PROCEEDINGS OF
THE THIRD ANNUAL SOUTH EAST ASIAN
INTERNATIONAL SEMINAR (ASAES)
2014
STATE POLYTECHNIC OF JAKARTA

Wednesday, November 12th, 2014
SANTIKA HOTEL - DEPOK
WELCOME FROM THE ORGANIZING COMMITTEE

Assalamualaikum Wr Wb

We pray to Allah SWT for all His grace and gift He has given to us all so that the International Seminar on the Results of Researches and Community Services can today be conducted.

This international annual seminar (ASAIS 2014) is aimed to provide a dissemination forum for the results of researches and community services. This is expected to be a forum for information exchanges, discussion involving many parties: scholars, practitioners, and government. Interaction among different perspectives could become a medium to create technology development and sustainability accurately applicable in industry and society to enhance and support their autonomy in this modern era.

The ASAIS 2014 Program cover a broad spectrum of topics ranging from Technology, Commerce and Environment, following the researchers/authors from Cambodia, Indonesia, Malaysia, Singapura, and Thailand.

We would like to take opportunity to thank all those who have contributed to the technical program in particular, all the participant for submitting their works and we hope you enjoy the program.

Finally, we look forward to suggestions and criticism so that we can carry out the next international seminar in 2015 better.

Wassalamualaikum Wr Wb

ASAIS 2014 Organizing Committee
WELCOME FROM DIRECTOR OF STATE POLYTECHNIC OF JAKARTA

Assalamu’alaikum Wr Wb,

We pray to Allah SWT for all His grace and gift He has given to us all so that today we can attend the International Seminar on the Results of Researches and community Services under the theme of "Creative industry based research and community services to encourage community autonomy”, as a basis of knowledge and research development in higher education, both national and international which can be conducted by Research and Community Service Center in State Polytechnic of Jakarta.

The purpose of conducting this seminar is to provide knowledge and concepts exchange opportunity for multidiciplinary scientists to put forward their perspectives in national and state problems under the three defined sciences. Beside that, this forum can also be used to strengthen relationship of researchers from both national and international institutions.

In this instance we would like to thank:

1. The Minister of Culture and Education of the Republic of Indonesia
2. Prof. OumSaokosal, NPIC – Cambodia
3. Associate Professor, Dr. Wipawee Hatagam, Suranaree University of Technology NakhonRatcasima Bangkok
4. Presenters
5. All boards of committee who have made this happens

We hope that this academic activity can be conducted regularly and the spirit of the research will always sustain and give valuable contribution to the welfare and the development of the nation.

We thank you and hope you gain valuable benefits from the seminar.

Wassalamu’alaikumWrWb,

Jakarta, 12 November 2014

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PREFACE

This proceedings contain sorted papers from Annual South East Asian International Seminar (ASAIS) 2014. ASAIS 2014 is the second annual international event organized by Pusat Penelitian dan Pengabdian (P3M) Politeknik Negeri Jakarta Indonesia. This event is a forum for researchers for discussing and exchanging the information and knowledge in their areas of interest. It aims to promote activities in research, development and application on Technology, Commerce and Environment.

We would like to express our gratiture to all technical commite members who have given thirefforst to support this seminar. We also would like to express our sincere gratitude to Higher Education Republic of Indonesia, NPIC Cambodia, Suranaree University of Technology (SUT) Rankon Ratchasima Bangkok Thailand and the our sponsor National Instrument and, PT. PanairsanPratama.

Finally we also would to like to thank to all of the keynote speakers, the authors, the participant and all parties for the success of ASAIS 2014.

Editorial Team.
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Green Banking: A New Strategic For Sustainable Development

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Abstract

There are two main issues in environmental management, namely the green issues such as floods, landslide or drought, and the brown issues such as air pollution, water pollution, hazardous, and toxic waste generated by industries. Banking is indirectly related to environmental pollution issues especially those coming from industries, since bank plays a role in investment and financing of those industries. So there is need for banks in Indonesia especially government bank to adopt green banking in their operations, buildings, investments, and financing strategies for sustainable development. The paper aims to explain green banking models at Government Bank in Indonesia. The research methodology is literature review. Finding of this research showed that the models of green banking are balance of 3P (People, Profit, Planet). The strategy to apply the models are legal enforcement, government support, banking association involvement, banking readiness, industrial maturity, and potential international support.

Keywords: Green Issues, Green Banking Models, Sustainable Development

1. INTRODUCTION

The rapid change in climate due to global warming will be too great to allow many eco systems to suitably adapt, since the change have direct impact on bio-diversity, agriculture, forestry, dry land, water resources and human health. Due to unusual weather pattern, rising greenhouse gas, declining all quantity society demands that business also takes responsibility in safeguarding the planet. Although, banks are considered environmental friendly and do not impact on environment greatly through their own internal operations, in terms of emission and pollution, the “external” impact on the environment through their customers activities is substantial. Therefore, the banking sector can play an intermediary role between economic development and environmental protection, for promoting environmentally sustainable and socially responsible investment, banking of this kind can be termed as “Green Banking”. Green finance as a part of Green Banking makes great contribution to the transition to resource-efficient and low carbon industries (green industry and green economy in general). Green banking is a component of the global initiative by a group of stakeholders to save environment. "Green Banking", an effort by the banks to make the industries grow green and in the process restores the natural environment. This concept of "Green Banking" will be mutually beneficial to the banks, industries and the economy. Not only will "Green Banking" ensure the greening of the industries but it will also facilitate in improving the asset quality of the banks in future.

Community banks around the U.S. are realizing the benefits of embracing ecologically friendly practices which come in many forms, including energy savings, long-term investment returns, increased business efficiencies and new customers (Ginovsky and John, 2009). Managers to improve the management of their environment and has launched a major report which gives basic tips on greening the workplace (British Institute of Management (BIM),
There has been very few initiatives in this regard by the banks in India namely, State Bank of India (SBI), ICICI, IDBI and others. Therefore, there is a need to study and suggest possible policy measures and initiative to promote green banking in India (Pravakar et al., 2008). Moreover, banking sector can play a crucial role in promoting environmentally sustainable and socially responsible investment (SRI). Banks may not be the polluters themselves but they will probably have a banking relationship with some companies/investment projects that are polluters or could be in future. SRI funds are highly demanded for example SRI assets in the U.S. have reached $2.29 trillion in 2005. Internationally, there is a growing concern about the role of banking and institutional investors for environmentally responsible/socially responsible investment projects. (Earth Summit in 1992, the United Nation Environment Programme Initiative on the Environment and Sustainable Development” was established in order to initiate a constructive dialogue between UNEP and Financial Institutions.). It is of importance to the banking sector to follow certain environmental evaluation of the projects before financing.

Sustainable development has emerged as a new paradigm of development in response to the current discourse of development that over-exploits natural environment for economic prosperity. The sustainable development can best be achieved by allowing markets to work within an appropriate framework of cost efficient regulations and economic instruments. One of the major economic agents influencing overall industrial activity and economic growth is the financial institutions such as banking sector. The banking sector influences the economic growth and development in terms of both quality and quantity, there by changing the nature of economic growth. Banking sector is one of the major sources of financing investment for commercial projects which is one of the most important economic activities for economic growth. Therefore, banking sector can play a crucial role in promoting environmentally sustainable and socially responsible investment (SRI). Banks may not be the polluters themselves but they will probably have a banking relationship with some companies/investment projects that are polluters or could be in future.

Green Banking concept is a new one in Indonesia. It cannot be separated from Indonesian Bank’s role as Central Bank, that done strategic step such as Indonesian Bank Regulation contains the banks role as funding institution that concern sustainable development principles, and improve the ability in managing credit risks in the projects that affect environment. Based on this, the title of the research is Green Banking: A New Strategic For Sustainable Development. The research problem is how Green Banking models at Government Banking in Indonesia. The aim of this research is to explain the models of Green Banking. This research is expected to theoretical and policy contribution. Theoretically, the research results can be explained the Green Banking Models at Government Banking in Indonesia. For society, this study provides information about the Green Banking models at Government Banking in Indonesia so that it can be used as an
evaluation of the current implementation.

2. THEORY
According to World Bank, Green Banking consist of four elements: nature, well-being, economy and society. Green Banking combines those four elements into a business principle that care of ecosystem and human life quality. Thus in the end will promote the company operational funding’s efficiency, competitive advantage, corporate identity, powerfull brand image and balanced target accomplishment. Here, Green Bank is a funding institution that prioritize the sustainability in its business practice.

According to Indonesian Bank, Green Banking is defined as the banking that work based on sustainability development principles, especially in credits or fundings, that is the presence of ecological balance, human welfare, and social culture development.

3. METHODOLOGY
This paper reviews the literature on the basis of secondary data collected from the sources such as articles, research papers, bank’s official website, annual reports and sustainability report from Government Bank (BNI, Mandiri, BRI, and BTN) in 2009 until 2013. The characteristics of literature studies according to Zed (2004:4), are (1) the researcher deal with the text and numbers directly, not from the field knowledge or witness in the form of events, people, or other things, (2) the data is ready to be used, thus researcher just process the available data, (3) in common, the references are secondary data, not originally from the main source in field, (4) the references are not limited by time and space. The data then processed by several stages, include (1) grouping materials, (2) analyzing contents, (3) synthesizing by gathering the data into a thoroughly understandable structure to explain green banking models.

