

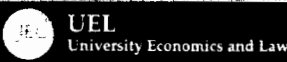


PROCEEDINGS

Contribution of
Higher Education to Improve
Competitiveness of Nations
and The Welfare of Society

SEMINAR

Collaboration
Bandung Islamic University Postgraduate,
Vietnam National University - University of Economics and
Law (UEL) and Universiti Kuala Lumpur





Proceedings

*Contribution of Higher Education to Improve Competitiveness
of Nations and The Welfare of Society*





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Dini Dewi Heniarti

Dey Ravena

Abdul Razak Abdul Hadi and Malik Azhar Hussain

Neni Yulianita and M.E. Fuady

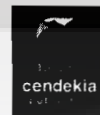
Lisa Widawati and Eni N. Nugrahawati

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Proceedings

Contribution of Higher Education to Improve Competitiveness of Nations and The Welfare of Society

Cover Design : Anggoro, S.Ds.
Layout/Type Set : Yuda A. Setiadi
Publisher : Media Cendekia Publisher
Printed by : ITB Printing

Copy Right, Media Cendekia Publisher, 2016

Cataloguing in Publication Data

Proceedings: *Contribution of Higher Education to Improve Competitiveness of Nations and The Welfare of Society*, By: Dini Dewi Heniarti, Dey Ravena, Abdul Razak Abdul Hadi and Malik Azhar Hussain, Neni Yulianita and M.E. Fuady, Lisa Widawati and Eni N. Nugrahawati, Makmuroh Sri Rahayu, Susandari, and Ria Dewi Eryani, Agus Budiman, Dewi Sartika, and Temi Damayanti, Adhika Putra Rakhmatullah, Tasya Aspiranti; - Bandung,

Media Cendekia Publisher, 2016

xii, 120, 21 cm

Proceedings

ISBN 978-402-1241-09-3

Media Cendekia Publisher,

Jalan Kapur No. 5, Komp. Bojong Raya, Holis, Bandung 40212

e-mail: media_cendekia04@yahoo.com

Proceedings

***Contribution of Higher Education to Improve
Competitiveness of Nations and The Welfare of
Society***

Seminar

December 1, 2015

At Vietnam National University – University of Economics
and Law (UEL) – Hanoi Vietnam

Collaboration: Bandung Islamic University Postgraduate,
Vietnam National University – University of Economics and
Law (UEL) and Universiti Kualalumpur

Preface

Steering Committee's Speech

Assalaamu'alaikum wr. wb.

I am delighted to welcome

Praise be to Allah. May the peace and blessings of Allah be on the last Prophet and Messenger, our Master Muhammad and on his household and companions.

Praise to the presence of Allah Almighty for His Grace and Mercy Love the seminar with the theme of: "Contribution of Higher Education to Improve Competitiveness of Nations and The welfare of Society." can be held on this day on December 1, 2015.

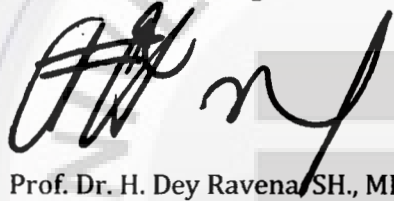
It gives me great pleasure to express my thanks to the Committee of Seminar of University of Economics and Law, Vietnam National University and Universiti Kualalumpur. I congratulate the relationship between Bandung Islamic University Postgraduate, University of Economics and Law, Vietnam National University and Universiti Kualalumpur in the Joint Seminar Context.

For all of participants welcome to this seminar "Contribution of Higher Education to Improve Competitiveness of Nations and The welfare of Society." I would like to thank all of the Committee of the Seminar here in Vietnam National University who have helped to organize the Seminar and the members of Committee of Postgraduate Unisba for the tremendous amount of work and skill which has gone into the International organization of this seminar.

This seminar is a form of cooperation Bandung Islamic University Postgraduate, University of Economics and Law, Vietnam National University and Universiti Kualalumpur. We hope that this seminar will contribute to knowledge in the field of technology and science in an effort to improve the competitiveness of nations towards the welfare of society.

