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(MMHS-2018), Bali, Indonesia



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**International Conference on
“Medical, Medicine & Health Sciences”
Bali, Indonesia
Venue: Hotel Santika Seminyak Bali, Indonesia**

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CONFERENCE CHAIR MESSAGE

Dr. Malika Ait Nasser

International Conference on “Medical, Medicine & Health Sciences” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Dr. Malika Ait Nasser

Conference Chair

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MMHS-2018

Conference Schedule

DAY 01 Monday (December 24, 2018)

Venue Hotel Santika Seminyak Bali

09:00 am – 09:10 am	Welcome Reception & Registration
09:10 am – 09:20 am	Welcome Remarks Conference Coordinator
09:20 am – 09:30 am	Introduction of Participants
09:30 am – 10:00 am	Grand Networking Session and Tea Break

DAY 01 Monday (December 24, 2018)

Session I (10:00 am – 12:00 pm)

Session Chair: Leon Yap

Track A: Business, Economics, Social Sciences & Humanities

RMSEIT-DEC18-101	Cultural Resistance to Entrepreneurship: Challenges Faced by Emerging Myanmar	Dr. Balbir Bhasin
RMSEIT-DEC18-106	Legal Protection for Creditors in the Sale of Debtor-Owned Assets Experiencing Bankruptcy According to Indonesian Bankruptcy Law	Daniel Hendrawan
RMSEIT-DEC18-107	Supply Chain Risk Analysis Using Simulation Model	Herlinda Rachmasari
RMSEIT-DEC18-108	The Integration of AHP and QFD in Selecting Contractor of Surabaya City Government	Briliantie Irma Maya B
RMSEIT-DEC18-109	A Model of Millenial Participation Intention Level on Mega Event Project	Muhammad Ali Affandi
RMSEIT-DEC18-110	Game Theory Approach for Formulation Strategy Negotiation Purchasing in XYZ Company Purchasing Division	Taufan Maulana Harris Purba
RMSEIT-DEC18-111	The Influence of Dualism Leadership Against the Performance of Construction Workers	Rahmawati
RMSEIT-DEC18-115	Does Intellectual Capital Moderate the Relationship Between Enterprise Risk Management and Market Performance? Evidence from Indonesian Banking Industry	Yuannisa Aisanafi
RMSEIT-DEC18-116	Project Scheduling of Power Plant Maintenance with Critical Path Method and Time Cost Trade Off (Case Study: Unachievable of Fast – Track Program In Pt. Pjb Upht)	Arko Setiyo Prabowo

Lunch Time (12:00 pm - 01:00 pm)

DAY 01 Monday (December 24, 2018)

Session II (01:00 pm – 03:00 pm)

Session Chair: Leon Yap

Track A: Business, Economics, Social Sciences & Humanities

RMSEIT-DEC18-118	Integrating Customer Experience Quality and QFD for improving quality of wifi broadband service experience in telecommunication company	Indaka Pradnya Rityatama
RMSEIT-DEC18-120	Legal Aspects of Proportionality in Collective Brand Ownership Principles	Christian Andersen
RMSEIT-DEC18-121	The influence of corporate social responsibility expenditure On tax avoidance : Company growth as a moderation	Dyah Ayu Anggraheni Sugiri
RMSEIT-DEC18-124	Application of Franchise Systems in Indonesian Traditional Business to Give a Pattern of Distribution of Goods and Services That Have Competitive Value in The Era of Globalization	Pan, Lindawaty Suherman Sewu

