

# PROCEEDING



**BIRE**  
Bali Institute of Research Excellence



## **GFAR-2019**

**Global Forum for Academic Research on  
Economics, Business Management,  
Social Sciences & Humanities**

**Hotel Santika Seminyak Bali, Indonesia  
March 21-22, 2019**

***CONFERENCE BOOK OF  
ABSTRACT PROCEEDINGS***

***BIRE***

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# **Book of Abstracts Proceedings**

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***Global Forum for Academic Research on Economics,  
Business Management, Social Sciences & Humanities  
(GFAR)***

**Venue: Hotel Santika Seminyak Bali, Jl. Sunset Road No.17, Seminyak, Kuta,  
Kabupaten Badung, Bali 80361, Indonesia**

**Conference Theme: Innovative World: New challenges for research  
and development.**



## SCIENTIFIC COMMITTEE

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## **ORGANIZING COMMITTEE**

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Conference Coordinator

**Renan P.Limjuco**

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Conference Coordinator

**Onch Li Chee**

Conference Coordinator

## CONFERENCE TRACKS

- Basic Science
- Civil Engineering
- Economics, Finance & Accounting
- Business Management
- Electrical Engineering
- Life Sciences
- Mechanical Engineering
- Medicine Sciences

## CONFERENCE CHAIR MESSAGE

### **Dr. Ryan Feinstein**

“International Conference of Bali Institute of Research Excellence” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences and applied sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Ryan Feinstein

Conference Chair

Email: [ryan@bireacademy.com](mailto:ryan@bireacademy.com)

## **Conference Schedule**

**Conference Name: Global Forum for Academic Research on Economics,  
Business Management, Social Sciences & Humanities (GFAR)**

**March 21-22, 2019**

**Venue: Hotel Santika Seminyak Bali, Indonesia**

**Time: Registration & Kit Distribution (09:00 am - 09:10 am)**

**Venue: Room 1**

09:10 am - 09: 20 am	Introduction of Participants
09: 20 am - 09: 30am	Inauguration and Opening address
09: 30 am - 09:40 am	Networking Session

**Tea/Coffee Break (09:40 am - 10:00 am)**

**DAY 01 (March 21, 2019)**

**1st Presentation Session (10:00 am - 12:30 pm)**

**Venue: Room 1**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
<b>Track A: Business, Economics, Social Sciences and Humanities</b>		
Munmun Jha	Environmental Rights and the Role of the National Human Rights Commission of India	GFAR-MAR19-B105
Muhammad Faidz Yasser Arafat	Absolute and Relative Valuation Models To Accommodate PRE-IPO Appraisal of an Airport Authority (A Case Study of PT Angkasa Pura II Persero)	GFAR-MAR19-B108
Shinta Marito Pasaribu	Building the Brand Identity through Brand Differentiation Based Value of Culture and Locally-global Product Principles (Case on the City of Art )	GFAR-MAR19-B110
Dinda Rahmasari	Building Customer Engagement Through Brand Experience Based On Visual Brand Communication and Electronic Word Of Mouth (E-WOM) (Case of Cosmetic Industry)	GFAR-MAR19-B111
Asep Tarman Hidayat	Leveraging Brand Equity by Applying Brand Communication and Forming City Branding Based on Unique Selling Proposition (A Case of Crafts City)	GFAR-MAR19-B112
Adhitya Rahmat Taufiq	Leveraging Brand Equity by Applying Brand Communication and Forming City Branding Based on Unique Selling Proposition (A Case of Crafts City)	GFAR-MAR19-B112C
Ari Arisman	Leveraging Brand Equity by Applying Brand Communication and Forming City Branding Based on Unique Selling Proposition (A Case of Crafts City)	GFAR-MAR19-B112C2
Nunu Lugina	The Role of Awareness in Creating Cultural Brand Through Identity (Case of Indonesian Batik)	GFAR-MAR19-B115
Jonathan Pratama	Business Process Analysis for Transfer Payment Transaction Case Study: A LPG Distributor Company in Bandung	GFAR-MAR19-B117
Basytyan Kardinal Pratama	Proposed Business Strategies to Increase Awareness Of Millennials To Invest In InvesProperti.id	GFAR-MAR19-B119
<b>Track B: Engineering and Technology Basics and Applied Sciences</b>		
Sendy Alfandy Budiman	Conceptual Model in Exploring the Systemic Structure to Minimize Employee Turnover Rate in Startup Companies	EMIA-MAR19-BI105

**Lunch Time and Closing Ceremony: (12:30 pm - 01:30 pm)**

## **Participants Registered As Listener/ Observer**

The following Scholars/ practitioners who don't have any paper presentation, however they will attending the conference as delegates & observers.

