

PROCEEDINGS



**Malaysia-Indonesia Postgraduate Social,
Economic, Science and Education Research
Seminar**

March 16, 2015
Universitas Widyatama (Utama) Bandung - Indonesia

**Towards Increase of Human Quality
Standard for the ASEAN Economic
Community in 2015**

Jointly Organized By:



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WELCOMING REMARKS FROM THE COMMITTEE



Vice Rector for Academic & Students Affairs
Universitas Widyatama

Dear Participants,

First of all, I would like to warmly welcome all the participants to this important event, the International Seminar initiated by Universitas Widyatama in collaboration with University Selangor, Malaysia, on March 16, 2015 (25 Jumadilawal 1436H).

The theme of this seminar **“Malaysia-Indonesia International Postgraduate Social, Economic, Science, and Education Research Seminar 2015”**, remembers us of the important event of the year, **ASEAN Economic Community** with its areas of cooperation : human resources development, capability building and building of an ASEAN identity based on friendship and cooperation.

The primary aim of this seminar is to encourage dialogues between different disciplinary approaches in order to promote and to establish an international network of academics, a further research collaboration, to identify specific research projects, special editions of journals and conference opportunities.

We hope that this seminar will contribute to increase education, social, economic and science knowledge as an effort to improve the quality of human resources according to the standards of ASEAN Economic Community 2015.

ASEAN Economic Community 2015 faces many challenges. ASEAN countries are expected to contribute the improvement of their human resources. As an integral part of ASEAN countries, Indonesia and Malaysia improve their human resources quality through research and education. A lot of joint activities can strengthen academic collaboration between our countries that really have the same cultural roots and Islam as a basic religion.

This seminar bring together lecturers, postgraduate students, educators, practitioners from both countries to deliberate emerging issues of social, economic, and education to evolve solutions by presenting many qualified papers. Through this seminar, hopefully, we will have the opportunity to build network between leaders of academia from both countries, share our thoughts through presentations and publications to proffer solutions to AEC 2015

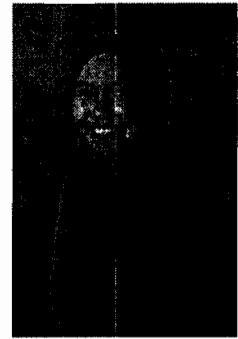
challenges. Through this seminar activity between Utama and UNISEL we sincerely hope that this academic collaboration will be continued with many other academic programs for lecturers, students, and researchers, not only in the academic framework, but also in resolution framework of social problems in the community.

I would like to express my thanks to Dean, Centre for Graduate Studies Unisel, Dr. Aza Azlina Md Kassim; Director of Malaysia-Indonesia Research Institute, Prof. Dr Mohd Zaidi Hajazi who has given strong support for the success of this event. We thank also to the other supports, Indonesia-Malaysia Research Institute (IKMI), Mandala University, high level official and staff of Utama, UNISEL, lecturers, students, and the entire academic community as well as others who has supported for success of this event.

Distinguished participants, let me express our wish that discussions resulting from the seminar to come, will potentially contribute to the consolidation of the aims of this event and thereby to the philosophy underlying it.

Prof. Dr. Davidescu Cristiana Victoria M. M.A.

Chairman Committee



Dr. Aza Azlina Md. Kassim
Dean, Centre for Graduate Studies
Universiti Selangor

Bismillahirrahmannirrahim

Assalamu 'alaikum Warahmatullahi Wabarakatuh and a very good day to all,

It is a great honour for me to welcome all participants and presenters of the Malaysia-Indonesia International Postgraduate Social, Economic, Science, and Education Research Seminar 2015. This seminar seeks to provide platform for sharing of research ideas among post-graduate students studying in Universiti Selangor and Universitas Widyatama. I do hope this seminar would be able to provide the impetus for more intensified research to be done, benefiting UNISEL and Universitas Widyatama postgraduate students and staffs.

I believe this seminar is an important milestone in the research and development effort in UNISEL and Universitas Widyatama. For post-graduate students, research activities are part and parcel of their work. Through research, a new or value-added knowledge will be acquired by the students, thus producing graduates that can shape the society for betterment.

Finally, I strongly hope that this seminar will meet its objectives and will continue as yearly event.

Thank you.

