

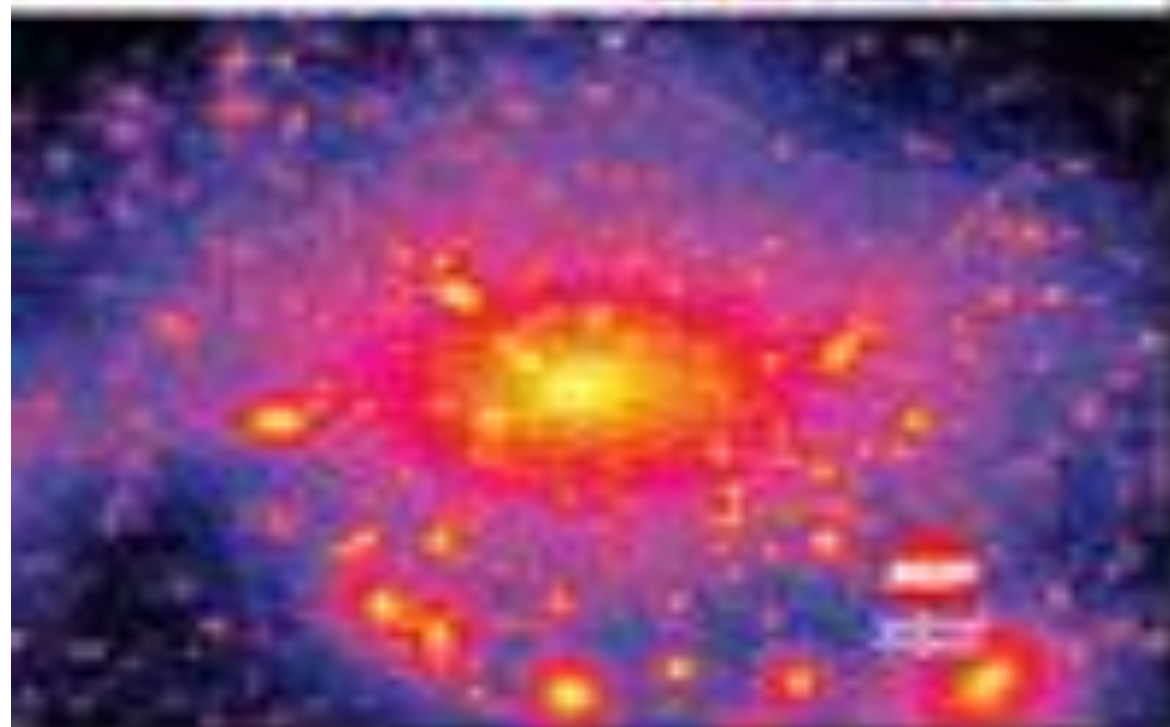
Volume 10, Number 1

June 2002

Journal of

SCIENCE

LETTERS



Advanced Science Letters

ISSN: 1936-6612 (Print): EISSN: 1936-7317 (Online)

Copyright © 2000-2021 American Scientific Publishers. All Rights Reserved.

EDITORIAL BOARD

EDITOR-IN-CHIEF

Professor Ahmad Umar

Department of Chemistry, College of Science and Arts
Promising Centre for Sensors and Electronic Devices (PCSED)
Najran University, P.O. Box: 1988, Najran 11001, Kingdom of Saudi Arabia
Phone: +966-534-574-597
Fax: +966-7-5442-135
Email: advsci.asp@gmail.com

ASIAN EDITOR

Dr. Katsuhiko Ariga, PhD

Advanced Materials Laboratory
National Institute for Materials Science
1-1 Namiki, Tsukuba, Ibaraki 305-0044, JAPAN

ASSOCIATE EDITORS

Diederik Aerts (Quantum theory, Cognition, Evolution theory)
Brussels Free University, Belgium.

Yakir Aharonov (Physics, Quantum Physics)
School of Physics and Astronomy, Israel.

Peter C. Aichelburg (Gravitation)
University of Vienna, Austria.

Jim Al-Khalili (Foundations of Physics, Nuclear Reaction Theory)
University of Surrey, UK.

Jake Blanchard (Engineering Physics, Nuclear Engineering)
University of Wisconsin–Madison, USA.

Simon Baron-Cohen (Cognitive Neuroscience)
University of Cambridge, UK.

Franz X. Bogner (Cognitive Achievement)
University of Bayreuth, Germany.

John Borneman (Anthropology)
Princeton University, USA.

John Casti (Complexity Science)
Internationales Institut für Angewandte Systemanalyse, Austria.

Masud Chaichian (High Energy Physics, String Theory)
University of Helsinki, Finland.

Sergey V. Chervon (Gravitation, Cosmology, Astrophysics)
Ulyanovsk State Pedagogical University, Russia

Kevin Davey (Philosophy of Science)
University of Chicago, Chicago, USA.

Tania Dey (Colloids/Polymers/Nanohybrids)

Canada.

Roland Eils (Bioinformatics)
Deutsches Krebsforschungszentrum Heidelberg, Germany.

Thomas Görnitz (Quantum theory, Cosmology)
University of Frankfurt, Germany.

Bert Gordijn (Nanoethics, Neuroethics, Bioethics)
Radboud University Nijmegen, The Netherlands.

Ji-Huan He (Textile Engineering, Functional Materials)
Soochow University, Suzhou, China.

Nongyue He (Biosensors/Biomaterials)
China.

Irving P. Herman (Materials and Solid State Physics)
Columbia University, USA.

Dipankar Home (Foundations of Quantum Mechanics)
Bose Institute, Kolkata, India.

Jucundus Jacobeit (Climate, Global Change Ecology)
University of Augsburg, Germany.

Yuriy A. Knirel (Bioorganic Chemistry)
N. D. Zelinsky Institute of Organic Chemistry, Russia.

Arthur Konnerth (Neurophysiology, Molecular Mechanisms)
University of Munich, Germany.

G. A. Kourouklis (Physics Solid State Physics)
Aristotle University Thessaloniki, Greece.

Peter Krammer (Genetics)
Deutsches Krebsforschungszentrum Heidelberg, Germany.

Andrew F. Laine (Biomedical Engineering)
Columbia University, USA.

Minbo Lan (Organic Functional Materials)
China.

Martha Lux-Steiner (Physics, Materials Science)
Hahn-Meitner-Institut Berlin, Germany.

Klaus Mainzer (Complex Systems, Computational Mind, Philosophy of Science)
University of Augsburg, Germany.

JoAnn E. Manson (Medicine, Cardiovascular Disease)
Harvard University, USA.

Mark P. Mattson (Neuroscience)
National Institute on Aging, Baltimore, USA.

Lucio Mayer (Astrophysics, Cosmology)
ETH Zürich, Switzerland.

Karl Menten (Radioastronomy)
Max-Planck-Institut für Radioastronomie, Germany.

Yoshiko Miura (Biomaterials/Biosensors)
Japan.

Fred M. Mueller (Solid State Physics)
Los Alamos National Laboratory, USA.

Garth Nicolson (Illness Research, Cancer Cell Biology)
The Institute for Molecular Medicine, Huntington Beach, USA.

Nina Papavasiliou (DNA Mutators, Microbial Virulence, Antiviral Defence, Adaptive Immunity, Surface Receptor Variation)
The Rockefeller University, New York, USA.

Panos Photinos (Physics)
Southern Oregon University, USA.

Zhiyong Qian (Biomedical Engineering, Biomaterials, Drug Delivery)
Sichuan University, CHINA.

Reinhard Schlickeiser (Astrophysics, Plasma Theory and Space Science)
Ruhr-Universität Bochum, Germany.

Surinder Singh (Sensors/Nanotechnology)
USA.

Suprakas Sinha Ray (Composites/Polymer Science)
South Africa.

Koen Steemers (Architecture, Environmental Building Performance)
University of Cambridge, UK.

Shinsuke Tanabe (Environmental Chemistry and Ecotoxicology)
Ehime University, Japan.

James R. Thompson (Solid State Physics)
The University of Tennessee, USA.

Uwe Ulbrich (Climat, Meteorology)
Freie Universität Berlin, Germany.

Ahmad Umar (Advanced Materials)
Najran University, Saudi Arabia.

Frans de Waal (Animal Behavior and Cognition)
Emory University, USA.

