

PROCEEDING

ICCD 2023

2023 November, 14
Jakarta - Indonesia

The 5th International Conference and Community Development

eISSN: 2662-5611



CONFERENCE PROGRAM

5th International Conference on Community Development (ICCD)
2023

**Digital Transformation:
Development of Science & Technology in Improving Social
Welfare**

CONFERENCE PROGRAM

5th International Conference on Community Development (ICCD) 2023

DIGITAL TRANSFORMATION: DEVELOPMENT OF SCIENCE & TECHNOLOGY IN IMPROVING SOCIAL WELFARE

Editor : Radja Erland Hamzah, S.Kom, M.I.Kom.
Ginanjar Hadi Wibowo, S.I.Kom, MM.
Cover : Juni Muryadi, S. Sos.
Layout : Rafiegi Reza Adelistyana, S.I.Kom, M.I.Kom.

Copyright @2023: ICCD 2023

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise.

Secretariat:

5th International Conference on Community Development (ICCD) 2023
Digital Transformation: Development of Science & Technology in Improving Social Welfare
Teach for Indonesia - University of Prof. Dr. Moestopo (Beragama)
Jl. Hang Lekir I No. 8, Gelora, Jakarta Pusat 10270 - Indonesia
Telp : +6221 7220289
Fax : +6221 7252682
Email : lppm@univ.moestopo.ac.id
Web : www.iccd.asia

RUNDOWN

5th INTERNATIONAL CONFERENCE ON COMMUNITY DEVELOPMENT (ICCD) 2023

University of Prof. Dr. Moestopo (Beragama), November 14th, 2023

SESSION I (OPENING CEREMONY)

TIME	ACTIVITIES
07.30 - 07.45	Registration Process
07.45 - 08.10	Zoom Opened Announcement (slide) Opening by MC National anthem " Indonesia Raya" Prayer by MC
08.10 - 08.20	Greeting from Chair person of Organizing Committee Dr. Elis Teti Rusmiati, M.Hum, M.Si.
08.20 - 08.40	Opening Remark from Rector of University of Prof.DR.Moestopo (Beragama) Prof. Dr. H. Paiman Raharjo, M.M., M.Si. Rector of University of Prof. Dr. Moestopo (Beragama) Deputy Minister of Villages, Development of Underdeveloped Regions and Transmigration of the Republic of Indonesia
08.40 - 09.00	Keynote Speaker: BUDI ARIE SETIADI S.Sos., M.Si. Minister of Communications and Informatics Republic of Indonesia Token handout to Minister TCE by Rector of of Prof. DR. Moestopo (Beragama) Submission of certificate Photo session

SESSION II (PLENARY SESSION)

TIME	ACTIVITIES
09.00 - 09.45	Invited Speaker - 1 Dr. Marissa Chantamas, M.Sc. Dean Albert Laurence School of Communication Arts Assumption University of Thailand
09.45 - 10.30	Invited Speaker - 2 Dr. Sonali Agarwal Associate Professor Information Technology Department of the Indian Institute of Information Technology Allahabad, Prayagraj, India
10.30 - 11.15	Invited Speaker - 3 Prof. Dato' Dr. Hasnah Hj. Haron Faculty of Economics and Muamalat Universiti Sains Islam Malaysia (USIM), Malaysia

11.15 - 12.00	Invited Speaker - 4 Malliga Marimuthu, Ph.D La Trobe Business School, La Trobe University, Melbourne, Australia
---------------	--

III PARALLEL SESSION

TIME	ACTIVITIES
12.00 - 13.00	Break and Preparation for Parallel Room
13.00 - 15.30	R1: Parallel Room 1
	R2: Parallel Room 2
	R3: Parallel Room 3
	R4: Parallel Room 4
	R5: Parallel Room 5
	R6: Parallel Room 6

SESSION IV (CLOSING CEREMONY)

TIME	ACTIVITIES
15.30 - 15.45	Closing by MC

PARALLEL SESSION

Room 1

Time : 13.00 – 15.30

Moderator : Dr. Amia Luthfia., S.P., M.Si

Topics : Sustainable Tourism / Creative Economy / Quality Education

No	Presenter	Title of Paper	Affiliation
1	Yudhistya Ayu KUSUMAWATI	INCREASING HUMAN CAPACITY IN OPTIMIZING THE MARKETING OF TOURISM PRODUCTS IN THE EDELWEISS FARMERS GROUP, WONOKITRI VILLAGE, PASURUAN	Bina Nusantara University
2	Jajat SUDRAJAT	ARRANGEMENT OF CITY PARK FACILITIES IN BATUNUNGGAL VILLAGE FOR BANDUNG CITY SME BRANDING	Bina Nusantara University
3	Dewi TAMARA	RAWA BELONG FLOWER MARKET REVITALIZATION INTO DKI JAKARTA TOURIST DESTINATION	Bina Nusantara University
4	Azani Cempaka SARI	HIGHER EDUCATION CONTRIBUTION IN PROMOTING SUSTAINABLE TOURISM DESTINATION IN THOUSAND ISLANDS, INDONESIA	Bina Nusantara University
5	Achmad JAMIL	TRAINING ON BEACH TOURISM THROUGH SOCIAL MEDIA: CITIZEN JOURNALISM NEWS CONTENT PRODUCTION IN SAWARNA	Mercu Buana University
6	Aprialdo SIREGAR	GREEN ENTREPRENEURSHIP BASED ON LOCAL WISDOM TO SUPPORT THE ATTRACTION OF SUSTAINABLE ECOTOURISM	Mercu Buana University
7	Watriningsih WATRININGSIH	PKM: ENCOURAGING THE ATTRACTIVENESS OF MOROTAI IN THE MANAGEMENT OF HISTORICAL AND BAHARI TOURISM DESTINATIONS IN TANJUNG DEHEGILA VILLAGE	Moestopo University
8	Eni Kardi WIYATI	COMMUNICATION NETWORKS AND ITS IMPLEMENTATION IN DEVELOPING TOURISM IN BANYUWANGI	Moestopo University
9	Ririn WULANDARI	EDUCATION ON PACKAGING AND BRANDING STRATEGIES TO IMPROVE THE PERFORMANCE OF MSMES IN CEMPAKA PUTIH DISTRICT IN THE AL NISHAM MOSQUE HALL	Mercu Buana University
10	Aditya Pratama NANDIWARDANA	USED GOODS CREATION FOR SUSTAINABLE BUSINESS AT SRENGSENG-JAKARTA	Mercu Buana University
11	Asri RADHITANTI	PACKAGING RE-DESIGN TO STRENGTHEN MSME "AIRA" BRAND IMAGE AS QUALIFIED CHIP SNACK HOME INDUSTRY PRODUCT IN MALANG RAYA	Bina Nusantara University
12	Meiliyah ARIANI	GREEN PRODUCT: EFFORTS TO MAINTAIN ENVIRONMENTAL SUSTAINABILITY AND MSME PRODUCT DEVELOPMENT THROUGH GREEN MARKETING IN PENJARINGAN DISTRICT, NORTH JAKARTA	Moestopo University
13	Andrea Abdul Rahman AZZQY	ALTERNATIVE NATIONAL INSIGHT AND NATIONAL DEFENSE EDUCATION APPLICATION FOR HIGH SCHOOL STUDENTS (CASE STUDY: SMA YUPPENTEK 1 TANGERANG)	Budi Luhur University

14	Islamiah KAMIL	SHARIA FINANCIAL LITERACY EDUCATIONFOR THE COMMUNITY IN EAST CIPUTAT DISTRICT, SOUTH TANGERANG	Moestopo University
15	Wahyu SARDJONO	SUSTAINABLE DEVELOPMENT IN THE COAL MINING OPERATION: CHALLENGES, OPPORTUNITIES, AND STRATEGIES	Bina Nusantara University
16	Dessy SUNARSI	BUSINESS OPPORTUNITIES AND ARRANGEMENT OF LEGAL DOCUMENTS IN LICENSING TOWARDS ECONOMIC RECOVERY POST DISASTER	Sahid University
17	Windarto WINDARTO	ALI DIGITALIZATION (ADMINISTRATION, LITERACY, AND INFORMATION) TOWARDS SMART SOCIETY 5.0 IN NURUL HIDAYAH SUKAHARJA ISLAMIC BOARDING SCHOOL, CIJERUK BOGOR	Budi Luhur University
18	Tulus YUNIASIH	PROMOTING URBAN SUSTAINABLE DEVELOPMENT THROUGH COLLABORATIVE TRAINING OF TRAINERS PROGRAM PHASE 1 BETWEEN KARANG TARUNA UNIT 04 ULUJAMI AND UNIVERSITAS BUDI LUHUR	Budi Luhur University
19	Fany N. R. HAKIM	THE DYNAMICS OF THE STATUS OF BOROBUDUR TEMPLE AND THE POTENTIAL FOR DEVELOPING COMMUNITY-BASED RELIGIOUS TOURISM	Budi Luhur University

PARALLEL SESSION

Room 2

Time : 13.00 – 15.30
 Moderator : Denik I. Witarti, Ph. D
 Topics : Entrepreneurship & Innovation

No	Presenter	Title of Paper	Affiliation
1	Yuli HARWANI	PRODUCT INNOVATION EXPANSION FOR MSME GROUPS IN BANTARJAYA VILLAGE RANCABUNGUR - BOGOR	Mercu Buana University
2	Irfan Noviandy AULIA	ENTREPRENEURIAL PLANNING STRATEGY AT MERUYA UTARA-KEMBANGAN-JAKARTA	Mercu Buana University
3	Harefan ARIEF	INCREASING FAMILY ENTREPRENEURSHIP OPPORTUNITIES	Mercu Buana University
4	Tine YULIANTINI	BUSINESS PLANNING BASED ON GREEN MANAGEMENT, SHOULD BE SUSTAINABLE?	Mercu Buana University
5	Meiryani	A QUALITATIVE STUDY OF ENTERPRISE RISK MANAGEMENT IN SMALL MEDIUM ENTERPRISES	Bina Nusantara University
6	Dicky Maryoga HUTADJULU	DEVELOPING THE UMKM COMPETENCE AS AN EFFORT TO EMPOWER UMKM GARMENT POLUKIDS	Bina Nusantara University
7	Puti Minang ANJARANI	DEVELOPMENT OF COMPETITIVENESS AND PROMOTION OF WATER HYACINTH (EICHHORNIA CRASSIPES) CRAFT PRODUCTS AS EMPOWERMENT FOR MICRO ENTERPRISE	Bina Nusantara University
8	Surjandy	IMPROVING ENTREPRENEURIAL SKILLS IN DEVELOPING THE BUSINESS OF KARANG TARUNA BAKSYA BALAD LAKSANA WARNASARI VILLAGE, PENGALENGAN DISTRICT, BANDUNG DISTRICT	Bina Nusantara University
9	Euis WIDIATI	PRODUCT PHOTO TRAINING FOR WOMENPRENEUR MSMES	Sahid University
10	Annisa Retno UTAMI	PRODUCT PHOTO TRAINING IN IMPROVING DIGITAL PROMOTION AT "DJAMOE MBAK"	Sahid University
11	Mohammad KHARIRI	CONCURRENCY OF THE EXPERIENTIAL MARKETING MODEL TO CREATE CUSTOMER SATISFACTION	Moestopo University
12	Citra Eka PUTRI	MASCULINITY OF VAPE USE AMONG HIJAB WOMEN AMONGST STUDENTS IN JAKARTA	Moestopo University
13	Adiella Yankie LUBIS	MARKETING PUBLIC RELATIONS AS A STRATEGY FOR RAY WHITE PROPERTY AGENT KEBAYORAN BARITO	Moestopo University
14	T. Herry RACHMATSYAH	POLICY DYNAMICS OF VILLAGE APPARATUS CAPACITY BUILDING	Moestopo University
15	Andyan Pradipta UTAMA	THE IMPORTANCE OF BRAND AWARENESS AS A MARKETING STRATEGY FOR BUSINESS SUSTAINABILITY	Mercu Buana University
16	Anggraeni DYAH	SOCIALIZATION OF THERMAL COMFORT STANDARDS AT SMKN 4 SOUTH TANGERANG	Budi Luhur University
17	Verliani DASMARAN	ASSISTANCE WITH THE "CYBER" WASTE BANK IN DEVELOPING A BUSSINESS PROFILE AS A BUSSINESS STRATEGY AND BUSSINES SUSTAINABILITY	Mathlau Anwar University

18	Joko Christian CHANDRA	ENHANCING LEARNING WITH ARTIFICIAL INTELLIGENCE FOR YADIKA 1 PRIMARY SCHOOL TEACHERS	Budi Luhur University
19	Indah Rahayu LESTARI	IMPLEMENTATION OF MSME INVENTORY MANAGEMENT IN CIPULIR VILLAGE – JAKARTA SELATAN	Budi Luhur University
20	Chazizah GUSNITA	PRIVATELY BUILDING PROGRAMME THROUGH BUSINESS ACTIVITIES AND PEOPLE'S BUDGETING IN NIGHTS CLASS II A KARAWANG, WESTERN JAVA	Budi Luhur University

PARALLEL SESSION

Room 3

Time : 13.00 – 15.30

Moderator : Dr. Bhernadetta Pravita Wahyuningtyas., S.Sos., M.Si.

Topics : Media Literacy / Information Communication Technology / CSR & Empowerment

No	Presenter	Title of Paper	Affiliation
1	Nur KHOLISOH	MEDIA LITERACY ON PREVENTION OF PORNOGRAPHY ON SOCIAL MEDIA AT SMK 60 DURI KEPA – JAKARTA BARAT	Mercu Buana University
2	Randy Indra PRADHANA	ACCULTURATION ASPECTS STUDY ON BABAH ALUN DESARI MOSQUE ARCHITECTURE USING PHOTOGRAPHIC MEDIA	Bina Nusantara University
3	Kania RATNASARI	TRAINING ON THE USE OF INSTAGRAM BUSINESS SOCIAL MEDIA AS A PROMOTIONAL AND SALES FOR MSMES IN CARITA BEACH BANTEN	Sahid University
4	Yasef FIRMANSYAH	OPPORTUNITIES AND CHALLENGES TOWARDS THE 2024 ELECTIONS: THE PHENOMENON OF "ECHO CHAMBER" AND THE INFLUENCE OF SOCIAL MEDIA ON THE POLITICAL LITERACY OF YOUNG AND MILLENNIAL VOTERS	Moestopo University
5	Alif Ryan WIJAYA	CLINIC IMAGE AND PATIENT VISITS: THE SERVICE-DIGITAL MARKETING CONNECTION	Moestopo University
6	Harry NENOBAIS	EVALUATING THE DIGITAL BUREAUCRACY POLICY: POPULATIONS DOCUMENT DIGITALIZATION IN DIRECTORATE GENERAL OF POPULATION AND CIVIL REGISTRATION	Moestopo University
7	Novalia Agung Wardjito ARDHOYO	@WE.THE.FEST INSTAGRAM USING TO GET INFORMATION AND INTEREST IN VISITING WE THE FEST 2023	Moestopo University
8	Rani PUSPITA	DIGITAL MARKETING IN BUSINESS DEVELOPMENT OF MICRO, SMALL, MEDIUM ENTERPRISES (MSMES) DAPURMAMIMA	Bina Nusantara University
9	Muhammad Fadlan HIDAYAT	WEB APPLICATION AS MEDIA INFORMATION AND TOURISM PROMOTION IN THOUSAND ISLANDS PRAMUKA ISLAND IN THE INDUSTRIAL AGE 4.0	Bina Nusantara University
10	Fabrina Mustika EKAWATI	IMPLEMENTATION OF INTERNAL AUDIT FOLLOW-UP OF THE INDONESIAN GOVERNMENT INTERNAL AUDIT STANDARDS VERSION AT INSPECTORATE I OF CHIEF INSPECTORATE OF THE SECRETARIAT GENERAL OF THE HOUSE OF REPRESENTATIVES OF THE REPUBLIC OF INDONESIA	Moestopo University
11	Vaysa Astelia RAMADHANI	THE RELATIONSHIP OF ORGANIZATION CULTURE AND WORKLOAD ON EMPLOYEE'S PERFORMANCE AT DR. JOHANNES LEIMENA AMBON HOSPITAL IN 2022	Moestopo University
12	Usmar	ECONOMIC EMPOWERMENT THROUGH SUPERIOR HR MANAGEMENTFOR THE COMMUNITY IN EAST CIPUTAT DISTRICT, SOUTH TANGERANG	Moestopo University

13	Hendi PRIHANTO	OPPORTUNITIES, CHALLENGES AND PRACTICAL GUIDELINES IN MANAGING EFFECTIVE EXPORT AND IMPORT PROCESSES IN GLOBAL MARKET TRADE IN EAST CIPUTAT DISTRICT, SOUTH TANGERANG	Moestopo University
14	Radja Erland HAMZAH	THE EFFECT OF INSTAGRAM ON PRODUCT VIRALITY AND PRODUCT AWARENESS OF BANK INDONESIA	Moestopo University
15	Elis Teti RUSMIATI, Ryantori	IMPLEMENTATION OF RELIGIOUS TOLERANCE IN CAMPUS ENVIRONMENT: A COMMUNITY SERVICE STUDY IN THE CONTEXT OF HIGHER EDUCATION	Moestopo University
16	Priyambada Bagus ARTANTA	STRENGTHENING UNDERSTANDING OF MSME FINANCIAL MANAGEMENT IN JOHAR BARU DISTRICT, CENTRAL JAKARTA	Budi Luhur University
17	Reva Ragam SANTIKA	IMPLEMENTING COMPUTATIONAL THINKING IN ELEMENTARY SCHOOL ICT EDUCATION AND EVALUATION USING THE KIRKPATRICK METHOD	Budi Luhur University
18	Nexen Alexandre PINONTOAN	EXPLORING HIGH SCHOOL STUDENTS' POTENTIAL FOR IMPROVING DESIGN WITH ARTIFICIAL INTELLIGENCE	Budi Luhur University
19	Achita DESIANA	IMPLEMENTATION OF E-GOVERNANCE TOWARDS VILLAGE DIGITALIZATION MOVEMENT IN WANAGIRI VILLAGE, SAKETI, PANDEGLANG	Budi Luhur University

PARALLEL SESSION

Room 4

Time : 13.00 – 15.30
 Moderator : Setya Ambar Pertiwi, MA
 Topics : Community Environment / Community Development / Gender Equality & Family Planning

No	Presenter	Title of Paper	Affiliation
1	Dian Primanita OKTASARI	SOCIALIZATION OF FINANCIAL LITERACY IN WASHING SOAP BUSINESS MANAGEMENT IN MERUYA UTARA VILLAGE	Mercu Buana University
2	Novida ANGGRAINI	MANAGEMENT STRATEGY OF THE SUMEDANG REGENCY REGIONAL PUBLIC DRINKING WATER COMPANY IN REALIZING CLEAN WATER SUPPLY	Moestopo University
3	Eri MARLAPA	SOCIALIZATION OF HR MANAGEMENT TO ENCOURAGE MSMES TO BECOME SUSTAINABLE AND SUSTAINABLE ENTERPRISES IN MARUNDA	Mercu Buana University
4	Barkah Fajar SWASONO	IMPLEMENTATION OF THE SOBAT DUKCAPIL APPLICATION SYSTEM AT THE TANGERANG CITY POPULATION AND CIVIL REGISTRATION SERVICE	Moestopo University
5	Mochamad SOELTON	BUSINESS PLAN COUNSELING IN CREATING MICRO-ENTREPRENEURSHIP AT KEMANGGISAN-JAKARTA	Mercu Buana University
6	Richrad Sutiyono WUISAN	THE EFFECTIVENESS OF HEALTH SERVICES IN HANDLING PATIENTS AT THE PAMULANG DISTRICT HEALTH CENTER, SOUTH TANGERANG CITY	Moestopo University
7	Nico Alexander VIZANO	UTILIZING WASTE GOODS AS A MEDIUM IMPROVING ENTREPRENEURIAL ENTHUSIASM AT SRENGSENG-JAKARTA	Mercu Buana University
8	Triyuni SOEMARTONO	CHALLENGES OF COORDINATION AND PUBLIC UNDERSTANDING IN IMPLEMENTING NIK AND NPWP INTEGRATION POLICIES	Moestopo University
9	Daru ASIH	MARKETING INVASION FOR MSME GROUPS AT BANTARJAYA-BOGOR	Mercu Buana University
10	Pandji SUKMANA	THE INFLUENCE OF SUPERVISION AND PERFORMANCE ALLOWANCES ON EMPLOYEE WORK PRODUCTIVITY AT THE INSPECTORATE OF THE MINISTRY OF HEALTH OF THE REPUBLIC OF INDONESIA IN 2019	Moestopo University
11	Annisa HAKIM Z	HEALTH DETOX DRINK: SOCIALIZATION OF PRODUCTION COST CALCULATIONS, SELLING PRICE DETERMINATION, AND PRODUCT MARKETING AN EFFORT TO IMPROVE THE ECONOMY OF URBAN COMMUNITIES IN MERUYA SELATAN	Mercu Buana University
12	Erna SETIANY	HYDROPONIC CULTIVATION TOWARDS ORGANIC PRODUCT ENTREPRENEURSHIP IN SOUTH MERUYA	Mercu Buana University
13	Eko Tama Putra SARATIAN	INTRODUCTION OF SHARIA FINANCING CONTRACTS FOR THE INDONESIAN MSMES	Mercu Buana University
14	Fit YANUAR	PUBLIC COMMUNICATIONS TRAINING FOR YSS-TRANSGENDER ORGANIZATION	Sahid University
15	Arindra Khrisna KARAMOY	ANALYZING VOICE OF BACEPROT'S COMMUNICATION ACTIVITIES WITH THE ROCK MUSIC COMMUNITY	Moestopo University

16	Hayu LUSIANAWATI	SMALL BUSINESS ASSISTANCE FOR YOUTH ORGANIZATIONS IN POST EARTHQUAKE DISASTER AREAS CARIU VILLAGE, CUGENANG CIANJUR	Sahid University
17	Siti Chairiyah BATUBARA	DEVELOPMENT AND MANAGEMENT OF HEALTHY COMMUNITY KITCHENS AND TRAUMA HEALING FOR SARAMPAT VILLAGE REFUGEE POST CIANJUR EARTHQUAKE	Sahid University
18	Vivi PUSVITASARY	STRENGTHENING GENDER UNDERSTANDING OF THE SEXUAL VIOLENCE CRIME LAW (UU TPKS) AMONG ADOLESCENTS	Budi Luhur University
19	Dwi Agus SUSILO	INVOLVEMENT OF CELEBRITIES IN YOUTH PROGRAMS: A CASE STUDY OF THE ENTERTAINMENT-EDUCATION APPROACH AT THE MINISTRY OF YOUTH AND SPORTS OF THE REPUBLIC OF INDONESIA	Budi Luhur University
20	Anggun PUSPITASARI	STRENGTHENING DIGITAL SAFETY THROUGH THE INTRODUCTION OF AN ANTI-HOAX WEBSITE-BASED SYSTEM TO SMA YUPPENTEK 1, TANGERANG CITY, IN ANTICIPATION OF THE CLEAN ELECTION MOVEMENT IN 2024	Budi Luhur University

PARALLEL SESSION

Room 5

Time : 13.00 – 15.30

Moderator : Ismayanti Istanto, A.Par, M.Sc

Topics : Community Environment / Food & Health/ Water & Sanitation

No	Presenter	Title of Paper	Affiliation
1	Fransisca LISTYANINGSIH dan Devan Adi PAWOKO	EMPOWERING WOMEN THROUGH TRAINING ON HYDROPONIC AGRICULTURE METHODS IN INCREASING FOOD INDEPENDENCE IN MERUYA UTARA, WEST JAKARTA	Mercu Buana University
2	Diah ISKANDAR dan Tyara YOVANKA	SOCIALIZATION OF SELLING PRICES FOR HEALTHY FOOD PRODUCTS USING FULL COSTING METHOD IN MERUYA UTARA DISTRICT, WEST JAKARTA	Mercu Buana University
3	Lorio Purnomo	INCREASING PROFITABILITY IN CIKONENG VILLAGE BOGOR THROUGH PROCESSING CONSUMPTION OF FRESHWATER FISH	Bina Nusantara University
4	Adrianto	MURAL AS TOOL TO ENCOURAGE BETTER PUBLIC SANITATION AS PART OF BANDUNG CITY PARK BRANDING	Bina Nusantara University
5	Ani SISKA MY	COMMUNITY DEVELOPMENT ACTIVITIES PREPARATION OF FINANCIAL REPORTS BASED ON SAK EMKM FOR SMEs TUKANG ROTI.COM PANGKALAN JATI DEPOK	Sahid University
6	Siti Aminatu ZUHRIA	INCREASING WASTE SORTING SKILL AND INTRODUCTION WASTE BANK IN HOUSEWIVES OF BEKASI JAYA INDAH	Sahid University
7	Selfiani	ACCOUNTING ASSISTANCE FOR MASJID AL IJABAH KAV TANAH BARU DEPOK	Moestopo University
8	Yudhistira ADWIMURTI	IMPLEMENTATION OF A EXCELLENT HUMAN RESOURCES MANAGEMENT PROGRAM IN ENCOURAGING SHARIA ECONOMIC GROWTH AND EXPORTS IN SOUTH TANGERANG	Moestopo University
9	Putri SURYANDARI	PARTNER COLLABORATION PROGRAM TO ASSIST THE 74 HAFIZUN ALIM FOUNDATION IN CREATING MOCKUPS OF THE AL-QURAN PILLARS	Budi Luhur University
10	Elly YULIAWATI	BUILDING AWARENESS OF THE IMPORTANCE OF REPRODUCTIVE HEALTH AND HEALTHY LIVING SKILLS THROUGH THE PLANNING GENERATION PROGRAM	Mercu Buana University
11	Khoirul ANWAR	EDUCATION ON THE IMPORTANCE OF COMPLEMENTARY FEEDING IN PREVENTING STUNTING IN THE BABY LAHAP COMMUNITY	Sahid University
12	Herta A. SOEMARDJO	ACCOMPANIMENT OF SPIRIT RECOVERY AND TRAUMA HEALING FOR CHILDREN AFFECTED BY THE 2022 CIANJUR EARTHQUAKE	Sahid University
13	Mirza ARYANTO	INHIBITORY EFFECT OF INDIAN LILAC LEAF EXTRACT (Azadirachta indica) ON THE GROWTH OF E. FAECALIS ATCC 29212	Moestopo University
14	Ekaterina SETYAWATI	WATER SUPPLY AFTER THE EARTHQUAKE IN BANGBAYANG VILLAGE, CIANJUR, WEST JAVA	Sahid University
15	Manuel DH LUGITO	ORAL HEALTH COUNSELING FOR ELDERLY PATIENTS AT KERANGAN HEALTH CENTER, SOUTH TANGERANG	Moestopo University

16	Irsan IBRAHIM	THE EFFECT OF SOATING JAVA ACID SOLUTION (TAMARINDUS INDICA L.) ON THE SURFACE ROUGHNESS OF MICROHYBRID COMPOSITE RESINS	Moestopo University
17	Nadia Utami LARASATI	STRESS MANAGEMENT TRAINING FOR PRISONERS AT LEMBAGA PEMASYARAKATAN KELAS IIA NARKOTIKA JAKARTA	Budi Luhur University
18	Yanto RAMLI	IMPLEMENTING INNOVATION STRATEGIC AGAINST SUSTAINABILITY BUSINESS ON THE MICRO, SMALL AND MEDIUM ENTERPRISES	Mercu Buana University

PARALLEL SESSION

Room 6

Time : 13.00 – 15.30
 Moderator : Dr. Dewi Nusraningrum, M.Si
 Topics : CSR & Empowerment / Quality Education

No	Presenter	Title of Paper	Affiliation
1	Puji RAHAYU	EMPOWERMENT OF STUDENTS WITH DISABILITIES AND FAMILIES IN UNDERSTANDING THE LEARNING PROCESS AT SDN 03 KEDOYA UTARA	Mercu Buana University
2	Berliana FAJRINA	DIGITAL BOOK FOR IMPROVING LITERACY IN CHILDREN AT THE RUMI BANTAR GEBANG READING CENTER	Mercu Buana University
3	Adi NURMAHDI	MSMEs MANAGEMENT DEVELOPMENT TO ACHIEVE BUSINESS SUSTAINABILITY AND ENVIRONMENTAL SUSTAINABILITY: VIEWED FROM VARIOUS MANAGEMENT PERSPECTIVES: MARKETING	Mercu Buana University
4	Dewi NUSRANINGRUM	IMPLEMENTATION OF QUALITY EDUCATION THROUGH HUMAN RESOURCES IN VOCATIONAL HIGH SCHOOL	Mercu Buana University
5	Marianto and Putri Dwi WAHYUNI	CREATING AND TRAINING OF PAKCOY HYDROPONIC CULTIVATION IN ORDER TO IMPROVE THE WELFARE OF USTADZ WIVES PONDOK PESANTREN RIYADHUSSHOLIHIIN-CIMANUK-PANDEGLANG	Mercu Buana University
6	Muhammad Laras WIDYANTO	CULTIVATION OF HYDROPONIC PAKCOY VEGETABLE PLANTS FOR STUDENTS & TEACHERS OF RIYADHUSSHOLIHIIN ISLAMIC SCHOOL	Mercu Buana University
7	Agus ARIJANTO	STRENGTHENING LEADERSHIP PATTERNS FOR THE MSME GROUP'S SUSTAINABLE AT BANTARJAYA-RANCABUNGUR-BOGOR	Mercu Buana University
8	Deden KURNIAWAN	INCREASE THE POTENTIAL OF QUALITY MANAGEMENT TO EXPAND THE RELATIONSHIP WITH THE PARTIES	Mercu Buana University
9	Lenny Christina NAWANGSARI	HUMAN RESOURCES MANAGEMENT STRATEGY FOR BUSINESS SUSTAINABILITY IN MSMES	Mercu Buana University
10	Valencia SABTIKA	IMPLEMENTATION OF GREEN MARKETING TO MAINTAIN SUSTAINABILITY WASTE BANK BUSINESS	Mercu Buana University
11	Candy Reggi SONIA	CROWDBEES: DIGITAL TALENT MANAGEMENT PLATFORM FOR ACHIEVING GRADUATE ATTRIBUTES IN HIGHER EDUCATION INSTITUTIONS	Bina Nusantara University
12	Marlinda IRWANTI	FOSTERING AN INTEREST IN READING AND THE CREATIVITY OF ORPHANAGE CHILDREN THROUGH STORYTELLING AND THE LIBRARY CORNER	Sahid University
13	Evelyn HANASETA	EDUCATION OF TOURISM ETHICS CODE DEVELOPMENT AS SUSTAINABLE TOURISM ZERO EMISSIONS (CASE STUDY: GUNUNG MENYAN, BOGOR)	Sahid University
14	Mirna FEBRIANI	EDUCATION AND DENTAL - ORAL HEALTH EXAMINATIONS FOR PREGNANT WOMEN AT THE	Moestopo University

		KAMPUNG SAWAH HEALTH CENTER, CIPUTAT, SOUTH TANGERANG	
15	Margaretha SUSANTI	"DOES LEADERSHIP REQUIRE COMPETENCY IN REALIZING THE PERFORMANCE OF THE GOVERMENTS INTERNAL OVERSIGHT APPARATUS"	Moestopo University
16	Meiliyah ARIANI	EDUCATION UNDERSTANDING CAREER OPPORTUNITIES AND PROFESSIONAL CHALLENGES OF ACCOUNTING AND MANAGEMENT GRADUATES	Moestopo University
17	Diny A SANDRASARI	POST-EARTHQUAKE COMMUNITY EMPOWERMENT THROUGH BANANA-BASED PRODUCT DIVERSIFICATION IN SARAMPAD VILLAGE CIANJUR DISTRICT	Sahid University
18	Pipin Farida ARIYANI	OPTIMIZING THE ROLE OF NEIGHBORHOOD ADMINISTRATORS IN HANDLING COVID-19 THROUGH THE SIAGA (SIAP ANTAR JAGA) COVID-19 APPLICATION	Budi Luhur University
19	Lucky NURHADIYANTO	FAIR TRIAL SOCIALIZATION FOR CHILDREN IN TROUBLE WITH THE LAW AT SPECIAL CLASS GUIDANCE INSTITUTION FOR CHILDREN (LPKA) CLASS I TANGERANG	Budi Luhur University
20	Arbi Critional LOKANANTA	OPTIMIZATION OF PUBLIC SPEAKING SKILLS FOR IMPROVEMENT OF HUMAN RESOURCES MANAGEMENT OF RPTRA & PKK KELURAHAN PETUKANGAN UTARA	Budi Luhur University

CONFERENCE BACKGROUND

The main issues addressed at the conference are related to DIGITAL TRANSFORMATION: DEVELOPMENT OF SCIENCE & TECHNOLOGY IN IMPROVING SOCIAL WELFARE. Digital transformation is the effect of digitalization due to increasingly rapid technological developments that encourage changes in various aspects of people's lives.