**Name:** Jason Kim  
Queensland Health, Australia  
BAL-339-101MA

## **Conference Day 02 (March 22, 2019)**

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself.

***TRACK A***  
***BUSINESS, ECONOMICS, SOCIAL SCIENCES AND***  
***HUMANITIES***





## **Environmental Rights and the Role of the National Human Rights Commission of India**

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**Keywords:** Human Rights, Democratic Rights, Environmental Rights

The ever growing need to utilize the resources that abound in nature has ensured that human beings have acquired a mastery over modifying and transforming their surroundings. Over the years, this has taken on hues of degradation or over-utilization of natural resources through unsustainable practices. Environmental disasters and crises are not contained to immediate surroundings nor are they experienced equally. The right to land, livelihood, food and health is often sacrificed in the name of national interest. It is in this context that various non-governmental rights groups established and consolidated themselves. The Indian government established the National Human Rights Commission (NHRC) as a national body in September 1993. This article seeks to review the role of the NHRC in relation to environmental rights. The first part of this article, briefly details the circumstances under which the NHRC was formed, its aims and its powers so as to provide a context for the interventions. The early interventions did not go unchallenged. However, as the NHRC consolidated its position, it began to make some major interventions. In the second part, the article look at three such major interventions (1) The prevalence of silicosis among indigeneous migrant in factories; (2) People trapped within river embankments and victim of floods year after year; and (3) Pesticide spraying in farmlands, not only contaminating the entire ecosystem also exposing the local population to health hazards. Additionally, some other cases are also mentioned that deal river and industrial pollution, and with displacement and rehabilitation issues. In the end, the paper argues that the NHRC should intervene in cases where human lives are endanged as a result of environmental degradation or pollution. However, it should also seek the help of expert bodies and the courts in this battle. In the long run, the cause of environmentalsims and human rights must sustain each other.



## **Absolute and Relative Valuation Models To Accommodate PRE-IPO Appraisal of an Airport Authority (A Case Study of PT Angkasa Pura II Persero)**

<sup>1\*</sup>Muhammad Faidz Yasser Arafat, <sup>2</sup>Asep Darmansyai

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**Keywords:** Airport, Fair Price, IPO, Valuation

Assessing the pre-IPO financial state of Angkasa Pura II is believed to be crucial before the Company goes ahead with an Initial Public Offering (IPO) decision. The assessment would require the valuation of the Company's net worth. It is necessitated in order to accurately determine the underlying fundamental values of the eventual shares. Angkasa Pura II had plotted to place a new capital to be sold to public at IPO that amounted to 25% of the total capital that was already authorized by the Company. This 25% figure was equal to five trillion rupiahs. The study had firstly scanned the Company's external industry through the help of PESTEL framework and Porters Five Forces. Internal business was then assessed by using the VRIN framework and the financial ratio analysis. The study proceeded to look into the perspectives of both the absolute and relative valuations of the Company. Absolute valuation models were to uncover the Company's underlying, sole value as a firm of its own and had employed the FCF and three-stage DDM models as the courses. Relative valuation models were to stage market perceptions on the firm value and had taken advantage of the forward P/E and EV/EBITDA multiples as the courses. Both absolute and relative valuation models developed for the purpose of this study had fundamentally concluded that Angkasa Pura II could very well raise more capital than what had been intended to. The study significantly leaned more towards the absolute valuation models than the counterparts. The absolute valuation models had additionally prompted significantly high intrinsic value for the Company, which in return should appeal prospective investors to purchase the Company's stock at a high initial price.



## **Building the Brand Identity through Brand Differentiation Based Value of Culture and Locally-global Product Principles (Case on the City of Art )**

<sup>1</sup>Shinta Marito Pasaribu, <sup>2\*</sup> Pasaribu, <sup>3</sup>Shinta Marito Pasaribu

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**Keywords:** Value of Culture, Locally-global Product Principle, Brand Differentiation, Brand Identity

The objective of this research is to build brand identity through a brand differentiation based on the value of culture and locally-global product principles. The research method used in this research is the survey method using a questionnaire distributed to 205 respondents using purposive sampling technique with the criteria of consumers of Tasikmalaya handicraft industry. The analysis tools used in this research is Structural Equation Modeling (SEM). The results of the analysis showed that value of culture has an effect on brand differentiation, brand differentiation has an effect on brand identity which means that stronger value of culture will show strong brand differentiation, the stronger the brand differentiation that will be formed the stronger brand identity. Locally-global product principle has an effect on the brand identity, which means that the better locally-global product principle, the stronger brand identity. While locally-global product principle has no effect on brand differentiation, which means that the stronger locally-global product principle does not form strong brand differentiation and value of culture has no effect on the brand identity, which means that stronger value of culture has not been able to build brand identity. One variable in this research is a renewable variable, namely Locally-global Product Principle obtained through the relevance of the theory of One Village One Product (OVOP) and it can be seen that each proposed indicator is accepted as a construct for locally-global product principle variables.