Track B: Medical, Medicines & Health Sciences

BAL-4128-103M	The Effect Of Vitamin E Supplementation To Morfologi Of Wistar Strain Rat Testis(Rattus Novergicus)With Diabetes Mellitus Type I	<u>T. Ronasky</u>
BAL-4128-104M	The Relationship Of The Amount Of Testicle Malondialdehyde (Mda) With The Quality Of Spermatozoa In Type I Diabetes Of Strain Wistar White Mice (Rattus Novergicus)	Jauhari
BAL-4128-105M	Correlation of Imunoecpression of Acetylcholinesterase In Clinical Diagnosis Patients of Hirschsprung Disease In The General Hospital Dr Zainoel Abidin Banda Aceh	Tugam Umar Beunot
BAL-4128-106M	The Effect Of Vitamin A On The Formation Of Fibroblasts, Epithelialization And Collagenization In Accelerating Wound Healing Process Of Post Anoplasty Local Rabbit (Nesolagus Netseherischlgel)	Rachmat M. Putra
BAL-4128-107M	The Effect Of Platelet Rich Plasma With Calcium Chloride (CaCl2) Activator On Healing Of Partial Ruptures Of Rat Achilles Tendon	Arfan Asmadi

List of Conference Attendees

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

Sr. No	Official ID	Name	Affiliation Details
1.	BAL-4128-102MA	Dr Mike Benn	General Practitioner (Family Physician), Australia

Closing Ceremony (03:00pm - 04:00 pm)

DAY 02 Tuesday (December 25, 2018)

City Tour and Shopping Day

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose.



**TRCAK A: MEDICAL, MEDICINE & HEALTH
SCIENCES**

The Effect Of Vitamin E Supplementation To Morfologi Of Wistar Strain Rat Testis(Rattus Novergicus)With Diabetes Mellitus Type I

T. Ronasky*¹ , Jufriady Ismy² ,Dasrul³

Abstract Diabetes mellitus (DM) is a metabolic disease with characteristics of hyperglycemia that occurs due to abnormal insulin secretion, insulin action, or both. 1 This disease is reported to occur in 9% of male and 7.9% of female. The Center of Disease Control (CDC) report states that there were 8.1 million undiagnosed people in 2014 and 29.1 million had this disease in the United States. 2 In diabetics can occur long-term damage, dysfunction, and failure of different organs, especially the eyes (diabetic retinopathy), kidney (diabetic nephropathy), nerves (diabetic neuropathy), heart (myocardial infarction) and blood vessels (atherosclerosis) and infertility. Reports of incident DM-related infertility occur in 9% of adults > 18 years of age experience the consequences endocrine dysfunction spermatogenesis. Vitamin E plays a role as antioxidant exogenous (non-enzymatic) which can protect damage membrane biological consequence radical free. Vitamin E protects acid fat not saturated on membrane phospholipid. In a manner particular, vitamin E too important in prevent peroxidation membrane acid fat not saturated. According to Linder, (2006) vitamin E is a agent pusher or booster fertility, because could normalize epithelium tubules seminiferous. On group experiment treatment immediately given stimulus and observation end while on group control used as comparison from group treatment. The average seminiferous tubule of rat testis in each treatment group showed variable numbers. The average seminiferous tubule diameters of rat testes in the negative control treatment (KN) were 261.57 5.72 m , then decreased to 241.18 18.53 m, in the treatment of DM mice induced by alloxan (KP), and experienced a re-increase in the treatment of rat DM induced by alloxan and vitamin E with a dose xxxiv 2nd International Conference on Innovative Research in Management, Social Sciences, Economics and Information Technology (RMSEIT) of 100 mg/kg/day (P1), and 200 mg/kg/day (P2), respectively is 265.92 15.97 m and 271.41 24.79 m. Based on one way Analysis of variance (ANOVA) statistical test, the significant of p value was 0.039 > 0.05, it can be concluded that the treatment of vitamin E (P1 and P2) significantly affected the diameter of seminiferous tubules in testicular diabetic of white rats.

