veronika Trimardhany

4. ICCB-ABTR-082 **Public Initial Response to Indonesian Government's Handling and Communicating of COVID-19 Pandemic**
Rudi Sukandar; Lestari Nurhajati; Rani Chandra Oktaviani; Xenia Angelica Wijayanto



Rules of Conduct For Presenters & Participants

1. Each participant is required to use an ID with a real name, not a device name or institution name.
2. It is highly expected that Zoom accounts use a photo of each participant.
3. When the webinar begins, participants who have access to Zoom must be modestly dressed and in a seated position.
4. The attendance link will be distributed when the event starts and must be filled in by all participants who attend the discussion.
5. The committee will give/send an e-certificate to the participant who wants it, based on the attendance written in the attendance form.
6. When the presentation program starts, all participants must mute their Zoom device. The admin can mute you when it is required.
7. Each presenter is only given a maximum of 20 minutes to present their paper.
8. The time allocation for each participant to present his/her paper is a maximum of 30 minutes, including preparation of ppt and Q&A session.
9. All participants who are present in a discussion room can ask questions to the presenter while the presentation is running or during the Q&A session via the chat room.
10. Each participant is expected to maintain politeness and ethics during the discussion.



Communication & Business Institute

The Leading Graduate School of Communication & Business

About Institut Komunikasi and Bisnis LSPR

LSPR, formally called Sekolah Tinggi Ilmu Komunikasi (STIKOM) LSPR, is a higher education institution established in 1992 by Yayasan Pesona Pribadi Sejahtera. To accommodate its growth, LSPR was changed from a sekolah tinggi (college) level institution to an institute in 2020. Renamed Institute Komunikasi dan Bisnis (IKB) LSPR, the institute has two schools: School of Communication Studies and School of Business.

The undergraduate programme of the School of Communication Studies has two study programmes: Communication (consisting of concentration on Public Relations & Communication; International Relations Communication; Digital Creative Production; Marketing Communication; Broadcasting & Digital Media Communication; and Performing Arts Communication) and Visual Communication Design (consisting of concentration on Film, Video, & Photography).

The postgraduate programmes of the School of Communication Studies has one study programme: Master of Arts in Communication with concentration on Strategic Public Relations Management; Marketing Communication Management; International Communication Management; Management & Digital Communication; and Business & Communication management.

The School of Business has three study programmes: Management (consisting of concentration on Entrepreneurship & Leadership; Digital Business Management; and Human Resources Development), Tourism (consisting of concentration on Hospitality & MICE; and Hotel & Tourism), and Business Services (consisting of concentration on Event Business Management).

LSPR has been accredited "A" for its Undergraduate and Postgraduate Programmes in Communication Studies by the National Accreditation Agency for Higher Education, Ministry of Education and Culture of the Republic of Indonesia (Badan Akreditasi Nasional Perguruan Tinggi-BAN PT). In 2016, LSPR received recognition as the "Best Graduate School of Communication" from Indonesian Media and has produced 20,000 alumni.





Our Campus Address

- **LSPR Communication and Business Institute**
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- **LSPR Communication and Business Institute**
Renon-Bali Campus
Jl. Raya Puputan No. 140 Renon Denpasar, Bali
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Postgraduate Programme: 0815-1109-8699
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Marketing: marketing@lspr.edu (Undergraduate Programme)
masterdegree@lspr.edu (Postgraduate Programme)



The 4th
International Conference
on Communication & Business

PARALLEL SESSIONS ICCCB 2021

DAY 1

Parallel Session #1, Tuesday, 9 March 2021, 14:30-17:00 WIB

Room 1

No	Moderator	Student Admin	Abstract No.	Title	Author(s)
1	Deddy Muharman	Rio	ICCB-ABTR-068	Digital-Based Communication Facilities in Increasing Public Participation in Government Policies	Yan Andriariza Ambita Sukma, Qur'ani Dewi Kusumawardani
2			ICCB-ABTR-042	The Role Of The Village Fund Program In Indonesia's Regional Economic Growth	I Gede Made Artha Dharmakarja; Monica Vivi Kurniawati
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4			ICCB-ABTR-011	The Readiness of The Body Shop on the Post-Pandemic Survivability the Role in Society and Environmental Issues	Filda Rahmiati; Fadillah Anugrah Pertiwi
5			ICCB-ABTR-015	A Netnography Study of the Social Media Influencers on Creating Netizens' Climate Change Awareness on Instagram	Rismi Juliadi; Endah Murwani; Angga Arestya