“Shaping Society”

Wassalam

DR. AZA AZLINA MD. KASSIM

PROGRAM SCHEDULE

Date: March 16th, 2015 (Monday)

Venue: Universitas Widyatama, Jl. Cikutra Nomor 2014 A
Bandung - Indonesia

NO	WAKTU	KEGIATAN	PIC	KETERANGAN
	08.00-09.00	Pendaftaran Peserta/Registrasi	Panitia	
	09.00-09.15	Kata Sambutan Rektor Universitas Widyatama	Dr. H. Islahuzzaman, S.E., M.Si., Ak., CA.	
	09.00-09.40	<i>Keynote Speech</i>	Dr. H. Islahuzzaman, S.E., M.Si., Ak., CA.	The Role of Research in Increasing the Human Quality Standard in Higher Education
	09.40-09.50	Penandatanganan MoU Universitas Widyatama & STEI		
	09.50-10.00	Penyerahan Cenderamata		
	10.00-16.00	Paralel Seminar, terdiri atas:		
PEMBAGIAN RUANGAN/KELOMPOK				
		TEMA KEPEMIMPINAN	TEMA DASAR/POLICY	TEMA PENGUKURAN & PENILAIAN
1	10.00-10.15	Datin Siti Raisah binti Bungsu	Lee Miow Keng	Md Sualeh bin Abdullah
		Hubungan Gaya Kepimpinan Pengetua Dengan Kepuasan Kerja Guru-Guru.	Penggunaan Persekitaran Pembelajaran Maya Frog (Frog VLE) : Pelaksanaan dan Persepsi Guru di Malaysia.	Kecerdasan Emosi Pelajar Yang Terlibat Dalam Salah Laku Jenayah di Sekolah Menengah Daerah Beaufort
2	10.15-10.30	Jeromie bin Jolly	Inda Miri binti Haji Marasan	Muhammad Suhaimi Hj.Sulong
		Hubungan Iklim Organisasi Dengan Kepuasan Kerja di Kalangan Guru-Guru Sekolah Menengah Daerah Keningau	Generasi "Homo Zappiens" Sebagai Agen Perubahan Pendidikan Masa Hadapan.	Study The Perception of Lecturers on Student Evaluation of Teaching.
3	10.30-10.45	Junaida binti Sanudin	Asnia binti Kadir	Sainin @ Sepili Bagu
		Pengurusan Disiplin dan Kaitannya Dengan Tingkah Laku Disiplin Pelajar.	Hubungan Antara Faktor Sires Guru Dengan Iklim Sekolah di Sekolah Menengah Kebangsaan di Pantai Barat Selatan, Sabah.	Perbuatan Melanggar Disiplin oleh Pelajar dan Hubungannya Dengan Konsep Kendiri dan Pencapaian Akademik.
4	10.45-11.00	Justin bin Rumpod	Cheah Lian Hua	Suridi bin Jalani
		Keberkesanan Sekolah Dari Segi Akademik dan Kaitannya Dengan Gaya Kepimpinan Pengetua	Using Mobile Apps as Learning Continuity in Conventional Learning in the Primary School: Are We Ready?	Hubungan Di Antara Kecerdasan Emosi Dengan Pencapaian Akademik

5	11.00-11.15	Nor 'Azah binti A. Aziz	Hatnin bin Duari	Wan Hassan Basri bin Wan Ismail
		The Effects of Cooperative Learning on English Oral Communication Among ESL Learners.	Keberkesanan Penggunaan Bahan Bacaan Tambahan Pusat Sumber Dalam Meningkatkan Kemahiran Menulis Jenis Karangan Fakta Pelajar Tingkatan Satu di Daerah Kota Kinabalu, Sabah.	The Landscape of Information Security Management in Electronic Health Record (EHR).
6	11.15-11.30	Siti Khadadiah bt Mohammed Bajuri	Sani bin Tari	Suguna P. Rajagopal
		Kuasa Kepimpinan Distributif di Sekolah	Sistem Sekolah Satu Aliran di Malaysia : Tidak Mungkin Terlaksana Selagi Sistem Pendidikannya Pelbagai.	Observation, Supervision and Feedback Practices For Practicum of PISMP In IPG Ipoh Campus
				TEMA LATIHAN/PENDIDIKAN
7	11.30-11.45	Rohaihaida @ Rohaida binti Abdul Ghani / Rosnah binti Zali	Robert Garatam	Daut Yusup
		Pengurusan Disiplin Sekolah Sebagai Wadah Kemenjadian Murid	Hubungan Antara Persepsi Guru Dengan Impak Pelaksanaan Sistem Pengurusan Kualiti (SPKS) di Sekolah-Sekolah di Sabah.	Latihan Kerjaya Orang Kelainan Upaya (OKU)
8	11.45-12.00	Rosnah binti Jamba	Ranjithamalar A/P Kumar	Vickneswaran A/L Nakar Salapan
		Faktor-Faktor Yang Mempengaruhi Kemerostan Disiplin di Kalangan Pelajar Sekolah Menengah di Daerah Tawau.	Problems Faced In The Teaching and Learning of Science In English : A Case Study	Kajian Tahap Pengetahuan, Sikap dan Amalan Terhadap Senaman di Kalangan Guru Pelatih Wanita
	12.00-12.15	Ir. Drs. Mudzakir Mz, M.M.	Ridwan Maronrong & Imron Hr	Maspi bin Peran
		Pengembangan Manajemen Kurikulum Pendidikan Tinggi Untuk Peningkatan Kualitas Sumberdaya Manusia dalam Memasuki Pasar Tunggal ASEAN 2015	Evaluasi Reksadana Saham: Studi Kasus Pada Bursa Efek Indonesia	Persepsi Guru-Guru Terhadap Iklim Sekolah dan Kepuasan Kerja : Satu Kajian di SMK Taun Gusi Kota Belud, Sabah.
MODERATOR		Prof Dr Mohd Nor Manuty	Dr Khatipah	Dr Aza Azlina
ISHOMA (Istirahat, Sholat, Makan)				
		TEMA KEPEMIMPINAN	TEMA – LAIN-LAIN	TEMA MANAJEMEN & KEUANGAN
9	13.30-13.45	Rutil bin Taising	Sivanandan a/ Vivekanandan	Adryan Rachman
		Hubungan Gaya Kepimpinan Pengetua Dengan Motivasi Kerja Guru di Sekolah-Sekolah Menengah Dalam Daerah Kota Kinabalu,	A Study on Factors Affecting Poor Performance in Final Examination Among Semester 2 Cadets in Malaysian Maritime Academy, Malaysia.	Analisis Pengaruh Bukti Fisik dan Jaminan Layanan Terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan dalam Menggunakan