Keywords: Vitamin E, Testicular Rats Histomorphometry White (Wistar strain), Dm Type I

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The Relationship of the Amount of Testicle Malondialdehyde (Mda) With The Quality of Spermatozoa In Type I Diabetes of Strain Wistar White Mice (*Rattus Novergicus*)

Jauhari^{1*}, Jufriady Ismy², Dasrul³

Abstract Hyperglycemia in type 1 diabetes mellitus is thought to play a role in increasing free radicals (oxidants) and decreasing blood antioxidants. The increase in free radical compounds triggers lipid peroxidation in the blood and testicle which is characterized by an increase in the amount of testicle malondialdehyde (MDA) and a decrease in the quality of spermatozoa. This study aims to determine the relationship of the amount of MDA and the quality of spermatozoa of type 1 diabetes mellitus white mice. The design of this study was cross-sectional and used observational analytic tests. The research subjects were divided into 2 groups, namely 16 normal white mice and 16 type 1 diabetes mellitus white mice induced by alloxan. The amount of MDA of spermatozoa was measured using the TBA test and spectrophotometer. The observation of the quality of spermatozoa was based on the number, percentage of motility and morphology of normal spermatozoa carried out using eosin-negrosin staining. The data in the form of the amount of MDA of spermatozoa and the percentage of viability were analyzed by paired t-test and Pearson correlation using SPSS 21.0. The results of the analysis showed that the amount of MDA of normal mice testicle were significantly different ($p < 0.05$) compared to DM white mice. The number, motility and normal morphology of spermatozoa of normal white mice differed significantly ($p < 0.05$) compared to DM white mice. There was a strong relationship between testicle amount of MDA with the number, motility and normal morphology of spermatozoa with the negatif direction ($R = -0.877$; -0.804 and -0.795). The amount of testicle MDA were strongly associated with the number, motility and normal morphology of spermatozoa with negative direction.

Keywords: Diabetes Mellitus, Testicle Of Malondialdehyde, Quality Of Spermatozoa And White Mice

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Correlation of Imunoecpression of Acetylcholinesterase In Clinical Diagnosis Patients of Hirschsprung Disease In The General Hospital Dr Zainoel Abidin Banda Aceh

Tugam Umar Beunot^{*1}, Muntadhar², Reno Keumalazia Kamarlis³

Abstract Background. Hirschsprung's disease (HD) is a failure of cephalocaudal migration of the distal parasympathetic myenteric nerve cells. This situation will cause the absence of ganglion / aganglionic cells starting from the anus and extending with a distance that varies proximally. The main standard for diagnosis of HD is the result of histopathological examination of rectal biopsy. The biopsy results can be done through rectal suction biopsy / rectal suction biopsy and histopathologically examined by HE staining. In addition to HE staining, there is a histochemical examination of acetylcholinesterase (AChE) in confirming the diagnosis of HD. The results of rectal suction biopsy with histochemical evaluation were reported to increase the accuracy of biopsy results. Methodology, This study used a cross sectional design with observational analytic design to determine AChE staining imunoexpression in patients with clinical diagnosis of HD. In this study, researchers also wanted to know the value of the correlation test between AChE examination and patients with suspected clinical HD. Results, From this study AChE's immunohistochemical examination found 11 (44%) samples that were positive one, 7 (28%) positive samples two, 5 (20%) positive samples three, and 2 (8%) negative samples from a total of 25 sample examined. Then 23 (92%) samples were obtained which HD and 2 (8%) samples were not HD. The test results of the correlation coefficient $C = 0.707$ with P-value 0,000. Conclusion, From examination of 25 samples in patients with suspected HD obtained 23 samples with HD and 2 samples without HD from AChE examination, then continued with immunohistochemical correlation AChE showed a strong correlation coefficient ($C = 0.707$).

