



ICCD 2022

4th International Conference
on Community Development

November 16th, 2022, Jakarta, Indonesia



CONFERENCE PROGRAM AND ABSTRACTS

TECHNOLOGICAL INNOVATION AND ENTREPRENEURSHIP

CONFERENCE PROGRAM

The International Conference on Community Development (ICCD) 2022

Strengthening The Nation's Competitiveness: The Role Of Technological
Innovation And Entrepreneurship

CONFERENCE PROGRAM

International Conference on Community Development (ICCD) 2022
Strengthening The Nation's Competitiveness: The Role Of Technological Innovation And
Entrepreneurship

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Secretariat :

International Conference on Community Development (ICCD) 2022
Strengthening The Nation's Competitiveness: The Role Of Technological Innovation And
Entrepreneurship.

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CONFERENCE SCHEDULE
4th INTERNATIONAL CONFERENCE ON COMMUNITY DEVELOPMENT
(ICCD) 2022

Universitas Budi Luhur, Wednesday, November 16th, 2022

Day, Date	Time	Agenda	Virtual Venue
Wednesday, November 16 th , 2022	07.30 – 08.00	Registration Process	Plenary Room
	08.00 – 08.45	Opening ceremony	Plenary Room
	08.45 – 09.00	Keynote Speaker H. Bambang Soesatyo, S.E., MBA. Chairman of the People's Consultative Assembly of the Republic of Indonesia	Plenary Room
	09.00 – 09.45	Invited Speaker – 1 Dr. Hasnah Haron Faculty of Economics and Muamalat Universiti Sains Islam Malaysia (USIM) Bandar Baru Nilai, Negeri Sembilan.	Plenary Room
	09.45 – 10.30	Invited Speaker – 2 Assoc. Prof. Dr. Nurhayati Ali Assegaf., M.Si., MP. Ankara Turki, HACI Bayram University.	Plenary Room
	10.30 – 11.15	Invited Speaker – 3 Dr. Sonali Agarwal Department of Information Technology, Indian Institute of Information Technology Allahabad, Prayagrah, India.	Plenary Room
	11.15 – 12.00	Invited Speaker – 4 Dr. Muhammad Akram Hureri. Allama Iqbal Open University (AIU), Directorate of Edu. PWWF LHR, Pakistan.	Plenary Room

	12.00 – 13.00	Break and Preparation for Parallel Room	
	13.00 – 15.40	R1: Parallel Room 1	Parallel Room 1
		R2: Parallel Room 2	Parallel Room 2
		R3: Parallel Room 3	Parallel Room 3
		R4: Parallel Room 4	Parallel Room 4
		R5: Parallel Room 5	Parallel Room 5
		R6: Parallel Room 6	Parallel Room 6
		R7: Parallel Room 7	Parallel Room 7
	15.40 – 16.00	Closing Ceremony	Plenary Room

PARALLEL SESSION SCHEDULE

Time Slot	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7
13.00 - 13.10	R.1.1. DESIGN OF WUDHU AREA FOR WOMEN AT MUSHALLA NURUL FATA AT KEL. KAMAL, KALIDERES SUBDISTRICT, WEST JAKARTA Harfa Iskandaria, Anggraeni Dyah, Karya Subagya, Universitas Budi Luhur	R.2.1. CORPORATE SOCIAL RESPONSIBILITY, MICRO, SMALL AND MEDIUM ENTERPRISES AND COMMUNITY DEVELOPMENT: EXPERIENCES OF MALAYSIA AND INDONESIA Hasnah Haron, Retno Dewanti, Universiti Science Islam Malaysia - (Binus University)	R.3.1. SME'S DIGITALIZATION ADOPTION: WEBSITE FOR COFFEESHOP COMMUNITY CANGKIR JALANAN Lianna Wijaya, Teguh Sriwidadi, Reagen Yohanes Sayoga, Finddy Wong, Candra Syahputra, Binus University	R.4.1. IMPLEMENTATION OF BUSINESS MANAGEMENT FOR SUSTAINABILITY AND BUSINESS DEVELOPMENT IN MICRO, SMALL AND MEDIUM ENTERPRISES (MSMES) Suprpto, Sri Kaidah, Abdul Hafaz bin Ngah, Universitas Mercu Buana	R.5.1. THE EFFECTIVENESS OF THE ASEAN TASK FORCE ON AIDS (ATFOA) IN OVERCOMING THE HIV/AIDS EPIDEMIC IN INDONESIA Ryantori, Universitas Prof. Dr. Moestopo	R.6.1. PERSONAL BRANDING THROUGH DIGITAL PRESENCE: EVIDENCE FROM INDONESIAN INTERNATIONAL RELATIONS COMMUNITY Ella S. Prihatini, Rhevy A. Putra, Sabaria C. Debora, Mungky D. Sari, Binus University	R.7.1. SIGNIFICANT AND SUBSTANTIAL OPPORTUNITY IN FAMILY ENTREPRENEURSHIP Tri Wahyono, Erna Sofriana Imaningsih, Dudi Permana, Priyono, Agus Arijanto, Mochamad Soelton, Universitas Mercu Buana
13.10 - 13.20	R.1.2. REDESIGN AL HASANAH MOSQUE AT LARANGAN SUBDISTRICT, IN KOTA TANGERANG, PROVINCE OF BANTEN Anggraeni Dyah, Harfa Iskandaria, Nifty Fath, Universitas Budi Luhur	R.2.2. THE ROLE OF DIGITAL FINANCIAL LITERACY ON FIRM PERFORMANCE IN MICRO INDUSTRY Kusuma Ratnawati, Mochamad Soelton, Universitas Brawijaya (Universitas Mercu Buana)	R.3.2. MSME BUSINESS ECOSYSTEM DEVELOPMENT POST COVID-19 PANDEMIC IN BANDUNG CITY Jajat Sudrajat, Rudy Aryanto, Meiryani, Binus University	R.4.2. DIGITAL MARKETING IN THE TIME OF THE COVID-19 PANDEMIC TO MAINTAIN SUSTAINABILITY OF SMES BUSINESS Aldina Shiratina, Nia Wardhani, Mahrinasari, Universitas Mercu Buana	R.5.2. ISUTW'S SINGLE NARRATIVE CONSTRUCT FOR INDONESIAN CULINARY COLLABORATION PROGRAM Ismayanti Istanto, Ina Djamhur, Universitas Sahid	R.6.2. DIGITAL MEDIA LITERACY TRAINING FOR YOUNGSTERS IN CIAMIS TO ACHIEVE ASEAN SMART CITIES Anggun Puspitasari, Andrea Abdul Rahman, Vivi Pusvitasary, Universitas Budi Luhur	R.7.2. INTRODUCTION TO PRE-WRITING SKILLS STIMULATION FOR EARLY CHILDHOOD EDUCATORS AND PARENTS Dian Misrawati, Universitas Mercu Buana
13.20 - 13.30	R.1.3. KIMEKOMI WORKSHOP AS THE COMMUNITY SERVICE ACTIVITIES TO RECYCLE THE FABRIC WASTE IN THE SOCIETY Zulvia Khalid, Kartini Istikomah, Alivia Zyllanrova, Universitas Budi Luhur	R.2.3. RECOGNIZING AND UNDERSTANDING EMOTION IN MIGRAN WORKERS CANDIDATE Istiqomah, Dearly, Universitas Mercu Buana	R.3.3. USE OF CREDIT CARD IN E-COMMERCE Retno Dewanti, Madeleine Levy, Binus University Ayu Swarnasari	R.4.3. STRATEGY MANAGING MICRO SMALL AND MEDIUM ENTERPRISES (MSMES) DURING THE COVID-19 PANDEMIC TIME Adi Nurmahdi, Nur Aktif Budiono, Wei-Loon Koe, Universitas Mercu Buana	R.5.3. ECO ENZYME AS A MEANS OF ENVIRONMENTAL CLEANLINESS AND HOUSEHOLD WELFARE Marningot Tua Natalis Situmorang, Universitas Sahid	R.6.3. STRENGTHENING DIGITAL LITERACY FOR SOCIAL COMMUNICATION OF MILITARY OFFICERS IN MASOHI DISTRICT MILITARY COMMAND 1502 (KODIM 1502/MASOHI) Denik Iswardani Witarti, Windarto, Universitas Budi Luhur	R.7.3. COUNSELING ON THE ROLE OF RELIGIOUS MORALS FOR STUDENTS AS AN EFFORT TO PREVENT ACADEMIC FRAUDULENT BEHAVIOR Meiliyah Ariani, Dian Ismi Islami, Universitas Prof. Dr. Moestopo
13.30 - 13.40	R.1.4. SOCIALIZATION OF ENVIRONMENTAL COMMUNICATION: PRACTICE OF BYE-BYE PLASTIC BAGS FOR	R.2.4. STRENGTHENING INSTITUTIONAL CAPACITY OF KELURAHAN FOLLOWING THE IMPLEMENTATION OF LAW NO. 23 / 2014 ABOUT LOCAL GOVERNMENT	R.3.4. GOODS RETURN FACTORS IN ONLINE SHOPPING TRANSACTIONS	R.4.4. COUNSELING ON THE IMPORTANCE OF BUSINESS LICENSES, ONLINE MARKETING AND THE USE OF ACCOUNTING SOFTWARE FOR MSMEs IN NORTH	R.5.4. USE OF KETAPANG (TERMINALIA CATAPPA L.) LEAVES AS ANTI-BACTERIAL INGREDIENTS OF CUPANG (BETTA SPLENDENS)	R.6.4. ANALYZING THE PHENOMENON OF INTERNET USE DURING COVID 19	R.7.4. RAISING UNDERPRIVILEGED CHILDREN'S READING INTEREST BY PROVIDING A MINI LIBRARY 'POJOK PUSTAKA

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Time Slot	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7
	STUDENTS IN TANGERANG Rizki Briandana, Mohamad Saifudin Mohamad Saleh, Nindyta Aisyah Dwityas, Yananto Mihadi, Universitas Mercu Buana	Paiman Raharjo, Harry Nenobais, Budiharjo, Triyuni Sumartono, Elis Teti Rusmiati, Universitas Prof. Dr. Moestopo	Maryani, Hendra Alianto, Gerral Chandra Wiguna, Binus University	TANJUNG DUREN URBAN VILLAGE, WEST JAKARTA Diana Frederica, Lambok Tampubolon, Iwan Aang Soenandi, Dwi Aprillita, Caroline Anatasia, Hilaria Devilina Cici, Hendi Prihanto, Universitas Prof. Dr. Moestopo	ORNAMENTAL FISH IN SUB-DISTRICT CIBOGOR, BOGOR CITY Tatan Sukwika, Universitas Sahid	Hifzah Nur, Dhani Irmawan, Universitas Mercu Buana	Marlinda Irwanti, Morissan, Universitas Sahid
13.40 - 13.50	R.1.5. COMMUNITY AWARENESS WITH ENVIRONMENTALLY FRIENDLY PACKAGING Tafiprios Tafiprios, Nurul Komara Fajrin, Anees Janee Ali, Mochamad Soelton, Universitas Mercu Buana	R.2.5. COMMUNICATION ACTIVITIES AND COMMUNITY PARTICIPATION IN THE DEVELOPMENT OF THE COMMUNITY ACTION PLAN Eni Kardi Wiyati, Novita Damayanti, Yos Horta Meliala, Universitas Prof. Dr. Moestopo	R.3.5. MARKETING STRATEGY FOR FASHION INDUSTRY VERSUS CIRCULAR ECONOMY Retno Dewanti, Tjia Fie Tjoe, Irlia Aulia, Ria Ekasari, Binus University	R.4.5. ENTREPRENEURSHIP TRAINING FOR GULF COMMUNITIES AS BENEFICIARIES AND CARERS IN THE TELUK AREA SCALE KPP PROGRAM Verliani Dasmaran, Hendi Prihanto, Nenden Suciayati Kartika, Tuti Rostianti Maulani, Universitas Prof. Dr. Moestopo	R.5.5. EDUCATION OF MAKING ROTO SNACK AS A NUTRITIONAL AND DELICIOUS LOCAL FOOD SNACK FOR PREGNANT WOMEN Khoirul Anwar, Almira Nuraelah, Veronika Pranidia Pestauli Pakpahan, Winda Zahraningrum, Liana Nur Intan, Universitas Sahid	R.6.5. EXAMINING MEDIA DAN BEHAVIOURAL INTENTION IN EXEMPLIFIED NEWS Yunita Sari, Ressa Uli Patrissia, Hadiati, Mediana Handayani, Universitas Prof. Dr. Moestopo	R.7.5. COMMUNITY EMPOWERMENT THROUGH THE IMPLEMENTATION OF BAMBOO MATERIAL FOR HOMESTAY INTERIORS IN TOURISM VILLAGE Titi Indahyani, Nabilla Retnaning, Yunida Sofiana, Aisyah Naurah P, Aurelia Angieta W, Wanda Wijaya, Binus University
13.50 - 14.00	R.1.6. QUICK EVALUATION OF POST-TSUNAMI RELIEF HOUSES IN ACEH AS INPUT FOR LOCAL GOVERNMENTS Aulina Adamy, Meillyta, Universitas Muhammadiyah Aceh	R.2.6. THE EFFECT OF WORK DISCIPLINE AND WORK ETHOS ON THE QUALITY OF SERVICES AT THE CENTER OF AGRICULTURAL QUARANTINE TANJUNG PRIOK MINISTRY OF AGRICULTURE Disson Muhammad Fauzi, Nirwan Mulyatno, Abdullah, Wartiningsih, Nanang Handayono, Universitas Prof. Dr. Moestopo	R.3.6. COUNSELING TO ENTREPRENEURS IN ORDER TO PREPARING PRODUCTS TO REACH THE MARKET TARGET THROUGH TECHNOLOGY FOR RESIDENTS OF KEDOYA KELURAHAN, KEBON JERUK DISTRICT, BARAT JAKARTA Elizabeth, Astrid Dita Meirina Hakim, Yugi Setyarko, Universitas Budi Luhur	R.4.6. THE ROLE OF THE INTERNATIONAL LABOR ORGANIZATION (ILO) GREEN JOBS THROUGH THE INDONESIA GREEN ENTREPRENEURSHIP PROGRAM (IGEP) AS AN EFFORT TO OVERCOME URBANIZATION IN INDONESIA Nadirah, Andre Ardi, Niluh Kerti, Universitas Prof. Dr. Moestopo	R.5.6. COUNSELING ON INCREASING RICE-ADDED VALUE TO IMPROVE THE COMMUNITY ECONOMY IN PUNGGUR DISTRICT, CENTRAL LAMPUNG REGENCY Siti Chairiyah Batubara, Universitas Sahid	R.6.6. THE INFLUENCE OF MAGDALENEID INSTAGRAM ACCOUNTS ON THE NEED FOR FOLLOWERS' INFORMATION ABOUT GENDER EQUALITY Dwi Ajeng Widarini, Fizzy Andriani, Universitas Prof. Dr. Moestopo	R.7.6. TOURISM VILLAGE EMPOWERMENT THROUGH MERDEKA BELAJAR - KAMPUS MERDEKA PROGRAM Retno Dewanti, Johan, Wisnu Ivan Kusuma, Binus University
14.00 - 14.10	R.1.7. IMPROVING THE SELLING POINTS OF UMKM PRODUCTS VIA CINEMATIC STORYTELLING	R.2.7. TRAINING FOR MAKING FINANCIAL REPORT FOR MICRO, SMALL AND MEDIUM ENTERPRISES (MSMES) ACTORS IN CIMAPAG, SUKABUMI, WEST JAVA	R.3.7. TRAINING OF MSME BOOKKEEPING: INCREASING FINANCIAL PERFORMANCE OF "ARIMBI" BATIK BUSINESS GROUP, PURWOREJO REGENCY	R.4.7. ASSISTANCE FOR INCREASING THE SELLING VALUE OF PROCESSED NUTRITION FRUIT PRODUCTS THROUGH DISTRIBUTION LICENSE AND STRATEGY	R.5.7. SMART CITY IS SMART SOLUTION FOR CITY DEVELOPMENT IN GLOBAL ERA	R.6.7. VISUALIZATION OF SOEKARNO'S INVOLVEMENT IN THE COUPLE OF 1965 IN THE FILM GIE : (CHRISTIAN METZ SEMIOTICS STUDY)	R.7.7. DEVELOPMENT OF GUIDELINES AND DISSEMINATION OF TOURISM ATTRIBUTES WITH THE THEME OF AL-QUR'AN PILLAR

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Time Slot	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7
	Andrianus Merdhi, A. Hutama, Binus University	Mira Septiani, Nafiah Ariyani, Universitas Sahid	Slamet Mudjijah, Priyambada Bagus Artanta, Diah Ayu Sekar Astuti, Universitas Budi Luhur	BRANDING AT TOURIST VILLAGE PASIR EURIH BOGOR Hayu Lusianawati, Dessy Sunarsi, Sri Prapti Fajar Nursanti, Universitas Sahid	Wahyu Sardjono, Maryani, Jajat Sudrajat, Astari Retnowardhani, Binus University	Bayquni, H.M. Saifulloh, Universitas Prof. Dr. Moestopo	ARCHITECTURE ON MOUNT PADANG CIANJUR, POST-COVID-19 PANDEMIC Putri Suryandari, Anita Diana, Anggraeni Dyah, Rismawandi, Frayudha Ristia Gumelar, Fajar Setiawan, Universitas Budi Luhur
14.10 - 14.20	R.1.8. SOCIALIZATION OF INSTAGRAM AS A BUSINESS DEVELOPMENT PLATFORM AT SOUTH UTAN KAYU - EAST OF JAKARTA Fitri Wahyu Rahmadania, Sekolah Tinggi Ilmu Komunikasi Profesional Indonesia	R.2.8. TRAINING OF HEALTHY ORGANIZATIONAL CULTURE AND EFFECTIVE COMMUNICATION FOR SMALL AND MEDIUM ENTERPRISES PLAYERS IN BOJONGGEDE DISTRICT, BOGOR REGENCY Titin Astuti, Meri Safarwati Putri, Susilo Utomo, Universitas Sahid	R.3.8. STRENGTHENING GRASSROOTS INNOVATION TO PRODUCE ESSENTIAL OIL IN TANAH DATAR Darwin Sebayang, Hendi Saryanto, Jeffry Sebayang, Universitas Mercu Buana	R.4.8. EDUCATION ON THE PRODUCTION AND DISTRIBUTION OF MILLENNIAL CHICKEN WING MSMEs IN BEKASI CITY DURING THE PANDEMIC ERA COVID-19 FOLLOWING NATIONAL AGENCY DRUGS AND FOOD CONTROL (BADAN POM) STANDARDS Shanti Pujilestari, Rahmawati, Euis Widiati, Universitas Sahid	R.5.8. TRAINING ON MAKING BLOGS AS MEDIA FOR PUBLICATION OF ARTICLES BY STUDENTS IN PURI CINERE HIJAU YOUTH Lauw Li Hin, Rizky Tahara Shita, Universitas Budi Luhur	R.6.8. SELF-DISCLOSURE USERS OF BUMBLE ONLINE DATING APP Novita Damayanti, Adiella Yankie Lubis, Yoanda Syahdaningrum, Universitas Prof. Dr. Moestopo	R.7.8. THE ROLE OF TRUST AS A MEDIATION BETWEEN AMENITIES AND ATTRACTIVENESS TOWARD VISITING TOURISM DECISIONS Hamdan, Septiani Juniarti, Indra Raharja, Mafizatul Nurhayati, Dodi Wirawan Irawanto, Universitas Mercu Buana
14.20 - 14.30	R.1.9. TRAINING OF E-COMMERCE AS A MARKETING MEDIA FOR HANDICRAFTS FROM PLASTIC WASTE IN RW.06 KARANG TENGAH, CILEDUG, TANGERANG Desy Anggraeni, Nora Hilma Primasari, Hari Subagio, Universitas Budi Luhur	R.2.9. EDUCATION OF THE LOCAL BADUY COMMUNITY IN ENVIRONMENTAL ISOLATION FACING PANDEMIC BECOME ENDEMIC (KANEKES VILLAGE LEUWIDAMAR DISTRICT LEBAK BANTEN PROVINCE, INDONESIA) Maya Dewi Dyah Maharani, Marlinda Irwanti, Universitas Sahid	R.3.9. BUSINESS PLAN MODEL IN CREATING FAMILY ENTREPRENEURSHIP Mochamad Soelton, Fatchur Rohman, Mugiono Mugiono, Sonny Indrajaya, Eri Marlapa, Nico Alexander Vizano, Universitas Mercu Buana	R.4.9. TRAINING ON PACKAGING, BRANDING, AND PRODUCT PROMOTION TO MEMBERS OF SMALL MEDIUM ENTERPRISES (SME) IN TEBET, JAKARTA SELATAN Herta Armianti Soemardjo, Chendi Liana, Abdul Harif Siswanto, Universitas Sahid	R.5.9. ONLINE LEARNING WORKSHOP USING MOODLE LMS FOR OPTIMAL LEARNING QUALITY IMPROVEMENT AT SMK BINA MANDIRI SAWANGAN, DEPOK CITY Zaqi Kurniawan, Ikhsan Rahdiana, Universitas Budi Luhur	R.6.9. LESSONS LEARNED THOUGH VIRTUAL STARTUP BOOTCAMP: ENTREPRENEURSHIP EDUCATION IN THE TIMES OF PANDEMIC AND BEYOND Anita Maharani, Dewi Tamara, Binus University	R.7.9. MARKETING STRATEGY OF PUBLIC RELATIONS TOURISM SERVICES IN PROMOTING TOURISM DESTINATIONS SELATAN TANGERANG Novalia Agung W. Ardhoyo, Mochammad Muminto Arief, Wahyu Sri Sadono, Harti Yuwanti, Universitas Prof. Dr. Moestopo
14.30 - 14.40	R.1.10. URBAN FARMING MICRO-ENTREPRENEUR AND DIGITAL MARKETING Harefan Arief, Universitas Mercu Buana	R.2.10. IMPLEMENTATION OF THE PREPARATION OF DIGITAL FINANCIAL STATEMENTS IN THE COMMUNITY OF THE PAGUYUBAN PEDAGANG LAPANGAN PEPSI (PPLP)	R.3.10. IS AN ORNAMENTAL PLANT BUSINESS RISKLESS? Nico Alexander Vizano, Lisnatiawati Saragih, Aditya Pratama Nandiwardhana, Intan	R.4.10. DIGITAL MARKETING TRAINING FOR WOMENPRENEUR MSMEs IN AN EFFORT TO IMPROVE WELFARE	R.5.10. IMPROVING COMPETENCE OF AN-NURMANIYAH VOCATIONAL HIGH SCHOOL STUDENTS THROUGH TRAINING AND IMPLEMENTING OF VPN	R.6.10. USING BLOOKET TO IMPROVE CHINESE VOCABULARY STUDY FOR 11 TH GRADE STUDENTS IN HIGH SCHOOL	R.7.10. PERFORMANCE IMPROVEMENT OF COOPERATIVE MANAGEMENT IN PASIR EURIH VILLAGE TOURISM BOGOR REGENCY THROUGH GOOD