4. ANALYSIS
Ensure that the development done has the balance of triple bottom line, those are profit, people, and planet illustrated in figure 1. Tripple Bottom Line (TBL) incorporates the notion of sustainability into business decisions, coined by John Elkington in 1994.
**Profit**

Refers to economic value created by the bank after deducting the cost of all inputs, including the cost of the capital tied up. It therefore differs from traditional accounting definitions of profit. In the original concept, within a sustainability framework, the “profit” aspect needs to be seen as the real economic benefit enjoyed by the host society. It is the real economic impact the bank has on its economic environment. This is often confused to be limited to the internal profit made by bank (which nevertheless remains an essential starting point for the computation). Therefore, an original TBL approach cannot be interpreted as simply traditional bank accounting profit plus social and environmental impacts unless the profits of other entities are included as a social benefit.

**People**

The People concept can be viewed in three dimensions: the organization needs, the personal needs, and the community issues associated with supplying future people into the bank. Pertains to fair and beneficial business practices toward labour and the community and region in which bank conducts its business. A Tripple Bottom Line conceives a reciprocal social structure in which well being of corporate, labour, and other stakeholder interests are interdependent. An enterprise dedicated to the TBL line seeks to benefit many constituencies and not to exploit or endanger any group of them. The upstreaming of a portion of profit from the marketing of finished goods back to the original producer of raw materials, for example, a farmer in fair trade agricultural practice, is a common feature. In concrete terms, a TBL business would not use child labour and monitor all contacted companies for child labour exploitation, would pay fair salaries to its workers, would maintain a safe work environment and tolerable working hours, and would not otherwise exploit a community or its labour force. A TBL business also typically seeks to “give back” by contributing to the strength and growth of its community with such things as health care and education. Quantifying this bottom line is relatively new, problematic and often subjective. The Global Reporting Initiative (GRI) has developed guidelines to enable corporations and NGOs alike to comparably report on the social impact of a business.

**Planet (natural capital)**

Refers to sustainable environment practices. A TBL endeavors to benefit the natural order as much as possible or at least do no harm and minimize environmental impact. A TBL endeavour reduces its ecological footprint by, among other things, carefully managing its consumption of energy and non renewable and reducing manufacturing waste as well as rendering waste less toxic before disposing of it in a safe and legal manner.

Strategy to apply green banking models illustrated in figure 2. It is a must to be look for win-win-win solutions and new commitments of resources, such as new policies, incentives, and integrating approaches engage the machinery of government, the private sector, the public sector and society in helping to apply the models.
Legal Enforcement

Bank Indonesia regulations: (1) PBI No 14/15/PBI/2012: Bank should consider environment protection in assessing asset quality. (2) PBI No 14/26/PBI/2012 and PBI No 14/22/PBI/2012: Bank should increase productive loans and access loan for SME.

Banking Association Involvement

The role of bank as a financial intermediary is still very large and has potential important role to change economic development becomes more green and responsible.

Banking Readiness

According to survey on green banking readiness, 100% implement Indonesian Bank regulations as part of asset quality assessment, bank should ask its debtor to have environment impact analysis. 31.3% green banking policy implemented. 31.3% rules and implication environmental act No.32/2009 understood. 25% supported infrastructure (IT and human resources). 18.8% implemented internal standard operations. 18.8% due diligent process for environmentally non performing loans. 6.3% annual sustainability report issued.

Government Support

Policy initiatives include incentive/disincentive schemes. Non monetary incentive initiatives such as ADIPURA (a clean and green cities award programme), KALPATARU (award program for individual/group/company for their dedication to the environmental management practices), PROPER (business environmental performance rating), ICPC (Indonesian Cleaner Production Centre), etc. Monetary incentive schemes for environmental management in Indonesia include
fiscal instrument, financing instrument, market instrument. Other incentives include MOU Indonesian Bank and ministry of environment in 2004 and 2010 on program to prevent companies from damaging the environment. Embarking on programs to drive mainstream banks to include more greentech projects in their credit portfolios and pay more attention to environmental protection in their credit analysis. Collaboration with Indonesian central bank, to internalized environmental measurement into bank’ policies: BI regulation No. 2/2005 and Circulate Letter of BI No. SEBI No 7/3/DPNP which includes inclusion of environmental performance within bank credit policy (create direct financial disincentive for PROPER’ participating companies). CDM (Clean Development Mechanism), Special “environment” Budget Allocation for Local Government, PES (Payment for Ecosystem/ecological Services).

**Industrial Maturity**

Awareness among companies about environmental issues that may ultimately hurt business if there are not handled properly.

**Potential International Support**

The global interest to improve existing international financing mechanisms to develop innovative approaches to financial/fiscal activities related to environment such as, climate change adaptation and mitigation. Potential international support from World Bank, Asean Economic community, IFC (International Finance Corporation), UNEP (United Nation Environment Programme), etc.

5. **CONCLUSION**

The models of Green Banking are 3P (Profit, People, Planet). The strategy to apply green banking models include legal enforcement, government support, banking association involvement, banking readiness, industrial maturity, potential international support.

6. **BIBLIOGRAPHY**


Effectiveness of Local Government Regulation on Demarketing of Tobacco in Tebing Tinggi North Sumatra

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Abstract

Adolescent are potential target of marketer of cigarettes. Since smoking affect the health of consumer including teenager, tobacco products should be restricted. This is demarketing effort to protect consumers from the negative effects. This study aimed to investigate effectiveness of local regulation of Tebing Tinggi which had implemented Mayor Regulation number 13 year 2013 about restriction smoking zone. Respondents of this qualitative descriptive study were 189 student of senior high school. To measure the effectiveness the regulation, this study used several indicators: knowledge of regulation, enforcement of regulation, intention to quit smoking, restriction on smoking areas, sanction of violation, facility to stop smoking, and general effectiveness. Most respondents still were not aware the regulation. Never the less, they support the implementation of regulation and believed that regulation could encourage people to quit smoking. Restricted areas already known by respondents which led only a few respondents still smoke in area where they did their daily activities. Sanction for violation was less known and its application was still limited. Local government had to continue to improve facility to help those who want to quit smoking. Overall, more than half respondents believed that generally regulation of restriction on cigarette had not been effective.

Keywords: demarketing, tobacco, regulation

1. INTRODUCTION

Tobacco is a product that could harm human being healthiness. Therefore many believed that tobacco consumption should be reduced to protect people from bad impact of tobacco. Reducing consumption of tobacco is an effort of demarketing such product. Demarketing is an effort to reduce or limit the consumption level of a product (Kotler and Keller, 2012). Regulation to restrict certain area is one way that carried out by local government including Tebing Tinggi in North Sumatra. Its government issued Regulation of Mayor number 3 year 2013 about smokeless zone. The regulation expect there would be reducing in the number of smoker in Tebing Tinggi including teenager.

Indonesian teenager smoke more than others in the world (Mauliza, 2011). ASEAN Tobacco Control Report Card (ASEAN TCRC) reported that half of smoker in Indonesia was teenager (Mardanih, 2009). Therefore, some efforts should be done to protect Indonesian adolescent to improve their quality of life. This study aimed to investigate adolescent perception toward effectiveness of regulation of restriction area to smoke to which was issued by Tebing Tinggi government. It can be used as an input for government or another stake holder while produce policy or effort to protect people from bad impact of tobacco.

2. THEORY

Marketing activity was blamed by many expert contribute significantly toward adolescent smoking behavior. Pierceet. al. (1998) acknowledged that marketing activities undertaken by cigarette marketer such as advertising and promotion associate every strongly for encouraging adolescent to smoke.
smoke. Lovato et al. (2003) found that cigarette advertising and vigorous campaign could increase the likelihood of teenagers to start smoking. Marketing activities were effort to create, promote, and deliver products to consumers (Kotler and Keller, 2012). One of the activities which could be found easily in public area was promotion through electronic and print media. A number of billboard could be found standing along the road, various posters plastered side by side with the store brand or shop, and TV advertising on air after 10 pm. Teenager is one of the target these promotion. Survey conducted by the Coalition for Healthy Indonesia found more than half of the respondents stated that the activities at their school, such as: sporting events and music concerts sponsored by cigarette manufacturers (Yanuarti, 2008). Smoking habits contribute to variety of bad impact to the health, both short term and long term. In an article published by Medica store.com stated that cigarettes cause some health problems such as: a) interfere with lung function and growth, b) heart disease and stroke, c) degrade the performance or durability the body for teens, including teens who actively exercise, d) lung cancer, and e) triggers juvenile crimes and deviant behavior (Medicastore, 2010).

Several efforts had been made by stakeholders to response the harmful effects caused by cigarette to human body. World Bank in 2003 released 6 efforts which could be done to control the number of cigarettes consumed which were: 1) increasing the tax to increase cigarette price, 2) prohibition of smoking in workplace and public area and, 3) increasing consumer knowledge through the campaign, the use of media and publications research, 4) prohibition of all forms of advertising and promotion of cigarettes, logo and brand, 5) enlarging health warnings on cigarette packs, and 6) providing assistance to consumers who want to quit smoking, including access to treatment (Jossens and Raw, 2006).

Tobacco Support Center and Indonesia Public Health Association (TCSC-IAMKI) in collaboration with World Health Organization (WHO) and the Southeast Asia Tobacco Control Alliance (SEATCA) proposed several policies that were believed to be able to control tobacco consumption which include increasing cigarette taxes, banning all forms of tobacco advertising, implementing the smoking area, and enlarging written warnings and visualization of the adverse health impact of smoking (Prabandari, et. al. 2009). WHO (2008) also published a recommendation to protect people from second hand smoker by controlling the using and preventing through reduction of advertising, promotion and sponsorship and increasing cigarette tax.