EDITORIAL BOARD

Filippo Aureli, Liverpool John Moores University, UK

Marcel Ausloos, Université de Liège, Belgium

Martin Bojowald, Pennsylvania State University, USA

Sougato Bose, University College, London, UK

Jacopo Buongiorno, MIT, USA

Paul Cordopatis, University of Patras, Greece

Maria Luisa Dalla Chiara, University of Firenze, Italy

Dionysios Demetriou Dionysiou, University of Cincinnati, USA

Simon Eidelman, Budker Institute of Nuclear Physics, Russia

Norbert Frischauf, QASAR Technologies, Vienna, Austria

Toshi Futamase, Tohoku University, Japan

Leonid Gavrilov, University of Chicago, USA

Vincent G. Harris, Northeastern University, USA

Mae-Wan Ho, Open University, UK

Keith Hutchison, University of Melbourne, Australia

David Jishiashvili, Georgian Technical University, Georgia
George Khushf, University of South Carolina, USA
Sergei Kulik, M.V.Lomonosov Moscow State University, Russia
Harald Kunstmann, Institute for Meteorology and Climate Research, Forschungszentrum Karlsruhe, Germany
Alexander Lebedev, Laboratory of Semiconductor Devices Physics, Russia
James Lindesay, Howard University, USA
Michael Lipkind, Kimron Veterinary Institute, Israel
Nigel Mason, Open University, UK
Johnjoe McFadden, University of Surrey, UK
B. S. Murty, Indian Institute of Technology Madras, Chennai, India
Shahab A. A. Nami, Aligarh Muslim University, India
Heiko Paeth, Geographisches Institut der Universität Würzburg, Germany
Matteo Paris, Università di Milano, Italia
David Posoda, University of Vigo, Spain
Paddy H. Regan, University of Surrey, UK
Leonidas Resvanis, University of Athens, Greece
Wolfgang Rhode, University of Dortmund, Germany
Derek C. Richardson, University of Maryland, USA
Carlos Romero, Universidade Federal da Paraíba, Brazil
Andrea Sella, University College London, London, UK
P. Shankar, Indira Gandhi Centre for Atomic Research, Kalpakkam, India
Surya Singh, Imperial College London, UK
Leonidas Sotiropoulos, University of Patras, Greece
Roger Strand, University of Bergen, Norway
Karl Svozil, Technische Universität Wien, Austria
Kit Tan, University of Copenhagen, Denmark
Roland Triay, Centre de Physique Théorique, CNRS, Marseille, France
Rami Vainio, University of Helsinki, Finland
Victor Voronov, Bogoliubov Laboratory of Theoretical Physics, Dubna, Russia
Andrew Whitaker, Queen's University Belfast, Northern Ireland
Lijian Xu, Hunan University of Technology, China
Alexander Yefremov, Peoples Friendship University of Russia, Russia
Avraam Zelilidis, University of Patras, Greece
Alexander V. Zolotaryuk, Ukrainian Academy of Sciences, Ukraine

Add all to Favourites

research-article

[Selected Peer-Reviewed Articles from 2015 International Symposium on Social Sciences, Arts and Humanities \(SYSSARM\), Bali, Indonesia, 29 September–1 October, 2015](#)

pp. 1093-1095(3)

Authors: *Sulaiman, Hamzah Asyrani; Othman, Mohd Azlishah; Abd. Aziz, Mohamad Zoinol Abidin; Md. Saat, Mohd Shakir; Darsono, Abd Majid; Mohamed Aminuddin, Mai Mariam Binti; Misran, Mohamad Harris Bin*

review-article

[Impact of Green Supply Chain Management Practices on Enterprise Performance in Furniture Industry: A Review for Conceptual Model](#)

pp. 1096-1104(9)

Authors: *Susanty, Aries; Puspitasari, Diana; Purwaningsih, Ratna; Winarti, Rachel Yessica*

[Usability Evaluation of M-Banking Application: A Review of Empirical Studies](#)

pp. 1105-1110(6)

Authors: *Abubakar, Hamisu Ibrahim; Hashim, Nor Laily; Hussain, Azham*

research-article

[Mobile Learning in Higher Education](#)

pp. 1111-1114(4)

Authors: *Klimova, Blanka; Poulouva, Petra*

[Development of E-Learning for Social Communities Using the Content Management System to Support Information Management Activities \(A Case Study Approach\)](#)

pp. 1115-1119(5)

Authors: *Kurniawan, Yohannes; Chandra, Adhi Nugroho; Johan, .*

[Daylight Factor on Natural Lighting Analysis Simulation of an Adaptive Reuse Building: Penaga Hotel, Penang](#)

pp. 1120-1124(5)

Authors: *Ismail, Elma Dewiyana; Ibrahim, Najib; Hajar, Nur Hidayah*

[Reinterpreting the *Batiq* Cultural Experience, in New Series of Painting](#)

pp. 1125-1128(4)

Authors: *Tehrani, Sima Nader; Hassan, Jalani Ab*

[Personalized Learning Environment—A Case Study](#)

pp. 1129-1132(4)

Authors: *Klimova, Blanka; Poulouva, Petra*

The Aesthetic Sensibility of *Nirmana Dwimatra* Through Design Methods Based on Stimuli of Senses (Study Case of *Estetika Rasa and Aroma* Project)

pp. 1133-1136(4)

Authors: *Puspitasari, Dyah Gayatri; Wijaya, Hanny*

Improving Students' Feedback and Understanding Through Social Interaction and Class Repetition

pp. 1137-1141(5)

Authors: *Lee, Saet-Byeol; Mohaisen, Manar*

Shading Techniques Evaluation on Drawing Through Visual Analysis

pp. 1142-1146(5)

Authors: *Salehi, Soudeh; Anwar, Rasmadiyah; Jalil, Mohd Farif Ab*

Knowledge Conversion System for Hospitals (A Conceptual Model)

pp. 1147-1150(4)

Authors: *Kurniawan, Yohannes; Prabowo, Harjanto; Budiastuti, Dyah*

Word Blast: Modelling Word Edutainment Game for Children

pp. 1151-1155(5)

Authors: *Hussain, Azham; Zahra, Fatima; Kamal, Fazillah Mohmad*

Sarawak Culture: A Study on the Cosmic Influence on the Bidayuh Traditional Woodcarving ('*Rasang*')

pp. 1156-1159(4)

Authors: *Mitot, Kendy; Kuan, Victoria; Sanusi, Khatijah*

Harnessing Daylight in Atrium: Parametric Influences on the Daylight Conditions at the Atrium Floor

pp. 1160-1164(5)

Authors: *Yunus, Julitta; Ahmad, Sabarinah Sh; Zain-Ahmed, Azni*

The EU Endowment Draw at Selected Universities in the 2007–2014 Period: Comparative Analysis

pp. 1165-1169(5)

Authors: *Vokalova, Andrea; Poulouva, Petra*

Accounting, Economic and ERP Systems on the Czech Scene

pp. 1170-1174(5)

Authors: *Svobodova, Libuse; Cerna, Miloslava*

Visual Ethic in Advertisement: The Portrayal of Muslim in Promoting a Product

pp. 1175-1178(4)

Authors: Yussof, Fatrisha; Mohamad Kamaruzaman, Mohamad Fazil; Nasfu, Mohd Shafiq Nazreen; Leng, Ngo Kea; Nor, Juliana Mohd

A Collaborative Tourism Websites to Support Electronic Promotion and Marketing by Using Enterprise Service Bus (ESB)

pp. 1179-1183(5)

Author: *Adi, Suroto*

The Preliminary Model of Human Resources Quality Improvement in Language Training Toward ASEAN Community

pp. 1184-1187(4)

Authors: *Ying, Yi; Rumeser, Johannes A. A; Oktriono, Kristianus*

Inducing the Entrepreneurial Action Theory Into Sustainable-Business Model: An Alternative to Entrepreneurship Theory

pp. 1188-1191(4)

Authors: *Khalid, Khalizani; Hassam, Siti Fairuza; Ahmad, Abdul Majeed*

Exploring the Application of Human Resource Management Bundles: A Case Study

pp. 1192-1196(5)

Authors: *Kaliannan, Maniam; Dorasamy, Magiswary*

A Learning Process of Self-Development Program to Enhance Potential in Lifelong Learning Management of Non-Formal Education Facilitators in Thailand: A Qualitative Study

pp. 1197-1200(4)

Authors: *Sugiyama, Lawaporn; Pathumcharoenwattana, Weerathep; Burasirirak, Sombbon; Santiparp, Prasak*

Use of Online Social Networks by Young Females in Shelter Homes: Relationship to Pre-Marital Sex Involvement

pp. 1201-1204(4)

Authors: *Shubli, Suwaibah; Daud, Salwani Mohd; Yusof, Rasimah Mohd; Abas, Hafiza*

Enhancing International Students' Experience

pp. 1205-1208(4)

Authors: *Tan, Abby; Shahrill, Masitah; Naing, Lin*

An Evaluation of the Consistency of Curriculum and Courses of a Public Administration Doctoral Program with Emphasis on Social Equity Rubrics

pp. 1209-1213(5)

Authors: *Rugchatjaroen, Krish; Choonhaklai, Sirirat*

Social Impact and Sustainability Assessment of Coal Mining in North Sangatta, Indonesia

pp. 1214-1217(4)