		Sabah		Jasa Penyewaan Mobil (Kasus pada PT Pusaka Prima Transport)
10	13.45-14.00	Tanuin bin Jalling	Maulani bin Diman	Anggit Yoebrilanti
		Pelajar Wanita Mendominasi Institusi Pengajian Tinggi Awam. Satu Kajian Kepustakaan	Peranan Pengetua dan Impaknya Terhadap Organisasi Pembelajaran di Sekolah.	Pengaruh Promosi Penjualan Terhadap Minat Beli Produk <i>Fashion</i> dengan Gaya Hidup sebagai Variabel Moderator (Survei Konsumen pada Jejaring Sosial)
11	14.00-14.15	Sarimah binti Julpin	Dr Wan Puspa Melati / Faisal Ibrahim / Mohd Zaidi Hajazi	Dasang Suwanda & Karhi Nisjar Sarjudin
		Kanak-Kanak <i>Hydrocephalus</i> Dalam Arus Perdana Pendidikan di Malaysia	Weighing options : An Analysis of factors that influence international student's decision to study in	The Effect of Asset Management to Increase the Local Government Financial Reports' Quality
12	14.15-14.30	Norman Shah bin Hashim	Cheah Lian Hua & Dr. Astri Yulia	Wawan Saputra & Nuryaman
		Memahami Keperluan Pendidikan Logistik Untuk Tahap Ijazah Pertama di Malaysia : Satu Kajian Konsep.	Using Mobile Apps As Learning Continuity in Conventional Learning in the Primary School: Are We Ready?	Analisis Pengaruh Rasio- Rasio Keuangan <i>Early Warning System</i> dan Tingkat Suku Bunga SBI Terhadap Return Saham (Studi Empiris Pada Perusahaan Industri Asuransi di BEI Tahun 2008-2013)
13	14.30-14.45	<i>Busrizalti</i>	Justin Bin Rumpod	Diana Andriani
		Peran Strategis Pendidikan Kewarganegaraan dalam Pembentukan Karakter Mahasiswa	Keberkesanan Sekolah dari Segi Akademik dan Kaitannya Dengan Gaya Kepimpinan Pengetua	Literasi Keuangan dan Perbedaan Investasi Penghasilan Tambahan pada Kelompok Dosen Berdasarkan Gender
14	14.45-15.00	Rohaida Binti Abdul Gani & Rosnah Binti Zali	Dr. Mohd Zaidi Hajazi, Ph.D	Irvan Yoga Pardistya
		Pengurusan Disiplin Sekolah sebagai Wadah Kemenjadian Murid	Pendidikan Tinggi Berkualiti di Negara Membangun Isu dan Potensi (Kajian Kes Malaysia)	Evaluasi Profitabilitas Kinerja Keuangan Terhadap Tingkat Kesejahteraan Berdasarkan Karakteristik Biografis Karyawan (Studi Kasus pada PT Asuransi Jiwasraya Regional Office I)
		TEMA – KURIKULUM / KO KURIKULUM		
15	15.00-15.15	Christopher James Ansun	T. Syahrul Reza	Riesa Natasha Rubiyanti
		Hubungan Pengajaran Pakar Dengan Pencapaian Hasil	Arah Pengembangan Perguruan Tinggi dan Dosen di Indonesia	Pengaruh Likuiditas, Solvabilitas, dan Aktivitas Terhadap Laba