## **Batik Motifs Development Using Julia Set Based Fractal Programming Technique**

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**Keywords:** Customer Engagement, Brand Experience, Electronic Word of Mouth (eWOM), Visual Brand Communication

In the high competition of digital marketing era, Customer Engagement plays an important role to build a strong bond with the customer. In order to support the bond, it needs an impressive brand experience for the customer to get involved and interact with the company. Customer Engagement and Brand Experience can be obtained by promotion content, such as through Visual Brand Communication and Electronic Word of Mouth (eWOM). This research aimed to find out the effect of Visual Brand Communication and Electronic Word of Mouth (eWOM) toward Brand Experience and Customer Engagement for a customer of the local brand cosmetic product. This research used a descriptive approach with survey method and SEM (Structural Equation Modeling) as an analysis tool. The result of the research toward 206 respondents showed that (1) Visual Brand Communication affected positive and significant toward Brand Experience (2) Electronic Word of Mouth (eWOM) affected positive and significant toward Brand Experience (3) Visual Brand Communication affected positive and significant toward customer Engagement (Electronic Word of Mouth (eWOM) affected positive and significant toward Customer Engagement and (5) Brand experience did not affect significantly toward Customer Engagement. Therefore, the higher Visual Brand Communication and Electronic Word of Mouth (eWOM), the strongest Brand Experience and Customer Engagement were. However, the result of the research showed that the higher Brand Experience had not been able to build strong Customer Engagement. The originality of this research is a renewable variable with quantitative approach namely Visual Brand Communication obtained through the relevance of Social Media Marketing theory and the result showed that each indicator was accepted as a constituent construct of Visual Brand Communication.



## **Leveraging Brand Equity by Applying Brand Communication and Forming City Branding Based on Unique Selling Proposition (A Case of Crafts City)**

<sup>1\*</sup>Asep Tarman Hidayat, <sup>2</sup>Mohammad Soleh, Soeaidy, <sup>3</sup>Ari, Arismane, <sup>4</sup>Adhitya  
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**Keywords:** Brand Communication, Brand Equity, City Branding, Unique Selling Proposition.

The purpose of this study is to find out how the influence of a unique selling proposition on brand communication and city branding will build brand equity for a city. This research uses descriptive empiric. The survey was conducted in Tasikmalaya with the number of samples is 265 respondent whom they are the origin of this city, or, at least, have been dwelling this city for about two years, by using purposive sampling. The analysis used for this research is Structural Equation Modelling (SEM) where it needs to examine the influence between the Unique Selling Proposition towards Brand Communication, City Branding, and Branding Equity. The result of this research shows that the Unique Selling Proposition influences Brand Communication and City Branding. Thus, the better unique selling proposition will increase brand communication and build good city branding as the City of Crafts. Moreover, the unique selling proposition did not influence brand equity. Thus, it still can not build brand equity as well, because if the uniqueness in the proportion of sales is not communicated it will not make the stakeholders aware that they will not even make it loyal. The results also proved that there is a strong influence between city branding towards brand equity so that it can be concluded, through the good city branding will make brand equity better. The originality of this research is by doing the observation of brand equity from a city through city branding with a unique selling proposition approach.



## **The Role of Awareness in Creating Cultural Brand Through Identity (Case of Indonesian Batik)**

<sup>1\*</sup>Nunu Lugina,<sup>2</sup>Dedi Rudiana

<sup>3</sup>Adhitya Rahmat, Taufiq

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**Keywords:** Cultural Awareness, Brand Identity, Brand Awareness, Cultural Brand

The purpose of this study is to find out the effect of cultural differences to brand identity both directly and through the role of cultural awareness, and how it affects on Creating Batik as the cultural brand of Indonesia, both directly and through the role of brand awareness. The approach of this study is descriptive and empirical. Data collection techniques by distributed questionnaires to 315 respondents who are batik consumers in Indonesia and have purchased batik more than once by using purposive sampling technique. The analytical tool used in this study is Structural Equation Modeling (SEM) for measuring the influence of cultural differences on cultural awareness, brand identity, brand awareness, and cultural brands. The results of the study prove that the cultural differences affect brand identity, both directly and through the role of cultural awareness. The higher the cultural differences and cultural awareness, the higher the brand identity that would be formed. Then brand identity affect cultural brands both directly and through the role of brand awareness. The higher the brand identity and brand awareness, the higher the cultural brand would be created. But cultural awareness does not have a significant influence in creating a cultural brand, so it applies to research samples only. The originality value of this research is to create a cultural brand through brand identity and based on cultural differences with the approach of the role of cultural awareness and brand awareness.