Authors: *Surjono, .; Rindasari, Anjela; Sitaresmi, Devi T*

The Visualization of Socialization, Externalization, Combination, Internalization-Based Internalization Process for Higher Learning Institution

pp. 1218-1221(4)

Authors: *Ahmad, Mazida; Abbas, Merza; Din, Roshidi; Omar, Mazni; Rahman, Zaharah Andul*

Business Model Analysis of TKD Consumer to Consumer (C2C) Online Marketplace by Using Business Model Canvas

pp. 1222-1226(5)

Authors: *Regina, Rizka Yura; Alfanur, Farah*

The Significance of Religious Objects in Museums as a Cultural Reflection

pp. 1227-1229(3)

Author: *Wijaya, Hanny*

Voter Turnout of Independent: Cost Saving Through Heuristic and Political Sophistication

pp. 1230-1233(4)

Author: *Kim, Jaehyeon*

The Role of Entrepreneurial Leadership and Absorptive Capability to Technology Adoption for Improving Business Unit's Performance; An Empirical Research of Indonesia Electricity Company

pp. 1234-1239(6)

Authors: *Arifin, Zainal; Firmanzah, .; Fontana, Avanti; Wijanto, Setyo Hari*

Modeling Civic Networks for Innovative Design of a Disaster Response System: A Proposed Framework

pp. 1240-1243(4)

Authors: *Dorasamy, Magiswary; Alawanthan, Dinesh; Raman, Murali; Kaliannan, Maniam*

Factors That Contribute Towards Motorcycle Lane Lack of Usage in Butterworth Kulim Expressway (BKE)

pp. 1244-1247(4)

Authors: *Rahim, N. S. A; Mustaqim, M; Saidi, M. I; Adrutdin, K. F; Hasan, Mohamed Ayub*

Experiences of Transformative Learning in Social Life Events for Chronic Disease Management

pp. 1248-1251(4)

Author: *Santiparp, Prasak*

Study on Stream Ability for Self-Purification Process in Receiving Domestic Wastewater

pp. 1252-1255(4)

Authors: Bakar, Azinoor Azida Abu; Khalil, Muhammad Khairudin

Correlation Analysis Between TOEFL® iBT Reading and Academic Writing Scores Among Binus University Sophomores

pp. 1256-1259(4)

Authors: Asmani, Almodad Biduk; Wiharja, Chandra Kurniawan

Impact of Using Abbreviation and Homophone Words in Social Networking Amongst Malaysian Youth

pp. 1260-1264(5)

Authors: Mokhsin, Mudiana; Aziz, Azhar Abdul; Hamidi, Saidatul Rahah; Lokman, Anitawati Mohd; Halim, Hamizan Abdul

The Antecedents of Sustainable Employer Brand Image

pp. 1265-1268(4)

Authors: Kaewsawang, Saengdao; Winit, Warat

Research Knowledge Creation Process in Higher Education: A Proposed Framework

pp. 1269-1272(4)

Authors: Sondari, Mery Citra; Tjakraatmadja, Jann Hidajat; Bangun, Yuni Ros

Analysis of Mobile Social Networks Using Clustering

pp. 1273-1277(5)

Authors: Hedvicakova, Martina; Pozdilkova, Alena; Stranska, Pavla Kotatkova; Svobodova, Libuse

Innovation as a Requirement for Business Competitiveness—Czech Republic Case Study

pp. 1278-1281(4)

Authors: Marcela, Sokolová; Václav, Zubr

Small Group Problem-Solving and Knowledge Creation: A Fuzzy Cognitive Maps Investigation

pp. 1282-1286(5)

Author: Storto, Corrado Lo

A Vygotskyan Assessment Model for Speech Production

pp. 1287-1290(4)

Author: Simanjuntak, Risa Rumentha

Conceptual Persuasive Mobile Healthcare Architecture for Monitoring Children's Obesity Status Among Parents

pp. 1291-1294(4)

Authors: *Qasim, Mustafa Moosa; Ahmad, Mazida; Omar, Mazni*

Examining the Effects of English Language Proficiency on Social Capital and Academic Achievement Among Economics Students

pp. 1295-1298(4)

Authors: *Hamzah, Muhammad Sodbir; Abdullah, Husin*

The Use of Online Speech Recognition Technology to Assess the Speaking and Writing Competency of EFL Students in the English Test Preparation Classes

pp. 1299-1302(4)

Authors: *Dewi, Ienneke Indra; Suprato, Djuria; Rifai, Irfan*

Counterfeit Product Purchase: What Counts—Materialism or Religiosity?

pp. 1303-1306(4)

Authors: *Quoquab, Farzana; Pahlevan, Sara; Hussin, Nazimah*

Practice-Based Design Metaphor in Design Problem-Solving: Cultural Implication for Form Development

pp. 1307-1309(3)

Authors: *Zainuddin, N. M; Anwar, R; Hassan, O. H; Abidin, S. Z*

Adoption of Cloud Based Decision Support System for Building Information Modeling Software Selection

pp. 1310-1313(4)

Authors: *Nursal, Ahmad Taufik; Omar, Mohd Faizal; Mohd Nawil, Mohd Nasrun; Asri, Mohammad Azwanie Naim Mohammad*

A Capability Maturity Model Integration Process Transformation Methodology for Education Assessment

pp. 1314-1319(6)

Authors: *Maneerat, Paralee; Malaivong, Kanchit; Khlaisang, Jintavee*

A Study of Medication Label Among Elderly Person

pp. 1320-1322(3)

Authors: *Zakaria, Siti Farhana; Zakaria, Irwan; Azim, Intan Natasha Abdul*

Meaning Transformation of Gundam Symbol in Japanese Society

pp. 1323-1326(4)

Author: *Hermawan, Daniel*

Analysis of Control, Learn, and Knowledge Model for Computer Power Management Using Unified Modelling Language

pp. 1327-1330(4)

Authors: *Candrawati, Ria; Hashim, Nor Laily*

Integrated Project Delivery (IPD): A Collaborative Approach to Improve the Construction Industry

pp. 1331-1335(5)

Authors: *Rahim, Syukran Abdul; Mohd Nawawi, Mohd Nasrun; Nifa, Faizatul Akmar Abdul*

Beliefs in the *Komburongo (Acorus Calamus)* and Its Spiritual Healing Among the Dusunic People of Sabah, Malaysia

pp. 1336-1339(4)

Authors: *On, Low Kok; Ishak, Solehah*

The Relationship Between Safety Management Practices and Safety Performance in Malaysian Construction Industry: The Mediating Moderating Role of Safety Motivation

pp. 1340-1342(3)

Authors: *Khalid, Khalizani; Hussain, Siti Hajar Mohd; Ahmad, Abdul Majeed*

Clothing Fashion Design Competency Instrument: An Application of Rasch Measurement Model

pp. 1343-1347(5)

Authors: *Kamis, Arasinah; Jamaludin, Rahimah; Bakar, Ab. Rahim; Hanapi, Zaliza*

Are Malaysian Women Directors Associated with High Earnings Quality?

pp. 1348-1351(4)

Authors: *Amran, Noor Afza; Abdul Manaf, Kamarul Bahrain; Ishak, Rokiah*

The Effects of Parenting@Work Program on Level of Work-Family Conflict Among Married Workers in Malaysia

pp. 1352-1355(4)

Authors: *Panatik, Siti Aisyah; Rajab, Azizah; Hamid, Khairunnisa*

Goodwill Impairment: An Examination of Chief Executive Officer Tenure in Malaysia

pp. 1356-1359(4)

Authors: *Al-Hiyari, Ahmad; Latif, Rohaida Abdul; Amran, Noor Afza*

The Evaluation of E-Passport Quality Using E-Government Quality Measurement (Case Study of E-Passport in DKI Jakarta)

pp. 1360-1362(3)

Author: *Candra, Sevenpri*

A Theoretical Analysis of Racial Integration Through New Economic Policy and 1Malaysia Concept

pp. 1363-1367(5)

Authors: *Awang, Ahmad Azran; Sheikh, Sharifah Syahirah Syed; Lokman, Anitawati Mohd; Saifuddin, Abdul Hamid*

Designing Racial Unity Through Films: The Kansei Engineering Approach

pp. 1368-1372(5)

Authors: *Lokman, Anitawati Mohd; Awang, Ahmad Azran; Zaili, Rudi Agassi Muhammad; Fathir, Mohd Firdauz Mohd*

A Semantic Analysis of Malaysia's Patriotic Songs

pp. 1373-1379(7)

Authors: *Awang, Ahmad Azran; Lokman, Anitawati Mohd; Fathir, Mohd Firdauz Mohd; Salleh, Shahnnon Mohamed*