The topics related to tourism and creative economy will be presented at this conference are Sustainable Tourism; Creative Economy; Entrepreneurship & Innovation; Media Literacy; Water & Sanitation; Community Environment; Gender Equality & Family Planning; Quality Education; CSR & Empowerment; Information Communication Technology; Clean Energy; Food & Health; Agriculture & Agribusiness; and Other topics related to Community Development.

Special Topics

- Sustainable Tourism
- Creative Economy
- Entrepreneurship & Innovation
- Media Literacy
- Water & Sanitation
- Community Environment
- Gender Equality & Family Planning
- Quality Education
- CSR & Empowerment
- Information Communication Technology
- Clean Energy
- Food & Health
- Agriculture & Agribusiness
- Other topics related to Community Development

Objectives

The conference objectives are to promote academic and community development research outcomes, to establish main channel of exchanging community development activities, and to share information related to community development.

Target Participants

Academics, professionals, policy makers, business owners, student, and other professionals, policy makers, business owners, student, and other interested in promoting organizational performance excellence are encouraged to attend this conference.

KEYNOTE SPEAKER



Budi Arie Setiadi S.Sos., M.Si.
Minister of Communications and Informatic
Republic of Indonesia

OPENING SPEECH



Prof. Dr. H. Paiman Raharjo, M.M., M. Si
Rector of Prof. Dr. Moestopo (Beragama) University
Deputy Minister of Villages, Development of
Underdeveloped Regions and Transmigration of
The Republic Indonesia

Invited Speaker:



Dr. Sonali Agarwal
Associate Professor Information Technology
Department of the Indian Institute of Information
Technology Allahabad, Prayagraj, India



Dr. Marissa Chantamas, M.Sc.
Dean Albert Laurence School of
Communication Arts Assumption University
of Thailand



Prof. Dato' Dr. Hasnah Hj. Haron
Faculty of Economics and Muamalat
Universiti Sains Islam Malaysia (USM), Malaysia



Malliga Marumuthu, Ph.D
La Trobe Business School, La Trobe University,
Melbourne, Australia

FOREWORD



This proceeding is a compilation all papers submitted for the fifth international conference Community development 2023 conducted by Prof. Dr. Moestopo (Beragama) University, Sahid University, Binus University, Mercu Buana University and Budi Luhur University, Jakarta, Indonesia. The ICCD 2023 themes is Digital Transformation: Development of Science & Technology in Improving Social Welfare.

In this opportunity, we would like to share our appreciation to the national and overseas institutions who send their lecturers, volunteers or professionals to our conference. This conference is to provide a sharing forum for community development volunteers, academicians, and professionals engaged in basic and applied research. The theme of this conference is Digital Transformation: Development of Science & Technology in Improving Social Welfare with topic including Sustainable Tourism; Creative Economy; Entrepreneurship & Innovation; Media Literacy; Water & Sanitation; Community Environment; Gender Equality & Family Planning; Quality Education; CSR & Empowerment; Information Communication Technology; Clean Energy; Food & Health; Agriculture & Agribusiness; and Other topics related to Community Development.

I wish to record my gratitude to our friends from collage, Australia representative, Dr. Maliga Marimuthu (La Trobe University), Malaysia representative, Prof. Dato' Dr. Hasnah Hj. Haron (Universiti Sains Islam Malaysia), Thailand representative, Dr. Mmarissa Chantamas, M. Sc (Dean Albert Laurence School of Communication Arts Assumption University of Thailand), India representative, Dr Sonali Agarwal (Associate Professor Information Technology Department of the Indian Institute of Information Technology Allahabad).

I would like thank you very much to all rectors or representative of university who have taken the time to attend this event and all members of Conference committee for their hard work and dedication over the last several months.

Finally, special thank you go to Prof. Dr. Ir. Giyatmi, M.Si (Sahid University), Retno Dewanti, S.Si, MM, PhD (Binus University), Dr. Ir. Krisna Adiyarta, M.Sc (Budi Luhur University) and David Feriyanto, M.Eng, Ph.D (Mercu Buana University).

For encouragement throughout the planning stage of this conference. We owe a debt of gratitude to all track reviewers and team editors in compiling these proceedings.

I hope you will find the ICCD 2023 serve you well and great reading pleasure. Thank you!

Jakarta, November 14, 2023

Warm regards,
Chair person of ICCD
Dr. Elis Teti Rusmiati, M. Hum., M. Si.

OPENING REMARK OF ICCD (5th INTERNATIONAL CONFERENCE AND COMMUNITY DEVELOPMENT)
Collaboration between Prof. Dr. Moestopo (Beragama) University, Sahid University, Binus University, Mercu Buana University and Budi Luhur University

Assalamualaikamu wr. wb
Good morning

Exellency
BUDI ARIE SETIADI S.Sos., M.Si. Minister of Communications and Informatics Republic of Indonesia

Distinguished Speakers

- Dr. Sonali Agarwal, India
- Dr. Marissa Chantamas, M.Sc, Thailand
- Prof. Dato' Dr. Hasnah Hj. Haron, Malaysia
- Malliga Marumuthu, Ph.D, Australia
- Chancellor of Sahid University, Binus University, Mercu Buana University and Budi Luhur University

All invitees, Participants, ladies and gentlemen,

First of all, let me extend a warm greeting to all of yo on the occasion of 5th International Conference and Community Development virtually, collaboration between Prof. Dr. Moestopo (Beragama) University, Sahid University, Binus University, Mercu Buana University and Budi Luhur University.

I hope that in this conference there will be interesting discussions between practitioners, academics, experts, researchers and relevant policy makers who will provide insights and recommendations to increase the role of universities in solving various problems faced by society, specifically in improving community welfare.

And I also hope that collaboration between academics, national and international experts and policy makers will not stop at this conference, but in my opinion it needs to be continued in concrete activities. We can collaborate to solve problems such as poverty levels which are still high, digital literacy which is still low, cases of violence and fanaticism by intolerant groups or factions, stunting rates which are still high and various problems that can hamper the nation's progress. For your attention and cooperation, we would like to thank and congratulate all webinar participants, with this the ICCD conference is officially opened, bismillahirrohaanirrahiim.

Thank you
Wassalamualaikum warah matullahi wabarakatuh
Good morning

BOARD OF COMMITTEE
International Conference on Community Development (ICCD) 2023

Honorary Advisory	:	Prof. Dr. H. Paiman Raharjo, M.M., M.Si.	Rector Prof. Dr. Moestopo (Beragama) University
Founders	:	Dr. Dra. Marlinda Irwanti, SE., M.Si	Rector Sahid University
		Dr. Ir. Wendi Usino, M.Sc, MM	Rector Budi Luhur University
		Dr. Nelly, S.Kom., M.M., CSCA	Rector Bina Nusantara University
		Prof. Dr. Ir. Andi Adriansyah, M. Eng	Rector Mercu Buana University
Chief of Steering			
Committee	:	Retno Dewanti, S.Si, M.M., Ph.D	Bina Nusantara University
Members	:	Prof. Dr. Ir. Giyatmi, M.Si	Sahid University
		Dr. Ir. Krisna Adiyarta, M.Sc	Budi Luhur University
		Dr. Erna Setiany, SE, M.Si	Mercu Buana University
		Prof. Dr. Budiharjo, M.Si	Prof. Dr. Moestopo (Beragama) University
		Dr. T. Herry Rachmatsyah, S.Ip., S.S., M.Si	Prof. Dr. Moestopo (Beragama) University
		Dr. Ryantori, S.Sos., M.Si	Prof. Dr. Moestopo (Beragama) University
Organizing Committee			
Chair Person	:	Dr. Elis Teti Rusmiati, M.Hum	Prof. Dr. Moestopo (Beragama) University
Secretary	:	Dr. Mirna Febriani, drg., M.Kes.	Prof. Dr. Moestopo (Beragama) University
Treasurer	:	Watriningsih, S.E., M.M	Prof. Dr. Moestopo (Beragama) University
Deputy Treasurer	:	Suhano, MM	Prof. Dr. Moestopo (Beragama) University
Secretariat			
Coordinator	:	Ginanjar Hadi Wibowo, S.Ikom, MM	Prof.Dr. Moestopo (Beragama) University
Members	:	Wiwin Windihastuty, M.Ikom	Budi Luhur University
		Halimah, SE	Sahid University
		Wisnu Ivan Kusuma H.P., S.Sos., M.Si	Bina Nusantara University
		Julpri Andika, ST., M.Sc	Mercu Buana University
Acceptance of Papers			
Coordinator	:	Selfiani, S.E., M.Ak., Akt.	Prof. Dr. Moestopo (Beragama) University
Members	:	Dr. Franky., M.M.	Prof. Dr. Moestopo (Beragama) University
		Drs. Muminto Arief, M.I.Kom	Prof. Dr. Moestopo (Beragama) University
		Dr. Susi R. Puspitadewi, drg., Sp. Pros	Prof. Dr. Moestopo (Beragama) University
		Yasef Firmansyah, M.Si	Prof. Dr. Moestopo (Beragama) University
Lay outing Proceedings & Publication			
Coordinator	:	Radja Erland Hamzah, S.Kom, M.I.Kom.	Prof. Dr. Moestopo (Beragama) University
Members	:	Rafiegi Reza Adelistyana, S.Ikom, M.I.Kom.	Prof. Dr. Moestopo (Beragama) University
		Annisa Retno Utami	Sahid University
		Puti Minang Anjarani, S.Sos., M.Par.	Bina Nusantara University
		Amirudin Wibowo, S.Kom., MM	Mercu Buana University
Review Article			
Coordinator	:	Meiliyah Ariani, S.E., M.Ak.	Prof. Dr. Moestopo (Beragama) University
Members	:	Retno Dewanti, S.Si, M.M., Ph.D	Bina Nusantara University
		Dr. Bambang Pujiyono, M.M., M.Si	Budi Luhur University
		Prof. Dr. Ir. Giyatmi, M.Si	Sahid University
		Dafit Feriyanto, ST., M. Eng, Ph.D	Mercu Buana University
Website & Design	:	Juni Muryadi, S.Sos	Prof. Dr. Moestopo (Beragama) University
Event Division			
Coordinator	:	Citra Eka Putri, S.I.Kom, M.I.Kom	Prof. Dr. Moestopo (Beragama) University

TABLE OF CONTENTS

CONFERENCE PROGRAM	ii
RUNDOWN.....	iii
CONFERENCE BACKGROUND	xvii
FOREWORD.....	xix
OPENING REMARK.....	xx
BOARD TO COMMITTEE.....	xxi
TABLE OF CONTENTS.....	xxii

Abstract

SUSTAINABLE TOURISM

1. INCREASING HUMAN CAPACITY IN OPTIMIZING THE MARKETING OF TOURISM PRODUCTS IN THE EDELWEISS FARMERS GROUP, WONOKITRI VILLAGE, PASURUAN <i>Yudhistya Ayu KUSUMAWATI, Faishal Hilmy MAULIDA, M. Aldiki FEBRIANTONO, Anindya WIDITA</i>	1
2. ARRANGEMENT OF CITY PARK FACILITIES IN BATUNUNGGAL VILLAGE FOR BANDUNG CITY SME BRANDING <i>Jajat SUDRAJAT, Adrianto Wibowo TJOKROWERDOJO, Doni MORIKA</i>	2
3. RAWA BELONG FLOWER MARKET REVITALIZATION INTO DKI JAKARTA TOURIST DESTINATION <i>Pantri HERIYATI, Ina Agustini MURWANI, Dewi TAMARA, Anita MAHARANI, Retno DEWANTI, Anak Agung Ayu WULANDAI, Yuliana YULIANA</i>	3
4. HIGHER EDUCATION CONTRIBUTION IN PROMOTING SUSTAINABLE TOURISM DESTINATION IN THOUSAND ISLANDS, INDONESIA <i>Sarim SARIM, Siswantini SISWANTINI, Maryani MARYANI, Azani CEMPAKA SARI, Wahyu SARDJONO</i>	4
5. TRAINING ON BEACH TOURISM THROUGH SOCIAL MEDIA:CITIZEN JOURNALISM NEWS CONTENT PRODUCTION IN SAWARNA <i>Achmad JAMIL, Rizki BRIANDANA</i>	5
6. GREEN ENTREPRENEURSHIP BASED ON LOCAL WISDOM TO SUPPORT THE ATTRACTION OF SUSTAINABLE ECOTOURISM <i>Catur WIDAYATI, Fadhlila Dhia MALIHAH, Aprialdo SIREGAR, Willyn ANGELINE</i>	6
7. PKM: ENCOURAGING THE ATTRACTIVENESS OF MOROTAI IN THE MANAGEMENT OF HISTORICAL AND BAHARI TOURISM DESTINATIONS IN TANJUNG DEHEGILA VILLAGE <i>Watriningsih WATRININGSIH, Meiliyah ARIANI, Zulhawati ZULHAWATI</i>	7
8. COMMUNICATION NETWORKS AND ITS IMPLEMENTATION IN DEVELOPING TOURISM IN BANYUWANGI <i>Yos Horta Meliala, Eni Kardi Wiyati, Muhammad Saifullah</i>	8
9. THE DYNAMICS OF THE STATUS OF BOROBUDUR TEMPLE AND THE POTENTIAL FOR DEVELOPING COMMUNITY-BASED RELIGIOUS TOURISM <i>Fany N. R. HAKIM</i>	9

CREATIVE ECONOMY

1. IMPLEMENTING INNOVATION STRATEGIC AGAINST SUSTAINABILITY BUSINESS ON THE MICRO, SMALL AND MEDIUM ENTERPRISES <i>Yanto RAMLI, Dudi PERMANA, Aldina SHIRATINA, Mochamad SOELTON, Yusliza Mohd YUSOFF</i>	10
2. OPTIMIZATION OF PUBLIC SPEAKING SKILLS FOR IMPROVEMENT OF HUMAN RESOURCES MANAGEMENT OF RPTRA & PKK KELURAHAN PETUKANGAN UTARA <i>Arbi Criational LOKANANTA, Taufan Prahara GUNADI, Rocky Prasetyo JATI, Yuliana Choerul REZA</i>	11
3. ALTERNATIVE NATIONAL INSIGHT AND NATIONAL DEFENSE EDUCATION APPLICATION FOR HIGH SCHOOL STUDENTS (CASE STUDY: SMA YUPPENTEK 1 TANGERANG) <i>Andrea Abdul Rahman AZZQY</i>	12
4. EDUCATION ON PACKAGING AND BRANDING STRATEGIES TO IMPROVE THE PERFORMANCE OF MSMES IN CEMPAKA PUTIH DISTRICT IN THE AL NISHAM MOSQUE HALL <i>Ririn WULANDARI, Alvita SARI, Andyan Pradipta UTAMA</i>	13
5. USED GOODS CREATION FOR SUSTAINABLE BUSINESS AT SRENGSENG-JAKARTA <i>Aditya Pratama NANDIWARDANA, Mochamad SOELTON, Dudi PERMANA, Subur KARYATUN, Daru ASIH, Winda WIDYANTY, Muhammad Darrel KHARZAI</i>	14
6. PACKAGING RE-DESIGN TO STRENGTHEN MSME "AIRA" BRAND IMAGE AS QUALIFIED CHIP SNACK HOME INDUSTRY PRODUCT IN MALANG RAYA <i>Asri RADHITANTI, Yudhistya Ayu KUSUMAWATI, Faishal Hilmy MAULIDA, Seraphine Beatrice SOETEDJO</i>	15

7.	GREEN PRODUCT: EFFORTS TO MAINTAIN ENVIRONMENTAL SUSTAINABILITY AND MSME PRODUCT DEVELOPMENT THROUGH GREEN MARKETING IN PENJARINGAN DISTRICT, NORTH JAKARTA <i>Meiliyah ARIANI, Melan Susanty PURNAMASARI, Zulhawati ZULHAWATI, Kurnia Sari DEWI, Sarida MINARNI</i>	16
8.	PRIVATELY BUILDING PROGRAMME THROUGH BUSINESS ACTIVITIES AND PEOPLE'S BUDGETING IN NIGHTS CLASS II A KARAWANG, WESTERN JAVA <i>Chazizah GUSNITA, Elistania ELITANIA, Devit SETIONO</i>	17

ENTREPRENEURSHIP & INNOVATION

1.	PRODUCT INNOVATION EXPANSION FOR MSME GROUPS IN BANTARJAYA VILLAGE RANCABUNGUR – BOGOR <i>Yuli HARWANI, Intan APRIADI , Daru ASIH, Janfry SIHITE, Mochamad SOELTON, Yusliza Mohd YUSOFF</i>	18
2.	ENTREPRENEURIAL PLANNING STRATEGY AT MERUYA UTARA-KEMBANGAN-JAKARTA <i>Irfan Noviandy AULIA, Mochamad SOELTON, Ali HANAFIAH, Muhammad Shirhan THOULLON, Paijan PAIJAN, Subur KARYATUN, Eko Tama Putra SARATIAN</i>	19
3.	INCREASING FAMILY ENTREPRENEURSHIP OPPORTUNITIES <i>Tri WAHYONO, Subur KARYATUN, Mochamad SOELTON, Priyono PRIYONO, Prita PRASETYA, Harefan ARIEF, Aditya Pratama NANDIWARDANA</i>	20
4.	BUSINESS PLANNING BASED ON GREEN MANAGEMENT, SHOULD BE SUSTAINABLE? <i>Tine YULIANTINI, Eri MARLAPA, Daru ASIH, Tara Farina SRIHADI, Abdul ROHMAN, Mochamad SOELTON</i>	21
5.	A QUALITATIVE STUDY OF ENTERPRISE RISK MANAGEMENT IN SMALL MEDIUM ENTERPRISES <i>Meiryani MEIRYANI</i>	22
6.	DEVELOPING THE UMKM COMPETENCE AS AN EFFORT TO EMPOWER UMKM GARMENT POLUKIDS <i>Dicky Maryoga HUTADJULU, Pantri HERIYATI, Artha Sejati ANANDA, Ratna Dewi PARAMITA, Almira FIRMANSYAH, Grasheli Kusuma ANDHINI, and Indita KARINA</i>	23
7.	DEVELOPMENT OF COMPETITIVENESS AND PROMOTION OF WATER HYACINTH (EICHHORNIA CRASSIPES) CRAFT PRODUCTS AS EMPOWERMENT FOR MICRO ENTERPRISE <i>Pantri HERIYATI, Lim SANNY, Retno DEWANTI, Puti Minang ANJARANI</i>	24
8.	IMPROVING ENTREPRENEURIAL SKILLS IN DEVELOPING THE BUSINESS OF KARANG TARUNA BAKSYA BALAD LAKSANA WARNASARI VILLAGE, PENGALENGAN DISTRICT, BANDUNG DISTRICT <i>Abdullah BILLMAN, Surjandy SURJANDY, Puji PRABOWO, Stefanus RUMANGKIT</i>	25
9.	PRODUCT PHOTO TRAINING FOR WOMENPRENEUR MSMES <i>Annisa Retno UTAMI, Euis WIDIATI, Fahririn FAHRIRIN</i>	26
10.	PRODUCT PHOTO TRAINING IN IMPROVING DIGITAL PROMOTION AT "DJAMOE MBAK" <i>Annisa Retno UTAMI, Giyatmi GIYATMI, Kania RATNASARI</i>	27
11.	CONCURRENCY OF THE EXPERIENTIAL MARKETING MODEL TO CREATE CUSTOMER SATISFACTION <i>Mohammad KHARIRI, Jubery MARWAN, Bambang FAJARISMAN</i>	28
12.	MASCULINITY OF VAPE USE AMONG HIJAB WOMEN AMONGST STUDENTS IN JAKARTA <i>Muhammad Fadhlwan SYAUQI, Citra Eka PUTRI, Radja Erland HAMZAH</i>	29
13.	MARKETING PUBLIC RELATIONS AS A STRATEGY FOR RAY WHITE PROPERTY AGENT KEBAYORAN BARITO <i>Riza UTAMI, Adiella Yankie LUBIS, Disson Muhammad FAUZI</i>	30
14.	IMPLEMENTATION OF MSME INVENTORY MANAGEMENT IN CIPULIR VILLAGE – JAKARTA SELATAN <i>Indah Rahayu LESTARI, Mia LAKSMIWATI, Rinny MEIDIYUSTANI, Sugeng PRIYANTO, Hakam Ali NIAZI</i>	31
15.	IMPLEMENTATION OF E-GOVERNANCE TOWARDS VILLAGE DIGITALIZATION MOVEMENT IN WANAGIRI VILLAGE, SAKETI, PANDEGLANG <i>Bambang PUJIYONO, Achmad Aditya Ashadul USHUD, Archita D. LOGIANA, Windarto WINDARTO, and Samsinar SAMSINAR</i>	32

MEDIA LITERACY

1.	MEDIA LITERACY ON PREVENTION OF PORNOGRAPHY ON SOCIAL MEDIA AT SMK 60 DURI KEPA – JAKARTA BARAT <i>Nur Kholisoh, Melly RIDARYANTHI, Mohamad SAIFUDIN</i>	33
2.	ACCULTURATION ASPECTS STUDY ON BABAH ALUN DESARI MOSQUE ARCHITECTURE USING PHOTOGRAPHIC MEDIA <i>Ananda DIANTI, Randy Indra PRADHANA, Agnes Paulina GUNAWAN, Budi SETIAWAN</i>	34
3.	TRAINING ON THE USE OF INSTAGRAM BUSINESS SOCIAL MEDIA AS A PROMOTIONAL AND SALES FOR MSMES IN CARITA BEACH BANTEN <i>Kania RATNASARI, Giyatmi GIYATMI, Annisa Retno UTAMI</i>	35
4.	DIGITAL TRANSFORMATION IN COMMUNITY DEVELOPMENT OF MALAYSIA AND INDONESIA <i>Hasnah HARON, Asmwawati SAJARI, Retno DEWANTI, Yuvaraj GANESAN, Aderes GUI</i>	36

5. OPPORTUNITIES AND CHALLENGES TOWARDS THE 2024 ELECTIONS: THE PHENOMENON OF "ECHO CHAMBER" AND THE INFLUENCE OF SOCIAL MEDIA ON THE POLITICAL LITERACY OF YOUNG AND MILLENNIAL VOTERS <i>Yasef Firmansyah, Farid Ramadhyony, Yoyoh Rohaniah</i>	37
6. STRENGTHENING DIGITAL SAFETY THROUGH THE INTRODUCTION OF AN ANTI-HOAX WEBSITE-BASED SYSTEM TO SMA YUPPENTEK 1, TANGERANG CITY, IN ANTICIPATION OF THE CLEAN ELECTION MOVEMENT IN 2024 <i>Anggun PUSPITASARI, Arin FITHRIANA</i>	38

COMMUNITY ENVIRONMENT

1. SOCIALIZATION OF FINANCIAL LITERACY IN WASHING SOAP BUSINESS MANAGEMENT IN MERUYA UTARA VILLAGE <i>Dian Primanita OKTASARI</i>	39
2. SOCIALIZATION OF HR MANAGEMENT TO ENCOURAGE MSMEs TO BECOME SUSTAINABLE AND SUSTAINABLE ENTERPRISES IN MARUNDA <i>Eri MARLAPA, Tara Farina SRIHADI, Tine YULIANTINI, Mochamad SOELTON</i>	40
3. BUSINESS PLAN COUNSELING IN CREATING MICRO-ENTREPRENEURSHIP AT KEMANGGISAN-JAKARTA <i>Mochamad SOELTON, Dudi PERMANA, Yanto RAMLI, Ali HANAFIAH, Subur KARYATUN, Tara Farina SRIHADI, Asep RISMAN</i>	41
4. UTILIZING WASTE GOODS AS A MEDIUM IMPROVING ENTREPRENEURIAL ENTHUSIASM AT SRENGSENG-JAKARTA <i>Nico Alexander VIZANO, Singmin Johannes LO, Agus Herta SUMARTO, Subur KARYATUN</i>	42
5. MARKETING INVASION FOR MSME GROUPS AT BANTARJAYA-BOGOR <i>Daru ASIH, Mochamad SOELTON, Shine Pintor Siolemba PATIRO, Yanto RAMLI, Mafizatun NURHAYATI, Yusliza Mohd YUSOFF</i>	43
6. HEALTH DETOX DRINK: SOCIALIZATION OF PRODUCTION COST CALCULATIONS, SELLING PRICE DETERMINATION, AND PRODUCT MARKETING AN EFFORT TO IMPROVE THE ECONOMY OF URBAN COMMUNITIES IN MERUYA SELATAN <i>Annisa HAKIM Z, Daru ASIH, Shinta MELZATIA, Febry Kurnia PUTRI, Ahmad Reza SAPUTRA</i>	44
7. HYDROPONIC CULTIVATION TOWARDS ORGANIC PRODUCT ENTREPRENEURSHIP IN SOUTH MERUYA <i>Erna SETIANY, Tin Budi UTAMI, Wieta CHAIRUNESIA, Bintang Alif Taufik PRAKOSO, Cindy JUNIARSIH</i>	45
8. INTRODUCTION OF SHARIA FINANCING CONTRACTS FOR THE INDONESIAN MSMEs <i>Eko Tama Putra SARATIAN, Harefan ARIEF, Yanto RAMLI, Dudi PERMANA, Mochamad SOELTON</i>	46
9. EMPOWERING WOMEN THROUGH TRAINING ON HYDROPONIC AGRICULTURE METHODS IN INCREASING FOOD INDEPENDENCE IN MERUYA UTARA, WEST JAKARTA <i>Fransisca LISTYANINGSIH, Devan Adi PAWOKO, Nurul HIDAYAH</i>	47
10. SOCIALIZATION OF SELLING PRICES FOR HEALTHY FOOD PRODUCTS USING FULL COSTING METHOD IN MERUYA UTARA DISTRICT, WEST JAKARTA <i>Diah ISKANDAR, Sely Megawati WAHYUDI, Tyara YOVANKA</i>	48
11. INCREASING PROFITABILITY IN CIKONENG VILLAGE BOGOR THROUGH PROCESSING CONSUMPTION OF FRESHWATER FISH <i>Anton KURNIAWAN, Lorio PURNOMO, Glory AGUZMAN, Anggha Dipa PRATAMA</i>	49
12. MURAL AS TOOL TO ENCOURAGE BETTER PUBLIC SANITATION AS PART OF BANDUNG CITY PARK BRANDING <i>Adrianto ADRIANTO, Dodi HILMAN, Doni MARIKA, Jajat SUDRAJAT</i>	50
13. COMMUNITY DEVELOPMENT ACTIVITIES PREPARATION OF FINANCIAL REPORTS BASED ON SAK EMKM FOR SMEs TUKANG ROTI.COM PANGKALAN JATI DEPOK <i>Ani SISKA MY, Ekyana SANGKASARI PARANITA, Farah DHAWIYAH</i>	51
14. INCREASING WASTE SORTING SKILL AND INTRODUCTION WASTE BANK IN HOUSEWIVES OF BEKASI JAYA INDAH <i>Siti Aminatu ZUHRIA, Lisa RATNASARI, Soecahyadi SOECAHYADI</i>	52
15. ACCOUNTING ASSISTANCE FOR MASJID AL IJABAH KAV TANAH BARU DEPOK <i>Selfiani SELFIANI, Hendi PRIHANTO, Usmar USMAR, Yudhistira ADWIMURTI, Islamiah KAMIL, Watriningsih WATRININGSIH</i>	53
16. IMPLEMENTATION OF A EXCELLENT HUMAN RESOURCES MANAGEMENT PROGRAM IN ENCOURAGING SHARIA ECONOMIC GROWTH AND EXPORTS IN SOUTH TANGERANG <i>Yudhistira ADWIMURTI, Hani FITRIA RAHMANI, Selfiani SELFIANI, Hendi PRIHANTO</i>	54
17. TECHNOLOGY IN SOCIAL WELFARE: ANALYSIS AND MAPPING OF SCIENTIFIC LITERATURE <i>Malliga MARIMUTHU, Retno DEWANTI</i>	55

18.	PARTNER COLLABORATION PROGRAM TO ASSIST THE 74 HAFIZUN ALIM FOUNDATION IN CREATING MOCKUPS OF THE AL-QURAN PILLARS <i>Putri SURYANDARI, KH. Fahmi BASYA, Anggraeni DYAH, Rismawandi RISMAWANDI, Sri KURNIASIH, Bambang PUJIYONO, M. Ainur RONY, Peby Wahyu PURNAWAN, Nifty FATH</i>	56
19.	PUBLIC COMMUNICATIONS TRAINING FOR YSS-TRANSGENDER ORGANIZATION <i>Fit YANUAR, Titi WIDANINGSIH, Daesy EKAYANTHI</i>	57
20.	ANALYZING VOICE OF BACEPROT'S COMMUNICATION ACTIVITIES WITH THE ROCK MUSIC COMMUNITY <i>Arindra Khrisna KARAMOY, Rudy HARJANTO, Yunita SARI</i>	58
21.	OPTIMIZING THE ROLE OF NEIGHBORHOOD ADMINISTRATORS IN HANDLING COVID-19 THROUGH THE SIAGA (SIAP ANTAR JAGA) COVID-19 APPLICATION <i>Pipin Farida ARIYANI, Titin FATIMAH, Atik ARIESTA</i>	59
22.	INVOLVEMENT OF CELEBRITIES IN YOUTH PROGRAMS: A CASE STUDY OF THE ENTERTAINMENT-EDUCATION APPROACH AT THE MINISTRY OF YOUTH AND SPORTS OF THE REPUBLIC OF INDONESIA <i>Dwi Agus SUSILO</i>	60

QUALITY EDUCATION

1.	DIGITAL BOOK FOR IMPROVING LITERACY IN CHILDREN AT THE RUMI BANTAR GEBANG READING CENTER <i>Puji RAHAYU, Heryanti HERYANTI, Nirmala RAHMI, Berliana FAJRINA and Wawan GUNAWAN</i>	61
2.	IMPLEMENTATION OF QUALITY EDUCATION THROUGH HUMAN RESOURCES IN VOCATIONAL HIGH SCHOOL <i>Dewi NUSRANINGRUM</i>	62
3.	CULTIVATION OF HYDROPONIC PAKCOY VEGETABLE PLANTS FOR STUDENTS & TEACHERS OF RIYADHUSSHOLIHIN ISLAMIC SCHOOL <i>Muhammad Laras WIDYANTO, Taufik AKBAR, Roy BUDIHARJO</i>	63
4.	CROWDBEES: DIGITAL TALENT MANAGEMENT PLATFORM FOR ACHIEVING GRADUATE ATTRIBUTES IN HIGHER EDUCATION INSTITUTIONS <i>Candy Reggi SONIA, Rina KARTIKA, Petrus Hepi WITONO</i>	64
5.	FOSTERING AN INTEREST IN READING AND THE CREATIVITY OF ORPHANAGE CHILDREN THROUGH STORYTELLING AND THE LIBRARY CORNER <i>Marlinda IRWANTI, Morissan MORISSAN</i>	65
6.	EDUCATION OF TOURISM ETHICS CODE DEVELOPMENT AS SUSTAINABLE TOURISM ZERO EMISSIONS (CASE STUDY: GUNUNG MENYAN, BOGOR) <i>Maya D. D. MAHARANI, Evelyn HANASETA</i>	66
7.	EDUCATION AND DENTAL - ORAL HEALTH EXAMINATIONS FOR PREGNANT WOMEN AT THE KAMPUNG SAWAH HEALTH CENTER, CIPUTAT, SOUTH TANGERANG <i>Mirna FEBRIANI, Manuel DH LUGITO, Susi R PUSPITA, Mutiara R R</i>	67
8.	ORAL HEALTH COUNSELING FOR ELDERLY PATIENTS AT KERANGAN HEALTH CENTER, SOUTH TANGERANG <i>Manuel DH LUGITO, Mirna FEBRIANI, Susi R PUSPITADEWI</i>	68
9.	SHARIA FINANCIAL LITERACY EDUCATIONFOR THE COMMUNITY INEAST CIPUTAT DISTRICT, SOUTH TANGERANG <i>H HERMANTO, Islamiah KAMIL, Yudhistira ADWIMURTI, Hendi PRIHANTO, Sefiani SELFIANI, Usmar USMAR</i>	69
10.	EDUCATION UNDERSTANDING CAREER OPPORTUNITIES AND PROFESSIONAL CHALLENGES OF ACCOUNTING AND MANAGEMENT GRADUATES <i>Meiliyah ARIANI, Islamiah KAMIL, Indra Ade IRAWAN, Usmar USMAR</i>	70
11.	THE EFFECT OF INSTAGRAM ON PRODUCT VIRALITY AND PRODUCT AWARENESS OF BANK INDONESIA <i>Rafly Prafnya ANANDA, Rialdo Rezeky Manogari Lumban TORUAN, Citra Eka PUTRI, Radja Erland HAMZAH</i>	71
12.	IMPLEMENTATION OF RELIGIOUS TOLERANCE IN CAMPUS ENVIRONMENT: A COMMUNITY SERVICE STUDY IN THE CONTEXT OF HIGHER EDUCATION <i>Elis Teti RUSMIATI, Ryantori RYANTORI, Paiman RAHARJO, Budiharjo BUDIHARJO, T. Herry RACHMATSYAH</i>	72
13.	SOCIALIZATION OF THERMAL COMFORT STANDARDS AT SMKN 4 SOUTH TANGERANG <i>Anggraeni DYAH, Harfa ISKANDARIA, Lestari MARGATAMA</i>	73
14.	STRENGTHENING UNDERSTANDING OF MSME FINANCIAL MANAGEMENT IN JOHAR BARU DISTRICT, CENTRAL JAKARTA <i>Slamet MUDJIIAH, Astrid Dita Meirina HAKIM, Afrina SARI, Priyambada Bagus ARTANTA</i>	74
15.	STRENGTHENING GENDER UNDERSTANDING OF THE SEXUAL VIOLENCE CRIME LAW (UU TPKS) AMONG ADOLESCENTS <i>Vivi PUSVITASARY, Puti PARAMESWARI, Yesi Puspita DEWI</i>	75
16.	PROMOTING URBAN SUSTAINABLE DEVELOPMENT THROUGH COLLABORATIVE TRAINING OF TRAINERS PROGRAM PHASE 1 BETWEEN KARANG TARUNA UNIT 04 ULUJAMI AND UNIVERSITAS BUDI LUHUR <i>Tulus YUNIASIH, Ahmad PRAMEGIA, YUSRAN</i>	76