Keywords: Hirschsprung's Disease, Acetylcholinesteras Immunoexpression (Ache), H & E Staining

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The Effect of Vitamin A on the Formation of Fibroblasts, Epithelialization And Collagenization In Accelerating Wound Healing Process Of Post Anoplasty Local Rabbit (*Nesolagus Netseherischlgel*)

Rachmat M. Putra^{1*}, Dian Adi Syahputra², Dasrul³

Abstract Background: Anoplasty is the most common procedure performed in patients with anorectal malformations. Several care needed to provide a good functional prognosis. Products containing vitamin A has been used as a therapy to improve the outcome of patients wound healing. Vitamin A can improve various aspects of wound healing through stimulation of angiogenesis, collagen synthesis, epithelialization and fibroplasia. Objective: Understanding the clinical effect of vitamin A to accelerate wound healing for post anoplasty on local rabbit (*Nesolagus netscheri*) as well measuring fibroblasts number, epithelialization and collagenization. Method: This study is an experimental study with the post-test only control group design. Experimental animals will be carried out an anoplasty and the treatment group will receive vitamin A 0.1% topically. Clinical wound assessment was performed using Bates-Jensen Wound Assessment tools and histological wound assessment was also performed. Statistical analysis was performed using Mann Whitney Test after normality and homogeneity tests were carried out. Results: Based on clinical assessment of wounds using the Bates-Jensen Wound Assessment Tool, showed the experimental group who did not get vitamin A had higher scores based on color, edema, necrotic tissue, wound margins and exudates ($3, 75 \pm 0.45$; 4.13 ± 0.34 ; 4.56 ± 0.51 ; 3.69 ± 0.48 and 3.06 ± 0.68 , respectively) compared to the treatment group (1.19 ± 0.40 ; 1.00 ± 0.00 ; 1.00 ± 0.00 ; 1.13 ± 0.68 and 1.00 ± 0.00 , respectively). These results indicate that the wound recovery process is not good for that control group. When histological wound assessment was performed, both fibroblasts, epithelialization and collagenization, there is a significant difference between the two groups (P value = 0,000) where the treatment group had a higher average score than the group that did not. Conclusion: Topical vitamin A can improve wound healing after anoplasty.

Keywords: Anoplasty, Wound Healing, Vitamin A, Fibroblasts

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The Effect of Platelet Rich Plasma With Calcium Chloride (CaCl₂) Activator on Healing of Partial Ruptures of Rat Achilles Tendon

Arfan Asmadi^{1*}, Safrizal Rahman², Sri Wahyuni³

Abstract Achilles tendon rupture (partial or complete), is one of the disorders of the Achilles tendon caused by trauma or because of excessive use. The incidence of tendon rupture increases by 50% in developed countries. Management of the treatment of rupture of the tendon can be done conservatively, among others by injection of platelet-rich plasma. Platelet-rich plasma is an autologous of human platelets in a small volume in the plasma. Platelets contain protein growth factor. Platelet Rich Plasma can be activated exogenously by thrombin, calcium chloride (CaCl₂). To test whether the administration of platelet-rich plasma with activator CaCl₂ can accelerate the healing process in Achilles tendon injury and is better than the administration of platelet-rich plasma without activator, to determine the effect of PRP This study was an experimental study using the design of the post-test only control group design in an experimental laboratory. The research subjects were divided into 2 groups: 10 white rats with tendon injuries and given injection treatment of platelet-rich plasma, then 10 white rats with tendon injuries and were given injection treatment of platelet-rich plasma with the addition of CaCl₂. The assessment of tendon tension after treatment was determined by using tendon tensile strength, for the assessment of type III collagen to be measured by scoring the intensity with immunohistochemical staining. And will be analyzed by ANOVA test. The results showed that the tensile strength of the tendons between platelet-rich plasma injections with injection of platelet-rich plasma plus CaCl₂ did not differ significantly ($p < 0.05$). whereas for the scoring assessment of type III collagen immunohistochemical staining intensity between platelet-rich plasma injections with injection of platelet-rich plasma plus CaCl₂ there were significant differences ($p < 0.05$). In this study there was no difference in the tensile strength of the tendons in the Achilles tendon injury of white rats injected with platelet-rich plasma with those injected with platelet rich plasma + CaCl₂. As for the results of scoring type III collagen in Achilles tendon injuries in white rats there were significant differences between those injected with platelet-rich plasma and those injected with platelet rich plasma + CaCl₂.