Reception Analysis of Indian Ethnic About the Value of Religious Tolerance in Serial Jodha Akbar

pp. 1380-1383(4)

Authors: *Vera, Nawiroh; Kurniasari, Ni Gusti Ayu Ketut*

Direct Tax, Indirect Tax and Economic Activities in Developing Countries: Empirical Evidence Based on Malaysia Data

pp. 1384-1387(4)

Authors: *Zakaria, Zukarnain; Nabi, Masoomah Hashemi*

Political Communication and Social Change of Acehnese Society in Internet Era

pp. 1388-1392(5)

Authors: *Wahid, Umaimah; Usino, Wendi*

Knowledge-Based Social Innovation Process in Social Enterprise: A Conceptual Framework

pp. 1393-1397(5)

Authors: *Mulyaningsih, Hendrati Dwi; Yudoko, Gatot; Rudito, Bambang*

Teachers' Level of Belief in Teaching Family Education: A Survey from the Ecological Perspective

pp. 1398-1401(4)

Authors: *Jamaluddin, Rahimah; Rashid, Abdullah Mat; Ismail, Habsah; Kamis, Arasinah*

Examining the Demand for Green Events to Promote Sustainable Practices in Tourism: A Concept Paper

pp. 1402-1405(4)

Authors: *Ahmad, Nor Lela; Wan Rashid, Wan Edura; Yunus, Noor Azlina Mohamed; Nik Mahmood, Nik Hasnaa; Shamsuddin, Shuhana*

The Exploratory Study of Small Medium Enterprises Manufacturing Strategies: The Qualitative Approach

pp. 1406-1410(5)

Authors: *Omar, Siti Sarah; Ramlan, Rohaizan; Wei, Chan Shiau; Hanafi, Nur Fatimah Azzahra Mohd*

The Efficiency of e-Commerce and Social Media on Product Innovation and Business Success

pp. 1411-1414(4)

Authors: *Jayashree, Sreenivasan; Malarvizhi, Chinnasamy Agamudainambi; Abdollahbeigi, Bentolhoda; Salehi, Farhang*

Financial Ratios and Firm's Value: Evidence from Malaysia

pp. 1415-1418(4)

Authors: *Baba, Bello Usman; Abdul-Manaf, Kamarul Bahrain*

Perceived Family and Parenthood Values of Russian University Students: Findings from Mixed Methods Researches

pp. 1419-1422(4)

Authors: *Shubat, Oksana; Bagirova, Anna; Voroshilova, Anzhelika*

Do Malaysian Women Directors Create Corporate Value?

pp. 1423-1426(4)

Authors: *Aripin, Norhani; Hassan, Nor Laili; Amran, Noor Afza; Ismail, Ku Nor Izah Ku; Abdul-Manaf, Kamarul Bahrain*

Technology via Installation of Visual Artwork

pp. 1427-1430(4)

Authors: *Zakaria, Mahirah; Legino, Rafeah; Tohid, Mohd Suhaimi*

Genetically Modified Organism (GMO) in Food Supply Chain: Consumer Perception, Islamic Perspective and Supplier Corporate Social Responsibility

pp. 1431-1434(4)

Authors: *Kader, Mohd Aidil Riduan Awang; Ali, Roslina; Yunus, Nor Khairunnisa Mat; Mohezar, Suhana; Nazri, Mohammad*

Implementation of Good Corporate Governance Mechanisms on Family Firm Performance in Indonesia

pp. 1435-1438(4)

Authors: *Robin, .; Amran, Noor Afza Binti*

Analyzing the Impact of Working Capital Management on the Profitability of Nigerian SMEs

pp. 1439-1442(4)

Authors: *Tsagem, Muhammad Musa; Aripin, Norhani; Ishak, Rokiah*

Sharing Common Tangible Heritages Malaysian Design Towards Visual Artwork

pp. 1443-1444(2)

Authors: *Legino, Rafeah; Mokhtar, Umairah Arina; Manan, Juliana; Jalil, Mohd Syazwan Mohd*

Sustaining a Sarong Heritage Through Visual Artwork

pp. 1445-1447(3)

Authors: *Legino, Rafeah; Hassan, Nuratikah Abu; Sajar, Norizan; Kamaruzaman, Muhamad Fairus; Ba'ai, Nazirah Mohamad; Nawawi, Norwani Md*

Public Rulings as Explanatory Materials to the Income Tax Act 1967: Readability Assessment

pp. 1448-1451(4)

Authors: *Saad, Natrah; Udin, Noraza Mat*

Creative Process of Monoprint into Mix Media Exploration

pp. 1452-1454(3)

Authors: *Abdullah, Muhammad; Legino, Rafeah; Ebenezer, Jebakumari Selvarani*

Process of Re-Structuration of Teacher Higher Education in the Czech Republic

pp. 1455-1458(4)

Authors: *Skoda, Jiri; Doulik, Pavel; Simonova, Ivana*

Foreign Language Didactics in Context of the Field: Case Study of the Czech Republic

pp. 1459-1462(4)

Authors: *Doulik, Pavel; Skoda, Jiri; Simonova, Ivana*

Basketball Game Assembly with Ball Blocking Device

pp. 1463-1465(3)

Authors: *Tsai, Chi-Ming; Yang, I-Chiang; Chen, Tsair-Rong; Chen, Ching-Mu*

Digital Imagery as Sustaining Online Repository for Galleries and Museum in Malaysia

pp. 1466-1468(3)

Authors: *Anuar, Inda Murni Hairul; Azahari, Mustaffa Halabi; Legino, Rafeah*

Adbusting, Critical Media Literacy in an English for Specific Purposes (ESP) Class and Critical Thinking Skills of Partido State University College Students

pp. 1469-1472(4)

Author: *Borromeo, Josefina A*

Digital Marketing in Small and Medium Enterprises: The Impact of Web-Based Technologies

pp. 1473-1476(4)

Authors: *Centobelli, Piera; Cerchione, Roberto; Esposito, Emilio; Raffa, Mario*

CEO's Technology Knowledge Towards E-Commerce Adoption: Perspective of Small and Medium Enterprises (SMEs)

pp. 1477-1480(4)

Authors: *Yeng, Sin Kit; Bahari, Azuddin; Osman, Abdullah; Hassan, Hanum; Ling, Sim Choon; Jin, Lim Yi; Abdullah, Safizal*

Importance of Trust Towards University Students: A Determinant of Online Shopping Behavior

pp. 1481-1484(4)

Authors: *Jin, Lim Yi; Bahari, Azuddin; Osman, Abdullah; Hassan, Hanum; Romle, Abdul Rahim; Yeng, Sin Kit; Ling, Sim Choon*

An Explanatory Study on Goods and Services Tax (GST) Compliance in Malaysia: Price, Government Subsidies, and Income Inequality

pp. 1485-1488(4)

Authors: *Ling, Sim Choon; Bahari, Azuddin; Osman, Abdullah; Hassan, Hanum; Jin, Lim Yi; Yeng, Sin Kit; Muhammad, Safizal*

Employee Job Satisfaction, Customer Satisfaction and Profitability in 5-Star Hotels in Kuala Lumpur

pp. 1489-1492(4)

Authors: *Singh, Harcharanjit; Al-Amin, Abul Quasem; Baroto, Mas Bambang; Jamil, Rossilah; Pazyar, Mohammad*

Potential Study of the Relationship Between Maintenance Manual and Post Occupancy Evaluation in Residential Building

pp. 1493-1496(4)

Authors: *Abdullah, Ahmad; Rashid, Robiah; Ismail, Norsalisma; Mazlan, Hazliana*

Challenges of Implementing Green Roofs on High Rise Apartments in the Klang Valley Urban Area in Malaysia

pp. 1497-1501(5)

Authors: *Ismail, Wan Zuriea Wan; Isnin (Ithnin), Zarina; Ahmad, Sabarinah Sh.; Kamarudin, Hikmah; Ariff, Nor Rima Muhamad*

Green Roof Maintenance Towards Sustaining Neighborhood Spaces of High-Rise Residential Developments in Malaysia

pp. 1502-1508(7)

Authors: *Ismail, Wan Zuriea Wan; Ariff, Nor Rima Muhamad; Ahmad, Sabarinah Sh.; Kamarudin, Hikmah*

An Analysis of Cloud Computing Usability for Teleworking—A Case Study of Small and Medium-Sized Enterprises

pp. 1509-1513(5)

Authors: *Mohelska, Hana; Ansorge, Jiri*

Lean User Interface: Design and Optimalization

pp. 1514-1516(3)

Authors: *Ansorge, Jiri; Mohelska, Hana*

Challenges in Achieving Functional Performance Criteria on Refurbished Historical Building

pp. 1517-1521(5)

