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MESSAGE FROM THE CAMPUS RECTOR

4 APRIL 2019

In the wake of global academic collaborations for greater strategic partnerships, I would like to commend the initiative of the Innovation and Research team of Research and Industrial Linkages Department in realizing the joint effort with University of Mataram, West Nusa Tenggara, Indonesia to organize the Academic Conference on Social Sciences (ACSS) 2019. The scholarly exchange that is sparked from this project has great significance in motivating more future collaborative efforts between UiTM Kedah Branch and University of Mataram.

This collection of extended abstracts is a valuable token of collegial support and professional partnership between the two universities. The diverse range of academic papers published in this volume, from social sciences to humanities, denotes the dynamic and organic nature of the academic collaboration and knowledge sharing. It is hoped that the teams from both universities will ride on the impetus of ACSS 2019, and move beyond the boundaries to come up with more creative and innovative projects that will strengthen the ties, and at the same time will facilitate the professional growth of both universities.

I would like to convey my upmost appreciation on the support given by the University of Mataram, and to the Research and Industrial Linkages Department of UiTM Kedah Branch for their contributions and effort in assisting the university to achieve excellence in the area of innovation, research, and publications. Last but not least, I wish every success to ACSS 2019.

Assoc. Prof. Dr. Shaiful Annuar Khalid
Campus Rector
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Developing and Testing a Measure for the Corporate Ethical Identity of Shariah Compliant Organizations

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INTRODUCTION

Malaysia's aspiration to persist as the leader of the Islamic Capital Market entails its Shari'ah compliant organizations to embrace Islamic Business Ethics and values in an attempt to win the trust and confidence of its Muslim investors and stakeholders, by portraying their sincerity and earnestness in complying with Islamic values. Through promotion of extensive transparency and accountability will enable Malaysia to set up a comprehensive accounting, tax and regulatory framework to reinforce further its objectives as the champion of the Islamic Capital Market. Malaysia is facing an ever increasing competition from other Asia Pacific countries (such as Thailand, Philippines, Brunei and Singapore) and other Islamic Countries (such as Pakistan, Turkey and Bangladesh), that are trying to benefit from growing halal market. Accordingly, it is seen only natural that the government of Malaysia should ascend to deliberate on practicing Islamic Business Ethics on these Shari'ah compliant organizations as a niche area, if it wants to uphold and to seize the increasing trade with the Organization of Islamic Countries (OIC) in general and with GCC countries particularly.

PURPOSE/AIM & BACKGROUND

In the midst of rising corporate failures and fraud, it is hoped that by incorporating Islamic Business Ethics may improve the problems of ethics and values and corporate culture. In an attempt to win the trust and confidence of its Muslim investors and stakeholders, the Shari'ah compliant organizations must portray their sincerity and earnestness in complying with Islamic values which may have implications on winning the trust of Muslim investors largely from oil rich Arab Gulf Region which have flush of funds currently. To mitigate this problem, the study has developed an Islamic Corporate Ethical Identity Index as a measurement to assess the degree of conformity of Shariah Compliant organizations towards Islamic business ethics. The basis of development of

the Islamic Corporate Ethical Identity Index is the Qur'an and Hadith, which constitute the primary sources of the derivation of shari'ah conduct.

METHODOLOGY

Initially, a checklist of 87 items was constructed based on the Social Responsibility Reporting Framework, items proposed by the Accounting and Auditing Organizations for Islamic Financial Institutions (AAOIFI, 2001), Qur'an and Sunnah, selected studies by Haniffa and Hudaib (2007), Berrone et al. (2005), and Said, Zainuddin and Haron, 2009. In order to develop the checklist, the researchers also examined the definition of Islamic Ethics defined by Khan (2009). The checklist was sent to academia and practitioners to verify all the selected items. An expert is defined as someone who has special knowledge about a specific subject. The chosen expert in the process of constructing the i-CEI index is in the sense that the expert knows more about the topic than most people would. After the three round processes, the ultimate checklist with 283 finalized items was constructed.

FINDINGS OF THE STUDY

Based on the results, the mean score has improved over the years indicating that banks are continuously improving their non-financial performance by disclosing more ethical-based engagement in the form of physical activities, non-banking expenditure and adjusting policy direction towards value-based practices. Finally, we ranked the mean to investigate which themes matter more to the banks. The result shows that Corporate governance (Theme 6) appears to be of the highest importance to the banking community. The results are consistent with the fact that banks observe the Malaysian Code of Conduct in their banking practices. Shariah Supervisory Board (SSB) (Theme 5) ranked second since the SSB is the criteria that differentiates an Islamic bank from conventional counterparts. Interest free and shariah compliant activities (Theme 2) and Underlying philosophy (Theme 1) ranked surprisingly low despite Shariah Supervisory Board being ranked second.

CONCLUSIONS/IMPLICATIONS

The distinctiveness of the i-CEI is that it is an indexing system that enables individual companies to test their level of ethical compliance on an occasional basis. It is a workable indexing system for companies to assess their level of ethical values of conformity in a universal context. In fact, the i-CEI offers two (2) new dimensions to the Islamic finance industry. First, the i-CEI indexing criteria allow companies to move away from a mechanical legal-based analysis towards a more value-based analysis, which is consistent and parallel to business ethics. This will further gear companies towards the fulfilment of the maqasid of shari'ah rather than merely conforming to the shari'ah compliance requirements. Second, the i-CEI Index system takes the analysis of a company's degree of shari'ah compliance a step further by integrating the criteria into a comprehensive system that can be used by firms, rating agencies or any other monitoring institution. Hence, the i-CEI complements other existing shari'ah regulatory frameworks to ensure a more prudent and stable Islamic financial market.

Keywords: Shariah-compliant, Islamic Corporate Ethical Identity Index, Maqasid Shariah, Indexing System

Linking Determinants of Innovation Speed to Innovation Performance among Employees of Manufacturing Industry in Malaysia

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INTRODUCTION

Greater innovation is necessary for the industry to move up in the global value chain. Company performance is boosted by the firm's ability to increase innovation to meet the increasingly competitive level and the reduction of the product life cycle. Nevertheless, a local newspaper The Star Online on 21 October 2016 reported that despite the importance of innovation improvement in industrial production, however, the innovation in Malaysia is still sluggish due to lack of funding, limited support from the private sector in R&D and scarcity of the researchers. Also, the New Straits Times reported on 15 October 2018 that new businesses in the country are not innovating. The new companies only introduced about 16 per cent of new products in the last seven years.

PURPOSE/AIM & BACKGROUND

In this case, most Malaysian firms are considered too slow in innovation and merely adapting rather than creating technology. Hence, there is a need to conduct a study and explore potential factors that could influence the innovation speed, which can facilitate the new process and product innovation in the market. Thus, this study aims to determine the relationships between the determinants (creativity, self-leadership, innovativeness, autonomy, risk-taking, proactiveness) on innovation speed and its impact on the innovation performance among employees of manufacturing industry in Malaysia.

METHODOLOGY

Purposive sampling method has been used to select the suitable respondents of the study. Two hundred fifty questionnaires were distributed to production operators of the manufacturing industry in several industrial areas in the Northern States of Peninsular Malaysia. However, only one hundred twenty-three complete surveys were returned for

further analysis. Smart PLS Version 3.0 was used to analyse the primary data and test the hypotheses.

FINDINGS/RESULTS

The results showed that creativity, self-leadership, innovativeness, risk-taking and proactiveness have significantly influenced the innovation speed. Also, the innovation speed has significantly impacted the innovation performance, signifying the relative importance of innovation speed to increase the innovation performance among employees of the manufacturing industry in Malaysia. Nevertheless, the study found that autonomy has no significant effect on the innovation speed, verifying that the employees at the operator level are not involved with the decision making and merely taking instructions to complete their jobs. As a consequent, the employees become reactive to innovation as they have not been given enough power to create the working innovation culture as well as lacking the freedom to voice their opinions and make a specific decision at their workplace.

CONCLUSIONS/IMPLICATIONS

The contribution of the study is significant by providing evidence of the influence of the determinants on the innovation speed and its impact on innovation performance. In practical terms, it is essential for the manufacturing organisations to enhance the creativity, self-leadership, innovativeness, risk-taking, proactiveness as well as emphasises more on the belief and trust to employees to improve the innovation speed and innovation performance among employees of manufacturing industry in Malaysia. Future study should consider to explore the determinants of innovation speed from the diverse sector and also the effects at the different organisation levels.

Keywords: Innovation Speed, Performance, Manufacturing, Employees, Autonomy

Oil Prices Fluctuations and Stock Market Performance: Does Uncertainty Matter?