Keywords: Platelet-Rich Plasma, Achilles Tendon, CaCl₂, Rat

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**TRACK B: BUSINESS, ECONOMICS, SOCIAL
SCIENCES AND HUMANITIES**



Cultural Resistance to Entrepreneurship: Challenges Faced by Emerging Myanmar

Dr. Balbir Bhasin*¹, Lee Keng Ng²

Abstract Though cultural explanations as determinants of economic outcomes have mainly been ignored by researchers (Guiso, Sapienza and Zingales, 2006) national culture has been proven to have a direct and identifiable impact on the level of entrepreneurial behavior (Kreiser, Marino and Weaver, 2002). Politically, Myanmar remains one the few least developed countries in the world, but it too is transitioning to a market economy. Myanmar needs to develop its entrepreneurship sector, which is the key engine for growth and increase in employment opportunities to eradicate poverty and enhance urbanization (Bhasin, 2010). As a country richly endowed with natural resources, it is plagued by the resource curse thesis. Imminent poverty prevails due to lack of economic opportunities to enhance the peoples livelihood and effective policy to develop the human capabilities of the people to the fullest. The Burmese culture embraces collectivism and the traditional values of Theravada Buddhism, a belief system which inherently functions against the fostering of entrepreneurial spirit (Dana, 1995). Removing impediments to entrepreneurship is a key challenge for the government. Using Myanmar as a case in point, this paper assesses the influence culture has on entrepreneurship and explores initiatives and measures that can be used to strengthen inherent cultural values that stimulate the entrepreneurial spirit, encourage risk-taking, and in turn promote economic development.

Keywords: Politically, Entrepreneurship, Risk-Taking

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Legal Protection for Creditors in the Sale of Debtor-Owned Assets Experiencing Bankruptcy According to Indonesian Bankruptcy Law

Daniel Hendrawan*

Abstract In the process of a business, entrepreneurs can fail. The risk of this failure can occur in the case of a business that is not smooth and not as expected. Failure in business activities or investments that are quite high risk is when it is unable to pay the debt. This inability to pay debts can cause employers as debtors to be bankrupt by creditors. In the event of bankruptcy, the creditor is very eager that the debts be paid by the debtor. One of the things that can pay debts from creditors to debtors is the assets of the remaining debtors. The assets of the remaining debtors can be used as a guide by creditors to calm down because the debt can be paid. Law of the Republic of Indonesia No. 37 of 2004 concerning Bankruptcy provides legal protection for creditors, namely the existence of the principle of actio pauliana. In this principle the debtor cannot sell his assets arbitrarily. Sales made without permission from the curator can result in the sale being canceled by the creditor through the actio pauliana principle.

Keywords: Bankruptcy, Investment, Action Pauliana

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Supply Chain Risk Analysis Using Simulation Model

Herlinda Rachmasari*

Abstract The construction industry is a sector that has the complexity and poor performance, It classify with delays in project schedule, over budget and quality product. These factors often occur due design specification or selection supply chain less than optimal. Construction supply chain management is an idea that regulates the cycle of the construction supply chain by identifying factors that may cause the risk of supply chain and reduce the impact of factors.. Its important in a project to build a modeling that can detect supply chain risk factors by simulating changes and the impact on the risk of time and cost of project. The objective of this research is giving strategies of each supply chain activities that have most risk on project construction and create a model for any changes and impacts that will occur with the help of a Monte Carlo simulation program. This research will be focus in Surabaya. The final result of this research is convenience for the project manager with simulation method especially to anticipate the impact of the construction supply chain risks that may occur in the implementation of the construction.