The Indonesian government has issued a Government Regulation number 38 year 2000 on Cigarettes Safety for health. In article 18 of the Regulation, there were some restrictions related to cigarette advertising material; advising or encouraging people to smoke, describing or suggesting that smoking is beneficial for health, displaying the name of the product in advertising including stick and package, and cigarette advertising must include a warning of the dangers of smoking to health "Smoking can cause cancer, heart disease, impotence and disorders of pregnancy and the fetus". This regulation was supported by
Regulation 109 of 2012 on securing material containing addictive substances such as tobacco products for health.

Restrictions policy on tobacco was one of the alternatives activities proposed by the experts. It was an effort to protect to their people who may have been contaminated to inhale cigarette smoke released by active smokers. Research conducted by Farrelly (1999) found that smoking restrictions in the work place could reduce number of smokers by 10%. Farrelly (1999) acknowledged that work places where many workers with a high smoking behavior would have a great impact of smoke-free policies in the work place. Workers who had high awareness of health including not smoking behavior would be very interested to work in the work place that prohibits smoking and that places contributed good impact to employee with high working hours (Evans, Farrelly, and Montgomery, 1999). Smoker employee who worked in a no-smoking work place had a tendency to resign compare to them who work in places that did not apply the rule of no smoking (Farkaset.al.,1999).

3. METHODOLOGY
Objective of this study was to investigate effectiveness of cigarette restriction regulations issued by local government. This study could be classified as a descriptive study using qualitative research design. The purpose of this study was to uncover the facts, circumstances, phenomena, variables and circumstances that occur while running the research and present it as it was. Qualitative descriptive research interpreted data concerned with the current situation, attitudes, and opinions that occur in the community (Cooper, 2008).

Study on the effectiveness demarketing of cigarette was conducted in TebingTinggi, North Sumatra since the local government has issued regulation restriction tobacco. Respondent was 189 teenagers at senior high school age. Data collection was conducted by some surveyors using questionnaires. Data subsequently processed statistically by descriptive techniques.

4. ANALYSIS AND DISCUSSION
Indicators of this study was developed from study by Nasyruddin (2013) and Prabandari et. al (2009) which were smoking behavior, knowledge about smoking restriction regulation, enforcement of regulation, intention to quit smoking, tobacco restrictions area, sanction, medical or non-medical assistance facility to quit smoking, and the effectiveness of regulation in general.

Respondents were categorized into four groups: nonsmoker, had quit smoking, risk smoker those who smoke for social reason and regular smoker. If nonsmoker and had quit smoking were considered as nonsmoker and risk smoker and regular smoker were consider as smoker, then 39% of them were nonsmoker and 61% were smoker.
Knowledge

More than half respondents less aware and were not aware about tobacco restriction regulation. It could be because the regulation just implemented one year ago. Even from smoker group, there was only 9% who aware existence the regulation. Therefore, more than half respondents (64%) were less understood and still need further understanding about the regulation, and even 15% did not understand. It was a sign for government to increase socialization the regulation. Interestingly, 8% smoker was very understood towards the regulation.

Table 2. Respondent knowledge toward Restriction Regulation by Local Government

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Very aware</th>
<th>Aware</th>
<th>Less aware</th>
<th>not aware</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness of regulation</td>
<td>f 25</td>
<td>66</td>
<td>64</td>
<td>34</td>
<td>189</td>
</tr>
<tr>
<td></td>
<td>% 13%</td>
<td>35%</td>
<td>34%</td>
<td>18%</td>
<td>100%</td>
</tr>
<tr>
<td>Understanding the regulation</td>
<td>f 39</td>
<td>63</td>
<td>58</td>
<td>29</td>
<td>189</td>
</tr>
<tr>
<td></td>
<td>% 21%</td>
<td>33%</td>
<td>31%</td>
<td>15%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Advertising was the greatest source of information, where 40% of respondents admit it. Promotion could be occupied as an effective medium to convey the message of restriction on cigarette regulation.

Table 3. Source of information about regulation

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Parent</th>
<th>Friend</th>
<th>Sibling</th>
<th>Promotion</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source of information</td>
<td>f 27</td>
<td>45</td>
<td>11</td>
<td>75</td>
<td>31</td>
<td>189</td>
</tr>
<tr>
<td>%</td>
<td>14%</td>
<td>24%</td>
<td>6%</td>
<td>40%</td>
<td>16%</td>
<td>100%</td>
</tr>
</tbody>
</table>

People's understanding towards regulation would affect the level of compliance to the enforcement of regulation. There were 58% of respondents would adhere to regulations. However, 17% of them did not care where 59% of them were smoker. This group was a great deal of work for those involved in anti-smoking campaign.

Table 4. Response of Respondent towards regulation

<table>
<thead>
<tr>
<th>Response</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obey</td>
<td>110</td>
<td>58%</td>
</tr>
<tr>
<td>Obey if recall</td>
<td>17</td>
<td>9%</td>
</tr>
<tr>
<td>Intend to obey</td>
<td>30</td>
<td>16%</td>
</tr>
</tbody>
</table>

Support toward enforcement of regulation

Most respondents gave great support for implementing regulation (82%). However there were a few people who disagree and feel that no need to implement the regulation.

Table 5. Support for Implementation of regulation

<table>
<thead>
<tr>
<th>Support</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree to implement</td>
<td>155</td>
<td>82%</td>
</tr>
<tr>
<td>Government can implement it, but I have a choice</td>
<td>15</td>
<td>8%</td>
</tr>
</tbody>
</table>
It was quite encouraging that many smokers strongly support the implementation of regulation. This showed that regulation might change awareness of smokers and their smoking behavior.

**Intention to quit**

By implementing the regulation, government expected it could influence a person's intention to quit smoking.

<table>
<thead>
<tr>
<th>Smoker intention to quit</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intent</td>
<td>75</td>
<td>65%</td>
</tr>
<tr>
<td>Do not intent</td>
<td>26</td>
<td>23%</td>
</tr>
<tr>
<td>Consider</td>
<td>14</td>
<td>12%</td>
</tr>
<tr>
<td>Total</td>
<td>115</td>
<td>100%</td>
</tr>
</tbody>
</table>

Of 115 smokers, more than half (65%) believed that the regulation could change their behavior to quit smoking. It meant that the regulation could get a good result to change adolescent smoking behavior in Tebing Tinggi.

<table>
<thead>
<tr>
<th>Regulation toward intention smokers to quit</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>50</td>
<td>26%</td>
</tr>
<tr>
<td>No</td>
<td>47</td>
<td>25%</td>
</tr>
<tr>
<td>Reduced number of cigarettes consumed</td>
<td>57</td>
<td>30%</td>
</tr>
<tr>
<td>Still smoke in certain places</td>
<td>35</td>
<td>19%</td>
</tr>
<tr>
<td>Total</td>
<td>189</td>
<td>100%</td>
</tr>
</tbody>
</table>

Form perspective of all respondent, 26% of them believed that the regulation could make people who smoke intent to quit, and 30% believed smoker would reduce the number of cigarettes consumed. However, 25% respondents believed that regulation did not work and 19% of respondent perceived that smoker still smoke in certain places. It seemed that they were not sure whether the regulation could make smoker intent to quit.

**Restriction area**

Most respondents (78%) declared that they know where the restriction area was. It because there were billboards to inform that in such area were not allowed smoking.

<table>
<thead>
<tr>
<th>Knowledge of restriction area</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know all</td>
<td>79</td>
<td>42%</td>
</tr>
<tr>
<td>Only know some places</td>
<td>68</td>
<td>36%</td>
</tr>
<tr>
<td>Less know</td>
<td>21</td>
<td>11%</td>
</tr>
<tr>
<td>Do not know</td>
<td>21</td>
<td>11%</td>
</tr>
<tr>
<td>Total</td>
<td>189</td>
<td>100%</td>
</tr>
</tbody>
</table>

Most respondents (71%) had never smoked around the place where they do daily activities. Even though 61% of respondents were smokers, but because most of them were students, they never smoked in the school.

<table>
<thead>
<tr>
<th>Smoking around school</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>134</td>
<td>71%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>31</td>
<td>16%</td>
</tr>
<tr>
<td>Often</td>
<td>14</td>
<td>7%</td>
</tr>
<tr>
<td>Always</td>
<td>10</td>
<td>5%</td>
</tr>
<tr>
<td>Total</td>
<td>189</td>
<td>100%</td>
</tr>
</tbody>
</table>
Sanction

This study also asked about the sanctions for violation of regulation to measure the effectiveness of a rule. Most respondents were not aware toward the sanction if someone violates such regulation. There were even 51% of respondents who felt the sanction was never implemented to the offender of regulation.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Very aware</th>
<th>Once aware</th>
<th>Less aware</th>
<th>Not aware</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowing existence of sanction</td>
<td>f</td>
<td>28</td>
<td>30</td>
<td>61</td>
<td>189</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>15%</td>
<td>16%</td>
<td>32%</td>
<td>100%</td>
</tr>
<tr>
<td>Implementation of sanction</td>
<td>f</td>
<td>27</td>
<td>20</td>
<td>46</td>
<td>189</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>14%</td>
<td>11%</td>
<td>24%</td>
<td>51%</td>
</tr>
</tbody>
</table>

Assistance facility to quit smoking

For a smoker who wanted to quit smoking, it was better to support their effort by providing facilities. In Tebing Tinggi, more than half respondents (60%) felt that there was no medical or non-medical facility to help them to stop smoking. Therefore, government could provide facilities which could be used for smoker to assist them to quit.