		Pembelajaran Dalam Kalangan Guru Praktikum.		Perusahaan (Studi Kasus pada Industri Manufaktur yang Terdaftar di BEI Tahun 2008-2012)
16	15.15-15.30	Dahali Mokri	<i>Cristiana Victoria Marta</i>	Thia Purwitasari
		Kurikulum Pendidikan Guru Ke Arah Pembentukan Semangat Patriotisme Malaysia.	Preparing the Human Capital of University to Face the Challenges of A New World	Pengaruh Bauran Pemasaran, Citra Perusahaan, dan Kompetensi Tenaga Pemasaran Terhadap Minat Investasi (Studi Kasus Pada Calon Investor (Prospek) Perusahaan Pialang Berjangka PT Central Capital Futures Bandung)
17	15.30-15.45	Juliah binti Matnoor	<i>Devy Mawarnie Puspitasari</i>	Novi Rahmawati & Diana Sari
		Kajian Semantik Tentang Kesantunan Bahasa Dalam Pantun Melayu (Kajian Kes Pantun Melayu Sabah)	Adopsi Teknologi Informasi UKM di Indonesia dalam Menghadapi MEA	Pengaruh Pelaksanaan Sosialisasi Perpajakan Terhadap Tingkat Pengetahuan Wajib Pajak dan Implikasinya Terhadap Kepatuhan Wajib Pajak (Studi Kasus pada Kantor Pelayanan Pajak Pratama Garut)
		Social Communication and Social Welfare Improvement Through Railroad Reactivation: Case Study Social Communication Pattern for Society Welfare Improvement in Railroad Area Reactivation, Rancaekek-Jatinangor, Sumedang - West Java <i>Ani Yuningsih</i>	Optimizing the Usage of Social Media for Public Relations Professional (Study in Three Private Universities in West Java Indonesia) <i>Neni Yulianita</i>	Descriptive Study About Meaningfulness of Former Prisoners's Life (Founder's Of Yayasan Bakti Anak Negeri) <i>Fifi Novita & Eni Nuraeni Nugrahawati</i>
				Analysis of Members of the Legislative Opportunistic Behavior in Preparation of Budget <i>Sri Fadilah & Adhitia Yudhistira</i>
		MODERATOR	Tetty Lasniroha, S.E., M.Si., Ak., CA.	Rafael G Aida, S.E., M.Si., Ak., CA.
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Optimizing the Usage of Social Media for Public Relations Professional (Study in Three Private Universities in West Java Indonesia)

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ABSTRACT

Competition among private universities are very strict, so the private university managers should know how to promote their products. One of the promotional effort is the using of social media to open lines of interactive communication with the public. The presence of social media changing the way to communicate between university and public, also how to build its image.

This study used a survey method through descriptive study using objective paradigm. The study population is the PR profession of private universities in West Java.

In general, university leaders provide internet facilities for the PR profession to interact with various stakeholders. Almost all types of social media used, although each university has a specific media type that is often used. In general, the PR profession, private universities have skills utilizing various social media. The intensity of the use of social media in general to help everyday tasks.

Keywords: social media, public relations profession, optimization,

Introduction

Each new academic year, many students follow the National Selection to enter Universities, but only a small proportion received.

That's what makes students then register to Colleges although now not a few who choose not to register lecture at the State University because of the quality of private universities is also considered quite good. The number of applicants to study at a private university turned out to have consequences for the role of the managers of the university.

To play management function, of course, the manager must be proportional and professional, especially in promoting the university through the various media used to help in providing the information, the presentation of advertising, publicity, and so on. The role of the private university managers must increasingly demanded proportional and professionals, given the current number of private universities in Kopertis Region IV West Java and Banten is increasing, along with the increasing public attention to the private university that serves a variety of promotions in order to attract prospective students.

In general, testing the effectiveness of the campaign activities of communication over the Internet is more focused on the tool, not the result. In this context, Tracy LaQuey (1994: 1) argues that the Internet is a loose network of thousands of computer networks that reach millions of people around the world. The following are advantages in using the internet:

1) informasi cepat sampai pada publik; 2) berfungsi sebagai iklan, media, alat marketing, sarana penyebaran informasi, dan promosi; 3) Siapapun dapat mengakses internet; 4) tidak terbatas oleh ruang dan waktu; 5) membuka kesempatan melakukan hubungan komunikasi secara langsung (Elvinaro, 2001: 14)

1) rapid information to the public; 2) serves as advertising, media, marketing tool, a means of dissemination of information, and promotion; 3) Anyone can access the Internet; 4) is not limited by space and time; 5) the opportunity to have direct communication.