Keywords: Supply Chain Risk Management Construction, Industrial Construction

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The Integration of AHP and QFD in Selecting Contractor of Surabaya City Government

Briliantie Irma Maya B^{1*}, Imam Baihaqi²

Abstract The process of selecting the contractor in Surabaya Citys Government is using Multi Criteria Decision Making between members of the working group. Contractor selection process is said to be complicated. The working group have to face elections multi project and multi-decision making with the election adhoc working group members and a limited time. Many contractors have not able to fulfill the specification required by the PPK (owner project), the performance of contractors are mess and completion of work does not fit the time required. This research was conducted to develop a systematic method of selecting contractors, who pay attention to the wishes of PPK as the end user. This research are integrating AHP (Analytical Hierarchi Process) and QFD (Quality Function Deployment). The final result of this research is convenience for the PPK to run the project because the contractor selected by the election committee has noticed the PPK voices.

Keywords: Multi Criteria Decision Making (MCDM), AHP, QFD

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A Model of Millennial Participation Intention Level on Mega Event Project

Muhammad Ali Affandi*

Abstract T It is well known that the level of community participation supports the success of a mega event project. Also, the amount of advertising costs when the mega event project forms a big question as to whether the effectiveness of advertising affects the attitudes and intentions of consumers towards advertising and events. It depicts the need for an analysis of what factors influence the intention of millennial participation in the mega event project. The present research contributes to the development of hypothetical model in measuring the millennials participation level on mega event project. Currently, the millennial generation is the one whose take most of productive activities along with x-generation in many aspects. The proposed model consists of several variables formed from the extended Theory of Planned Behavior (TPB). Explicitly, this study constructs the conceptual model of factors that influence millennial in the participation of the mega event project namely the 2018 Asian Games case study. Following a literature review and hypothetical constructs, nine hypotheses were developed which could be further tested in Structural Equation Model (SEM). The ontology of the model will support the epistemology of the developed hypothetical model that can be used for practical and managerial perspectives.

Keywords: Mega Event Project, 2018 Asian Games, Extended Theory of Planned Behavior (TPB),

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Game Theory Approach for Formulation Strategy Negotiation Purchasing in XYZ Company Purchasing Division

Taufan Maulana Harris*

Abstract XYZ company is one of the companies which take part in aluminium processing with 70% production for exports and 30% for local needs. The division that supports the production process at XYZ Company is one of the purchasing divisions. The purchasing division has a function of buying goods and services to support the production process. One item as a production support that is continuously used at XYZ Company is work roll. In the process of procurement goods and services, negotiations occur between buyers and suppliers. External providers have the power to lead prices sometimes buyers did. If at the same time neither party succumbs, a deadlock situation will occur or the transaction will not succeed. It requires an effective decision-making process. The purpose of this study is to model negotiation strategies between buyers and suppliers through the game theory approach, namely two-person games and N person games. This study uses a purposive sampling technique to determine the sample so that people who understand the strategy of cooperative relationships with suppliers are well selected. This study uses secondary data taken from previous buy-sell transaction data. Use this data as the first step in identifying supplier strategies and criteria. The Research begins with identifying strategies, criteria of players, compile the payoff matrix, determining the value of equilibrium, and analyzing strategies. The results of the study are in the form of a strategy model between buyers and suppliers.

Keywords: Purchasing, Purchasing Negotiation, Game Theory

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The Influence of Dualism Leadership Against the Performance of Construction Workers

Rahmawati*

Abstract Construction project usually consists of one project manager and one field manager for an ongoing construction project. But a different phenomenon come from the construction company which was process in building construction project, the phenomenon is placing two project managers. This phenomenon causes differences in work performance. Research to find out the factors result from two project managers in a construction work that affects workers' motivation and performance is very much needed as part of leadership research regarding dual leadership that has been studied in several forms of organizations and industries other than construction project.. Planned method by submitting a questionnaire to the responden about factors that affecting workers performance. Questionnaire in this study was distributed to all workers in construction project. The data that obtained will be processed descriptively in the form of an exploration by showing the average value and the standard deviation of the respondents choice variable. The analytical method that used as a data collection technique is factor analysis. The expected result are to find dominant factor caused by the dualism leadership (project manager) on the performance of workers in construction project.