Effectiveness of regulation

Analysis of the effectiveness of regulation ended with a general question asked respondents about whether implementation of anti-smoking regulations in Tebing Tinggi has been effective or not. Majority of respondent believed that regulation was ineffective. This perception was simultaneous with previous analysis. Therefore, efforts to strengthen the implementation of local government regulation should be increased.

5. CONCLUSION

Tobacco harms human body including teenager. Demarketing effort should be done to protect them from the bad impact. Local government in Tebing Tinggi, North Sumatra has implemented regulation to restrict smoker to smoke in certain places. From the analysis we can conclude that teenager in Tebing Tinggi in senior high school has started smoking. Their knowledge towards regulation should be increased. Most of them support the implementation of regulation which led them did not smoke around school. The regulation encouraged intention of some of them who smoke to quit. Penalty of regulation should be more socialized and enforced for any offender. They perceived that government was not support them strongly to quit smoking. To sum up, the regulation alone was not effective enough to protect teenager from bad impact of tobacco in Tebing Tinggi. Other efforts should be done along with the regulation to improve quality of life.

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Developing Model Time Driven Activity Based Costing For Analysis Of Unit Cost On Educational Institution

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Abstract

The purpose of this paper is examination of implementation feasibility of time-driven activity-based costing system (TDABC) in hospitality industry by this system in Educational context. The research outline of this system were developing model to calculate cost of unit student in university. Regarding to the goal of the subject, this is an application research by case study. The results showed that using TDABC model, there are have three cost in educational institution, there are cost of learning, cost of service and cost of facilities. Also, the proposed model distinguishes non-added value activities and demonstrates real capacity of each parts of the educational institution. Thus they can do necessary actions to decrease cost of unit in educational institution.

Key words: TD-ABC, Cost of learning, cost of service and cost of facilities.

1. INTRODUCTION

Educational institution is one of institution that provides educational service as well as performs as Board of Implementation that produces qualified graduation in line with work expectation. Besides providing educational service, this educational institution perform also as social task, that is to prioritize the society interest and not orient on profit. Thus, the educational institution becomes one of non-profit organization.

The educational institution as non-profit organization needs cost information. Without cost information, the management would not have parameter on whether the income used has lower or higher economical value than outcome value, thus the management does not have information if its business activity produces net income or not. This net income is needed to develop and keep its existence in long term period of educational institution. In other hand, without cost information, it would not know the accuracy in deciding the cost of educational implementation whether it is too low or high. Moreover, the management does not have basic to allocate various economical resources use in provide other economical resources.

In this phenomenon, financial accountability of non-profit organizations in which one of them educational institution become something in need. The attempt to declare to stakeholders (students, parents, government, or conducting institutions) is necessary in order to perform balance between the interest of management and stakeholders. The institution can communicate transparently and limited on cost of educational implementation, in other side, the society can assess and evaluate the work of this educational institution. Therefore, financial accountability can improve the society trust toward implementation of education, that finally able to push higher awareness and participation on educational institution.

The performance of cost information can be conducted if the management is able to identify what costs involve in conducting its activities. The limited ability of college management in providing cost information results
in the institutional conductor is less professional that gives worse effect, inefficient and ineffective. It becomes common because the cost components in college are varied thus it is difficult to decide direct cost in line with educational service. Moreover, there is no fixed standard in deciding the costs of conducting service. In order to implement the main performance of college in efficient, effective, productive and qualified, the colleges need information of unit cost.

According to Juanda (2004), an analysis of study cost each student or unit cost analysis is determinant variable in providing financial accountability of educational institution. The unit analysis cost gives the base of formula for institution in calculating educational cost each student during his study in the institution. The calculation of unit cost must cover all studying activities that relate to the student directly and indirectly. The unit cost would provide in detail and complete on student burden during his study in college. The burden of student cost unit would be matched with governmental educational subsidy, society participation, other institutional incomes, therefore the burden of student unit cost during his study reveals. Thus, unit cost burden becomes financial accountability of educational institution to the public and becomes basic of decision making to provide activity adding value.

According to Fattah (2000), unit cost can be analyzed based on educational institution unit analysis. In this way, factors involving cost in College can be revealed in detail. The unit cost per college is taken from dividing the total cost allocated to implement college with number of college obtain the cost. In line with calculating unit cost per student, the cost recourses used in unit cost analysis per institution can be calculated based on governmental fund, students’ parents, society and others.

The implementation of unit cost in college is needed in order to provide description for the college in calculating cost decision of educational implementation that different from one college to another although they have similar education. Thus, it can be used as base for colleges in deciding the cost of educational implementation that become burden of the students.

Juanda (2004) conducted research in State Islamic University of Malang. The study showed that the cost of educational implementation in a year covered Rp. 34,524,430,000.00. The cost should be carried by 5,000 students; therefore each student should take the burden about Rp. 6,904,886.00 per year. Thus, during 4 years study, the student should provide cost about Rp. 27,619,554.00. This result showed that the cost paid by the students so far were far from the amount they should take.

This paper describes the development and application of a TDABC system for an outpatient clinic in Belgium. The outpatient clinic is a consultation department where physician

2. RESEARCH THEORETICAL FRAMEWORK AND LITERATURE REVIEW
The time-driven ABC procedure uses an estimate of the time required each time the activity is performed. This model assigns resources costs to the cost objects directly, and it obeys an accurate framework that only requires to two sets of estimations, which they are
simply calculated. First, it calculates resource capacity cost. TDABC model calculates costs of all resources including personnel, supervision, occupancy, equipment, and technology costs supplied to a unit of process. Then, to obtain capacity cost, this model divides this cost by the practical capacity of a department according to the time consumed by staff to fulfill the activities.

Second, TDABC uses the capacity cost rate to assign resources cost of a department to its cost objects. This is done by anticipation of resources capacity and assignment of resources cost of a unit to each cost object (Ilhan et al, 2009).

**Metrics On Data Analysis Steps**

Metrics of data analysis steps purpose to help researchers conducting the steps. These metrics cover problem formula, data needed, source of data and data analysis. The following metrics are metrics of data analysis steps of the study:

<table>
<thead>
<tr>
<th>No</th>
<th>Problem formula</th>
<th>Data</th>
<th>Source of data</th>
<th>Data analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>How does calculation of unit cost in educational implementation fit the efficiency level?</td>
<td>1. Result of data each group of activities</td>
<td>The result of problem formula no 2</td>
<td>1. Doing calculation of total cost 2. Doing calculation total of standard cost driver in whole or per unit (each student)</td>
</tr>
</tbody>
</table>

**3. RESEARCH METHOD**

The qualitative method is the most suitable method for case studies. Since the goal of this research is acquaintance with nature of costing system in hospitality industry and evaluation of TDABC model, thus case study is the most suitable method. Therefore, regarding to subject nature and goal, this is an application research, and regarding profitability analysis of different customer groups by TDABC in Parsian Hotel, the method of this research is case study.

**4. MODEL ALLOCATION OF COSTS UNDER TDABC SYSTEM**

**4.1 Activities performed in education institusional**

In this paper, two general activities were identified:

<table>
<thead>
<tr>
<th>Main Activity</th>
<th>Supporting Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Learning Tutorial Regular</td>
<td>- Student Guidance</td>
</tr>
<tr>
<td>- Test (Middle &amp; Fnnal)</td>
<td>- English Preparation for Graduate Student</td>
</tr>
<tr>
<td>- Internet Application</td>
<td>- Graduate Celebration</td>
</tr>
<tr>
<td>- Facilities Supporting Student</td>
<td></td>
</tr>
</tbody>
</table>
Based in two general activity, it can be make three classification of Cost, there are; Cost of Learning, Cost of Facilities, Cost of Service.

### 4.2 Activities Cost of Learning

Process learning in educational institution include tutorial doing in class and laboratorium, Mid and Final Test, Guidance for thesis, etc. The subject in this process or activities are lecturer.

<table>
<thead>
<tr>
<th>Student</th>
<th>Time Spent on Tutorial in Class</th>
<th>Time Spent For Middle and Final Test</th>
<th>Time Spent For Guidance for Praktikum</th>
<th>Time Spent For Guidance in Thesis</th>
<th>Total Minute</th>
<th>Rate</th>
<th>Allocated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Level 2</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Level 3</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

4.3 Activities Cost of Service

Process service in educational institution include are service like her registration student, guidance student for academic and non academic, Job Placement service,

<table>
<thead>
<tr>
<th>Student</th>
<th>Time Spent on Her Registration Student</th>
<th>Time Spent For Academic Activity</th>
<th>Time Spent For Non Academic Activity</th>
<th>Time Spent For Job Placement Service</th>
<th>Total Minute</th>
<th>Rate</th>
<th>Allocated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Level 2</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Level 3</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

4.4 Activities Cost of Facilities

Process service in educational institution include are service like her registration student, guidance student for academic and non academic, Job Placement service,

<table>
<thead>
<tr>
<th>Student</th>
<th>Time Spent in Class</th>
<th>Time Spent in Laboratorium</th>
<th>Time Spent In Librarry</th>
<th>Time Spent in health Clinic</th>
<th>Time Spent in Student Center</th>
<th>Time Spent in Out door Room</th>
<th>Time Spent in Masjid</th>
<th>Time Spent in Parkin g Area</th>
<th>Total Minute</th>
<th>Rate</th>
<th>Allocate d Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Level 2</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Level 3</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

5. CONCLUSION

According to the developing model of Time driven activity based costing, it can be analyze three cost, there are cost of learning, cost of service and cost facilities. TDABC is more proper than tradisional costing system. It seems usage of TDABC is limited. However, its usage is welcomed by service and productive company.