Authors: *Aksah, Hasnizan; Isnin, Zarina; Rahim, Siti Hajar; Safiee, Lilis Shereena*

University and Corporation Co-Operation—Social Computing in Medium Enterprises

pp. 1522-1525(4)

Authors: *Poulova, Petra; Simonova, Ivana*

Social Networks—Utilisation in the Banking Sector

pp. 1526-1529(4)

Author: *Maresova, Petra*

Enhancing Malaysian's SMEs Performance: Leadership and Innovation

pp. 1530-1534(5)

Authors: *Rahim, Ramita Abdul; Nik Mahmood, Nik Hasnaa; Masrom, Maslin*

What is the Engineering Management? Exploring the Emerging Knowledge and Skills for Engineers

pp. 1535-1537(3)

Authors: *Cerchione, Roberto; Centobelli, Piera; Esposito, Emilio; Raffa, Mario*

The Effects of Trust Characteristics on Managerial Trust

pp. 1538-1539(2)

Authors: *Ah Gang @ Grace, Getrude C; Seok, Chua Bee; Mutang, Jasmine Adela*

Ownership Structure, Board Characteristics and Intellectual Capital Performance of Firms in Malaysia

pp. 1540-1543(4)

Authors: *Ismail, Ku Nor Izah Ku; Bakar, Robiah Abu; Al-Musalli, Mahfoudh Abdul Kareem*

Impact of Knowledge Management System and the Productivity of Knowledge Centric Organizations

pp. 1544-1546(3)

Authors: *Malarvizhi, Chinnasamy Agamudainambhi; Jayashree, Sreenivasan; Rasti, Amin; Mamun, Abdullah Al; Mayel, Shabnam*

Common Misconceptions of Algebraic Problems: Identifying Trends and Proposing Possible Remedial Measures

pp. 1547-1550(4)

Authors: *Ling, Georgina Chua Ling; Shahrill, Masitah; Tan, Abby*

Teaching by Telling: Investigating the Teaching and Learning of Solving Simultaneous Linear Equations

pp. 1551-1555(5)

Authors: *Yunus, Dk Hafizatul Rahimah Pg Hj; Shahrill, Masitah; Abdullah, Nor Azura; Tan, Abby*

Establishing ICT Competency Standard for Malaysian Teachers Using the Delphi Technique

pp. 1556-1559(4)

Authors: *Fong, Soon Fook; Gerard, Boey Kong Hoong; Azidah, Abu Ziden; Mohd, Hamdan Adnan*

An Organizational Quality Performance Conceptual Framework with Multiple Mediators Integration

pp. 1560-1563(4)

Authors: *Kowang, Tan Owee; Afandi, Nor Nabila Binti; Long, Choi Sang*

The Influence of Demographic, Motivation, Satisfaction and Situational Factor on Organizational Commitment Among College Student Volunteers

pp. 1564-1567(4)

Authors: *Nazilah, A; Rozmi, I; Fauziah, I*

Managerial Accounting and Utilization of Software

pp. 1568-1572(5)

Author: *Svobodova, Libuse*

The Determinants of Cross-Border Mergers in Four Selected ASEAN Countries

pp. 1573-1577(5)

Authors: *Abdullah, Hussin; Arumugham, Nanthini A/P; Mehat, Normala*

Women, Corruption, and Questions of Troubled Women's Position in *The Troubled House: The Unspoken Ideology*

pp. 1578-1581(4)

Author: *Akun, Andreas*

Supplemental Feeding Program: A Nutrition Intervention to Promote Health in School Children

pp. 1582-1584(3)

Authors: *Barroga, Anna Marie D; Directo, Olivia C; Abaya, Desa D; Sobremonte, Marnesse D; Guarin, Joanna Marie T; Sarazawa, Katrina S*

Teaching/Learning Social Sciences Through Content and Language Integrated Learning Supported by Wiki Tools

pp. 1585-1588(4)

Authors: *Froldova, Vladimira; Simonova, Ivana*

Metonymies of Tawonglipod in Cagliliog, Tinambac, Camarines Sur: Counter-Memory to Christian Hegemony in Bikol, Philippines

pp. 1589-1592(4)

Authors: *Loza, Camille Ann A; Asis, Milgre S; Albis, Elsie C; Bulao, Joyce B; Conde, Jesus Cyril M*

Exploring Lean Construction Component for Malaysian Industrialized Building System Logistics Management—A literature Review

pp. 1593-1596(4)

Authors: *Asri, Mohammad Azwanie Naim Mohammad; Nawli, Mohd Nasrun Mohd; Saad, Rohaizah; Osman, Wan Nadzri; Anuar, Herman Shah*

Entrepreneurial Self-Efficacy: A Study on Women Small-Scale Individual Entrepreneurs at the Border Towns of Malaysia and Thailand

pp. 1597-1600(4)

Authors: *Mansor, Mohd Najib; Othman, Abdul Rahim; Manaf, Kamarul Bahrain Abdul; Wahab, Mohd Sobri Don @ A*

Interdisciplinary Model for Russia and China Transboundary Water Management in the Amur-Heilong River Region

pp. 1601-1605(5)

Authors: *Andronova, L. A; Bleikher, O. V; Rogaeva, I. E; Savkovich, E. V; Trubnikova, N. V*

Presenteeism Among Academicians at Public Universities in Malaysia

pp. 1606-1609(4)

Authors: *Maon, Siti Noorsuriani; Mansor, Mohamad Naquiuddin Md; Som, Rohana Mat; Ahmad, Mumtaz; Shakri, Siti Aishah*

The Protection of Children Born from Assisted Reproductive Technology Act 2015: Scientific Advances, Ethics and Concerns Over the Use of Human Embryo
pp. 1610-1613(4)
Author: *Buchitchon, Suntaree*

Perception of Factors Influence on Intention of Adopting E-Commerce with the Business Value as Intervening Variable
pp. 1614-1617(4)
Authors: *Kuswanto, Adi; Sudarsono, .*

The Game Theory: Malaysia's Position in South China Sea Towards China's String of Pearls Strategy
pp. 1618-1621(4)
Authors: *Lau, Cheng Yong; Ang, Wen Loong*

Determinants of Financial Literacy and Financial Inclusion Disparity Within a Region: Evidence from Indonesia
pp. 1622-1624(3)
Authors: *Santoso, Arief Budi; Trinugroho, Irwan; Nugroho, Linggar Ikhsan; Saputro, Nugroho; Purnama, Muhammad Yusuf Indra*

The Challenges in the Transition to Accrual Accounting: Evidence from the Local Governments in Indonesia
pp. 1625-1630(6)
Authors: *Wijaya, Ibrahim Fatwa; Dahlan, Beni; Anni Aryani, Y; Payamta, Payamta; Ramadhan, Adi Firman*

Descent Groups Among Cognatic Societies: The Dusun Tribes of Inland Sabah/North Borneo
pp. 1631-1634(4)
Authors: *Marshall, Sanen; Atin, Veronica P; On, Low Kok; Alim, Alice; Adeh, Nelson*

The Relationship Between Entrepreneurial Orientation and Manufacturing Operations of Malaysian SMEs Rural Entrepreneurs
pp. 1635-1639(5)
Authors: *Chan, Shiau Wei; Omar, Siti Sarah; Ramlan, Rohaizan*

The Study of Energy Efficiency Performance in Refurbishment Projects
pp. 1640-1642(3)
Authors: *Sekak, Siti Nor Azniza Ahmad; Rahmat, Ismail; Ahmad, Norizan; Junus, Yusmady Md*

Factors Affecting The Internal Control Weaknesses of Local Governments
pp. 1643-1646(4)
Authors: *Murdayanti, Yunika; Hasanah, Nuramalia; Shodriati, Amni*

Analysis of Factors That Affecting Internet Local Government Financial Statements Disclosure

pp. 1647-1650(4)

Authors: *Hasanah, Nuramalia; Recelia, Gebby; Jaya, Tresna Eka*

Diversification and Bank Performance: Do TMT Characteristics Matter?

pp. 1651-1653(3)

Authors: *Trinarningsih, Wahyu; Husa, Putri Permatasari; Untoro, Wisnu; Trinugroho, Irwan; Sutaryo, Sutaryo*

Micro Finance and the Problems on Profit-Loss Sharing in Islamic Banking

pp. 1654-1657(4)

Authors: *Wijaya, Ibrahim Fatwa; Husa, Putri Permatasari; Yahya, Sofri; Setiaji, Bambang; Nugroho, Linggar Ikhsan*

Crowdsourcing to Uplift the Lifestyle of Low Income Community

pp. 1658-1661(4)

Authors: *Zakariah, Zazaleena; Janom, Norjansalika; Arshad, Noor Habibah*

Diagnostic Evaluation of Lecturer Quality in Learning Process at “New Private Higher Education Institutions” in Tangerang, Indonesia

pp. 1662-1665(4)