Keywords: Dualisme Leadership, Staff Performance, Construction

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Does Intellectual Capital Moderate the Relationship Between Enterprise Risk Management and Market Performance? Evidence from Indonesian Banking Industry

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Abstract The maintenance of electricity unit is needed for generating equipment in order to achieve readiness and reliability of power plants which are the main targets in the business process of the generation unit. PT PJB UPHT is a maintenance unit that carries out maintenance overhaul especially in Combuster Inspection (CI). UPHT has been trying to carry out maintenance with maintenance planning and control. When viewed from the performance measurement unit, with the overall measure of activity maintenance model from historical data, it can be seen that there are several indicators that are not appropriate in achieving the target, namely work delays and wastage. It can be said that the overhaul maintenance CI activity in the Gresik PLTGU unit is still less effective in its implementation. The lack of effectiveness of the maintenance Combuster Inspection is due to waste in the project activities. Because of that, the maintenance Combuster Inspection (CI) work needs to be analyzed for time reduction by reducing waste. The analysis was carried out with the Lean performance model through the overall measure of activity maintenance which was then carried out by Value Stream Maintenance Mapping (VSMM). From VSMM, Current State Mapping (CSM) will be described along with data on Value Added (VA), Non-Value Added (NVA), and Necessary Non-Value Added (NNVA) activities. Non-value added activities means that there are activities that use resources but are not value added. called waste (waste). By eliminating waste, it is expected that overhaul Combuster Inspection (CI) activities will be more effective.

Keywords: Lean, CI, Overall Measure of Activity, VSMM

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Project Scheduling of Power Plant Maintenance with Critical Path Method and Time Cost Trade Off (Case Study: Unachievable of Fast Track Program In Pt. Pjb Upht)

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Abstract Electricity is an energy that plays an important role in human life. PT. Pembangkitan Jawa Bali (PT. PJB) is a company engaged in electricity generation. In its development, PT. PJB tried to expand its business to increase the amount of electricity supply. This means that there is a need for careful planning and standardized governance from the beginning of project initiation so that the risk of possible failure can be mitigated properly. PT. PJB has an acceleration target for power plant maintenance projects. However, due to problems, the target was not achieved. These problems vary and are often out of control as examples of workloads. Critical Path Method (CPM) accommodates critical parts of a project to be a special concern for the planner. One of the keys to success in using Critical Path Method (CPM) is the ability and instinct of the planner in determining the plan correctly. Scheduling using the Critical path method (CPM) will be done using the help of Microsoft Excel and Mirosoft Project software. Alternative solutions to reduce the duration of the project with the addition of overtime hours with Time Cost Trade Off (TCTO) is the author's choice to increase the efficiency of the maintenance time duration so that the resulting scheduling can be a reference for the construction of a power plant maintenance project.

Keywords: Power Plant Maintenance Scheduling, Critical Path Method

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Integrating Customer Experience Quality and QFD for Improving Quality of wifi Broadband Service Experience in Telecommunication Company

Indaka Pradnya Rityatama*

Abstract Nowadays, just competent services are not enough, services need to provide good customer experience as a competitive advantage Therefore in this research, quality of service experience will be improved based on Customer Experience Quality model integrated with Quality Function Deployment (QFD) method. This research will be conducted on telecommunication company in South Surabaya which is the number of Wifi Broadband Services users has decreased. Customer perceptions and importances of each Customer Experience Quality attributes in every customer touch points will be processed to identify which attributes are prioritized for improvement with the Important-Performance Analysis method. Then those priority attributes further processed using QFD to design the improvements and the technical recommendations. By improving quality of service experience, it is expected increasing the positive Word of Mouth intention in order to increase the number of customers. In addition, it is also expected increasing Customer Loyalty in order to increase retention so as prevent decrease in number of customers that causes losses to the company reaching hundreds of millions rupiah in a year.