17. FAIR TRIAL SOCIALIZATION FOR CHILDREN IN TROUBLE WITH THE LAW AT SPECIAL CLASS GUIDANCE INSTITUTION FOR CHILDREN (LPKA) CLASS I TANGERANG
Lucky NURHADIYANTO, Triny SRIHADIATI..... 77

CSR & EMPOWERMENT

1. EMPOWERMENT OF STUDENTS WITH DISABILITIES AND FAMILIES IN UNDERSTANDING THE LEARNING PROCESS AT SDN 03 KEDOYA UTARA
Puji RAHAYU, Heryanti HERYANTI, Berliana FAJRINA, Reny NOVIANTI..... 78
2. MSMEs MANAGEMENT DEVELOPMENT TO ACHIEVE BUSINESS SUSTAINABILITY AND ENVIRONMENTAL SUSTAINABILITY: VIEWED FROM VARIOUS MANAGEMENT PERSPECTIVES: MARKETING
Adi NURMAHDI, Nur Aktif BUDIONO, Yusliza Mosh YUSOFF 79
3. CREATING AND TRAINING OF PAKCOY HYDROPONIC CULTIVATION IN ORDER TO IMPROVE THE WELFARE OF USTADZ WIVES PONDOK PESANTREN RIYADHUSOLIHIN-CIMANUK-PANDEGLANG
Putri Dwi WAHYUNI, Yenny Dwi HANDAYANI, Marianto MARIANTO 80
4. STRENGTHENING LEADERSHIP PATTERNS FOR THE MSME GROUP'S SUSTAINABLE AT BANTARJAYA-RANCABUNGUR-BOGOR
Agus ARIJANTO, Mochamad SOELTON, Muhammad Adrian BAGASKARA, Subur KARYATUN, Vita SARI, Tine YULIANTINI, Yusliza Mosh YUSOFF 81
5. INCREASE THE POTENTIAL OF QUALITY MANAGEMENT TO EXPAND THE RELATIONSHIP WITH THE PARTIES
Deden KURNIAWAN, Eri MARLAPA, Mochamad SOELTON, Dana Riksa BUANA, Muhammad Shirhan THOULLON, Yusliza Mosh YUSOFF, Michael Cristian NAIBAHO 82
6. HUMAN RESOURCES MANAGEMENT STRATEGY FOR BUSINESS SUSTAINABILITY IN MSMES
Lenny Christina NAWANGSARI, Indra SISWANTI, Mochamad SOELTON 83
7. IMPLEMENTATION OF GREEN MARKETING TO MAINTAIN SUSTAINABILITY WASTE BANK BUSINESS
Aldina SHIRATINA, Nia Kusuma WARDHANI, Valencia SABTIKA, Desi Albert MAMAHIT 84
8. THE IMPORTANCE OF BRAND AWARENESS AS A MARKETING STRATEGY FOR BUSINESS SUSTAINABILITY
Andyan Pradipta UTAMA, Sandro SIHALOHO, Suci Novia NABILA 85
9. SUSTAINABLE DEVELOPMENT IN THE COAL MINING OPERATION: CHALLENGES, OPPORTUNITIES, AND STRATEGIES
Wahyu SARDJONO, MARYANI, Jajat SUDRAJAT, Erma LUSIA 86
10. BUSINESS OPPORTUNITIES AND ARRANGEMENT OF LEGAL DOCUMENTS IN LICENSING TOWARDS ECONOMIC RECOVERY POST DISASTER
Dessy SUNARSI, Wahyu NUGROHO, Dedy WAHYUDI 87
11. SMALL BUSINESS ASSISTANCE FOR YOUTH ORGANIZATIONS IN POST EARTHQUAKE DISASTER AREAS CARIU VILLAGE, CUGENANG CIANJUR
Hayu LUSIANAWATI, Kholil KHLIL 88
12. POST-EARTHQUAKE COMMUNITY EMPOWERMENT THROUGH BANANA-BASED PRODUCT DIVERSIFICATION IN SARAMPAD VILLAGE CIANJUR DISTRICT
Diny A SANDRASARI, Hari Eko IRIANTO, Iman BASRIMAN 89
13. DEVELOPMENT AND MANAGEMENT OF HEALTHY COMMUNITY KITCHENS AND TRAUMA HEALING FOR SARAMPAT VILLAGE REFUGEE POST CIANJUR EARTHQUAKE
Siti Chairiyah BATUBARA, Athiya FADLINA, Meri Safarwati PUTRI 90
14. ASSISTANCE WITH THE "CIBER" WASTE BANK IN DEVELOPING A BUSINESS PROFILE AS A BUSINESS STRATEGY AND BUSINESS SUSTAINABILITY
Verliani DASMARAN, Ayu Mira YUNITA, Eva SUTIHAT, Neli Nailul WARDAH, Ervi Nurafliyah SUSANTI 91
15. THE EFFECT OF SOATING JAVA ACID SOLUTION (TAMARINDUS INDICA L.) ON THE SURFACE ROUGHNESS OF MICROHYBRID COMPOSITE RESINS
Irsan IBRAHIM, Anggieta BAYUPUTERI 92
16. DOES LEADERSHIP REQUIRE COMPETENCY IN REALIZING THE PERFORMANCE OF THE GOVERNMENT'S INTERNAL OVERSIGHT APPARATUS (APIP)?
Margaretha SUSANTI, Jubery MARWAN, Zahera Mega UTAMA 93
17. IMPLEMENTATION OF INTERNAL AUDIT FOLLOW-UP OF THE INDONESIAN GOVERNMENT INTERNAL AUDIT STANDARDS VERSION AT INSPECTORATE I OF CHIEF INSPECTORATE OF THE SECRETARIAT GENERAL OF THE HOUSE OF REPRESENTATIVES OF THE REPUBLIC OF INDONESIA
Fabrina Mustika EKAWATI, Jubery MARWAN, Franky FRANKY, Zahera Mega UTAMA 94
18. THE RELATIONSHIP OF ORGANIZATION CULTURE AND WORKLOAD ON EMPLOYEE'S PERFORMANCE AT DR. JOHANNES LEIMENA AMBON HOSPITAL IN 2022
Vaysa Astelia RAMADHANI, BUDIHARTO, Bambang FAJARISMAN 95

19. ECONOMIC EMPOWERMENT THROUGH SUPERIOR HR MANAGEMENT FOR THE COMMUNITY IN EAST CIPUTAT DISTRICT, SOUTH TANGERANG <i>Usmar USMAR, Yudhistira ADWIMURTI, Hendi PRIHANTO, Islamiah KAMIL, Selfiani SELFIANI</i>	96
20. OPPORTUNITIES, CHALLENGES AND PRACTICAL GUIDELINES IN MANAGING EFFECTIVE EXPORT AND IMPORT PROCESSES IN GLOBAL MARKET TRADE IN EAST CIPUTAT DISTRICT, SOUTH TANGERANG <i>Hendi PRIHANTO, Yudhistira ADWIMURTI, Islamiah KAMIL, SELFIANI, USMAR, SISMIATI</i>	97
21. POLICY DYNAMICS OF VILLAGE APPARATUS CAPACITY BUILDING <i>T. Herry RACHMATSYAH, Harry NENOBAIS</i>	98

INFORMATION COMMUNICATION TECHNOLOGY

1. CLINIC IMAGE AND PATIENT VISITS: THE SERVICE-DIGITAL MARKETING CONNECTION <i>Alif Ryan WIJAYA, Jubery MARWAN, athoyo RASDAN</i>	99
2. EVALUATING THE DIGITAL BUREAUCRACY POLICY: POPULATION DOCUMENT DIGITALIZATION IN DIRECTORATE GENERAL OF POPULATION AND CIVIL REGISTRATION <i>Harry NENOBAIS, BUDIHARDJO, Fensi Felicia MAMUAJA, Ferid NUGROHO</i>	100
3. @WE.THE.FEST INSTAGRAM USING TO GET INFORMATION AND INTEREST IN VISITING WE THE FEST 2023 <i>Novalia Agung Wardjito ARDHOYO, Annisa Nurul SHANTY</i>	101
4. DIGITAL MARKETING IN BUSINESS DEVELOPMENT OF MICRO, SMALL, MEDIUM ENTERPRISES (MSMES) DAPURMAMIMA <i>Rani PUSPITA, Cindy RAHAYU</i>	102
5. WEB APPLICATION AS MEDIA INFORMATION AND TOURISM PROMOTION IN THOUSAND ISLANDS PRAMUKA ISLAND IN THE INDUSTRIAL AGE 4.0 <i>Muhammad FADLAN HIDAYAT, Maryani MARYANI, Billy KURNIAWAN, Ravell RAVINDO</i>	103
6. ALI DIGITALIZATION (ADMINISTRATION, LITERACY, AND INFORMATION) TOWARDS SMART SOCIETY 5.0 IN NURUL HIDAYAH SUKAHARJA ISLAMIC BOARDING SCHOOL, CIJERUK BOGOR <i>Windarto WINDARTO, Denik Iswardani WITARTI, Martini MARTINI</i>	104
7. IMPLEMENTING COMPUTATIONAL THINKING IN ELEMENTARY SCHOOL ICT EDUCATION AND EVALUATION USING THE KIRKPATRICK METHOD <i>Reva Ragam SANTIKA, Jeanie ANNISA</i>	105
8. EXPLORING HIGH SCHOOL STUDENTS' POTENTIAL FOR IMPROVING DESIGN WITH ARTIFICIAL INTELLIGENCE <i>Nexen Alexandre PINONTOAN, Shinta KRISTANTY, Rocky Prasetyo JATI, Geri SURATNO</i>	106
9. ENHANCING LEARNING WITH ARTIFICIAL INTELLIGENCE FOR YADIKA 1 PRIMARY SCHOOL TEACHERS <i>Joko Christian CHANDRA, Irawan IRAWAN, Hendri IRAWAN</i>	107

FOOD & HEALTH

1. BUILDING AWARENESS OF THE IMPORTANCE OF REPRODUCTIVE HEALTH AND HEALTHY LIVING SKILLS THROUGH THE PLANNING GENERATION PROGRAM <i>Elly YULIAWATI</i>	108
2. EDUCATION ON THE IMPORTANCE OF COMPLEMENTARY FEEDING IN PREVENTING STUNTING IN THE BABY LAHAP COMMUNITY <i>Khoirul ANWAR, Almira NURaelah, Firlia Ayu ARINI, Avlya Quratul MARJAN, Nur Intania SOFIANITA, Ibnu Malkan Bahrul ILMI</i>	109
3. ACCOMPANIMENT OF SPIRIT RECOVERY AND TRAUMA HEALING FOR CHILDREN AFFECTED BY THE 2022 CIANJUR EARTHQUAKE <i>Herta A. SOEMARDJO, Yuherman YUHERMAN, Nurul HANIZE</i>	110
4. INHIBITORY EFFECT OF INDIAN LILAC LEAF EXTRACT (Azadirachta indica) ON THE GROWTH OF E. FAECALIS ATCC 29212 <i>Mirza ARYANTO, Tuti ALAWIYAH Umi Ghoni TJIPTONINGSIH, Fauziah Alifiya RAHMAH</i>	111
5. WATER SUPPLY AFTER THE EARTHQUAKE IN BANGBAYANG VILLAGE, CIANJUR, WEST JAVA <i>Ninin GUSDINI, Ekaterina SETYAWATI, Sambas SAMBAS</i>	112
6. STRESS MANAGEMENT TRAINING FOR PRISONERS AT LEMBAGA PEMASYARAKATAN KELAS IIA NARKOTIKA JAKARTA <i>Nadia Utami LARASATI, Shinta JULIANTI, Anindya Putri PRADIPTHA</i>	113

OTHER TOPICS RELATED TO COMMUNITY DEVELOPMENT

1. MANAGEMENT STRATEGY OF THE SUMEDANG REGENCY REGIONAL PUBLIC DRINKING WATER COMPANY IN REALIZING CLEAN WATER SUPPLY
Rahmaini RAHMAINI, Novida ANGGRAINI, Alan HIDAYAT, Gatot Herry DJATMIKO, Dwi PRIHATINI, Setya Ambar PERTIWI 114
2. IMPLEMENTATION OF THE SOBAT DUKCAPIL APPLICATION SYSTEM AT THE TANGERANG CITY POPULATION AND CIVIL REGISTRATION SERVICE
Barkah Fajar SWASONO, Denada Traya PUTRI 115
3. THE EFFECTIVENESS OF HEALTH SERVICES IN HANDLING PATIENTS AT THE PAMULANG DISTRICT HEALTH CENTER, SOUTH TANGERANG CITY
Richrad Sutiyono WUISAN, Ratana ZIVA 116
4. CHALLENGES OF COORDINATION AND PUBLIC UNDERSTANDING IN IMPLEMENTING NIK AND NPWP INTEGRATION POLICIES
Triyuni SOEMARTONO, Sarida MINARNI, Kurnia Sari DEWI, Roosnelly Wahyuning SETIOTIRIN 117
5. THE INFLUENCE OF SUPERVISION AND PERFORMANCE ALLOWANCES ON EMPLOYEE WORK PRODUCTIVITY AT THE INSPECTORATE OF THE MINISTRY OF HEALTH OF THE REPUBLIC OF INDONESIA IN 2019
Pandji SUKMANA, Prihandono PRIHANDONO 118

INCREASING HUMAN CAPACITY IN OPTIMIZING THE MARKETING OF TOURISM PRODUCTS IN THE EDELWEISS FARMERS GROUP, WONOKITRI VILLAGE, PASURUAN

Yudhistya Ayu KUSUMAWATI^{1*}, Faishal Hilmy MAULIDA², M. Aldiki FEBRIANTONO³,
and Anindya WIDITA⁴

¹*Visual Communication Design Department, School of Design, Bina Nusantara University, Jakarta Indonesia 11480*

²*Character Building Development Center, Public Relations, Faculty of Digital Communications and Hotel & Tourism, Bina Nusantara University, Jakarta Indonesia 11480*

³*Computer Science Department, School of Computer Science, Bina Nusantara University, Jakarta Indonesia 11480*

⁴*Public Relations, Faculty of Digital Communications and Hotel & Tourism, Bina Nusantara University, Jakarta Indonesia 11480*

* ykusumawati@binus.edu

ABSTRACT

Tourism is an important aspect as part of the government's main focus. Based on the situation analysis, Pasuruan Regency has the Bromo Tengger Semeru National Park Area (TNBTS) which is the top seven national tourist destinations. Wonokitri Village, Tosari District, Pasuruan Regency is part of the TNBTS Area which is a potential agricultural and plantation area. Apart from offering natural beauty and economic potential in the form of horticultural products from potatoes, cabbage, carrots and onions, Wonokitri Village is also very rich in traditional culture. Wonokitri Village is the only village that has not been touched by foreign investors. However, unfortunately this area has not been developed optimally by the Village Government, including human resource management, finance, tourism product diversification and marketing. So, the main issues raised in this community service activity are related to aspects of production management and business management. Community service with the Binus Bangun Desa scheme aims to increase HR capacity in Destination Management and Optimizing Digital-based Marketing of Tourism Products in the Taman Edelweiss Farmer Group, Wonokitri Village, Tosari District, Pasuruan Regency. The activities that will be carried out in this community service program will apply digital branding including websites and social media content as an effort to digitize and optimize the Edelweiss Park tourist area. This service activity is based on the research of the proposing team lecturers in the previous period. In this community service activity, the service team provides counseling and assistance to partners to be able to implement applications/websites and publications via social media content. This community service is very important to help tourism industry in marketing and distributing services through social media channels. It is hoped that carrying out these community service activities can help tourism be relatively productive.

Keywords: Digital marketing, Edelweiss Park, Tourism.

ARRANGEMENT OF CITY PARK FACILITIES IN BATUNUNGGAL VILLAGE FOR BANDUNG CITY SME BRANDING

Jajat SUDRAJAT^{1*}, Adrianto Wibowo TJOKROWERDOJO², Doni MORIKA³

¹*Entrepreneurship Department, BINUS Business School Undergraduate Program*

BINUS University, Bandung, Indonesia, 40181

²*Visual Communication Design Department, School of Design, BINUS University, Bandung, Indonesia,
40181*

³*Interior Design Department, School of Design, BINUS University, Bandung, Indonesia, 40181*

**jsudrajat@binus.edu*

ABSTRACT

The arrangement of the Batununggal Village City Park is starting to be organized by adding several chairs and tables for park visitors, and by making murals, the park atmosphere will be more lively with colorful letters with the message "Let's Orderly Sort Waste", so that it is hoped that the MSME brands around the Park will increase their sales. because visitors are more comfortable enjoying MSME products. This is one of the implementations to socialize and implement Presidential Decree no. Presidential Decree 2 of 2022 concerning National Entrepreneurship Development for 2021-2024. The Binus Bandung Entrepreneurship Study Program is collaborating with the Batununggal Village, Bandung City to organize and equip the Batununggal Village City Park as one of the solutions for branding SMEs around the City Park. By being equipped with equipment and arranging facilities and keeping city parks clean, it is hoped that SMEs and the surrounding community can maintain them and SMEs can increase their turnover.

Keywords: city parks, sorting waste, infrastructure, murals

RAWA BELONG FLOWER MARKET REVITALIZATION INTO DKI JAKARTA TOURIST DESTINATION

Pantri HERIYATI^{1*}, Ina Agustini MURWANI², Dewi TAMARA³, Anita MAHARANI⁴, Retno DEWANTI⁶, Anak Agung Ayu WULANDAI⁷, and Yuliana YULIANA⁸

^{1,2,3,4,5,6}Management Department, ⁷Interior Design Department, and ⁸Hotel Management Department Binus Business School Doctor Of Research In Management, Master Program, Undergraduate Program, Faculty of Digital Commnucation and Hotel & Tourism

Binus University, Indonesia

***pheriyati@binus.edu**

ABSTRACT

Rawa Belong Flower Market is a distinctive market structure, various types of flowers and ornamental plants on offer, and its influence on local communities and tourism, this market teaches us about the importance of maintaining a balance between humans and nature. Like businesses in general, traders at the Rawa Belong Flower Market also face several problems that require creative solutions and effective solutions. In facing these problems, traders need to have flexibility, knowledge, and the right strategy to remain competitive and sustainable in a dynamic market. Binus University with the mission to empower the nation has put its commitment to assist Rawa Belong Flower Market to increase the competencies of the traders also to promote the site to achieve a higher competitive advantage to be able to position as attractive tourist destination in Jakarta. The one-year empowerment program was implemented successfully covering, providing training, coaching, and maintaining the market physical facilities. The program was involving team of Binus University lectures and students from multi program and campuses. To ensure that the program was run according to plan, an impact measurement was conducted. The result showed that the participant was satisfied with the program, perceived the program beneficial and willing to have a continuous program in the future.

Keywords: Empowerment Program, Rawa Belong Flower Market, Digital Promotion, Tourist Destination

HIGHER EDUCATION CONTRIBUTION IN PROMOTING SUSTAINABLE TOURISM DESTINATION IN THOUSAND ISLANDS, INDONESIA

**Sarim SARIM¹, Siswantini SISWANTINI², Maryani MARYANI³, Azani Cempaka SARI⁴
and Wahyu WAHYU SARDJONO⁵**

^{1,2}*Faculty of Digital Communication and Hotel & Tourism, Bina Nusantara University*

³*Information Systems Department School of Information System Doctor of Computer Science Bina Nusantara University & Jakarta, Indonesia 11480*

⁴*Information Systems Management, Binus Graduate Program, Bina Nusantara University,
siswantini@binus.ac.id; yanie@binus.edu

ABSTRACT

Sustainable tourism destination is the term that used to identify the promotion of sustainable development in tourism. In practice the activities need support of multi stakeholder include university or higher education. This article aims to explain of higher education contribution promoting sustainable tourism destination in Thousand Island, especially in Pramuka and Panggang Island. Both islands have long collaboration with Binus University in developing tourism destination and community empowering, and in the second period of collaboration the team fostering community to promote sustainable tourism destination by adding zero-waste tourism destination branding and fish processing as additional to culinary tourism. Result of co-creation and collaboration in promoting sustainable tourism destination fosters community in explore new idea and innovation of their natural and social resources as tourism activities, and exploitation of existing tourism activities to a new market and customer. Training and assistance in branding activities for environmentally friendly tourism destination make the community more confidence in developing ideas for economic and tourism activities on the two island being assisted.

TRAINING ON BEACH TOURISM THROUGH SOCIAL MEDIA:CITIZEN JOURNALISM NEWS CONTENT PRODUCTION IN SAWARNA

Achmad JAMIL^{1*}, Rizki BRIANDANA²

^{1,2}*Universitas Mercu Buana, Jakarta, Indonesia*

**achmad_jamil@mercubuana.ac.id*

ABSTRACT

In the information age like today, we are presented with a lot of news, both from within the country and abroad. Now, in the information age, we get news apart from the media but also through the internet. The rapid development of communication and information technology has produced a variety of information and communication technology equipment that makes it easier for us to access news easily. Now, we can get a variety of news through mass media, social media, news portals, and others. In producing news broadcasts, it is necessary to first understand what news value is. Because the viewers should not be treated to news that is not at all useful as information. This is necessary to find out what information they need. The bottom line: must first examine and examine what events or incidents should be made as news. There are many interesting news materials to be presented to the public, one of which is the tourism midwife. Indonesia is one of the 204 countries in the world. Indonesia is a maritime country, which is a country that has many islands. This causes Indonesia to be rich in natural resources. These abundant natural resources consist of biological, energy, material, space and many other kinds. Because of the potential in these natural resources. Indonesia is a maritime country, which is a country that has many islands. This causes Indonesia to be rich in natural resources. These abundant natural resources consist of biological, energy, material, space and many other kinds. Because of the potential in these natural resources. One of the interesting destinations to be covered as news material is Sawarna. From the results of the training, participants need ongoing training to create positive news content by promoting interesting tourism in Sawarna on social media through citizen journalism, but many participants are satisfied with what the presenters are presenting and get a basic overview of the practice process of producing news content in Sawarna on social media. through citizen journalism. In addition to doing role playing, the presenters provide games or games by asking questions about the material that has been presented.

Keywords: Training, News content production, Beach Tourism, Sawarna

GREEN ENTREPRENEURSHIP BASED ON LOCAL WISDOM TO SUPPORT THE ATTRACTION OF SUSTAINABLE ECOTOURISM

Catur WIDAYATI^{1*}, Fadhila Dhia MALIHAH²; Aprialdo SIREGAR³

and Willyn ANGELINE⁴

1,2,3,4Faculty of Economics and Business, Universitas Mercu Buana

****catur.widayati@mercubuana.ac.id***

ABSTRACT

Optimally developing ecotourism in the regions requires strategic planning, utilization, control, institutional strengthening and community empowerment by paying attention to social, economic, ecological principles and involving stakeholders. With problems that threaten the destruction of ecosystems and the environment, the community is expected to be able to create green entrepreneurs that are beneficial to the environment. The government is also trying to support the environmental saving program by issuing Government Regulation of the Republic of Indonesia Number 46 of 2017 concerning Environmental Economic Instruments which encourages ministries/institutions/work units or regional institutions to use environmentally friendly goods and services. Community service carries out activities regarding green entrepreneurship and ecotourism in Bogor City, especially those related to ecotourism and sustainable community development through green entrepreneurship as the main weapon in increasing the attractiveness of ecotourism destinations in Bogor City. There is still a need to carry out research studies regarding green entrepreneurship and ecotourism as well as sustainable community development. The aim of this service is to help the community, especially MSMEs, who support ecotourism development and planning, especially the relationship between ecotourism and sustainable community development through green entrepreneurship as the main study in increasing the attractiveness of ecotourism destinations in the city of Bogor.

Keywords: green entrepreneurship, ecotourism, destination, sustainable community

PKM: ENCOURAGING THE ATTRACTIVENESS OF MOROTAI IN THE MANAGEMENT OF HISTORICAL AND BAHARI TOURISM DESTINATIONS IN TANJUNG DEHEGILA VILLAGE

Watriningsih WATRININGSIH¹, Meiliyah ARIANI^{2*}, Zulhawati ZULHAWATI³
^{1,2}Faculty of Economics and Business, University of Prof. Dr. Moestopo (Beragama), Jakarta, Indonesia
³Graduate Program, Universitas Teknologi Yogyakarta, Indonesia
*meiliyahariannie@yahoo.co.uk

ABSTRACT

Morotai Island Regency as one of the tourist destinations that has the potential for natural and cultural tourism that has the potential to be developed into an attraction for tourist visits, both domestic and foreign tourists. The charm of Morotai Island is able to divert the eyes of tourists so that more tourists come to Morotai Island and enjoy the beautiful charm of amazing tourist objects, with the charm of natural tourism and strong historical tourism able to make Morotai Island one of the 4 favorite tourist attractions in North Maluku by foreign tourists and domestic tourists. The purpose of this community service is to encourage tourism management of Morotai Islands and encourage policies that must be prepared by the Morotai Regency Government so that they can be used as guidelines for stakeholders in the world of tourism in Morotai Regency to jointly realize tourism recovery and be able to bring tourists to travel to Morotai Island. The development of marine and historical tourism in Morotai Island Regency can be in line with strengthening the identity of Morotai Island Regency as an area that became part of the history of World War II. From the results of this service, recommendations can be given to the Regional Government of Morotai Island Regency to be able to develop and promote marine and historical tourism destinations in Morotai Island Regency as the main tourist attraction.

Keywords : Tourism Destination, management, tourism, nautical, history

COMMUNICATION NETWORKS AND ITS IMPLEMENTATION IN DEVELOPING TOURISM IN BANYUWANGI

Yos Horta MELIALA^{1*}, Eni Kardi WIYATI², Muhammad SAIFULLOH³

^{1,2,3}*Universitas Prof. Dr. Moestopo (Beragama), Jakarta*

^{*} *yoshortameliala@dsn.moestopo.ac.id*

ABSTRACT

The Banyuwangi Regency Government has made tourism a leading sector to support the regional economy. Efforts to promote tourism through world-class events such as the BEC (Banyuwangi Ethno Carnival), Tour De Ijen and Gandrung Sewu attractions are regularly held every year. Communication network patterns can be understood as forms or relationships between two or more people in sending and receiving messages in the right way so that the message in question can be understood. The importance of communication networks for tourism actors in developing tourism potential in Banyuwangi. For this reason, what is the role of tourism actors in the communication network and how to analyze communication network patterns among tourism actors in Banyuwangi. This research method uses a qualitative approach to explore deeper information about how the communication network in the tourism community in Banyuwangi Regency supports and promotes tourism. One of the important roles in developing tourism in Banyuwangi is building communication channels to all levels, both government, private and community. The connectivity that occurs is built through a communication network that gradually takes root among tourism actors. This special event activity encourages tourism actors to establish communication networks between actors. Both communication is carried out from top to bottom and vice versa, also communication between tourism actors. Based on the results of the analysis of the communication network in the Tourism Actors Community, namely from the government, private sector and tourism organizations, it is known that there are four opinion leaders as individuals who are considered credible so that tourism actors and places ask them a lot of questions.

Keywords: Communication Network, Tourism Development

THE DYNAMICS OF THE STATUS OF BOROBUDUR TEMPLE AND THE POTENTIAL FOR DEVELOPING COMMUNITY-BASED RELIGIOUS TOURISM

Fany N. R. HAKIM
Universitas Budi Luhur
**fany.hakim@budiluhur.ac.id*

ABSTRACT

This study investigates the complex interplay of factors influencing the status of the Borobudur Temple, a significant cultural heritage site in Indonesia. It examines its potential for fostering community-based religious tourism. Through an interdisciplinary lens, the study explores the historical, socio-cultural, and religious dimensions shaping the temple's significance and its evolving status within the contemporary context. It analyses the intricate relationship between the preservation of the temple's religious and historical value and the development of sustainable community-based tourism initiatives. Through literature reviews, this paper highlights the challenges and opportunities associated with balancing preservation efforts and promoting tourism activities that benefit local communities. Additionally, it underscores the importance of engaging various stakeholders, including local communities, religious authorities, government agencies, and tourism organizations, in fostering a collaborative approach to sustainable tourism development. Within the socio-religious approach, the framework emphasizes the need for a comprehensive strategy that respects the religious sanctity of the site, promotes cultural heritage preservation, and ensures the equitable distribution of economic benefits to the surrounding communities. The findings aim to contribute to formulating effective policies and strategies that promote the sustainable development of community-based religious tourism while safeguarding the cultural and religious significance of the Borobudur Temple.

Keywords: Borobudur Temple, Development, Community-based Religious Tourism

IMPLEMENTING INNOVATION STRATEGIC AGAINST SUSTAINABILITY BUSINESS ON THE MICRO, SMALL AND MEDIUM ENTERPRISES

Yanto RAMLI^{1*}, Dudi PERMANA², Aldina SHIRATINA³, Mochamad SOELTON⁴, Yusliza Mohd YUSOFF⁵

^{1,2,3,4}*Universitas Mercu Buana - Indonesia*

⁵*Universiti Malaysia Terengganu - Malaysia*

**yanto.ramli@mercubuana.ac.id*

ABSTRACT

Innovation strategy on the sustainability business is the integration of economic, environmental and social aims into a firm's goals, activities and planning, with the aim of creating long-term value for the firm, its stakeholders and the wider community society. This means that the innovation strategy is being formulated and implemented so that the needs of the firm and its stakeholders are met today, while protecting, sustaining and enhancing the natural resources that will be needed in the future. The creation of a sustainable, just and equitable economy will require the fundamental shifts in the way of businesses operation. Businesses, in particular, will bear the same responsibility for many of the social and environmental problems which is currently afflicting the society, such as exploitative working conditions, or the destruction of habitats. The core aim of conventional business strategy is the production of economic value generally profits for the short to medium term. These innovation strategies aim to create value for a narrow set of stakeholders primarily, owners and shareholders. Indonesia as one of the developing countries which is still implementing the protection for the micro, small and medium industrial. Micro, Small and Medium Enterprise (MSME) become the backbone of the economy. Government has tried hard to improve and maintain the MSME as the local industrial. The local government has categories MSMEs into some sector such as home industry, trade, agriculture, food, fishing, handicraft. The objective of this community services to bring to the understand of the Palm Oil Mill Effluents (POME) which may disturb the area of the mill location and turn the POME into green resources.

Keywords: Innovation Strategic, Sustainability Business, MSME

OPTIMIZATION OF PUBLIC SPEAKING SKILLS FOR IMPROVEMENT OF HUMAN RESOURCES MANAGEMENT OF RPTRA & PKK KELURAHAN PETUKANGAN UTARA

Arbi Critional LOKANANTA^{1*}, Taufan Prahara GUNADI², Rocky Prasetyo JATI³ and Yuliana Choerul REZA⁴

¹⁻⁴ Universitas Budi Luhur

^{*}arbi.lokananta@budiluhur.ac.id

ABSTRACT

A community engagement initiative conducted in collaboration between Budi Luhur University's Faculty of Communication and Creative Design and North Petukangan Subdistrict, Jakarta, has yielded significant results. The program focused on enhancing public speaking skills and has left a notable impact. Participants in the Public Speaking Workshop reported substantial improvements in their ability to communicate effectively in public. They gained practical speaking techniques, overcame stage fright, and developed a better understanding of their audience, resulting in a boost in self-confidence. Participants expressed increased confidence and motivation to address audiences, a valuable asset in their roles at RPTRA and PKK North Petukangan Subdistrict.