Authors: *Sasmoko, .; Trilaksono, Teddy; Indrianti, Yasinta; Ahmad, Roslee Bin*

The Revolution of Crowdfunding in Social Knowledge Economy: Literature Review and Identification of Business Models

pp. 1666-1669(4)

Authors: *Centobelli, Piera; Cerchione, Roberto; Esposito, Emilio; Raffa, Mario*

Social Media Phenomenon and Teenagers’ Lifestyle Today in Indonesia

pp. 1670-1672(3)

Author: *Aras, Muhamad*

Class Voting in Korean Politics: Matter of Differences in Political Parties

pp. 1673-1676(4)

Author: *Lee, Hyeon-Woo*

Understanding Current Situations: Facilitating Inclusive Education Implementation

pp. 1677-1682(6)

Authors: *Alias, Maizam; Harrington, Ingrid; Paimin, Aini Nazura; Sern, Lai Chee; Foong, Lee Ming; Mohamed, Maziana; Mohamed, Wan Azlinda Wan*

The Role of Organizational Learning on ISO 14000 EMS Implementation and Corporate Sustainability

pp. 1683-1685(3)

Authors: *Jayashree, Sreenivasan; Malarvizhi, Chinnasamy Agamudainambi; Mayel, Shabnam; Rasti, Amin*

Examining Students' Habit of Using Smart Phones in Classroom: A Case Study on Students of BINUS University

pp. 1686-1688(3)

Authors: *Kariko, S. S. Abdul Aziz Turhan; Ayuningtyas, Paramita*

Loan Loss Provisions and Earnings Management in a Developing Economy: Empirical Evidence from Thailand

pp. 1689-1692(4)

Authors: *Abdullah, Hasni; Bujang, Imbarine*

An Evolution of Yeatsian Poetics in Fiction Writing

pp. 1693-1694(2)

Author: *Yoon, Seongho*

Immensely Apprehensive Students' Views on the Effectiveness of Collaborative Group Writing to Lessen Evaluation Apprehension

pp. 1695-1697(3)

Authors: *Luke, Joice Yulinda; Soraya, Kiky*

Ideology Voting and Issue Voting in Korea 18th Presidential Election—Social Issues and Economic Issues

pp. 1698-1701(4)

Author: *Kim, Chan Song*

Blue Ocean Strategy in Malaysian Public Sector: An Analysis of the Four Action Framework

pp. 1702-1706(5)

Authors: *Ramli, Anis Safwan; Ahmad, Jasmine Binti; Harith, Norhafizah Mohamed*

Stress and Aggression of Motorcyclists in Jakarta

pp. 1707-1710(4)

Authors: *Fitri, Rani Agias; Lena, .; Sharron, .; Wardhana, Nanda Agastya*

Two Typology Types of Loneliness and Problematic Internet Use (PIU): An Evidence of Indonesian Measurement

pp. 1711-1714(4)

Authors: *Andangsari, Esther Widhi; Dhowi, Bay*

Autobiographical Narrative Approach: Life Story in Malaysia Contemporary Visual Art

pp. 1715-1717(3)

Authors: *Jalaluddin, Syed Zamzur Akasah Syed Ahmed; Hassan, Sharmiza Abu; Tohid, Mohd Suhaimi*

A Glimpse of Chinese Culture in Betawi Bridal Dress

pp. 1718-1720(3)

Authors: *Ying, Yi; Mursitama, Tirta Nugraha; Rumeser, Johannes A. A*

Malay Peninsula Traditional Pelangi Cloth: Innovation Technique and Process

pp. 1721-1724(4)

Author: *Samin, Mohd. Azhar*

An Alternative Approach to Teaching: Implementing a Cooperative Learning Strategy Students Team Achievement Division at the Junior College Level

pp. 1725-1729(5)

Authors: *Loy, Matthew Lim Toh; Shahrill, Masitah; Mundia, Lawrence; Tengah, Khairul Amilin; Tan, Abby; Mahadi, Mar Aswandi*

Knowledge Infrastructure, Process, and the Effectiveness of Manufacturing SMEs in Selangor, Malaysia

pp. 1730-1732(3)

Authors: *Malarvizhi, Chinnasamy Agamudainambhi; Mamun, Abdullah Al; Prabadevi, Muthiah; Nawi, Noorshella Binti Che; Rasti, Amin; Permarupan, P. Yukthamarani*

Improvement Strategy of Purchasing Power in West Java, Indonesia

pp. 1733-1737(5)

Author: *Soegoto, Eddy Soeryanto*

The Association of Traits Personality and Pro-Social Behavior Among Volunteers in Jakarta

pp. 1738-1741(4)

Authors: *Istiani, .; Muetia, Rizka*

Political Cycles and Lending Behavior of State-Owned Banks: The Case of Indonesia

pp. 1742-1744(3)

Authors: *Sutaryo, Sutaryo; Prakosa, Bayu Giri; Trinugroho, Irwan; Prabowo, Muhammad Agung; Hakim, Arif Rahman*

Secondary School Students' Perceptions of Grammar Teaching: A Case Study

pp. 1745-1748(4)

Authors: *Andreani, Wiwik; Astrini, Annisa Gendis Ayu*

A Green Practice on Environmental Protection: A Case of Multinational Company

pp. 1749-1755(7)

Authors: *Kaman, Zeittey Karmilla; Ibrahim, Abdullah; Othman, Zaleha; Andalib, Tarnima Warda*

A Systematic Review on Characteristic and Sub-Characteristic for Sustainable Service-Oriented Architecture Towards Long Living Software

pp. 1756-1760(5)

Authors: *Ahmad, Ruzita; Hussain, Azham; Baharom, Fauziah*

Political Communication and Social Change of Acehese Society in Internet Era

Umaimah Wahid, Wendi Usino
Post-graduated Program of Communication Sciences- Budi Luhur University
Faculty of Information Technology Budi Luhur University

ABSTRACT

This article is expected to be an alternative study for political communication of the first level-governance in village community (*gampong*) springing out from values of the local society and culture. The Acehese political structure and system are determined by the Acehese socio-culture. The system and structure is a form of the local treasure in which the *Acehnese* society is developed. Internet program causing political and social change in the culture of the *gampong*. The system of *gampong* government remained as indigenous people of Aceh. The *gampong* communication process change significantly. *Keuchiek* as the head of government, *imeum* as the religious and social leader as well as intellectuals while *Tuha Peut* (social figures) is a party who gives suggestions and considerations for government, about religious and social issues including economic and political issues in order to resolve conflicts within society.

Keywords: *gampong political communication, local wisdom of acehnese, internet, socio-political change*

1. INTRODUCTION

After Tsunami Acehese people experienced changes significantly, especially due to the effects coming from outside of Aceh. In reconstruction process after tsunami, Aceh government attempts consistently to keep/maintain Acehese socio-cultural values through Aceh *gampong*. Acehese values maintenance effort starts from *gampong* government headed by a *keuchik* and assisted by *imuem meunasah* for religious affairs and other *gampong* devices called *TuhaPuet*. *Gampong* political structure, social and cultural are regulated in Aceh *Qanun* year 2003. All political process producing *greusam* (rules) organize all *gampong* government/village officials and community.

All devices contained in *gampong* requires proper political communication process in carrying out their duties and obligations. Political communication process regulates and determines information and communication flow in socio-cultural interaction process and even in religion.. This political process is fully supported by the customs and religious values, one of them is *meunasah*. *Meunasah* in every Aceh *gampong* is as a learning and community center in *gampong* community development.

Gampong government is also confronted with a new program from the Ministry of Communication and Information (Kominfo) that is *Program Desa Pintar* program in 2009 (Smart Village Program 2009). The program aims to build village facilitated with internet. The program is carried out after making of *program desa berdering/gampong kring*. [1]

Smart village facilities are located at village/*gampong* so that people are easy to access information. Internet goes to village shows the changes in social structure of a society

where the old social and political relations pattern are shifted by the new social and political relations pattern in a society. This research problem are how is *gampong* devices political communication process (*Keuchiek, imuem, and tuhaPuet*) which is as Aceh local wisdom in community development process in Internet era and what social culture and political values changes occur ?

2. ACEHNESE GAMPONG GOVERNMENT POLITICAL COMMUNICATION

Political communication is communication involving political messages and actors, or relating to government, power, and policies. Rush and Altthoff [2] stated that political communication is as a process where relevant political information is transmitted from one part of political system to other parts of political system. Political actors, which in Acehese *gampong* level consisting of *Keuchiek, imuem, and tuha Peut* use direct communication process. This direct communication in face-to-face becomes primary key in managing *gampong* government.