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		Ani Siska MY, Dewi Anggraini, Tries Handriman Jamain, Universitas Sahid	Apriadi, Agung Yuniarinto, Mochamad Soelton, Universitas Mercu Buana	Annisa Retno Utami, Euis Widiati, Fahrir, Universitas Sahid	ETHERNET OVER IP (EOIP) AND PPTP TUNNELING ON MULTI-SITE NETWORK AREA SCALE Hillman Akhyar Damanik, Merry Anggraeni, Universitas Budi Luhur	Putri Mustika Susilo, Theresia, Chinta Nathania, Ryno Merrino, Binus University	MANAGERIAL AND BOOKING SKILLS RM. Listijono Setyo Pratignjo, Moch. Sambas, Universitas Sahid
14.40 - 14.50	R.1.11. INTRODUCTION TO MARKET ACCOUNTING IN EFFORTS TO ACCOUNTABILITY FOR TRADERS IN THE COIR MARKET ENVIRONMENT Selfiani, Yudhistira Adwimurti, Kurnia Sari Dewi, Universitas Prof. Dr. Moestopo	R.2.11. COMMUNITY WASTE BANK MANAGEMENT TRAINING IN CITAYAM VILLAGE, TAJURHALANG DISTRICTS, BOGOR REGENCY Laila Febrina, Wardina Humayrah, Almira Nuraelah, Akmal Algifari Alaudin, Dita Oktaviani, Universitas Sahid	R.3.11. GREEN HALAL PRODUCTS: FAMILY SME'S OPPORTUNITY Tine Yuliantini, Mochamad Soelton, Erna Sofriana Imaningsih, Subur Karyatun, Anees Jane Ali, Paijan, Universitas Mercu Buana	R.4.11. DEVELOPING THE KNOWLEDGE OF BALANCED NUTRITION AND HEALTHY LIVING BEHAVIOR OF JUNIOR HIGHSCHOOL STUDENTS IN BANDUNG, WEST JAVA Taufani Kumiatur, Muhamad Markus Bara Lewoworan, Robbiyanto, Dandy Oktora Wibawa, Nurul Lathifa Hafidzoh, Pantri Heriyati, Universitas Pendidikan Indonesia (Binus University)	R.5.11. RECYCLING AQUACULTURE SYSTEM (RAS) TECHNOLOGY IN THE MAINTENANCE OF EEL SEEDS BASED ON SUSTAINABLE ECONOMY DIGITAL Wiwin Windihastuty, Martini, Yani Prabowo Universitas Budi Luhur	R.6.11. AN ACCEPTANCE MODELS OF BEHAVIORAL INTENTION ON E-LEARNING Retno Dewanti, Reyhan Sabri, Binus University	R.7.11. ARE IMPROVING THE LIFE SPIRIT AT THE LATTER AGES POSSIBLE? Mochamad Soelton, Noermijati, Boris Alexander Tkhorikov, Mohammed Hokroh, Muhammad Sadiq, Mafizatur Nurhayati, Universitas Mercu Buana
14.50 - 15.00	R.1.12. NORMATIVE FORMAT OF MODEL EQUATION: THE ADVANTAGES OF CELEBRITY ENDORSEMENT AND WORD OF MOUTH IN CREATING PERCEIVED LUXURY VALUE Jubery Marwan, Zahera Mega Utama, Franky, Universitas Prof. Dr. Moestopo	R.2.12. EXCEL APPLICATION TRAINING TO IMPROVE MSME FINANCIAL GOVERNANCE IN BANDUNG DISTRICT Erislan, Universitas Sahid	R.3.12. IMPLEMENTING STRATEGIC SUSTAINABILITY BUSINESS ON THE MICRO, SMALL AND MEDIUM ENTERPRISES Yanto Ramli, Dudi Permana, Mochamad Soelton, Wei-Loon Koe, Universitas Mercu Buana	R.4.12. COMMUNITY ASSISTANCE FOR VERTICULTURE DEVELOPMENT AND APPLICATION WITH URBAN FARMING ON NARROW LAND IN URBAN Sri Kurniasih, Inggit Musdinar, Dody Kurniawan, Universitas Budi Luhur	R.5.12. WORDPRESS-BASED INDONESIA ESPERANTO-ASOCIO SITE DEVELOPMENT FOR NON-PROFIT ORGANIZATIONS INDONESIA ESPERANTO ASSOCIATION Retno Wulandari, Arman Yusuf, Windhy Widhyanty, Universitas Budi Luhur	R.6.12. IMPROVING TEACHER AND STUDENT COMPETENCE WITH COMPUTER NETWORK AND NETWORK SECURITY TRAINING ON SOFT SKILL AND CYBER SECURITY AWARENESS ASPECTS AT SMK PUSTEK SERPONG Hillman Akhyar Damanik, Merry Anggraeni, Farida Ayu Avisena Nusantara, Universitas Budi Luhur	R.7.12. ONLINE TAX SERVICE EXPLANATIONS ON MSME'S IN TANGERANG CITY Deden Tarmidi, Feber Sormin, M. Laras Widiyanto, Noor Hazlina Ahmad, Universitas Mercu Buana
15.00 - 15.10	R.1.13. BRANDING DESIGN FOR LOCAL CULINARY PRODUCTS, TAMBELANG DISTRICT	R.2.13. EMPOWERMENT OF SMALL TRADERS IN SUPPORTING THE DEVELOPMENT OF SETU BABAKAN BETAWI	R.3.13. SHARIA FINANCIAL INCLUSION AS THE CATALYST FOR THE SUSTAINABILITY OF THE INDONESIAN MSMEs	R.4.13. SUSTAINABLE PRODUCT: ENDLESS CAMPAIGN FOR A HEALTHY LIFE	R.5.13. PUBLIC SERVICE DIGITALIZATION IN BOGOR CITY	R.6.13. INTRODUCING DIGITAL LITERATURE FOR STUDENTS ANGKASA JUNIOR SCHOOL AMBON	R.7.13. IS THE APPLICATION OF DIGITAL TAX APPROPRIATE? : CONSIDERING THE POTENTIAL AND

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Time Slot	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7
	Bernard Hasibuan, Daesy Ekayanthi, Fit Yanuar, Universitas Sahid	CULTURAL VILLAGE TOURISM DESTINATIONS Themotia Titi Widaningsih, Hayu Lusianawati, Arry Rahayunianto, Universitas Sahid	Eko Tama Putra Saratian, Harefaan Arief, Yanto Ramli, Dudi Permana, Mochamad Soelton, Universitas Mercu Buana	Daru Asih, Mochamad Soelton, Boris Alexander Tkhorikov, Kusuma Ratnawati, Astrid Puspaningrum, Yanto Ramli, Universitas Mercu Buana	T. Herry Rachmatsyah, Triyuni Soemartono, Harry Nenobais, Universitas Prof. Dr. Moestopo	Bambang Pujiyono, Rusdiyanta, Arfian, Bima Cahya Putra, Samsinar, Universitas Budi Luhur	CHALLENGES OF DIGITAL TAX IMPLEMENTATION IN THE MIDDLE OF A PANDEMIC Islamiah Kamil, Era Agita Kabdiono, Hendi Prihanto, Universitas Prof. Dr. Moestopo
15.10 - 15.20	R.1.14. ACCOMPANIMENT IN MAKING HOME INDUSTRY PRODUCTION PERMIT (HIPP) AND PACKAGING DESIGN LABELS OF PROCESSED FOOD PRODUCTS IN THE HOUSEHOLD FOOD INDUSTRY (FHI) Wardina Humayrah, Tri Fajarwati, Syanilda Nabila, Zara Arika, Dedy Wahyudi, Universitas Sahid	R.2.14. ADMINISTRATIVE DATA MANAGEMENT TRAINING FOR FAMILY EMPOWERMENT AND WELLBEING MEMBERS Anwar Rifa'i, Hadidtyo Wisnu Wardani, Indah Puspasari Handayani, Rizky Pradana, Universitas Budi Luhur	R.3.14. INSIGHTS INTO UNDERSTANDING SUSTAINABLE MARKETING MANAGEMENT Rina Astini, Yuli Harwani, Mochamad Soelton, Universitas Mercu Buana	R.4.14. THE ROLE OF PARENTS IN MAINTAINING DENTAL HEALTH OF CHILDREN UNDER 5-YEAR-OLD IN PISANGAN DISTRICT, TANGERANG SELATAN Irma Binarti, Mirna Febriani, Manuel Dwiyanto H Lugito, Universitas Prof. Dr. Moestopo	R.5.14. APPLICATION OF SOUND GOVERNANCE IN REALIZING SMART CITY THROUGH JSCLAB IN DKI JAKARTA Yasef Firmansyah, Firty Alica, Cempaka Resika, Nabilla Asri Luthfia, Universitas Prof. Dr. Moestopo	R.6.14. EARTHQUAKE DISASTER MITIGATION THROUGH SOCIALIZATION AND TRAINING ON BUILDING STRUCTURE PLANNING FOR STUDENTS OF SMKN 4 TANGERANG Hakim, Tri Endangsih, A. Sistyo Farhan, Universitas Budi Luhur	R.7.14. EFFORTS TO IMPROVE INTERNAL AUDIT UNDERSTANDING IN SERVICE COMPANIES Kurnia Sari Dewi, Universitas Prof. Dr. Moestopo
15.20 - 15.30	R.1.15. STRENGTHENING COOPERATION WITH LOCAL GOVERNMENTS THROUGH THE CHILD-FRIENDLY CITY PROGRAM Retno Dewanti, Puti Minang Anjarani, Binus University	R.2.15. EDUCATION ABOUT BASIC ELECTRICITY IN RESIDENTIAL HOMES AND SOLUTIONS TO ELECTRICAL PROBLEMS FOR THE RESIDENTS OF PONDOK LAKAH PERMAI Peby Wahyu Pumawan, Akhmad Musafa, Sujono, Universitas Budi Luhur	R.3.15. DIGITAL MARKETING TRAINING AND MENTORING TO IMPROVE MSME PERFORMANCE IN JAKARTA Ririn Wulandari, Wei-Loon Koe, Universitas Mercu Buana	R.4.15. ELDERLY EDUCATION ABOUT DENTAL AND MOUTH HEALTH AT POSYANDU, EAST CIPUTAT SOUTH TANGERANG Mirna Febriani, Irma Binarti, Manuel Dwiyanto H Lugito, Universitas Prof. Dr. Moestopo	R.5.15. THE INTERVENTION OF HIGH RISK INMATES IN BATU PRISON AS AN APPROACH OF INDIVIDUAL TREATMENT Nadia Utami Larasati, Untung Sumarwan, Universitas Budi Luhur	R.6.15. ACCOUNTING VALUE ETHICS FOR CHARACTER DEVELOPMENT OF HIGH SCHOOL STUDENTS Erna Setiany, Annisa Hakim Zamzami, Ika Sari, Anees Jane Ali, Universitas Mercu Buana	R.7.15. IMPROVING THE COMMUNITY'S UNDERSTANDING ABOUT THE IMPLEMENTATION OF THE MANASIC OF HAJJ AND UMRAH IN THE NEW NORMAL ERA Yudhistira, Adwimurti, Selfiani, Kurnia Sari Dewi, Universitas Prof. Dr. Moestopo
15.30 - 15.40	R.1.16. FORMULATION OF THE HAJJ INVESTMENT FINANCIAL FOR INFRASTRUCTURE IN HAJJ FINANCIAL MANAGEMENT EXECUTIVE BOARD	R.2.16. THE EFFECT OF POPULATION CARD (KTP) ADMINISTRATION SERVICES ON THE SATISFACTION OF CITIZENS OF CEPAKA PUTIH EAST RESIDENT DURING THE OUTBREAK PANDEMIC	R.3.16. POLICY OVERCOMING UNEMPLOYMENT IN THE PANDEMIC ERA TOWARDS ENEMY OF COVID-19 IN BANTEN PROVINCE	R.4.16. INTEREST IN SHOHIBUL QURBAN DELIVERING ANIMAL QURBAN	R.5.16. THE ROLE OF THE GOVERNMENT'S INTERNAL CONTROL SYSTEM AND AUDITOR'S COMPETENCE SUPPORT IN PRODUCING ACCOUNTABLE SUPERVISION AT THE	R.6.16. SOCIALIZATION ABOUT OPTIMIZATION OF THE FUNCTIONS OF TRADITIONAL INSTITUTIONS IN REALIZING THE TRADITIONAL RIGHTS OF	

The International Conference on Community Development (ICCD) 2022
Strengthening The Nation's Competitiveness: The Role Of Technological Innovation And Entrepreneurship

Time Slot	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Room 7
	Harry Nenobais, Budiharjo, T. Herry Rachmatsyah, Gatot Hery Djatmika, Sholahan, Universitas Prof. Dr. Moestopo	Zahera Mega Utama, Jubery Marwan, Bambang Fajarisman, Universitas Prof. Dr. Moestopo	Taufiqurokhman, Universitas Prof. Dr. Moestopo	Dian Ismi Islami, Nunuk Prihatingsih, Cakraningsih, Universitas Prof. Dr. Moestopo	INSPECTORATE GENERAL OF THE MINISTRY OF EDUCATION AND CULTURE Abdullah, Watriningsih, Nirwan Mulyatno, Titin Suprihatin, Universitas Prof. Dr. Moestopo	SING BANYUWANGI TRADITIONAL RIGHTS Lenny Nadriana, St. Laksanto Utomo, Universitas Sahid	

CONFERENCE BACKGROUND

This conference is based on the important issue of strengthening the nation's competitiveness in the era of society 4.0. The nation's competitiveness can be created through technological innovation and entrepreneurship. Technology can be used by the community to innovate and open up business opportunities so as to contribute to the welfare of society. To realize the nation's strong competitiveness, various community service activities have been carried out by academics in accordance with their scientific specialization.

The topics presented in this conference are:

1. Sustainable Tourism;
2. Creative Economy;
3. Entrepreneurship & Innovation;
4. Media Literacy;
5. Water & Sanitation;
6. Community Environment;
7. Gender Equality & Family Planning;
8. Quality Education;
9. CSR & Empowerment;
10. Information Communication Technology;
11. Clean Energy;
12. Food & Health;
13. Agriculture & Agribusiness;
14. 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

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

KEYNOTE SPEAKER



H. Bambang Soesatyo, S.E., MBA.
Chairman of the People's Consultative Assembly of the Republic of Indonesia

Invited Speaker



Assoc. Prof. Dr. Sonali Agarwal
Department of Information Technology, Indian Institute
of Information Technology Allahabad, Prayagrah, India



Dr. Muhammad Akram Hureri
Allama Iqbal Open University (AIU), Directorate of Edu.
PWWF LHR
Pakistan



Dr. Hasnah Haron
Faculty of Economics and Muamalat Universiti Sains
Islam Malaysia (USIM)
Bandar Baru Nilai, Negeri Sembilan



Assoc. Prof. Dr. Nurhayati Ali Assegaf, M.Si., MP.
Ankara Turki,
HACI Bayram University

FOREWORD FROM GENERAL CHAIR ICCD 2022

This proceeding is a compilation of all papers sent by participants of the fourth ICCD 2022 conference, which Budi Luhur University organized, Moestopo Beragama University, Sahid University, Mercu Buana University, and Bina Nusantara University, Jakarta, Indonesia. The theme of ICCD 2022 is Strengthening National Competitiveness: The role of technological innovation and entrepreneurship. Based on this theme, it is further broken down into several topics, including sustainable tourism, creative economics, Entrepreneurship & Innovation, Media Literacy, water sanitation, Community environment, Gender Equality & family planning, quality education, CSR & Empowerment, ICT, clean energy, Food & Health, agriculture & business, and other topics related to community development. In this opportunity, we would like to share the most appreciation to our national and international colleagues who sent their lectures to our conference.

I want to thank all rectors or representatives of the university, all the invited speakers, and the keynote speaker who has joined and contributed to this event, especially to all members of the conference committee for their intricate and thoughtful work over the last several months. I say thank you very much.

Finally, special thanks go to Dr. Taufiqurokhman (Moestopo University), Retno Dewanti, S.Si, M.M., Ph.D. (Bina Nusantara University), Dr. Sawarni Hasibuan, M.T., IPU, (Mercu Buana University), and Prof. Dr. Giyatmi (Sahid University). We always think again, think across, think ahead, and think together to realize this conference.

I hope that all of us become learners and disseminate the work of community service for human welfare. Thank You.

Jakarta, November 16, 2022

General Chair of ICCD 2022
Dr. Bambang Pujiyono, M.Si



FOREWORD FROM RECTOR UNIVERSITAS BUDI LUHUR

Distinguished Guests and Participants, Excellencies,
Ladies and Gentlemen

On behalf of the ICCD 2022 conference organizers, I would like to express my gratitude to all of you, who have already joined from several countries, thank your cooperation which has enabled us to conduct a highly fruitful conference.

ICCD is a scientific forum that brings academics together to share their experiences on community services. Even though conferences on community services are infrequently convened, they have promising futures. I expected every participant would make contributions to this related field and promote mutual understanding among the participants through this event. This event is an actual endeavor to expand community services to go to the global level. I am optimistic that this year's ICCD 2022 Conference themed "Strengthening The Nation's Competitiveness: The Role of Technological Innovation and Entrepreneurship." will be the forerunner of the international journal on community services and internationally accepted of getting recognition side by side with the journal of research.

It is a great opportunity for our campus, Universitas Budi Luhur, to learn about the excellent community services done by various countries regarding the conference topic. We also learned new ideas from each other, which we could adopt to further improve our work in this needed area. We hope this collaboration will continue to motivate lecturers to carry on more quality community services impacts on national resilience. In particular, lecturers become more competitive preparing the distribution of community services to win either government or private institutions grants.

I also greatly appreciate the support from the ICCD 2022 Organizing Committee, the Program Chairs, and the Program Committee for their extremely hard work on the details of important aspects of the conference programs and also to the speakers, Dr. Sonali Agarwal, Dr. Hasnah Haroon, Dr. Nurhayati Ali Assegaf, dan Dr. Mohamad Akram Hureri. Their already shared knowledge has made a pleasant experience.

Finally, on behalf of the Conference Committee, I would like to express our appreciation and welcome to all participants who attended the event despite your busy schedule and thank your institutions for sending excellent participants.

Jakarta, November 16, 2022

Dr. Ir. Wendi Usino, MSc, MM



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Strengthening The Nation's Competitiveness: The Role Of Technological Innovation And Entrepreneurship

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**DESIGN OF WUDHU AREA FOR WOMEN AT MUSHALLA NURUL FATA AT
KEL. KAMAL, KALIDERES SUBDISTRICT, WEST JAKARTA**

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ABSTRACT

Design Area Wudhu For Women In Mushalla Nurul Fata In Kelurahan Kamal, Kecamatan Kalideres, Jakarta Barat. Mushalla is a place of worship of Muslims and performs various kinds of other Islamic religious celebrations such as the celebration of "Isra' Mi'raj ", "Maulid of the Prophet Muhammad SAW", performing the Tarawih prayer during the month of Ramadan. Mushalla refers to a special place for the five daily prayers, where the difference between the mosque and the mushalla is that no Friday prayers are performed as obligatory prayers for adult men every Friday afternoon. Mushalla Nurul Fata is located in Kamal Village, Kalideres District, West Jakarta. This musholla began the renovation phase in 2019 and has been renovated so that it is now a two-story building, currently almost 90% of the building has been completed, but for the place of ablution women have not finished. Based on these conditions, the Architecture Study Program at the University of Budi Luhur organized Community Service activities to create a design for the place of women ablution Mushalla Nurul Fata. The method of implementing activities uses the Architectural Design Process. Based on these conditions, the Architecture Study Program at the University of Budi Luhur organized Community Service activities to create a design for the place of women ablution Mushalla Nurul Fata. The method of implementing activities uses the Architectural Design Process. Every consideration of the design of the place for women ablution Mushalla Nurul Fata was adjusted with input from the mosque manager, while the work drawings for the design of the place for ablution mushalla were adjusted to architectural standards.

Keywords: design; mushalla; women; wudhu

REDESIGN AL HASANAH MOSQUE AT LARANGAN SUBDISTRICT, IN KOTA TANGERANG, PROVINCE OF BANTEN

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ABSTRACT

A mosque is a place of worship for Muslims. One of the mosques in Tangerang City is the Al Hasanah Mosque which is located in South Kreo Village, Larangan District, Tangerang City, Banten. Al Hasanah Mosque was built several years ago and continues to be used by the surrounding community. After so many years of being used as a place of worship for the surrounding community, currently, Al Hasanah Mosque is no longer able to accommodate Friday prayers and several other activities due to the lack of mosque facilities. So that in 2022 the Al Hasanah Mosque plans to renovate to increase the capacity of the congregation in carrying out worship activities in the mosque. The renovation is planned by increasing the area of the 1st floor, making the second floor specifically for women, adding mosque facilities in the form of separate male and female bathrooms, and changing the facade of the building according to the modern minimalist concept. Based on these conditions, the Faculty of Engineering, Budi Luhur University held a Community Service activity to design the renovation of the Al Hasanah Mosque. The purpose of the redesign of the Al Hasaah Mosque is that all community worship activities can be carried out in the mosque. The method of implementing the activities uses the Architectural Design Process, following input from the Mosque Prosperity Council and architectural comfort standards. The results of the redesign of the Al Hasanah Mosque are working drawings and the electrical system of the Al Hasanah Mosque following architectural standards.

Keywords: Mosque Facilities, Al Hasanah Mosque, Redesign, Architectural Comfort Standards.