Furthermore, the positive community response indicated a growing interest in similar programs, emphasizing the increasing awareness of the significance of public speaking skills for human resource development and community progress. The most significant impact was observed in human resource management at RPTRA and PKK, where enhanced speaking skills enable leaders and facilitators to communicate, motivate, and lead more effectively. In conclusion, this community engagement program has brought about positive changes in human resource development and community management in North Petukangan Subdistrict. It illustrates how higher education can benefit local communities, enabling them to realize their full potential.

Keywords: Community Engagement, Public Speaking Skills, Empowerment, Collaboration, Human Resource Management.

ALTERNATIVE NATIONAL INSIGHT AND NATIONAL DEFENSE EDUCATION APPLICATION FOR HIGH SCHOOL STUDENTS (CASE STUDY: SMA YUPPEN TEK 1 TANGERANG)

Andrea Abdul Rahman AZZQY

*International Relations Study Program, Faculty of Social Sciences and Global Studies, Budi Luhur
University
andrea.abdulrachman@budiluhur.ac.id*

ABSTRACT

The National Insight and National Defense Education program aims to shape and increase students' awareness and ideological, political, social, cultural, defense, and security orientations. This program involves various aspects, including socialization, debriefing, education, and reinforcement. The activity material is structured to enable students to actively participate in simulations that prioritize national and state awareness, love for the motherland, and a sense of nationalism and patriotism. National Insight and National Defense Education activities at YUPPEN TEK 1 High School in Tangerang City are manifested in various forms, such as indoor and outdoor workshops, discussion forums, panel discussions per class, as well as sessions on collecting and delivering ideas through brainstorming methods. Educational materials include an understanding of the functions and objectives of defending the state, the benefits of defending the state, as well as its application and utilization. The success of this program can be seen from the ability of participants to discuss, dialectic, and convey critical ideas from the material provided. The assessment results showed that 98% of participants had an excellent understanding of state defense material, accompanied by critical ideas, while the remaining 2% fell into the category of advanced material understanding with applicable critical ideas. It is expected that through this program, the students will have a deeper understanding of national defense and strong basic abilities in society in general, as well as in the school environment in particular.

Keywords: nationality insight; state defense; defend the country; simulations; high school; students

EDUCATION ON PACKAGING AND BRANDING STRATEGIES TO IMPROVE THE PERFORMANCE OF MSMES IN CEMPAKA PUTIH DISTRICT IN THE AL NISHAM MOSQUE HALL

Ririn WULANDARI^{1*}, Alvita SARI², Andyan Pradipta UTAMA³

^{1,2,3}Faculty of Business and Economics of Universitas Mercu Buana

***ririn.wulandari@mercubuana.ac.id**

ABSTRACT

One of the causes of MSME performance problems is determining inappropriate packaging and branding strategies. This is due to a lack of knowledge regarding packaging and branding strategies. Based on this, the aim of this Community Service is to provide training and consultation regarding packaging and branding strategies. It is hoped that this PKM will provide benefits for participants, namely MSMEs in Cempaka Putih District, in the form of knowledge and application of packaging and branding strategies so that their performance can be improved, for MSMEs that are starting their business to increase their brand value so that they are known, as well as for MSMEs that are maintaining their brand. has been known to achieve increased performance and business sustainability. PKM participants are MSMEs who live in Cempaka Putih District and its surroundings, where the training that is part of PKM was held on July 27, 2023, in the Al Nisham Mosque Hall, Rawasari, Central Jakarta.

Keywords: brand, packaging, MSMEs, community-services.

USED GOODS CREATION FOR SUSTAINABLE BUSINESS AT SRENGSENG-JAKARTA

Aditya Pratama NANDIWARDANA^{1*}, Mochamad SOELTON², Dudi PERMANA³, Subur KARYATUN⁴,
Daru ASIH⁵, Winda WIDYANTY⁶, Muhammad Darrel KHARZAI⁷

^{1,2,3,5,7} *Universitas Mercu Buana- Indonesia*

⁴*Universitas Nasional - Indonesia*

*Aditya.pratama@mercubuana.ac.id

ABSTRACT

Family companies can generally run well and are strengthened by family members who are very loyal and highly loyal to the family-owned company. However, problems often occur in managing family companies, especially regarding changing leadership. Conflicts often arise between family interests and company interests. Therefore, even though family companies are simpler than general companies, determining a company that the family will run must still be done through a clear and concrete process, namely by carrying out a Business Planning process, which starts with a Feasibility Study. Business. The main goal of millennium development or millennium development goals (MDGs) in Indonesia, with the priority of poverty alleviation, is to reduce the proportion of poor people to half or 8.2% of the total population by 2015. One way to alleviate poverty is that the government suggests that entrepreneurial activities in Indonesian society be developed by considering the potential of local communities. The type of business that is currently developing is the used goods business sector. West Jakarta has a vision for the West Jakarta Administrative City to become a comfortable and prosperous service city. The mission is to build good governance to create cultural tourism, service, and historical cities. Moreover, the quality of the urban environment is sustainably and empowering the community by developing values, norms, and social institutions to improve the quality of community services.

Keywords: Entrepreneurship, Household waste, Strategy, Market opportunity

PACKAGING RE-DESIGN TO STRENGTHEN MSME "AIRA" BRAND IMAGE AS QUALIFIED CHIP SNACK HOME INDUSTRY PRODUCT IN MALANG RAYA

Asri RADHITANTI^{1*}, Yudhistya Ayu KUSUMAWATI², Faishal Hilmy MAULIDA³
and Seraphine Beatrice SOETEDJO⁴

^{1,2,3,4}*Visual Communication Design, School of Design, Binus University, Indonesia*

**asri.radhitanti@binus.ac.id¹*

ABSTRACT

"Aira" home industry was started in 2010 and is still surviving until today even after the hardship of the Covid-19 pandemic. Their main business is producing various kind of chip snack using Malang Raya's local fresh produce which fine quality is already widely known. One of their best sellers are the crispy and tasty potato chips, made from one of the best types of potatoes grown in the fertile Malang Raya's land. "Aira" chip snack are fried and seasoned only with natural ingredients. Chip snack production at "Aira" have run quite stable again after the pandemic, they even already have regular customers who usually purchase products in large quantity. The main challenge in running this business is maintaining the stability of production. Therefore, they have to maintain the loyal customers while in the same time arresting attention of new customers. Unfortunately, public still has less awareness to "Aira" as qualified chip snack home industry in Malang Raya. One of Binus University Community Partnership Program aims is to improve partners' products qualities in various aspects. "Aira" has become one of Binus University's community partners recently and have been needing that kind of improvements, especially improvements in production aspects related to branding and marketing. The community service program for "Aira" was implemented progressively. The pilot project of this program was implementing assistance in product packaging redesign in order to help boost their brand image as qualified home industry in Malang Raya. Creative process in packaging redesign was made through the three stages of "The Design Process", which were defining the problem, getting ideas, and then finally creating form. The result was a redesigned packaging which could represent "Aira" as a qualified home industry in Malang Raya. This community service program hopefully could help "Aira" become much more productive and economically independent.

Keywords: MSME, food and beverages, packaging design, branding, Malang

GREEN PRODUCT: EFFORTS TO MAINTAIN ENVIRONMENTAL SUSTAINABILITY AND MSME PRODUCT DEVELOPMENT THROUGH GREEN MARKETING IN PENJARINGAN DISTRICT, NORTH JAKARTA

Meiliyah ARIANI^{1*}, Melan Susanty PURNAMASARI², Zulhawati ZULHAWATI³, Kurnia Sari DEWI⁴, Sarida MINARNI⁵

^{1,4}Faculty of Economics and Business, University of Prof. Dr. Moestopo (Beragama), Jakarta, Indonesia

²Faculty of Social and Political Science, University of Tulang Bawang, Bandar Lampung, Indonesia

³Graduate Program, Universitas Teknologi Yogyakarta, Indonesia

⁵Faculty of social and political sciences, University of Prof. Dr. Moestopo (Beragama), Jakarta, Indonesia

*meiliyahariannie@yahoo.co.uk

ABSTRACT

Environmentally friendly business activities can be carried out by implementing environmentally friendly products (green products). Modern society tends to choose environmentally friendly products in its consumption activities. So that green products experience rapid development and gain the trust of consumers. Because of the rapid development of green products, business actors if they do not want to lose in their business competition, this condition must be used to start innovating products by making environmentally friendly products (green products), including business units classified as MSMEs. MSME players want to market products online, but based on surveys and discussions with community groups and owners of several MSMEs, they are constrained by product packaging that is less attractive so they are unable to compete on online selling platforms. Proper packaging can improve the marketing process, because it not only attracts consumers but also has a good impact on the environment by reducing plastic packaging waste which is the latest trend of marketing. By paying attention to the main problems of partners and environmental issues, the application of green products, namely green marketing to MSMEs, is an alternative solution to overcome these problems. This community service activity has contributed in terms of knowledge about green marketing, to improve the marketing process. From this community service program, SMEs in Penjaringan District, North Jakarta, can compete on online selling platforms with attractive and environmentally friendly packaging. So that problems can be resolved through the use of sustainable packaging, green marketing, and digital marketing trends

Kata Kunci : Green Product, Sustainable Packaging, Green Marketing, Digital Marketing Trend, MSMEs Empowerment

PRIVATELY BUILDING PROGRAMME THROUGH BUSINESS ACTIVITIES AND PEOPLE'S BUDGETING IN NIGHTS CLASS II A KARAWANG, WESTERN JAVA

Chazizah GUSNITA^{1*}, Elistania ELITANIA², Devit SETIONO³

¹⁻³Universitas Budi Luhur

**chazizah.gusnita@budiluhur.ac.id*

ABSTRACT

Lapas Kelas II A Karawang is one of the Technical Executive Units (UPT) in the Kanwil of the Ministry of Law and Human Rights of West Java, with the tasks and functions of building the prisoners and students of rehabilitation by the mandate of the Marketing Act No. 12 of 2012. Public participation is necessary for implementing the rehabilitation system, both by cooperating in the construction and being willing to re-accept prisoners who have completed their sentences. The various problems faced in various social institutions in Indonesia are the construction of women prisoners who can actualize themselves through entrepreneurial and spiritual activities. It is no longer used as a punishment but to help the prisoners realize their sins.

Keywords: Prison, prisoners, construction, marketing, technology

PRODUCT INNOVATION EXPANSION FOR MSME GROUPS IN BANTARJAYA VILLAGE RANCABUNGUR – BOGOR

**Yuli HARWANI^{1*}, Intan APRIADI², Daru ASIH³, Janfry SIHITE⁴, Mochamad SOELTON⁵,
Yusliza Mohd YUSOFF⁶**

^{1*2345}*Universitas Mercu Buana- Indonesia*

⁶*Universiti Malaysia Trengganu - Malaysia*

**yuli_harwani@mercubuana.ac.id*

ABSTRACT

Currently, MSMEs spread across Bantarjaya Village are a reference in producing processed snacks. Like, dodol, rangginang, and other pastries, in the home food product industry. Trading services are of course very important so that society continues to develop in a better direction. However, until now his team together with all the human resources of the Bantarjaya village government have continued to struggle to achieve unfinished work programs. Business continuity is a non-static phenomenon due to several reasons such as global climate conditions, scarce resources, insecure and competitive global scenarios, imminent population increase, political instability, economic crises, and innovative new technologies in the world. The main problem of a small industry is not only to achieve a stable high level of performance but also to maintain a position in the market while competing with all the unexpected challenges that will come. the situation in Bantarjaya Village, several problems can be formulated as obstacles. These problems include how to create innovations related to product distribution patterns that experience difficulties in production and increase sales volume. Efforts to create innovations related to product distribution patterns that experience difficulties in production and increase sales volume. this needs to be done by providing knowledge and skills in applying pilot-based marketing management methods to increase revenue. And support coaching motivation and managerial and entrepreneurial skills.

Keywords: Innovation, Product Management, MSME, Green Campaign, Bantarjaya Village

ENTREPRENEURIAL PLANNING STRATEGY AT MERUYA UTARA-KEMBANGAN-JAKARTA

Irfan Noviandy AULIA^{1*}, Mochamad SOELTON², Ali HANAFIAH³, Muhammad Shirhan THOULLON⁴,
Paijan PAIJAN⁵, Subur KARYATUN⁶, Eko Tama Putra SARATIAN⁷

¹²³⁴⁵⁷ *Universitas Mercu Buana- Indonesia*

⁶ *Universitas Nasional - Indonesia*

**irfan.noviandy@mercubuana.ac.id*

ABSTRACT

The classic problems faced by MSMEs are internal problems, namely the low professionalism of MSME management staff, limited capital and lack of access to banking and markets, as well as the ability to master technology which is still lacking. In Indonesia, family entrepreneurship has begun to emerge and this can be seen in various franchise businesses such as fast food franchises, retail store franchises service businesses, and so on. With the above problems, the community service team held business plan socialization activities in creating family entrepreneurship. The development of family entrepreneurship can also support economic growth in countries such as the United States, where 90 percent of the 15 million companies are family companies and have contributed 40% of the GNP of the United States. Meanwhile, understanding business planning in developing family entrepreneurship can prevent disputes and conflicts. occurs in companies, so that in the end it can reduce poverty rates and improve community welfare. Family economic problems can be overcome by carrying out various family-based entrepreneurial activities. Family-based entrepreneurship can be developed to reduce dependence on work from both government and private companies.

Keywords: Family economics, Family entrepreneurship, Motivation, Strategy

INCREASING FAMILY ENTREPRENEURSHIP OPPORTUNITIES

Tri WAHYONO¹, Subur KARYATUN², Mochamad SOELTON^{3*}, Priyono PRIYONO⁴,
Prita PRASETYA⁵, Harefan ARIEF⁶, Aditya Pratama NANDIWARDANA⁷

¹³⁴⁶⁷*Universitas Mercu Buana - Indonesia*

²*Universitas Nasional - Indonesia*

⁵*Universitas Prasetiya Mulya - Indonesia*

**soelton@mercubuana.ac.id*

ABSTRACT

One solution to family problems can be overcome by carrying out various family-based entrepreneurial activities. Family-based entrepreneurship can be developed to reduce dependence on job vacancies from companies, both government and private. Meanwhile in Indonesia, families like this have started to emerge and this can be seen in franchise businesses such as fast food franchises, retail store franchise service businesses, and so on. With the above problems, the service team carried out business counseling activities to create family entrepreneurship. By understanding business planning in developing family entrepreneurship, it will improve community welfare. Carrying out community service activities in a post-pandemic period like this is very challenging for our implementation team. We also adapt the form of activity to the needs and desires of the thirst for information regarding the preparation of post-pandemic business plans which of course see changes in business activities, by preparing business plans based on green management which is currently becoming a trend. between business actors in a deliberate and planned manner to improve the performance and sustainability of MSME businesses. It is hoped that this socialization will provide convenience for MSMEs, especially those in Marunda Flats, Marunda Village, Cilincing District, North Jakarta. able to make its business competitive and sustainable.

Keywords: Green Economy, Family Entrepreneurship, Entrepreneurial Motivation, Social Support

BUSINESS PLANNING BASED ON GREEN MANAGEMENT, SHOULD BE SUSTAINABLE?

Tine YULIANTINI^{1*}, Eri MARLAPA², Daru ASIH³, Tara Farina SRIHADI⁴,

Abdul ROHMAN⁵, Mochamad SOELTON⁶

¹²³⁶Universitas Mercu Buana – Indonesia

^{4,5}Universitas Bina Nusantara - Indonesia

***tine.yuliantini@mercubuana.ac.id**

ABSTRACT

Development of Micro, Small, and Medium Enterprises (MSMEs) must be carried out. One of the important factors in developing a business is carrying out good and focused business planning. One of the factors that makes it difficult for MSMEs to develop is the lack of a well-planned business plan. Having a sustainable business is certainly the dream of every business person. The reason is, currently there are many risks that can threaten business continuity. Carrying out community service activities in a post-pandemic period like this is very challenging for our implementing team. We also adapt the form of activity to the needs and desires of MSME players who are hungry for information regarding the preparation of business plans that can support business success with the aim of being able to have an advantage in business competition after the pandemic, which of course will result in changes in business activities. By preparing a business plan based on green management which has become a trend among business drivers in a well-planned and well-planned manner, improving the performance and sustainability of MSME businesses can be possible. It is hoped that this socialization will make it easier for MSMEs, especially those in the Marunda Flats, Marunda Village, Cilincing District, North Jakarta. to be able to make the business competitive and sustainable.

Keywords: Business Planning, Green Management, Performance, MSMEs

A QUALITATIVE STUDY OF ENTERPRISE RISK MANAGEMENT IN SMALL MEDIUM ENTERPRISES

Meiryani MEIRYANI¹

*¹Accounting Department, Faculty of Economics and Communication, Bina Nusantara University,
Tangerang, Indonesia 15143
meiryani@binus.edu*

ABSTRACT

The goal of this study is to look at the CEO's impact on SMEs' ERM implementation. With the use of archives and an open-ended questionnaire, we employed a number of methods to ascertain the CEO's understanding of the significance of ERM. According to our empirical data, a lot of CEOs still do not see the value of installing an ERM system because it is expensive and may be done so informally (by applying risk management in a manual manner using their own estimation and computation). This suggests that there is still a low level of ERM implementation among SMEs in Indonesia.

Keywords: Economics, SMEs, ERM, Performance

DEVELOPING THE UMKM COMPETENCE AS AN EFFORT TOEMPOWER UMKM GARMENT POLUKIDS

Dicky Maryoga HUTADJULU^{1*}, Pantri HERIYATI², Artha Sejati ANANDA³, Ratna Dewi PARAMITA⁴, Almira FIRMANSYAH⁵, Grasheli Kusuma ANDHINI⁶, and Indita KARINA⁷

¹*Product Design Department, Fashion Management Program Department*

²*Management Department, BINUS Business School Doctor of Research in Management*

³*Management Department, Master Program*

⁴⁵⁶⁷*Product Design Department, Fashion Design Program*

BINUS University, Indonesia

**dhutadjulu@binus.edu*

ABSTRACT

Empowering UMKM (Small and Medium-sized Enterprises) is a crucial endeavor to support local economic growth and industrial development. Binus University has successfully implemented an empowerment program for the UMKM garment brand, Polu Kids, focusing on children's and teenagers' clothing. This program was conducted from May to September 2023 and involved a team of faculty members from Binus University's School of Computing & Creative Art and Business. The program comprised several stages, including the introduction to fabrics and materials, understanding industry trends, sewing training, creating simple children's fashion designs, and collaborative children's clothing design between the faculty team and Polu Kids. Through observations and interviews with the owner of Polu Kids, Ms. Okta, and her team, positive outcomes were identified. The results of this program include an improvement in knowledge about textiles and the garment industry, a better understanding of trends, enhanced sewing skills, improved abilities in designing children's clothing, and the creation of innovative design products. This empowerment program has created opportunities for Polu Kids to enhance the quality of their products and compete in an increasingly competitive market. In conclusion, this empowerment program provides significant benefits to the UMKM garment Polu Kids and supports the overall growth of the children's and teenagers' garment industry. This program also underscores the importance of collaboration between higher education institutions and the business sector in enhancing the capabilities of local UMKMs.

Keywords: Empowerment of UMKM, Garment Industry, Children's Clothing Design, Training, University-Industry Collaboration.

DEVELOPMENT OF COMPETITIVENESS AND PROMOTION OF WATER HYACINTH (EICHHORNIA CRASSIPES) CRAFT PRODUCTS AS EMPOWERMENT FOR MICRO ENTERPRISE

Pantri HERIYATI^{1*}, Lim SANNY², Retno DEWANTI³, Puti Minang ANJARANI⁴

Management Department¹, Management Department², Management Department³, Management Department⁴,

BINUS Business School Doctor of Research in Management, Undergraduate Program, Community Development Academic BINUS University, Indonesia

**pheriyati@binus.edu*

ABSTRACT

Binus University, with its mission of "empowering society," successfully implemented an MSME empowerment program focusing on businesses utilizing water hyacinth as a raw material. This program, led by two faculty members from Binus Business School, operated from April to September 2023 and had a profound impact on Ratu Eceng, owned by Mrs. Eiko Darmayanti. The program's digital marketing content training played a pivotal role in transforming Ratu Eceng's business. Equipped with newfound social media skills, she created compelling promotional content, increasing brand visibility and engaging with customers online. Binus University's contribution extended further with the procurement of live marketing studio equipment. This allowed Ratu Eceng to create captivating live streaming content, fostering direct customer interactions and presenting her products in a more personal manner. In summary, Binus University's MSME empowerment program focused on water hyacinth-based businesses has yielded remarkable results for Ratu Eceng. These outcomes encompass improved digital marketing capabilities, enhanced product design, and successful international expansion. This initiative exemplifies how higher education institutions can empower communities by enhancing skills and creating opportunities for MSMEs. Future program recommendations include fostering greater collaboration among MSMEs, maintaining a sustainable international expansion focus, and enhancing impact measurement for continued success in community empowerment initiatives.

Keywords: empowerment program, MSMEs, water hyacinth, digital promotion content, coaching program

IMPROVING ENTREPRENEURIAL SKILLS IN DEVELOPING THE BUSINESS OF KARANG TARUNA BAKSYA BALAD LAKSANA WARNASARI VILLAGE, PENGALENGAN DISTRICT, BANDUNG DISTRICT

Abdullah BILLMAN¹*, Surjandy¹, Puji PRABOWO², Stefanus RUMANGKIT³

¹ BINUS Entrepreneurship Center, BINUS University Jakarta

² Entrepreneurship, BINUS University Bandung

***abdullah.billman@binus.ac.id¹**

ABSTRACT

The improvement of entrepreneurial skills in karang taruna Baksya Balad Laksana Warnasari Village, Pengalengan District, Bandung District is needed. the current products or services have not improved enough, so training is needed to improve entrepreneurial skills. Youth organizations are the spearhead of entrepreneurship improvement. The method used to improve entrepreneurial skills with direct practice. The role of universities is needed in improving entrepreneurial skills. Bina Nusantara University represented by 4 lecturers and 6 students attended the entrepreneurship seminar (VPC, Feedback Grid, Business Establishment License, BMC, and Digital Marketing). This seminar received a very positive response and is expected to be sustainable.

Keywords: VPC, BMC, Feedback Grid, Digital Marketing

PRODUCT PHOTO TRAINING FOR WOMENPRENEUR MSMES

Annisa Retno UTAMI^{1*}, Euis WIDIATI^{2*}, and Fahririn FAHRIRIN³

^{1,2}*Faculty of Economics and Business, Sahid University, Indonesia*

³*Faculty of Law, Sahid University, Indonesia*

**euis_widiati@usahid.ac.id*

ABSTRACT

The development of technology requires business actors, especially MSMEs, to be able to take advantage of technology, one of which is digital promotion. The use of digital promotional media for MSMEs can be done with product photos. Good product photos require content with attractive visualizations to provide a colorful and attractive product photo effect. The ability to take good product photos is not widely owned by womenpreneur business actors, especially in Kramat Pela, South Jakarta City. The existence of these problems is one of the reasons this community service activity is carried out with the aim of helping womenpreneur business actors in making attractive product photos so as to help in carrying out optimal digital promotion. This activity is carried out by providing training and product photo workshops and providing product photo properties to be used in the future. The existence of this activity provides attractive and eyecatching product photos so that product photos can be posted on digital promotional media.

Keywords: Product Photos, Digital Promotion, Content Marketing, Product Visualization

PRODUCT PHOTO TRAINING IN IMPROVING DIGITAL PROMOTION AT “DJAMOE MBAK”

Annisa Retno UTAMI¹, Giyatmi GIYATMI^{2*}and Kania RATNASARI³

^{1,3}*Faculty of Food Technology and Health, Sahid University, Indonesia*

²*Faculty of Economics and Business, Sahid University, Indonesia*

* giyatmi@hotmail.com

ABSTRACT

Technological developments have an impact on changes in the business world, one of which is digital product marketing. Digital product marketing requires business actors to be able to use digital promotional media and product photos. One of the problems that occurred was "Djamoe Mbak" which has not optimized digital promotion and product photos, so the purpose of this activity is to provide understanding and training related to Instagram digital promotion and conduct product photos to produce eye-catching product photos in order to increase digital promotion. The results of this activity seen from the pre-test and post-test there were significant changes in knowledge before training and after training, as well as having new skills in doing better product photos than before training. Instagram accounts that previously used a personal account will switch to a special Instagram account for selling so that the resulting feed matches the promotional content with the products offered. Product photos can be used in digital promotional media such as Instagram to attract consumer buying interest.

Keywords: Product Photos, Digital Promotions, Promotions, Social Media, Instagram

CONCURRENCY OF THE EXPERIENTIAL MARKETING MODEL TO CREATE CUSTOMER SATISFACTION

Mohammad KHARIRI^{1*}, Jubery MARWAN², Bambang FAJARISMAN³

Prof. Dr. Moestopo (Beragama) University, Jakarta

**m.khariri@yahoo.co.id*

ABSTRACT

We have surveyed 100 residents of the Royal Sentul Park Apartments, Bogor, West Java, Indonesia. Respondent characteristics based on gender and age in this survey period were dominated by 57% of men and the age of range between 17-55 years old. Respondent's education level is dominated by D3/S-1, women at 51% and men at 45%. Primary data was obtained by distributing hardcopy questionnaires and Google forms utilized a Likert scale. The purpose of this research is analyzing Experiential Marketing in creating Customer Satisfaction through Celebrity Endorsements and WOM. Analysis of model equations uses path analysis. The results of the analysis show that the role of Experiential Marketing in creating Consumer Satisfaction has a positive influence both directly and indirectly through Celebrity Endorsement and WOM variables. Celebrity endorsement and WOM are important in advertising to build product recognition, especially for Royal Sentul Park apartments, and also in understanding the functions and characteristics of apartment products for consumers. An endorser is selected from a reference group who is considered to have the ability to act as a role model for the target market and also act as a provider of information, he/she communicates the features or facilities of the benefit value of the apartment product through media technology applications. The role that creates emotional feelings towards an apartment product for consumers in creating pleasant experiences is celebrity endorsement variable. The role that create positive value opinions for apartment products is WOM by utilizing buzzers and social media technology.

Keywords: experiential marketing, celebrity endorsement, consumer satisfaction, word of mouth (WOM).

MASCULINITY OF VAPE USE AMONG HIJAB WOMEN AMONGST STUDENTS IN JAKARTA

Muhammad Fadlan SYAUQI¹, Citra Eka PUTRI^{2*}, dan Radja Erland HAMZAH³

^{1,2,3}*Universitas Prof. Dr. Moestopo (Beragama), Jakarta*

^{*}*citraputri@dsn.moestopo.ac.id*

ABSTRACT

Recently a new trend has emerged, namely the use of vape. Vape devices are divided into two, namely mud, which means machine, and rda, which means a device that burns liquid or chemical liquid that is stored and burned in the device. Vaping has a close relationship with a person's masculinity, masculinity is a construction of social expectations based on the exchange of meanings, especially from gender depictions in mass media. The use of e-cigarettes or vapes was initially more often associated with men, however, over time, the use of e-cigarettes or vapes by women has increased and is considered something open. The aim of this research is to find out how masculinity affects vape use among women who wear the hijab. The results of the research show that social factors, uniqueness and different tastes are the reasons for choosing vape and there is no change from the feminine side to the masculine side.

Keywords: Masculinity, Hijab Women, Vape, Popular Culture

MARKETING PUBLIC RELATIONS AS A STRATEGY FOR RAY WHITE PROPERTY AGENT KEBAYORAN BARITO

Riza UTAMI¹, Adiella Yankie LUBIS^{2*}, Disson Muhammad FAUZI³

^{1,2,3}Universitas Prof. Dr. Moestopo (Beragama), Jakarta

** yankie.lubis@dsn.moestopo.ac.id*

ABSTRACT

The condition of the property market has begun to return to the positive direction which is also experienced by Ray White Kebayoran Barito as one of the property agents in Indonesia. But whether Ray White Kebayoran Barito has been able to reach the target customer target amid the many competitors that began to appear. Plus the market conditions that have now changed and varied into growth for the property world in the face of stagnation or decline. This study also examined the strategy pull and push Ray White Kebayoran Barito in getting customers. This study used a qualitative approach, and the type of descriptive research. The researcher involved 4 informants. Data collection through interviews. Data were analyzed qualitatively using a filling system. Triangulation used source triangulation and theory triangulation. The results of the study used the concept of seven's Cs which includes credibility, context, content, clarity, channel, continuity and consistency, capacity of the audience. The study also examined the strategy pull, push, and pass Ray White Kebayoran Barito for getting customers. Credible communicators who deliver communication messages clearly and continuously to the target. Communication messages delivered using simple, clear, and easy to understand language so as to achieve the target to get customers.

Keywords: Strategy, Marketing Public Relations, Property Agent, Ray White Indonesia

IMPLEMENTATION OF MSME INVENTORY MANAGEMENT IN CIPULIR VILLAGE – JAKARTA SELATAN

Indah Rahayu LESTARI^{1*}, Mia LAKSMIWATI², Rinni MEIDIYUSTANI³, Sugeng PRIYANTO⁴ and Hakam Ali NIAZI⁵

¹⁻⁵ Universitas Budi Luhur

**indah.rahayu@budiluhur.ac.id*

ABSTRACT

Community Service Activities (CSA) were carried out in the Cipulir sub-district. The activity participants are MSMEs who live in Cipulir sub-district. The people at the location generally work as traders and small industries. MSMEs often face problems with shortages or excess supplies which have the impact of hampering business activities. The causes of shortages or excess inventory include: a) MSME actors do not forecast sales, so MSME actors only order inventory according to previous order history. This causes ambiguity between the production plan and the raw material requirements plan, which is the reference for purchasing inventory, b) the absence of safety stock, which is useful for guarding against the possibility of stock outs, c) the absence of clear inventory management, with no there is evidence of inventory recording, as well as inventory control. Based on an analysis of the situation faced by partners, the Community Service Team intends to provide solutions to partner problems by increasing knowledge and understanding regarding inventory management for MSMEs. The method used in this activity is sharing sessions and discussions, which are then given training related to inventory management. Then the activity continued with questions and answers and case study simulations. The results of the evaluation showed that most participants understood the material presented. The evaluation results also illustrate that all participants felt they had benefited from this activity, and were satisfied with the implementation of this activity.

Keywords: management, inventory, MSMEs

IMPLEMENTATION OF E-GOVERNANCE TOWARDS VILLAGE DIGITALIZATION MOVEMENT IN WANAGIRI VILLAGE, SAKETI, PANDEGLANG

**Bambang PUJIYONO^{1*}, Achmad Aditya Ashadul USHUD², Archita D. LOGIANA³,
Windarto WINDARTO⁴ and Samsinar SAMSINAR⁵**

¹⁻⁵Universitas Budi Luhur

**Bambang.pujiono@budiluhur.ac.id*

ABSTRACT

Desa Wanagiri is located in the Saketi Subdistrict, Pandeglang Regency. This village is situated 3 km from the subdistrict's capital, Saketi, 23 km from the regency's capital, and 43 km from the provincial capital of Banten. The geographical condition of Wanagiri village provides it with potential worth exploring further. At the forefront of public services at the lowest level of government, good public service is crucial for the success of economic development. However, several issues need to be addressed, such as the need for more skills among village officials, poor office administration management, and insufficient information about the village.

Additionally, public services must keep up with the advancement of information and communication technology and the spirit of the bureaucratic reform agenda. A solution to these problems is proposed: creating a village application and website, accompanied by relevant training. The methods used in this service activity are tailored to the existing issues. The objectives of implementing this program include organized management of digital-based village administration, establishing an informative village website, promoting village potential, and enhancing the abilities and skills of village officials. The expected outcomes of this program are improving service quality to the community, scientific publications, and transferring knowledge and technology to village officials. It is hoped that village officials will become proficient in providing services to the community with the support of information technology, resulting in efficient service for the community.

Keywords: e-governance, pelayanan publik, desa wanagiri, pembangunan perekonomian

MEDIA LITERACY ON PREVENTION OF PORNOGRAPHY ON SOCIAL MEDIA ATSMK 60 DURI KEPA – JAKARTA BARAT

Nur KHOLISOH^{1*}, Melly RIDARYANTHI², and Mohamad SAIFUDIN³

¹*Universitas Mercu Buana*

²*Universitas Mercu Buana*

³*Universiti Sains Malaysia*

**nur.kholisoh@mercubuana.ac.id*

ABSTRACT

The social problem that is rife today is related to the impact of pornography on social media among adolescents. Adolescent psychology is still unstable and the growth of sexual hormones in adolescents, making pornography has a danger(negative impact) is very large on adolescents. For teens, addicted to porn sites will make learning rhythm become chaotic. In general, addiction to porn sites will have a negative impact on one's character. Like chemical addiction, pornography addicts tend to replace something important with sex or other forms of pornography. Adolescents who generally still live with parents, therefore the role of supervision from parents is needed to provide an understanding of the use of social media wisely and directed to use social media positively. Parents can only provide gadgets as an easy access for their children to explore YouTube social media, but basically they also lack understanding about the media so there is still a lack of awareness for parents to control the content that their children see and consume on social media YouTube. Therefore, the need for medialiteracy training among adolescents is a form of prevention of the impact of pornography on social media in SMK 60, Duri Kepa – Jakarta Barat.