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INTRODUCTION

Bloomberg reported that Malaysia is one of the most 'boring' stock market where it is the only market losing out in Asia and stock market remained 'bearish' since "... there is nothing to be positive about over the next 12 months" (Bloomberg, 15 April 2019). In the first quarter of 2019, the Malaysian stock market saw an exodus of more than USD500 million. It is alleged that changes in the ruling party in the 14th General Election followed by unclear policy directions being one of the contributing factors. The first week after the 14th General Elections witnessed the normal downturn of 75 points to 1,841 points, as foreign investors start to sell the shares and continued to plunge down to 1,660 points when investors start to make 'technical corrections', account for the risks following announcements of cancellation of projects under previous government and other policy uncertainties. The fluctuations did not dissipate and up to March 2019, KLCI continue to trade at 1,679.9 point despites predictions that the market should hit 1,900 point. The reasons cited were external shocks perpetuating to Malaysia such as China's export slump, lower Euro Zone economic growth and inflation forecast and overall fall in the world's major stock markets. Despite the upward movement of crude oil prices in the first quarter of 2019, the stock market remained gloomy. Changes in oil price directly affect other macroeconomic variables. An increase in oil price may lead to increases in the production costs stemming from increments in transport and raw material costs. Consequently, inflation, interest rates and terms of trade will follow suit which later affects investments and economic growth. Meanwhile, the government revenue is expected to fall due to changes of taxation system from GST to SST. The overestimated oil prices revenue in the last year's budget of around USD70 per barrel poses a possibility of higher deficit, all of which leads to uncertainty in the market.

PURPOSE/AIM & BACKGROUND

Whether the reasons cited really contribute to the gloomy outlook of the stock market has yet to be empirically tested. Hence, this study tries to scrutinize whether such assertions are valid or otherwise. The primary objective of this study is to examine how uncertainties affect stock market returns. Specifically, this study examines whether uncertainties emanating from oil price fluctuations, external factors and uncertainties arising from news affect the stock returns in Malaysia. This paper helps to better comprehend how long policy uncertainty and oil price movements are transmitted to the stock market in a small open economy. We rely on the Markov switching model to understand the interaction of the variables in a nonlinear framework. The estimated transition and duration of regime changes would provide some guidance to investors to manage their funds more effectively.

METHODOLOGY

We rely on Markov regime switching model for the analysis. Markov regime switching models enables estimation of the parameters of the different regimes whilst allowing for intercept term, slope of coefficient and variance to be state-dependent. Data for stock market and oil price series were obtained from International DataStream. To ensure robustness of the results, we used different data on crude oil price which include West Texas Intermediate (wti), Brent ICE, Dubai Crude, Tapis Crude and OPEC Reference Basket. The sign and significance for oil price were similar despite using different proxies. To conserve space, we only report results for wti only. Data are in logarithm except interest rates (t-bill). Monthly data for price (cpi), interest rates (t-bill) and money supply (m2) were obtained from Monthly Statistical Bulletin, Bank Negara Malaysia (various issues). Data starts from March 1999 to March 2019 with 241 observations, except for technology data which starts from July 2000.

Uncertainty is captured using two proxies. First, we rely on implied stock price volatility index of S&P500 (vix). Second, we use the index proposed by Baker et al. (2016) to capture economic policy uncertainty (EPU). The index is based on newspaper text search which is advantages for studies in small countries with fewer data sources and could stretch back to several decades enabling us to capture or do comparison studies

over a long time period. The EPU index for US consists of eleven (11) category specific indices where eight (8) indices are policy-related categories – fiscal policy (tax, government spending & others), monetary policy, healthcare, national security, regulation (financial regulation), sovereign debt and currency crises, entitlement programs and trade policy. However, for other non-US countries, the definition of economic policy uncertainty is limited to reports containing triple terms on economic (E), policy (P) and uncertainty (U) and accommodates native versions of the triple terms. The economic policy uncertainty (EPU) data consists of three different indices – EPU_{current}, EPU_{ppp} and EPU_{wui-mal}, all of which measures economic policy uncertainty based on current, purchasing power parity and the latter, specifically in the case for Malaysia.

FINDINGS/RESULTS

Results show negative and significant effect for interest rates (t-bill) and external uncertainties (vix) whilst oil price changes have positive and significant impact on stock returns. The negative impact is aggravated during high volatility periods in all variance switching models except for Model 1 where only the intercept is allowed to switch. The value of the log likelihood statistics is larger than the critical value suggesting the adequacy of the Markov switching model for the intended estimation. Uncertainty captured by news and newspaper reports have negative impact on the stock market but estimated results are not significant despite using three different proxies.

Uncertainties emanating from external environment (vix) plays an important role in the Malaysian stock market.

Keywords: Stock Market Volatility, Duration, Markov-Regime Switching Model, General Election

Assessing the Usage of Game-Based Learning in Public Sector Accounting Class: Feedback from Students

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INTRODUCTION

The aim of this extended abstract is to share feedback given by students during a pilot test to assess an innovative game-based learning created for the Public Sector Accounting course. Public Sector or Government Accounting is one of the elective courses offered for the degree of accountancy students. Past academic records revealed that most students failed to gain excellent results for this course. The pivotal reason is due to the fact that this course requires students to have good comprehension and memorizing skills. In short, students need to read, understand and memorize important facts. Acknowledging the difficulties faced by students in mastering these skills, Government Accounting Visual Interactive Game (GAVIG) was innovated with the aim to provide an alternative way in learning this course. GAVIG is an innovative game-based learning device which integrates visual and interactive aspects and provides a new learning experience for students.

PURPOSE/AIM & BACKGROUND

In the emerging era of the fourth industrial revolution (IR 4.0), game-based learning (GBL) has increasingly been used in educational sector due to its ability to attract and engage students effectively. The entertainment value of games integrated in GBL allows it to offer instructionally sound learning experience and facilitate sustained learning for students. GBL is expected to transform academic learning, particularly in a case of a “dry” subject like Public Sector Accounting to an easier method, more learner-centered, more enjoyable, more interesting and consequently provide a more effective learning experience for students. GAVIG was created with this philosophy in mind.

METHODOLOGY

Fifteen students taking Public Sector Accounting course were recruited based on the convenience sampling method. Students were invited to play and assess GAVIG during their free time at the researcher's office. These students were briefed about GAVIG. In short, the creation of GAVIG is inspired by an interactive game known as visual novels. The Ren'Py visual novel engine facilitated in creating GAVIG. Detailed character and background designs were created to imitate student's real life environment. A good story line was then included to highlight the chosen topic related to the Public Sector Accounting course. The interactive aspects were then injected throughout the game. Students could interact with the characters and will learn about the chosen topic as they progresses through the game. Each of the students was given a total of twenty minutes to try the device (GAVIG) and write down their feedback.

FINDINGS/RESULTS

The feedback indicates that GAVIG appears to have positive impacts such as reduce anxiety and induce excitement in learning Public Sector Accounting course. The researchers took note on the suggested area of improvement. To conclude, the feedback provides a very valuable input to the researchers in order to improve and prepare GAVIG as an alternative teaching tool for lecturers teaching Public Sector Accounting course.

Keywords: Game-Based Learning, Public Sector Accounting, Government Accounting, Interactive Game, Visual Game

Factors Influencing Northern Region Bumiputra Consumers Purchase Intention of Global Brands

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INTRODUCTION

Global brands like McDonalds, Samsung, Uniqlo, Toyota and Starbucks have long entered the Malaysia market. Consumer acceptance for these global brands are relatively strong but today's hyper-connectivity and globalization trend brings harsher competition. Capturing a market throughout the world is not an easy task for any company. Going global and making consumer purchase your brand takes more than just being present. Majority of global brands nowadays face strong competition from local brands. In developing markets like Malaysia, global brands are seen as having more potential in capturing local consumption as consumers seem to accept and adopt the presence of global brands better. Globalization enables businesses to compete worldwide and signifies a dramatic change in consumer behavior. The dynamics of consumer behavior is gradually altered and consumers are indulged with variety of products and services. Purchasing is somehow made easy with an enormous spread of local and global brands.

PURPOSE/AIM & BACKGROUND

This paper examines the factors influencing consumer purchase intention of global brands. The study hypothesizes that perceived quality, subjective norms and sales promotion respectively significantly give effect to customer purchase intention towards global brands. This study contributes to the literature by studying the Bumiputra consumers residing in Kedah specifically. Many researchers have identified the factors which predict the intention to purchase of global brand with reference to cultural differences. However, there is little evidence of investigation among specific segment like the Bumiputra. The Bumiputra market in Kedah is about 80 percent, indicating a significant segment to be investigated.

METHODOLOGY

The researchers collected data from 159 Bumiputra respondents belonging to diverse fields of life following convenience sampling technique. Pearson Correlation and multiple regression test was applied to predict the relative importance of various variables in determining the consumers' purchase intentions towards particular brand as well as to determine which factor gives the most impact to purchase intentions.