**KIMEKOMI WORKSHOP AS THE COMMUNITY SERVICE ACTIVITIES TO
RECYCLE THE FABRIC WASTE IN THE SOCIETY**

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ABSTRACT

Waste problem is a multidimensional phenomenon that often occurs frequently in many Indonesian cities, including Tangerang. Every day, various activities and businesses ranging from households to industry generate waste, resulting in an ever-increasing amount of waste. One type of business that produces waste is a tailoring or sewing business. In their activities of producing clothes, the tailoring businesses cannot be separated from the leftover fabric. The leftover fabrics would generate waste that could be hazardous to the environment and public health if they were not properly managed. Certain activities or skills are required to convert the fabric waste into useful products. Therefore, it is critical for lecturers to provide trainings that can improve the community's skills to utilize the fabric waste so that the reduction of waste can be carried out. *Kimekomi*, a Japanese art-based skill training is one of the trainings that may turn the leftover fabrics into economically valuable products. The method used in the training is a workshop. Participants get the opportunity to directly practice the material presented and apply the skills taught, and solve the difficulties they face together. The activity was targeting women who were sewing business actors in Tangerang area. The result of this community service activity is tailor workers have the abilities to convert the leftover fabrics into craft products which have commercial value and at the same time can reduce the fabric waste.

Keywords: creative industry, *Kimekomi*, training, fabric waste

**SOCIALIZATION OF ENVIRONMENTAL COMMUNICATION: PRACTICE OF
BYE-BYE PLASTIC BAGS FOR STUDENTS IN TANGERANG**

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ABSTRACT

This community service carries the theme of implementing environmental communication in the Bye Bye Plastic Bags movement in schools in South Tangerang, namely SMAN 2 Tangerang. This activity is planned to be carried out on March 8th, 2022 through a hybrid method. This means that the team leader will carry out offline, and partners from Universiti Sains Malaysia will attend online via the zoom application. The output target of this activity is publication in online mass media and community service journals. It is hoped that through this activity students can be educated related to environmental communication, especially in dealing with plastic waste which has been an environmental problem, both in Indonesia and in the world.

Keywords: environmental communication, plastic bags, waste, students

COMMUNITY AWARENESS WITH ENVIRONMENTALLY FRIENDLY PACKAGING

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ABSTRACT

Currently, people are more concerned about their consumption patterns and are starting to reduce waste from these consumption patterns as much as possible. Therefore, many choose to buy products with environmentally friendly packaging. Many people avoid products with packaging that has a bad impact on the environment. While on the other hand, there are still many MSME entrepreneurs who still use non-biodegradable or environmentally unfriendly packaging. The increasing number of MSMEs in the food and beverage sector has an impact on the environment by increasing the use of plastic-based packaging. Plastic is considered as packaging that is easily available and has an affordable price, although this plastic waste takes a long time to decompose so it can hurt the environment. Based on the results, it was found that around 95 percent of MSMEs expressed interest in environmentally friendly business practices, belonging to women showed stronger interest. Meanwhile, when viewed from the consumer's point of view, based on the results of research stated that 86 percent of Indonesian consumers consciously buy goods with environmentally friendly packaging or reduce the use of packaging. Based on this background, it is necessary to continuously improve the understanding of Culinary MSME entrepreneurs regarding the implementation of zero-plastic packaging as a way to reduce environmental pollution while increasing the performance and competitiveness of culinary MSMEs.

Keywords: environmentally friendly packaging, zero single use plastic, culinary MSMEs.

QUICK EVALUATION OF POST-TSUNAMI RELIEF HOUSES IN ACEH AS INPUT FOR LOCAL GOVERNMENTS

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ABSTRACT

Of all the provinces or cities in Aceh, Banda Aceh as the capital is the area most severely damaged by the earthquake and tsunami in 2004. After more than 15 years of being inhabited, the feasibility (quality) of the aid housing is clearly visible. The purpose of this short evaluation is as initial data in a long-term plan to measure the satisfaction of residents of the post-tsunami relief houses. The evaluation was carried out in Meuraxa District where the death toll reached 92.72%. At random, 5 houses from various aid donors were taken as samples. The evaluation method is qualitative through interviews with residents to find out their satisfaction. The results of the study found that in general, the residents were satisfied with the assisted house but there were several aspects that became dissatisfaction, such as bedroom/bathroom area which is too small, no kitchen, poor quality of materials, and construction. The results of this evaluation can be used as initial data for more in-depth research, and also input for local governments to find out the condition of the aid housing after 15 years of being occupied.

Keywords: template, instructions, conference, publications

IMPROVING THE SELLING POINTS OF UMKM PRODUCTS VIA CINEMATIC STORYTELLING

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ABSTRACT

During the two years of the pandemic, it was estimated that 30 million MSME (Micro, Small and Medium Enterprises) actors were out of business [1], but at the same time the application for MSME or UMKM establishment permits through the Investment Coordinating Board (BKPM) also increased rapidly [2]. To support the sale of UMKM products, a video advertisement is needed that can be applied on social media or used as a display at the UMKM outlet. This form of community service is the empowerment of UMKM stakeholders who are generally underprivileged women from the middle to lower economic class and only have educational background only up to high school, especially in the Kunciran area, South Tangerang. Three basic theories from the film theory that are useful as the fundamental language of film and advertising propaganda which are derived from Montage Theory (*Sergei Eisenstein*), Realism (*Andre Bazin*) and Semiotic (*Ferdinand de Saussure*) were explained at the workshop. In addition, basic editing techniques were demonstrated with the free *Davinci Resolve* software and the operation of low-budget equipment such as smartphones and DSLR cameras. As a result of this workshop is a one-minute video advertisement produced by the participants for their own UMKM products.

Keywords: UMKM, video advertising, cinematic storytelling, pandemic economy

**SOCIALIZATION OF INSTAGRAM AS A BUSINESS DEVELOPMENT
PLATFORM AT SOUTH UTAN KAYU - EAST OF JAKARTA**

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ABSTRACT

The evolving social media in this digital era has led to many changes in terms of social networking, especially meta platform that allow content users to post and share their content. Instagram is one of the platforms that has given the opportunity for users to explore and actively engage in interpersonal communication as well as business development. Many businesses have utilized Instagram as their business development platform for promoting and branding the product or services in order to survive the competition. However, knowing how to build the Instagram business profile is very important to promote and present the business through the features. The lack of knowledge about utilizing Instagram as a business development platform, such as product promotion, is an issue that is faced by the residents of South Utan Kayu district who starting in MSMEs. The content production and features strategy are also other issues that are quite challenging for the community that are not used to internet-based business development. The implementation of community service activity that was held in South Utan Kayu, east of Jakarta, was able to be carried out in three stages, which were preparation, implementation and evaluation. The socialization of this community service was held via zoom applications due to the covid-19 pandemic and the result from this activity is the community understanding the know-how knowledge to utilize Instagram as a business platform that could help the growth of MSMEs within the residents of South Utan Kayu district.

Keywords: business development, instagram, msmes, south utan kayu district

TRAINING OF E-COMMERCE AS A MARKETING MEDIA FOR HANDICRAFTS FROM PLASTIC WASTE IN RW.06 KARANG TENGAH, CILEDUG, TANGERANG

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Abstract

The problem of waste management encourages several parties to care about the surrounding environment. The Abdimas team tried to invite PKK women to do waste processing which turned out to have many benefits when the waste was recycled. Waste management that encourages some parties to care about the surrounding environment. The initial goal of this community service activity is to take an inventory of problems in waste management into useful products. After getting results, the next step is to sell the product so that it has economic benefits. The sale of this product is carried out by utilizing existing technology, namely e-commerce. The solution offered is how to improve sales, marketing, product ordering services from consumers and improve product order management (organizers) with the application of information technology.

Keywords: e-commerce, waste processing, handicrafts

URBAN FARMING MICRO-ENTREPREUNER AND DIGITAL MARKETING

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ABSTRACT

The DKI Jakarta Provincial Government is aware that many residents during this pandemic have started farming by utilizing limited land in their homes or vacant land that has not been built. So far, people have used their yards to grow vegetables, some even use fences or over drains/sewers. Most of the results are for the community's own consumption. Cultivation of growing vegetables is indeed widely occupied by Jakarta residents during the COVID-19 pandemic. Starting from the community, academics, even youth groups have grown a lot of vegetables, even in the yards and roofs of houses have been used for vegetable cultivation with a hydroponic system. This community service activity is carried out by providing online learning and training assistance for 1 month on how to market urban farming agricultural products using digital marketing through social media so that it can help increase people's income and the community's economy. This activity is an increase in participants' knowledge and skills in the field of Marketing by optimizing internet information technology in the marketing media of Urban Farming organic hydroponic vegetable products. The result of this activity is to increase the creativity of the community and motivate them and create a connection model of micro-entrepreneurship and value creation with the economic, social and environmental aspects of sustainable development.

Keywords: marketing, micro-entrepreneur, sustainable development

INTRODUCTION TO MARKET ACCOUNTING IN EFFORTS TO ACCOUNTABILITY FOR TRADERS
IN THE COIR MARKET ENVIRONMENT

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ABSTRACT

The purpose of financial analysis assistance to the joint business group of the Sukamaju village PKK in managing the emping house is to find out how the financial health of the joint business group is, and the plan to develop the business, if financially possible and the correct records according to the experts so that business actors can understand and also practice it in the businesses of PKK women, especially in Sukamaju village. The method applied is by direct training in the preparation of financial statements in accordance with PSAK MSMEs. As well as having calculated the ratio to measure whether the business is healthy or not, mothers need to be given knowledge and insight about analyzing financial statements or the proper registrar, the ratios discussed are liquidity ratios, profitability ratios, and business solvency. The number of members of the emping house in this community service activity is 10 (ten) people with the provisions of predetermined criteria. The expected results from Community Service activities or assistance in analyzing finances in joint business groups in the emping home business are that the group can analyze business readiness financially so that expansion policies and other policies that will be taken are financially safe.

Keywords: financial analysis, group assistance, business

NORMATIVE FORMAT OF MODEL EQUATION: THE ADVANTAGES OF CELEBRITY ENDORSEMENT AND WORD OF MOUTH IN CREATING PERCEIVED LUXURY VALUE

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ABSTRACT

We have surveyed 160 people to consumers, customers, and culinary tourism actors in Serang City. However, of the 160 questionnaires distributed, 28 respondents did not return. Of 132 respondents, after being identified, only 120 respondents met the requirements. The return rate for the questionnaire is only 80%. Characteristics of respondents based on gender and age in the period of this survey were dominated by women as many as 65% between the ages of 26-45 years. The level of education is dominated by the strata 1 level, for women it is 48.72%. And men by 47.61%. What is more interesting from this survey is that visitors who come to culinary tourism are dominated by ordinary consumers from the mothers' and mothers' circles by 72.58%, and men by 65.78%. Furthermore, male customers are 26.31% and women 17.74%. The dominance of the arrival of regular consumer/customer visitors is a reflection of there is still a lot of homework to be done so that customers continue to grow. Primary data was obtained by distributing questionnaires using a Likert scale as an alternative to respondents' answers. The purpose of this study is to analyze the superiority of the role of celebrity endorsement and word of mouth in creating perceived luxury value through consumer satisfaction. Analysis of the model equation using path analysis. The results of the analysis show that; The role of celebrity endorsement and word of mouth variables in realizing perceived luxury value is proven to be positive, either directly or indirectly through consumer satisfaction.

Keyword: celebrity endorsement, consumer satisfaction, perceived luxury value word of mouth

ACCOMPANIMENT IN MAKING HOME INDUSTRY PRODUCTION PERMIT (HIPP) AND PACKAGING DESIGN LABELS OF PROCESSED FOOD PRODUCTS IN THE HOUSEHOLD FOOD INDUSTRY

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ABSTRACT

Food small and medium enterprises (FSME) play an important role and have a very large contribution to the national economy. Packaged processed food SMEs are known as the Food Home Industry (FHI). Food produced by FHI is required to have a distribution permit in the form of an the Household Industry Food Permit (HIPP) number listed on the label. Currently, there are still many processed household food products that are found and sold in the market without a Distribution Permit Number (DPN), such as HIPP. The purpose of this community service is to provide intensive guidance to food MSME doers, especially FHIs through technical guidance and assistance on HIPP and packaging label design for processed food products. The target of service is FHI doers. The activity was carried out in October 2021-January 2022 at Citayam Grande Housing, Citayam Village, Tajurhalang Districts, Bogor Regency with 3 stages of activities including: pre-activity stage, implementation stage, and post-implementation stage. The pre-activity stage of the preparatory meeting includes data collection and selection of FHIs to be assisted, discussion of mentoring plans and strategies, and preparation of technical guidance facilities and infrastructure. The implementation stage is carried out by providing assistance to selected FHI doers who plan to take care of marketing permits and plan to improve the packaging design and product labels as well as the implementation of technical guidance with a forum for women FHI doers in Citayam Village. While the post-activity stage is an evaluation of the entire program carried out using a pre-post program questionnaire related to program implementation accompanied by criticism and suggestions. This activity resulted in the issuance of HIPP to one representative of FHI doers during the mentoring and coaching process, besides that, food label redesign was also produced in accordance with label regulations by NADFC. The results of the pre-post guidance on technology showed that there was an increase in the knowledge score from 62.5 ± 16.6 at the time before being given the technical guidance to 86.7 ± 10.7 after being given the technical guidance. The FHI doers in Citayam Village suggested that more technical guidance and assistance programs be carried out, especially online using complex applications so that food product registration can be successfully published.

Keywords : Food home industry, packaging labels, processed food, accompaniment, technical guidance

CORPORATE SOCIAL RESPONSIBILITY, MICRO, SMALL AND MEDIUM ENTERPRISES AND COMMUNITY DEVELOPMENT: EXPERIENCES OF MALAYSIA AND INDONESIA

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Abstract

The "Triple Bottom line" strategy, which seeks to strike a balance between maximising profits and protecting the environment, people, and the planet, is the fundamental idea of sustainable development. Corporate Social Responsibility (CSR) is a method of giving back to the community that is founded on the true desire to have a beneficial impact on it. CSR might receive money from the government, corporations, or the local community. This paper demonstrates how CSR financing is provided to Micro, Small and Medium Enterprises (MSMEs), how it has aided MSMEs in expanding their businesses, and how it has contributed to community development. Cases of MSMEs in Malaysia and Indonesia will be discussed to illustrate their impact on social and economic performance of the community.

Keyword: Corporate Social Responsibility (CSR), Micro, Small and Medium Enterprises (MSMEs)

THE ROLE OF DIGITAL FINANCIAL LITERACY ON FIRM PERFORMANCE IN MICRO INDUSTRY

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ABSTRACT

Most of the businesses in the contemporary era have been touched by technology with all the conveniences it offers. The average growing business has understood digitalization in managing their business, especially digitalization in terms of finance and payments. However, digitalization in business needs to be balanced with good financial literacy so that the firm performance of a company can be measured clearly. The purpose of this study was to find out how the role of digital financial literacy on firm performance of SMEs in East Java. This research is a quantitative research with an explanatory approach. The population used in this study is MSME actors who apply digitalization to their business in East Java. The sampling technique used in this research is purposive sampling. Referring to the specified sample criteria, the research sample used in this study was 100 research respondents. The data collection method used in this study is a questionnaire with a linkert scale of 1 (strongly disagree) to 5 (strongly agree) via google form. The data analysis used in this research is SEM-PLS assisted by SmartPLS software. The results of the study explain that digital financial literacy has a significant effect on firm performance. The level of digital financial literacy allows business actors to understand digital financial products. Not only that, with a good level of digital financial literacy, business actors are also more aware of the risks and threats that arise with access to digital finance.

Keywords: digital financial literacy, firm performance, digital era, digitization

RECOGNIZING AND UNDERSTANDING EMOTION IN MIGRAN WORKERS CANDIDATE

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ABSTRACT

Migrant workers show an increase in the incidence of serious, psychotic, anxiety, and post-traumatic disorders due to a series of socio-environmental variables, such as loss of social status, discrimination, and separations from the family (Mucci et.al, 2020). Depression and anxiety were found to be the most common mental health disorders among immigrants (Jadad et.al, 1996; Fernandes & Perreira, 2016). The findings highlight the importance of establishing prevention and treatment services for migrant farmworkers that aim to increase levels of emotional support, self-esteem, and coping skills. The target of Community Services are prospective female migrant workers who undergo training to be dispatched to the destination country. Activities carried out with the aim of providing knowledge about how to recognize and understand emotions to detect early symptoms of psychological disorders. This knowledge is expected to prevent the emergence of anxiety and depression that may arise when migrant workers adapt to their new environment. Individuals can be aware of and know the emotions of themselves and others. By being aware of emotional conditions, individuals can assess themselves better and make the right decisions in certain conditions with appropriate actions. Final target, individuals are able to regulate the emotions they are feeling, avoid impulsive thinking, and use emotions to make positive decisions.

Keywords: emotions, anxiety, depression

**STRENGTHENING INSTITUTIONAL CAPACITY OF KELURAHAN
FOLLOWING THE IMPLEMENTATION OF LAW NO. 23 / 2014
ABOUT LOCAL GOVERNMENT**

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ABSTRACT

After the enactment of Law Number 23 of 2014 concerning Regional Government, the authority of the Kelurahan institution experienced a shift in the authority of tasks and functions, namely that the status of the kelurahan was no longer a regional apparatus but became part of the Subdistrict government. Consequently, the activities carried out by the Kelurahan are determined by the policies decided by the sub-district government. This condition affects performance and one of them causes the government at the Kelurahan level to become rigid and tend to be less dynamic. Even though this case has actually developed for quite a long time, it is still relevant to be addressed within the framework of empowerment towards a rising Indonesia, especially after the COVID-19 pandemic. This community service activity aims to strengthen the institutional capacity of the kelurahan apparatus so as to improve their performance (performance). This activity uses the following methods: lectures, questions and answers, and group discussion forums (FGD). The results of the activity in particular have led to several goals, including: in the cognitive aspect, there has been an increase in the understanding of the participants regarding the operational steps for strengthening the institutional capacity of the Kelurahan, such as: understanding correctly (not based on assumptions) regarding authority, main tasks and functions according to the will of Law Number 23 of 2014, and the balance of financial resources, human resources and facility resources. From the practical aspect, it appears that there is a strong desire and awareness from the kelurahan apparatus to increase institutional capacity through various steps taken as stated in the FGD.

Keywords: kelurahan, performance, institutional capacity, law on local government

COMMUNICATION ACTIVITIES AND COMMUNITY PARTICIPATION IN THE DEVELOPMENT OF *THE COMMUNITY ACTION PLAN*

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ABSTRACT

Community communication and collaboration activities in the form of participation are expected to support DKI Jakarta government programs, especially in Marunda Village in structuring slums in the Community Action Plan. (CAP) The objectives of this study are: (1) Analyzing community communication activities in Marunda Village in CAP activities, (2) to analyze the level of community participation in CAP activities, and (3) to Analyze the relationship between communication activities and community participation in CAP development in Marunda Village. The research method used is quantitative research with research samples in 3 RT in RW 01, Marunda Village. Data analysis Descriptive analysis, by providing an overview of the condition of the research variables, and correlation analysis (Spearman Rank) is an analysis used to determine the close relationship between several variables. The results of the research that community communication activities use interpersonal communication and group communication such as meetings at the RT level. Most people have communication tools (HP), so information can be conveyed through WhatsApp Group (WA). In addition, the distance between houses that are very close makes it easier to convey directly to residents. The level of community participation is quite high, this can be seen from the support from the community during the implementation of the CAP. The results of the correlation test show that there is a positive relationship between communication activities and community participation in CAP development. In addition, a good level of communication activity can increase community participation which encourages the development of CAP, among others, there is a high enough motivation to organize a healthy environment.

Keywords: communication activities, community participation, community action plan

THE EFFECT OF WORK DISCIPLINE AND WORK ETHOS ON THE QUALITY OF SERVICES AT THE CENTER OF AGRICULTURAL QUARANTINE TANJUNG PRIOK MINISTRY OF AGRICULTURE

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ABSTRACT

This research aims to find the effect of work discipline and work ethic on service quality at the Tanjung Priok Agricultural Quarantine Center of the Ministry of Agriculture. This research uses a quantitative method with the number of samples taken as many as 68 respondents, which were obtained based on the Taro Yamane formula with a precision level of 10% and the sampling technique used was Disproportionate Stratified Random Sampling. From this study it can be concluded that: 1) The results indicate that the quality of service can still be improved, if it does not only rely on the variables of Work Discipline and Work Ethic, especially if it is carried out individually, especially if it is controlled by other variables contained in this study, namely variables of Work Discipline and Work Ethic; 2) Work Discipline Variable which is a strong contribution variable, which is 49.8% on Service Quality, but Service Quality can still be improved. The results of the study indicate that the Quality of Service, which is supported by Work Discipline, will be further improved if the Work Discipline in the organization is paid more attention to by the leaders; and 3) Work ethic variable, which is a moderate contribution variable, which is 35.7% of service quality, but service quality can still be improved. The results of the study indicate that the quality of service, which is supported by the work ethic, will further improve the quality of service if the existing work ethic can be improved or at least maintained.

Keyword: work discipline, ethos and ethic of service quality, balai besar karantina pertanian, kementerian pertanian

**TRAINING FOR MAKING FINANCIAL REPORT FOR MICRO, SMALL AND
MEDIUM ENTERPRISES (MSMEs) ACTORS IN CIMAPAG, SUKABUMI, WEST
JAVA**

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ABSTRACT

MSMEs (Micro, Small, and Medium Enterprises) are described as businesses run by individuals, households, or small-sized business entities. One of the efforts the government to mobilize and stimulate MSME activities is through KUR (People's Business Credit). KUR give opportunity for MSME actors to survive or expand more. However, in its implementation, many MSME actors obstacles in submitting the KUR, because MSME actors still do not understand the accountability report. This community service is a bridge for lecturers to empower the community, especially MSME actors in making simply financial reports. The intended MSME actors in this community service are MSME actors in Kp. Cimapag, RT. 09/RW. 08, Cireunghas, Sukabumi, West Java, totaling 10 (ten) MSME actors. The method in this community service activity is capacity building through workshop activities. After the workshop, assistance was carried out in making financial reports and for evaluation of the success of the activity was carried out pre-test and post-test. For the analysis of this evaluation using paired sample T-Test assisted by SPSS Software version 26. Paired Sample T-Test is used to see if there is a significant difference between pre-test and post-test for the implementation of community service. The results is the significance value (2-tailed) is 0.000 (Sig < 0.05) meaning that pre-test and post-test have significant changes (meaning). It can be concluded that this community service activity increases partners understanding of how to make simple financial statements for their business.