Keywords: Media Literacy, Pornography, Media Social, Prevention

ACCULTURATION ASPECTS STUDY ON BABAH ALUN DESARI MOSQUE ARCHITECTURE USING PHOTOGRAPHIC MEDIA

Ananda DIANTI¹, Randy Indra PRADHANA^{1*}, Agnes Paulina GUNAWAN¹ and Budi SETIAWAN²

¹ *Visual Communication Design – Bina Nusantara University, Jakarta, Indonesia*

² *Interior Design - Bina Nusantara University, Jakarta, Indonesia*

*rpradhana@binus.edu

ABSTRACT

The research proposed in this proposal is to examine the architectural elements of the Babah Alun Mosque that apply various Chinese architectural elements to the architectural principles of mosques. The data to be collected is data in the form of literacy data and visual data. These data will then be used to help analyze the form of acculturation of Chinese and Arab culture within the very plural metropolitan city of Jakarta. With long-term goals, the expected results are to preserve culture and increase relations of tolerance among Indonesians within the framework of pluralism.

Keywords: acculturation, photography, mosque, chinese, architecture. design, tourism, sustainable, environment

TRAINING ON THE USE OF INSTAGRAM BUSINESS SOCIAL MEDIA AS A PROMOTIONAL AND SALES FOR MSMES IN CARITA BEACH BANTEN

Kania RATNASARI¹, Giyatmi GIYATMI^{2*} and Annisa Retno UTAMI³

^{1,3}*Faculty of Economics and Business, Sahid University, Indonesia*

² *Faculty of Food and Health Technology, Sahid University, Indonesia*

* *giyatmi@hotmail.com*

ABSTRACT

The purpose of this Community Service (PKM) activity is to introduce the Instagram Business application *as an online marketing medium and also increase the knowledge of MSMEs to be able to use Instagram Business social media* which is expected to have an impact on increasing sales in Carita Beach, Banten. The PKM was attended by 8 (eight) MSMEs consisting of business actors housewives who sell emping, salted fish, otak-otak, anchovies and fish crackers. The stages of this PKM activity consist of providing material in the form of an introduction to commonly used digital promotional media, especially Instagram Business, followed by providing pre-test and post-test. Based on the results of discussions with these MSMEs, they do not know much and understand about Instagram Business social media digital promotion. Furthermore, some of these MSMEs have used Instagram in marketing their products but still use personal Instagram, not using Instagram specifically to carry out digital promotion of their business, namely Instagram Business. The results of the pre-test showed the ignorance and incomprehension of PKM participants about Instagram Business and how to use it. However, after the provision of material and discussion sessions were completed, the post-test results of PKM participants showed an increase where the results achieved were around 90% of training participants knew and understood and created Instagram Business social media to meet their business continuity.

Keywords: Digital Promotion, Social Media, Instagram Business, MSMEs, Carita Beach Banten

DIGITAL TRANSFORMATION IN COMMUNITY DEVELOPMENT OF MALAYSIA AND INDONESIA

Hasnah HARON¹, Asmwawati SAJARI², Retno DEWANTI^{3*}, Yuvaraj GANESAN⁴, and Anderes GUI⁵

¹Faculty of Economics and Muamalat, Universiti Sains Islam Malaysia (USIM)

²Faculty of Management and Information Technology, University Sultan Azlan Syah (USAS)

³Management Department, Bina Nusantara University (Binus University)

⁴Graduate School of Business, Universiti Sains Malaysia(USM)

⁵School of Information Systems, Bina Nusantara University(Binus University)

**retnodewanti@binus.edu*

ABSTRACT

This paper will discuss the changes in technology, the benefits of technology to the Malaysian and Indonesian communities, the challenges faced in embracing technology and how the two countries overcome the challenges. The rapid proliferation of ICT within the sphere of rural development is evident both locally and globally. In line with national aspirations, the government has proactively addressed the challenges posed by ICT through a comprehensive program. In Malaysia, this initiative involved the establishment of telecentres within rural communities, thereby introducing the digital realm to these settings. This technological advancement provided access to online facilities, a broader global perspective, and improved learning opportunities for the rural population. The ultimate objective was to bridge the digital divide that separates rural and urban communities, promoting inclusivity and equitable access to technology. Meanwhile, in Indonesia, proactive measures have been taken by fostering inclusive digital transformation through promoting universal digital readiness and implementing free Wi-Fi areas in numerous public spaces. Both countries have successfully outlined a roadmap and outcomes of cultivating a "digital society" to face the upcoming challenges of IR5.0.

Keywords: Digital Transformation, IR 5.0, ICT, Digital Society, Development Technology, Benefit of Technology

OPPORTUNITIES AND CHALLENGES TOWARDS THE 2024 ELECTIONS: THE PHENOMENON OF "ECHO CHAMBER" AND THE INFLUENCE OF SOCIAL MEDIA ON THE POLITICAL LITERACY OF YOUNG AND MILLENNIAL VOTERS

Yasef FIRMANSYAH^{1*}, Farid RAMADHONY², Yoyoh ROHANIAH³

^{1,2,3} Universitas Prof. dr. Moestopo (Beragama)

**yasef@dsn.moestopo.ac.id*

ABSTRACT

This research explores the opportunities and challenges faced in preparation for the 2024 General Elections, focusing on the phenomenon of "echo chamber" and the influence of social media on the political literacy of young and millennial voters. The study aims to understand the impact of polarized social media environments on the political perceptions of young voters, which can affect their political participation in upcoming elections. By employing qualitative and quantitative methodologies, this research analyzes social media content, interaction patterns, and the level of political literacy among young and millennial voters. The research findings conclude that the "echo chamber" phenomenon on social media can reinforce existing political beliefs and views, limit access to diverse information, and reduce willingness to consider different perspectives. Its impact is evident on the political literacy levels of young voters, who tend to obtain their political information from biased and limited sources. However, the research also finds that young and millennial voters have significant potential to enhance their political literacy through educational approaches that combine social media, formal education, and participatory activities within society. This research provides policy recommendations that encompass the roles of media, education, and political parties in combating the negative effects of the "echo chamber" and enhancing the political literacy of the younger generation.

Keywords: Echo Chamber, Elections, Social Media, Political Literacy

STRENGTHENING DIGITAL SAFETY THROUGH THE INTRODUCTION OF AN ANTI-HOAX WEBSITE-BASED SYSTEM TO SMA YUPPEN TEK 1, TANGERANG CITY, IN ANTICIPATION OF THE CLEAN ELECTION MOVEMENT IN 2024

Anggun PUSPITASARI¹, Arin FITHRIANA²

¹⁻²Universitas Budi Luhur

*anggun.puspitasari@budiluhur.ac.id

ABSTRACT

This community development activity is conducted to introduce website-based and Android-based application systems applied at SMA Yuppentek 1 Tangerang. The development of information technology and telecommunications has been widely used by society. Problems raised when faced with the misuse of utilization are detrimental to society. Age teenager Schools are one of Indonesia's most significant digital media users. The solution completes these problems and requires preventive action to improve skills and partners' understanding regarding digital literacy and its scope based on websites and Android. This activity focuses on the social humanities and information systems through literacy socialization and develops websites and Android-based applications to support the implementation of digital literacy understanding. The implementation method is carried out in preparation, performance, and reporting. The focus of completing the solution is in the second stage or the implementation stage, which includes 1) Education about digital literacy, which is expected to increase understanding of the scope of digital literacy, 2) Education about applications related to digital literacy in the form of introducing various existing related applications, to increase knowledge and utilization of existing applications. 3) Making digital literacy applications based on websites and Android, including digital safety. The teacher will use this application as a manager to be more able to control information. 4) Create a digital literacy module - digital safety. This activity resulted in a 100% achievement output as measured by questions, answers, and questionnaires. This activity is a form of transformation of tertiary institutions, which, in general, is a form of knowledge and technology transfer to the community.

Keywords: Android, Application, Digital Literacy Teacher, Website

SOCIALIZATION OF FINANCIAL LITERACY IN WASHING SOAP BUSINESS MANAGEMENT IN MERUYA UTARA VILLAGE

Dian Primanita OKTASARI
Universitas Mercu Buana
dian.primanita@mercubuana.ac.id

ABSTRACT

Carrying out community-based activities during a pandemic like this is very challenging for our implementing team. We are also adapting the form of activities to the needs and desires of information thirst in relation to financial literacy socialization in the management of the laundry soap business in North Meruya Village. This will make it easier for residents, especially in the environment of North Meruya Village, to recognize the recording and compilation of their business financial reports. This activity will certainly provide convenience for residents, can help open business opportunities, and later be able to evaluate performance, and also aims to improve the performance of the laundry soap product business in North Meruya. Financial literacy provides new understanding to RW03 North Meruya Village about financial terms and can use the online application to process financial reports to make it easier for business actors to be able to record each transaction per day, see the amount of turnover and profit that has been obtained, and can provide simple financial reports that can be used by business actors in evaluating their business performance.

Keywords: Financial Literacy, Online Applications, Performance, Businesses

SOCIALIZATION OF HR MANAGEMENT TO ENCOURAGE MSMEs TO BECOME SUSTAINABLE AND SUSTAINABLE ENTERPRISES IN MARUNDA

Eri MARLAPA^{1*}, Tara Farina SRIHADI², Tine YULIANTINI³, Mochamad SOELTON⁴,

^{1,3,4}Department of Management, Faculty of Economics and Business, Mercu Buana University

²Department of Management, Faculty of Economics and Business, Bina Nusantara University

^{}eri.marlapa@mercubuana.ac.id*

ABSTRACT

The Community Service Program (PPM) with the Socialization of Human Resource Management to Encourage MSEs to Become Sustainable and Sustainable Businesses in Marunda aims to foster community motivation so that they can increase their capacity and ability in entrepreneurship, so that they can provide added value for themselves and the community. MSMEs are able to support our country's economy, because most of the business actors are MSMEs and are able to absorb the workforce. Cilincing Marunda sub-district is one of the sub-districts in North Jakarta which has been designated as a creative economy center area by the DKI Jakarta government. One of these MSME areas is Marunda sub-district as a village that has creative business potential that can support the economy of the surrounding residents. This community service activity aims to increase the competency of MSME human resources in improving the performance of MSMEs in the Marunda sub-district, Cilincing District, North Jakarta. We also adjusted the form of activity to the needs and desires regarding HR management after the pandemic, which of course saw changes in business activities, by socializing HR management among business drivers in a well-planned and well-planned manner to improve the performance and sustainability of MSME businesses. It is hoped that this socialization will make it easier for MSMEs, especially those in the Marunda Flats, Marunda Village, Cilincing District, North Jakarta, to be able to make their business competitive and sustainable. Human resource (HR) competency turns out to be a very important factor in the MSME industry. By increasing HR competency through increasing knowledge and skills, this is the key to improving the performance of MSMEs. HR management in MSMEs also includes recruitment, selection, placement, development, compensation (wages), retention, evaluation, promotion and termination of the employment relationship. Managing human resources for MSMEs is a skill that must be possessed by MSME players.

Keywords: HR Competency, MSME Performance

BUSINESS PLAN COUNSELING IN CREATING MICRO-ENTREPRENEURSHIP AT KEMANGGISAN-JAKARTA

Mochamad SOELTON^{1*}, Dudi PERMANA², Yanto RAMLI³, Ali HANAFIAH⁴, Subur KARYATUN⁵,

Tara Farina SRIHADI⁶, Asep RISMAN⁷

^{1*2347}Universitas Mercu Buana- Indonesia

⁵Universitas Nasional - Indonesia

⁶Universitas Bina Nusantara- Indonesia

*soelton@mercubuana.ac.id

ABSTRACT

One of the challenges in running a micro business falls into the Activities category of livelihood, which is related to the soul and mind of the entrepreneur himself. Lack of motivation and low entrepreneurial spirit can be a barrier for MSME players to do business in total. MSME economic problems can be overcome by carrying out various MSME-based entrepreneurial activities. MSME-based entrepreneurship can be developed to reduce dependence on job vacancies from both government-owned and private companies. Therefore, although MSMEs are simpler than general companies, determining a company that MSMEs will run must still be done through a clear and concrete process, namely by carrying out the Business Plan process. This community service is expected to provide an understanding of MSME entrepreneurship So that local people can directly conduct experiments before determining a business they want to develop. An understanding of Business Planning in developing MSME entrepreneurship can prevent disagreements and conflicts in the company so that it can ultimately reduce unemployment and improve community welfare. MSME companies can generally run well and be strengthened by MSME members who are very loyal and highly dedicated to MSME-owned companies. However, there are often problems in managing MSME companies, especially regarding leadership changes. There are also frequent clashes between the interests of MSMEs and the interests of companies.

Keywords: MSME-based entrepreneurial, Potential Economics, Family Motivation, Kemanggisan Village

UTILIZING WASTE GOODS AS A MEDIUM IMPROVING ENTREPRENEURIAL ENTHUSIASM AT SRENGSENG-JAKARTA

Nico Alexander VIZANO^{1*}, Singmin Johannes LO², Agus Herta SUMARTO³, Subur KARYATUN⁴,
Muhammad Shirhan THOULLON⁵, Michael Cristian NAIBAH⁶, Mochamad SOELTON⁷

^{1*2357} Universitas Mercu Buana- Indonesia

⁴Universitas Nasional - Indonesia

^{*}nico.alexander@mercubuana.ac.id

ABSTRACT

Academics have developed frameworks to describe this fundamental entrepreneurial mindset, drawing on deep experience in teaching entrepreneurship to students. An entrepreneurial mindset is a set of skills that enables people to identify and make the most of opportunities, overcome and learn from setbacks, and succeed in a variety of situations. Improving human quality as a development resource is the main requirement for improving the level of people's welfare. The main goal of millennium development or millennium development goals (MDGs) in Indonesia, with the priority of poverty alleviation, is to reduce the proportion of poor people to half or 8.2% of the total population by 2015. One way to alleviate poverty is that the government suggests that entrepreneurial activities in Indonesian society be developed by considering the potential of local communities. The type of business that is currently developing is the used goods business sector. West Jakarta has a vision for the West Jakarta Administrative City to become a comfortable and prosperous service city. The mission is to build good governance to create cultural tourism, service, and historical cities. Improving the quality of the urban environment sustainably and empowering the community by developing values, norms, and social institutions, to improve the quality of community services.

Keywords: Entrepreneurship, Household waste, Strategy, Market opportunity

MARKETING INVASION FOR MSME GROUPS AT BANTARJAYA-BOGOR

Daru ASIH^{1*}, Mochamad SOELTON², Shine Pintor Siolemba PATIRO³, Yanto RAMLI⁴, Mafizatun NURHAYATI⁵, Yusliza Mohd YUSOFF⁶

^{1*2345}*Universitas Mercu Buana-Indonesia*

³*Indonesia Open University-Indonesia*

⁶*Universiti Malaysia Trengganu - Malaysia*

^{*}*daru_asih@mercubuana.ac.id*

ABSTRACT

Business continuity is a non-static phenomenon due to several reasons such as global climate conditions, scarce resources, insecure and competitive global scenario, impending population increase, political instability, economic crisis, and new innovative technologies in the world. The main problem of a small industry is not just achieving a stable high level of performance but also maintaining its position in the market while competing with all the unexpected challenges that will come. situation in Bantarjaya Village, there are several problems that can be formulated as obstacles. These problems include how to create innovations related to product distribution patterns that are experiencing production difficulties and increasing sales volumes. Efforts to create innovations related to product distribution patterns that are experiencing production difficulties and increase sales volume. This needs to be done by providing knowledge and skills in implementing pilot-based marketing management methods to increase revenue. And supports coaching motivation and managerial and entrepreneurial skills. MSMEs spread across Bantarjaya Village are a reference in producing processed snacks. Such as dodol, rangginang, and other dry cakes, in the household food products industry. Trade services are of course very important so that society continues to develop in a better direction. However, until now, his party together with all human resources of the Bantarjaya Village government continue to struggle to achieve the work program that has not been completed.

Keywords: *Innovation, Product Management, MSME, Green Campaign, Bantarjaya Village*

HEALTH DETOX DRINK: SOCIALIZATION OF PRODUCTION COST CALCULATIONS, SELLING PRICE DETERMINATION, AND PRODUCT MARKETING AN EFFORT TO IMPROVE THE ECONOMY OF URBAN COMMUNITIES IN MERUYA SELATAN

Annisa HAKIM Z^{1*}, Daru ASIH², Shinta MELZATIA³, Febry Kurnia PUTRI⁴, Ahmad Reza SAPUTRA⁵

^{1,2,3} Accounting Department, Universitas Mercu Buana, Jakarta, Indonesia

^{4,5} Student of Accounting Department, Universitas Mercu Buana, Jakarta, Indonesia

**annisa.hakim@mercubuana.ac.id*

ABSTRACT

Greening can provide benefits for Meruya Selatan residents who have limited land by using the hydroponic method to grow crops. In order to increase the buying and selling power of hydroponic vegetables, it is necessary to develop the business by adding types of products derived from hydroponic harvests, namely health detox drinks, to improve the economy and family food security. This activity is designed holistically to introduce people to calculating basic prices and selling prices, as well as marketing products online through social media and marketplaces. Potential that can be developed by partners includes the willingness of Meruya Selatan PKK women, internet networks, awareness of entrepreneurship, increased demand for healthy food and drinks, especially hydroponic vegetables and derivative products, health detox drinks. In the end, this activity is expected to improve the economy of the urban communities targeted by the activity.

Keywords: Cost production (COGS), health detox drinks, hydroponic vegetables, marketing.

HYDROPONIC CULTIVATION TOWARDS ORGANIC PRODUCT ENTREPRENEURSHIP IN SOUTH MERUYA

Erna SETIANY^{1*}, Tin Budi UTAMI², Wieta CHAIRUNESIA³, Bintang Alif Taufik PRAKOSO⁴, Cindy JUNIARSIH⁵

^{1,2,3,4,5} *Universitas Mercu Buana*

^{*}*erna.setiany@mercubuana.ac.id*

ABSTRACT

The population of South Meruya are urban settlements characterised by restricted space, low levels of financial literacy, and a lack of business understanding. The PKK's housewives who are actively involved, their business consciousness, and the increasing demand for hydroponic products present potential opportunities. Therefore, this plan enables the residents of South Meruya to acquire knowledge about hydroponics, provide sustenance for their families, and generate income by selling their produce. The purpose of community empowerment through hydroponic vegetable farming is to enable skilled growers to achieve greater self-sufficiency and address challenges related to food, nutrition, and welfare. This activity aimed at empowering partner communities in South Meruya. Lecturers and students work together to enable these communities to cultivate hydroponic vegetables for their own consumption and to establish hydroponic businesses, promoting economic self-sufficiency. This collaborative initiative demonstrates that the training programme effectively addresses community issues, enhances community well-being, and enhances the productivity of hydroponic horticulture, so contributing to increased community revenue. The majority of participants found the materials and practises utilised during the implementation process to be beneficial in enhancing scientific knowledge and teaching the community about hydroponic agriculture. This positive experience has motivated them to consider engaging in similar activities in the future, with the ultimate goal of attaining food security and economic self-sufficiency for South Meruya.

Keywords: hydroponics, product selling price, food security, economic independence

INTRODUCTION OF SHARIA FINANCING CONTRACTS FOR THE INDONESIAN MSMEs

**Eko Tama Putra SARATIAN^{1*}, Harefan ARIEF², Yanto RAMLI³, Dudi PERMANA⁴, Mochamad
SOELTON⁵**

¹⁻⁵*Universitas Mercu Buana*

**eko.tama@mercubuana.ac.id*

ABSTRACT

This is a community service related to the economic society development through introduction of sharia financing contracts for the Indonesian Micro, Small and Medium Enterprise (MSMEs), especially to get the funding of their business. Sharia economics always encourages profit-sharing practices, trading and prohibits usury, which makes Sharia Financial Institutions and stakeholders tend to be more resilient in the face of crises. In fact, there are still many MSMEs who are not familiar with Islamic Financial Institutions. With this phenomenon, it is felt necessary to disseminate to the public about the sharia financing contracts and its multiplier effect on the MSMEs and the economy. For this reason, there is a need for socialization to MSMEs to improve a good understanding of sharia financing contracts and literacy about sharia financing products and of course it can be implemented for MSMEs in Indonesia.

Keywords: Sharia Financing Contracts, MSMEs, Riba, Profit Sharing, Trading, Sustainable Finance

EMPOWERING WOMEN THROUGH TRAINING ON HYDROPONIC AGRICULTURE METHODS IN INCREASING FOOD INDEPENDENCE IN MERUYA UTARA, WEST JAKARTA

Fransisca LISTYANINGSIH^{1*}, Devan Adi PAWOKO², Nurul HIDAYAH³

¹Accounting Major, Faculty Economics and Business, Universitas Mercu Buana, Jakarta

^{2,3}Accounting Major, Faculty Economics and Business, Universitas Mercu Buana, Jakarta

^{*}fransisca.listyaningsih@mercubuana.ac.id

ABSTRACT

Changes in urban land use are increasing along with the growth and development of urban areas. Economic and population growth as well as community preferences as drivers of land use change are reflected in land use patterns in urban areas. Urban areas need policies to control changes in land use to realize family food independence and sustainable urban development. Urban agricultural practices that are currently developing follow zone characteristics and are in accordance with land availability. Urban agricultural activities are limited to vegetables, horticulture, ornamental plants and medicinal plants. This paper aims to describe the use of limited urban land for agriculture, women's empowerment and family food independence. The results of this activity are direct practice of the hydroponic method which can be carried out on limited land as well as ongoing guidance to women and housewives in North Meruya.

Keywords: women, food independence, hydroponics.

SOCIALIZATION OF SELLING PRICES FOR HEALTHY FOOD PRODUCTS USING FULL COSTING METHOD IN MERUYA UTARA DISTRICT, WEST JAKARTA

Diah ISKANDAR^{1*}, Sely Megawati WAHYUDI², Tyara YOVANKA³
Accounting Major, Faculty Economics and Business, Universitas Mercu Buana, Jakarta
**diah.iskandar@mercubuana.ac.id*

ABSTRACT

Micro, small and medium enterprises are recognized as very strategic and important, not only for economic growth but also for equitable distribution of income. MSMEs also experience limited human resources. Most MSMEs have low education with minimal technical skills, entrepreneurial and management competencies. Through training in determining the cost of production, selling prices are expected to provide provisions for strengthening competitiveness in product sales. This article aims to describe the total costs incurred to produce a product to determine the selling price. The results of this activity are direct practice in calculating the cost of production which affects the selling price to MSMEs in the North Meruya Village area, West Jakarta.

Keywords: Production Costs, Selling Prices, MSMEs

INCREASING PROFITABILITY IN CIKONENG VILLAGE BOGOR THROUGH PROCESSING CONSUMPTION OF FRESHWATER FISH

Anton KURNIAWAN^{1*}, Lorio PURNOMO¹, Glory AGUZMAN¹, Anggha Dipa PRATAMA¹

¹ *BINUS Entrepreneurship Center, Management Department, Bina Nusantara University, Jakarta, Indonesia*

11480

*anton.kurniawan003@binus.ac.id

ABSTRACT

Community Service is carried out in Gunung Menyan Village, Pamijahan District, Bogor, where many residents have livelihoods as freshwater fish farmers. As is known that freshwater consumption fish itself is a fish that can be cultivated and can be promoted as a side dish of daily food, one of the freshwater fish is Tilapia. Tilapia is one type of freshwater fish that is often found by layers of Indonesian society, where Tilapia is often used as a side dish by frying. Currently, the per capita income of Pamijahan residents still relies heavily on the sale of fish. Traditional freshwater consumption is by directly selling fresh fish when they harvest the fresh fish or selling directly without processing. For this reason, Community Service this time seeks to help increase the income of residents there by providing solutions by processing the results of fish farming properly and can help improve the economy of the people of Cikoneng Village, Gunung Menyan Village. That is by making Tilapia into processed products in the form of FROZEN Fish.

Keywords: Profitability, Fish Processing, Consumption of Freshwater Fish, Training, Empowerment

MURAL AS TOOL TO ENCOURAGE BETTER PUBLIC SANITATION AS PART OF BANDUNG CITY PARK BRANDING

Adrianto ADRIANTO^{1*}, Dodi HILMAN², Doni MARIKA³, Jajat SUDRAJAT⁴

¹*Visual Communication Design Department, BINUS Business School Undergraduate Program*

Bina Nusantara University, Indonesia

²*Visual Communication Design Department, BINUS Business School Undergraduate Program Bina Nusantara University, Indonesia*

³*Interior Design Department, BINUS Business School Undergraduate Program Bina Nusantara University, Indonesia*

⁴*Entrepreneurship Department, BINUS Business School Undergraduate Program, Bina Nusantara University, Indonesia*

*adrianto.t@binus.edu

ABSTRACT

The development of the Public Park by the Municipal Government of Bandung City has many advantages for the residents of Bandung. A Place for the residence to get to gather, a culture hub and as a medium to convey information from the government to the public. Information that could be transmitted in a more casual manner. Thus, making it more of an encouragement rather than a regulation. Encouragement such as public sanitation will be more acceptable to the public if it is conveyed in this way. Rather than using regulation and punishment to enforce the idea. This was the case of Public Park in Kelurahan batununggal. Through the usage of murals as one of the key fixture in a park. Encouragement information can be shown in a aesthetic and visually pleasing manner. The outcome of this project is to create a Mural that has an encouragement message of better waste management and better sanitation habits of the residence of kelurahan Batununggal. An information, rather than regulation, is non intimidating and more acceptable to the public. In doing so, the public will voluntarily develop better sanitation habit.

Keywords: Mural, Public Park, Communal Park, Public Space, sanitation, clean

COMMUNITY DEVELOPMENT ACTIVITIES PREPARATION OF FINANCIAL REPORTS BASED ON SAK EMKM FOR SMEs TUKANG ROTI.COM PANGKALAN JATI DEPOK

Ani SISKA MY^{1*}, Ekayana Sangkasari PARANITA², Farah DHAWIYAH³

^{1,2,3}Faculty Economics and Business, Sahid University, Indonesia

* anisiskamy961989@gmail.com

ABSTRACT

The preparation of financial statements will provide information regarding the company's financial performance and financial position of the company. PKM is carried out at the UMKM Tukangroti.Com Pangkalan Jati Depok, a franchise business established in 2020. UMKM Bakers. Com is engaged in the culinary field selling various kinds of coffee bread filled with butter, cheese, and chocolate. This business is located on Jalan Pangkalan Jati II, Cinere, Depok. As long as the business was established until now, the owner has never prepared financial reports. This is because the owner does not know the process of preparing financial statements and does not have the human resources to prepare financial reports. Based on the problems above, the community service team considers it necessary to conduct outreach and education for the UMKM Tukangroti.Com Pangkalan Jati Depok. The socialization and education were done by assisting the UMKM Uang Bakan.Com Pangkalan Jati, Depok, in recording financial transactions and preparing financial reports based on SAK EMKM. This PKM aims to inform SMEs, Pangkalan Jati and Depok, about preparing financial statements based on SAK EMKM. The results of Community Service with the application of SAK EMKM make it easier to check financial conditions by applying records of good finances.

Keywords: Financial Statement, UMKM, SAK EMKM.

INCREASING WASTE SORTING SKILL AND INTRODUCTIONWASTE BANK IN HOUSEWIVES OF BEKASI JAYA INDAH

Siti Aminatu ZUHRIA^{1*}, Lisa RATNASARI², and Soecahyadi SOECAHYADI³

^{1,2,3} *Industrial Engineering Study Program, Faculty of Engineering, Sahid University, Jakarta - Indonesia*

* *sitiaminatuzuhria@usahid.ac.id*

ABSTRACT

Garbage is one of the things that can be a source of problems for the environment, but also has benefits for the community's economy. This PKM activity aims to provide operational technical skills in processing waste and establishing a waste bank to explore community awareness of the environment. The problems faced in society today are environmental problems related to the increasing volume of waste, both organic and inorganic. Public awareness efforts are needed to process and utilize household waste better so that it can reduce waste in the sub-district and have added value. Seeing these conditions, it is necessary to create a waste bank in the RW 09 Bekasi Jaya Indah area which can provide education about waste handling and waste utilization in a good and efficient manner. The formation of a waste bank is also useful for training the managerial side in waste management so that its members can be more prosperous.

Keywords : Garbage, Garbage Bank, Bekasi Jaya Indah

ACCOUNTING ASSISTANCE FOR MASJID AL IJABAH KAV TANAH BARU DEPOK

Selfiani SELFIANI^{1*}, Hendi PRIHANTO², Usmar³, Yudhistira ADWIMURTI⁴, Islamiah KAMIL⁵, Watriningsih WATRININGSIH⁶

^{1,2,3,4,6}*Universitas Prof. Dr. Moestopo (Beragama)*

⁵*Universitas Dian Nusantara*

**selfiani@dsn.moestopo.ac.id*

ABSTRACT

This service aims to analyze the problems of the mosque's financial system, design a mosque's financial accounting design that is in line with the socio-cultural conditions of the local community while still in accordance with applicable accounting standards, as well as implementing and assisting with the application of the mosque's accounting system. The approach used is Community Development Practice which was adapted from Vincent II, J.W. Jack is one of the approaches taken with community development which is directed at increasing access in order to achieve better conditions. The results of the mentoring resulted in two things, namely the mosque entity being able to identify mosque assets which so far have not been inventoried. The second mosque entity can produce financial statements of non-profit entities including statements of financial position, activity reports, and cash flow reports that can be accessed by stakeholders.

Keywords: Mosque Accounting, Financial Report

IMPLEMENTATION OF A EXCELLENT HUMAN RESOURCES MANAGEMENT PROGRAM IN ENCOURAGING SHARIA ECONOMIC GROWTH AND EXPORTS IN SOUTH TANGERANG

Yudhistira ADWIMURTI^{1*}, Hani Fitria RAHMANI², Selfiani SELFIANI³, Hendi PRIHANTO⁴

^{1,3,4}*University of Prof. Dr. Moestopo (Beragama)*

²*University of Nasional Pasim*

**yadwimurti@gmail.com*

ABSTRACT

South Tangerang is a city in Indonesia that has great economic potential, especially in the sharia economic and export sectors. However, to develop this sector, serious and integrated efforts are needed from various parties. One effort that can be made is to implement a excellent human resource management (HR) program. There are several problems that need to be overcome, such as a lack of understanding of excellent human resource management, a lack of quality human resources, and a lack of support from the government and society. Therefore, serious and integrated efforts are needed from various parties to overcome this problem and encourage the implementation of excellent HR management programs. Increasing sharia financial literacy: This PKM is carried out with the theme "Economic Empowerment Through Excellent HR Management, Literacy. Development of human resources that quality Increased exports Increased sharia financial literacy Development of quality human resources Increased exports Increased skills and knowledge of business actors Increased networking and collaboration Increased awareness of the importance of the creative economy Through increased literacy, understanding of sharia finance, excellent human resource management, and understanding of exports and imports, It is hoped that local business actors can achieve better growth and have a positive impact on local communities.In a broader context, this PKM activity also shows the important role of universities in supporting the development of the creative economy at the local level. By holding activities such as PKM, universities can help local business actors improve their quality and competitiveness, as well as encourage economic growth in the region.

Keywords: HRM, SHARIA ECONOMIC, EXPORTS

TECHNOLOGY IN SOCIAL WELFARE: ANALYSIS AND MAPPING OF SCIENTIFIC LITERATURE

Malliga MARIMUTHU¹, Retno DEWANTI²

La Trobe Business School¹, Binus Business School²

La Trobe University, Melbourne, Australia¹

Binus University, Jakarta Indonesia²

**m.marimuthu@latrobe.edu.au¹*

ABSTRACT

Technology plays an important role in service delivery and service management. Social welfare is one of the service sectors that highly rely on the advancement of technologies. The emergence of varied technologies in social welfare helps this sector to manage and monitor service delivery efficiently and effectively. This paper aims to explore the phenomenon of technology inclusion in social welfare through a systematic literature review in search of its advancement in the past two decades using thematic analysis following the PRISMA guidelines. Specifically, it focuses on the introduction of applications (apps), information communication technologies (ICT), blockchain technology, the emergence of virtual reality (VR), and the growing influence of artificial intelligence (AI). This paper delves into the motivations behind the adoption of these technologies, their applications, and the solutions achieved. The review concludes with the identification of research and practical opportunities to improve the inclusion of technologies in social welfare to make the sector successful and more beneficial.