FINDINGS/RESULTS

The results of the study showed that perceived quality and sales promotion are the two significant factors behind a consumer's global brand choice. Result showed that perceived quality and purchase intention is positively correlated. As most global brands are always perceived as having more quality and better guarantees than other products, these results were expected. Result also showed that there is a positive correlation between sales promotion and purchase intention. This result intensify the fact that sales promotion is one key elements in marketing that gives positive impact on customer choice and behaviour, inducing their purchasing intention.

CONCLUSIONS/IMPLICATIONS

Based on the result, the researchers believe consumer purchase of global brand is mainly due to their judgment towards the brands value or attribute. Thus, sales promotion being persuasive and attractive by its own nature, does not fail to influence consumers of global brands. While this study suggested that consumers of developing market are incline towards global brands, little attention was focused on the antecedents for such preference, i.e. purchasing power of these consumers.

Keywords: Global Brand, Purchase Intention, Perceived Quality, Sales Promotion, Subjective Norms

The Causal Relationship between Fertility Rate and Economic Growth: Empirical Evidence from Malaysia

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INTRODUCTION

The declining trend of fertility rate across countries has raised concerns among economist since it could bring severe consequences on the long run economic growth. The current population trend in Malaysia which shows the country is moving towards the ageing country due to higher life expectancy and lower fertility rate indicate that the country will face a serious challenge in the future as they will be highly dependent on the elderly to support the labour market if the fertility rate continues to decline over time.

PURPOSE/AIM & BACKGROUND

As reported by Department of Statistic in 2018, the national fertility rate is expected to decline to the lowest level recorded since independence to 15.8 births per 1000 people in 2018 compared to 21.9 in 2000. The total fertility rate has also shown to decline from 6 children per woman in 1957 to 1.9 children per woman in 2018 which indicate a severe decline in the fertility rate in Malaysia. This study aims to analyse the effect of fertility rate on economic growth in Malaysia.

METHODOLOGY

This study utilized yearly data from the period 1960 to 2016 to examine whether a long-run relationship exists between fertility rate and economic growth and identify the direction of causality between the two variables. The unit root test of Augmented Dickey Fuller (ADF) is performed based on the model with intercept, and, with trend and intercept. Other than that, The Granger causality test is employed to clarify the direction of any existing interactions and to verify the results of cointegration among variables (Granger 1969; 1983). E-views 9.0 was used to analyse the data and to test the hypotheses.

FINDINGS

The result of the preliminary test based on the Augmented Dickey-Fuller (ADF) test confirm that both fertility rate and economic growth is integrated at order one, $I(1)$, therefore the Johansen cointegration test can be applied to test for the long run cointegration of the variables. The result of the cointegration test confirms that the long run relationship exists between fertility rate and economic growth while the result of Granger causality test shows that there is unidirectional causality which runs from economic growth to fertility rate.

CONCLUSIONS/RECOMMENDATIONS

Since the findings of this study found that the economic growth will affect the fertility rate and not the other way around, hence, policy intervention should focus on influencing the economic growth to influence the fertility rate. As such, government should focus more on health care expenditure as it is the significant factor which contributing to the development of human capital and enhancing the economic growth. However, further analysis is needed to estimate the impact of economic growth on fertility rate so an effective policy can be designed to tackle the low fertility issue.

Keywords: Economic Growth, Fertility Rate, Malaysia, Population, Cointegration, Causality

Women Empowerment in Rural Areas through Village Relocation Programme: A Case Study in Perumahan Nelayan Muafakat Kedah

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INTRODUCTION

Women are the asset of a country because they play indispensable role in the economic development. Verily, empowerment of women will be able to uplift their livelihood by accelerating their living standards, income, and well-being, particularly in rural areas. The involvement and engagement of rural women in economic and political aspects are vital to go hand in hand with men in decision making, delivering critical idea, and linking in multi-dimensional sectors. By participating in all spheres of life, it could facilitate them to escape from the rural poverty that they are facing now.

PURPOSE/AIM & BACKGROUND

Despite the importance of the empowerment of women as human resources are obvious, the participation of women in Malaysia's labour force was 53.5% as oppose to 77.7% for men in 2017. About 60% of women who were not in the labour force proclaimed that the tight family commitment impeded them from working. Thus, this study aims to promote and encourage the participation of rural women in the labour force by empowering their capabilities, skills, talents in various fields in order to stay out from poverty and embrace sustainable livelihood and well-being.

METHODOLOGY

This study applies a qualitative analysis by conducting interviews with several housewives who live in fishermen's residential area located in Perumahan Nelayan Muafakat, Kedah. An open-ended interview was conducted with 10 housewives gathered by the community leader. A structured-interview question was designed to investigate and examine how the relocation programme could gear up the role of

women in order to strengthen their living standards by generating their own income. ATLAS software was used to generate the outcome of the interview.

RESULTS AND ANALYSIS

The results propound that the village relocation programme have benefited the residents in improving their life because they have received convenient houses and enjoyed better and sufficient infrastructure and facilities in the area. Nevertheless, women's involvement in activities in generating income is being marginalized. Although all of them agreed that they are happy and satisfied with the facilities and infrastructure provided, they have not received the access to involve/step in small-medium businesses to boost their household income. They are prohibited by relevant authority to sell any commodities in front of their houses because it will disturb the view along the fishermen's residential area. Consequently, their skills and talents will remain idle and if this persists it could cause the human resources to be wasteful. The other repercussion is that, it will hinder their innovative and creative thinking and skills because they received less power and almost zero access to the small-medium business opportunity.

CONCLUSION AND RECOMMENDATION

Therefore, this study could significantly contribute towards empowering women among housewives in the fishermen's residents by providing necessary solutions and developing several income generation programme. It is believed that, providing necessary assistance for women in rural area could uphold their important role to contribute for their family' well-being as well as the country's output. The government (such as Ministry of Agriculture and Agro-based Industry) and non-government agencies should implement necessary approach and mechanism to facilitate women in rural area generally and assist women in the fishermen's resident particularly in order to achieve their goal to encourage women's participation in the labour force by 2019.

Keywords: Women empowerment, income generation, rural women, income generation

An Analysis of English Language Teaching and Learning Research Papers Published in Scopus Indexed Journals: The Structural Compliance with C.A.R.S. Model

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INTRODUCTION

Publication is an integral aspect of professional requirement and development for those who work in academia. The recent call for a more robust publication effort by the Malaysian institutes of higher education has compelled the academics to realign their professional scope and interests to meet this key performance indicator set by their faculties. This has also initiated a race among the academics to have their research papers published in high quality peer-reviewed publications, namely the ISI and Scopus indexed journals of their respective disciplines. To this end, academics need to keep abreast with the latest codes and conventions set by these journals for their papers to be accepted and published. One of the ways to refine their writing is to model the structure of their papers on the ones that have been published in the indexed journals.

PURPOSE/AIM & BACKGROUND

Genre analysis has been widely used to establish common rhetorical patterns in academic writing. CARS model developed by Swales (1990) is one of the writing frameworks that has been designed to facilitate academic writing. The Moves and Steps in this model provide clear and systematic guide for writers to create their research space, specifically in the Introduction section of their paper. As the rhetorical patterns are heavily subjected to the publication codes and conventions of each journal, there is a need for writers to understand the common trend prior to submitting their works for publication. This study identifies and analyses the rhetorical patterns of the Introduction section of 24 randomly selected research articles published in four Scopus indexed journals from the field of English Language Teaching and Learning by mapping their compliance with the Moves and Steps in CARS model.

METHODOLOGY

For this study, 24 published research articles from 2015 to 2019 were randomly selected from 4 Scopus indexed journals, namely Australian Review of Applied Linguistics (ARAL), CALL-EJ, ELT Journal, and Journal of Second Language Writing. 6 most recently published articles were selected from each journal for analysis. Most of the articles chosen were the ones published within 2018 and 2019, except for the ones from ARAL due to the limited online accessibility, which was only allowed up to year 2015. The Moves and Steps of the Introduction section of the 24 articles were identified, categorised, and analysed using CARS model adapted from Swales (1990).

FINDINGS/RESULTS

The results showed that the 24 selected articles followed all the Moves and Steps of CARS, albeit with different levels of compliance. The highest level of compliance was with Step 3 of Move 1 (100%), followed by Step 1 of Move 1 (95.83%). There was a rather scattered compliance in the Steps in Move 2, in which the highest was with Step 1d, and Step1a the lowest. There was a significantly low level of compliance in Step 2 of Move 3, where there was only 1 out of the 24 articles that followed the model. The highest compliance of Move 2 was seen in Step 1b (87.5%), followed by Step 1a (79.17%).