Keywords: Financial Report, MSMEs, Sukabumi.

TRAINING OF HEALTHY ORGANIZATIONAL CULTURE AND EFFECTIVE COMMUNICATION FOR SMALL AND MEDIUM ENTERPRISES PLAYERS IN BOJONGGEDE DISTRICT, BOGOR REGENCY

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ABSTRACT

The COVID-19 pandemic is one of the reasons for the increase in micro, small and medium enterprises (UMKM), due to the large number of companies that have terminated employment (PHK) for their employees, eventually these employees switch professions as traders, entrepreneurs, etc. Small and medium enterprises actors really need guidance both in terms of financial assistance from the local government and also various training activities that can increase the knowledge and skills they really need for business development. The participation of the world of education is one that is highly expected. Academics can contribute and contribute through various theories and applications. Because the government has limitations, especially related to human resources. The purpose of implementing community service (PKM), This training program of organization culture and effective communication is first, to increase the knowledge of UMKM actors about healthy organizational culture and effective communication. Second, to increase understanding of the importance of a healthy organizational culture and effective communication for the businesses of small and medium enterprises actors. There has been an increasing in a cognitive and a knowledge from the participants of the training program carried out by 25% for organization culture and 30% for effective communication. From the entire training program conducted, partners (participants) gave positive responses. to increase understanding of the importance of a healthy organizational culture and effective communication for the businesses of small and medium enterprises actors. There has been an increasing in a cognitive and a knowledge from the participants of the training program carried out by 25% for organization culture and 30% for effective communication. From the entire training program conducted, partners (participants) gave positive responses.

Keywords: covid-19, organization culture, effective communication, pandemic.

EDUCATION OF THE LOCAL BADUY COMMUNITY IN ENVIRONMENTAL ISOLATION FACING PANDEMIC BECOME ENDEMIC (Kaneke Village Leuwidamar District Lebak Banten Province, Indonesia)

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ABSTRACT

The Covid-19 pandemic is a test for the global health system and other systems. At the global level, the World Health Organization (WHO) notes that WHO is coordinating global laboratory surveillance of the COVID-19 variant modeled on the established Global Influenza Surveillance and Response System. The Baduy tribe lives in a protected forest area in Kenekes Village, Leuwidamar District, Lebak Province, Banten, Indonesia. The problem faced by the Head of the Baduy Tribe is the lack of knowledge of environmental isolation in the face of the Covid-19 and Endemic pandemic in a scientific manner. This paper aims to educate the Head of the Baduy Tribe in Environmental Isolation. The solution to this problem is to educate the Baduy Chief about the benefits of conducting environmental isolation to deal with the Covid 19 and endemic pandemic. This community service activity uses the method of discussion and Driver-Pressure-State-Impact-Response (DPSIR). The DPSIR framework model aims to make an inventory of key indicators of the role of the Baduy Tribe Leader. There are 15 attributes for environmental isolation which are the responsibility of the Head of the Baduy Tribe, and the highest is Improving of-ecological-economy system

Keywords: DPSIR, ecological-economy, environmental, isolation

**IMPLEMENTATION OF THE PREPARATION OF DIGITAL FINANCIAL
STATEMENTS IN THE COMMUNITY OF THE PAGUYUBAN PEDAGANG
LAPANGAN PEPSI**

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ABSTRACT

This community development activity aims to provide knowledge in digital financial records using a cash book application carried out at The Community Of The Paguyuban Pedagang Lapangan Pepsi (PPLP). Business actors include the lack of awareness to record business finances because of the lack of knowledge about financial bookkeeping and the assumption that financial statements are unimportant for MSME actors. Education starts with identifying problems, formulating approach methods, planning work procedures, and conducting education and socialization of digital financial records. After MSME actors carried out education and socialization, there was an increase in knowledge and understanding of traders after being given training and realizing that in business, it was essential to keep records in every transaction.

Keywords: cash book, digital financial, and financial records.

**COMMUNITY WASTE BANK MANAGEMENT TRAINING
IN CITAYAM VILLAGE, TAJURHALANG DISTRICTS, BOGOR REGENCY**
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ABSTRACT

Waste management from the source is a basic thing to be socialized to the community. The existence of a waste bank can reduce waste generation at the final waste processing site. The purpose of this activity is to invite people to sort waste from their homes to be deposited in the waste bank. This activity was carried out by a team from Sahid University to the people of Citayam Village, Tajurhalang District, Bogor Regency. There were 21 participants from the village apparatus as well as RT and RW representatives. This training method includes lectures and discussions on waste bank management, followed by a Forum Group Discussion (FGD) on the establishment of a waste bank institution in the village. Furthermore, questionnaires were distributed to see the understanding of the waste bank. Based on the questionnaire during the training, it was found that most of the participants had never attended waste bank training, and had no knowledge of the waste bank. While most of them already know about the types of waste found in the surrounding environment and almost all participants already know that waste needs to be separated from the house to avoid piles of garbage in the final disposal site. However, most of the participants have not been trained to sort organic and non-organic waste. However, they are willing to invite family members to sort the waste from the house. This activity is sufficient to provide insight and understanding about the importance of participation in managing the environment through the waste bank program. Of course, the next waste bank program needs to be carried out intensely with the community directly so that the community can actively participate as customers and manage household waste at the waste bank formed in Citayam Village.

Keywords: *community, environment, management, training, waste bank*

EXCEL APPLICATION TRAINING TO IMPROVE MSME FINANCIAL GOVERNANCE IN BANDUNG DISTRICT

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ABSTRACT

In the current digital era, where in industry 4.0, information and communication technology has provided various tools to help business actors build their business governance more efficiently and effectively. One of them is by using the Exel application, formulas that have minimal errors in calculations are provided and in one format that can be used forever. Of course this will help business actors to save time for bookkeeping and eliminate errors in calculating business financial records. One of the characteristics of small industries is that there are still many obstacles that they face, both from information technology and business management. In the information technology aspect, the main challenge that hinders business actors is the limited ability to use information technology and computers, including the use of bookkeeping applications, digital marketing applications, e-commerce applications, and other platforms such as Point Of Sale (POS). the management of its business is that there has not been much support for promotion, marketing development strategies, and limited distribution and bookkeeping of the results of its business. The same is true for MOLOS FASHION SMEs in Katapang District, Gandasari Village, Warunglobak. Where the MOLOS FASHION business is still a small-scale industry that also has problems in terms of management, especially in terms of recording the results of its business. To overcome one of these problems, Community Service activities were carried out which provided counseling about the importance of bookkeeping and training on making excel bookkeeping in a simple way using the Cash Book for all SME operational activities and evaluating the calculation of the cost of production. The output that can be realized from this Community Service activity is that SME actors are able to carry out bookkeeping for their business on a regular basis by using the Cash Book and calculating the cost of production correctly and online publication of the implementation of the service.

Keywords: *simple bookkeeping, cash book, cost of production, SMEs*

EMPOWERMENT OF SMALL TRADERS IN SUPPORTING THE DEVELOPMENT OF SETU BABAKAN BETAWI CULTURAL VILLAGE TOURISM DESTINATIONS

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ABSTRACT

The Betawi Cultural Village tourism area is a mix of cultural, nature, and agro-tourism areas. Betawi Cultural Village has a tourism carrying capacity in the form of unique tourist attractions, tourist access, and good tourist facilities. Tourism business actors and the community play an important role in maintaining the sustainability of a cultural tourism destination. Betawi Cultural Village is the last stronghold in the preservation of Betawi culture. All Betawi culture in the form of art, tradition, architecture, spatial planning, plants, fruit, and food can be found at Betawi Cultural Village. One of the tourist destinations at Betawi Cultural Village is the Betawi cuisine. Based on observations, research and discussions focused on Betawi culinary traders, they have not paid attention to marketing communication strategies. Food traders have not done marketing communication well. Culinary products do not have standards in processing, taste, presentation, and packaging. Pricing has not taken into account the production costs and the desired profit. Places to sell food are bad, in wagon carts without water facilities, adequate washing and trash cans, less comfortable, and less clean. Empowerment needs to be done to food traders in the Betawi Cultural Village because traders play an important role in supporting the development and sustainability of tourism. Empowerment is done by providing training and counseling about strategies in marketing communications. Covers how to make and develop a product, determine the selling price, arrange a good place to sell, and promotions. This training will increase their income, and tourist visits, which means they support the development of the Betawi Cultural Village.

Keywords: Empowerment, Traders, development, Tourism Destinations

SME'S DIGITALIZATION ADOPTION: WEBSITE FOR COFFEESHOP COMMUNITY CANGKIR JALANAN

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ABSTRACT

This paper aims to analyze the website design for the coffee shop community in Tangerang – Cangkir Jalanan. The determinant factors for website design are usability quality, information quality, service interaction quality, and visual quality on the user's satisfaction. An online questionnaire was distributed to 30 members of Cangkir Jalanan community with google form and the data collected was examined with Structural Equation Modeling (SEM) by tool SmartPLS 3.0 software. The results findings usability quality, information quality, and service interaction quality have no affect on user's satisfaction and visual quality has positive and significant affect on user's satisfaction. Website of Cangkir Jalanan community need to be develop in order to increase the user's satisfaction.

Keywords: Website, Cangkir Jalanan, Satisfaction, Small and Middle-size Enterprise, Digitalization

MSME BUSINESS ECOSYSTEM DEVELOPMENT POST COVID-19 PANDEMIC IN BANDUNG CITY

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ABSTRACT

The Department of Cooperatives and Small Business (KUK) of West Java Province, prepared various programs to help MSMEs during the pandemic and post-pandemic. Other ministries and SOEs are assigned by the government to help MSMEs in post-pandemic recovery, one of which is the Digital Entrepreneurship Academy (DEA) Program, a program from the Ministry of Communication and Information that aims to prepare superior Human Resources to accelerate digital transformation in the field of entrepreneurship in order to improve the digital economy, by the target trained in 2022 is 60,000 people. The targets of this program include creating new digital entrepreneurs, upskilling advanced digital entrepreneurs, and developing digital entrepreneurship in inclusive villages. The DEA program started in 2020 with the initial goal of digitizing the number of MSMEs and Upskilling digital entrepreneurs. In 2021, DEA took the theme #BangkitDiMasaPandemi to help affected MSMEs in terms of training in selling digitally. In 2022, DEA took the theme #PulihBersama to help MSMEs so that their businesses can recover during the pandemic with digital entrepreneurship training.

The outcome of this training can encourage the growth of Indonesia's digital economy, with 2 main achievement targets; 1). Drive the digital economy in the country. 2). Increase access to new customers. 3). Increase sales and revenue. 3). Opening new access to foreign markets, so that an MSME Business ecosystem model and Binus students can be formed, especially in the City of Bandung and West Java Province through the Lecturer Internship Program and the Export Shopee MSME Program.

Keywords: Ecosystem Model, MSME Business, Student Business, Digital Marketing, Go Digital

USE OF CREDIT CARD IN E-COMMERCE

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ABSTRACT

The growth of e-commerce in Indonesia is followed by the development of online payment method using credit card. Marketers see that data privacy issues are still a consideration for consumers to use credit cards as online payment tools. The purpose of this research is to know the influence of TAM, TPB and perceived security variables on the use and loyalty of the payment system. Methods of data collection using questionnaires distributed to 203 consumers who have made payments using credit cards in e-commerce. The analysis method used in this research is structural equation modeling. The results of this study indicate that perceived usefulness has a positive and significant influence on trust and intention to use, perceived ease of use has a positive and significant effect on perceived usefulness. Based on the results of research, there is an effect of perceived ease of use on perceived usefulness in millennials who have partially made payments in e-commerce using credit cards, trust variable is able to mediate the relationship between perceived usefulness and intention to use and is a partial mediating variable, the trust variable is not a mediating variable on the relationship between perceived ease of use and intention to use and the trust variable is able to mediate the relationship between perceived security and intention to use and is perfect mediating variable.

Keywords: *Credit Card, E-Commerce, Perceived Security*

Goods Return Factors in Online Shopping Transactions

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ABSTRACT

Technology is developing rapidly every year. Technological developments also change a person's habits or behavior in doing something, one of which is shopping. Currently, shopping can be done anywhere and anytime without having to visit the store directly. However, shopping transactions through online media do not always run smoothly. Sometimes there are also buyers who feel disappointed because the quality or quantity of goods sent by the seller does not match with the description. If this happens, usually the buyer will ask to return the goods to the seller. The purpose of this study is to find out more about the factors that cause buyers to return goods to sellers. This study uses a qualitative method with the PRISMA (Preferred Reporting Items for Systematic Review and Meta-Analysis) Systematic Literature approach. The search results for journals or related papers published were 31 journals and 24 journals or papers were adopted as material for this research. With this e-commerce purchase return intention model, it is hoped that it can provide good insight for the provider e-commerce, e-commerce partners (retailers), and e-commerce consumers so that in practice each party can act without harming each other

Keywords: e technology, daring, transactions, return

MARKETING STRATEGY FOR FASHION INDUSTRY VERSUS CIRCULAR ECONOMY

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ABSTRACT

Fashion industry and the dynamics of modest wear becomes an opportunity that could be use by the entrepreneurs. It required a development of a strong brand image and consumer engagement and drive it to purchase decision. Social media marketing in instagram could be a friendly alternative for the company to deliver a set of messages to the customers, lead the customer to shape an image of the company and bond the mutual relationship to exchange value. Constant buying of fashion is a waste. Along with the waste of fashion consumers, practical shows that the fashion Waste Management process has not been carried out much and has not had a real breakthrough strategy to overcome it. Circular economy is the choice of recommended method to overcome it.

Keywords : fashion, industry, brand, customer, waste management

COUNSELING TO ENTREPRENEURS IN ORDER TO PREPARING PRODUCTS TO REACH THE MARKET TARGET THROUGH TECHNOLOGY FOR RESIDENTS OF KEDOYA KELURAHAN, KEBON JERUK DISTRICT, BARAT JAKARTA

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ABSTRACT

Background: MSME competition in Indonesia is increasing every year, but it is undeniable that many cannot survive due to the lack of knowledge of business actors in preparing their products to be able to penetrate the market in today's digital world. The community will be greatly facilitated by the existence of technology if they can use it optimally. Technology that is used properly will help business actors to develop their business and facilitate the marketing of their products through various market places that exist today.

Approach: One of the efforts made to penetrate the market through the use of technology is to prepare products to be marketed in various aspects, ranging from product quality, packaging, promotions, to the quality of services that can be provided to consumers. Consumers who are satisfied with the product quality and perceived service quality will easily recommend the product to other consumers (word of mouth).

Methods: Activities are carried out in the form of counseling and workshops for entrepreneurs to prepare their products to be able to penetrate the market through the use of technology.

Result: The target community is equipped with knowledge ranging from strategies in preparing products according to applicable standards to the application of technology-based marketing activities as an effort to improve the community's economy.

Conclusion: Armed with knowledge of the use of technology, it is hoped that it will inspire people's enthusiasm and motivation to run a business by applying technology, information and communication to their products and marketing systems.

This Community Service activity is intended for people in the Kedoya area, Kebon Jeruk District, West Jakarta, facilitated by the Sub-Department for Empowerment, Child Protection and Population Control in West Jakarta Administration City, DKI Jakarta Province.

Keywords: technology-based entrepreneurship, market place, public education, word of mouth

TRAINING OF MSME BOOKKEEPING: INCREASING FINANCIAL PERFORMANCE OF “ARIMBI” BATIK BUSINESS GROUP, PURWOREJO REGENCY

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ABSTRACT

Batik craft is one of the businesses in the creative industry. The batik craft business is an alternative business for the residents of Kedungkamal Village, Grabag District, Purworejo Regency. This batik craft business is classified as a small and medium business. Batik craftsmen are members of the Arimbi Batik Group. The production process is carried out by batik craftsmen while the sale of the products is carried out by the Arimbi Batik Group. The management and members of this group have not implemented an effective bookkeeping system for business development. This is because the level of awareness of batik craftsmen in implementing bookkeeping is still low. Business bookkeeping is considered complicated. The service activity aims to provide 1) an understanding of the benefits of bookkeeping for businesses, 2) training in bookkeeping practices that are suitable for batik craft businesses, and 3) increase the motivation of participants to manage finances professionally to be able to improve the sustainability of their business. Methods: Service activities are carried out in the stages of preparation, training, mentoring, and evaluation. The implementation of activities includes the provision of material with lecture techniques and question and answer followed by discussion. The material is given face-to-face and in a personal consultation. Results: The management and members of the Arimbi Batik Group can identify financial transactions can record financial transactions can compile simple financial reports. The motivation of activity participants to manage finances properly is increasing. Conclusion: The implementation of the activity was attended by all administrators and members of the Arimbi Batik Group. Participants realized that recording business books was very important to improve the sustainability of their business. Participants were enthusiastic to learn more about computerized bookkeeping.

Keywords: training, MSME bookkeeping, batik craft business, ARIMBI

STRENGTHENING GRASSROOTS INNOVATION TO PRODUCE ESSENTIAL OIL IN TANAH

DATAR

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ABSTRACT

Tanah Datar district has the potential for people's kaffir lime plantations of ± 750 hectares located in Kanagarian Tanjung Barulak & Padang Gantiang. Currently, the community has only benefited from selling kaffir lime leaves. In addition, the community tried to process kaffir lime leaves but had not succeeded. Therefore, they asked the university for support to increase their capacity, knowledge, skills, and technology to process the leaves, fruit, and twigs of kaffir lime to produce kaffir lime oil. The strengthening of grassroots innovation is carried out in three stages, namely the introduction of Multi-Function Equipment of Essential Oil Distiller with a Combination of Ultrasonic Treatment, installation and testing of equipment on flat ground, and exploration of potential consumers for the development of essential oil products. The results obtained from the trial showed that the chopped kaffir lime leaves first gave better results than kaffir lime oil. However, further process is needed through fractional distillation to separate the components of kaffir lime oil into several compounds, such as Citronellal, Citronellol, and Linalool. The separation of kaffir lime oil needs to be done to produce various aromas that can be used in the fragrance industry. Besides that, it is necessary to make customer development efforts by building a network of various parties, starting at the local, national, and international levels, so that kaffir lime oil and its derivatives can be used as raw materials for the fragrance industry.

Keywords: grassroots innovation, essential oil, customer development, the fragrance industry

BUSINESS PLAN MODEL IN CREATING FAMILY ENTREPRENEURSHIP

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ABSTRACT

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. The development of family entrepreneurship can also support economic growth in countries in the United States where 90 percent of the 15 million companies are family companies and have developed 40% of the United States GNP, while in Indonesia such a family has begun to emerge and this can be seen from franchises such as food franchises, fast food, franchise retail stores service businesses, and so on. With the above problems, the service team carried out business counseling activities in creating family entrepreneurship. An understanding of Business Planning in developing family entrepreneurship to prevent misunderstandings and conflicts that occur in the company, ultimately can increase the level and improve the welfare of the community. map the problem to the various parties in these circles. Knowledge of the number of communities in this circle. conduct education about family entrepreneurship in these circles. implementation of Business Planning that can be developed by the community.

Keywords: family economy, family entrepreneurship, cultural myths, environmental barriers

IS AN ORNAMENTAL PLANT BUSINESS RISKLESS?

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ABSTRACT

Alternative to alleviate poverty is that the government promotes entrepreneurial activities in Indonesian society and is developed considering the potential of the local community. The type of business that is currently developing is the ornamental plant business sector, where DKI Jakarta, which is the capital city, is starting to experience an increase in temperature so that too many buildings produce less area for plants that are useful for making the temperature cooler. In general, SME empowerment policies are directed at supporting efforts to reduce poverty and inequality, create job opportunities and increase exports, as well as revitalize agriculture and rural areas, which are national development priorities this year. Within this framework, the development of small and medium enterprises (SMEs) is directed to make a significant contribution to the creation of job opportunities, increase exports and increase competitiveness, while the development of micro-enterprises is directed to contribute to increasing income. low-income communities, especially in the agricultural and rural sectors. The real performance faced by most business actors, especially micro, small and medium enterprises (MSMEs) in Indonesia, the most prominent is the low level of productivity, low added value, and low product quality. Although it is also recognized that MSMEs employ the majority of the workforce in Indonesia, their contribution to national output is still low. This is because MSMEs, especially micro-enterprises and the agricultural sector (which absorb a lot of labor), have very low productivity. If wages are used as productivity, the average wage in micro and small enterprises is generally below the minimum wage. This condition reflects the low productivity of the micro and small sectors when compared to large businesses. Among the various factors causing it, the low mastery of technology and entrepreneurial ability among MSMEs is a prominent issue today.

Keywords: family economy, family entrepreneurship, ornamental plants, small and medium enterprises

GREEN HALAL PRODUCTS: FAMILY SME'S OPPORTUNITY

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ABSTRACT

With problems that threaten damage to ecosystems and the environment, people are expected to consume sustainable consumption that is not harmful to the environment. The government also seeks to support environmental rescue programs by establishing Government Regulation of the Republic of Indonesia Number 46 of 2017 on Environmental Economic Instruments, which encourages ministries / institutions / work units of regional devices or institutions to use environmentally friendly goods and services. This public community service wants to conduct research on green products and the purchasing decisions of young consumers in Indonesia because there has not been so much research on the influence of green products on purchasing decisions in the young consumer segment. Therefore, the purpose of this study is to find out whether there is an influence between green products that have been created by the company on the decision to buy green products in young consumers in the world. Indonesia currently occupies the second position in the world as a country that dumps plastic waste into the South China Sea. This raises various problems such as damage to ecosystems and the environment that raise a level of public awareness about the threat of health problems and survival problems.