Keywords: Social welfare, PRISMA, information communication technologies (ICT)

PARTNER COLLABORATION PROGRAM TO ASSIST THE 74 HAFIZUN ALIM FOUNDATION IN CREATING MOCKUPS OF THE AL-QURAN PILLARS

Putri SURYANDARI^{1*}, Kh. Fahmi BASYA², Anggraeni DYAH³ , Rismawandi RISMAWANDI⁴, Sri KURNIASIH⁵, Bambang PUJIYONO⁶, M. Ainur RONY⁷, Peby Wahyu PURNAWAN⁸, Nifty FATH⁹

^{1,3,5} Architecture Study Program, Budi Luhur University Jakarta

² Foundation74HafizunAlim

⁴ Accounting Study Program, Budi Luhur University Jakarta

⁶ Social and Political Study Program, Budi Luhur University Jakarta

⁷ Information Technology Study Program, Budi Luhur University Jakarta

^{8,9} Electrical Engineering Study Program, Budi Luhur University Jakarta

* putri.suryandari@budiluhur.ac.id

ABSTRACT

This Partner Collaboration Program aims to assist the 74 Hafidzun Alim Foundation in creating mockups of the Al-Quran Pillars through the design stage of 2D and 3D architectural drawings to be applied visually. This mockup can be simulated as educational material for memorizing the Al Quran graphically using digital methods. The implementation method involves six (6) stages involving lecturers, students and partners, from initial consultation to monitoring and evaluation. This activity seeks to solve the problem of partners who cannot develop their findings into products more easily recognized and understood by the Muslim community in memorizing letter numbers, letter names and the number of verses in the Al Quran. The result of this activity is a mockup of the Graphic Al Quran Pillar Educational model, which can be digitally simulated. Y74HA has been able to operate a 3D mockup model of the Pillar of the Al Quran with a digital system and use it to broadcast the method of memorizing the Al Quran graphically so that Muslims can easily find out and remember the surah number, surah name and number of verses, by simply pressing the Surah button—the desired Quran. The assistance provided by Budi Luhur University in creating working drawings and making mockups of Al-Quran Pillar models for partners has succeeded in developing a new business practice plan for Y74HA, namely a method to create digital graphic Al-Qurans, as a foundation business unit.

Keywords : partner_collaboration_program, mockup_making, al-Quran_pillar, memorizing_al-Quran, al-Quran_graphics

PUBLIC COMMUNICATIONS TRAINING FOR YSS-TRANSGENDER ORGANIZATION

Fit YANUAR^{1*}, Titi WIDANINGSIH² and Daesy EKAYANTHI³

¹ *Faculty of Communication Science – University Sahid, Jakarta, Indonesia*

²⁻³ *Faculty of Communication Science - University Sahid, Jakarta, Indonesia*

**fit_yanuar@usahid.ac.id*

ABSTRACT

For some segments of society, transgender individuals are considered a social ailment. Subtly, the community shuns transgender individuals; crudely, they ostracize and intimidate them. The issue becomes complex as transgender individuals exist and live within society. The design and implementation team of the Community Engagement Program (PKM) endeavors to address the aforementioned issue by providing public communication training to a group of transgender individuals who are members of YSS (Yayasan Srikandi Sejati), a community organization that facilitates discussions leading to solutions for transgender society. A brief analysis reveals that the partners can leverage knowledge related to public communication to enhance their competency when interacting with the community. The intended knowledge encompasses an understanding of public communication practices, comprehension of the necessary components of communication to be employed during public communication practices, suitable communication solutions for transgender individuals during their interactions in society, and more. The objective of this team's PKM is in line with the purpose stated in the second paragraph of this Abstract.

Keywords: Transgender Society, YSS (Yayasan Srikandi Sejati), Public Communication, Problem Solutions.

ANALYZING VOICE OF BACEPROT'S COMMUNICATION ACTIVITIES WITH THE ROCK MUSIC COMMUNITY

Arindra Khrisna KARAMOY¹, Rudy HARJANTO², and Yunita SARI³

¹Program Pasca Sarjana, Universitas Prof. Dr. Moestopo (Beragama), Jakarta, Indonesia

*arindra.karamoy@lecturer.umn.ac.id

ABSTRACT

There has been interest in the Voice of Baceprot phenomenon. They received invitations to play at rock music festivals, and foreign media also wrote about them. This study aims to investigate the factors contributing to this band's appeal and acceptance among domestic and international rock music audiences, consisting of three young Muslim women wearing hijabs. The case study approach is used in this qualitative research technique. This study concludes that the identity of the Voice of Baceprot plays a significant role in boosting their acceptance and popularity in the rock music scene. In addition to their identity, evidence was found that the media and the larger global context influenced their rising popularity.

Keywords: identity, media, voice of baceprot, rock music

OPTIMIZING THE ROLE OF NEIGHBORHOOD ADMINISTRATORS IN HANDLING COVID-19 THROUGH THE SIAGA (SIAP ANTAR JAGA) COVID- 19 APPLICATION

Pipin Farida ARIYANI^{1*}, Titin FATIMAH², and Atik ARIESTA³

¹⁻³ *Universitas Budi Luhur*

**pipin.faridaariyani@budiluhur.ac.id*

ABSTRACT

This community service initiative aims to optimize the utilization of RT (Rukun Tetangga) officials in managing COVID-19 by implementing the COVID-19 SIAGA (Siap Antar Jaga) mobile application. This mobile application, which is available for Android devices, consists of two main components: app development and awareness-raising efforts for the SIAGA COVID-19 app. The application is intended for use by the RT official and residents of RT 06 RW 08 Pedurenan Village, Ciledug Indah Housing 2. The activity involves a comprehensive approach that analyzes partner issues, designs the application, and assesses its effectiveness.

Keywords: application, COVID-19, RT official

INVOLVEMENT OF CELEBRITIES IN YOUTH PROGRAMS: A CASE STUDY OF THE ENTERTAINMENT-EDUCATION APPROACH AT THE MINISTRY OF YOUTH AND SPORTS OF THE REPUBLIC OF INDONESIA

Dwi Agus SUSILO
Universitas Budi Luhur
**dwi.agussusilo@budiluhur.ac.id*

ABSTRACT

Indonesian youth can potentially be agents of change but also as a development problem. This article looks at the potential youth have to overcome the problems young people face. The Ministry of Youth and Sports of the Republic of Indonesia has a communication strategy. Development of communication is carried out by implementing an entertainment-education (EE) approach to youth empowerment. Entertainment education in youth development by the Ministry of Youth through a popular culture approach invites celebrities. The method used is directly observing youth programs and activities from a literature study. Entertainment Education, or the edutainment approach, combines participatory communication strategies and the diffusion communication model. The results of the EE approach involving celebrities gain broader and greater access to information and youth involvement. EE, as a model of social and behavioral change, has been proven to turn young people into agents of change.

Keywords: youth, agents of change, development communication, entertainment-education, social and behavior change

DIGITAL BOOK FOR IMPROVING LITERACY IN CHILDREN AT THE RUMI BANTAR GEBANG READING CENTER

Puji RAHAYU^{1*}, Heryanti HERYANTI², Nirmala RAHMI³, Berliana FAJRINA³ and Wawan GUNAWAN⁴

^{1,3,4} *Faculty of Computer Science, Universitas Mercu Buana*

² *Faculty of Communication, Universitas Esa Unggul*

**puji.rahayu@mercubuana.ac.id*

ABSTRACT

According to a survey conducted by the Program for International Student Assessment (PISA) which was released by the Organization for Economic Cooperation and Development (OECD) in 2019 stated that Indonesia ranked 62nd out of 70 countries with regard to literacy levels. Based on this survey, one way to increase Indonesian people's interest in reading is by teaching literacy education from an early age. From some of the research results that have been reviewed, we have not found any research that designs or creates e-book applications as a way to improve literacy. research that designs or creates e-book applications as one of the media to support early childhood literacy to support early childhood literacy. Increasing interest in reading can be done in various ways, one of which is by presenting a reading literacy house in the community. Facing the problems and phenomena above, the community service team plans to mobilize interest in reading in children. devotion team plans to mobilize interest in reading in children or cultivate reading literacy assisted by the e-book application. PKM location selection about increasing literacy at the Umi Reading House located in the Bantar Gebang landfill site Area Village, Sumur Batu, is one of the literacy movements that started from the coverage of areas that are less considered by the local government. The solution that the team team plans to foster interest in reading in children, especially children, namely; 1) Provide reading books, especially reading books for children, 2) Build an e-book application that can always be used by children to read, 3) Conduct socialization and mentoring on how to use the e-book application.

Keywords: Digital book, RUMI, Digital literacy, Bantar Gebang

IMPLEMENTATION OF QUALITY EDUCATION THROUGH HUMAN RESOURCES IN VOCATIONAL HIGH SCHOOL

Dewi NUSRANINGRUM
Universitas Mercu Buana, Indonesia
dewinusraningrum@mercubuana.ac.id

ABSTRACT

The research aims to investigate the Implementation of Education Quality, especially the quality of education at the Vocational High School level. The data collection method was carried out using questionnaires and interviews. The data analysis techniques use descriptive methods. The results showed that the quality of human resources and infrastructure is important to support the success of the teaching and learning process. Human Resources at State Vocational High School 13 Jakarta (SMK Negeri 13, Jakarta) have supported the school's success, both in the teaching and learning process and school operations. The principal, vice principal, teachers, and administrative support staff have been able to provide services according to student expectations, such as teachers and employees being fair in treating every student, the principal serving and solving every problem faced by his students, programs prepared by the principal to hone students' interests and talents are always updated to realize continuous improvement and to improve student achievement.

Keywords: Quality of Education, Human Resource, Vocational High School

CULTIVATION OF HYDROPONIC PAKCOY VEGETABLE PLANTS FOR STUDENTS & TEACHERS OF RIYADHUSSHOLIHIIN ISLAMIC SCHOOL

Muhammad Laras WIDYANTO ^{1*}, Taufik AKBAR ², and Roy BUDIHARJO ³

¹⁻³Universitas Mercu Buana

* *laraswidyanto@gmail.com*

ABSTRACT

This community service activity was carried out in collaboration with partners at the Riyadhussholihin Islamic Boarding School in Cimanuk, Pandeglang. In order to prepare Independent Entrepreneurs for teachers and students at Islamic Boarding Schools, they were given training and direct practice in making Hydroponic Pakcoy Vegetable Plants. The community service team provide assistance until the product is ready to be marketed. Initially the products are used personally and sold around the business center at the Riyadhussholihin Islamic Boarding School. The next target will be to sell it to people outside the Riyadhussholihin Islamic Boarding School area. The results of this activity are in the form of increased teacher welfare obtained from the sale of Sayur Pakcoy products. Apart from that, students after graduating can become entrepreneurs in making these products, both students who continue their studies and those who do not continue their studies can still be independent entrepreneurs.

Keywords : Hydroponic Pakcoy Vegetable, Improvement Welfare, Entrepreneur .

CROWDBEES: DIGITAL TALENT MANAGEMENT PLATFORM FOR ACHIEVING GRADUATE ATTRIBUTES IN HIGHER EDUCATION INSTITUTIONS

Candy Reggi SONIA^{1*}, Rina KARTIKA², Petrus Hepi WITONO³

*Visual Communication Design¹, Visual Communication Design², Industrial Engineering³,
School of Design, Department¹⁻², School of Industrial Engineering³, Binus University, Indonesia¹⁻³
candy.sonia@binus.ac.id

ABSTRACT

As is known globally that higher education institutions have and store a variety of potential talents from various parties; from lecturers, students, staff, to alumni. The potential of these talents can be optimized if the parties within them can be connected to each other in collaboration to work and create new innovations. Currently we are facing the digital era, people of the world are increasingly encouraged to be closer to the latest information and news as long as they are connected to the internet. There is a combination of technology and accurate information, it will be very helpful in finding and solving a need. This study uses a systematic literature review approach and bibliometric analysis of published research to describe issues related to digital talent management, extracting data from Scopus as a reliable index benchmark. From this data extraction it is divided into 3 clusters of the Creative Product Analysis Matrix (CPAM), namely: Novelty, Resolution, Elaboration and Synthesis. From these 3 clusters, the results of a product called Crowdbees can be seen as a platform that can manage creative talent within higher education institutions with the output being the achievement of Good Organization Governance (GOG) and Graduate Attributes (GA) applied at a university to its graduates.

Keywords: Digital Platform, Information Technology, Good Organization Governance (GOG)

FOSTERING AN INTEREST IN READING AND THE CREATIVITY OF ORPHANAGE CHILDREN THROUGH STORYTELLING AND THE LIBRARY CORNER

Marlinda IRWANTI¹, Morissan MORISSAN^{2*}

^{1,2}Graduate School, Sahid University, Jakarta, Indonesia

*** morissan@usahid.ac.id**

ABSTRACT

Creativity should be developed as early as possible since the child is born. The world of children and teenager is a world of creativity, where they need space to move, think and be emotionally guided. One way to foster creativity is through reading activities. In comparison to other nations, Indonesians continue to have extremely little interest in reading. According to UNESCO data, Indonesia has the second-lowest rate of literacy in the entire globe. In terms of reading interest, Indonesia comes in at number 60 out of 61 nations. The public's lack of interest in reading should motivate the pertinent parties to facilitate and investigate what the reason of this is as soon as feasible. The provision of children's libraries is one way to promote creativity and reading interest among the younger population, especially children. On August 6, 2023, this community development activity was carried out to give the kids at the Hafidhin Royan Orphanage in South Jakarta City access to a little library called "Pojok Pustaka." By putting reading bookshelves in places where kids may easily access them, the service activity has been successfully carried out. When asked about their reactions, the orphanage residents' comments revealed that they were quite excited and glad to read the many picture books offered by Pojok Pustaka. The selection of books in the Pojok Pustaka will continue to be gradually expanded in an effort to prevent boredom, ensuring that kids who visit the Pojok Pustaka to read always have new books to choose from.

Keywords: reading interest, children, orphanage, library, books

EDUCATION OF TOURISM ETHICS CODE DEVELOPMENT AS SUSTAINABLE TOURISM ZERO EMISSIONS (CASE STUDY: GUNUNG MENYAN, BOGOR)

Maya D. D. MAHARANI¹*, Evelyn HANASETA²

^{1,2}*Environmental Engineering, Sahid University Jakarta, Indonesia*

*** *maya@usahid.ac.id***

ABSTRACT

Bogor Fruit Garden (BFG) has an area of 3.30 ha, which is a combination of flower, fruit and phytopharmaica gardens. The purpose of implementing the Global Code of Ethics for Tourism (GCET) is to achieve sustainable tourism development and to shape the behavior of tourism people in a more responsible direction. The first problem faced by Partners is the lack of knowledge and skills in making the GCET. The second problem faced by Partners is the lack of knowledge and skills in selecting flora species for BFG collections, and how to calculate carbon dioxide absorption. The solution to addressing the first problem is by socializing the GCET. The solution to overcome the second problem is by socializing tree species and how to calculate carbon dioxide absorption from various tree species. Improvement and Knowledge of BFG Managers related to GCET is quite good (5.84%). While related to the type of tree and how to calculate the absorption of carbon dioxide by 7.10%. This is shown by the results of an analysis involving 7 BFG employees and managers, with pre and post-tests consisting of 14 GCET elements and tree species and how to calculate carbon dioxide absorption.

Keywords: Behavior-Tourism; Carbon Dioxide Absorption; GCET; Sustainable-Tourism

EDUCATION AND DENTAL - ORAL HEALTH EXAMINATIONS FOR PREGNANT WOMEN AT THE KAMPUNG SAWAH HEALTH CENTER, CIPUTAT, SOUTH TANGERANG

Mirna FEBRIANI^{1*}, Manuel DH LUGITO², Susi R PUSPITA³

^{1,2,3} Faculty of Dentistry, Universitas Prof.Dr.Moestopo(Beragama)

^{*}mirnarifky@dsn.moestopo.ac.id

ABSTRACT

Oral health of the pregnant mother affects the condition of the baby it contains. Pregnant women who suffer from periodontal infection are at risk of giving birth to babies with low birth weight and are premature. Early pregnancy usually pregnant women experience lethargy, nausea and sometimes until vomiting. The aim of this community service activity is to gain knowledge about the importance of maintaining dental and oral health in pregnant women as well as increasing public knowledge and awareness about procedures for proper and correct brushing of teeth in the Kampung Sawah Community Health Center area, Ciputat, South Tangerang. This research used the counseling method and used questionnaires on 35 pregnant women, aged 20 - 35 years. The initial outreach activity was carried out by explaining and distributing brochures about the symptoms of caries, causes of caries, tips for preventing caries, simulating the correct way to brush teeth, holding a question-and-answer session regarding dental and oral health problems in pregnant women. The conclusion of this paper is that dental and oral health checks must be carried out regularly, both when you feel sick and when there are no complaints.

Keywords: Health, pregnant women, teeth and mouth

ORAL HEALTH COUNSELING FOR ELDERLY PATIENTS AT KERANGAN HEALTH CENTER, SOUTH TANGERANG

Manuel DH LUGITO^{1*}, Mirna FEBRIANI¹, Susi R PUSPITADEWI¹

Faculty of Dentistry, Universitas Prof.Dr.Moestopo(Beragama)

***manuel_lu@dsn.moestopo.ac.id**

ABSTRACT

The elderly population increases every year and leads to several problems, especially health problems, because physical conditions have decreased every year. Elderly patients have limitations in carrying out activities including paying attention to and taking care of their oral health. The purpose of this study was to explain the importance of education for the elderly in maintaining oral health. This research method is Simple Random Sampling by using questionnaires and interviews with 37 elderly people, at Kerangan health center, South Tangerang. The results of the study obtained data in the form of the elderly age 60 - 67 years, the elderly work varied in the form of, traders, retirees, and no work. The drugs that are consumed routinely are antihypertension drugs, diabetes drugs, gout drugs, stomach acid drugs and pain relievers. The conclusions obtained from this study, there is still a lack of knowledge of the elderly in Kerangan health center, South Tangerang regarding the importance of maintaining oral and dental health.

Keywords: health, elderly, teeth, and mouth

SHARIA FINANCIAL LITERACY EDUCATIONFOR THE COMMUNITY IN EAST CIPUTAT DISTRICT, SOUTH TANGERANG

**H Hermanto HERMANTO^{1*}, Islamiah KAMIL², Yudhistira ADWIMURTI³, Hendi PRIHANTO⁴,
Selfiani SELFIANI⁵, Usmar USMAR⁶**

²*Dian Nusantara University*

^{1,3,4,5}*Prof. University Dr. Moestopo (Religious)*

²*Dian Nusantara University*

* *hyginus.h@dsn.moestopo.ac.id*

Abstract

Faculty of Economics and Business, University of Prof.Dr. Moestopo (Beragama) collaborates with FEB, Muhammadiyah University, Jakarta (UMJ) and the Faculty of Business and Social Sciences, Dian Nusantara University (FBIS UNDIRA) as well as the East Ciputat District Office, South Tangerang, holding Community Service (PKM) with educational programs that have been implemented to increase literacy. Islamic finance has not been optimal in reaching the community in East Ciputat District, South Tangerang. This can be seen from the lack of impact in line with expectations on the development of sharia finance in the region. In this service activity, the method includes delivering material regarding the introduction of sharia financial institutions. These activities are carried out through outreach and counseling. The service process consists of several stages, namely coordinating implementation preparations, implementing educational activities, and evaluating activities. Village community participation in community service activities makes a positive contribution to increasing the sharia financial literacy of the participants.

Keywords: Sharia Financial Literacy, Society

EDUCATION UNDERSTANDING CAREER OPPORTUNITIES AND PROFESSIONAL CHALLENGES OF ACCOUNTING AND MANAGEMENT GRADUATES

Meiliyah ARIANI^{1*}, Islamiah KAMIL², Indra ADE IRAWAN³, Usmar USMAR⁴

^{1,4}Prof. University Dr. Moestopo (*Bergagama*)

²Dian Nusantara University

³Pancasila University

* *meiliyahariannie@yahoo.co.uk*

ABSTRACT

The community service activities carried out aim to provide education on understanding career opportunities and professional challenges for accounting and management graduates to new students for the 2023-2024 academic year for the collaborating college accounting and management study program, namely Dian Nusantara University, Prof. Dr. Moestopo (Religious) and Pancasila University as an effort to increase the interest and motivation of students in the Accounting and Management Study Program. The objects of this community service are all students of the Accounting and Management Study Program at Dian Nusantara University, Prof. University. Dr. Moestopo (Religious) and Pancasila University. The problem faced is students' interest and motivation to improve their quality and abilities in the field they are working in, especially in the accounting and management professions. This is due to the lack of information they receive regarding the understanding and challenges of the Profession of Accounting and Management Graduates. So this causes their lack of interest and motivation in their achievements after graduating and obtaining their bachelor's degree. The solution provided is in the form of education and socialization of the Bachelor of Economics, Management and Accounting profession as well as career opportunities. The results of this activity are (1) in general, students are able to understand the Bachelor of Economics, Management and Accounting profession and career opportunities and (2) with many opportunities and challenges for accounting and management graduates in the future, it increases the interest of students in the Accounting and Management Study Program to improving soft skills and hard skills, as well as certification recognition to become a Competent Bachelor.

Keywords: Accounting, Management, Career Opportunities, Professional Challenges

THE EFFECT OF INSTAGRAM ON *PRODUCT VIRALITY AND PRODUCT AWARENESS OF BANK INDONESIA*

Rafly Prafnya ANANDA^{1*}, Rialdo Rezeky Manogari Lumban TORUAN², Citra Eka PUTRI³,
and Radja Erland HAMZAH⁴

^{1,2,3,4}*Universitas Prof. Dr. Moestopo (Beragama), Jakarta, Indonesia*

^{*}*raflyprafnya@gmail.com*

ABSTRACT

In accordance with the Vision of Bank Indonesia, which is to become the leading digital central bank that contributes significantly to the national economy, Bank Indonesia in this digital era that carries the current side (real time) has changed its communication approach, so that it does not only rely on conventional communication channels (mainstream media) as its communication channel, but also implements public communication through digital media. In accordance with BSPI 2025, Bank Indonesia, has a duty or obligation to educate and expand the acceptance of digital payments, namely QRIS. In order to expand the acceptance of non-cash payments to be more efficient in the future, Product Virality and Product Awareness are needed by Bank Indonesia to be one of the techniques in socializing the QRIS payment system to the Indonesian people. This study aims to determine the effect of the use of Instagram Social Media carried out by Bank Indonesia on Bank Indonesia's Product Virality and Product Awareness (QRIS).

Keyword: Social Media, QRIS, Product Virality, Product Awareness

IMPLEMENTATION OF RELIGIOUS TOLERANCE IN CAMPUS ENVIRONMENT: A COMMUNITY SERVICE STUDY IN THE CONTEXT OF HIGHER EDUCATION

Elis Teti RUSMIATI^{1*}, Ryantori RYANTORI², Paiman RAHARJO³, Budiharjo BUDIHARJO⁴, T. Herry RACHMATSYAH⁵

^{1,2,3,4,5} Universitas Prof. Dr. Moestopo (Beragama)

elistr@dsn.moestopo.ac.id

ABSTRACT

This study discusses the initiatives of Prof. Dr. Moestopo University (Religious) in fostering harmony and tolerance in the campus environment through community service activities conducted by faculty members and administrators. This paper documents concrete efforts to build multicultural awareness and interfaith harmony on campus. The approach taken integrates tolerance values into the curriculum, facilitates interfaith dialogues that provide a platform for exchanging ideas and experiences, constructs places of worship for various religions, strengthening the symbol of diversity, and establishes a safe space for open discussions about religious differences. The results demonstrate an enhanced understanding of different religions, fostering mutual respect, and cultivating inclusive attitudes and empathy. By embracing religious diversity, Prof. Dr. Moestopo University (Religious) becomes a social laboratory supporting peace and harmony in the broader community. This paper presents a model that can be adopted by other higher education institutions to develop an inclusive and supportive atmosphere in embracing religious diversity.

Keywords: Tolerance, Implementation, Harmony, Religious, Universitas Prof. Dr. Moestopo (Beragama)

SOCIALIZATION OF THERMAL COMFORT STANDARDS AT SMKN 4 SOUTH TANGERANG

Anggraeni DYAH^{1*}, Harfa ISKANDARIA², Lestari MARGATAMA³

¹*Universitas Budi Luhur*

²⁻³*Universitas Budi Luhur*

^{*}*anggrena.dyah@budiluhur.ac.id*

ABSTRACT

Vocational High School (SMK) is a formal education unit that provides education that prepares students to work in certain fields. Students can continue their vocational education after completing their education at the junior high school level. SMK Negeri 4 South Tangerang is one of the 4th Vocational High Schools in the City of South Tangerang, specializing in Building Modeling & Information Design, Health Services, Animation and Visual Communication Design. SMKN 4 South Tangerang is located on Jalan Sumatra-Tidore, Jombang Village, Ciputat District, South Tangerang City, Banten Province with a land area of 4,562 m². Currently, SMK Negeri 4 South Tangerang uses a natural air circulation system with openings in each class, then each class uses a fan for artificial air circulation. There are four types of building comfort, such as thermal comfort, space comfort and audio comfort. Space comfort is an aspect related to the comfort of movement space and the comfort of relationships between spaces. Meanwhile, thermal comfort is a very important part of building comfort, because room temperature influences the feeling of comfort. This is because every human being has sensors on their skin that work when there are hot or cold temperatures. Thermal comfort conditions that comply with standards will help the teaching and learning process streamlined at SMK Negeri 4 South Tangerang. So that SMK Negeri 4 South Tangerang has thermal comfort that meets standards, Budi Luhur University organize Community Service activities to socialize the achievement of thermal comfort at SMK Negeri 4 South Tangerang. The method of implementing activities uses the concept of Problem Solving. Where the Problem Solving concept uses input stages, problem solving processes and output. The aim of socializing the achievement of thermal comfort is so that the management of SMK Negeri 4 South Tangerang knows how to achieve thermal comfort standards, so that students at the school are comfortable when carrying out the teaching process.

Keywords: Thermal comfort; SMKN 4 South Tangerang; natural air circulation; openings; fans

STRENGTHENING UNDERSTANDING OF MSME FINANCIAL MANAGEMENT IN JOHAR BARU DISTRICT, CENTRAL JAKARTA

Slamet MUDJIJAH^{1*}, Astrid Dita Meirina HAKIM², Afrina SARI³ and Priyambada Bagus ARTANTA⁴

¹⁻³ Faculty of Economics and Business, Universitas Budi Luhur

⁴MSMEs Practitioner

^{*}slamet.mudjijah@budiluhur.ac.id

ABSTRACT

The partner in this community service activity program is the Johar Baru District Office, Central Jakarta. Johar Baru District has made efforts to provide proactive services to all levels of society so that they can take advantage of all Jakpreneur programs. The Jakpreneur program includes training, mentoring, licensing, marketing, financial reporting, and capital facilities. The problem faced is that there are still MSMEs, especially beginner MSMEs, who still need special treatment because they need to understand the procedures for obtaining Jakpreneur program services. The District Office can improve services to novice MSMEs by giving them a glimpse of business management before they can be included in the Jakpreneur program. This activity aims to provide knowledge dissemination about business management to employees of the Johar Baru District Office, Central Jakarta. Activity participants are expected to be able to share knowledge with novice MSMEs, especially regarding the use of digital facilities in managing business finances. The method used in this activity is by disseminating material and discussions. The District Head and Johar Baru District Office Employees attended the training. The activity began with a speech from the Head of the District, followed by the delivery of material and discussion. The activity evaluation results show that the authorities have a better understanding of business financial management, then the authorities will transfer this understanding to novice MSMEs.

Keywords: beginner MSMEs, financial management, digital bookkeeping system

STRENGTHENING GENDER UNDERSTANDING OF THE SEXUAL VIOLENCE CRIME LAW (UU TPKS) AMONG ADOLESCENTS

Vivi PUSVITASARY^{1*}, Puti PARAMESWARI², Yesi Puspita DEWI³

¹⁻³ Universitas Budi Luhur

*vivi.pusvitasary@budiluhur.ac.id

ABSTRACT

Adolescents in the context of schoolchildren in the age range according to the World Health Organization (WHO) 10-19 years require intensive attention. The rise of sexual violence cases that occur sometimes makes teenagers do not dare to express the problem of sexual violence. We consider it necessary to strengthening gender understanding of the Sexual Violence Crime Law/ Undang-undang Tindak Pidana Kekerasan Seksual among student council students in Budi Luhur high school. With this activity, we hoped that students at Budi Luhur high school can prevent sexual violence. Although in the realm of high school (SMA), a task force not yet formed like in universities as an acceleration of the implementation of the Minister of Education and culture Regulation Number 30 of 2021 concerning the prevention and handling of sexual violence in the college environment. The activity method uses roleplay, pre-test, presentation of the material and post-test. It is expected that this service can be a means of increasing understanding related to gender issues, prevention of sexual violence in the school environment, thus the learning process runs well and comfortably.

Keywords: gender; sexual assault, sexual harassment, Sexual Violence Crime Law

**PROMOTING URBAN SUSTAINABLE DEVELOPMENT THROUGH
COLLABORATIVE TRAINING OF TRAINERS PROGRAM PHASE 1 BETWEEN
KARANG TARUNA UNIT 04 ULUJAMI AND UNIVERSITAS BUDI LUHUR**

Tulus YUNIASIH^{1*}, Ahmad PRAMEGIA², and Yusran YUSRAN³

¹⁻³ *Universitas Budi Luhur*

**tulus.yuniasih@budiluhur.ac.id*

ABSTRACT

This paper discusses the conduct of community service held by the International Relations Study Program, Universitas Budi Luhur (UBL), in collaboration with the Communication Science Study Program UBL, Karang Taruna Unit (RW) 04 Ulujami, and journalist from March to July 2023. This program continues previous activities under a planned program developed in 2022 to be implemented in 2 years. Within the current period, the program was conducted through training for trainers (ToT) for the management and members of Karang Taruna Unit 4 Ulujami. The workshop covered serial presentations and simulations about digital literacy and peace education. As the final activities, the program not only involved 22 members of Karang Taruna, but also around 60 UBL students from various academic backgrounds and a national mass media journalist. The program results show a considerably high comprehension and determination of Karang Taruna members, not only to know about the issues discussed and shared but also to hone their skills. This achievement has become good news in setting the foundation for the continuation of the sustainable development program that would cover widened themes and be conducted through the implementation of a penta-helix bottom-up approach.

Keywords: bottom-up approach, digital literacy, sustainable development, peace education, penta-helix, Karang Taruna Unit 4 Ulujami

**FAIR TRIAL SOCIALIZATION FOR CHILDREN IN TROUBLE WITH THE LAW
AT SPECIAL CLASS GUIDANCE INSTITUTION FOR CHILDREN (LPKA)
CLASS I TANGERANG**

Lucky NURHADIYANTO^{1*}, Triny SRIHADIATI²

¹⁻² *Universitas Budi Luhur*

**lucky.nurhadiyanto@budiluhur.ac.id*

ABSTRACT

A method of limiting government intervention in crime. The social control of crime model is implemented through the deinstitutionalization of minor crimes, the transition of the formal justice procedure to informal guidance, and the decriminalisation of minor offences. The criminal justice system is separated from the perpetrator. To minimise stigma or being labelled as a criminal, law enforcement officers' roles are minimised as much as possible. Mediation, distraction, and social punishments are among the programmes being tested. Instead of enduring a formal court process, this model is thought only to increase the elasticity of coaching towards perpetrators (widening the net) (Siegel, 2011: 407). Children cannot be sentenced to death or life imprisonment under Indonesian law, which is unequivocally stated. In total, the prohibition on imposing death and life sentences on children is written in three statutory regulations: Article 66 paragraph (2) of Law Number 39 of 1999 concerning Human Rights, Article 3 letter (f) of Law Number 11 of 2012 concerning Systems Juvenile Criminal Justice (UU SPPA), and Article 64 letter (f) of Law 35 of 2014 concerning Amendments to Law Number 23 of 2002 concerning Child Protection. There is no maximum age limit in Indonesian legislation for those facing the death penalty; Indonesia solely governs the minimum age for imposing the death penalty, which is 18 years of age for children.