## **Business Process Analysis for Transfer Payment Transaction Case Study: A LPG Distributor Company in Bandung)**

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**Keywords:** LPG, distributor, customer value chain analysis, business process, iGrafx, information technology.

In this research will be analyzed the business process for transfer payment transaction inside one of LPG distributor company in Bandung. The aims of this research are to understand the current situation of the business process, give solution for the business issue that faced by the company and to speed up the business process. The analysis in this research was done by using two methodologies, customer value chain analysis and business process simulation. This research used customer value chain analysis to visualize the flow of information regarding the transaction payment from the customer to the company. This research used business process simulation to calculate the process speed of current situation to determine that the process is possible to be improved. For the simulation, this research utilized iGrafx software. The research founds that in this LPG distributor company there is a problem of undetected transfer payment. This business issue creates opportunity loss and bottleneck in the company. This research found that the current business process for transfer payment transaction in this company is not efficient enough. Simulation results support this finding and became the basis to develop some alternative solutions for this business issue. This research proposed three possible solutions based on information technology system to solve the issue. The targets for the alternative solutions are to eliminate the undetected transfer payment cases and to increase the company sales number by making the business process more efficient.



## **Proposed Business Strategies To Increase Awareness Of Millennials To Invest In InvesProperti.id**

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**Keywords:** Fintech, Macro Environment Analysis, Porter Fivess Forces Analysis, Property Crowdfunding, SWOT-TOWS Analysis

InvesProperti is one of the promising Fintech start-up companies that aims to make property investment accessible to everyone using the crowdfunding mechanism. It is easy to use, affordable, starting from 1 million rupiahs per slot, lucrative return of investment and based on Sharia compliance. The internal condition is analyzed by STP focusing on millennials as the prime market, age 25-40 years old who interested in investment opportunity and BMC analysis which mapping InvesProperti activities process. After getting understanding of InvesProperti current condition, Root Cause Problems Analysis, TOWS Analysis by combining SWOT Analysis and Macro Environment Analysis is also analyzed to identify, prepare InvesPropertis strengths which are easy, low risk, high return investment and strong domain expertise by the founders in the industry; overcome the weaknesses; find the opportunities and define new strategies to answer why millennials are not investing their money through InvesProperti. The analysis was conducted to find out what should be done by InvesProperti to develop the business and meet the market fit. And from all those analysis author can describe the further step in developing InvesProperti promotion and branding awareness strategies to millennials. Therefore, there are several strategies that can be done by InvesProperti to attract millennials, which are educating them about the importance of investment as early as possible especially in the property industry through InvesPropertis community channel, attending several events such as exhibition and startup competition to get trust and improve brand awareness, developing good product based on the customers feedbacks, maintaining and optimizing the channels that InvesProperti has through social media and email marketing to engage the customers about the product.



***TRACK B***  
***ENGINEERING AND TECHNOLOGY BASICS AND APPLIED***  
***SCIENCES***



## **Conceptual Model in Exploring the Systemic Structure to Minimize Employee Turnover Rate in Startup Companies)**

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**Keywords:** Employee turnover, Causal loop diagram, System dynamics, Human resources management

Investment value of business sector in Indonesia is growing, especially the value of investment in startup companies. Based on Google A.T Kearney Study (2017), investment in Indonesia startup companies is one of the top drivers of investment growth in the Indonesian economy. A startup is a company which under extreme uncertainty condition and in the early stage of funding and operational. One of the challenges faced by the startup is high employee turnover rate caused by low job satisfaction due to high uncertainty condition in the company. Hence, the purpose of this research is to understand the right strategies structure to manage the high employee turnover rate in Indonesia startup companies. A qualitative conceptual model has been developed in a system diagram to show the interconnections of policies to minimize employee turnover rate in Indonesia startup companies. The conceptual model explains the interactions between employee job satisfaction, salary, and leadership effectiveness, and their possible interventions strategies, such as employee training, employee facilities, mutation or promotion system, job division and organization structure, and recruitment strategy



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