Keywords: green halal product management, health hazard, green campaign, SME's

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

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ABSTRACT

Sustainability business strategy 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 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 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: strategic sustainability business, MSME

SHARIA FINANCIAL INCLUSION AS THE CATALYST FOR THE SUSTAINABILITY OF THE INDONESIAN MSMEs

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ABSTRACT

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

Keywords: sharia financial inclusion, MSMEs, riba, sharia funding products, sustainable finance

INSIGHTS INTO UNDERSTANDING SUSTAINABLE MARKETING MANAGEMENT

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ABSTRACT

One of the factors suspected to be the cause of the low income obtained by MSME entrepreneurs is that the marketing implemented by MSMEs has not been optimal. MSME entrepreneurs do not understand how to use the right marketing techniques and cannot yet manage their businesses. Especially during this COVID-19 pandemic, every MSME entrepreneur must change their marketing strategy to support business continuity. Running an MSME business requires extensive knowledge, tenacity, and the right marketing strategy. Because the main key to business success is the strength of marketing, ordinary products can sell well with good marketing, otherwise, quality products, if the marketing is bad the results will be negative. That is why every MSME entrepreneur needs to understand how to run a business with a sustainable marketing strategy (sustainability marketing) so that MSME entrepreneurs can not only access the market but can also continuously detect competition and dominate the market. One of the factors suspected to be the cause of the low income obtained by MSME entrepreneurs is that the marketing implemented by MSMEs has not been optimal. MSME entrepreneurs do not understand how to use the right marketing techniques and cannot yet manage their businesses. Especially during this COVID-19 pandemic, every MSME entrepreneur must change their marketing strategy to support business continuity. These situations and conditions encourage universities, especially Mercu Buana University to provide education and training related to Sustainability marketing strategy to increase the competitiveness of MSMEs.

Keywords: sustainability marketing strategy, product innovation, distribution strategy, online marketing strategy, branding strategy

DIGITAL MARKETING TRAINING AND MENTORING TO IMPROVE MSMEs PERFORMANCE IN JAKARTA

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ABSTRACT

One of the impacts of the COVID-19 pandemic is a change in the social order. The change in social order has increased consumer demand for digital purchase transactions. However, this increase has not been matched by the fulfillment of demand by MSMEs. This is shown by the fact that MSMEs have not adopted digital marketing optimally, namely, the percentage of digital marketing adoption carried out by MSMEs is still low at around 13% of the total number of MSMEs, besides the level of readiness of MSMEs in Jakarta in adopting digital marketing is also still low. Based on this, this community service activity aims to provide training on the adoption of digital marketing and sales, as well as provide mentoring on the adoption of digital marketing and sales so that the performance of MSMEs increases, so that they are able to maintain their business viability. The training resource persons, apart from Lecturers from Mercu Buana University, are also Lecturers from the Mara Technology University, Cawangan Melaka Training. The results of the training provide additional knowledge about digital adoption in marketing, which MSME participants are ready to apply to improve performance. The results of the mentoring show the problems faced by one of the MSMEs, including the lack of quantitative and qualitative content. The advice given is to encourage MSMEs to make content on social media better and more often. After receiving training and mentoring, the mentored MSMEs are able to improve their social media content, including being able to create reels for inclusion on social media, so that the performance increases.

Keywords: digital marketing, adoption, gig economy, training, mentoring

IMPLEMENTATION OF BUSINESS MANAGEMENT FOR SUSTAINABILITY AND BUSINESS DEVELOPMENT IN MICRO, SMALL AND MEDIUM ENTERPRISES (MSMES)

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ABSTRACT

We give this community service activity the theme "Implementation of Business Management to Improve Business Sustainability in Micro, Small and Medium Enterprises (MSMEs) in the West Jakarta and Tangerang Regions. The targets in this community service activity are MSMEs in the West Jakarta and Tangerang areas. Participants in community service activities were given material explanations and training on business management for business sustainability and MSMEs improvement. It is hoped that with the understanding and creation of business sustainability and the improvement of MSMEs, Indonesia's growth, Indonesia's resilience, and Indonesia's progress will be realized more quickly. The results of the activity concluded that (1) The knowledge of trainees in this case is the knowledge of participants regarding halal products and business management management is still categorized as lacking in master properly and (2) It can also be concluded that there has also been an increase in participants' knowledge and skills regarding halal products and business management management.

Keywords: business management, business sustainability, MSMEs improvement

DIGITAL MARKETING IN THE TIME OF THE COVID-19 PANDEMIC TO MAINTAIN SUSTAINABILITY OF SMES BUSINESS

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ABSTRACT

The impact or influence of the Covid-19 pandemic on social life causes unexpected social changes so that those who are not ready can undermine the social values that develop and are embraced in society. Digital marketing or online marketing can be done by all business people, including SMEs, especially at this time. Based on data from the Katadata Insight Center, there were at least 37,000 MSME actors affected during the pandemic, namely with a survey showing that only 5.9% of MSMEs were able to reap profits amid the pandemic. But on the other hand, 82.9% of business actors have been negatively affected by the pandemic. 63.9% experienced a decrease in turnover of more than 30%. What MSME actors need to do during the Covid-19 pandemic, apart from developing a financial strategy, is to develop a marketing strategy, namely digital marketing to make it easier for MSMEs to market their products and services. Through this community service activity, it is expected to be able to contribute in the form of data and information related to the difficulties of MSMEs in marketing strategies during the COVID-19 Pandemic in micro-enterprises. From the understanding formed, it is hoped that it can be taken into consideration for MSME policy policy-making marketing strategies in Indonesia which are experiencing the impact of the COVID-19 Pandemic. Maintaining the sustainability of marketing strategies for MSMEs in the era of the covid-19 pandemic with the role of motivation and technology. One of the steps that can be taken by MSME actors is to optimize digital marketing, especially in the sector of improving social media marketing, online advertising, video marketing, search engine marketing, and website management. By digitizing marketing, MSME players are expected to increase sales and online engagement to develop business scale during the Covid-19 pandemic.

Keywords: MSMEs, digital marketing, marketing strategies, covid-19 pandemic

STRATEGY MANAGING MICRO SMALL AND MEDIUM ENTERPRISES (MSMES) DURING THE COVID-19 PANDEMIC TIME

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ABSTRACT

The objective of this community service activity is to equip many Micro Small and Medium Enterprises (MSMEs) business owners in Jakarta with the necessary business strategies in the forms of tools and guidance especially to tame the unstable conditions during the current time of pandemic Covid-19 which is still on going though receding fastly. Profit motive is among main aims of a business, nonetheless at the time of a crisis such as pandemic turnover of sales and consequently profit can be reduced sharply, this has caused inevitable many of MSMEs find difficulties to survive in dealing with the multi-faceted crisis. Some MSMEs can survive while majority of them are forced out of their businesses. The objects of the activity are MSMEs in Jakarta & West Java area. Important tools and guidance on how to run a business during a crisis is provided, apart from the provision of the module. Having observed and coached one of MSMEs which offers fashion for moslem women it was found that Covid-19 has caused the business stagnant, with production halted and employees laid off became inevitable. The entity has been coached for enhancing its business to take up opportunities of new normal era. Strategy to reconnect to the market using appropriate business survival tools has been provided, it is expected that in medium term the entity would be bounced back.

Keywords: business strategies, marketing management, MSMEs.

COUNSELING ON THE IMPORTANCE OF BUSINESS LICENSES, ONLINE MARKETING AND THE USE OF ACCOUNTING SOFTWARE FOR MSMEs IN NORTH TANJUNG DUREN URBAN VILLAGE, WEST JAKARTA

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ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) have a very important role for the economic cycle in a country, including Indonesia. One of the national economic recovery programs in the aftermath of the pandemic is strengthening starting from MSMEs. Efforts to restore MSMEs are the most appropriate strategic steps to help improve and restore the welfare of the Indonesian people. As the beginning of this increase in MSMEs is the management of business licenses. A business license is an important thing for MSMEs, because a business license is a form of official state recognition of the existence of a business. There are many obstacles faced by MSMEs so that the increase in MSMEs has not been able to be realized optimally as expected. Some of the obstacles faced by MSMEs are that they do not have a business license, are still hesitant to market their products online and do not know the use of accounting software for MSMEs. For the implementation of this activity, MSMEs in North Tanjung Duren Urban Village have gained knowledge on how to manage business licenses, are more creative in marketing their products, and are able to use accounting software for business financial records.

Keywords: MSMEs, business license, marketing, accounting software

**ENTREPRENEURSHIP TRAINING FOR GULF COMMUNITIES AS BENEFICIARIES AND
CARERS IN THE TELUK AREA SCALE KPP PROGRAM**

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ABSTRACT

Entrepreneurship training for the bay community in collaboration with the Banten Province KOTAKU program and with the PUPR and BPPW of Banten Province. The purpose of this training is to create a community that can maintain and utilize the scale of the bay area by creating business opportunities so that the community is able to be economically independent. The training was held for 4 days from 23-26 August at Mathlaul Anwar University with 39 participants from the bay community. Training with a vocational system with a weight of 90% practice and 10% theory. The resource persons are a collaboration of academics and tourism practitioners, MSME practitioners and practitioners from the Pandeglang regional government with the hope that the community will be able to understand in practice how to exploit the area that has been developed by the government into an area that can help accelerate the progress of the Banten area and the bay area in particular. The continuation of this training event is with supervision through monitoring and evaluation for 4 months. Monitoring and evaluation are assisted by local community groups, with sub-district government officials as well as youth groups as well as village care volunteer groups. Entrepreneurship training activities are continued with a mentoring process for small and medium-sized enterprises in facilitating the process of making NIB, product halal certification as well as BPOM, so that MSMEs will be ready to defend their business when the regulations for halal certification are mandatory for all products circulating in Indonesia in 2024.

**THE ROLE OF THE INTERNATIONAL LABOR ORGANIZATION (ILO)
GREEN JOBS THROUGH THE INDONESIA GREEN ENTREPRENEURSHIP
PROGRAM (IGEP) AS AN EFFORT TO OVERCOME URBANIZATION IN
INDONESIA**

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ABSTRACT

Urbanization is a phenomenon of increasing the population in urban areas in line with the level of welfare and economic development of the population in a country. However, urbanization in Indonesia is triggered by various factors, both push factors, which include poverty, lack of facilities in rural areas, low living standards, and limited employment opportunities, as well as pull factors which include adequate urban facilities and high standards of living. The driving and pulling aspects of urbanization are related to factors triggered by natural processes, migration, economic conditions, socio-economic facilities, infrastructure, accessibility, industry, and government policies. One of the critical problems faced in economic development is between fulfilling development needs and efforts to maintain environmental sustainability. Economic growth based on natural resources that do not pay attention to aspects of environmental sustainability will ultimately hurt the environment itself. However, essential natural resources and the environment have a limited carrying capacity. In other words, economic development that does not pay attention to the power of natural resources and the background will cause development problems in the future. The urban population in Indonesia continues to increase. However, urbanization will benefit the national economy if followed by efficient and effective urban management. Urbanization which has implications for increasing the number of urban residents, raises several problems, such as dense housing, slum areas, drinking water supply, etc. In Indonesia, there is the Indonesia Green Entrepreneurship Program (IGEP) which focuses on reflecting and ensuring alignment with the Nawa Cita, as well as the country's global commitment to the Paris Agreement—as stated in its Nationally Determined Contributions (NDC)—and the Sustainable Development Goals.

Keywords: urbanization, environmental sustainability, economic development, sustainable development, green jobs

ASSISTANCE FOR INCREASING THE SELLING VALUE OF PROCESSED NUTRITION FRUIT PRODUCTS THROUGH DISTRIBUTION LICENSE AND STRATEGY BRANDING AT TOURIST VILLAGE PASIR EURIH BOGOR

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ABSTRACT

Pasir Eurih Tourism Village is one of three tourist villages in Bogor Regency. In order to build community economic participation, a Tourism Village cooperative has been formed in Pasir Eurih Village. This cooperative operates on a non-governmental basis consisting of various business groups for nutmeg processing who also come from outside the village of Pasir Eurih. Nutmeg juice drink is the dominant product produced by cooperative members. The problems faced by partners are product quality that is still not good, label design does not meet the provisions, and packaging that is still not attractive and no efforts to increase product selling value have been implemented, either through obtaining marketing permits or product branding. This causes the product of nutmeg juice drink as an iconic tourist village product not widely known to the public as a souvenir product for the area which is also related to the low selling value of the product. The solution to this problem is to provide knowledge and assistance related to packaging selection and product branding knowledge on social media and distribution permit knowledge. The result of this activity is an increase in members' understanding of packaging, product distribution permits and how to brand nutmeg juice drink products through social media, as evidenced by creating photo content on participants' social media which will be carried out continuously as an effort to increase selling value.

Keyword: Distribution Permit, Packaging, Nutmeg Juice Drink, Branding Strategy

**EDUCATION ON THE PRODUCTION AND DISTRIBUTION OF MILLENNIAL
CHICKEN WING MSMEs IN BEKASI CITY DURING THE PANDEMIC
ERA COVID-19 FOLLOWING NATIONAL AGENCY DRUGS AND
FOOD CONTROL (Badan POM) STANDARDS**

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ABSTRACT

The era of the covid-19 pandemic is characterized by household and working mothers working from home and becoming teachers for their children at home. Other food options are needed to prevent boredom in providing food for the family. In addition, other food options are required to overcome the problem of time limitations in providing family food. The city of Bekasi, with a population of 2,803,283 people residing in 12 sub-districts, is an opportunity for MSMEs for ready-to-eat food in Bekasi City. Partners utilize this opportunity to open millennial chicken wing MSMEs with innovation. The problem with partners who have just passed the tourism D3 program in the pandemic era is not yet understood about the guidelines issued by the Food and Drug Supervisory Agency for the Production and Distribution of Processed Food during the Corona Virus Disease 2019 (Covid-19) Health Emergency Status in Indonesia. The practice of handwashing has also not been thoroughly carried out by production and distribution actors. From the situation analysis, this education program aims first to increase knowledge about the POM Agency Guidelines on The Production and Distribution of Processed Food during the Corona Virus Disease 2019 (Covid-19) Health Emergency In Indonesia. And then the increase in knowledge of how to wash hands properly (6 steps 20 seconds), and third, is to do poster installation how to wash your hands properly. There has been an increase in understanding from the socialization carried out by 12%. A correct handwashing poster has been installed near the handwash. From the entire educational program conducted, partners gave positive responses.

Keywords: covid-19, MSME, millennial, pandemic, production

TRAINING ON PACKAGING, BRANDING, AND PRODUCT PROMOTION TO MEMBERS OF SMALL MEDIUM ENTREPRISES (SME) IN TEBET, SOUTH JAKARTA

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ABSTRACT

Many actors of small medium enterprises (SME = UMKM = Usaha Menengah Kecil Mikro) have limited – if not yet having at all – capabilities to promote their product properly, so that they find difficulties to develop their business. This problem exists in the small medium enterprises in the Tebet community as well, so that our community development team made them as our community development activities' target/ The content of this article is about a report of our community development program in conducting training to a community living in Kecamatan Tebet, South Jakarta, in strengthening their small scale home industries. The purpose of our program was to strengthen the community's entrepreneurial capabilities with digital marketing training. It was delivered in the form of training which was conducted through two main activities: training on branding, advertising, and digital marketing starting up, which was followed up by a continuous training on packaging, and promotion content creation, specifically on online product promotion. The continued training was attended by UMKM actors who had registered and participated in the early training. Training was conducted by material delivery and followed by assistance to install online application on the participants mobile phone, and counseling about their promotion techniques. From the beginning until the last meeting, participants were very enthusiastic which indicated that this training met their needs and expectancies. Discussion went primarily on sharing experience in online selling and hope to be able to improve their capabilities. It can be concluded that participants still need accompaniment in strengthening their competence and skills in digital marketing, order to develop their business.

Keywords: branding, packaging, product promotion, digital marketing.

DIGITAL MARKETING TRAINING FOR WOMENPRENEUR MSMES IN AN EFFORT TO IMPROVE WELFARE

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ABSTRACT

Womenpreneurs are generally small entrepreneurs and are more engaged in the trade and service sector than the manufacturing sector. Gender roles also keep women away from mastering technology. The digital era as well as the current pandemic situation can be an encouragement for female entrepreneurs to continue to be able to develop their businesses and businesses that can be marketed online. This training provides new skills and knowledge to Womenpreneurs at Keramat Pela to promote their business products digitally, so that the products they sell can be known by consumers widely. Meanwhile, training on sales on the Gofood, GrabFood or ShopeeFood platforms, aims to increase sales turnover. The existence of this community service activity, especially for PKK mothers in Kramat Pela, South Jakarta City, can help in carrying out promotions with social media carried out on Instagram and Whatsapp Bisnis and increase their sales turnover by using additional digital platforms, for example through Gofood, GrabFood or ShopeeFood partners.

Keywords: Digital Marketing, MSMEs, Entrepreneurs, *Womenpreneurs*.

DEVELOPING THE KNOWLEDGE OF BALANCED NUTRITION AND HEALTHY LIVING BEHAVIOR OF JUNIOR HIGHSCHOOL STUDENTS IN BANDUNG, WEST JAVA

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ABSTRACT

Many Indonesian people, especially junior high school (SMP) students, are no longer concerned with nutritious food and only care about taste. This proves that many people are more concerned with eating viral, delicious, cheap and fast foods, regardless of the nutritional content and benefits of these foods. It is necessary to make efforts to build knowledge of junior high school students about nutrition and healthy eating behavior in the form of continuous education and self- habituation. With the above problems, the authors carry out a work program of socialization activities regarding Guidelines for Balanced Nutrition and Healthy Eating Behavior in daily life of Grade VII students at SMPN 15 Bandung. Students are good enough because students at least understand most of the material that has been presented regarding Guidelines for Balanced Nutrition and Healthy Eating Behavior in Daily Life. Of course, we hope that parents also play an important role in providing a good diet and nutrition for the child. Such as determining meal times, preparing healthy and nutritious food for the child to be healthy and regenerating good for the homeland and nation.

Keywords: Balanced Nutrition, Healthy Living

COMMUNITY ASSISTANCE FOR VERTICULTURE DEVELOPMENT AND APPLICATION WITH URBAN FARMING ON NARROW LAND IN URBAN

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ABSTRACT

Rawamangun Village which is the target area for community service activities are RW 01, 02, 03, and 05. From the aspect of open space, RW 02 has four sports fields, both standing on state land, and those using vacant public land. This sports field is located in the middle of a residential area, and is united with a public open space. The condition of the open space is used as a parking area, a place to sell, built a non-permanent shop, and also as a place for children to play. It is different with RW 01, 03 and RW 05, which do not have a field or open space for their citizens to do activities. In addition, there is still a lack of public knowledge about the concept of environmentally friendly settlements. Solutions that can solve the problems of the Rawamangun sub-district community include providing knowledge about green open space in the form of verticulture with urban farming and making verticulture with urban farming which is applied to narrow land in the form of verticulture in the Rawamangun sub-district environment. The method used is the TRI-DAYA concept approach, namely social power by inviting the community through community assistance activities, environmental power by identifying people's ignorance of the green environment, and economic power with the production of vertical farming with urban farming that can be used alone or sold. to the general public. The output target of this activity is to increase public knowledge about green open space and its application in the form of verticulture with urban farming that can be made by the local community.

Keywords: community assistance, reforestation, narrow land, veticulture, urban farming

SUSTAINABLE PRODUCT: ENDLESS CAMPAIGN FOR A HEALTHY LIFE

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ABSTRACT

The depletion of the ozone layer causes environmental changes, one of which is caused by the instantaneous human lifestyle. This raises various problems such as damage to ecosystems and the environment which increases the level of public awareness of the threat of health problems and problems of survival. That is the last 30-40 years since the introduction of synthetic plastic goods, the natural conditions have changed significantly. Indonesia currently occupies the second position in the world as a country that disposes of plastic waste into the South China Sea as much as 0.52 kg/person/garbage. With problems that threaten the destruction of ecosystems and the environment, people are expected to consume sustainable consumption that is not harmful to the environment. The government also seeks to support the environmental saving program by enacting Government Regulation of the Republic of Indonesia Number 46 of 2017 concerning Environmental Economic Instruments, which encourages ministries/agencies/regional work units or institutions to use environmentally friendly goods and services. This community service would like to research green products and purchasing decisions of young consumers in Indonesia because there has not been much research on the effect of green products on purchasing decisions in the young consumer segment. Therefore, the purpose of this study is to determine whether there is an influence between environmentally friendly products that have been made by companies on purchasing decisions of environmentally friendly products among young consumers in the world.

Keywords: green product management, environmental damage, health hazard, green campaign

THE ROLE OF PARENTS IN MAINTAINING DENTAL HEALTH OF CHILDREN UNDER 5-YEAR-OLD IN PISANGAN DISTRICT, TANGERANG SELATAN

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ABSTRACT

Public awareness about the importance of understanding dental and oral health in toddlers is one of the factors causing the high dental caries in children under five. Sweet eating and drinking habits, inappropriate methods, lack of parental understanding of toddlers' oral and dental health are problems that exist in the community. The purpose of this study was to determine the role of parental education in maintaining dental and oral health of toddlers. This research method uses a Random Sampling Survey through filling out questionnaires and interviews with parents aged 0-59 months. The results of this study indicate a high level of dental caries in toddlers in Pisangan District Ciputat Timur, Tangerang Selatan, which is caused by a lack of parental awareness in maintaining dental and oral health of toddlers, which is caused by toddlers consuming a lot of consuming and drinking sweet foods, how to eat on the wrong teeth, lack of awareness to control the dentist. The conclusion of this study shows the importance of the role of education for parents of toddlers in maintaining dental and oral health of toddlers so that the level of dental caries in toddlers can be reduced.

Keywords: parents, toddler, oral health, dental caries

**ELDERLY EDUCATION ABOUT DENTAL AND MOUTH HEALTH AT
POSYANDU, EAST CIPUTAT SOUTH TANGERANG**

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ABSTRACT

The elderly population that continues to increase every year results in more and more problems that often arise, 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 and dental health. This research method uses Simple Random Sampling by using questionnaires and interviews with 50 elderly people, 39 women and 11 men in posyandu East Ciputat, South Tangerang. The results of the study obtained data in the form of the elderly age 57-67 years, the elderly work varied in the form of laborers, traders, retirees and no work. Senior high school education seniors, height and weight on average 154.5 cm and 58.7 kg. The drugs that are consumed routinely are hypertension 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 the East Ciputat, South Tangerang regarding the importance of maintaining oral and dental health.