Implementation of TDABC sytem in similair institution organizational indentification more activities to obtain more accurate and more updated time equations.
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Implementation of Education For Sustainable Development (ESD) in Gunungkidul’s South Coast Society in 2013

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Abstract

South coast in Gunungkidul well known as a tourism destination in Special District of Yogyakarta because it’s natural environment. That is showed there are some way of live to harmony with nature. The aim of this research is to explore the way of live of the society in the south coast Gunungkidul and implement the sustainable development concept to them.

Method in This research is focus group discussion (FGD), interview and field studies. Method used to explore the philosophy in that society by dialogue with the some key person in the society. The result of this study is sustainability concept in the Gunungkidul’s south coast society based on their local wisdom. The other anticipated result in this study is value system about environment management in that society. This result can be reference to the tourist in this area for not to destruct the natural environment in this area. So, natural environment can be sustain for the next generation and the human live.

Key Words: Sustainability Development, Environment, South Coast Gunungkidul, Society, Local Wisdom.

1. INTRODUCTION

South coast Gunungkidul extends longitudinal along the southern region of D.I. Yogyakarta. This area is known for its natural beauty. Its sustainability makes it becomes one of the tourism area in Yogyakarta. The coasts are visited by many tourist both from around the region and outside the region. The area around the coast was inhabited and uninhabited. Therefore, there are some interaction between the human inhabitants, human interaction between coastal areas and areas supporting inhabitants and tourists, as well as the interaction between human and nature. These interactions also occur in diversity. The interaction that occurs indicates a concept of subject and object in the relationship occurred. These interactions lead to the various patterns of behavior in it, both among fellow community in this area, inhabitants with tourists, as well as human nature.

Relationships in general can be divided into two pattern, first, the relation between human and nature, second, the relationship between human. Natural exotica in Gunungkidul maintained because the limited relation in there before becoming a tourism area. Relationships only between inhabitants and their neighbors and relations between them to support the natural environment or their lives. It allows the conservation of nature in which they live. In the progress occur a broader relationship. Broader relationship recommend to change natural potential as a tourism attraction. The consequence is there more human beings are connected.

Residents in south coast, in this case, be considered responsible parties in conservating the nature. Armed with their philosophy and concepts for their generation in the future and mankind. Nature conservation, which makes them one of the tourism destination, will certainly absorb the
economic value from the outside of their region. Risk of absorption of the economic value is a distortion of the concept about sustainability among inhabitants and tourists. These distortions result a conflict of interest between inhabitants and tourists.

The conflict of interest can impact on the existence of nature because it actualized in the human behavior in nature. Based on psychology perspective on the pattern of the relationship between inhabitants and tourists indicate a difference psychiatric conditions. It is showed client-server pattern relationship. Psychiatric conditions tend travelers on leisure, pleasure, and even tend to be apathetic to the conservation of nature. They will have the notion that the consequences of the economic benefit of the inhabitants must be accompanied with consequences for their natural sustainability. Inhabitants would be the ones to serve the needs of their users in this regard.

Responsibility for the preservation of nature should not only imposed on the local population, but must be accompanied with the other related parties. Traveler psychiatric conditions can be intervened by using a variety of educational media to keep travelers rationality. Therefore, they remain rationally traveled not merely emotional. Responsibility of tourists is merely a preventive because their relationship with nature in the coastal resorts are only tentative. Responsibility of inhabitants gets larger portion, because it involves to the next generation of their successors in the future, and also concerns about the systemic impact of environmental damage in their territory.

This problem becomes important to be explored further, especially within the framework of the implementation of Education for Sustainable Development (ESD). There are three main pillars of ESD: economic growth, social and cultural justice, as well as environmental sustainability. Based on the above problems, it can be noted that the preservation of nature could boost economic growth, but on the other hand will have an impact on the environment. Here is certainly required social and cultural justice in order to implement the fairness in the both sides of the different groups of people, between inhabitants and tourists.

Balancing between the rights and obligations of course should still pay attention. Interpretation to the universality and humanity is important especially in efforts to preserve the environment. It shows there are three main pillars of ESD to be transformed through this program will be implemented.

2. THEORY
Sustainable development is a development strategy that manages all assets, natural resources, and human resources as well as financial and physical assets, for increasing long-term wealth and well-being. Sustainable development as a goal rejects policies that support current living standards by depleting the productive base, including natural resources, and that leaves future generations with poorer prospects and greater risks than our own (Repetto, 1986: 15).

The condition for sustainable development is constant capital stock. The meaning of sustainable development is evident from the phrase itself. We now consider a key necessary condition for achieving sustainable development. These
condition are not sufficient. A sufficient set of conditions is likely to include, for example, institutional requirements for implementing sustainable development policy, and it may even require systematic changes in social values. The requirement is for non negative change in the stocks of natural resources and environmental quality. In basic terms, the environment should not be degraded further but improvement would be welcome (Pearce, 2013: 4).

Joseph R. Desjardins (2006:12) formulated in environmental ethics. Systematic environmental ethic is the idea of the human relationship with the environment. Environmental ethics assumes that moral norms can regulate human behavior towards nature. Thus, a theory of environmental ethics norms must speak what, to whom, or for what people give responsibilities and how these responsibilities can be justified.

Franz Magnis Suseno (1991:149) states that if a man does not want to undermine the basis of its existence, it must change. Change is not sufficient if it merely based on pragmatic considerations. Therefore, the need to develop new attitudes and awareness of nature in the environment, about her relationship with the environment, about his responsibility towards the preservation of the environment.

Sustainable development, if it is to be an alternative to unsustainable development, should imply a break with the linear model of growth and accumulation that ultimately serves to undermine the planet’s life support systems. Development is too closely associated in our minds with what has occurred in western capitalist societies today. To appreciate the limitations of developments as economic growth, we need to look beyond the confines of industrialized societies in the north. We need to look at other culture’s concept of the environment and sustainability, in historical societies, which present-day developments serves undermine (Redclift, 2002: 4).

Heru Santosa (2007) states that the core of the ethical outlook is the attitude of responsibility towards nature, it is the responsibility of the integrity of the biosphere and the generations to come. The view of environmental ethics can be described as follows 1). Man must learn to respect nature 2). Man must membatinkan sense of responsibility towards the local environment 3). Humans have to feel responsible for the preservation of the biosphere 4). Environmental ethics includes severe restrictions to destroy, pollute and poison, and 5) solidarity with future generations.

Study of environmental ethics in a community at least to do with the approach actions and consequences (Model contextual explanation Progressif). According Suhartini (2009) model is more applicable to explain and understand the phenomena of the subject matter. The advantage of this approach is to have the model assumptions and empirical explanations, providing venues and opportunities for adoption of assumptions and certain concepts accordingly. Contextual approach progressively more emphasis on the study of these objects:

a) Human activity in relation to the environment
b) The cause of the activity and
c) The effects of activities of both the environment and on people as actors.
Istiqomah Wibowo, (2009) reveal that studies the behaviors that are environmentally responsible, get a number of variables associated with the behavior in question, ie the knowledge of issues, knowledge of action strategies, locus of control, attitudes, verbal commitment and rasatanggung one's own responsibility.

Research done by Sustiyono Aris and Kurdiyono (2007) concluded that the behavior of matter is based on a belief that when environmental damage occurs, the quality of the environment can also be disrupted. So efforts to conserve the environment into a mutual obligation without exception. Thus, the intention to act is determined by the internal factors of the offender. On the other hand, the responsible behavior towards the environment are also not independent of situational factors (external factors). Behavior is not formed by itself but is formed through a process of learning. Through the process of learning, actions that reflect environmental sustainability appears in individuals who understand and realize the importance of environmental hygiene for their lives. Cognitively, they have internalized certain norms of personal norm. Norms are implemented in behavior. It's just that, here, the behavior is still very dependent on the particular situation.

3. METHODOLOGY

3.1 Focus Group Discussion
This method is done by structured discussions with key figures and some members of the community in south coast tourism area in Gunungkidul. This discussion is intended to explore the concept of the environment from community in south coast tourism area in Gunungkidul, especially concept about the preservation of nature. This discussion is expected to provide an understanding of learning that shape the meaning and values in the nature/environment conservation.

3.2 Field Studies
Field studies aims to campaign messages are carried in these activities is to preserve the environment by balancing the rights and obligations of the tourists and residents around the tourism areas in order to achieve sustainability in the increased prosperity together of the two sides of tourists and inhabitants alike.

This field studies cultivate an attitude of concern for the environment and empathy for moral responsibility in the area of residents for nature conservation efforts as one of the sources of their livelihood. Students can feel the direct burden of life of people living in the suburbs and while "marginalized" because only one aspect of existence in the area at the earth. Therefore, the involvement of these students are expected to be built up attitude in accordance with the learning outcomes of this course.

3.3 Interview
The other method in this study is the interaction and interviews with tourists in order to disseminate the message of this program. Through dialogue are expected to transform ideas gained from previous learning
to the audience and then obtain a study from the interactions and dialogue with the surrounding community.

4. ANALYSIS
One of the doctrines of the Javanese in nature conservation based on focus group discussions carried out are sourced on the classical Javanese book in the form of leadership to implement the doctrines of memayu hayuning bawana. A leader on the south coast tourism area of Gunungkidul usually occupied by a pack of Hamlet must be implement memayu hayuning bawana. Wise leader is a leader who carry out the doctrines.