Communication means transforming information to obtain a response, meaning coordination between people, and audiences; sharing information, ideas or behavior/attitude for various elements of behavior or lifestyle through a set of defined rules, namely mind meeting on symbols similarity of in participants minds to understand. According to Dan Nimmo [3], communication occurs from one source devoted to the crowd. This communication is known as mass communication that can be performed by using two forms of channels; face to face channel and mass media channel.

Political communication process takes place in the interaction between all systems and political structure

members. In communication process it appears diverse forms of political message, political symbol and meaning understanding on political message.

Gampong political system at *gampong* Aceh based on its customs is Acehnese wealth or local wisdom that has been used since Aceh kingdom era. The local wisdom is understood as ideas, values, local views having full of wisdom, good-value, embedded and followed by community members. In anthropology term, it is known as local genius. Haryati Soebadio said that the local genius is national culture identity/personality causing the nation able to absorb and process foreign cultures based on their own disposition and abilities [4].

Local wisdom is possessed by every region in Indonesia including Aceh, in the form of *gampong*. *Gampong* in Aceh government system is at the first level. It is a concrete form of local wisdom retained until now. All efforts to maintain Aceh political system are recorded in Aceh *Qanunin* 2003. [5] *Gampong* government performs its duties in balance with the roles to maintain and improve *gampong* people welfare openly and to cooperate together. *Kechiek* role is as the head of *gampong* and he is supported by *imuem meunasah* in performing government, social, political, religious and moral formation or rules.

3. INTERNET AND SOCIAL POLITICAL CHANGE

Internet provides access to public in large numbers, in the form of spending/business network and social media, as well as products sale using advertising and promotion. [6] Internet creates new media and social media. The new media is all communication technology devices having same characteristics and allowing the digitization and its extensive available for personal use as a communication tool. [7] Internet technology provides a new thing for the processing, transmission, reception and response as well as the interactive nature between users of new media audiences. The new media has interactive character, giving implication in media management change paradigm and the effect of community/audience. This character causes new media demanded and raises a very strong effect in the community and then gives strong implications for social, cultural, economic, religious and political changes. Downes and McMillian (2000)[8] mention five new media interactivity dimensions, they are 1) Communication direction, 2) Time and roles flexibility are interchangeable, 3) Having a sense of space in the environment, 4) Control level (on the communication environment) and 5) Objectives observed (exchange and persuasion directed).

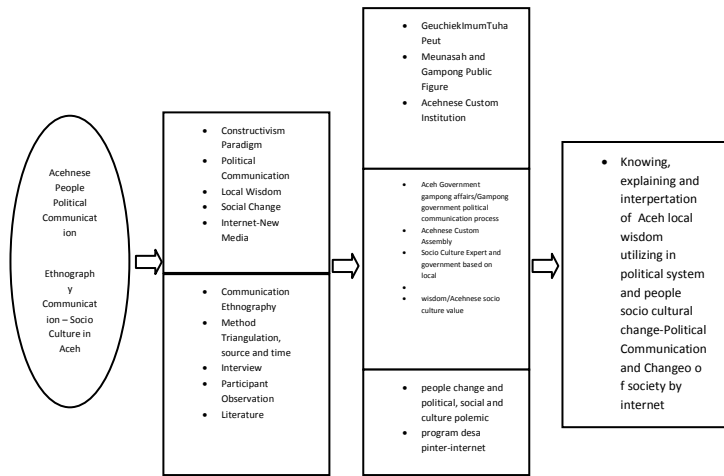
It is presented by Etzioni and Halevy: "*Technological, economic, political, religious, ideological, demographic, and stratification factors are all viewed as Potentially independent variables influence communities call now as well as of the course of society*"[9]. Based on Etzioni and

Halevy definition, social change is an avoided part in all sectors in public life, in technological, economical, political, religious, ideological, demographic, and social stratification factors. All of these factors are seen as mutually dependent/affected variable. Internet coming to Aceh *gampong* has brought social, cultural and political changes in Acehnese *gampong* community because basically almost no people are able to avoid internet and new media totally. The question then, if the changes are experienced by the public, what it looks like, in what field, are the people in Acehnese *gampong* government system able to survive or do they adapt because of internet and new media influence?

4. THEORITICAL FRAMEWORK

According to the framework described, political communication concept *gampong* political system, Aceh *meunasah*, socio-cultural and political changes, new media and internet and Acehnese *gampong* communities and local wisdom are indigenous knowledge systems having empirical and pragmatic characteristic containing in *gampong* people, the traditional institutions in *gampong* government namely Acehnese custom Assembly [10] :

- a. *Makin Imeum or Imeum Chik* is the leader with the high knowledge and position, particularly chosen as the imam of a mosque (a mosque takes place in every eight or more village or easily said that one habitation is one mosque).
- b. *Keuchik* is the head of a village acts as the head of governance.
- c. *Tuha Peut*, they are social figures Elected to give considerations and help *keuchik* as well as the supervision of him in terms of implanting the village governance.
- d. *Tuhadelapan* are the elders or the social who the figures are the representatives of the eight *mukim*. They function as the considerations providers in resolving all kinds of problems in Acehnese *gampong* community.
- e. *Imam of meunasah*, they are the leaders who the expertise is the religious field and also become Quranic teacher for lessons and give consideration for conflict reconciliation as well.
- f. *Keujreun Blang*, the holders of agricultural reviews such issues as the management of the rice field.
- g. *Pang Laot*, the head of maritime issues/sailors responsible to make a good living through sailing
- h. The *Pawang Glee*, the experts of geology especially what relates to mountainous issues.
- i. *Haria Peukan*, the head of market affairs responsible to manage and run the local markets
- j. *Syahbanda* the head of sea transportation.



5. METHODS

This research uses the constructivism paradigm. Egon G. Guba and Yvonna S. Lincoln in *Competing Paradigms In Qualitative Research* (2008), explained that constructivism paradigm approach contains methodological implications namely *dialogic* and *dialectical*. [11]. A qualitative approach with ethnography method becoming researcher choice as the implication from constructivism paradigm. Ethnography aims to describe culture as a whole, all culture aspects, both having material character such as cultural artifacts (tools, clothes, building) and having abstract character such as experience, beliefs, norms, and values system of the group studied. Communication ethnography [12] is simple ethnography application method in a group communication patterns. Collecting data process using primary data collection techniques uses participant observation techniques and depth interviews and it is equipped with secondary data from literature review and documentation.

Research with communication ethnographic method uses multiple analysis because the research involves more than two analysis units, namely:

1. *Keuchiek* and *Imuem meunasah* or *Tuha Peut gampong* at Meureudu district Pidie regency.
2. Gampong Political Communication System as the smallest government in Acehnese governance structure.
3. Acehnese public figures in, *gampong*, *mukiem*, district and regency level.
4. Acehnese Custom Assembly (MAA) figures and Acehnese Custom Institutions contained in *gampong* government.
5. People, Aceh *gampong* members are related to socio-political changes in their social life process.
6. *Desa Pintar* program manager at *gampong* level and superior are required.
7. Daily sociocultural and political process taking place in *gampong*.

6. RESULTS AND DISCUSSION

All people in the world are affected by communication technology development, even though the village people. Internet creates a new world changing a lot of people reality, both in social, culture, economic, education, politics and even religion. Internet becomes a force in people changes in various parts of the world, internet strengthens people empowerment. Internet goes to village program has opened the access to telecommunication and information in *gampong* which can create new opportunities in social, cultural, economic and political life. *Desa pintar* program in Aceh province is placed in *gampong* so all *gampong* are not closed, isolated and under developed area anymore compared to villages that have been affordable internet access and telecommunication. In *Desa pintar* program implementation process, *meunasah* is as learning/education center, community center and government center.

As a government center, it means that all political decisions affecting *gampong* people's social culture held in *meunasah*. The system of *gampong* government and *meunasah* is part of Acehnese local wisdom and becoming a force in Aceh political process with all tools and the political structure in it. Internet goes to village changes communication and relationships patterns in *gampong* government system. *Keuchiek* which is as an information center, *imuemmeunasah* as a religious knowledge center, nowadays is not the only source of information, but it appears other information sources that can easily be accessed by *gampong* people.

According to observations and data obtained by researchers, it can be stated that *gampong* political system and processes remain unchanged based on Acehnese *Gampong* Government Structure according to Aceh *Qanun* Number 2, 2003. However, political process and relation are shifted. This shift changes or realistically occurs in a society that accepting new ideas. Appearing *gampong* people conflicts that arise as a result of communication technology/internet development and the advent of new media and social media is more due to unpreparedness of society in facing problem complexity of because of new technology.

The changes occurring in *gampong* social political system are more than on political relations and process and not on political concept and system. The changes can be categorized into two sides, negative and positive.