Keywords: health, elderly, teeth and mouth

THE EFFECTIVENESS OF THE ASEAN TASK FORCE ON AIDS (ATFOA) IN OVERCOMING THE HIV/AIDS EPIDEMIC IN INDONESIA

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ABSTRACT

HIV/AIDS (Human Immune Deficiency/Acquired Immune Deficiency Syndrome) is an epidemic that can seriously endanger society. HIV / AIDS virus is a virus that is different from other viruses. This virus has a very bad impact on the sufferer. The spread of this virus is also fast in the process of spreading. Even this virus does not see the age group, gender, or occupation of each sufferer. This makes the issue of the HIV/AIDS Epidemic an issue that is dangerous globally and becomes an international issue. Responding to the HIV/AIDS Epidemic in the Southeast Asian region, ASEAN established ATFOA to stop the HIV/AIDS problem. ATFOA proposed and got approval for a number of key initiatives that support the Declaration strategies, including the documentation of good practices, innovations, and other cross-cutting themes in HIV and AIDS that became the basis of this publication. To find out, the author uses several indicators or parameters to see the effectiveness of ATFOA in tackling the spread of HIV and AIDS in Indonesia. The indicator used by the author is data obtained from the minister of health about the number that shows a decrease in the number of newly infected people. The collaboration created by this program is also used as an indicator. Because with the many collaborations or partnerships that have been established, it proves the seriousness of ATFOA in realizing its goals. Not only that, the established partnership can give the impression that ATFOA is recognized by other institutions. So they want to work with ASEAN to fight HIV and AIDS. The author also uses observation indicators, namely by sending letters via email. With sources from the government, namely from the Indonesian health minister through Sukbit Aids. where it is said that the ATFOA program carried out in ASEAN, especially in Indonesia, is considered good by Indonesia.

Keywords: HIV/AIDS epidemic, ASEAN task force on AIDS, programme effectiveness

ISUTW's Single Narrative Construct for Indonesian Culinary Collaboration Program

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ABSTRAK

Having a huge potential of spices and seasonings and in order to accelerate the promotion of Indonesian culture, creative economy products and tourism, which have great economic value, the Government compiled a program called "Indonesia Spice Up The World " (ISUTW). This program involves penta helix, one of which is the Indonesia Gastronomy Network (IGN) as a platform and is given a role to compile a single ISUTW narrative but IGN faces problems as it was less able to collaborate various interests into a single narrative so that the community services (CS) team provides solutions as a companion and guide in the design and socialization of single narrative. This CS consists of (1) preparation with perception equalization activities, exploration of ideas and identification of topics and sub-topics with the results in the form of a narrative framework, (2) the implementation with design guidance activities, online discussion of content and making agreements so as to produce outputs in the form of single narrative content that is ready for public testing, (3) the final stage with single narrative socialization activities, conducting online public testing and strengthening of a single narrative so that in the end the single narrative script is ready for publication. Through this CS, misinterpretation in the material, the problem of differences in perception in the material and other problems can be avoided with a regular open discussion space, even if it is through online. The suggestion is that all parties may utilize the single narrative of ISUTW as a guideline for program implementation in accordance with their respective tasks and functions. Program implementation in activities and actions must be followed up with budgeting so that the main objectives of the ISUTW program listed in a single narrative can be achieved by 2024.

Keywords: Single Narratives, Collaborations, Condiments, Spices, Restaurants.

ECO ENZYME AS A MEANS OF ENVIRONMENTAL CLEANLINESS AND HOUSEHOLD WELFARE

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ABSTRACT

Cibuntu Village is a village in Bekasi Regency where most of the population comes from outside the area because employees are in the MM2100 industrial area and live in housing estates or in boarding houses or guesthouses provided by the company, while the original residents have lived outside housing and since its establishment. The MM2100 industrial area becomes food traders (warung), vegetable traders, waste collectors, workers in the MM2100 Industrial area and various other odd jobs, the MM2100 Industrial Estate accepts approximately 5000 employees per year, which means the population increases sharply every year, as well as with garbage, because the source of the waste is the house. Housewives who on average don't work want to be empowered to manage their household waste, but they don't want it if there is no economic benefit, so the approach taken in community service is an approach to environmental hygiene and welfare. The objectives of this community service are: (1) to provide education and motivation to process waste; (2) the practice of processing household waste; (3) assistance for program sustainability and (4) program sustainability. The results achieved from this community service are: (1) the achievement of increased knowledge (2) there is a waste processing site; (3) the formation of a waste management group; (4) the presence of at least one bottle of eco enzyme every 3 months in the homes of program participants.

Keywords: Waste management, education, motivation, welfare, eco enzyme

**USE OF KETAPANG (*Terminalia catappa* L.) LEAVES AS ANTI-BACTERIAL
INGREDIENTS OF CUPANG (*Betta splendens*) ORNAMENTAL FISH IN SUB-
DISTRICT CIBOGOR, BOGOR CITY**

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ABSTRACT

The purpose of this Community Service (PkM) program activity is to increase awareness and understanding of ornamental fish business actors as PkM partners, namely residents of Cibogor district, Bogor city. The problems faced by partners, among others, are related to the knowledge of residents about anticipating attacks of various bacteria and diseases on ornamental fish (*Cupang* / *Betta splendens*) with organic matter which is still rare. Another thing, related to the provision of anti-bacterial drugs is considered as an additional operational cost becomes expensive. The mentoring activities carried out were emphasized on optimizing the use of dried *Ketapang* (*Terminalia catappa* L.) leaves as antibiotics and creating healthier and more productive ornamental fish. In this activity the materials taught are carrying out socialization activities to residents, carry out training/assistance on the use of dried *Ketapang* leaves, and evaluate the understanding of the residents before and after the mentoring.

Keywords: anti-bacterial, *Betta splendens*, Ketapang leaves, ornamental fish

EDUCATION OF MAKING ROTO SNACK AS A NUTRITIONAL AND DELICIOUS LOCAL FOOD SNACK FOR PREGNANT WOMEN

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ABSTRACT

Stunting is a condition of growth disorders caused by lack of nutrition and health problems that occur in the long term. Stunting needs to be prevented early on because stunting can have a negative impact on children's growth and development which tends to be irreversible. Provision of nutritious, tasty, and affordable food is one of the efforts that can be done to prevent stunting during pregnancy. Based on this, we chose partners in Posyandu Melati IX, Bedahan Village, Sawangan District, Depok City which is also a location with a priority stunting prevalence. The activity was carried out at partner locations, namely PPosyandu Melati IX, Bedahan Village, Sawangan District, Depok City. The activity was carried out in June 2022. The targets of this community service activity are cadres and pregnant women in Posyandu Melati IX, Bedahan Village, Sawangan District, Depok City. This Community Development activity is carried out in several stages consisting of: 1) Identification of Partner Needs; 2) Review of materials according to the needs of Partners and Creation of Educational Materials, 3) Educational Activities and Practice Making Menus and Evaluation of a nutritious menu. Based on this activity, it can be concluded that nutrition education activities about making nutritious menus is one thing that can be done as an effort to prevent stunting. ROTO snack is an alternative snack menu that pregnant women can choose as a nutritious menu with eggs and other animal ingredients as the main ingredients, easy to make, delicious and affordable. Based on the preference test, it was found that the participants liked the ROTO snack in terms of texture, taste, portion size, cleanliness, and color.

Keywords: Education, Menu, Pregnancy, Stunting

**COUNSELING ON INCREASING RICE-ADDED VALUE
TO IMPROVE THE COMMUNITY ECONOMY
IN PUNGGUR DISTRICT, CENTRAL LAMPUNG REGENCY
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ABSTRACT

Punggur District, Central Lampung is one of the largest rice-producing areas in Lampung Province. However, this does not guarantee that the people's economy will be very good. The instability of rice prices, especially during the main harvest, causes farmers to suffer losses. One of the efforts that can be done to improve the community's economy is to increase the added value of rice through product innovation. This community service was aimed to increase the knowledge of rice farmers in increasing the added value of rice for increasing the economy in Punggur District, Central Lampung. Counseling is used as a method to implement a community development program on rice farmers followed by the practice of making instant rice. The results of the activities showed that participants' knowledge about the added value of products through product innovation increased. This shows that participants understand the material provided, this is also shown from the response to questions and the desire of rice farmers to put this knowledge into practice.

Keywords: template, instructions, conference, publications

SMART CITY IS SMART SOLUTION FOR CITY DEVELOPMENT IN GLOBAL ERA

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ABSTRACT.

The industrial revolution 4.0 brought many changes in society, especially in the implementation of Internet of Things (IoT) devices. The presence of IoT devices can improve the quality of human life, processes in business, and governance. This study aims to analyze the implementation of IoT in various types of market segments, ranging from the Business to Consumer (B2C), Business to Business (B2B), and Business to Government (B2G) markets. From the results of the study, it is known that the implementation of IoT has been widely applied and is able to provide various benefits, ranging from long-term efficiency, energy efficiency, improving the quality of activities at home, and various other benefits. There are many challenges in IoT implementation, ranging from large investment value, imperfect infrastructure, to risks related to data security and security devices. It also includes its role in building sustainable smart cities that are environmentally friendly as well as technological innovation and entrepreneurship

Keywords: Internet of Things, smart city, innovation, entrepreneurship, sustainability

TRAINING ON MAKING BLOGS AS MEDIA FOR PUBLICATION OF ARTICLES BY STUDENTS IN PURI CINERE HIJAU YOUTH

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ABSTRACT

There is an organization of children and young people who are in Puri Cinere Hijau RT 006/013 in Rangkap Jaya Baru Village, Pancoran Mas District, Depok City with 138 housing units totaling 109 families. With the condition of children and adolescents who are in a good organization, so that they are fostered so that they can become teenagers who can have potential in accordance with these youth, including in the field of technology and information. One way is to use the blog as a media publication of articles written by students at Puri Cinere Hijau, which is the training material for the community this time. This is done because they see the results of the work of students who are good but minimal publications, thus making their work less widely known. With the support of current technology that is mobile, so making publications of the work does not have to always use a computer or laptop; however, young people can use smartphones as a medium to publicize their work online to be more widely known. In addition to the needs of young people to be able to publish their work, of course there are other positive impacts that can be felt; especially at Budi Luhur University, added value to the community and Puri Cinere Hijau youth who benefited from the training.

Keywords: blog, publication, internet

Online Learning Workshop Using Moodle LMS For Optimal Learning Quality Improvement at SMK Bina Mandiri Sawangan, Depok City

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Abstract –The purpose of this community service is to introduce a learning management system (LMS) based e-learning application to the teacher of SMK Bina Mandiri Sawangan, Depok City. The skills in using social media that are owned by the teacher are expected to facilitate the learning process using the moodle learning management system. The method used in this community service is in the form of lectures, discussions, and practices. This workshop was held for 2 days where the first day of activities focused more on providing information about the use of e-learning, introduction to moodle, the process of registering for moodle, and introducing the features and advantages of moodle. On the second day, the training focused on packaging learning content, practicing and simulating the learning process by utilizing the features in moodle.

Keywords: : E-Learning, Teachers, Moodle, Learning Management System

Improving Competence of An-Nurmaniyah Vocational High School Students through Training and Implementing of VPN Ethernet over IP (EoIP) and PPTP Tunneling on Multi-Site Network Area Scale

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ABSTRACT

Program Kemitraan Masyarakat (PKM) we propose is in partnership with SMK An-Nurmaniyah Tangerang. The main target is the students of Computer and Network Engineering (TKJ) SMK An-Nurmaniyah. As students in the TKJ department, the goal is to be ready to use in the world and the work industry, requiring knowledge of technology, especially developments in the field of network connectivity. Learning activities taught by teachers are only limited to basic knowledge about competencies and discussion of teaching materials that students must possess, without being able to represent them in the field of Computer and Network Engineering (TKJ) which will later be used or applied to the industrial world. This is found when students carry out Prakerin/PKL activities in the industrial world. The tools available for practical activities are limited and the equipment is not fulfilled according to industry standards, and there is a need for tools or applications that can be applied instead of real devices, but can be used by students as real devices when practical activities take place. implementation of the VPN Tunneling Protocol, using the EoIP Protocol and PPTP Protocol methods, using the Mikrotik RB951Ui-2HND Router and HSDPA 4G Modem. Then for the virtualization scheme using the VLAN Bridging method on network connectivity, namely Wide Area Network (WAN). The results of the material tested resulted in an average scientific capacity of 45% for material from the discussion category.

Keywords: SMK An-nurmaniyah, EoIP, PPTP, VLAN

RECYCLING AQUACULTURE SYSTEM (RAS) TECHNOLOGY IN THE MAINTENANCE OF EEL SEEDS BASED ON SUSTAINABLE ECONOMY DIGITAL

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ABSTRACT

In carrying out eel seed catching activities to marketing, problems are constrained, such as: The high mortality rate of caught eel seeds due to inappropriate fishing gear and very minimal shelters, only in the form of styrofoam boxes with aerators and lack of knowledge on how to maintain and handle proper eel seeds. Good, Marketing that has not been opened, only relies on word of mouth, this has resulted in many civilizing people who do not know the existence of eel seeds in Sukamanah Village, There is no recording of catches and sales results, Eel production and maintenance are not yet optimal. This activity will raise problems for coastal communities in Sukamanah Village so that the Banten Eel Group can continue to grow by providing solutions and implementation methods, such as: Applying appropriate technology in maintenance, namely Recycling Aquaculture System (RAS), Replacing fishing gear with new ones and which is more appropriate, Providing counseling, guidance and assistance on how to maintain good eel seeds so that their condition can be maintained, Building e-Commerce to help increase marketing expansion with digitalized information that can be accessed by the wider community via the internet. In achieving the target to solve problems, the programs carried out are: Implementing Recycling Aquaculture System (RAS) technology to reduce eel seed mortality, Preparing new eel seed fishing gear according to standards so that eel seeds are not injured when caught, Providing assistance on how to maintain with RAS technology regularly sustainable development, building website-based e-commerce, to expand production and marketing, both for the market in Java and outside Java, a group of banten eels that are trained in producing and maintaining good eels.

Keywords: template, instructions, conference, publications

**WORDPRESS-BASED *INDONEZIA ESPERANTO-ASOCIO* SITE DEVELOPMENT
FOR NON-PROFIT ORGANIZATIONS
INDONESIAN ESPERANTO ASSOCIATION**

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ABSTRACT

Tridarma means three obligations of high Perguruan Tthat must be fulfilled by lecturers at Budi Luhur University. One form of tridarma activity is Community Service (PKM) activities. PKM's service partner for the 2019/2020 even period is the Indonesian Esperanto Association or AEI, in its original language called *Indonezia Esperanto-Asocio*. AEI is the only official organization that accommodates the activities and movements of Esepranto language development in Indonesia and is engaged in a non-profit manner. Thepurpose of this PKM activity is to build a site for the general public called "Indonezia Esperanto-Asocio", which is an online application with a WordPress background. This system page will be at the <http://esperanto.or.id/> address. This PKM activity was held to realize the campus mission, the mission of Lecturers and Students in sharing knowledge and experience with the community and realizing the tridarma at Budi Luhur University.

Keywords: Esperanto, Indonesia, Wordpress, , Tridarma, AEI

PUBLIC SERVICE DIGITALIZATION IN BOGOR CITY

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ABSTRACT

Making Bogor City a smart city is one of the missions to be achieved by the Bogor City Government. In each regional organization, various programs are built to make Bogor City a smart city. This study wants to know the implementation of digitizing public services by the city government regarding its status as a smart city. The research method follows a qualitative approach to explore responses to digital technology and to assess the effectiveness of governance processes and governance frameworks in Bogor City in welcoming the fourth industrial revolution. The approach used in this study explores the perspectives of various stakeholders in Bogor City, which was conducted using a semi-structured interview technique. Data was collected by typing or writing down responses and most of the interviews were allowed to be audio-recorded. The responses were reviewed and coded according to the content analysis and the main themes identified for the articles were processed using the NVIVO software. The results show that the city government is not yet fully prepared or has adequate resources to take advantage of digitalization and the fourth industrial revolution. Therefore, a multi-governance approach in conjunction with a governance framework should be explored by city governments in the development of city governance strategies to address the implications of the fourth industrial revolution.

Keywords: digitalization, public service

APPLICATION OF SOUND GOVERNANCE IN REALIZING SMART CITY THROUGH JSCLAB IN DKI JAKARTA

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ABSTRACT

DKI Jakarta Province has a Smart City program but during the socialization of this program it is still considered not optimal so that there are still many people who do not know and feel the benefits of the program. Therefore, the DKI Jakarta Provincial Government has made a transformation by making JSCLab the starting point for the seriousness of Jakarta Smart City to continue experimenting, developing innovation, and supporting collaboration. The purpose of this study is to find out the role of JSCLab as a form of implementing Sound Governance to support the realization of Smart City in DKI Jakarta Province. This study uses qualitative methods and evaluative methods. Data collection is done by interview, literature study and looking for other sources related to the research that the writer is doing. From this research, it can be said that JSCLab is one of the concepts of innovation and collaboration space to create a smart City ecosystem in Jakarta that can integrate information technology to improve public services and improve the community. With the JSCLab, the DKI Jakarta Provincial Government hopes that this is not only for the progress of the City of Jakarta but mainly for the progress of citizens.

Keywords: sound governance, smart city, JSCLab, DKI Jakarta

PERSONAL BRANDING THROUGH DIGITAL PRESENCE: EVIDENCE FROM INDONESIAN INTERNATIONAL RELATIONS COMMUNITY

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ABSTRACT

This paper seeks to elaborate the perception and experience of the Indonesian international relations (IR) community regarding the utilisation of digital platforms, widely known as academic social network sites (ASNs) such as Google Scholar and ResearchGate, in supporting their efforts to build personal branding as academics. Our study derived from online training sessions supported by the 2022 Binus Community Development Internal Grant (HIP 2022) which was conducted in collaboration with the Indonesian Association for International Relations (AIHII). Using a unique dataset on an online self-reporting survey, the findings suggest that most respondents consider digital presence is important for academics to thrive in their career (75%). In terms of preferences in using ASNs, it is clear that some platforms are more popular than the others. Almost 48% and 27% of informants have established an account in Google Scholar and ResearchGate respectively. Far less interest was displayed towards ORCID, as only 12% of respondents indicated that they have joined the platform. The paper contributes to the conversation surrounding personal branding using digital platforms among academics in a Global South setting by using Indonesia as a case study. We conclude by offering insights on the potential of research avenues for future study.

Keywords: personal branding, digital platforms, academic social network sites (ASNS), international relations, academics, Research Gate, Google Scholar, ORCID.

**DIGITAL MEDIA LITERACY TRAINING FOR YOUNGSTERS
IN CIAMIS TO ACHIEVE ASEAN SMART CITIES**

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Everyone needs to understand that digital literacy is an important thing that needed to be accepted in today's modern world. Digital literacy will create a society with critical-creative mindset and outlook. Building a digital literacy culture needs an active role of the community together. The success of building digital literacy is one of the indicators of victory in the fields of education and agriculture and will facilitate an area to develop potential towards a broader direction, in this context developing regions globally. Efforts to develop the potential of Indonesian regions globally can be done at the regional level, in this case Southeast Asia. The ASEAN Smart Cities Network (ASCN) is a collaborative platform aimed at synergizing smart city development efforts in Southeast Asia by facilitating smart city development cooperation, catalyzing banking development projects with industrial sectors, and supporting various assistance and support from partners outside Southeast Asia. Ciamis is one of the districts that is well appointed to be one of the ASEAN Smart Cities networks. Thus, the local government still needs help from various parties related to efforts to increase digital media literacy, especially to youth in Ciamis Regency.

Keywords: Literacy, Digital, ASEAN Smart Cities, Ciamis.

**STRENGTHENING DIGITAL LITERACY FOR SOCIAL COMMUNICATION OF
MILITARY OFFICERS IN MASOHI DISTRICT MILITARY COMMAND 1502
(KODIM 1502/MASOHI)**

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ABSTRACT

To implement social communication, The District Military Command 1502 (Kodim 1502/Masohi), in collaboration with Universitas Budi Luhur, conducted a digital literacy program for its officers, particularly Babinsa. This paper examines how to strengthen the digital literacy skill of Babinsa in carrying out their duty. Babinsa or the Indonesia Defence Force (TNI) village supervisory non-commissioned officers must maintain territory stability. This paper showed that Babinsa has to deal with new threats in the digital era. Babinsa has a role in community development. Babinsa often faces social problems that require wisdom to respond. This paper found that the lack of literacy is the biggest challenge for Babinsa to carry out its duty. In the digital era, all Babinsa in Kodim 1502/Masohi has to update their knowledge and digital skill to implement social communication. Finally, it suggested that social media can be used to communicate and maintain relations between Babinsa and society.

Keywords: babinsa, communication development, digital literacy, media literacy, social communication

ANALYZING THE PHENOMENON OF INTERNET USE DURING COVID 19

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ABSTRACT

Based on a decree from the Minister of Education and Culture Number 36962/MPK.A/HK/2020 dated March 17, 2020, the government issued a policy on Online Learning and Working from Home in order to prevent the spread of Corona Virus Disease (COVID-19). The effects of distance learning and work from home, as well as the closure of various entertainment and tourism industries, there has been a fairly large spike in internet usage during this pandemic. According to Alvora data (Alvora Research Center, 2020), 15.8% of Indonesians use the internet more than 13 hours in one day. The high use of the internet during this pandemic is a phenomenon that needs to be taken seriously, because the high level of internet usage is an indication of internet addiction. The individual's inability to control his internet use, which is a hallmark of internet addiction, will cause a person to experience psychological, social, school or work difficulties. Psycho-education about healthy internet usage is an important activity to increase public understanding of internet use in order to avoid addictive behavior. In addition, it is also necessary to explain the importance of the role of the family in preventing the formation of internet addiction.

Keywords: internet addiction, healthy internet psycho-education, family roles

EXAMINING MEDIA DAN BEHAVIOURAL INTENTION IN EXEMPLIFIED NEWS

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ABSTRACT

Exemplification (the means of exemplar) in news stories is a common method of giving information about societal phenomena to make stories more attractive to the audiences. Exemplification is a common and versatile phenomenon in communication. It penetrates both interpersonal and media presentations to provide information, education, and persuasion. Despite its use is often found, it has received little attention in communication research especially in Indonesia. The present study experimentally assesses the relative influence of visual and verbal exemplars on Kompas.com news readers' judgments regarding COVID-19 information that influenced behavior intention to follow health protocol. An experimental study of four groups using post-test only control group design found that pictures and personal stories in text argument have stronger effects than of picture and text alone on behavior intention to follow health protocol. Analysis of regression, Pearson correlation and ANOVA revealed that when used together, exemplification, theory of planned behavior, and elaboration likelihood model may offer insight into the impact of messaging especially in risk communication and very powerful tools to direct precautionous behavior.