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5			ICCB-ABTR-040	Philanthropic Actions Via Facebook During Covid-19 Pandemic: A Study of Digital Ethnography	Rieka Mustika; Dede Mahmudah

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2			ICCB-ABTR-022	The Decision of Broiler Chicken Farmers to Sustain Their Business During Pandemic Era	Mochamad Sugiarto; Yusmi Nur Wakhidati; Dyah Gandasari
3			ICCB-ABTR-034	Women and Pandemic: The Power within Social Entrepreneurship	Sulih Indra Dewi; Fathul Qorib; Rini Kartini; Muhammad Abdul Ghofur
4			ICCB-ABTR-036	Covid-19 Cases Growth and Business Continuity in Indonesia: A Causality Test	Silvi Asna Prestianawati; Axellina Muara Setyanti
5			ICCB-ABTR-041	Strategy to Develop Local E-Marketplace as the Innovation of MSMEs Empowerment	Ainun Niamtu Rohmah; Kadek Dristiana Dwivayani; Kheyene Molekandella Boer

DAY 2

Parallel Session #2, Wednesday, 10 March 2021, 10:00-12:00

Room 1

No	Moderator	Student Admin	Abstract No.	Title	Author(s)
1	Sophia Bernadette	Rio	ICCB-ABTR-035	Sara Mills Analysis: Jokowi's Discourse on Political Communication in Mass Media	Yoyoh Hereyah; Suntama
2			ICCB-ABTR-049	Asymmetric Vocational Education and Training for Women Empowerment in Rural Areas	Herie Saksono; Kusmawaty Matara
3			ICCB-ABTR-005	Communication Management of Bugis Ethnicity on Cultural Adaptation in Labuhan Lombok Village	Asrin Dimas Tri Fathullah; Arianto; Muhammad Farid
4			ICCB-ABTR-019	Utilization of TELECTG in Empowering Midwives through The Diffusion of Innovation Approach	Retor Aquinaldo Wirabuanaputera Kaligis; Faridhian Anshari; Sofia Primalisanti Devi
5			ICCB-ABTR-020	Evaluation of Learning Assessment	Dyah Gandasari; Diena Dwidienawati; Mochamad Sugiarto; David Tjahjana

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No	Moderator	Student Admin	Abstract No.	Title	Author(s)
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2			ICCB-ABTR-052	Persuasive Communication Techniques of Beauty Vlogger about Colorism on Youtube Channel	Neno Yurmina Tanjung; Ahmad Toni
3			ICCB-ABTR-064	Is Socialization through Digital Media Effective? A Study on Public Transportation Policy In Jakarta	Juan Malik Frederick Turpyn; M. Cessario Alfaraby; Rahma MahardhikaAnanda Puti; Muhammad Nasucha
4			ICCB-ABTR-069	Social Media Usage to Preserve Local Identity of Indigenous People of West Java	Riza Darma Putra; Elvina Lathifa; Firsty Sabtasya Octafanny; Putri Septiana Kudri
5			ICCB-ABTR-075	Mother's Online Activities and Rules Implementation for Children Mobile Phone Use	Firdaniyanty Pramono; Djuara P. Lubis

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1	Sylvia A. Ronnfeld	Jeremy	ICCB-ABTR-065	Business Survivability Using Social Media as a Channel of Essential Oils Company in the Pandemic Era	Miftha Pratiwi
2			ICCB-ABTR-066	Information and Communication Technology (ICT) in Supporting Entrepreneurship Indonesia: A Systematic Literature Review	Tedy Ardiansyah; Dipa Teruna
3			ICCB-ABTR-080	Business Innovation of Email Service Provider with the Integration of Citizens' Identities	Caesitria Melfrida
4			ICCB-ABTR-004	Marketing Communication Analysis PT Unilever Indonesia in Building Brand Loyalty during Covid-19 Pandemic	Arief Listyo Prabowo; Ahmad Toni
5			ICCB-ABTR-014	Analysis of Changes in Marketing Communication Strategy Due to Impact of Covid-19 Pandemic: Case Study on PT. BRI Asuransi Indonesia	Ervany Noura Widyanggari