The term of memayu is derived from the word ayu-hayu and rahayu appoint to safety significance. Memayu word means to make safe. Bawana term has a meaning as a globe, world, or universe. Memayu hayuning bawana thus implies an effort to preserve nature. Natural damage is catastrophic for life. The disaster caused by the destruction of nature is the result of human activity itself. Therefore, the destruction of nature must be avoided for the future.

Communities in south coast Gunungkidul also believe that the harmony relationship between the macrocosm and microcosm. The first concept is translated as jagad gedhe or the universe having its own order governed by supernatural forces as a creation of God Almighty. The leader must maintain a harmonious relationship with the supernatural powers in order to avoid damage to the earth. The concept of microcosm in Java concept means jagad cilik.

This concept has two meanings, at the country level and the individual level. At the country level interpreted that a king or ruler should show the properties owned by the ruler of the macrocosm to preserve nature. Rulers should ensure the prosperity and security of its people, while the people are obliged to follow orders authorities to be able to achieve a common goal. Both relations must be based on sincerity to establish harmonious relationship kawula lan Gusti. At the individual level interpreted harmonious personal relationships between the people and the “Creator”. Rulers should be the prime example in building a good relationship with his God.

Javanese philosophy about nature conservation can be explored also in some tembang or proverb that developed in Java. There is a saying dikenaa iwake aja buthek banyune, that mean: take the fish but not to muddy the water. This maxim, will be full of meaning for society in south coast tourism area of Gunungkidul, about the preservation of nature. That doctrine gives the mandate that someone to think the actions against nature. Every aim certainly hope to get good results but to get it not to cause destroyed that can damage the harmony with nature. This is due around the environment there are still elements as other parties who are not involved but will also be affected risks that happened to that.

In discussion, when asked about the potential damage of nature on the south coast tourism area in Gunungkidul, local people suggested one of their view about Lila Legawa. Lila Legawa can be interpreted as a willing and sincere attitude. That means that someone who gracefully attitude, an open heart, dare to miss, and do not want to regret the loss on himself. In Javanese tembang, there is a message lila lamun kelangan nora
gegetun, that means willing, if lost and do not regret, accepted with sincere hearts. Losses due to the environment is considered as something natural. Losses that occur because of sudden disasters are willingness of God.

The concept of nature conservation in south coast communities in Gunungkidul reflected in the doctrine narimo ing pandum. This doctrine suggests that every human being given the grace by God. But the man who one with another human being has different sections. The Javanese call beda-beda panduming dumadi. The awareness of the diversity are important in self-control. Award for a person not only because a material result, but more in effort and process. With this doctrine, the community will not be greedy/ngoyo in pursuit of the property because of concerns on job and resigned on panduming dumadi.

Javanese people in principle expected to maintain social harmony, respect the position of all parties in the community. That backgrounded in an assumption that the harmony in a community related with response in cosmic harmony. But the harmony was perfect when matched and supported by spiritual harmony. For that purposes, the human must to control the lust and in themselves developing septi ing pamrith. Based on that attitude, humans can calmly by their rank and destiny (rame ing gawe). With the attitude, humans can reach a mental state called slamet, the spiritual happiness, tranquility and a sense of security.

So, the most important category for the Javanese is a space category. Each person should perform the typical duties prescribed for him by his position in society and the destiny that may be in accordance with their cosmic. Assumed that he was aware of the obligations flowing therefrom. That knowledge gained from the four sources, namely the demands of customs, manners, hierarchy and harmony. Human mental must be sensitive with their position in fulfill their obligations. This understanding opens in spiritual feelings, in a rasa.

5. CONCLUSION
Based on the analysis above it can be concluded of the following:

1. The main problem of the management of the tourism area located on the south coast Gunungkidul is human perception, both of inhabitants and visitors in this area. This allows the difference perceived in views on environmental sustainability which would effected in the differences in rights and obligations that making socio-cultural gaps that lead to the unrealization of one of the principles in sustainability development.

2. The beauty of nature because of its sustainability have a great potential in tourism and promise the economic growth in the region. Because, to be one of the tourism distination, the area will bring a lot of tourists who visited, and thus will bring economic value to the inhabitants in the tourism area. Although, in bonuses to the economic potential of the tourism, that area also has the potential vulnerability to environmental damage because of the differensiation in the perception of responsibility in preserving of nature in the tourism area. That impact on the inequality in the rights and obligations in the
management of the tourism area. It resulted a threat to the realization of sustainable development.

3. This research required an effort to transfer the principles of sustainable development in the development of the south coast tourism area in Gunungkidul as one of the tourism destination, to both domestic and foreign tourist, due to the preservation of its natural beauty. That begin with an effort to transfer a knowledge from inhabitants to the visitors. Transfer of knowledge is done by through a process of education. Education in this case is certainly not merely formal education, but it can be done informally education.

6. BIBLIOGRAPHY


Hypothetical Model of Researcher’s Competency: Case Study in Bandung State Polytechnic (POLBAN), Indonesia

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Abstract

Polytechnic education as a vocational education plays a very important role in preparing the workforce for employment in Indonesian industries. Research is scholars' responsibility. Therefore, the role of research conducted by Bandung State Polytechnic’s (POLBAN) lecturer needs to strengthen and drives improvements in teaching and learning which then results in graduate and lecturer capability. A successful research program encompasses a continuous process of researchers’ capacity building. This quantitative study begins with exploration of researcher’s tasks and sub-tasks. Then developed questionnaire which is distributed to researchers in 10 faculty in POLBAN. Based on the information gathered, researchers identify variables as a basis to develop a framework of researchers’ competency. Nine main competencies of a researcher are found to be mastered by each lecturer in order to conduct a quality research.

1. INTRODUCTION

The universal mission of higher education is to serve the humanity and science, which manifest it selves in the form of higher education's "Tridharma" (three responsibilities), with three purpose (Indonesia Act # 12/2012):

a) Education's dharma to master, implement, and disseminate the noble values, science, technology, arts, and sports;

b) Research's dharma to discover, develop, adopt and / or adapt the noble values, science, technology, arts, and sports; and

c) Community Service's dharma to apply the noble values, science, technology, arts, sports and community empowerment.

Research's dharma is scholars' responsibility to ensure that the knowledge they share in education and teaching dharma can always be updated with the progress and the needs of the society. Research is an activity to trace data/facts to satisfy human curiosity about something that is seen or heard by using the criterion of the truth that was followed (Ismaun 2010, 15).

Polytechnic education as a vocational education plays a very important role in preparing the workforce for employment in Indonesian industries. Therefore, research is no more for the sake of research itself rather it needs to strengthen and drives improvements in teaching and learning which then results in graduate and lecturer capability.

Since 2012, higher education decentralization policy is implemented in Bandung State Polytechnic (POLBAN) where Director General of Higher Education (DGHE) provide twenty research schemes to be implemented by POLBAN. Beside that, POLBAN internally develop five research schemes to be implemented by internal lecturers. This means POLBAN provides a wide range of research schemes for their lecturers.

At the national level, data on public higher education data showed that less than 45% lecturers in 92 public higher
education institutions have conducted research under government or other source of funding. While production of scientific publications was 37%, production of teaching materials 10% and Intellectual Property Right (IPR) only 2%. This means that in general the higher education potential in conducting research is not yet optimal. Likewise with the research condition in Bandung State Polytechnic. Currently, the involvement of POLBAN’s lecturers in conducting research with funding support from DGHE or POLBAN itself is less than 50%. However, the number of research activities is increase significantly in 2012-2014.

A successful research program encompasses a continuous process of researchers’ capacity building, recognition of quality research product, good publication of research’s result (Altbach et al, 2011). The weaknesses of sharing low quality of research’s results to the society should ultimately be reduced by ensuring the job competency of researchers at all levels. Competencies are measurable and include not only knowledge, skills, and abilities but also judgment and self-criticism. The establishment of competencies is the essential first step in strengthening researcher’s ability.

This article describes a case study in developing researcher’s competency model in Bandung State Polytechnic. The purpose of this article is to answer what aspects and abilities that needed by Polytechnic lecturers to undertake quality scientific research.

2. THEORY
2.1 Researchers’ Competency
Individual's ability to perform the work known as job competence. Mc. Cleland (1993, 9) as the first research scholar focus on job competency. He defines competent as: "The capability of applying or using of knowledge, skills, abilities, behaviours, and personal characteristic to successfully perform critical work tasks, specific functions, or operate in a given role or position. Personal characteristic may be mental / intellectual / cognitive, social / emotional / attitudinal, and physical / psychomotor attributes Necessary to perform the job ".

A range of literature have focusing on job competencies, such as the competence of workers in the workplace, the competency of teachers in implementing instruction (OECD, 2009; Lancrin, 2009; Spencer and Spencer, 1993). However, from the literature review conducted by researchers, so far researcher could not find any study on researcher’s competency in university environment. Especially in vocational education such as in Polytechnic. Indonesian Institute of Sciences (LIPI) has started developing professional competence to conduct research for their internal researchers.