Keywords: Customer Experience Quality, Service Experience Quality

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Legal Aspects of Proportionality in Collective Brand Ownership Principles

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Abstract Indonesia is the fourth country with the largest population in the world. With such a large population, Indonesia is one of the countries with the largest market share accompanied by adequate human resources. Indonesia is also enriched with a variety of indigenous cultures originating from 1,131 tribes (according to the Central Statistics Agency data based on the 2010 census) which includes various regional languages, traditional clothing, traditional songs, traditional cuisine, traditional medicine, handicrafts, traditional architecture, and much more again. The rapid development of MSMEs in the creative industries sector has not yet been accompanied by legal protection related to Intellectual Property Rights contained therein. As for referring to the weighing section (a) of Law Number 20 of 2016 concerning Trademarks and Geographical Indications, in the era of global trade the role of Brands and Geographical Indications is very important, especially in maintaining fair business competition and protection of Micro, Small and Medium Enterprises. Brands are generally registered for ownership only by one individual or legal entity. However, because in Indonesia it is very dominated by MSMEs which on the one hand have limited capital but on the other hand also need to be protected by their rights, then joint ownership of the brand becomes necessary. This is possible in the form of collective brand ownership.

Keywords: Indigenous Culture, Fair Business Competition

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The Influence of Corporate Social Responsibility Expenditure on Tax Avoidance : Company Growth As A Moderation

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Abstract The relationship between CSR and tax avoidance still has mixed results in recent times. In Indonesia, the relationship between CSR and tax avoidance can be attributed to the existence of tax incentive policies for CSR activities in the form of tax deductions. The existence of these incentives can create a gap for companies to carry out tax avoidance. If previous studies using disclosure as a proxy for CSR, in this study we offer use the real CSR expenditure issued by the company to provide a clear relationship between CSR and tax avoidance. This study also added variable sales growth (SGR) and sustainable growth (SSGR) as a moderation. Using 187 sample observations during years 2012-2017 with Cash ETR and Current ETR as a proxy tax avoidance, empirical results indicate a positive relationship between the CSR expenditure and tax avoidance. Interaction between CSR expenditure & SGR have no effect in a relationship with tax avoidance, but interaction between CSR expenditure & SSGR strengthening positive relationship with tax avoidance. This research also offer qualitative insight through case studies to illustrate the allocation of educational CSR expenditure to provide benefits for businesses and corporations. The results represent an indication that the companies distributes their CSR funds through the educational institution they (corporate) have dan make a colaboration to improving the quality of company HR. In addition, CSR education also encourages several companies to create new businesses in the field of education.

Keywords: CSR Expenditure, Tax Avoidance, Cash ETR

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Application of Franchise Systems in Indonesian Traditional Business to Give a Pattern of Distribution of Goods and Services That Have Competitive Value in The Era of Globalization

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Abstract Nowadays business activity is developing to be more complex, both in terms of numbers nor in terms of complexity which forms various of business cooperation. Business cooperation that occurs is very diverse, depending on what area of business that are running. The Diversity in business cooperation of course gave birth to new problems and challenges, therefore the law should be ready to anticipate any developments that arise. We recognize that international trade is also carried out involving the interests of two or more countries with each other need each other. International trade allows countries to have a more diverse range of goods than can be produced in their own country. Every country has limited resources and capability of production so that goods can be produced in a limited basis. In a global era that characterized by free trade, emerged a variety of ways both business development through trade and investment. One way of business development or business can be done through franchises (franchise), as well as on our country that have a various unique and distinctive range of traditional business like craft, ubi cilembu, et cetera, since Indonesia have a lot of natural and human resources Indonesia. As a country that has signed the Ratification Agreement Establishing the World Trade Organization (WTO) or the Agreement Establishing the World Trade Organization, business franchise (franchise) foreign and local spread in Indonesia.

Keywords: Franchise, Traditional Business, Distribution Of Goods And Services, Globalization.

Franchise, Traditional Business, Distribution Of Goods And Services,
Globalization, Indonesia

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