Finally, we say Wabillahi taufiq wal hidayah
Wassalaamualaikum wr. Wb

Director of Bandung Islamic University Postgraduate



Prof. Dr. H. Dey Ravena, SH., MH

Chairman of the Committee's speech

Assalaamualaikum wr. wb.

Praise be to Allah. May the peace and blessings of Allah be on the last Prophet and Messenger, our Master Muhammad and on his household and companions.

Your Excellency, Representation of University of Economics and Law, Vietnam National University and Universiti Kualalumpur, Director of Bandung Islamic University Postgraduate and all of participants of the Seminar.

It gives me great pleasure to speak to you, to welcome you in the Seminar with the theme of: "Contribution of Higher Education to Improve Competitiveness of Nations and The welfare of Society."

This seminar bring together lecturers in the technology and social science from Indonesia, Vietnam and Malaysia to provide emerging issues of competitiveness of nations and the welfare of society and to evolve solutions. Indeed, through such seminar, we have the opportunity to network between university, share your thoughts with your peers through presentations and publications to proffer solutions to the welfare challenges.

We have planned that all of participants by distinguished fields to provide you a wide variety of thoughts connecting academics at the same visions about the welfare of society by improving competitiveness of nations.

I sincerely hope that the seminar is going to be very great. I am sure, you all will go back to your universities by enriching yourselves more knowledge & experience.

I would like to thank my organizing team for great efforts to make this seminar as one of the memorable one.

Have Great Seminar, Thank You.

Wassalaamualaikum wr. wb.



Prof. Dr. Hj. Atie Rachmiate MSi



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*Director, Bandung Islamic University
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Prof. Dr. Hj. Neni Sri Imaniyati., SH., MH
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Trends of Social Media Used Public Relations Profession at Private Universities

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Abstract

The presence of modern communication technologies such as the internet has made the human view about life changed. Paradigm of human communication in the activities: economic, business, social interaction, and politics be different. The presence of social media vary considerably, utilizing social media into practice without requiring any special skills, so the use of social media becomes very easy (user friendly). The research team formulate the research question "How do the opinions of stakeholders about the types of social media are often used by the PR profession in order to help the work and the quality of the relationship?"

This research uses descriptive method of analysis studied from 6 private universities, namely the University of Pasundan, Maranatha University, Bandung Islamic University, Indonesian Computer University, University of Swadaya Gunung Jati, and Universitas of Majalengka. The results showed the type of social media that is often used by the PR profession in an attempt to help her work is very diverse. PR profession using almost any type of social media, although each university has stressed/focus on certain social media such as facebook, twitter, yahoo messenger, websites, email, social

media generally used by the public relations profession in providing services to the public.

Keywords: Social Media, Public Relations Professionals, Private Universities.

1. Introduction

Social media has a function to support social interaction for users. In this context, social media can be used to maintain or develop relationships that already exist and could be used to gain new friends.

Various types of social media have emerged and even specific to certain fields. This can be seen in the presence of social media such as Facebook, Twitter, LinkedIn (specialized for business and professional), DevianArt (specialized to digital art), wayn and CouchSurfing (traveling), Flickr (photo sharing), and several others. With the rapid development of this, the user gets the widest possible opportunity to maximize social interaction purposes or to develop themselves.

The growing trend of users of social media such as facebook and twitter will continue, especially with the support access via mobile devices. Most of the time each day spent with communication, socially connected, and establish horizontal communication among users of social media.

Of the phenomenon that has been stated above, a team of researchers formulate research problem as follows: "How is the opinion of stakeholders about the types of social media often used the PR profession in order to help the work and the quality of the relationship?"

The method used in this research is the survey method through analytical descriptive study. The purpose of this descriptive study was to create a description, picture, or painting in a systematic, factual, and accurate information on the facts, nature, and the relationship between the phenomena investigated, namely to study, describe and analyze the opinions of the stakeholders about the types of social media often used the PR profession in order to help the work and the quality of relationships.

2. Discussion

In general, private university leaders have a same view of the importance of the Internet for Public Relations in reaching stakeholders. Internet is considered necessary to establish interactive communication with the public. To that end, each private universities have specific policies in the use of the Internet. That is, private university in West Java establish or designate a team/section that handles as specifically the use of internet and social media.