Keywords: exemplification, risk perception, exemplar, intention, behavior

THE INFLUENCE OF MAGDALENEID INSTAGRAM ACCOUNTS ON THE NEED FOR FOLLOWERS' INFORMATION ABOUT GENDER EQUALITY

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ABSTRACT

The government through the Ministry of Women's Empowerment and Child Protection (KPPA), urges the importance of the media's role in gender equality in society (Zulfikar, 2020). This shows the importance of the issue of gender equality being socialized through the mass media with various patterns of distribution of the message. This is the focus of this research in examining the effect of messages about gender equality that are socialized through the @magdaleneid Instagram account for their followers. This study aims to analyze the effect of the Magdaleneid Instagram account on the information needs of followers regarding gender equality, and also the interaction of the Magdaleneid Instagram account in meeting the information needs of gender equality. In this study, the authors use the Uses and Gratification Theory and the concept of Social Media and Information Needs as the basis. This research is a quantitative research by distributing questionnaires to 49 samples through a non-probability sampling technique using purposive sampling and open questioners for 7 followers to added more information about their need for gender equality information. And based on the results of this study, there is also a significant effect on the use of @magdaleneid Instagram account, which has an effect on followers' knowledge of gender equality.

Keywords: instagram account, information needs, gender equality

VISUALIZATION OF SOEKARNO'S INVOLVEMENT IN THE COUPLE OF 1965 IN THE FILM GIE : (CHRISTIAN METZ SEMIOTICS STUDY)

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ABSTRACT

The GIE film, which was made in 2005, gives a different picture for the audience, about the figure of Soekarno as President I of Riri Riza's GIE film based on the semiotic meaning of Christian Metz's film so that it finds the meaning that is considered a problem in this study. 1. How is the visualization of Soekarno's involvement in The 1965 Coup in the GIE Film 2. What important meanings are found in the visualization of Soekarno's involvement in the 1965 Coup in the GIE Film based on Christian Metz's semiotics Christian Metz's semiotic theory, namely 1) Autonomous Shot 2) Parallel Syntagma 3) Bracket Syntagma .4) Descriptive Syntagma 5) Alternate Syntagma 6) Scene 7) Episodic Sequence 8) Ordinary Sequence. This research method is qualitative research, which is a research that emphasizes the conditions of reality or natural settings that are holistic, complex, and detailed. When compared to other Indonesian film characters, which are usually only queer-coded. Queer-coding tau displays the characters in pieces. These scenes will later be taken along with the shot and the scene will be analyzed using the Metz syntagmatic chain. The unit of analysis used. The systematic analysis of this research is: 1. Taking one part of Metz's syntagmatic chain and placing it next to the explanation of the scene in words Example: Episodic Syntagma – The introduction of the three characters of Political Figures; Gie, Soekarno and Soemitro.2. Explain the meaning of the scene in detail based on the classification of the scene. The results of this study indicate that the Episodic Sequence category of the analysis of the Visualization of President Soekarno involved in the 1965 Coup is very strong, because in several scenes that the researcher has included in the Ordinary Sequence, if the President is behind the Indonesian Communist Party, so that party members believe that the Party is safe, plus more statements such as when the statement about the absence of the disbandment of the Indonesian Communist Party appeared.

Keywords: christian metz film semiotics, syntagma, episodic sequence, gie film

SELF-DISCLOSURE USERS OF BUMBLE ONLINE DATING APP

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ABSTRACT

The phenomenon of using online dating applications is well-known in today's society, especially among students. The online dating app that is currently used is Bumble dating apps. To exchange messages on the Bumble dating app, you must use a method of communication known as interpersonal communication or chatting activity. This comes in the form of CMC (Computer Mediated Communication). The researcher aims to find out how the self-disclosure of Bumble users utilizes the theory of self-disclosure in this study. The constructivism paradigm is used in conjunction with phenomenological research methods and descriptive qualitative methodologies in this study. The result of this research shows that the first information they share with their partner will vary according to the level of intimacy in the relationship. At first, they limit their self-disclosure to the extensive information about themselves. The size or amount of self-disclosure made by online dating program users will run or develop along with the magnitude or magnitude of the self-disclosure.

Keywords: CMC, self-disclosure, online dating, bumble

**LESSONS LEARNED THOUGH VIRTUAL STARTUP BOOTCAMP:
ENTREPRENEURSHIP EDUCATION IN THE TIMES OF PANDEMIC AND
BEYOND**

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ABSTRACT

The goal of this post is to discuss the Binus Start Up Accelerator's virtual startup bootcamp activities. This activity will last one month, from July to August 2022, with the climax being an online graduation. This page describes the participants, the learning patterns that occur throughout the virtual startup bootcamp, and the interaction model that happens between the facilitator and the participants. This activity resulted in seven virtual startup bootcamp participants participating in the final project activity. The final product includes venture capital as a panelist.

Keywords: Virtual, Startup, Bootcamp, Entrepreneurship

USING BLOOKET TO IMPROVE CHINESE VOCABULARY STUDY FOR 11 TH GRADE STUDENTS IN HIGH SCHOOL

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ABSTRACT

The purpose is the author use BLOOKET to improve vocabulary mastery in learning Mandarin for grade 11. Author used a qualitative descriptive method with data collection techniques starting from observation, instrument test, and interview. The author conducted research at Amore Prime School High School, totaling 21 11th grade high school students using BLOOKET learning media. The analysis is that students take the pre-test to 21 students with an average score of 55.7 points, then the author uses the Blooket game learning media to increase Chinese vocabulary, after using Blooket, students take the post test, the post-test score with an average score of 79.5 points. As a result, the use of Blooket games can be used as a learning medium to improve the mastery of Chinese vocabulary. By using this Blooket, students can participate in learning Mandarin in an interactive learning atmosphere.

Keywords: Blooket, learning Media, Vocabulary, Mandarin Language, Learning Chinese

AN ACCEPTANCE MODELS OF BEHAVIORAL INTENTION ON E-LEARNING

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ABSTRACT

This study aims to analyze behavior intention of college students to use e-learning in Jakarta Indonesia based on the variables of model UTAUT, TPB and TAM2. The problem is how student's intention to use e-learning, collect data by distribution of 401 questionnaires to students or college students that domiciled in Jakarta. The analytical method used in this research is Structural Equation Modeling called SEM using SmartPLS 3.0 software. The finding of this study There are significant variables and research models that focus on the acceptance of the use of e-learning system based on behavioral intentions of consumers.

Keywords: *e-Learning, Behavioral Intention, Model,*

IMPROVING TEACHER AND STUDENT COMPETENCE WITH COMPUTER NETWORK AND NETWORK SECURITY TRAINING ON SOFT SKILL AND CYBER SECURITY AWARENESS ASPECTS AT SMK PUSTEK SERPONG

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ABSTRACT

Program Kemitraan Masyarakat (PKM) that we propose in the SMK Pustek Serpong, the targets are Teknik Komputer dan Jaringan (TKJ) students. The implementation of this PKM activity aims to overcome and provide problems faced by Pustek Serpong Vocational School. The TKJ expertise program at SMK Pustek does not facilitate students to conduct training activities, due to the lack of tools or equipment for practical activities and their implementation for hardware and software equipment according to industry standards. The curriculum being taught is not adequate with the current technological developments, as well as suggestions from the study program teacher team that there is a need for discussion and material in the form of learning modules for Network Security competencies. Capacity building in the form of training workshops, practice and proposed implementation activities are arranged based on a scheme according to the qualification level of students and the abilities of teachers and students at Pustek Serpong Vocational School. The results of this PKM are expected to gain an increase in scientific capacity and competence by 50% for increasing Cisco conceptual and implementation capabilities, and 40% for Network Security conceptual and implementation skills. The results to be achieved in this service will also create training modules, provide conceptual and practical material and their implementation in a workshop such as configuration, troubleshooting and equipment implementation.

Keywords: Cyber Security, Network Security, Computer Network, Mikrotik, Cisco

INTRODUCING DIGITAL LITERATURE FOR STUDENTS ANGKASA JUNIOR SCHOOL AMBON

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ABSTRACT

The presence of technology and digital space provides opportunities for the digital community. The digital community can use technology to produce content and disseminate it to the global community through the digital space. Ironically, this opportunity has not been optimal, it is proven that people use technology and digital space for activities that deviate from the norm. On the one hand, the use of technology and digital space is very high, but the quality of its utilization is still low. Digital literacy activities are the answer for the community. Literacy activities are aimed at providing an introduction to technology users so that they can use digital technology ethically. Technology is here to help provide solutions for the community in carrying out their activities. The introduction of digital literacy activities for SMP Angkasa Ambon students was carried out to provide knowledge on how to use digital technology. The literacy materials provided by the resource persons cover the pillars of expertise, cultural ethics, and digital security. The results of this community service activity in the form of an online seminar can be seen from the number of participants, including students, teachers, and alumni of SMP Angkasa. The feedback given by the principal and teachers was very positive and is scheduled to become a routine activity at the school.

Keywords: introduction, digital literacy, seminar, SMP Angkasa Ambon

EARTHQUAKE DISASTER MITIGATION THROUGH SOCIALIZATION AND TRAINING ON BUILDING STRUCTURE PLANNING FOR STUDENTS OF SMKN 4 TANGERANG

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ABSTRACT

Building awareness of disaster preparedness by all components of society, including schools is very necessary considering the condition of Indonesia which is geographically located in an area with a high level of vulnerability to disasters. In relation to disaster management efforts in Indonesia, Vocational High Schools as part of the public sphere must have a real role in building community resilience through the disaster preparedness school program. The implementation of this community partnership program uses a Knowledge Transfer approach through socialization, mentoring and training activities, Technology Transfer (TT) through participatory mapping activities, and Diffusion of Science and Technology through the creation of an Early Warning System (EWS) and WebGIS based on digital applications that can assist partners in understanding disaster with the use of technology. The evaluation was carried out by conducting a social impact questionnaire, especially increasing the empowerment and knowledge of partners in knowing Jabodetabek areas/locations that have potential disaster hazards with the results of increasing partners' knowledge about disaster-prone locations, safe zones, gathering points, and evacuation routes by 80-90% as well as increasing the skills of the participants in the use of the EWS application.

Keywords: Disaster Prepared School, Natural Disaster, Disaster Mitigation, Early Warning System Mentoring And Training

ACCOUNTING VALUE ETHICS FOR CHARACTER DEVELOPMENT OF HIGH SCHOOL STUDENTS

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ABSTRACT

This community service program intends to introduce high school students to the value ethics of a certified public accountant to aid in their character development. The youth's career aspirations can be viewed as a set of conventions, values, and beliefs (Suchman, 1995) that define this new generation of accountants. In order for high school students to develop their character as future professionals and potential accountants, it becomes essential to highlight the importance of developing their ethical values. The outreach goals of the community service program at Universitas Mercu Buana for these high school students are to enhance their character and attain professional achievement. Students will assist with the execution of the Community Service Program in January-February 2022, which will involve the PPM Team. The activities were conducted with High School Students in the Kembangan area of Jakarta. Online seminars were the form of the activities that were conducted. There were 100 attendees at the event. The event was conducted in a visually appealing and communicative manner. According to the participants, this program is quite valuable because the accounting record material may be presented in simple, easily understood words. The topic discussed by the presenters was digital accounting training for the millennial generation to help them grasp the accounting profession. This program enables participants to understand the significance of digital accounting and the accounting profession in the commercial world.

Keywords: value ethics, accountant, student.

SIGNIFICANT AND SUBSTANTIAL OPPORTUNITY IN FAMILY ENTREPRENEURSHIP

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ABSTRACT

The Indonesian economy has recently experienced an unstable situation, this is indicated by the various upheavals that occurred in society. One of them is the increasing number of members with limited job opportunities. Data from the Central Statistics Agency states that the Open Unemployment Rate (TPT) in February 2015 was 5.81%, down from the TPT in August 2014 (5.94%), and an increase compared to the TPT in February 2014 (5.70%).). In February 2015, the working population was still dominated by those with elementary school education and below at 45.19%, while the working population with undergraduate education and above was only 8.29%. 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, such families have started to emerge and this can be seen in franchises such as fast food franchises, retail store franchises service businesses, and so on. With the above problems, the service team carried out business counseling activities in creating family entrepreneurship. An understanding of Business Planning in developing family entrepreneurship will improve the welfare of the community.

Keywords: family economy, family entrepreneurship, entrepreneurial motivation, social support

INTRODUCTION TO PRE-WRITING SKILLS STIMULATION FOR EARLY CHILDHOOD EDUCATORS AND PARENTS

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ABSTRACT

Writing skills are one of the skills that are honed and developed at the elementary school level. However, many parents and educators at the kindergarten level have begun to worry that their children will not be able to write by the time they enter primary school, so they started teach children to practice writing since preschooler age. This stimulation is not match with the application of the learning pyramid, where academic ability including writing skills, is the peak ability that needs to be built by several supporting aspects. On this occasion, education and introductions were given to educators and parents of early childhood about the right stimulation to hone the writing skills of preschooler students. The target is to provide an understanding of the basic foundations and the proper stimulation to develop writing skills, so that educators and parents can assist children's growth and development optimally. Community service is carried out through online webinars, which consist of material presentation by child psychologists, role play and discussions with participants. The webinar out has succeeded in increasing the knowledge, understanding and acceptance of educators and parents about the importance of stimulating pre-writing skills before the preschooler kids learn how to write.

Keywords: pre writing skill, pre writing stimulation, early childhood education, preschooler education

COUNSELING ON THE ROLE OF RELIGIOUS MORALS FOR STUDENTS AS AN EFFORT TO PREVENT ACADEMIC FRAUDULENT BEHAVIOR

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ABSTRACT

This paper is a paper based on the results of the research conducted by the Ministry of Research, Technology and Higher Education in 2022 and implemented in the form of Community Service at the new student admissions event for the Faculty of Economics and Business, Prof. University. Dr. Moestopo (Religious) and several lecturers at the Faculty of Economics and Business, Prof. University. Dr. Moestopo (religious). The purpose of this socialization is to provide an understanding of the various types of academic cheating, the role of religious morals and academic integrity, the dangers, and losses due to acts of academic cheating. And new students can instill the character and attitude of academic fraud at the beginning of entering college. In the implementation of this Community Service there is a pre-test to find out how much knowledge students have of the material to be delivered, delivery of material using the andragogy method, which is a combination of lecture, discussion, and question and answer methods. Then this activity ended with a documentation session and the presentation of prizes for the best questioners and answers. The results obtained are still not enough to understand about academic cheating among new students of the Faculty of Economics and Business, Prof. Dr. Moestopo (Religious) so that through this activity it is expected to be able to think and act by adhering to the religious morals adopted and the integrity possessed by each new student, belief in sin and the retribution received if committing fraud, with high religious beliefs, honesty, trust, justice and high courage will automatically have good moral attitudes and behavior so that students will tend to avoid cheating behavior.

Kata kunci: religious moral, integrity, academic fraud

RAISING UNDERPRIVILEGED CHILDREN'S READING INTEREST BY PROVIDING A MINI LIBRARY 'POJOK PUSTAKA'

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ABSTRACT

Indonesian people's interest in reading is still very low compared to other countries. UNESCO data states that Indonesia ranks second lowest in the world in terms of literacy. Of 61 countries, Indonesia ranks 60th in terms of reading interest. The public's lack of interest in reading should encourage the relevant parties to as soon as possible facilitate and analyze what is the cause of this. One solution to encourage interest in reading among the younger generation, especially children, is to provide library facilities for children. This community development program was carried out on September 18, 2022, to provide a mini library named 'Pojok Pustaka' for the children of the Hafidhin Royan Orphanage, South Jakarta City. The service activity has been successfully carried out by providing reading bookshelves that are placed in locations that are easily accessible to children. Observations made to the responses of the children living in the orphanage showed that they were very enthusiastic and happy to read various children's story books provided at Pojok Pustaka. In an effort to anticipate of boredom the collection of books in the Pojok Pustaka will continue to be added gradually so that children who come to read to Pojok Pustaka always find new things to read.

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

COMMUNITY EMPOWERMENT THROUGH THE IMPLEMENTATION OF BAMBOO MATERIAL FOR HOMESTAY INTERIORS IN TOURISM VILLAGE

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ABSTRACT

As one of the tourist destinations, Gede Pangrango Village, Sukabumi, urgently needs a homestay to support tourists visiting the location. In this case, community-based homestay has the potential to provide added value by presenting an interior atmosphere that has village characteristics, among others, by utilizing bamboo materials that are widely available in the village and become one of the village's superior products. There are two main objectives of this community partnership program. The first is to provide insight regarding the application of bamboo materials to homestay interiors, furniture, and interior accessories to support a typical rural atmosphere. Second, is providing knowledge to community-based homestay owners so that homestay facilities can support increasing the added value of local products, empowerment, improving community welfare and having a positive impact on the economy around tourist villages. It is expected that through a collaboration program involving farmer groups, Family Welfare Empowerment community (PKK) and local youth community (Karang Taruna), it is expected that the village community will be able to add insight and skills of homestay interiors. Method is to collect literature data about various homestay interiors needed by tourists with various activities. Furthermore, a field survey will be conducted to collect location data and interviews with partners. The result outcomes of this program is training in interior design skills, furniture and interior accessories for homestay owners and MSMEs who produce bamboo products and other local community that can strengthen the identity of a tourist village, increase product marketing and support the sustainability of MSME business and tourism activities in tourism village.

Keyword: Community-based homestay, interior and furniture design; bamboo products; tourism village; Gede Pangrango village

SME'S DIGITALIZATION ADOPTION: WEBSITE FOR COFFEESHOP COMMUNITY CANGKIR JALANAN

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ABSTRACT

This paper aims to analyze the website design for the coffee shop community in Tangerang – Cangkir Jalanan. The determinant factors for website design are usability quality, information quality, service interaction quality, and visual quality on the user's satisfaction. An online questionnaire was distributed to 30 members of Cangkir Jalanan community with google form and the data collected was examined with Structural Equation Modeling (SEM) by tool SmartPLS 3.0 software. The results findings usability quality, information quality, and service interaction quality have no affect on user's satisfaction and visual quality has positive and significant affect on user's satisfaction. Website of Cangkir Jalanan community need to be develop in order to increase the user's satisfaction.

Keywords: Website, Cangkir Jalanan, Satisfaction, Small and Middle-size Enterprise, Digitalization

DEVELOPMENT OF GUIDELINES AND DISSEMINATION OF TOURISM ATTRIBUTES WITH THE THEME OF AL-QUR'AN PILLAR ARCHITECTURE ON MOUNT PADANG CIANJUR, POST-COVID-19 PANDEMIC

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ABSTRACT

Mount Padang is a tourist attraction in Cianjur which is the oldest megalithic area in Indonesia and even in the world. However, the condition of the knowledge of the tour guide communities towards tourism objects is very limited and only refers to knowledge from generation to generation. Tourist attributes in the tourist area are also very minimal. Since the Covid-19 pandemic, tourist visits have become quiet, so the development of tourism themes and attributes and the existence of a webdite are expected to increase the value of tourist visits. In this PKM activity, the partners are the 74 Hafisun Alim Foundation and the Gunung Padang Tour Guide. The current problems are the lack of knowledge of tour guides and there are no tourist attributes such as brochures, travel guide books and 2 language infographics, as well as websites. The solutions provided include general and religious Tour Guide training, and assistance in providing tourist attributes at tourist guide information posts in general, and according to a special theme of religious insight in Gunung Padang, as well as creating a tourism website. The provision of tourism attributes that are welcomed by partners, increases the enthusiasm of Pokdarwis to continue to introduce this site to the world.

Keywords: Pokdarwis, Gunung Padang, PKM, tourism attributes, website, Pillar of Al Quran

THE ROLE OF TRUST AS A MEDIATION BETWEEN AMENITIES AND ATTRACTIVENESS TOWARD VISITING TOURISM DECISIONS

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ABSTRACT

The focus of this study aims to examine and analyze trust as a mediator of amenities and attractiveness to the decision to visit East Java Park. It is important to conduct this research to contribute to creating a sustainable tourism sector. It has been confirmed by previous research that tourism is the best sector as a manifestation of the prosperity of the nation and state. Because this study uses a quantitative approach with complex population characteristics, the nonprobability purposive sampling technique was chosen. Samples that were accepted and deserved to be tested after screening the data were 253 samples. The reason for choosing the PLS method is that the model is predictive. The result of this study is that tourist trust plays an important role in intervening in tourist amenities and attractions as a real and strong influence on visiting decisions. Thus, the contribution of this research is to provide important input for academics, especially for tourism destination management as a reference in making strategic decisions on tourism management in creating competitive advantage and sustainability in the future.

Keywords: amenities, attractiveness, trust, visiting decisions, tourism

MARKETING STRATEGY OF PUBLIC RELATIONS TOURISM SERVICES IN PROMOTING TOURISM DESTINATIONS SELATAN TANGERANG

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ABSTRACT

Planning steps in every community communication activity must be carried out. This is necessary to make sure the communication messages received by the community can influence their opinions. As is the case with the Tourism Officer (Dispar) of the South Tangerang government. One of the efforts to disseminate information is to promote tourist destinations in the South Tangerang area. This is a challenge in the midst of the dynamics of very varied ways of communicating. Dispar simultaneously with these conditions is also in the process of embracing various tourism site managers. In addition, the character of the community is unique. The uniqueness of the community process in receiving and understanding various messages. This study aims to find out how the strategy of Dispar the South Tangerang in promoting tourist destinations. The theories and concepts used use the definitions of public relations, public relations marketing, the theory of Excellence, 4 Steps of Public Relations and 7 Cs of Public Relations Communication. This study uses a qualitative method. In-depth interviews with informants were used in obtaining the primary data of this research. From the results of Key's research, the communication strategy through several mass media. They also use Social Media and hold offline activities at tourist sites.