Keywords: child, fair trial, Special Class Guidance Institution for Children (LPKA)

EMPOWERMENT OF STUDENTS WITH DISABILITIES AND FAMILIES IN UNDERSTANDING THE LEARNING PROCESS AT SDN 03 KEDOYA UTARA

Puji RAHAYU^{1*}, Heryanti HERYANTI², Berliana FAJRINA³ and Reny NOVIANTI⁴

^{1,3,4}*Faculty of Computer Science, Universitas Mercu Buana*

²*Faculty of Communication, Universitas Esa Unggul*

^{*}*puji.rahayu@mercubuana.ac.id*

ABSTRACT

The purpose of this service activity is to empower inclusive schools by utilizing mobile-based interactive learning media to understand the concept of integer multiplication at SDN Kedoya Utara 03. State Elementary School (SDN) Kedoya Utara 03 is one of the inclusive schools in West Jakarta City with 12 students with disabilities (learning difficulties, slow learning, and low mentally disabled). However, only 2 students with learning disabilities (learning difficulties, slow learners) participated in this activity according to their parents' permission. The mobile-based interactive learning media that we teach is the Math Games application: Math for Kids, for planting the concept of multiplication with animations made with programming languages. The implementation methods used in this activity are (1) preparation (Introduction, Education), (2) Implementation (Learning, Workshop, Assistance), and (3) Evaluation (Understanding, Recognition). Based on the results of this activity, there is an increase in understanding of the concept of number multiplication in students with disabilities and workshop activities for children and teachers run well, which is evidenced by enthusiastic teachers practicing the Math Games application: Math for Kids. This activity can be used as a reference material for learning other materials, especially multiplication of whole numbers in other schools.

Keywords: Inclusion School, Mobile Learning Applications, Mathematical Learning

MSMEs MANAGEMENT DEVELOPMENT TO ACHIEVE BUSINESS SUSTAINABILITY AND ENVIRONMENTAL SUSTAINABILITY: VIEWED FROM VARIOUS MANAGEMENT PERSPECTIVES: MARKETING

Adi NURMAHDI^{1*}, Nur Aktif BUDIONO², and Yusliza Mohd YUSOFF³

^{1,2}*Universitas Mercu Buana, Jakarta, Indonesia*

³*Universiti Malaysia Terengganu (UMT), Terengganu, Malaysia*

**adi.nurmahdi@mercubuana.ac.id*

ABSTRACT

Considering business sustainability as well as environment sustainability at post-Covid 19 era like nowadays, the objective of this community service activity is to equip many Micro Small and Medium Enterprises (MSMEs) business owners in Bantar Sari Village District Rancabungur Bogor with the necessary business strategies in the forms of tools and on hand guidance especially to tame the volatile conditions after the pandemic. Profit motive is among major aims of setting up a business, and environmental sustainability could also among other objectives, nonetheless, at the time after a crisis like the pandemic, sales thus profits can be volatile, markets could have been rebound, but inevitable many MSMEs still find difficulties to survive in dealing with effects of the multi-faceted crisis including at the current post-pandemic era. Some MSMEs can survive while many of them are forced out of their businesses. The objects of the activity are MSMEs in Bantarsari Rancabungur Bogor, West Java. Important survival kits/tools and guidance on how to deal with MSMEs businesses especially in the field of marketing theories and real on hand practices guidance to be provided at the event, apart from the provision of the module. The result expected has been delivered including the knowledge and experience on how to provide many MSMEs in the targeted area with more business and marketing management knowledge and personal confidence. The evidence from this activity shows that their business and marketing skills in dealing with the post crisis opportunities has risen, in a hope that many more of them would thrive in businesses. Having the right choice of business strategies, uniquely designed marketing programs including product innovation and e-marketing as well as personal touch services to conquer the current situations are compulsory to provide, along with the provision of a handful of practical examples.

Keywords: *Business strategies, marketing strategies, Bantar Sari-Rancabungur-Bogor, MSMEs.*

CREATING AND TRAINING OF PAKCOY HYDROPONIC CULTIVATION IN ORDER TO IMPROVE THE WELFARE OF USTADZ WIVES PONDOK PESANTREN RIYADHUSSHOLIHIIN-CIMANUK-PANDEGLANG

Putri Dwi WAHYUNI^{1*}, Yenny Dwi HANDAYANI², Marianto MARIANTO³

¹*Universitas Mercu Buana*

²⁻³*Universitas Mercu Buana*

**putri.dwi@mercubuana.ac.id*

ABSTRACT

The hydrogenic farming method is a plant cultivation method that combines hydroponic and organic (no chemicals) farming systems. In this hydrogenic method, the natural fertilizer comes from fish waste that flows together with the flow of pond water through pipe installations. Vegetables produced from hydroponic technology are considered healthier and more environmentally friendly because they utilize a variety of organic fertilizers. Pondok Pesantren Riyadhussholihin is an Islamic educational institution located in Rocek village, Cimanuk sub-district, Pandeglang district, Banten which is engaged in formal and non-formal Islamic education. At the boarding school, there are the wives of the ustadz who help meet the daily consumption needs of the boarding school residents so this training activity can be useful in improving the welfare of the ustadz's wives through entrepreneurial activities and improving consumption patterns through hydroponic vegetables, especially pakcoy. The results of the activities that have been carried out that the target audience is very enthusiastic and gives a positive response to the community service activities that have been carried out. This can be seen from the results of the questionnaire that has been given which states that 51.26% strongly agree on the activities of making and training in the cultivation of hydroponics pakcoy vegetable plants.

Keywords: Training, Vegetable Hydroponics, Riyadhussholihin Cimanuk Islamic Boarding School

STRENGTHENING LEADERSHIP PATTERNS FOR THE MSME GROUP'S SUSTAINABLE AT BANTARJAYA-RANCABUNGUR-BOGOR

Agus ARIJANTO^{1*}, Mochamad SOELTON², Muhammad Adrian BAGASKARA³, Subur KARYATUN⁴,
Vita SARI⁵, Tine YULIANTINI⁶, Yusliza Mohd YUSOFF⁷

¹²³⁴⁵⁶Universitas Mercu Buana - Indonesia

⁴Universitas Nasional - Indonesia

⁷Universiti Malaysia Trengganu - Malaysia

^{*}agus.arijanto@mercubuana.ac.id

ABSTRACT

The classic problems faced by MSMEs are internal problems, namely the low professionalism of MSME management staff, limited capital and lack of access to banking and markets, as well as the ability to master technology which is still lacking. The main problem of a small industry is not only to achieve a stable high level of performance but also to maintain a position in the market while competing with all the unexpected challenges that will come. the situation in Bantarjaya Village, several problems can be formulated as obstacles. These problems include how to create innovations related to product distribution patterns that experience difficulties in production and increase sales volume. Efforts to create innovations related to product distribution patterns that experience difficulties in production and increase sales volume. this needs to be done by providing knowledge and skills in applying pilot-based marketing management methods to increase revenue. And support coaching motivation and managerial and entrepreneurial skills. MSMEs spread across Bantarjaya Village are a reference in producing processed snacks. Like, dodol, rangginang, and other pastries, in the home food product industry. Trading services are of course very important so that society continues to develop in a better direction. However, until now his team together with all the human resources of the Bantarjaya village government have continued to struggle to achieve unfinished work programs.

Keywords: Product Management, Leadership, Innovation, MSME, Green Campaign, Bantarjaya Village

INCREASE THE POTENTIAL OF QUALITY MANAGEMENT TO EXPAND THE RELATIONSHIP WITH THE PARTIES

Deden KURNIAWAN^{1*}, Eri MARLAPA², Mochamad SOELTON³, Dana Riksa BUANA⁴, Muhammad Shirhan THOULLON⁵, Yusliza Mohd YUSSOFF⁶, Michael Cristian NAIBAHO⁷

^{1*23457} *Universitas Mercu Buana- Indonesia*

⁶*Universiti Malaysia Trengganu - Malaysia*

^{*}*deden.kurniawan@mercubuana.ac.id*

ABSTRACT

The main problem of a small industry is not only to achieve a stable high level of performance but also to maintain a position in the market while competing with all the unexpected challenges that will come. In the situation in Bantarjaya Village, several problems can be formulated as obstacles. These problems include how to create innovations related to product distribution patterns that experience difficulties in production and increase sales volume. Efforts to create innovations related to product distribution patterns that experience difficulties in production and increase sales volume. this needs to be done by providing knowledge and skills in applying pilot-based marketing management methods to increase revenue. And support coaching motivation and managerial and entrepreneurial skills. Currently, MSMEs spread across Bantarjaya Village are a reference in producing processed snacks. Like, dodol, rangginang, and other pastries, in the home food product industry. Trading services are of course very important so that society continues to develop in a better direction. However, until now his team together with all the human resources of the Bantarjaya village government have continued to struggle to achieve unfinished work programs. Business continuity is a non-static phenomenon due to several reasons such as global climate conditions, scarce resources, insecure and competitive global scenarios, imminent population increase, political instability, economic crises, and innovative new technologies in the world.

Keywords: Quality Management, Innovation, MSME, Green Campaign, Bantarjaya Village

HUMAN RESOURCES MANAGEMENT STRATEGY FOR BUSINESS SUSTAINABILITY IN MSMES

Lenny Christina NAWANGSARI^{1*}, Indra SISWANTI², Mochamad SOELTON³

Universitas Mercu Buana, Indonesia

**lenny.christina@mercubuana.ac.id*

ABSTRACT

Human Resource Management (HRM) is very much needed in Micro, Small and Medium Enterprises (MSMEs) because it can improve HR competency through increasing the knowledge and skills of MSMEs. Managing human resources for MSMEs is a skill that must be possessed by MSME players. HR management in MSMEs includes recruitment, selection, placement, development, compensation (wages), retention, evaluation, promotion and termination of employment. Managing human resources for MSMEs is a skill that must be possessed by MSME players. As the global economy develops, business competition is increasingly competitive. Micro, Small and Medium Enterprises have low competitiveness, one of the causes is low product quality, lack of product innovation and limited mastery of technology. MSME products have not been able to penetrate the free market. One of the causes is the quality of goods that is not yet competitive and technological limitations, even though competitive advantage is very important for the sustainability of MSMEs.

Business sustainability is a stability of business conditions, where sustainability is a business continuity system that includes growth, continuity and approaches to protect business continuity and business expansion. Business sustainability in MSMEs can be implemented by responding to rapid changes in technological innovation, focusing on long-term interests, producing environmentally friendly products and striving for the preservation of natural resources and efficient use of technology.

Keywords : Human Resources Management, Business Sustainability, MSMEs

IMPLEMENTATION OF GREEN MARKETING TO MAINTAIN SUSTAINABILITY WASTE BANK BUSINESS

Aldina SHIRATINA^{1*}, Nia Kusuma WARDHANI^{2*}, Valencia SABTIKA^{3*}, Desi Albert MAMAHIT^{4*}

^{1,2,3}*Fakultas Ekonomi dan Bisnis, Universitas Mercu Buana Jakarta*

⁴*Universitas Pertahanan Indonesia*

**aldina.shiratina@mercubuana.ac.id*

ABSTRACT

Currently, the waste bank management process is technically still manual, that is, members must come to the waste bank to deposit their waste and be recorded in the customer book, and for the disbursement of funds must come to the waste bank. The current waste bank management does not have an updated report on which areas have the most waste and which communities play an active role in protecting the environment. The working pattern of business entities that collect plastic waste when providing services to plastic waste scavengers is to buy cash for each plastic waste deposited. This pattern is modified in the waste bank system, in which the plastic waste depositor does not receive the money directly from the sale, but it is kept by the waste bank business. The depositor will have a savings account from the sale of waste. This service, it will be applied to increase community participation in waste management involving the Joglo Village Berdikari Waste Bank Manager, as well as being one way to improve environmental sustainability, through the Implementation of Green Marketing to Maintain the Sustainability of the Waste Bank Business.

Keywords: *Green Marketing, Business Sustainability, Waste Bank*

THE IMPORTANCE OF BRAND AWARENESS AS A MARKETING STRATEGY FOR BUSINESS SUSTAINABILITY

Andyan Pradipta UTAMA^{1*}, Sandro SIHALOHO², Suci Novia NABILA³

^{1,2,3}*Fakultas Ekonomi dan Bisnis, Universitas Mercu Buana*

**andyanpradipta@mercubuana.ac.id*

ABSTRACT

The implementation of Community Service aims to open the insight of small entrepreneurs about the importance of consumers being aware of the existence or existence of brands sold by marketers. In the midst of economic recovery conditions after the Covid-19 pandemic and supported by the ease of digital marketing, many new entrepreneurs have emerged. The number of new entrepreneurs who compete fiercely with existing entrepreneurs plus the declining purchasing power of the community makes people more selective in buying a product. There is a tendency for consumers to choose products that are well known both through product experience and based on information obtained through various sources. Consumers are more likely to be loyal by buying products from well-known brands because they feel more comfortable and perceive familiar brands as more reliable, available, easier to find, and unquestionably quality. This training is designed to make people aware as business people that consumers will not look at a company's brand if it is considered bad and has a bad reputation in the market so that a really mature strategy is needed so that the brand can be known by many people. Consumer awareness of a brand is expected to increase satisfaction and increase consumer loyalty. Overall, participants are expected to understand the importance of *brand awareness* concepts and strategies, but have not been able to practice them in real and detail. Continuous participation is needed in providing training until participants are able to practice it.

Keywords: brand awareness, customer satisfaction, customer loyalty

SUSTAINABLE DEVELOPMENT IN THE COAL MINING OPERATION: CHALLENGES, OPPORTUNITIES, AND STRATEGIES

Wahyu SARDJONO¹, Maryani MARYANI¹, Jajat SUDRAJAT², Erma LUSIA³

¹*Information Systems Management, Binus Graduate Program, Bina Nusantara University Jl. Kebon Jeruk Raya No. 27, Kebon Jeruk, Jakarta Barat 11530 - INDONESIA* ^b*Information Systems Department, School of Information Systems, Bina Nusantara University Jl. Kebon Jeruk Raya No. 27, Kebon Jeruk, Jakarta Barat 11530 – INDONESIA*

²*BINUS Entrepreneurship Center, Management Department, BINUS Business School Undergraduate Program Bina Nusantara University, Jl. Kebon Jeruk Raya No. 27, Kebon Jeruk, Jakarta Barat 11530 – INDONESIA*

³*Tourism Department, Faculty of Economics & Communication, Bina Nusantara University, Jakarta, Indonesia 11480*

**wahyu.s@binus.ac.id*

ABSTRACT

This paper delves into the critical pursuit of sustainable development within the coal mining industry, addressing challenges, opportunities, and strategies. Sustainable development is imperative for the survival of our planet and the growth of our economies. With the coal mining sector being a significant contributor to global energy needs, it is essential to reconcile its operations with sustainable principles. The concept of sustainable development entails economic, social, and environmental considerations, and its relevance has been underscored by the United Nations' Sustainable Development Goals (SDGs). The paper explores various challenges, including economic dependence, environmental degradation, technological constraints, and regulatory hurdles, while also identifying opportunities such as local procurement, energy efficiency, renewable energy integration, and social responsibility. Strategies for sustainable development encompass fostering a diverse and inclusive workplace, investing in education, supporting emerging industries, implementing environmentally responsible practices, and adopting cleaner technologies. Ultimately, this paper seeks to engage stakeholders in a comprehensive dialogue to advance sustainable development in the coal mining sector, promoting a harmonious coexistence of mining activities with our planet and society.

Keywords: sustainable development, coal mining, SDGs, ESG framework, environmental responsibility

BUSINESS OPPORTUNITIES AND ARRANGEMENT OF LEGAL DOCUMENTS IN LICENSING TOWARDS ECONOMIC RECOVERY POST DISASTER

Dessy SUNARSI^{1*}, Wahyu NUGROHO² and Dedy WAHYUDI³

^{1,2}*Faculty of Law, Sahid University, Jakarta, Indonesia*

³*Faculty of Economics and Business, Sahid University, Jakarta, Indonesia*

^{*} *dessynew@ymail.com*

ABSTRACT

Village 18, Sarampad Cianjur Village, was one of the villages most affected by the earthquake that struck, resulting in damage and destruction of population documents and legal documents belonging to the victims. In order to motivate communities affected by disasters, technical assistance and guidance activities are held for the community in the form of: 1) Business and Legal Consultation Development, 2) Education regarding business recovery strategies 3). Counseling on the Population Administration Law and work copyright law on business licensing clusters. This activity involves lecturers and students with the Main Performance Index (IKU) output target, namely actively serving and making useful contributions to society outside the campus. The aim of the activity is firstly to provide education regarding business opportunities by utilizing local products & strategies for recovering businesses after a disaster; Second, Technical Guidance for processing various legal documents for permits and population documents that were lost or damaged after the disaster; third, counseling about land and business licensing. The results of community activities can form Joint Business Groups and savings and loan cooperatives in an effort to restore the economy; and second, legal documents, population administration and land certificates can be processed by the community, coordinated through the Head of RT 03 RW 10, in coordination with the Population and Civil Registry Service and the Land Office of the Cianjur Regency government.

Keywords: post-disaster, economic recovery, earthquake, legal documents, population

SMALL BUSINESS ASSISTANCE FOR YOUTH ORGANIZATIONS IN POST EARTHQUAKE DISASTER AREAS CARIU VILLAGE, CUGENANG CIANJUR

Hayu LUSIANAWATI^{1*}, Kholil KHOLIL²

^{1,2}*Universitas Sahid, Jakarta, Indonesia*

^{*}*hayu_lusianawati@usahid.ac.id*

ABSTRACT

The natural disaster earthquake that occurred in Cianjur, West Java on November 21 2022 caused 331 deaths and 593 injuries. This earthquake resulted in loss of productivity and the death of small businesses, including household businesses. According to data from the Cianjur Regency Industrial and Trade Cooperatives Service, there are around 4,547 MSMEs and community groups affected, one of which is Karang Taruna, where Karang Taruna has a role in society to realize the social responsibility of the younger generation as a civic movement. As an effort to restore the economy, an economic recovery assistance program has been implemented, especially for youth organizations, including entrepreneurship training, capital assistance, policy support and increased understanding of disasters to assist post-earthquake recovery. This collaborative effort is part of economic resilience and part of mitigation in society. This activity was realized by providing business motivation and providing three complete sets of business equipment for selling chicken noodles, meatballs and chicken porridge as well as providing assistance with one laptop unit for youth youth activities. This community service was attended by around 30 members of the youth organization and 70 mothers. This assistance is still very small in the hope that there will be sustainable activities for the recovery of the community's economic sector after the earthquake.

Keywords: Earthquake, MSME's, Youth Organization, Resilient, Economic

POST-EARTHQUAKE COMMUNITY EMPOWERMENT THROUGH BANANA-BASED PRODUCT DIVERSIFICATION IN SARAMPAD VILLAGE CIANJUR DISTRICT

Diny A SANDRASARI^{1*}, Hari Eko IRIANTO², Iman BASRIMAN³

^{1,2,3}*Department of Food Technology, Faculty of Food Technology and Health, Sahid University, Indonesia*

* *diny_agustini@usahid.ac.id*

ABSTRACT

The earthquake that hit Cianjur left deep wounds on the community. Many of them have lost family members, places to live and also lost their jobs which will then cause new problems. Sahid University, through community service activities coordinated by LPPM and funded by the Ministry of Education, Culture, Research, Technology and Higher Education, held training in making processed bananas for women in Sarampad Village, Cugenang, Cianjur. This activity is not only intended to restore the economic and social conditions of the people affected by the earthquake, it is also hoped that new entrepreneurs will grow after the earthquake by taking advantage of business opportunities in making various processed bananas so that they can increase income and improve the family economy. This activity was held on Tuesday, December 13 2022 on the terrace of one of the evacuation points which was attended by 25 refugee housewives. The training in making processed bananas began with an introduction to the team members, a brief explanation of the aims and objectives of the activity, the process of producing processed banana chips which was followed by direct practice by residents who were very enthusiastic about participating in this activity. This community service program ended with the handover of 2 sets of banana processing equipment represented by the RT lady of Sarampad Village.

Keywords : Post Earthquake Community, Diversification, Banana, Sarampad, Cianjur

DEVELOPMENT AND MANAGEMENT OF HEALTHY COMMUNITY KITCHENS AND TRAUMA HEALING FOR SARAMPAT VILLAGE REFUGEE POST CIANJUR EARTHQUAKE

Siti Chairiyah BATUBARA^{1*}, Athiya FADLINA², Meri Safarwati PUTRI³

¹*Food Technology Study Program, Sahid University, Jakarta, Indonesia*

²*Nutrition Study Program, Sahid University, Jakarta, Indonesia*

³*Public Relation Study Program, Sahid University, Jakarta, Indonesia*

* *siti.chairiyah.batubara@gmail.com*

ABSTRACT

Earthquakes can disturb food access in the affected area that can lead to increase food insecurity and malnutrition. Community kitchen is one of programs to maintain refugee nutritional status by community empowerment and increase food access. This community service was aim to develop and manage community kitchen for Sarampat Village Refugee Post Cianjur Earthquake. Some activities was done including preparation, construction, organizing of community kitchen, trauma healing, and at the end, handover community kitchen management to refugees. A total 190 refugees live in temporary settlements. In the second day, refugees's breakfast, lunch, dinner was made in the community kitchen. Trauma healing for children in the temporary settlement was also conducted to recover from post-earthquake trauma. Education to manage the kitchen, Kitchen utensil, and Balance nutrition menu for 7 days was given for the refugee in the last day. Some obstacles were faced during the implementation relate to food supply. Overall, all the activities had been done well and can be implemented for similar conditions.

Keywords: Nutritional Fulfillment, community kitchen, post-earthquake, trauma healing

ASSISTANCE WITH THE "CYBER" WASTE BANK IN DEVELOPING A BUSINESS PROFILE AS A BUSINESS STRATEGY AND BUSINESS SUSTAINABILITY

Verliani DASMARAN¹, Ayu Mira YUNITA², Eva SUTIHAT³, Neli Nailul WARDAH⁴, Ervi Nurafliyah SUSANTI^{5*}

^{1,2,3,4,5} *Mathlaul Anwar University, Jalan Raya Labuan KM 23 Saketi, Kabupaten Pandeglang Banten.*
^{*} *ervi.javier@gmail.com*

ABSTRACT

Assistance with the Clean Cigondang Waste Bank or CIBER in compiling a business profile working between lecturers in accounting, management and information systems study programs from these three disciplines is needed in realizing a waste bank business profile that can be managed digitally. The aim of assisting the Waste Bank is to create a Waste Bank that is able to compete within and within the Banten region by digitizing the business profile to increase business competition competence and grow public trust. Mentoring is carried out for three months from August to October 2023. Mentoring is carried out either directly or indirectly. Before there was assistance from the CIBER waste bank, it only carried out waste management activities with a village reach, there was no business profile available to introduce to the outside world what products were produced from the CIBER waste bank. After the existence of this digital-based business profile, it is hoped that it will be able to offer several products produced from the waste bank and also increase its customer network.

Keyword : Waste Bank, Business Profile, Sustainability

THE EFFECT OF SOATING JAVA ACID SOLUTION (TAMARINDUS INDICA L.) ON THE SURFACE ROUGHNESS OF MICROHYBRID COMPOSITE RESINS

Irsan IBRAHIM¹, Anggieta BAYUPUTERI²

¹*Department of Dental Material, Science, and Technology, Faculty of Dentistry, Prof. Moestopo University, Indonesia.*

²*Bachelor of Dentistry Students, Faculty of Dentistry, Prof. Moestopo University, Indonesia.*

**irsanibrahimmsi@dsn.moestopo.ac.id*

ABSTRACT

Introduction: Surface roughness can be affected by contact with an acidic solution. An acidic environment due to food and drink that is consumed continuously can be affected the instability of chemical bonds in the composite resin. Tamarindus indica or often known as tamarind is often used as herbal medicine, seasoning, syrup, and packaged drinks. **Purpose:** To determine the effect of tamarind solution on the surface roughness with immersion time of 1 day, 3 days, 5 days . **Methods:** This research was a laboratory experimental study, with a total sample of 27 microhybrid composites and conducted by measuring with a surface roughness tester. **Results:** There was a significant difference after immersion of tamarind solution on the roughness of the microhybrid composite resin. **Conclusion:** There is an effect of soaking tamarind solution (Tamarindus Indica L.) on the surface roughness until the 5th day.

Keywords: Microhybrid composite, Tamarindus indica L. drink, surface roughness

DOES LEADERSHIP REQUIRE COMPETENCY IN REALIZING THE PERFORMANCE OF THE GOVERNMENT'S INTERNAL OVERSIGHT APPARATUS (APIP)?

Margaretha SUSANTI¹, Jubery MARWAN^{2*}, Zahera Mega UTAMA³

^{1,2,3}University of Prof. Dr. Moestopo (Beragama), Jakarta, Indonesia

**juberymarwan@dsn.moestopo.ac.id*

ABSTRACT

Study This aims to know And analyze variables That influence realization performance at the Main Inspectorate of the Secretariat General of the DPR RI. Variables are leadership transformational, APIP performance, and competency. The method used in the study is descriptive quantitative, taking sample use sample fed up Which involves as many as 60 respondents employees. Data analysis uses validity and reliability tests, assumption tests classically (normality test, multicollinearity test, autocorrelation test, heteroscedasticity test, and *path analysis test* whereas processing data uses SPSS 25. Results study show that: 1). V variable leadership transformational influential significant to APIP performance of the Main Inspectorate of the Secretariat General of the DPR RI, 2). Leadership transformational influence significant to the competence of the Main Inspectorate of the Secretariat General of the DPR RI, 3). Competence influential significant to APIP performance of the Main Inspectorate of the Secretariat General of the DPR RI, 4). Leadership transformational influence on APIP performance through variable competence in a way direct or not straight away.

Keywords: APIP Competence, Performance, Transformational Leadership

IMPLEMENTATION OF INTERNAL AUDIT FOLLOW-UP OF THE INDONESIAN GOVERNMENT INTERNAL AUDIT STANDARDS VERSION AT INSPECTORATE I OF CHIEF INSPECTORATE OF THE SECRETARIAT GENERAL OF THE HOUSE OF REPRESENTATIVES OF THE REPUBLIC OF INDONESIA

Fabrina Mustika EKAWATI^{1*}, Jubery MARWAN², Franky FRANKY³, Zahera Mega UTAMA⁴

^{1,2,3}*Universitas Prof. Dr. Moestopo (Beragama), Jakarta*

**fabrina8g@gmail.com*

ABSTRACT

This research aims to determine the implementation of the follow-up internal audit recommendations of the Indonesian Government Internal Audit Standards version at Inspectorate I. Based on Attribution Theory by Fritz Heider (1958), human behavior is deviant and tends to benefit itself due to internal and external factors, so supervision and control are needed to achieve good, clear, and clean governance. This research uses a qualitative approach with data collection methods through interviews and documentation studies. This research concludes that Inspectorate I has implemented some of the follow-up internal audit recommendations according to the Indonesian Government's Internal Audit Standards version. The constraints found in mandatory assignments that have not been captured in the Annual Audit Internal Activities Program, absence of monitoring activities, lack of leadership commitment in completing audit internal recommendations, and lack of awareness from clients to complete audit internal recommendations. Therefore, it is necessary to share the mandatory assignments to Inspectorate II through the authority of The Chief Inspectorate, programming audit internal recommendations monitoring 2 (two) times a year, implement audit communication optimally, and cascade the follow-up of auditor internal recommendations to the clients/units Key Performance Indicators.

Keywords: audit standards, internal audit, follow-up, mandatory, commitment, findings, recommendations, monitoring.

THE RELATIONSHIP OF ORGANIZATION CULTURE AND WORKLOAD ON EMPLOYEE'S PERFORMANCE AT DR. JOHANNES LEIMENA AMBON HOSPITAL IN 2022

Vaysa Astelia RAMADHANI^{1*}, Budiharto BUDIHARTO², Bambang FAJARISMAN³

^{1,2,3}*Program Studi Magister Manajemen, Program Studi Pascasarjana. Prof. DR. Moestopo (Beragama),
Jakarta*
*vaysastelia@gmail.com

ABSTRACT

Dr. Johannes Leimena Ambon Hospital is a type B vertical hospital and become as a referral hospital for Maluku and North Maluku regions. This study aims: 1) To analyze the relationship of organization culture towards employee's performance at Dr. Johannes Leimena Ambon Hospital 2) To analyze the relationship of workload towards employee's performance at Dr. Johannes Leimena Ambon Hospital 3) To analyze the relationship between organization culture and workload towards employee's performance at Dr. Johannes Leimena Ambon Hospital. The study involved 461 employee at Dr. Johannes Leimena Ambon Hospital in 2022, and 82 of them became respondents. This research's method is descriptive correlation with quantitative approach. Sampling data on this research uses simple random sampling. Analytics technique on this research uses validation test, reliability test, descriptive analytics, inferential statistic, hypothesis testing using double regression with t-test, f-test and coefficient determination. This research uses SPSS 16.0 software program. The results showed that the relationship are significant and positively influenced partially and simultaneously on employee's performance at Dr. Johannes Leimena Ambon Hospital.

Keywords: Organization Culture, Workload, Employee's Performance, Hospital

ECONOMIC EMPOWERMENT THROUGH SUPERIOR HR MANAGEMENT FOR THE COMMUNITY IN EAST CIPUTAT DISTRICT, SOUTH TANGERANG

**Usmar USMAR^{1*}, Yudhistira ADWIMURTI², Hendi PRIHANTO³, Islamiah KAMII⁴, Selfiani
SELFIANI⁵**

^{1,2,3,5}Prof. University Dr. Moestopo (Beragama)

⁴Dian Nusantara University

**usmar1504@dsn.moestopo.ac.id*

Abstract

Ciputat Timur District, South Tangerang is an area that has not received optimal attention in efforts to empower its community. This lack of empowerment efforts has a negative impact on the level of welfare of the people in the area. Some of the obstacles faced by the people of Ciputat Timur District, South Tangerang include the low skills of Human Resources (HR) involved in home industry businesses, production processes that are still simple without implementing good manufacturing product standards, unattractive product packaging, and a lack of knowledge in managing business finance. In order to overcome these problems, the main aim of this activity is to increase the competency and creativity of human resources in home industry entrepreneurs in East Ciputat District, South Tangerang. Collaboration was carried out between the Faculty of Economics and Business, Prof. Dr. Moestopo (Religious) with FEB Muhammadiyah University Jakarta (UMJ) and Faculty of Business and Social Sciences Dian Nusantara University (FBIS UNDIRA). The method applied involves several stages, starting with socialization through Forum Group Discussions (FGD) with the community, followed by the implementation of training to improve the quality of human resources in aspects of entrepreneurial motivation, production processes and business financial management. The results of this activity show an increase in the competency of home industry business actors in East Ciputat District, South Tangerang. This includes increasing entrepreneurial motivation, improving the quality of production processes, and increasing business financial management capabilities.

Keywords: Empowerment, competence, business actors, home industry

OPPORTUNITIES, CHALLENGES AND PRACTICAL GUIDELINES IN MANAGING EFFECTIVE EXPORT AND IMPORT PROCESSES IN GLOBAL MARKET TRADE IN EAST CIPUTAT DISTRICT, SOUTH TANGERANG

Hendi PRIHANTO^{1*}, Yudhistira ADWIMURTI², Islamiah KAMIL³, Selfiani SELFIANI⁴, Usmar USMAR⁵, Sismiati SISMIATI⁶
^{1,2,4,5} *University Dr. Moestopo (Religious) University*
³*Dian Nusantara University*
⁶*STIE Tunas Nusantara*
* *hendiprihanto@dsn.moestopo.ac.id*

ABSTRACT

Faculty of Economics and Business, University of Prof. Dr. Moestopo (Beragama) collaborates with FEB, Muhammadiyah University, Jakarta (UMJ) and the Faculty of Business and Social Sciences, Dian Nusantara University (FBIS UNDIRA) as well as the East Ciputat District Office, South Tangerang, holding Community Service (PKM) with educational programs regarding Opportunities, Challenges and Guidelines Practical in Managing Effective Export and Import Processes in Global Market Trade. In this service activity, the method includes delivering material on Practical Guidelines for Managing Effective Export and Import Processes in Global Market Trade. These activities are carried out through outreach and counseling. The service process consists of several stages, namely coordinating implementation preparations, implementing educational activities, and evaluating activities. The participation of village communities in community service activities provides a positive contribution to increasing understanding of opportunities, challenges and practical guidance in managing effective export and import processes in global market trade for participants.

Keywords: Export, Import, Global Market

POLICY DYNAMICS OF VILLAGE APPARATUS CAPACITY BUILDING

T. Herry RACHMATSYAH^{1*}, Harry NENOBAIS²

*^{1,2}Administration Science Study Program, University of Prof. Dr. Moestopo (Beragama), Jakarta,
* herry.rachmatsyah@dsn.moestopo.ac.id*

ABSTRACT

The village apparatus is the key to the implementation of good village governance. To ensure the quality of the village apparatus, the government has included a policy to increase the capacity of the village apparatus. By using a qualitative approach, this study aims to see the extent to which capacity building for village officials is running in the field and to see how it impacts efforts to realize good village governance. Based on the findings, several descriptions of policy challenges were obtained, including: the policies have not been implemented in full and well; policies have not been supported by an adequate budget; thematic training methods and patterns are still very limited; not yet optimal standardization and certification of facilitators, and efforts to strengthen the capacity of the village apparatus, which is still limited to the village government apparatus and has not yet been extended to members of other village institutions.