Almost all types of social media used by the Public Relations Officer although each university has an emphasis on the type of media that is more frequently used, such as Facebook and twitter. However, not all PR private university using Path, Instagram, and Line in providing information to the public.

At Maranatha Christian University, University of Pasundan, Indonesian Computer University, Bandung Islamic University, University of Sunan Gunung Jati, Public Relations using twitter which is targeted to a wide audience. Then Facebook has become one of the social media is used to support public relations activities. Not only university activity, but an event which is conducted by college students also participate promoted and informed, including college student achievement at each campus in disseminating information on the activities held on campus.

Meanwhile, the use of social media at the University of Majalengka consists of facebook and website. However, due to

limited infrastructure and human resources, the spread of information through social media become limited, so the facebook which initially was still maintained, in the end did not run back so that social media are still used only a website.

In general, Public Relations Officers have skills utilizing various social media. This is evidenced by social media exploited almost at all universities, to provide services to the public through various social media as needed. On Facebook, PR private universities make the info about the activities accompanied by photographs of activities, while on twitter, PR lot of answering information about campus activities, policies, and implementation of new admissions. Almost all the same.

Generally, the public relations profession of private universities use social media facilities with a wide range of public, both internal and external public, like for internal public; with college students, faculty, employees, and others, while the external public with reporters, parents of college students, government and the Ministry, high school teachers, students, and others.

Targeted use of the social media is internal public (the entire academic community, such as lecturer, college students, employees) and external public (the general public, including the alumni). The use of social media in various campus are not only used to convey information, but also serves the questions that usually arise from external public to inquire about the campus. Especially, when there were new admissions or when there is an event that is being or will be implemented.

The purpose of using social media is to reach all segments, such as prospective students, college students, and alumni. PR Officer using social media because following the way of communication used by the public today. Prospective new college students can also interact with the college regarding the information they needed. Communities also can directly ask the things that they want to know about Unisba, simply by sending a mention through PR

official accounts or campus. Social media is sometimes also used as clarifying, improving the reputation, and mitigating issues.

The intensity of the use of social media by the PR profession of private universities in an effort to optimize the interaction patterns of communication with the public, generally used to assist daily duties, or in other words, every day, PRO of private university does not escape from the activities to open or take advantage of social media for the smooth day-to-day duties.

Example in UNPAS. Every day PRO is very exploit the use of email in the academic field and the use of e-mail is also used for inter-team work in UNPAS. In the use of email, UNPAS also using email as a medium or means of communication with external public, for example, such as complaints from the outside, suggestions from students, parents students, and even the government. In addition, email is also used for the registration of new students through the online system.

Shape optimization of PR Unpas in the use of social media has been highly optimized in using the social media, especially the social media has become a more effective medium than any other media to facilitate public relations activities. Intensity of PR Unpas in the use of social media is very often used, at least 2 days for once PR Unpas will update, especially social media PR Unpas email will often open the email in a single day.

UNPAS have had two email related with academic, namely humas@unpas.ac.id and rektorat@unpas.ac.id. They have a special email which is directly handled by the PR of UNPAS. There are differences related to the use of both the email. For the rektorat@unpas.ac.id email to receive emails relating to the rector although email is held by the PR. Meanwhile, email for PR department, used for UNPAS relating to public relations.

At University of Maranatha, PR using twitter that has begun active since 2012. PRO is very up to date and very complete. Within a day, at least five posts on the pitch definitely update the student information. Of course, this is helping college students in getting

information about the activities of the University. For two years, after the establishment of this twitter account already has 7562 followers. The success of this twitter account illustrates PR success in using social media in informing students about campus activities.

PR of Unisba using social media especially facebook to reach out to all stakeholders, including new college students social media users especially twitter. The process of interaction and exchange of information between the parties Unisba and external public, has already good relationship. Many mention that enter @humasunisba, and a lot of interaction that has been done through twitter. Prospective new students often ask things related to PMB (Admissions) through PMDK and a test track.