2.2 Capacity of Faculty Lecturers to do Researchers
From the foregoing description it can be seen that the quality of faculty research is largely determined by the ability of individual faculty as a researcher who is the "key" of a successful quality research. One effort that could be done is the development of lecturer’s
competency as researcher. Lecturer capacity as researcher is part of tridharma of lecturer’s tasks. According to UNDP (2002) capacity is "the ability of people, communities and institutions to carry out the functions, solve problems, and set and achieve objectives". Further, it explains that the term capacity development has a broad meaning, a very inclusive concept which allows the emergence of a variety of interpretations and operational application. Among other things, there are three levels of understanding of capacity: Capacity in Individual Level, Capacity in Organizational Level, Capacity at Environment Level. Research capacity at the individual level is the major focus of this research.

3. METHODOLOGY
The method used in this study is quantitative approach using a questionnaire which is distributed to researchers in 10 faculty in POLBAN. 71 respondens provide respond through fill in the questionnaires. Prior to developing the questionnaire, the researchers collect data and information through interviews and Focus Group Discussion (FGD) with a 30 participants represent their faculty. Based on the information gathered from interview and FGD, researchers identify variables of researcher’s tasks which used as a based to develop a framework of researchers’ competency. It consists of variables that are require by the polytechnic lecturer for conducting a quality research. Referring to the framework, researchers design a questionnaire on researchers’ competency in POLBAN. The questionnaires were distributed to lecturers in POLBAN. The respondents were selected based on their research experience. Data from questionnaire is analysed using statistical analysis.

4. ANALYSIS
Currently, the involvement of POLBAN’s lecturers in conducting research with funding support from DGHE or POLBAN itself is increase from below 10% to more than 60% as can be seen in figure 1. The increase number of researchers is inline with the increase number of research activities as shown in figure 2.

![Figure 1 Number of Lecture Researchers in POLBAN Year 2005-2014](image1)

![Figure 2 Number of Research Activities in POLBAN Year 2005-2014](image2)

The development of researchers and research activities are support by the increase of research funding as shown in figure 3.

...
The three figure shows the progress of research development happening in POLBAN. However, the figure also shows that the research performance achieved by lecturers in POLBAN were not yet optimal. Especially dealing with the research products and how far it is used.

This research found 9 (nine) main competencies that need to be mastered by each lecturer in order to conduct a quality research as stated in Table 1.

<table>
<thead>
<tr>
<th>No.</th>
<th>Task that must be mastery by a researcher</th>
<th>Important of the Task</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>NI</td>
</tr>
<tr>
<td>1</td>
<td>DEVELOP INTRODUCTION OF A RESEARCH PROPOSAL</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>MAKE LITERATURE REVIEW</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>DEVELOP RESEARCH DESIGN (SOCIAL)</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>DEVELOP RESEARCH DESIGN (ENGINEERING)</td>
<td>12</td>
</tr>
<tr>
<td>5</td>
<td>CONDUCT RESEARCH</td>
<td>7</td>
</tr>
<tr>
<td>6</td>
<td>ANALYSIS RESEARCH DATA</td>
<td>7</td>
</tr>
<tr>
<td>7</td>
<td>DEVELOP A RESEARCH'S REPORT</td>
<td>4</td>
</tr>
<tr>
<td>8</td>
<td>DO STATISTICAL ANALYSIS</td>
<td>6</td>
</tr>
<tr>
<td>9</td>
<td>USING SUPPORTING TOOL FOR ANALYSING RESEARCH DATA</td>
<td>9</td>
</tr>
</tbody>
</table>

Note: NI= Not Important; AV=Average; I=Important; VI=Very Important

All respondent acknowledge the existance of the tasks in doing a quality research. Each of the nine tasks to be mastery by a researcher was identified at different level by the respondents. For example, develop an introduction of a research proposal was identified as very important by all respondents.
Although majority of the respondent agree that the nine tasks are needed to ba mastery by a leturer in conducting a quality research, however it is interesting that a few respondent identified the tasks as not important. This data could be have two meaning of the level of important: a) important in general to any researcher; and 2) important as meant by individual researcher.

For each tasks, researchers develop a hiphothetical model of researcher’s compentty standard. The competency standards then used to benchmark POLBAN lecturers ability in conducting a research. As shown in Table 2, ninety percent of the respondents stated their confidence on their ability in six out of nine research competency. Two competencies identified as not yet fully mastery by the respondens are develop literature review and develop research design. Table 1 and Table 2 implies the need to strengthen the capacity of conducting quality research of POLBAN lecturers in order to increase research capacity of all POLBAN lecturers in delivering quality research with funding support from DGHE or other sources.

Data in Table 1 and Table 2 could be used by research management in POLBAN to develop holistic and a more focus capacity building programs in order to strengthen research ability of POLBAN’s lecturers.

5. CONCLUSION
A competency is a measurable, documentable factor that involves not only skills that can be taught and developed but also the judgment and ability to recognize the limitations of the work environment and one’s own skills and the skills of others in conducting a quality research. The verbs selected for each level of competency follow Bloom’s Taxonomy, a standard construction for competency development, wherever appropriate. The verbs used correlate to an increasing level of skill, judgment, and responsibility of a researchers. Competencies are not tasks; however, a list of tasks can be grouping into a certain competency. In general there are 9 main competencies to be mastery by a researcher in order to perform a quality research.

6. SUGGESTION
The competencies should be viewed as a matrix of varying levels of responsibility that are based on experience. Novices to the field begin at the entry level but should have the education and experience appropriate to understand and apply the principles of scientific research process relevant to their field of work. As a person gains experience, he or she might advance in conducting research. Therefore, this research on developing researcher’s competency is a strating point of a long preparation of a holistic and focus capacity building for POLBAN’s lecturers in conducting a quality research. Especially when it is acknowledge that the amount of time required to become competent will vary depending on a person’s knowledge, skills, abilities, opportunity for experience, and judgment.

7. BIBLIOGRAPHY


The Implementation of Slow Learner Education in Politeknik Negeri Jakarta

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Abstract

Politeknik Negeri Jakarta, since, the academic year 2009/2011, has organized program of education for slow learners. Each year 11 students accepted. What is the implementation of education program for slow learner in Politeknik Negeri Jakarta? The research conducted by qualitative research approach. Observation by participating in the conduct of education and doing interviews is a method of data collection, while the qualitative analysis includes data reduction, display data, and conclude the data is analysis method. The findings of the research are: (1) education for slow learner student at Politeknik Negeri Jakarta Jakarta conducted by the educational model of integration, (2) since the academic year 2013/2014, the courses are developed computer applications, graphic design, and art, diploma level 3, (3) The system of selection of the value of IQ, slow learning, namely 66-79 (4) the potential for students to be the focus of the development of student competence, (5) the teaching is done by teachers who have given debriefing about the condition of slow learning students, (6) the curriculum established by considering the learning outcomes that should be achieved by graduates with diploma education level 3, (7) curriculum is designed to be able to increase the confidence of the students, (8) classrooms comfortably designed so that students can learn well, (9) graduate education for the slow learner program in Politeknik Negeri Jakarta show that the competence of graduates' lack of achievement of learning targets "*, but believes himself to rise significantly.

1. INTRODUCTION

Politeknik Negeri Jakarta, since, the academic year 2009/2011 has organized education program for slow learners. Each year 11 students accepted. The program of study is developed computer applications, graphic design, and art. In the academic year 2009/ 2010--2010/2011, developed diploma level 1; 2011/2012--2012 / 2013 developed diploma level 2; begin 2013/2014 developed diploma 3. In the academic year 2014/2015, diploma level 1 and level 2 diploma no longer developed and is being developed diploma level 3. Implementation of education for slow learner students in Jakarta State Polytechnic is not yet well known by researchers, academicians Politeknik Negeri Jakarta, and the community. Therefore, the problem is deemed necessary for the investigation. The formulation of the problem is as if the slow implementation of education for students studying at the Politeknik Negeri Jakarta? As it is known that the student is a slow learner students with IQ scores: 66-79.

2. THEORY

Chauhan (2011) stated that the slow learner is a learner or anyone who has the intelligence, between 76 to 89. The relatively low value of intelligence. As a result, among others, they become sluggish and less able to mingle with his friends. They are also not optimal in the material captures basic lessons. Achievement of the performance is to be low (not the same as the performance of peers). Children are slow to learn the difficulty in understanding the things that are abstract and symbolic, such as language, numbers, and concepts. On the other hand, they are generally patient and cooperative. They need help, among other special classes or special treatment. Characteristics slow learner by Chauhan (2011) are (i) the limited cognitive capacity, (ii) small
brain memory, (iii) low concentrations (unfocused), (iv) less able to express his ideas, (vi) lack of attention and concentration because it is not able to manage time. Efforts should be made to improve the competence of slow learners learn is to (i) provide support and motivation, (ii) to serve him in a special class, (iii) to take special measures.

Borah (2013) stated that the slow learners is learners with intelligence below average intelligence. He was a normal student, just less interested in the traditional learning methods. The characteristics of slow learners learn by Borah (2013) are (i) less able to relate to others, (ii) are not able to resolve the serious problem as they work very slowly, (iii) quickly forgotten, and (iv) difficult to master skills. Efforts should be made to improve the sluggish kemampaun participants learn is to provide special education, with teachers who can help and motivate.

Dunlap in his article entitled "Minimum Competency Testing and the Slow Learner" (1979) stated that the slow learning refers to learners who are unable to achieve the expected performance standards. Intelligence intelligence they are 70-90. Efforts to improve the competence of slow learning is to provide appropriate special education program that is able to pay attention to the condition of each individual slow learner, with a clear target of competence achievement.