CONCLUSIONS/IMPLICATIONS

The empirical evidence gleaned from the textual analysis of the research articles in this study provides significant insights into the research of genre analysis, as well as the practice of scholarly writing for publication purposes. Language educators will also find value in the findings of this study to guide them in the teaching of academic writing, and consequently, to generate future writers who are adept at writing research papers of publishable quality.

Keywords: Genre analysis, CARS model, Rhetorical patterns, Scopus indexed journals

The Implication of Local Animation TV Series on Malaysian Preschooler's Personality

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INTRODUCTION

For many years, pre-schoolers are said to be interested in cartoons and therefore sometimes, their personality and thoughts are also based on their favourite cartoon character. Generally, children begin to watch cartoons as early as six months old, and by the age of two or three years old, they become the most enthusiastic audience. According to Aslin and Smith (1988), a baby's vision capability gets better when it grows. Children who spend their time watching cartoons tend to imitate the characters in the cartoons that they are watching. This may cause them to experience some negative and positive effects on the behaviour or personality development. According to Albert Bandura (1989), impersonation can be a tool for learning and it is a behavioural process through one's observation of individuals. Pre-schoolers see the characters as a model that will have an impact on their personality.

Pre-schoolers are easily influenced by what they see especially when viewing animated stories (cartoon). They are developing the basic life skills, independence, and knowledge that they will need as they enter their school years. Animation can attract the pre-schoolers most and shape their personality. Malaysia's first animated television series, Usop Sontorian was screened in 1995. Through the years, numerous amount of animated series started their appearances. For example, Omar and Hana, an Islamic education animation which teaches how one should behave as well as and Islamic learning through songs. Another example is Upin and Ipin. This story revolves around a pair of five-year-old twins who study in a kindergarten in a village and befriend kids of different races like Chinese, Indians and et cetera. This cartoon talks about their everyday mischievous life in the village and it is always funny. Didi & Friends on the other hand is a franchise of learning media while entertaining for pre-schoolers. Rounding up of three young chickens named Didi, Jojo, and Nana who sing children's

songs. They do not only sing the songs of Malaysians. They even translate foreign nursery rhymes into the Malay language. Another famous Malaysian animated series is Agent Ali. It is about a boy who has dual identities- a schoolboy and a secret agent. The animation focuses more on scientific discoveries. Lastly, Boboi boy is another animated series that is quite popular among the pre-schoolers. The main character, Boboi boy, receives elemental based superpowers to protect Earth. These Malaysian animation TV series are favourable animated series among pre-schoolers which can influence them and affect their personality in the future.

PURPOSE/AIM & BACKGROUND

The rapid development of technology leads to innovations such as animations to aid the learning and teaching process in early childhood. Hence, there is a need to conduct a study so that parents could express satisfaction with the benefits of local animation that can lead to positive behaviour. Thus, this study aims to determine the impacts of local animated television series on Malaysian pre-schooler's personality where in this case, we are looking at the development of language and behaviour. This study was conducted to pre-schoolers who are 4-6 years old it involved 5 series of Malaysian animation television series which are Omar & Hana, Upin & Ipin, Didi & Friends, Ajen Ali and Boboi Boy.

METHODOLOGY

A survey based descriptive study was carried out among the parents of pre-schoolers in the age group of 4-6 years old. For this study one hundred parents were randomly selected from kindergartens around Lembah Bujang, Merbok, Kedah, Malaysia. Questionnaires include questions regarding the thought of parents about positive and negative effects of local animation on pre-schooler's personality were given. The responses were compiled in excel spreadsheet and percentage method was applied to test the parents' thoughts regarding the implication of local animation television series on Malaysian pre-schooler's personality.

FINDINGS/RESULTS

The result showed that parents had positive thoughts related to local animation television series. It was evident that the local animation television series such as Omar

& Hana, Didi & Friends, Upin & Ipin, Ajen Ali and Boboi Boy do help in the language development of the pre-schoolers in terms of speech, dialect and understanding. Parents also agreed that there are positive effects of local animation television series on the pre-schoolers' behaviour and manners such as they showed positive attitudes and were able to control their emotion when dealing with the things around them. Parents also felt that local animation increased religious understanding among pre-schoolers for example Omar & Hanna which teaches Islamic education through songs. Parents agreed that pre-schoolers could learn new words and this definitely helped them to develop good speech. In the contrary, there were also data which showed that there were parents who felt that the local animations gave negative impacts on their children. They felt that the children seemed to lose interest in other activities and are more interested to watch cartoons. There are also data which showed that the children become more aggressive after watching the cartoons as they want to imitate the characters in the cartoon. For example, Ajen Ali & Boboi Boy which contain the element of fighting.

CONCLUSIONS/IMPLICATIONS

Malaysian animation television series has a great influence over pre-schoolers. Each of the animation series has their own characteristic. Most parents also express satisfaction with the educational benefits of Malaysian animated TV series as they touch on positive behaviours. Furthermore, Malaysian animated television series could be used as a teaching method for pre-schoolers in developing good personality for example obeying their parents, speaking in a polite way, helping the poor, aiding the old, lending a hand to the young, working in groups and being a leader where these are parts of the learning process. Animations should be designed with a sense of edutainment and moral value added behind it as it will better construct the mind of our future generation. For further research, Malaysia should have classification code of television program especially animation series to the children and help the parents to control what their children are watching.

Keywords: Local animated television series, pre-schoolers, personality, language and behaviour development

Utilization of Folklore Sasak *Doyan Neda* as the Material Development of Cultural Tourism in Lombok: the Study of Antropholinguistic

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INTRODUCTION

Folklore is one of the types of literature found in the communities in the various regions. Folklore can serve as means of information on the conditions of the communities of the area. It is included on the community the Sasak in Lombok island has one of the folklore which describes the condition of the community island of Lombok in the past namely folklore Hooked Neda.

PURPOSE/AIM & BACKGROUND

As for the folklore has another important aspect of a complete form of ecological aspects (natural environment), social (public life), and cultural (cultural) which describes the condition of the Sasak community in the past. In this case, folklore theories examined Neda Hooked antropolinguistik thus obtained some results related with the three aforementioned aspects.

METHODOLOGY

The study also uses multiple methods i.e. in terms of data collection using the library and interviews, and then analysis of the data using descriptive and analytic presentation of results to use informal methods.

FINDINGS/RESULTS

Based on the research conducted, the results obtained are related to folk story Hooked the Neda could potentially be used as a matter of cultural tourism development on the island of Lombok is the elements contained in the folklore documented in the form of reading material.

CONCLUSION/IMPLICATIONS

The reading materials will then be used by the various parties involved in the world of tourism, good government through tourism, private parties (hotel and tour operator), and the general public. As for the development of tourism contains material on various aspects of culture that are owned by the people of Sasak like human behaviour towards nature, the activity of the social conditions and cultural traditions of the community.

Keywords: folklore, Doyan Neda, antropoholinguistic, cultural tourism

The Old Town of Ampenan, From Cultural Heritage towards Economic Empowerment

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INTRODUCTION

One of the most important and historical spot in West Nusa Tenggara is Ampenan. This is a particular city that known as Old Town, located in the city of Mataram, Lombok Island. Many cities in Indonesia has to be Old Town, for example Jakarta and Semarang. Ampenan has high historical value, a symbol of multiculturalism, and since 2016, has been used as a national heritage by UNESCO. Formerly, this region as the largest city center and trade in West Nusa Tenggara. Various art deco buildings tell of the glory of Ampenan in the past.

BACKGROUND

Life in Ampenan is uniquely, because it consists of ethnic diversity (such as Chinese, Arabic, Malay, Sasak, Bugis), religion, race, and other aspect. Even though, multiethnic and multicultural society can live together with harmonization. By heterogeneity, Ampenan makes them as a tourist destination for culture, religion, culinary, and nature. Ampenan consists of this invaluable heritage was later revitalized especially by the local government. Unfortunately, there are some old buildings affected by the earthquake last year.

Although Ampenan has been revitalized, but, in this fact, the policy of government has not touched society as well as possible. Actually, “revitalization”, can represent to analyze many things from Ampenan to be potential area and give a benefit for their society. Revitalization also about how to made a good change for their society who have a historical value, a melting pot of culture and become a potential thing to increase prosperity. For those, we have to combine perspective about Old Town and innovation of policy.

Development of countries is a physical and non-physical element to reach spirit of civilization. Government as a holder of regulation have to give justice and prosperity to every citizen without discrimination. Diversity culture and other elements in our society is a potential thing that should bring wealth of nation. For that, government must have good political will for empowering their diversity society.

FINDINGS

It is important to understand Ampenan as an entity that creativity and participation need to be involved. Ampenan community has stretched for example with the presence of *Kawis Krisant* (Integrated Creative Waste Tourism Village) in the Selaparang Area. Previously, the place was slum area. But, nowadays has changed as public space on the banks of the Jangkuk River. In addition, the existence of the Old City Festival as a momentum and appreciation for culture in Ampenan was held every year.