Keywords: Apparatus, Village Government, Management, Capacity Building.

CLINIC IMAGE AND PATIENT VISITS: THE SERVICE-DIGITAL MARKETING CONNECTION

Alif Ryan WIJAYA ^{1*}, Jubery MARWAN², and Rathoyo RASDAN ³

^{1,2,3}Program Studi Magister Manajemen, Program Pascasarjana, Prof. DR. Moestopo (Beragama),
Jakarta

**alifryanwijaya7@gmail.com*

ABSTRACT

This study aims to investigate how the quality of service and digital marketing affect patients' interest in visiting a clinic, both directly and indirectly, with the clinic's reputation playing a middle role. The study involved 3,574 patients at the Aka Medical Center Primary Clinic in 2022, and 100 of them were surveyed for this research, which used statistical methods to analyze the data. Before the analysis, the researchers checked the accuracy and reliability of the survey. Then, they examined the collected data using statistical tests. The results show that the quality of service and digital marketing significantly influence patients' interest in visiting the clinic, both directly and through the clinic's reputation. This means that when the clinic provides excellent service and uses effective digital marketing, it boosts its reputation, which, in turn, attracts more patients.

Keywords: Service Quality, Digital Marketing, Corporate Image, and Interest in Visiting

EVALUATING THE DIGITAL BUREAUCRACY POLICY: POPULATION DOCUMENT DIGITALIZATION IN DIRECTORATE GENERAL OF POPULATION AND CIVIL REGISTRATION

Harry NENOBAIS^{1*}, Budihardjo BUDIHARDJO², Fensi Felicia MAMUAJA³, Ferid NUGROHO⁴

Magister Administration Public Program, University of Prof. Dr. Moestopo (Beragama), Jakarta.

**harynenobais@dsn.moestopo.ac.id*

ABSTRACT

The purpose of this study is to evaluate government policies on public services, namely the Minister of Home Affairs Regulation Number 7 of 2019 concerning Online Population Administration Services. Policy evaluation needs to be carried out because to determine the extent to which policy implementation has been achieved, evaluation is needed so that improvements can be made in the future. Based on this, the focus of this research is how public services through digitizing population documents in population administration services are based on policy evaluation theory. To answer this problem, a descriptive qualitative research method with an interactive model from Miles and Heberman is used. Each policy evaluation criteria proposed by William N. Dunn is described based on the criteria of effectiveness, efficiency, adequacy, equity, responsiveness, and accuracy. The key informants selected are officials who make and implement policies, as well as the people who are the target of the policy. The result of the study shows that policies that have been running well and have received Population Administration Services Online can be assessed for their success and improvement records.

Keywords: *Digital Bureaucracy, Policy Evaluating, Public Service*

@WE.THE.FEST INSTAGRAM USING TO GET INFORMATION AND INTEREST IN VISITING WE THE FEST 2023

Novalia Agung Wardjito ARDHOYO^{1*}, Annisa Nurul SHANTY²

^{1,2}Faculty of Communication Science, University of Prof. Dr. Moestopo (Beragama), Jakarta Indonesia

***agungnawa@ymail.com**

ABSTRACT

The rapid development of technology today has given rise to numerous new media such as the internet and smartphones, which play an important role in fulfilling daily communication and information needs. One of these new media is social media platform, currently being popularly used is Instagram. By maximizing the Instagram platform as the primary communication channel with users, it hoped that the information needs can be fulfilled and influence followers interest in visiting an event. This research adopts a quantitative approach with a positivist paradigm and survey method. The theories employed include new media theory and uses and gratification theory, focusing on the concept of social media, information needs, and visitation interest. The population of this study consist of Instagram followers of We The Fest, with a sample size of 100 respondents selected through simple random sampling technique. Data analysis involves simple regression analysis, t-test, and coefficient of determination test. The results of the study indicate that Instagram usage variable (X) has a significant positive effect on the information needs variable (Y1) and visiting interest (Y2).

Keywords: information needs, uses and gratification, visiting interest, we the fest

DIGITAL MARKETING IN BUSINESS DEVELOPMENT OF MICRO, SMALL, MEDIUM ENTERPRISES (MSMES) DAPURMAMIMA

Rani PUSPITA^{1*}, Cindy RAHAYU²

**¹⁻²Computer Science Department, School of Computer Science, Bina Nusantara University,
Jakarta, Indonesia 11480
rani.puspita@binus.ac.id**

ABSTRACT

In the digital era, every activity should be carried out in a practical and integrated way through the use of technology. Mastery of theory and science must be balanced with mastery of technology and information. Therefore, efforts are made to fulfill and improve the quality of Human Resources (HR). Therefore, it is necessary to hold an activity to provide a solution that can improve the quality of human resources in MSMEs, especially in the culinary sector. This activity aims to improve the quality of Dapurmamima MSMEs with business and technology support, increasing sales which can be used by partners in the culinary sector such as Tumpeng. The method used in this activity is mentoring and training by BINUS University PKM members for Dapurmamima MSME partners. This research goal is that partners will have a new marketing strategy through digital marketing by utilizing social media and business training to increase the competitiveness of Dapurmamima MSMEs. There are four parts to the results of this research, including increasing knowledge about digital marketing for MSMEs, being able to manage a team well, then being able to create a social media platform, and creating a website domain for the needs of increasing MSME business.

Keywords: technology, business, MSME, digital marketing, social media

WEB APPLICATION AS MEDIA INFORMATION AND TOURISM PROMOTION IN THOUSAND ISLANDS PRAMUKA ISLAND IN THE INDUSTRIAL AGE 4.0

Muhammad Fadlan HIDAYAT^{1*}, Maryani MARYANI², Billy KURNIAWAN³, Ravell RAVINDO⁴

¹ *Computer Science Department, School of Computer Science, Bina Nusantara University, Jakarta, Indonesia*

² *Information Systems Department School of Information System Doctor of Computer Science Bina Nusantara University & Jakarta, Indonesia*

³⁻⁴ *Computer Science Department, School of Computer Science, Bina Nusantara University, Jakarta, Indonesia*

*Muhammad.hidayat003@binus.ac.id

ABSTRACT

Tourism is one of the driving wheels of the economy for people living in Thousand Island. Tourists must get any information as easily as possible. Unfortunately, the Rumah Hijau Community still used traditional ways to handle ticketing, promoting, and handling other tourism activities in Pulau Pramuka and Pulau Panggang. Tourists would not get the newest information about tourism activities. Tourists will find it difficult to book homestays on Pramuka Island and Panggang Island. Likewise, if local MSMEs have souvenirs or other specialties that can be sold, so far the information they sell to tourists is only through word of mouth. Therefore, information media is needed, namely a website, which can distribute information quickly and precisely. The website will make it easier for Rumah Hijau to organize ordering and sales data. Tourists will also be able to view information easily. In this technology era, website applications can help to boost the promotion and sharing of information for tourism activities.

Keywords: web application, community development, tourism

ALI DIGITALIZATION (ADMINISTRATION, LITERACY, AND INFORMATION) TOWARDS SMART SOCIETY 5.0 IN NURUL HIDAYAH SUKAHARJA ISLAMIC BOARDING SCHOOL, CIJERUK BOGOR

Windarto WINDARTO^{1*}, Denik Iswardani WITARTI² and Martini MARTINI³

¹ *Information Technology, Faculty of Information Technology, Universitas Budi Luhur*

² *Master of Communication Science, Faculty Communication and Creative Design, Universitas Budi Luhur*

³ *Accounting, Faculty of Economic and Business, Universitas Budi Luhur*

*windarto@budiluhur.ac.id

ABSTRACT

The era of industrial revolution 4.0 that eroded human's role has passed, and now we are introduced to the next concept of smart society 5.0. Humans are again being the center of civilization. However, they are required to master technology. In reality, not all Indonesian citizens are able to keep up with the demands of this era. *Pesantren* Nurul Hidayah is situated in Sukaharja Village, Cijeruk, Bogor. It is one of the community groups that is still lagging behind with technological advances. Yet, *Pesantren* Nurul Hidayah is still experiencing three main problems regarding the use of technology: the manual administration process, lack of digital literacy, and the conventional dissemination of information. Based on the problems identified, this community service proposed to offer the solution to digitization by three aspects: administration, literacy, and information (ALI). Based on the analysis of the situation and the existing problems in the *Pesantren*, this community service activity offers the following solutions: digitization of administrative process, digitization of financial system, and digitization of information. The target achievement for this problem is to create a simple computerized system for integrated administrative and financial records. This community service activity also optimizes the information dissemination, publications, and documentation regarding the Nurul Hidayah Islamic Boarding School. To achieve these predetermined targets, implementation methods have to be prepared. It is divided into six stages of activities, namely preparation, digitalization, seminars, training, mentoring, and at the end an evaluation will be carried out. The synergy of expertise of the proposing team is expected to be able to provide input and carry out digitalization activities at the Nurul Hidayah Islamic Boarding School.

Keywords: *digitalization, literacy, administration, finance, information*

IMPLEMENTING COMPUTATIONAL THINKING IN ELEMENTARY SCHOOL ICT EDUCATION AND EVALUATION USING THE KIRKPATRICK METHOD

Reva Ragam SANTIKA^{1*}, Jeanie ANNISA²

¹⁻²Universitas Budi Luhur

^{*}*revragam@budiluhur.ac.id*

ABSTRACT

The lack of understanding of computational concepts and problem-solving among students who still consider computers merely as tools for gaming and entertainment, along with their limited exposure to computational Thinking, constrains their ability to address problems systematically. Although the 2013 Curriculum emphasizes critical Thinking, basic data analysis, problem-solving, creativity, and innovation, aligned with the computational thinking method, it remains a distinct challenge for students and teachers to integrate it into their teaching. The objective of computational thinking education is to shift the paradigm and introduce students to computational thinking skills, particularly in ICT Education. Testing this method employs the Kirkpatrick method, which demonstrates a significant improvement in students' ability to solve problems with a more systematic and computational approach. Students can comprehend the concepts of decomposition, pattern recognition, abstraction, and algorithm development. This improvement is reflected in their performance on various computer-based problem-solving tasks. The benefits of implementing computational Thinking include students applying computational thinking principles not only in computer-based learning but also in their daily lives, gaining more confidence in facing technology-based challenges.

Keywords: Computational Thinking, Kirkpatrick, ICT Education, Elementary School

EXPLORING HIGH SCHOOL STUDENTS' POTENTIAL FOR IMPROVING DESIGN WITH ARTIFICIAL INTELLIGENCE

Nexen Alexandre PINONTOAN^{1*}, Shinta KRISTANTY², Rocky Prasetyo JATI³ and Geri SURATNO⁴
¹⁻⁴Universitas Budi Luhur

**nexenalexandre.pinontoan@budiluhur.ac.id*

ABSTRACT

This community engagement initiative aimed to enhance digital literacy and graphic design skills, mainly focusing on the Canva application with the integration of artificial intelligence (AI). The project significantly improved participants' understanding of digital literacy and equipped them with practical graphic design abilities while introducing the potential of AI in design. Students from SMA Budi Mulia Tangerang benefited from this initiative, gaining the skills needed for today's digital age, including harnessing AI for design enhancements. The introduction of Canva, combined with AI capabilities, provided an accessible tool for creative expression, and participants demonstrated enhanced graphic design skills. Emphasis on digital ethics ensures responsible technology use, including AI-powered design tools. This project highlights the importance of tailored education in a digital era, promoting digital literacy, creativity, ethical technology use, and AI integration among high school students.

Keywords: digital literacy, graphic design skills, canva application, AI integration

ENHANCING LEARNING WITH ARTIFICIAL INTELLIGENCE FOR YADIKA 1 PRIMARY SCHOOL TEACHERS

Joko Christian CHANDRA¹, Irawan IRAWAN^{2*}, Hendri IRAWAN³

¹⁻³*Universitas Budi Luhur*

**irawan@budiluhur.ac.id*

ABSTRACT

This community service project aimed at elevating the teaching skills of our community service partner, a primary school for children aged 7-12 named SD Yadika 1, located in Jakarta-Indonesia. The educator in this institution has yet to become familiar with technology such as Artificial Intelligence (AI). One of the best implementations of AI that holds the potential to help educators is ChatGPT. The partner must upgrade digital literacy, specifically ChatGPT, to enrich the education process. In this publication, we address the quality of teachers' digital literacy, specifically the knowledge to use ChatGPT AI. The solution is a socialization and training project for the teachers of our partner. The project utilized a training and hands-on approach, accompanied by pre and post-tests, to evaluate its effectiveness. Results of the project indicate improvement in teachers' knowledge, with an average increase of 22% observed in their pre-test and post-test scores. A remarkable 100% of the participants expressed positive feedback that the project was executed well and provided substantial benefits. This publication highlights the successful application of AI and supports the notion that integrating AI into education will have a positive impact on primary school teachers.

Keywords: community service, Artificial Intelligence, ChatGPT, primary school, teacher

BUILDING AWARENESS OF THE IMPORTANCE OF REPRODUCTIVE HEALTH AND HEALTHY LIVING SKILLS THROUGH THE PLANNING GENERATION PROGRAM

Elly YULIAWATI
Universitas Mercu Buana
elly_yuliawati@mercubuana.ac.id

ABSTRACT

The large number of teenagers who have free time from study activities, sports, tutoring and little time outdoors as well as minimal parental supervision has been pointed out as one of the opportunities for an increase in child marriage during the Covid-19 pandemic. In addition, knowledge about reproductive health and sexuality among teenagers is still relatively low. Teenagers need to prepare themselves to face the challenges of life today and life in the future. The aim of this activity is to equip students at SMKN 49 North Jakarta about reproductive health and healthy living skills. The results of the activity showed an increase in participants' knowledge and understanding of the Planned Generation Program (GenRe) as a program that facilitates teenagers to behave healthily, avoiding the risks of the KRR Triad (sexuality, HIV/AIDS, drugs). As many as 83.3% already understand the definition and concept of TRIAD KRR. Participants also agreed that the problems that occurred were due to a lack of education about reproductive health, as well as a lack of education regarding the negative impacts of ignorance about reproductive health. Participants felt that this activity motivated them and was useful for determining goals after graduating from school, future choices that they would pursue and pursue. So that with this knowledge, teenagers have the provisions to protect themselves from negative things, know how to implement healthy living and can build better life plans.

Keywords: Socialization, Adolescence, Healthy Living, Reproduction, Planning Generation

EDUCATION ON THE IMPORTANCE OF COMPLEMENTARY FEEDING IN PREVENTING STUNTING IN THE BABY LAHAP COMMUNITY

Khoirul ANWAR^{1*}, Almira NURAE LAH², Firlia Ayu ARINI³, Avlya Quratul MARJAN⁴, Nur Intania SOFIANITA⁵, and Ibnu Malkan Bahrul ILMI⁶

^{1,2}*Nutrition Study Program, Faculty of Food Technology and Health, Sahid University*

^{3,4,5,6}*Nutrition Study Program, Faculty of Health Sciences, UPN "Veteran" Jakarta*

**khoirul_anwar@usahid.ac.id*

ABSTRACT

Stunting is a nutritional problem that is currently a national priority. Stunting prevention including the providing complementary feeding. The problem that often occurs in giving complementary feeding is that the nutritional content of complementary food is lower than the child's nutritional needs because it is not appropriate in terms of frequency, variety and quantity. This activity aims to provide education about the importance of providing complementary feeding to prevent stunting in the baby lahap community. This activity was carried out online with the partner Baby Lahap, which is one of the complementary feeding catering located in Karawang, West Java. The activity has been carried out in May-June 2023. The participants of this activity are 58 participants from Baby Lahap consumers which is also an educational community. This activity is carried out in several stages consisting of: 1) Identification of Partner Needs, 2) Review of material according to Partner's needs, 3) Creation of Educational Materials, 4) Educational Activities, and 5) Evaluation of Knowledge. The Result showed that there was an increase in the participants' knowledge scores, and based on the different tests that have been carried out, it is known that there is a significant difference with a p value of 0.000 (<0.05). The conclusion of this activities are community service activities to educate on the importance of complementary feeding for preventing stunting are carried out online using interactive educational media and educational videos. Based on the results obtained, this service activity can increase participants' knowledge before and after education.

Keywords: Community, Complementary Feeding, Education, Stunting

ACCOMPANIMENT OF SPIRIT RECOVERY AND TRAUMA HEALING FOR CHILDREN AFFECTED BY THE 2022 CIANJUR EARTHQUAKE

Herta A. SOEMARDJO^{1*}, Yuherman YUHERMAN², Nurul HANIZE³

¹*Sahid University, Faculty of Communication Sciences*

²*Sahid University, Faculty of Law*

³*Sahid Universit, Faculty of Communication Sciences,*

^{*}*hertaasw@yahoo.co.id*

ABSTRACT

The aim of our community service program activity this time was to assist the community affected by a 5.6 magnitude earthquake hitting Cianjur, West Java, in November 21, 2022, in recovering the spirit and carrying out trauma healing of their children. Children who were target of our program were inhabitants of Liung Tutut and Legok Nangka village, which were located in Cibeureum, Cugenang, Cianjur. Our team consisted of three lecturers and four students, and around one hundred children participated in our spirit recovery and trauma healing program, doing fun activity to ease their pain caused by the disaster and to avoid any mental breakdown. The program lasted three days, started from December 17, 2022 until December 19, 2022, implemented by teaching and learning school lessons, singing and playing music together, playing games and quizzes with small prizes, story telling for the small, and holding competition with bigger prizes. It could be concluded that the children had a very strong spirit to do school learning activities and longed to be able to go to school normally.

Keywords: Mental Breakdown, Spirit Recovery, Trauma Healing, Fun Activity, Earthquake

INHIBITORY EFFECT OF INDIAN LILAC LEAF EXTRACT (*Azadirachta indica*) ON THE GROWTH OF *E. FAECALIS* ATCC 29212

Mirza ARYANTO^{1*}, Tuti ALAWIYAH² Umi Ghoni TJIPTONINGSIH³ and Fauziah Alifiya RAHMAH⁴

¹Department of Conservative Dentistry, Faculty of Dentistry, Prof.Dr.Moestopo (B) University, Indonesia

^{2,3,4}Faculty of Dentistry, Prof. Dr Moestopo University, Jakarta, Indonesia

*mirza.a@dsn.moestopo.ac.id

ABSTRACT

This study aims to determine the inhibition of water-based Indian lilac leaf extract (*Azadirachta indica*) against *Enterococcus faecalis*. This study is a laboratory experimental conducted using the disc. There were 24 samples used in the form of cultures of *E. faecalis* in Muller Hilton Agar (MHA) media. Variations in the concentration of Indian lilac leaf extract treatment are 80%, 100%, NaOCl 2.5% (positive control), and sterile aquades (negative control). The mean inhibition of neem leaf extract concentrations of 80% and 100% was 0 mm, while the positive control NaOCl 2.5% was 0.85 mm. Water-based Indian lilac leaf extract contains antibacterial properties but no inhibition against *Enterococcus faecalis* bacteria.

Keywords: Root canal treatment, *E. faecalis*, biofilm, *Azadirachta indica*

WATER SUPPLY AFTER THE EARTHQUAKE IN BANGBAYANG VILLAGE, CIANJUR, WEST JAVA

Ninin GUSDINI¹, Ekaterina SETYAWATI^{2*} and Sambas SAMBAS³

¹*Environmental Engineering Department of Sahid University*

²*Industrial Engineering Department of Sahid University*

³*Management Department of Sahid University*

* *ekaterina_setyawati@usahid.ac.id*

ABSTRACT

The earthquake in Cianjur had a big impact the life society Cianjur residents. An earthquake with a magnitude of 5.6 on the Richter scale at a depth of 10 km, destroyed buildings in the disaster area. Damage is no exception to clean water facilities and infrastructure. Bangbayang Village is one of the villages that was quite heavily affected. Ninety percent (90%) of the buildings in this location were damaged with level moderate to severe. This program aims to overcome the scarcity of clean water in the refugee area of RT 02 Bangbayang Village and build awareness of clean and healthy living even in refugee camps. The program was carried out in the form of activities, namely in the form of making drilled wells as a source of water supply for residents and education on clean and healthy living. After the implementation of this activity, the community can meet their needs for water supply both for toilets, ablution and cooking. This is important because the health condition of residents is important in an emergency situation and there is no disease transmission due to bad sanitation. Through this activity, the community is greatly assisted and can live an emergency life without clean water constraints.

Keywords: Water Supply, Drilled Wells, Sanitation, Earthquakes

STRESS MANAGEMENT TRAINING FOR PRISONERS AT LEMBAGA PEMASYARAKATAN KELAS IIA NARKOTIKA JAKARTA

Nadia Utami LARASATI^{1*}, Shinta JULIANTI², Anindya Putri PRADIPTHA³

¹⁻³ Universitas Budi Luhur

*nadia.utamilarasati@budiluhur.ac.id

ABSTRACT

Life in a correctional institution is essentially a microcosm of life in society. Prisoners face various problems, ranging from the lack of prison facilities to inadequate fulfilment of their needs and various irregularities that occur. Although the only right that can be taken away from prisoners is deprivation of liberty, in prison, they are faced with the loss of other rights such as a sense of security, autonomy over themselves, and even the opportunity to have intensive contact with their families. This condition often puts prisoners under pressure, leading to frustration and depression. Unfortunately, conditions in prison do not allow them to relax due to the lack of entertainment facilities provided by the prison. The mental health of prisoners has not been given serious attention by the prison authorities, as evidenced by the absence of facilities and infrastructure that support this problem, such as psychological consultation services and media that can be used for entertainment and relaxation. It is hoped that this service program can bring a healing spirit that helps inmates relieve boredom and stress in prison. The activity format should be fun but not neglect the messages that need to be conveyed, such as a sense of responsibility, teamwork, and communication. The activities are carried out in several forms, including watching movies and interactive discussions, which aim to express prisoners' emotions and discuss how to manage them. To break the ice, other activities such as quizzes and games are also carried out.

Keywords: stress management, prison, prisoners, emotion regulation

MANAGEMENT STRATEGY OF THE SUMEDANG REGENCY REGIONAL PUBLIC DRINKING WATER COMPANY IN REALIZING CLEAN WATER SUPPLY

Rahmaini RAHMAINI¹, Novida ANGGRAINI², Alan HIDAYAT³, Gatot Herry DJATMIKO⁴, Dwi PRIHATINI⁵, Setya Ambar PERTIWI⁶
Universitas Prof. dr. Moestopo (Beragama)
adiev.virgo@gmail.com

ABSTRACT

In an effort to realize better performance of government organizations in providing services to the community, implementing strategic management for public sector organizations is very important to increase performance effectiveness. After the change in form from a Regional Drinking Water Company (PDAM) to a Regional Public Company (Perumda), the Tirta Medal Sumedang drinking water company was very active in making management improvements. Especially when this company was assessed by the Sumedang Regency DPRD in 2019 as having experienced mismanagement, resulting in losses of up to billions of rupiah. This research aims to understand the application of strategic management in realizing the performance of public sector organizations in Sumedang Regency. Research on strategic management implemented after experiencing losses is very interesting and very important to do. This research uses a qualitative approach. The research results show that in the last two years the strategic management implemented has focused on efforts to restore the trust of the community as customers, the Regional Government as owners, and company employees as implementers. This is carried out simultaneously through: strategies for improving the quality, quantity and continuity of services, increasing service coverage, and realizing Full Cost Recovery, as well as increasing more professional human resources.

Keywords: Strategic Management, Perumda, good governance, Sumedang

IMPLEMENTATION OF THE SOBAT DUKCAPIL APPLICATION SYSTEM AT THE TANGERANG CITY POPULATION AND CIVIL REGISTRATION SERVICE

Barkah Fajar SWASONO^{1*}, Denada Traya PUTRI²

^{1,2} Universitas Prof. dr. Moestopo (Beragama)

*barkahfajar@dsn.moestopo.ac.id

ABSTRACT

The advancement of information technology has led to institutions striving to make prompt and effective decisions in all activities they undertake. In 2020, during the COVID-19 pandemic, the Tangerang City Population and Civil Registration Office developed the Sobat Dukcapil application to simplify population administration processes. However, the application has experienced issues such as incomplete services, server maintenance, and inadequate socialization to the entire community. This research aims to investigate the implementation of the Sobat Dukcapil Application System at the Department of Population and Civil Registration in the City of Tangerang. Qualitative research methods were employed, and data was collected through interviews, observation, and documentation. The analysis was carried out using George C. Edward III's theory, which has four indicators, namely: communication, resources, implementers' attitude/disposition, and bureaucratic structure. The study found that the implementation of the Sobat Dukcapil application system at the Tangerang City population and civil registration service was successful. The community welcomed the application because it was efficient in saving time, costs, and energy.

Keywords: Population Service, Sobat Dukcapil Application, Tangerang City Population and Civil Registration Service

THE EFFECTIVENESS OF HEALTH SERVICES IN HANDLING PATIENTS AT THE PAMULANG DISTRICT HEALTH CENTER, SOUTH TANGERANG CITY

Richrad Sutiyono WUISAN^{1*}, Ratana ZIVA²

^{1,2} Universitas Prof. dr. Moestopo (Beragama)

*richard.wuisan@dsn.moestopo.ac.id

ABSTRACT

Quality health care is one of the satisfaction metrics that influence the patient's desire to return to effective health care. The government itself. How is the Effectiveness of Patient Handling in Health Services at the Puskesmas of Pamulang District, South Tangerang City. To find out the effectiveness of Patient Handling in Health Services at the Puskesmas Pamulang District, South Tangerang City. In this writing, the author uses a qualitative method with a descriptive approach. The objectives achieved in the Pamulang Subdistrict Puskesmas unit have a variety of different opinions but the information on health services at the Pamulang Subdistrict Puskesmas runs quite transparently. the clarity of strategy owned by the Pamulang Puskesmas needs to have a clear direction and plan in accordance with the vision of health development in South Tangerang. The need to add health workers so that the goals achieved run well in accordance with the plan that has been planned. There needs to be an increase in practice hours from each poly and the health workers who serve must be swift to be more effective and there is no accumulation of patients. The ambulance fleet must be increased to overcome delays so that services become more effective and increase pre-facilities.

Keywords: Effectiveness, Services, Puskesmas, Facilities and Infrastructure.

CHALLENGES OF COORDINATION AND PUBLIC UNDERSTANDING IN IMPLEMENTING NIK AND NPWP INTEGRATION POLICIES

Triyuni SOEMARTONO^{1*}, Sarida MINARNI², Kurnia Sari DEWI³, and Roosnelly Wahyuning SETIOTIRIN⁴

^{1,2,3,4}*University of Prof. Dr. Moestopo (Beragama), Jakarta.*

^{*}*triyuni@dsn.moestopo.ac.id*

ABSTRACT

The use of single or integrated population identity data is starting to be commonly used in many countries, including Indonesia. One of the main population identity data in Indonesia that is starting to be integrated with NIK data is taxation data via the Taxpayer Identification Number (NPWP). Currently, the implementation of the policy for integrating NIK data with NPWP has been implemented and will continue until all taxpayers actually use NIK numbers. as a basis for tax obligations. This journal aims to provide an overview of the problems that occur and need to be mitigated in the implementation of the NIK and NPWP Integration Policy currently underway in Indonesia. The results of the research illustrate that even though the implementation of the NIK and NPWP integration policy has gone quite well, there are still main issues that still need to be faced, where these main issues have the same root thread, namely: (1) Challenges of Coordination and Synergy between K/L Sectors; and (2) Risk of Differences in Understanding at Community Level.

Keywords: Integration, Data, Resident Identity, Tax, Implementation, Policy

THE INFLUENCE OF SUPERVISION AND PERFORMANCE ALLOWANCES ON EMPLOYEE WORK PRODUCTIVITY AT THE INSPECTORATE OF THE MINISTRY OF HEALTH OF THE REPUBLIC OF INDONESIA IN 2019

Pandji SUKMANA^{1*}, Prihandono PRIHANDONO²

¹*University Prof. Dr. Moestopo (Beragama)*

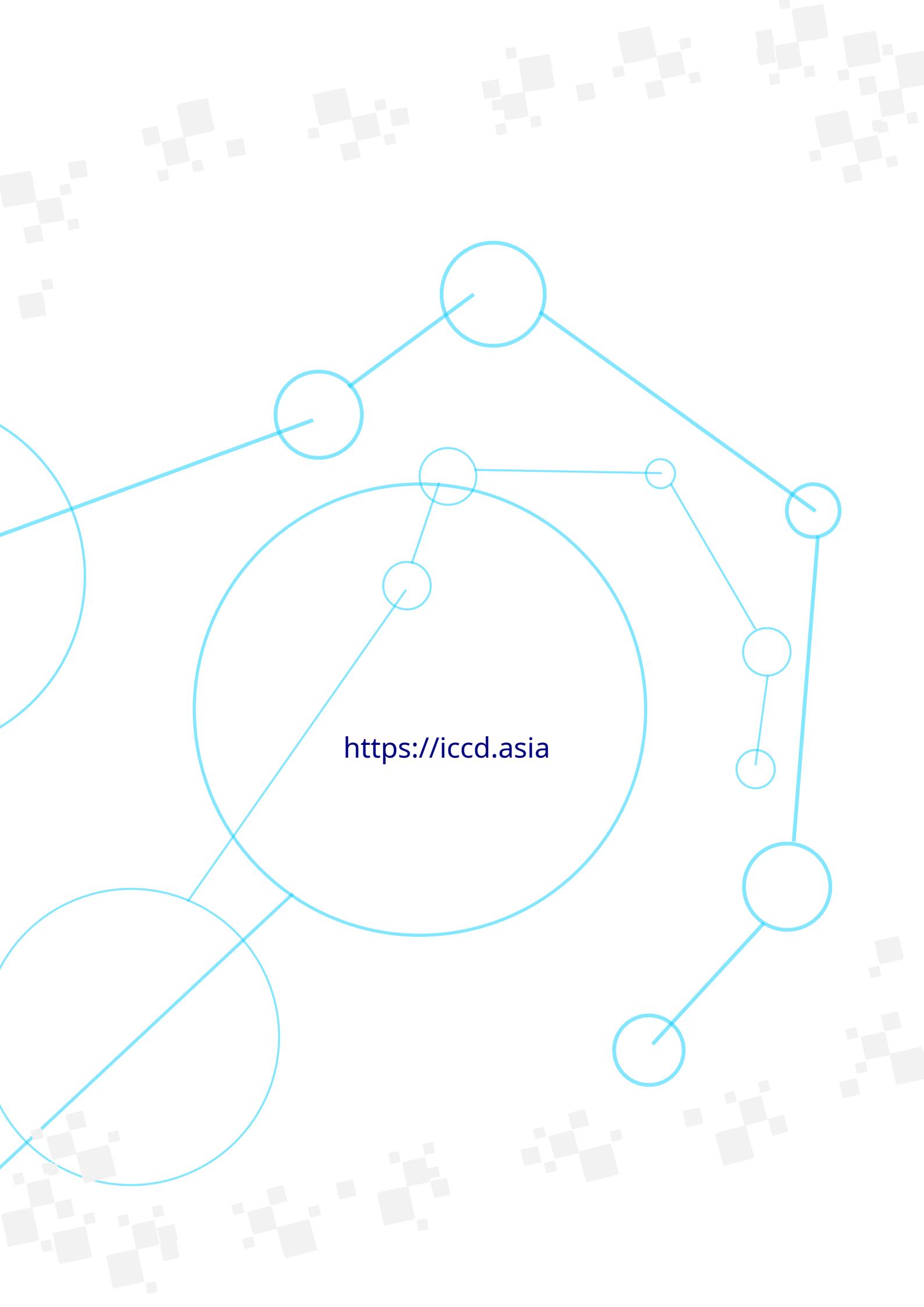
²*Sandikta College of Administrative Sciences*

^{*}*pandji.sukmana@dsn.moestopo.ac.id*

ABSTRACT

The purpose of this study was to determine and examine the effect of supervision and performance benefits individually and jointly on employee productivity at the Inspectorate of the Ministry of health of the Republic of Indonesia. The research method uses a survey with a quantitative approach. Sampling technique is a simple random sampling technique. So the number of samples in the study as many as 73 respondents with an error rate of 10%. The results of the study showed that the supervision variable has a positive and significant effect with a correlation coefficient of 0.760 while the value of the coefficient of determination (r^2) of 0.578, meaning that the supervision variable contributes 58% in explaining the variable employee productivity. As for the variable performance allowance (X_2) has a positive and significant effect on employee productivity, namely with a correlation coefficient of 0.745. While the value of the coefficient of determination (r^2) is 0.554, meaning that the variable performance benefits contribute 55% in explaining employee productivity.

Keywords: Supervision, Performance Allowances and Employee Productivity



<https://iccd.asia>