1. The changes tending to be negative (local wisdom values are degraded), among others:

- a. Communication process is faster, but communication quality is not always better and meaningful because it tends to ignore Acehnese character, values and customs.

- b. Acehnese language utilization in everyday communication process is reduced, many of them use Indonesian.
- c. People spend their time enjoying the internet and communication technology devices replacing kinship and assembled in *meunasah*.
- d. More open relationship patterns shift the traditional relation pattern with Acehnese characters, values and customs.
- e. Featuring conflicts in community due to differences in understanding and meaning Internet users language and behavior.
- f. *Keudaikupi* (Coffee Shops) as a gathering place for Acehnese people, especially young men and fathers are preferred over for a chat-discussion on politics, social and culture tending to be abandoned if it is not complemented by the internet/wifi/hotspot.
- g. *Gampong* government officials (*Keuchiek*, *Imuem* and *TuhaPeut*) are no longer as information major source, displaced with information from the Internet.
- h. Conflict arising is open and sometimes it spreads rapidly.
- k. Information resources increase and are easy to be obtained so it provides new knowledge about activities/programs undertaken by people.
- l. The message type is more diverse and in alternative packaging.
- m. Kinship relationship tends to decrease due to it is replaced by Internet use.
- n. *Gampong* problems or issues solving process are faster and does not always have to be sealed in *meunasah* or face to face communication between parties.
- o. Communities have alternative information
- p. People have alternative entertainment provided by internet/new media and social media, so that Acehnese *gampong* tradition sometimes is overlooked and it tends to be forgotten.
- q. Children education process with mothers or women role in Aceh
- r. *zikir/dhala*, it is like Acehnese story this time tends to be replaced with a variety of internet content/new media such as cartoons, songs, and movies.
- s. Tasks, jobs, and *gampong* government officials meeting coordination Process, can be done by utilizing new media/social media.
- t. Information transformation about Aceh socio-cultural wealth like Prophet Muhammad (Peace be upon him) birthday celebration (*Muloed*), going down to the rice field celebration (*keunduriblang*), wedding party (*keundurimeukawen*), *peusijuek* (plain flour), and others, more easily and quickly spread via internet/new media and social media.

2. Changes that tend towards the positive in *gampong* people socio-political development, among others:

- a. Information access is broader, faster and cheaper
- b. Communities have alternative new information sources from various sources.
- c. Bring up the new communication patterns that foster an attitude of wanting to know and learn new things.
- d. Growing of new social culture communities.
- e. The use of internet-new-media social media for political development in government programs socialization process and other information.
- f. In economic field, people use internet for promotion and e-commerce sales.
- g. In socio-cultural field, the emergence of new relationships methods in community that is more economies, effective and efficient, including in education field, the student/students use Internet for learning.
- h. *Meunasah* is not the only as a forum for problems settlement through meeting and deliberation, but also as problem resolution that can be done virtually, it is feared that *meunasah* will only be inanimate objects without significant meaning for Aceh social, cultural and political development.
- i. The interaction and mobilization changes process tend to use internet, although face-to-face is maintained.
- j. Communication means or methods in transformation process of political messages among

Apart from a variety of social change, culture and politics in *gampong* community for communication development of technologies-the Internet, it turns out that *meunasah* function is still there, even though new things inevitably are adopted by the *gampong* elite and society. *Meunasah* and *gampong* governance systems appropriately maintain seriously Aceh wisdom workshop despite the generation change. Its essence is Acehnese society ideology that should not be replaced, but the processes and activities can be shifted in accordance with the times.

Changes in *gampong* society triggering conflict at the level of the individual, the family, with other people because people experience changes in thought and behavior everyday. Such as the time and rhythm of learning, worship to *meunasah*, the Koran, to the fields or other social life. Process activities that were previously using face to face communication medium transformed into the form of utilization of the Internet and new media.

In connection with the social rules and control in society tends to decrease, led to an attitude that is more about yourself and tend to ignore the village social institutions that have been the foundation of life. The creation of a new community structure and more dynamic than ever before, including a reduction in village communities that had been gathered in *meunasah*, but would prefer to gather in coffee shops because of the internet connection (*hostpot*). But on the positive side, the internet goes to village creates a community of internet users an opportunity for discussion about knowledge and new information among the elite village government and society. Community uses the internet to improve the economic process with promotions and e-commerce to increase the development of small and medium enterprises,

Gampong governance system has not changed even though the Internet and new media are already familiar to the public that the system of government and political communication political *gampong*. Communication in Aceh *gampong* government system uses Aceh customs and traditions and rules (*reusam*) which is a wealth of local wisdom and the culture.

The system and social structure based on Aceh rules (*reusam*) customs into main force in character development of human resources in Aceh, and all these processes take place in the village as the first level of the social and political structure of the Acehnese who practice under the supervision of *Keuchiek*, *Tengku Imuem*, *Tuha Puet* and other *gampong* officials. One of *gampong* functions and roles is making and deciding *reusam* or rules of the village. Aceh *reusamis* made based on the values contained in the customs and culture of Aceh, which is integral in values of Islam.

All socio-cultural and political process in the *gampong* run by the cumulative tradition of religious life of the people of Aceh which is one of the social forces. It is a wealth of local Acehnese culture that has been passed down and implemented in the life of the system of government/political and social culture of Aceh. As one of the local knowledge of Aceh, *gampong* became an alternative strategy in the development and strengthening of the people of Aceh.

Therefore there is an important safeguard indigenous village as a force in the development of human character, through *meunasah*. The entry of the internet should not eliminate local village wealth of Aceh, it should be maintained as a social, cultural and political power of the future, so the Acehnese still grow from *meunasah* as the center of government, education, community, conflict resolution, community economic planning wheel as well as a place of worship for the people of Aceh. *Keuchiek*, *Tengku Imuem*, *Tuha Puet* and other *gampong* officers play an important role in the *gampong* political forces to maintain the balance between the Aceh customs value and the

internet as a new technology in the development of *gampong* communities in Aceh.

7. CONCLUSION

Political communication system in Aceh government has not changed despite the internet goes to village through 'smart village' program. Aceh Government is still using the system and the structure of village governance as embodied in the regulations *Qanun* No. 2 of 2003 on the Village Government. Internet as part of the development of communication technology cannot be refuted contribute to social, cultural and political changes in the community as part of the village community adaptation process may not reject new technologies and the implications of the presence of new technologies such as new media and social media.

Changes that occur in the government village mainly deal with the implementation of daily administration, which previously used face to face communication media in the form of community meetings in *meunasah*, after their internet political process is assisted by utilizing the internet. *Gampong* government officials as *Keuchiek*, *Imuem meunasah* and *Tuha Puet* and other village officials are as the main sources. The internet's role shifted position as alternative sources of information for the community. People begin to use the internet n economic development and promotion for e-commerce. However, village officials still have control, supervise the process of internet development to the village as a form of responsibility as the 'guardian' of Acehnese socio-cultural values/*reusam*'.

BIBLIOGRAFY

- [1] Kominfo.jatimprov.go.id/watch/21292DesaPintardesapinter.wordpress.com/..
- [2] Umaimah Wahid, *Komunikasi Politik, Perkembangan Teori dan Praktek*, Widya Media Komunikas, Bekasi, , 2012, p.13
- [3] Dan Nimmo, *Komunikasi Politik, terjemahan, Rosdakarya, Bandung*, 2004, p. 166-169,
- [4] Ayatrohaedi, *KepribadianbudayaBangsa (local genius)*,PustakaJaya, Jakarta, 1986, p. 18-19
- [5] *Qanun Aceh Nomor 5 Tahun 2003 mengenaiPemerintahanGampong*, Aceh, 2003
- [6] Sherley Biagi, *Media/Impact An Introduction to Mass Media*, International Edition, Wadsworth, Cengage, 2012, p. 12.
- [7] Dennis McQuail, *Teori Komunikasi Massa, Buku I, edisi 6*, Penerbit Salemba Humanika, , Jakarta, 2010, p. 148.
- [8] Dennis McQuail, , *Teori Komunikasi assa, Buku I, edisi 6*, Penerbit Salemba Humanika, , Jakarta, 2010, p.158
- [9] Eva Etzioni-Halevy, AmitaiEtzioni, *Social Change*, 1973, p.7.
- [10] Badruzzaman Ismail, *Fungsi Meunasah Sebagai Lembaga (Hukum) Adat di Aceh Besar*, Tesis Magister Hukum, Program Pasca Sarjana Universitas Sumatra Utara, Medan, 2002, see Aceh Qanun No. 3 of 2003 and Wahid, 2014 : 10),
- [11] Allan Bryman, *Social Research Methods*, Oxford University Press, 2001, p.16.
- [12] Stephen W. Littlejohn & Foss; *Theories of Human Communication*, (translet), Salemba Humanika, 2009, p. 460.