CONCLUSIONS

By linkages between development policies, especially the revitalization of Old Town, will be push and encourage good innovation. Creativity, community empowerment from all sectors, and the synergy of all stakeholders, development can be optimal. Such as Elif Shafak, Turki-British Novelist, have written in her novel, *Forty Rules of Love*, "Every cities or town have established on spiritual pillars. It is like a giant mirror that reflected the hearts of citizens. If their hearts are dark and lose faith, the city will lose its appeal." So, the best policies will be realized by various human resources, which will be contribute significantly to developmental of West Nusa Tenggara.

Keyword: Old Town of Ampenan, Cultural Heritage, Economic Empowerment

Designing the Framework to Implement the Sustainability Accounting Concept in the Small Business Organization: A Conceptual Approach

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INTRODUCTION

This research aims to design the initial framework to help the small business organization implement the sustainability accounting concept. The basic principle in this research is the small business organization is the part of our big economic system and the small business organization has a big responsibility to implement the sustainability accounting concept in their business activities. Based on previous research and works of literature, the implementation process of sustainability concept (and also sustainability accounting) can improve the company's internal business and build a strong connection with the company's stakeholders. Therefore, the implementation process of sustainability accounting concept is important for the small business organization.

PURPOSE/AIM & BACKGROUND

The main purpose of this research is to create an initial framework to implement the sustainability accounting concept in small business organization and to promote the implementation of the sustainability accounting concept in our economic system. The main theory in this research is legitimacy theory. This theory explains why the small business organization should implement the sustainability accounting concept in their business activities. In this context, the legitimacy theory is the perfect theory to explain the main purposes of this research. This research will explain why the small business organization should insert the sustainability accounting concept in their business through the concept of legitimacy theory. This research also use the stakeholder theory used to explain the connection or relationship between the small business organization and their stakeholder. It is important to understand the connection between the small business organization and their stakeholder because the business process of small

business organization can create a real impact to their stakeholders. This research will identify the stakeholders of the small business organization and create a map to understand the specific contribution from the each groups of stakeholders.

METHODOLOGY

The object of this research is the small business organization in Buleleng Regency, Bali Province, Indonesia. This research will use a qualitative paradigm and contains two stages. This research will use interview, observation, and document analysis to collect the data. The data will be collected by interview with the management of small business organization and from this activity, the researcher will have the management's perspective about the sustainability accounting concept. And also this research will collect the data from the local government perspective. Based on the stakeholder theory, the local government is the important stakeholder group for the small business organization. It is important to understand the support from the local government in the context of the implementation process of sustainability accounting concept in small business organization. The observation activity is important to receive information about the company's main business activities and to identify the key activities which appropriate with the sustainability accounting concept. The document analysis process will be used to identify the company's documents which suitable with the sustainability concept (example the concept of triple bottom lines, corporate governance, and risk management concept). By using the three collecting data method, this research will have the basic data to build the initial framework, and the important data is the researcher will have the perspective about the sustainability accounting concept based on small and business organization's paradigm.

This research will also use the data, from the first stage, as the main reference to build the initial framework. This research will use sustainability accounting guidelines or standards to design the initial framework, such as the GRI Guidelines and Sustainability Accounting Standards Board Guidelines. The GRI has published the specific standard for sustainability reporting in small and medium enterprises and also the SASB has released the sustainability accounting standard for small business organization. This specific standards contain the important items to help the researcher build the initial framework of sustainability accounting concept.

FINDINGS/RESULTS

The expected result of this research is the initial framework to implement the sustainability accounting concept and the management of the small business organization can use this framework to develop their business activities based on the sustainability accounting concept. The initial framework will contain the mechanism of how to implement the concept of sustainability accounting in small business organization, how to report the financial information and non-financial information through corporate sustainability report, and how to create a strong connection with the company's stakeholders. And also the initial framework will contain about the social cost and the environmental cost. The proposed framework will help the management of small business organization to measure or calculate the company's social cost and environmental cost. And also help the management to calculate the impact of their business into the social community and the environment. After the proposed framework is finished, this research will try to implement the framework in small business organization. The implementation process is important to understand the benefit of sustainability accounting concept in SMEs. And also this process is crucial to identify the obstacles and challenges in the context of implementation the sustainability accounting concept in the small business organization.

CONCLUSIONS

Based on this research, the small business organization has high capability to implement the sustainability accounting concept in their business activities. The implementation of sustainability accounting concept can improve the internal business process of small business organization and increase the connection between the small business organization and their stakeholders. From the first stage of this research, this research has created the initial indicators for the implementation process of sustainability accounting in small business organization. The initial indicators are divided into three categories, such as economic indicators, social indicators, and environmental indicators. The next stage of this research is creating the framework and the main reference is the previous stage from this research.

Keyword: sustainability accounting framework, sustainability accounting concept, small business organization

Analysis of Effectiveness of Monetary Policy Transmission in the Dual Monetary System in Indonesia

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INTRODUCTION

Bank Indonesia (BI) as the monetary authority, was given a new responsibility, namely to carry out a dual monetary policy (MP) namely conventional and sharia MP. In relation to the current transmission mechanism of monetary policy (TMMP), the pattern of sharia MP transmission taken by BI is similar to conventional. Therefore, BI is required to provide uniformity of policy signals within the MP framework. Thus, the pattern of sharia MP transmission can use the same pattern and channel as conventional MP transmission (Solikin, et al. 2018). MP framework covers the implementation and strategy of MP. The framework is generally related to achieving the ultimate goal of price stability, economic growth, and expansion of employment opportunities, and strategies to achieve them (exchange rate targeting, monetary targeting, inflation targeting, implicit but not explicit anchor) (Warjiyo, 2004). TMMP works require time (time lag). The time lag of each channel can be different from the others. The exchange rate channel usually works faster because the impact of changes in interest rates to exchange rates works very fast. The conditions of the financial and banking sectors also have a significant influence on MP transmission speed. MP effectiveness is the extent to which MP taken by the central bank (whatever its form) has a positive impact on the economy and society, in the sense that it can increase economic growth; can improve people's welfare; can increase employment opportunities; can increase state foreign exchange earnings; and give influence to other macro policies. MP effectiveness is measured by two indicators, namely how much speed or deadline (time lag) and how the strength of the variables in each channel responds to the changes (shock) monetary policy instruments (rSBIS) and other variables until the realization of the MP goal. (Natsir, 2008). The Noviasri study (2012) revealed that in controlling Islamic MP inflation more effective than conventional. The study is reinforced by the findings of Sanrego et. al. (2013) that an increase in Islamic finance will contribute positively to the decline in

the inflation rate in Indonesia. But because of the uncertainty and new trends that affect TMMP, further research on the problem remains relevant to both now and in the future. The existence of new trends, both those occurring in the monetary sector and in the real sector, among others, revealed that the path of inflation expectations will be more effective along with the increasingly credible MP.

PURPOSE/AIM & BACKGROUND

The purpose of this study is to analyze a more effective channel in Islamic and conventional TMMP systems, as well as analyze more effective MP between the Islamic monetary system through direct money supply (Ms), sharia BI certificate sharing channel (iSBIS) and exchange rate channel, in conventional systems via the Ms direct channel, rSBI and exchange rate channel. The effectiveness of TMMP is measured by how much speed or time lag, and how much strength the variables in a channel respond to MP instrument shock, namely rSBI and other variables until the realization of MP's ultimate goal is inflation. This type of research is explanatory by comparing Islamic and conventional MP systems in Indonesia. The data used is monthly time series secondary data in the period 2008-2017, the source of data from the Indonesian Financial Economic Statistics BI. The analysis tools and models used are VAR-VECM, Impulse Response Function (IRF), and Variance Decompositions (VD).

FINDINGS/RESULTS

The results of testing through VAR-VECM show that short-term and long-term sharia MP transmissions, iSBIS and Ms, are able to withstand inflation, while the exchange rate triggers inflation but is relatively small. Conventional MP transmission in the short term, namely rSBI and exchange rate triggered inflation, while Ms was able to withstand inflation. While for the long term only the exchange rate triggers inflation, while rSBI and Ms are able to withstand inflation. Based on the results of the IRF and VD tests, it was shown that conventional and sharia MP transmissions were equally effective because both of them needed a 6-month lag time to resist inflationary turmoil in Indonesia.

Keywords: effectiveness, the transmission mechanism of monetary policy, dual monetary system, impulse response function, variance decompositions.