Room 4

No	Moderator	Student Admin	Abstract No.	Title	Author(s)
1	Elke Alexandrina	Irene	ICCB-ABTR-063	Semiotic Studies of a Picture of Jakarta Governor Anies Baswedan Reading 'How Democracies Die' Book	Muhammad Fajar; Umaimah Wahid
2			ICCB-ABTR-073	Sexism in Film Tilik: Representation of Film Industry Alignment with Patriarchal Ideology	Zulfatun Mahmudah
3			ICCB-ABTR-031	Framing Analysis of Indonesia Covid-19 Task Force's Statements in September-November 2020	Mutiara Nabila
4			ICCB-ABTR-039	Tweeting Disability: Framing Disability Issues during COVID-19 Pandemic in Indonesia	Hersinta
5			ICCB-ABTR-079	Surviving the Storm: How a Bali Tourism Operator Changed Their Audience and Survive	Ari S. Widodo Poespodihardjo; PutuYukti Lesmanah

Parallel Session #3, Wednesday, 10 March 2021, 13:00-15:00 WIB

Room 1

No	Moderator	Student Admin	Abstract No.	Title	Author(s)
1	Albert	Rio	ICCB-ABTR-059	Stigmatization, Dishonest Patients, and Challenges of Diagnosing COVID-19: A Review of Physician-Patient Communication in Indonesia	Syafiq Basri Assegaff; Sri Dhuny Atas Asri; Enrico Adhitya Rinaldi; Hadi Sutopo; Rendro Dhani
2			ICCB-ABTR-067	E-Church: A Case Study of GKI Taman Cibunut Virtual Communities During COVID-19 Pandemics	Kartika Singarimbun
3			ICCB-ABTR-076	We Choose What to Fear in Indonesian Horror Cinema	Achmad Ridwan Noer
4			ICCB-ABTR-012	Darunnajah Kuantan	Nelly Nailatie Maarif

Room 2

No	Moderator	Student Admin	Abstract No.	Title	Author(s)
1	Sri Tunggul Pannindriya	Tata	ICCB-ABTR-078	Three Dominant Types of Social Media during Social Distancing	Carly Scheffer; Steven Christian
2			ICCB-ABTR-037	The Public Relations Acceptance Towards Press Release Application with Artificial Intelligence	Pijar Suciati; Mareta Maulidiyanti; Ngurah Rangga Wiwesa
3			ICCB-ABTR-060	The implementation of Public Relations Activities in Improving the Educational Institutions Reputation	Untung Yuslifar Mustofa; Kurnia
4			ICCB-ABTR-074	Employees as Public Relations Agents: Optimizing the Role of PR in Maintaining Reputation of Mining Industry	Zulfatun Mahmudah

Room 3					
No	Moderator	Student Admin	Abstract No.	Title	Author(s)
1	Mary Lemona	Jeremy	ICCB-ABTR-032	The Direct and Indirect Influence of User-Generated Content on Impulsive Buying The Importance of Information Quality	Christian Haposan Pangaribuan
2			ICCB-ABTR-044	Consumer Behavior Potential Acceptance of Renewable Energy Source in Indonesia	Fitria Avicenna; Nufian S. Febriani
3			ICCB-ABTR-054	Reimagining F&B Business Post-Pandemic: Study Case of Sate Taichan Goreng Marketing Communications Strategy	Niko Al-Hakim
4			ICCB-ABTR-056	MSME's Consumer Behaviour during Pandemic: A Survey on Digital Platform User Perception	Dewi Sad Tanti; Mochamad Taufiq Hidayat; Mochammad Hatta Zakaria

Room 4					
No	Moderator	Student Admin	Abstract No.	Title	Author(s)
1	Past Novel Larasaty	Elrica	ICCB-ABTR-070	Publicity of Community Resilience? The Use of Crowdfunding by Indonesian Micro-celebrities during pandemic	Mediana Hanifa; Nissa Cita Adinia
2			ICCB-ABTR-077	Determinants of Medical Tourist's Destination: Loyalty Evidence from Malaysia	Seow Ai Na; Choong Chee Keong; Choong Yuen Onn; Lam Siew Yong; Chang Jing Jing; Chin Lai Kwan; Ooi Say Keat
3			ICCB-ABTR-057	Group Communication in Supporting the Health of People with Auto-immune (ODAMUN)	Veronika Trimardhany
4			ICCB-ABTR-082	Public Initial Response to Indonesian Government's Handling and Communicating of COVID-19 Pandemic	Rudi Sukandar; Lestari Nurhajati; RaniChandra Oktaviani; Xenia Angelica Wijayanto