Keywords: marketing public relations, tourist destinations, south tangerang

PERFORMANCE IMPROVEMENT OF COOPERATIVE MANAGEMENT IN PASIR EURIH VILLAGE TOURISM BOGOR REGENCY THROUGH GOOD MANAGERIAL AND BOOKING SKILLS

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ABSTRACT

Pasir Eurih Tourism Village is located in Tamansari District, Bogor Regency. The geographical condition of Pasir Eurih Tourism Village is at an altitude of 500 to 700 meters above sea level, with a topography consisting of: 70% flat land and 30% hilly land. Pasir Eurih Tourism Village is one of three tourist villages in Bogor Regency. In order to build community economic participation, a Tourism Village cooperative has been formed in Pasir Eurih Village. This cooperative operates on a non-governmental basis consisting of various food processing business groups who also come from outside Pasir Eurih Village. In its development, the Pasir Eurih Tourism Village cooperative has not carried out managerial activities properly. This is due to the lack of knowledge of cooperative management in terms of managerial and financial bookkeeping capabilities which are still done traditionally. The solution to this problem is to provide knowledge and assistance related to managerial and bookkeeping aspects using simple computerization. After providing assistance to improve the performance of the cooperative management, the expected output from partners, namely an increase in managerial skills and doing bookkeeping with the help of using a computerized system can be carried out properly. The Pasir Eurih Tourism Village Cooperative has started to carry out activities again by developing good and accountable management and developing cooperative products from the results of the efforts of members of the Micro, Small, and Medium Enterprises community.

Keywords: performance, organization, cooperative, managerial

STRENGTHENING COOPERATION WITH LOCAL GOVERNMENTS THROUGH THE CHILD-FRIENDLY CITY PROGRAM

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ABSTRACT

One of Binus University's roles in supporting the SDGs is to develop a world of education that focuses on improving the quality of human resources, especially the community around the institution where Binus University is located. The partnership with the Government is well established through the implementation of an integrated program. One of them is the collaboration program with DKI Jakarta Provincial Government in the development of Ruang Publik Terpadu Ramah Anak (RPTRA) or Child Friendly Integrated Public Spaces. The purpose of this service program is the implementation of the "Merdeka Belajar" Campus Program which is in line with the vision of Binus University, namely "Empowering the Community". The program is implemented through a children's character development building program and makes the city (wherever Binus University is located) a friendly and livable city for children. The training method for strengthening skills for RPTRA management is by focusing on group discussions that present several experts and presenters so that the discussion content and process can be accounted for qualitatively. The partnership process between local governments and universities is expected to bridge the information gap that still exists. The role of Lecturers and Students in Freedom to study at an independent campus can be applied in this RPTRA program as a process of enriching students' abilities to care for the nation's generation and have noble.

Keywords: Public Space, Integrated, Child Friendly, Empowering Society, Education, Independent Campus

**ADMINISTRATIVE DATA MANAGEMENT TRAINING FOR FAMILY
EMPOWERMENT AND WELLBEING MEMBERS**

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ABSTRACT

Mothers of family empowerment and welfare cadres in the area that we use as a place for community service research, have a responsibility in carrying out data administration related to the activities they carry out. Currently, only a small percentage of them have mastered the technology to help with such administrative activities. Most of the family empowerment and welfare cadres still use manual writing methods in doing data administration, making it difficult for them to move data at any period. In order to help mothers of family empowerment and welfare cadres, it is necessary to hold a training session on the use of appropriate technology to improve work effectiveness. One of the technologies that is considered appropriate to meet this need is microsoft excel. The use of microsoft excel is expected to be able to help mothers of family empowerment and welfare cadres in carrying out data administration activities there. Therefore, this community service aims to provide microsoft excel training for mothers of family empowerment and welfare cadres. Before conducting the training, we held a pre-test and after the training we conducted a post test, this was done to measure how much the participants' scientific improvement was to the training carried out, in this case microsoft excel training. After attending the training in the community service program, it showed an increase of 14.375 from the pre-test results of 63.75, but after the post-test after the training to 78.125. In addition, based on the results of the participant satisfaction questionnaire, the partner was included in the good category because there was an increase of 55%. Thus, the training in the community service program carried out is able to help participants to process data administration.

Keywords: training, microsoft excel, community service research, data administration

EDUCATION ABOUT BASIC ELECTRICITY IN RESIDENTIAL HOMES AND SOLUTIONS TO ELECTRICAL PROBLEMS FOR THE RESIDENTS OF PONDOK LAKAH PERMAI

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ABSTRACT

In this community service (Abdimas) activity, the Program for Improving the Basics of Electricity Understanding is carried out as well as solutions to every problem in household electricity. This is done as part of education to increase residents' understanding of the basics of electricity as well as discussions related to electricity problems experienced by residents in their daily lives. This activity was carried out at Pondok Lakah Permai Housing RT.002 RW.016, Paninggilan sub-district, Ciledug District, Tangerang City, The entire process from planning to the end of this PkM activity was carried out in about 4 months, starting from May to August 2020. the preparation stage, in accordance with the request for problem solutions from partners, a site survey is conducted to see firsthand the condition of the object where the activity is located. In this location survey activity, discussions and coordination were also carried out with environmental management at Pondok Lakah Permai Housing. Based on the results of the site survey and discussions with environmental administrators, the team then prepared a proposal for PkM implementation activities. Furthermore, the preparation of materials that will be delivered to residents and cooperation with PLN Kebon Jeruk to provide an understanding for residents related to PLN electricity and its latest programs. Based on the results of the preparation stage, then seminars or counseling will be held. Increasing understanding to residents related to the basics of electricity as well as solutions to any problems encountered in household electricity, this activity will be carried out on Wednesday, August 26, 2020 at the Balai Warga with open spaces and follow the Protocol Health is in line with the conditions of the Covid-19 Pandemic, so this activity was attended by a limited number of residents. In this PkM activity, the program is more focused on assisting residents to provide increased insight into knowledge about the basics of electricity as well as solutions to each problem, so that residents become more aware of matters related to electricity and are wiser in their daily use of electrical energy.

Keywords : Electricity, Energy Saving, PLN, Education

THE INTERVENTION OF HIGH RISK INMATES IN BATU PRISON AS AN APPROACH OF INDIVIDUAL TREATMENT

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ABSTRACT

In the context of handling high risk inmates, the government through the Ministry of Law and Human Rights issued the Decree of the Minister of Law and Human Rights Number M.HH-07.01.01 of 2017 about the placement of high risk inmates in five Correctional Facilities. Lapas Kelas I Batu Nusakambangan, then, became one of the prison that handling the drug dealers. The establishment of high-risk prisons is actually based on the principle that inmates cannot be generalized and must be treated according to their risks and needs.

The successful implementation of high risk Prisons cannot be separated from the presence of reliable human resources, namely officers who have good qualifications and integrity. In addition, infrastructure and technology are also supporting factors that must be prepared. Related to human resources, of course we need a media that aims to provide understanding and knowledge to the officers, especially regarding the handling of high-risk inmates, in this case the LAPas Kelas I Batu Nusakambangan. How well a policy can not be implemented properly if the implementing officers in the field do not know the contents and how the policy must be implemented.

This activities is carried out through a focused group discussion method by providing an understanding to the officers related to registration, placement, assessment dan treatment that are different from common inmates. The form of treatment and interventions is also adjusted to the risk and needs of each inmates. The assessment system will be based on changes in behavior that have an impact on changes in risk of the inmates

Keywords: high risk prison, high risk inmates, assessment, treatment

ARE IMPROVING THE LIFE SPIRIT AT THE LATTER AGES POSSIBLE?

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ABSTRACT

Community service has carried out an analysis of the partner's situation, so there needs to be an effort to provide alternative solutions that can improve posbindu performance and activate sub-districts that do not yet have elderly posbindu, as well as increase the happiness of the elderly group. In addition, activities are needed that can increase their enthusiasm and skills as well as their care. With the transfer of technology, the community will receive genotric care training for posbindu cadres as partner communities. Therefore, it is accompanied by counseling and training on genotric care that can provide added value to these activities. Thus the training can be carried out for the elderly who can provide happiness and health for members of the Elderly group as partners. The purpose and objective of this activity are to provide counseling and assistance to develop an active posbindu. Community Program Activities aimed at Posbindu in Cileungsir, Nagrapadang Village, Petir District, Serang Regency, Banten to increase awareness of the elderly around them. increasing the presence of Elderly Posbindu in each sub-district. Motivate Elderly Posbindu cadres to care for their respective elderly areas in handling genotric care. The contribution made by the support group resulted in good collaboration between Posbindu members and the Rukun Tetangga, Rukun Warga (RW) with the implementers of the activity. Elderly members are motivated to conduct gerontic care training.

Keywords: social mapping, elderly, happiness, life expectancy, nagrapatang village

ONLINE TAX SERVICE EXPLANATIONS ON MSME'S IN TANGERANG CITY

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ABSTRACT

Tax is the largest income that supports national development, which is indirectly enjoyed by taxpayers and society in general. Aware of this, the Directorate General of Taxes as the party authorized to collect central tax revenue continues to improve tax services to the public, both from its own human resources to other resources with the aim that taxpayers are encouraged to comply with taxes so that the tax revenue target is achieved. The online tax application is a tax service breakthrough that has been started a decade ago and continues to grow today. Increasing tax services does not necessarily encourage people to comply with taxes and take advantage of these online tax services. Especially Micro, Small and Medium Enterprises (MSMEs) which generally lack information and counseling about these online tax services. The limited socialization carried out by the Directorate General of Taxes and the self-assessment system that applies in Indonesia creates a considerable distance between the Government and Taxpayers in the use of online tax applications, plus the limited human resources owned by MSMEs so that information about the existence of online tax applications, the benefits of the application online taxes, as well as how to operationalize online tax applications are limited. This has a fairly high impact both on the fulfillment of tax obligations from the community itself, which sometimes leads to tax bills which also have an impact on less than optimal state tax revenues. This community service activity was delivered to MSMEs in the Tangerang city area by zoom online on February 16, 2022. Information about online tax services is rarely known by MSME taxpayers so that they usually carry out their tax rights and obligations manually, this activity helps people to carry out their tax rights and obligations more easily using a variety of online tax services.

Keywords: MSME, online tax services

IS THE APPLICATION OF DIGITAL TAX APPROPRIATE? : CONSIDERING THE POTENTIAL AND CHALLENGES OF DIGITAL TAX IMPLEMENTATION IN THE MIDDLE OF A PANDEMIC

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ABSTRACT

There is a change in the consumption pattern of the Indonesian people from purchasing products offline to being online. Items such as people's needs, clothes, cellphones, and beauty products are the people's favorite items. So it is not surprising that Indonesia is a country with the largest digital economic potential in the ASEAN region. In Indonesia itself, the digital economy is growing rapidly every year, even during the pandemic, Google, Temasek, and Bain (2020) in the E-Conomy SEA 2020 report stated that there was an additional 37 percent of consumers using digital services in Indonesia and the second highest in the country. Southeast Asia after Vietnam. In addition, Indonesian people also shop online twice as much in 2020-2021 as before the pandemic. The purpose of this activity is to be able to understand the potential and challenges of implementing digital taxes in the midst of a pandemic. The implementation methods used are 1). Exposure and counseling methods; used to convey material in the form of theory. 2). Question and answer method; used to provide opportunities for participants who are not clear in their understanding. The result of the implementation of this activity is the understanding of the participants on the potential and challenges of implementing digital taxes in Indonesia with recommendations for digital taxation policies that need to be reviewed by evaluating various important aspects, including the bilateral economic aspect with certain countries. Another aspect is the accuracy of transaction data as the main measuring instrument for the validity of state tax revenues.

Keywords: digital tax, digital tax potential, digital tax implementation challenges

EFFORTS TO IMPROVE INTERNAL AUDIT UNDERSTANDING IN SERVICE COMPANIES

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ABSTRACT

The audit process is a very important process for a company. The internal audit process is one way to ensure conformity between SOPs and conditions in the field. In particular, internal audit brings benefits in the form of objectivity, showing itself as a law-abiding company, protection of company assets, increasing company efficiency and productivity, and identifying the level of success of the existing control system. More value from audits can be seen by the company if the internal audit process focuses on improving processes and not just maintaining compliance. Process improvement is one of the key elements of a management system and should be one of the main motivators of companies wanting to implement and maintain a good system. Process improvement not only helps with efficiency, but saves time. To get all these benefits, the internal audit process needs to be carried out regularly. Generally, an internal audit is conducted once a year. However, in certain conditions, for example after a major change in the structure and workings of the company or after the implementation of a new management system, the frequency of audits can be increased to see the effectiveness of the changes. The passive attitude of the community also affects the public's understanding of the importance of internal auditing in the company. Therefore, training and counseling activities are carried out to change public perceptions, especially companies engaged in services regarding the importance of the role of internal audit in companies. The implementation of this service provides additional understanding which is positively welcomed by the community.

Keywords: audit, internal audit, service companies, management system

IMPROVING THE COMMUNITY'S UNDERSTANDING ABOUT THE IMPLEMENTATION OF THE MANASIK OF HAJJ AND UMRAH IN THE NEW NORMAL ERA

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ABSTRACT

The pilgrimage is one of the worships that exist in Islamic religious law which is contained in the fifth pillar of Islam which must be carried out by a Muslim who has been able to carry it out. In practice, the pilgrimage requires special knowledge related to a series of activities ranging from a trip to the Baitullah of Mecca to perform tawaf around the Kaaba and various other series of worship. The rituals of Hajj and Umrah basically aim to provide education to prospective pilgrims and the general public about the procedures for carrying out Hajj and Umrah in the new normal era according to the guidance of the Prophet sallallaahu 'alaihi wassalam so as to avoid confusion and mistakes that can damage the perfection of the implementation of the pilgrimage and Umrah in the Baitullah. This activity was carried out on the basis of the author's concern that the many Hajj and Umrah guidelines circulating among the public were not in accordance with the conditions and rules that apply in the new normal era and often ignored the guidance of the Hajj and Umrah pilgrimages exemplified by the Prophet sallallaahu 'alaihi wassalam. The delivery method is carried out using an offline system which is delivered through lectures, discussions and questions and answers. The results of the activity provided a positive aspect in increasing understanding, knowledge of the community, and participants who took part in this PkM activity.

Keywords: manasik, hajj, umrah, new normal, training

FORMULATION OF THE HAJJ INVESTMENT FINANCIAL FOR INFRASTRUCTURE IN HAJJ FINANCIAL MANAGEMENT EXECUTIVE BOARD

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ABSTRACT

The researcher aims to analyze the formulation of the Hajj investment financial policy for infrastructure in Hajj Financial Management Executive Board (BPKH). Based on Law 34/2014, Hajj financial investment in infrastructure infrastructure is intended to gain value for the improvement of haj pilgrimage services by prioritizing the aspects of security and integrity of funds for prospective pilgrims. The research method use qualitative method. Data and information obtained through observation, interviews with actors involved in the policy formulation process that supports research documentation and literature study. Furthermore, in the analysis of the policy formulation using Mustopadidjaja's (2003) theory, namely seven steps in the policy formulation process. From this study it was found that the formulation of the Hajj financial investment policy for infrastructure can be carried out by the government because it already has a legal umbrella and there is still insufficient support from the APBN to finance infrastructure development, it just needs stronger reasons and clear criteria for the type of infrastructure investment, especially direct investment. And the importance of socialization and information to stakeholders, especially pilgrims and Muslims in general, the value of the benefits it gets so there is clarity. Furthermore, the supervisory supervision involves an accountable and trusted institution to increase public trust in the BPKH institution in particular and the government in general.

Keywords: policy formulation, hajj finance, infrastructure investment

THE EFFECT OF POPULATION CARD (KTP) ADMINISTRATION SERVICES ON THE SATISFACTION OF CITIZENS OF CEMPAKA PUTIH EAST RESIDENT DURING THE OUTBREAK PANDEMIC

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ABSTRACT

This study aims: to determine the effect of service quality on citizen satisfaction in managing the need for administration of identity cards in Cempaka Putih Tiimur, Central Jakarta. This research was conducted with descriptive and verification methods. Samples were taken by non-probability sampling technique. While the research data collection instrument using questionnaires and library study activities. To measure how much influence X and Y use regression analysis and SPSS computer software. The result of this study is that there is an influence between the service quality variable (X) and the satisfaction variable of the residents in Cempaka Putih Tiimur, Central Jakarta. Based on the regression coefficient equation formed, $= 9.514 + 0.496X$. From this equation, the quality of service has an influence with a regression coefficient of 0.496, in other words, if the quality of service increases by 1, the level of satisfaction will increase by 0.496.

Keywords: service quality, satisfaction

POLICY OVERCOMING UNEMPLOYMENT IN THE PANDEMIC ERA TOWARDS ENDEMY OF COVID-19 IN BANTEN PROVINCE

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ABSTRACT

The COVID-19 pandemic that has occurred since March 2020 has affected all aspects of life. The purpose of the study was to describe policies to overcome unemployment from the impacts caused by the pandemic to the endemic of covid-19 in Banten Province. In this case, look at the policy of Banten Province in seeking breakthroughs to overcome unemployment by looking at opportunities from the Business and Industrial World (DUDI) in the Pandemic era towards the current Covid 19 Endemic. The research methodology uses a qualitative approach with a descriptive approach, where the research is conducted by conducting interviews with stakeholder officials in Banten Province such as the Social Service, Manpower Office and job seekers in Banten Province. The results of the study are (1) The impact of the COVID-19 pandemic on the health aspect is the high number of positive cases and deaths and the decline in the coverage of most health services; Positive cases of COVID-19 are quite high in areas that are the center of government or close to economic centers; (2) The COVID-19 pandemic causes changes in supply and demand for goods and services. These conditions have an impact on the decline in economic growth. The economic structure of Banten Province is supported by the agricultural business sector and the manufacturing industry which still shows positive growth during the pandemic. The economic slowdown in turn led to an increase in unemployment, particularly in the micro and small business sector and home industry; (3) The social impact of the COVID-19 pandemic in Banten Province is represented by an increase in poverty, where the increase in poverty is higher in areas that have a high number of families and are vulnerable to poverty.

Keyword: policy, overcoming unemployment, the pandemic towards the covid-19 epidemic, banten

INTEREST IN SHOHIBUL QURBAN DELIVERING ANIMAL QURBAN

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ABSTRACT

The wisdom of holding the qurban law, among others, has a spiritual dimension, namely the form of the servant's love for his Lord by getting closer through the qurban law, on the other hand, the qurban law has a social dimension, which is indicated by the distribution of qurban animals to the poor, neighbors or relatives regardless of religion, or social status. Another dimension in this qurban law is the economic dimension, namely the existence of buying and selling transactions between farmers and buyers of qurban animals. In this digital era, the purchase of sacrificial animals or the care of sacrificial animals is carried out without face to face. Shohibul qurban prepares funds according to the qurban animal that is of interest, the qurban service institution documents the slaughter of the qurban animal and then the qurban meat is distributed to the surrounding population. Syamil Aqikah is an institution that provides aqikah culinary but is trusted to carry out qurban services without having face-to-face with the qurban shohibul. The purpose of this study was to determine the effect of qurban information literacy and the image of the institution on the interest in entrusting qurban animals to syamil aqikah. Using information literacy theory, Goldsmith, Kotler & Keller image theory, and Hierarchy of Effect theory. By Lavidge and Steiner. Quantitative research approach, the research method used is a survey. The results of the research on the influence of information literacy on shohibul qurban and also the image of qurban service institutions have a high influence on the interest of shohibul qurban in entrusting their qurban animals.

Keywords: qurban service, interest of shohibul qurban, institutional image

THE ROLE OF THE GOVERNMENT'S INTERNAL CONTROL SYSTEM AND AUDITOR'S COMPETENCE SUPPORT IN PRODUCING ACCOUNTABLE SUPERVISION AT THE INSPECTORATE GENERAL OF THE MINISTRY OF EDUCATION AND CULTURE

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ABSTRACT

The purpose of this study is to empirically prove the role of the government's internal control system and support the competence of auditors for accountable supervision. This research is an explanatory research that uses a sample of 73 respondents, the results of the analysis of the role of the internal control system on accountable supervision have a positive and very significant/significant influence with a strong level of influence, and the contribution level of the internal control system's role variable to accountable supervision variables is equal to 45.5%; Meanwhile, between the support of the auditor's competence for accountable supervision, there is a positive and very significant/significant effect with a fairly strong level of influence and the contribution level of the variable of auditor competence support on the accountable supervision variable of 26.9%; while the correlation between the role of the internal control system and the support of the auditor's competence together on accountable supervision has a positive and very significant/significant effect with a strong level of influence, and the contribution level of the two independent variables to the dependent variable is 49.4%, and there are still other factors that can affect the dependent variable (accountable supervision).

Keywords: government's internal control system, auditor's competence, and accountable supervision

SOCIALIZATION ABOUT OPTIMIZATION OF THE FUNCTIONS OF TRADITIONAL INSTITUTIONS IN REALIZING THE TRADITIONAL RIGHTS OF SING BANYUWANGI TRADITIONAL RIGHTS

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ABSTRACT

This community service aims to improve the function of traditional institutions in village government, traditional villages in Banyuwangi, It is hoped that this will encourage the formulation of regional regulations for the recognition of indigenous peoples in Banyuwangi , which initially started from the desire of the Osing indigenous people who wished to make a Regional Regulation concerning the recognition and protection of the rights of the Osing indigenous peoples in Banyuwangi Regency. This activity was carried out in the village of Kemiren, the Osing indigenous community, Banyuwangi Regency in the form of assistance to prepare for the preparation of the PERDA ADAT on Wednesday, July 20, 2022 at the Osing Cultural House (RBO) Kemiren Traditional Village Banyuwangi. The results of this activity can be the basis for the struggle of the Osing indigenous people through their customary institutions in strengthening the preparation of laws and regulations for structuring customary villages, accelerating integrated traditional village development, empowering traditional institutions, managing traditional-based village development resources and accumulating knowledge about traditional forces in rural areas. The next action that is expected is the preparation of a minimum Government Regulation of the Banyuwangi Regency Government regarding Traditional Institutions and Empowerment of Indigenous Village Communities which then leads to a plan for drafting an ADAT PERDA, so that the participation of the Osing Banyuwangi indigenous community can be accommodated and protected in various ways, especially playing a role in development, especially tourism development. area

Keywords : Osing Indigenous Peoples, Optimizing Customary Institutions, Customary Regulations, Traditional Institutions

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