Leading Sectors of Regional Development in the City Of Mataram

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INTRODUCTION

Economic development is an effort to maintain and increase people's income to achieve their welfare. These efforts will work if there is support for natural resources, human resources, technology, markets, and the quality and quantity of the output. In addition, improvements in institutional aspects, changes in economic structure, policy packages and capital support are needed. All of these aspects if formulated in an appropriate development policy will lead to creation new jobs and increase economic activities that rely on the distinctiveness of the region by optimizing existing potential. This pattern is capable to encourage regional development, considering that industries that use local resources, including labor and raw materials for export, will generate regional wealth and create new employment opportunities (Arsyad, 2010: 376). Basically, each region has different potency that provides opportunities for product specialization with the support of human resources. Thus, investment in human resources is also a necessity considering that capital accumulation will lead to increasing returns as a result of specialization and investment in human resources and science (Arsyad, 2010: 91).

PURPOSE/AIM & BACKGROUND

The city of Mataram, as one of the more developed regions in the West Nusa Tenggara Province in Indonesia, continues to spur its development in various fields, especially in economic. To achieve the welfare of its people, the direction of economic development in the city of Mataram is more focused on developing non-primary sectors such as services, trade, transportation, production and others. These sectors will have different roles in supporting the economy of the city. This research aims to examine the dominant economic potentials and advantages in the development of the city of Mataram. By employing a quantitative descriptive method, the secondary time series data were analyzed using the Growth Ratio Model (MRP) (Imelia, 2006: 27); Location Quotient (LQ); and the Klassen Typology (Arsyad, 2010: 394).

METHODOLOGY

By employing a quantitative descriptive method, the secondary time series data were analyzed using the Growth Ratio Model (MRP) (Imelia, 2006: 27); Location Quotient (LQ); and the Klassen Typology (Arsyad, 2010: 394).

FINDINGS/RESULTS

The results showed that there were 14 potential economic sectors with positive growth ratios (RPs) in Mataram City (82.35%), and 3 sectors with negative values. Whereas when viewed from the aspect of the economic base, 13 sectors (76.47%) categorized as the base sector, and only 4 sectors were non-base. Furthermore, there were 9 sectors that collectively met these criteria (with a ratio of positive growth and including the base sector) including the sectors of Processing Industry, Water Supply and Waste Management, Construction, Large Trade and Retail, Transportation and Warehousing, Financial Services and Insurance, Real Estate, Corporate Services, and Educational Services. Referring to the Klassen Typology criteria, Mataram is in the type-I classification. This position is quite appropriate, considering that the economy of Mataram City is predominantly supported by tertiary and secondary sectors that have better added value from the primary sectors.

CONCLUSIONS/IMPLICATIONS

This research recommends that the Mataram city government should maintain the existence of potential sectors, by mapping the potential that is owned and widely exposed. In addition, periodic promotions and innovations on production / industrial products and services at the local / national and international level, must continue to be encouraged and developed. Thus the classification as a prosperous region (type-I) can be maintained.

Keywords: Growth Ratio, Base Sector, Location Quotient, Klassen Typology, prosperous area

The Implementation Of Organizational Culture And Ethical Leadership In Building Organizational Commitments On Islamic Boarding School Of Nurul Hakim, Kediri Lombok Barat

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INTRODUCTION

Ethical culture and leadership are based on meaningful values, beliefs, and norms of all the organization members. The implementation of organizational culture and ethical leadership is critical for every organization in order to increase their organizational commitment. Despite a number of studies on organizational culture and ethical leadership, lack studies were made on Islamic Boarding School.

PURPOSE/AIM & BACKGROUND

Therefore the current study aims to analyze (1) the significance of the influence of organizational culture on organizational commitment; (2) the significance of the influence of ethical leadership on organizational commitment; and (3) the significance of the influence of ethical leadership on organizational culture in the context of Islamic Boarding School.

METHODOLOGY

The study was undertaken at the Islamic Boarding School of Nurul Hakim Kediri, West Lombok. The population in this study were 140 people including teachers, lecturers and academic staffs of the School. Cencus method was adopted to recruite all population members. Data was collected using questionnaire and then analysed by Partial Least Square using the Smart PLS 2.0 program.

FINDINGS/RESULTS

The results show that there is a positive and significant influence of (1) organizational culture on organizational commitment; (2) ethical leadership on organizational commitment; and (3) ethical leadership on organizational culture.

CONCLUSIONS/IMPLICATIONS

The study results proved empirically that ethical leadership variables and organizational culture truly have a positive and meaningful influence on organizational commitment. These findings strength and support the results of previous studies on similar context. The results also bring managerial implications to organizations such as Islamic Boarding Schools and other similar organizations.

Keywords: Organizational Culture, Ethical Leadership, Organizational Commitment, Islamic Boarding Schools, Lombok Indonesia

The Role Of Institutional Group In The Empowerment Of The Family Economy In The Women Farmers (KWT) In The District Of Central Lombok

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INTRODUCTION

Improve the well-being of the family is the main key to the people's welfare, there have been various efforts that have been undertaken by the Government, among other things, improve the role of women farmers group in the villages in order to improve the welfare of Members in particular and the community in general.

PURPOSE/AIM & BACKGROUND

This research aims to know the role of women farmers group in increasing family income. Subjects in this study were all members of a group of women farmers in central Lombok Regency, which is a member of the 42 KWT.

METHODOLOGY

Sampling method used is the method of sampling purposif by taking a sample of 18 KWT still active in central Lombok Regency of 42 KWT are still there.

FINDINGS/RESULTS

The results showed that the business members of the KWT in central Lombok Regency has been using this group as a forum to facilitate the needs of members, among other things: increasing the availability of food (87%), improving the economic family (52%) and reducing household spending (47%). 53%) the results of the program and sold KWT (60)% consumed on its own to meet the food needs of a family, then another benefit from business groups is a member can: consume some other food needs without having to spend funds from cash families such as vegetables, fruits and oil from the garden and yard (72%), livestock and fish (42%), plants with livestock (28%), plants (22%) and plants with fish (8%). The perception of the members of the Group about the

role of the Group of women farmers (KWT) will benefit program KWT with very satisfactory. Besides being beneficial to the family income and food availability, program KWT in central Lombok Regency has a social and cultural impacts, i.e. social interaction (22%), increased agricultural cultivation knowledge (40%) and other skills (28%) and there are opportunities to become an administrator group (20%). The main constraints towards sustainability KWT in central Lombok Regency is the availability of water and the lack of manpower in the planting season. It is therefore necessary to develop other business models in a group with model water garden plants, and frugal and efficient labor-based economy in the areas and gardening in the yard.

CONCLUSIONS

From the results of a study of women farmer groups (KWT) in central Lombok Regency, this can be used as a model, with reference to the relevant elements of the institutions about the importance of the use of groups, particularly farmers groups of women in economic empowerment of families.

Keywords: The Institutional Role of the Group, the Economic Empowerment of the Family, a Group of Women Farmers

Social Capital Contribution on the Survival of Business Entities

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INTRODUCTION

The number and role of SMEs in Indonesia is very large, therefore their existence needs to be safeguarded, while operating age get less attention. It is time for the measure of success for SMEs to use viability, which demonstrates the ability of businesses to sustain their business in a turbulent business environment (Bagis, 2018). The characteristics of long-lived companies include awareness and the ability to make companies as human communities, and keep up with the ongoing changes in the environment, be careful to make debt loans and give fresh and new ideas (De Geus, 1997). Building strategic cooperation, providing opportunities for success, and avoiding competing risks in the current turbulent era (W.C Kim and Moauborgne, 2002). Effective human relationships, effective trust, networks and norms, reveal the social capital of enterprises.

PURPOSE/AIM & BACKGROUND

This study aims to explain that a business company should be long-lived so that it can be enjoyed by future generations. Building the sustainability of a business (viability) requires the main strength that comes from the attitude and behaviour of its managers, in building a business net-working in the form of social capital, an important part of virtual capital. In the end, long-term business continuity for SMEs can be built on the basis of the use of extensive social capital, supported by positive alignments, especially from the government. The sustainability of a business entity that relies on social capital is expected to be a model for empowering SMEs throughout Indonesia.

METHODS

To prove the contribution of social capital to viability and with the support of a conducive business environment, moderating regression analysis was used. The object of the

study focused on the efforts to sustain SMEs in the city of Mataram, Indonesia, by relying on the attitudes and behavior of building business net-working. To strengthen the influence of social capital on business continuity, Government policy support is also assessed in creating a conducive business climate for SMEs.

FINDINGS

The results of the study prove that the sustainability of the SMEs entity in Mataram, Indonesia, can be built through the ability to expand business networking. The contribution of social capital becomes stronger in influencing the sustainability of business entities, after the support of government policies that are able to create a conducive business environment for the sustainability of SMEs.

CONCLUSIONS

In the end, the results of this study were able to prove the management model of business entities that are effective SMEs, namely those that are able to survive for a long operating period. Government policy in creating a conducive business environment for SMEs needs to be maintained. Thus the sustainability of the SMEs entity has become more beneficial for the welfare of the Indonesian people.