In Unikom, PR Officer has used email at all times, to assist in addressing urgent matters, such as the delivery of critical data. UNIKOM also optimize social media by updating the information every day.

Social media is used at the University of Majalengka is facebook and website. However, the limitations of infrastructure and human resources information dissemination through social media is become limited, so facebook is initially still managed, in the end did not run back. Thus, the use of social media at the University of Majalengka only Website.

Various social media used by the University of Majalengka to facilitate communication with internal and external parties as a form of information sharing and participation. With a wide range of social media, this is used to convey information from University of Majalengka, such as: Facebook, social media is one that is still used University of Majalengka. <https://id-id.facebook.com/UNMA2006> with the University of Majalengka user name used for the presentation, delivery, and receipt of more interactive information to internal public itself or externally (public).

By using Facebook, some information, event, and documentation activities at the University of Majalengka still

posted on this account. However, the existence of the Facebook social media at the University of Majalengka is not long-lived, due to lack of resource managers, and changing from one operator to another and until now no forward into a server or operator of his facebook account itself. Website www.universitas-majalengka.ac.id is one of the social media accounts that are used by the University of Majalengka which contains the entire information contained in the University Majalengka about universities, teaching staff, university staff, university facilities, activities undertaken by the college students and the university, and so forth can be accessed easily via the website this campus. This Media Social is the most effective to deliver information from the university to the public because it is easily accessible especially when you're new admissions period, said Mr. Enang as Kaur University of Majalengka.

Meanwhile, in the PR University of Unswagati using multiple social media to help its work, namely: facebook, twitter, websites, path, and blackberry massanger.

University of Gunung Jati (Unswagati) using facebook to communicate with outside parties, such as students who are looking for information about campus. Through link <https://id-id.facebook.com/unswagati.cirebon> account facebook who has an account name Unswagati Cirebon provide ease of access for outsiders to obtain information about Unswagati.

PR Unswagati also have a twitter account @unswagati_crb to share information with outsiders. Media use is considered faster and can be said to be instant. For no denying some people can access the internet with easy. Moreover, college students can be said to be close to the internet most of them have some social media such as facebook and twitter. Twitter is considered easier, because by using this medium, we can feel closer to the public.

Website which is the information portal University of Gunung Jati considered important use is to convey information from the campus to the public out there. Through Unswgati-crb.ac.id web

public can access the information in the University with ease and complete.

Actually use social media like Path is still new and needs to optimize. Path that are loved by young people who mostly use the smartphone to share important moments in social media. Campus charge of optimizing the use of social media so that the college is able to divide moments or activities in Unswagati to the public.

The use Blackberry Messenger by PRO can be said fast access directly related to the PR, which account BBM has a very high level of privacy. The use of BBM that Unswagati PR connections with external public or stakeholders more quickly.

Public considers communication via facebook and twitter faster gets a response from the Unswagati, but for account path being optimized, because this account is still under repair. Website Unswagati enough for optimal website, information on the whole range has included in the website.

This is very effective because, targeted promotion and dissemination of Unswagati are students who incidentally are young children. Where we know, young children tend to spend longer time to use the internet facility. And today, twitter and facebook is a social media that is often used by young children, as facebook and twitter is considered very fast in presenting information.

This Public relations activity is establishing relationships with the media and gain the trust of media coverage, because public often direct to make contact with the university through social media facilities on the distribution activities of the campus is the general public and journalists.

3. Conclusions and Suggestions

The types of social media often used the PR profession in an effort to help her work is very diverse, almost all types of social media used by PRO although each university has stressing/focus on the type of media that is often used for example: facebook, twitter, yahoo messenger, website , email, social media is generally used by public relations officer in providing services to the public.

Suggestions theoretically, that the study is expected to be useful in developing a repertoire of science communication, especially in assessing the social media PR profession for operational purposes. Therefore, it is suggested studies should be linked with the media to PR's can also be studied by the researchers next to complement previous studies.

Further practical results of this study are expected to provide alternative solutions to problems associated with the use of social media among the PR profession of private universities, particularly in the use of other types of social media are optimal for efforts to build relationships with various stakeholders universities.

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