Keywords: Viability Entities, Networking, Virtual Capital, Environment

Perception of Village Society about Management of Village Finance and Its Benefits

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INTRODUCTION

This study aims to determine perception of society of the quality of village financial management and its benefits.

METHODOLOGY

Data is obtained through survey methods by giving questionnaires to respondents. The research respondents were 105 people from 3 villages in Labuapi District, West Lombok Regency. 40 statements in the questionnaire were built from 7 indicators. The first focus of research, village financial management, consists of 3 indicators, namely planning, implementation and reporting quality. The second, benefits of village financial management, consists of 4 indicators, namely the benefits of village finance in the administration of village government; benefits in the construction of infrastructure and the village environment; benefits in community empowerment; and the impact of village finance. The rating scale is from 0 to 10. Scores are divided into 5 categories: very low, low, medium, high and very high. The score of each respondent was calculated by the maximum value of the research indicator divided by the number of categories.

FINDINGS/RESULTS

The following table shows the results of the study.

No	Research Indicators	Categories				
		Very Low	Low	Medium	High	Very High
1	Planning Quality	10,5%	24,8%	30,5%	17,1%	17,1%
2	Implementation Quality	16,2%	21,0%	30,5%	19,0%	13,3%
3	Reporting Quality	8,6%	14,3%	20,0%	13,3%	43,8%
4	Benefits of village finance in the administration of village government	17,1%	23,8%	30,5%	23,8%	4,8%
5	Benefits in the construction of infrastructure and the village environment	32,4%	25,7%	26,7%	14,3%	1,0%

6	Benefits in community empowerment	19,0%	29,5%	25,7%	15,2%	10,5%
7	Impact of village finance	13,3%	25,7%	26,7%	17,1%	17,1%

Most respondents considered the planning quality indicators to be in medium category, which tended to be low. This means, the society is involved in planning at the level of symbolic participation. The quality of implementation is also medium and tends to be low. The procurement of goods and services is carried out in accordance with the regulations but the principles of accountability have not been fully implemented. Meanwhile, the reporting quality indicators are considered very high. This is in line with the intensity of village officials presenting the budget and realization of village finances on large banners in front of the village head's office.

CONCLUSIONS/IMPLICATIONS

The benefit shows a different pattern with the first research focus. Most community assessments for fourth indicators are concentrated in the medium and subsequent categories in the same low and high categories. It is mean that village officials are considered received relatively high benefits from the finance. Most respondents consider fifth indicator to be very low. The mean is the development of infrastructure and the village environment has not been carried out optimally. Likewise, the sixth indicators which is considered low tends to be medium, it is mean that community empowerment activities have not been carried out properly. The latest indicators are also considered medium, which tend to be low, meaning that the community has not felt the maximum impact from the village-managed finance.

Keywords: planning, implementation, reporting, benefits of village finance management

Service Innovation in the Indonesian Tourist Village Industrial Cluster: Evidence from the Lombok Tourism Corridor

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INTRODUCTION

Service industry is an emerging industry contributing significant share on the economic growth (Spohrer & Maglio, 2008:238; Meffert & Bruhn, 2009:3). In addition, service sector in developed countries account for about two-third of GDP (de Vries, 2004:4; hauknes, 1998:1, Djellal & Gallouj, 1999:218). Even countries rely on the manufacturing industry are now shifting to the service industry (Hipp et al. 2000:418; Meffert & Bruhn, 2009:457).

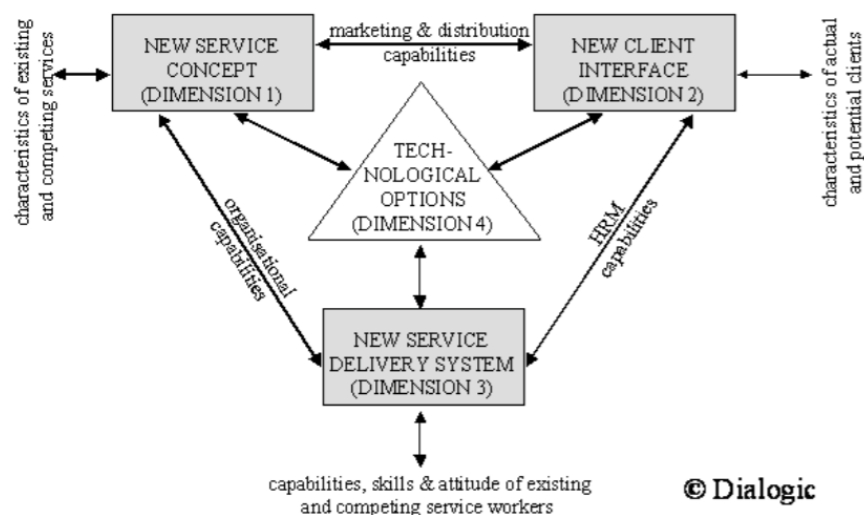
PURPOSE/AIM & BACKGROUND

Innovation is also another source of economic growth (Maravelakis et al, 2006:283; de vries, 2004:4). The significance of innovation to the economy, policy and society (Thom, 1980:3; Vahs & Burmester, 2005:2) has directed scholars to inter-dicipline research. Scholars from applied science, political science, social sciend, and economic science (Hauschildt & Salomo, 2007:35) have studied the nature of innovation for decades. In fact innovation research, mostly, focused on the technological innovation aspect. Therefore innovation researches have been done on the manufacturing industry (de Vries, 2004:4; Tether, 2005:154; Spohrer & Maglio, 2008:241). That is why the research on service innovation were expected to be supplier dominated (Tether, 2005:154; Droege et al, 2009:132; pavit, 1984). Comparatively, research on service innovation are only few compare to manufacturing innovation (Dolfsma, 2004:319; Hipp et al, 2000:418: Tether, 2005:154). Scholars are inviting for wider research on service innovation (Spohrer & Maglio, 2008:241; Rust, 2004; Jimenez-Zarco et al, 2006:275). This study is set with the Indonesian service sector such as tourism industrial cluster. Indonesia has great potential on the tourism industry. This research aims to clarify innovation practices on the Indonesian tourist village industrial cluster.

METHODOLOGY

The Lombok tourism corridor was elected based on the Master Plan of the acceleration of the Indonesia economic development 2011-2025. Qualitative research approach was chosen for determining service innovation practices in the Lombok tourist industrial cluster. Exploratory case studies were applied in Setanggor village (Central Lombok), Sesaut village (West Lombok), and Kerujuk village (North Lombok). In-depth face-to-face interview was taken among the key informant of the three villages related to service innovation practices. Triangulation technique was used on explaining the service innovation practices on the cluster. Applying Den Hertog framework for exploring innovation practices on the Lombok tourism village industrial cluster as described on the research framework below.

RESEARCH FRAMEWORK



Source: Den Hertog, 2009

FINDINGS

The service innovation on the Lombok tourism village industrial cluster was produced within new type of inter-relationship among institutions on the cluster. Collaboration among government-university-industry was the driver of service innovation. Transfer knowledge and technology among institutions on the cluster explain the service innovation practices on the tourist village industrial cluster. The service innovation varies among the three villages. It depends on the level of network they made. Their

ability of building new network on the cluster explains to what extent their service innovation practices.

CONCLUSIONS

Service innovation will be explained in the great detail as well as their network on the paper. The Lombok tourist village industrial cluster was also explained in great detail. The role of government is very important on developing the Lombok tourist village industrial cluster; however, the universities have less contribution on the cluster. It should be improved on the near future. Involving digital media is a relevance strategy to boost the market focusing on the international market. The domestic market should be considered for cluster development. In short, the Lombok tourist village industrial cluster development requires the better collaboration and partnership of penta-helix model: partnership among government-academia-industry-socio-digital media. This penta-helix helps the cluster development.

Keywords: Service Innovation, Tourism Village, Industrial Cluster, Service Industry, Tourism Corridor

Tourism and Women's Employment Mobility Pattern in Special Economic Area (SEA) Mandalika Kuta Central Lombok District

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PURPOSE/AIM & BACKGROUND

This study aims to map the types of women's employment and patterns of women's mobility in the tourism sector in special economic area Mandalika in Central Lombok District.

METHODOLOGY

The research method uses a qualitative research approach, with this approach can show about people's lives, behavior, social movements, and kinship relations. To study in depth the problem of women's job mobility, researchers used survey research methods with study units as groups. Surveys are conducted at the individual level (female workers), and to check the validity of survey data, the next activity is triangulation of data sources, carried out by finding data from many sources of respondents, informants and research subjects. Triangulation of data collection methods (observation, interview, documentation study and focus group discussion (FGD). To study the mobility of women's work, this research was conducted in the special economic zone of Madalika Kuta as the study target. In reviewing job mobility, work will be observed for the first time working, work stability until the time the research takes place. Besides that, it will also be observed the pattern of job mobility in terms of work before, compared to current employment, then in the analysis of employment status will also be analyzed also the previous employment status and current employment status.

FINDINGS/RESULTS

The results of the study found that the tourism service industry in the Mandalika Kuta Special Economic Zone has encouraged the growth of new types of jobs for women who were previously unknown to them. Previously they only knew jobs as

housewives, farming and raising livestock. Currently they work as sales clerks, spa, receptionists, camcorders and hotel employees. In the dimensions of wage employment status, their former employment status was contractual / freelance. And for all job status categories (freelancers, self-employment and wage workers) significant changes occur as a sign that they experience job mobility.

CONCLUSIONS/IMPLICATIONS

Taking into account the growth of various types of new jobs, and changes in the status and pattern of work of women, women workers are very necessary to improve themselves, especially in matters relating to education, and skills. To the Central Lombok Regency Government, it is necessary to conduct studies based on the needs of the women's work community, and also to conduct a study of the potential and employment opportunities that women desperately need in the tourism services sector. Especially work that is suitable for women, so there is a link and match between various employment sectors that recruit workers in the tourism services sector.

Keywords: Tourism, Pattern Mobility, Women's Employment

Management Strategy of Halal Tourism (Case Study in Central Lombok Local Government)

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INTRODUCTION

In 2015, Lombok have won The World's Best Halal Honeymoon Destination and The World's Best Halal Tourism Destination in World Halal Tourism Awards (WHTA). But for Central Lombok Regency Government, although have that predicate, but the influence to income tax local government (al-wazha-if) from hotel and entertainment precisely decrease. Because of that, since that year, the West Nusa Tenggara Provincial Government through its regency government seeks to make Lombok as eco-halal tourism too.

PURPOSE/AIM & BACKGROUND

This research is based on The Diffusion of Innovation Theory from Rogers (1962). According that theory, there are five adopter categories, there is innovators, early adopters, early majority, late majority, and laggards. Researchers used this theory because Central Lombok Regency still in development stage for become region with halal tourism. Because that, different strategies for tourism should be conducted depending on regency is which type of adopter.

According to Chukaew (2015) and regulation from MUI and Regulation of Tourism and Creative Economy Ministry No. 2/ 2014 about Guidelines for Business Operations of Sharia Hotel, there are standard factors of measurement of halal tourism, consist of obedience of guides, staff, and all activities to with Islamic principles, type of building must confirm with Islamic principles, and the type of restaurant and entertainment must follow international halal service standards too. Because that, this research using regional regulations related halal tourism, development tourist objects, facilities and infrastructure as indicator. This research use financing, education, and training from regency government as indicator too.

METHODOLOGY

To explore these things, this research uses qualitative data from interviews and observations. The research subject is Head of Tourism and Culture of Central Lombok Regency, Sales Marketing star hotels in Central Lombok Regency, and small businessman around that location. Besides that, this research use questionnaire method too with small businessman around beach and hotel.

FINDINGS/RESULTS

For result, connect with regional regulations related halal tourism, Central Lombok Regency Government don't have specific regulation, so they still just use MUI and BPOM regulation. Regulation about halal tourism is from West Nusa Tenggara Province Government. Besides that, for development of tourist objects, facilities and infrastructure, Central Lombok Regency Government now still develop facilities and build tourism infrastructure. For its financing, the fund that budgeted has also been allocated to tourism development sector. Local government have given tourism information for educate and trained hotel and restaurant, but for halal tourism, still to be deepened. But for hotel, restaurant, restaurant in hotel, and entertainment have follow halal service standards.

From that phase, Central Lombok Regency are early adopters. Besides that, for development of tourist objects, facilities and infrastructure, Central Lombok Regency Government now still in develop, and the budgeted have also been allocated. It indicates that the Department of Culture and Tourism in Central Lombok Regency should be more often to socialize to the community and small businessman around the object of tourism, about the latest programs that will be done by government, and coaching activities which can be improve, so they can continue to increase their revenue.

Keywords: Halal Tourism Management, Local Revenue

Linking Market Sensing Capability, Innovation Speed, Organizational Learning and Marketing Performance in the Disruption Era

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INTRODUCTION

Tourism is a leading sector developed in Indonesia and significant contributes to the economic growth for the country's development. The development of tourism in Indonesia will have a direct impact on the community to participate in the provision of the tourism industry to meet the needs of tourists, especially the culinary and souvenir fields through small and medium enterprises (SMEs). The SMEs have a very important role in the economic development in every country, including in Indonesia. This SMEs also helps the country in creating new jobs that can support the household income. The competitiveness of SMEs is one of the key factors in efforts to increase tourism investment. Thus, it is expected that SMEs in tourism can grow, develop and be able to attract foreign investment in their businesses.

PURPOSE/AIMS & BACKGROUND

The real performance faced by most businesses, especially the SMEs in Indonesia, the most prominent are the low levels of productivity, low value added, and low product quality. To improve the competitiveness of SMEs, a joint step is needed to lift technological capabilities and innovation power. This study aims to investigated the effect and develop the model of market sensing capability and marketing performance that is mediated by the speed of innovation and organizational learning. The era of disruptive innovation forces every company to be faster and more creative in carrying out product and service innovations so that they remain competitive. Innovation is a key element that drives the economy in various business sectors, so that every company that wants to survive in competition must be able to innovate and manage its resources. Some previous studies stated that not all companies that innovate can improve their marketing performance. Entering this era of disruptive innovation, each company must indirectly innovate to have a sustainable competitive advantage. Innovation and corporate intelligence systems are two important things to

improve a company's ability to produce the products or services that are in accordance with the customer preferences.

METHODOLOGY

The research design used in this study is descriptive research. Data was collected by survey method through a structured questionnaire with a ten-point Likert rating scale. The population in this study were the owners/ managers of small and medium enterprises (SMEs) in the tourism industry in Lombok island. The number of samples used was 150 respondents using purposive sampling method analyzed by Structural Equation Model (SEM). The total respondents of this research were 150, consisting of 137 male (91.33%) and 13 females respondents (8.67%). In terms of age, 7 respondents (4.67%) were 20-30 years old; 47 respondents (31.33%) were 31-40; 69 respondents (46%) were 41-50; and 27 (18%) respondents were above 50 years of age. In relation of business ownership status, 143 respondents (95.33%) were the owners and 7 (4.67%) were managers. We also listed the period of business where 13 respondents (8.67%) run the business for 0 – 3 years; 79 respondents (52.67%) had 3.1 – 5 years of business period; and 58 (38.67%) had the business for more than 5 years. Next is the category of assets owned where 69 respondents (46%) had up to 100 million of assets and 81 (54%) had 101 million to 1 billion rupiahs of assets. Meanwhile, no respondent has above 1 billion rupiahs of assets.

RESULTS

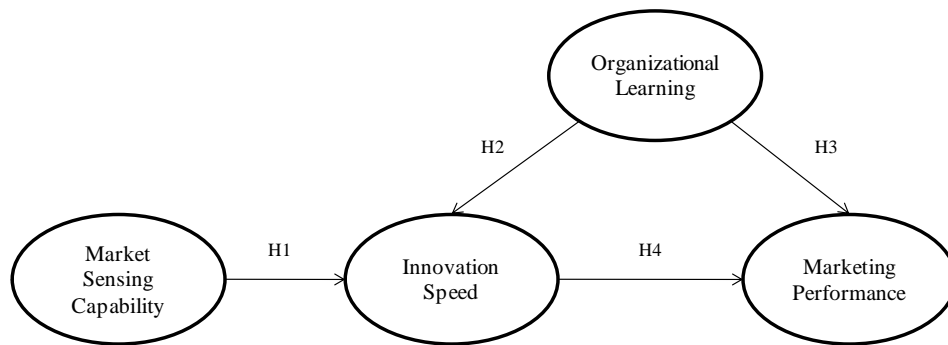
The results of hypotheses testing, in which all of the hypotheses proposed are supported, are presented below:

	Estimate	S.E.	C.R.	Hyphotesis Test
H1 : Innovation_Speed - Market_Sensing_Capability	.454	.133	3.406	Supported
H2 : Organizational_Learning - Innovation_Speed	.523	.089	5.890	Supported
H3 : Organizational_Learning - Marketing_Performance	.643	.082	7.836	Supported
H4 : Innovation_Speed - Marketing_Performance	.474	.078	6.076	Supported

CONCLUSION

This study conclude that market sensing capability has a significant effect on marketing performance. SMEs that have a high market sensing capability and mediated by high innovation speed actions can improve their marketing performance. The existence of organizational learning in SMEs which is reinforced

by high innovation speed also influences the marketing performance. The empirical model developed in this study is as follows:



Keywords: market sensing capability, innovation speed, organizational learning, marketing performance, SMEs