Suryani (2010) stated that the slow learner are children who have limited potential intelligence so that the learning process becomes slow. Intelligence 66--79.Akibatnya intelligence is weak in the mastery they have a wide range of subjects. Slow learner named after the border line, which is between the categories of average intelligence and mental retardation category. Based on the Wechsler scale, intelligence can be classified as follows: 1. <65 (mentally defective / mental retardation) 2. 66-79 (borderline / slow learner) 3. 80-90 (dull normal) 4. 91-110 (average / median) 5. 111-119 (bright normal / above average) 6. 120-127 (superior) 7.> 128 (Very superior / very superior). In observance of this opinion can be concluded that the slow learner is a person who has a 66-79 so that the learning process becomes sluggish and less able to mingle with his friends.

Mangunsong (2009: 15-27) stated that the model of education for students with special needs can be implemented with the education model educational model of integration or integration. When implemented with the educational model of integration, student-run special classes and for a variety of lectures and other activities, students may be combined with the regular students (not special needs). When implemented with a model of inclusive education, students with special needs are fully assimilated with the regular student; special needs students follow the same curriculum as regular students. Mangunsong (2009) also stated that learning for slow learners who need to learn the more complex learning needs so that the capability of educational institutions, families, and communities to meet the learning needs of the complex largely determines the success of learning. In a slow learner learning for students, Mangunsong (2009: 129-165) suggests the concept of SCREAM: (1) Structure (emphasis on structure / pattern), (2) Clarity (explain in
xylophone), (3) Redundancy (membertikan repetition), (4) Anthusiasm (delivered with gusto), (4) appropriate pace (give appropriate tempo), (5) Maximized engagement (to maximize engagement). With regard to learning for slow learners learn, Borah (2013) explains that the role of teachers and counselors in their ability to bring the slow learner can be done in various ways: (i) develop learning as attractive as possible so that learners are eager to follow the learning, (ii) continue to provide motivation for studying slow learners have problems in math, language, and social skills.

3. METHODOLOGY
The research conducted by qualitative research approach, by following the steps as was done by Miles and Huberman (1984). Conducting observations to participate actively in the implementation of education program for slow learner in the Politeknik Negeri Jakarta as Indonesian language teacher, as well as conducting interviews with education program, students, and parents is the method of data collection, while the qualitative analysis includes data reduction, to display the data, and concluded is a method of data analysis. Reducing the data is retrieve the necessary data and dispose of unneeded data. To display is to display data based on specific categories, such as student selection system categories, criteria for faculty, curriculum, graduate competencies, as well as infrastructure and education facilities. Summing it means to find the key points (red line) based on the data display.

4. FINDINGS AND DISCUSSION
Implementation for slow learner students in Politeknik Negeri Jakarta implemented educational model of integration; the student is placed in a special class, but on a variety of activities mixed with regular students. Mixing was done in recognition of activities of campus life of the Politeknik Negeri Jakarta and courses personality development, namely Indonesian, Religious Education, Citizenship, and Pancasila. Mixing is intended as an effort to increase student knowledge and confidence.

Educational model of integration adopted by the Polytechnic of Jakarta district is in line with the thinking Mangunsong (2009) that students with special needs can be managed with the educational model of integration. The development of education for slow learners study conducted since 2013/2014 for computer application, graphic design, and art courses, diploma 3. Development diploma level 3 is a continuation of diploma level 1 which commenced in the academic year 2009/2010 and diploma level 2 which commenced in the academic year 2011/2012. In the academic year 2013/2014 is not developed yet diploma level 1 and level 2 diploma.

Admissions selection system implemented with due regard to the IQ of students with attention to psychological test results and observe students and mental health conditions conducted through interviews with prospective students and parents. Acceptable are those who have an IQ of 66-79 with physical and mental health conditions "good".

Potential students who had owned was appointed to serve on student competence. Based on the experiences of education managers at Politeknik Negeri Jakarta, the potential for student learning in general is sluggish.
computer, drawing, and art. Therefore, at the Politeknik Negeri Jakarta courses developed computer applications, graphic design, and art. Based on field observations, the students enjoyed the course.

Teaching at the school for slow learner student at Jakarta State Polytechnic carried out with guidance as well as carried out by lecturers who have been equipped with knowledge about student learning slowly so that the learning can be implemented with fun; the lecturers who have teaching experience of more than 20 years and is in a position to dedicate and actualize themselves much interested also taught in this educational program.

The curriculum established by considering the learning outcomes in accordance with the level of education. The curriculum engages lecturers, education managers graphic design, graphic design courses (not special needs Politeknik Negeri Jakarta), education experts, and psychologists; curriculum is designed to be able to achieve the expected competencies and are able to improve the confidence of students.

The classrooms are designed as comfortable as possible, equipped with a whiteboard, air conditioning, and an LCD so that the learning process can lasts well and comfortable. Having regard to the competence of the students graduate education programs is known that the competence of graduates have not been as expected. This condition is one of which is known to give orders to the graduates to do something, they seem still confused. This condition is most likely caused by a slow learning of their condition. On the other hand, graduates of education programs is becoming more confident and able to express feelings and thoughts better.

Having regard to the slow implementation of education for students studying at the Politeknik Negeri Jakarta can be seen that changing conditions would slow learning is something that is not easy. Required methods, thoughts, and serious attention to be able to deliver the maahasiswa slowly learning to be a competent and independent human being as a student who is not slow to learn. It should be noted thought Chauhan (2001) that in an effort to improve the competence of a slow learner learning needs to be done (i) relief and greater motivation, (ii) service in a special class with more leverage, and (iii) granting special treatment to increased focus on their competencies. In order to improve the quality of learning can be done concept presented Mangunsong (2009: 129-165), by applying the concept of SCREAM: (1) Structure (emphasis on structure / pattern), (2) Clarity (explain in xylophone), (3 ) Redundancy (membertikan repetition), (4) Anthusiasm (delivered with gusto), (4) appropriate pace (give appropriate tempo), and (5) Maximized engagement (to maximize engagement).

5. RECOMMENDATIONS AND CONCLUSIONS

Politeknik Negeri Jakarta has implemented education for slow learner. This is a good thing because it is still very rare institutions that provide education like this, this is especially higher education. Selection system, faculty criteria, and the learning process has been implemented according to the criteria of faculty and learning system is good, but not maximized student competence. Therefore, efforts to
improve the education system needed to be able to produce competent graduates. It also opens up the opportunity to be able to do evaluative research in an effort to create quality educational programs for slow learner.

6. BIBLIOGRAPHY


Implementation Of Electronic Transactions By Umkm Connected With Contract Of Law

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Abstract

The development of information technology is able to map the world with kinds of activities regardless of boundaries which are by land, sea or air. Thus, in business activities also can be done using information technology, thereby every business actors from various countries can do a business fastly, precisely, and effectively through every facilities of information technology. The problem is how to implemented the Contract Law, especially in electronic transaction of Small and medium enterprises (SMEs) in business activity. The method that is used in this research is qualitative. The obtained data then analyzed by using Juridical-Normative approach. This study is descriptive-analysis, which has intent to get a result about Act of Electronic Transaction reviewed from contract law in the business activity of Small and medium enterprises (SMEs). The result is, business actors of SMEs in conjunction with the implementation of electronic transactions are not using the Internet yet as business place. In Depok City, West Java, Indonesia, the percentage are 26.8% for the people who already using the internet as a media for their business, and 77.2% which are not using it, both in recruitment (HR) as well as in the marketing of their products.

Keywords: electronic transaction, SMEs, Contract Law, Internet, Information Technology

1. INTRODUCTION

Information technology and technologies such as network of the world (net) of this area, also known as the world wide web (www), is capable of mapping the world with every kind indefinitely its air and ground. He passed the boundaries of State and gives the possibility for any economic actors (actors) from every corner of the world to do business in a quick, timely, efficient, and effective manner through a wide range of facilities.

The development of information technology and telecommunications in recent years, have resulted in growing various also various services (features) existing telecommunications facilities, as well as increasingly sophisticated information technology products that are able to integrate all the media information in the middle of a communication that is increasingly integrated globalization (global communication network) with the growing popularity of the Internet has made the world increasingly seeming shrunk (shrinking the world) and increasingly fades the boundaries of State sovereignty and the following tatananan of the people. Ironically, the dynamics of the society in Indonesia that is still growing and developing as a new industrial society and the information society, as it still seems premature to accompany the development of the technology.

Although the community has a lot of uses of information technology products and services of telecommunication in life especially in the trade, but the nation is still
generally Indonesia fumble in finding a public policy or regulation in building a reliable infrastructure (National Information infrastructure) in the face of a global information infrastructure (Global Information Infrastructure Nusantara 21, 1999: 61).

Some discussion of telematics and cyberlaw has been widely discussed, resulting in the ACT on electronic information and electronic transactions, but not many people know as positive law as for the legal aspects of electronic transactions in the legal trade in Indonesia. so in this case has not yet been tersosialisasikan well to the community especially for small and medium enterprises. From the explanation above, engender legal issues in trade, namely: "How can the legal aspects of electronic trading agreement (Electronic Commerce) in the practice of law in Indonesia's current trade with the enactment of the ACT ITE.

2. REVIEW OF LITERATURE

The development of global computer technology has created a new world called cyberspace, a world of computer-based communication that offers a virtual reality i.e. barum reality. This development brings a great and fundamental changes in the social order and culture on a global scale as well as change the sense of a society, community, communication, social interaction and culture. The Internet also brings us on a world without borders and penetrate the limits of State sovereignty. A variety of terms that are commonly digunakan is Cyberspace, electronic mail (e-mail), the World wide web (www), e-commerce

Transactions electronic commerce (Electronic Commerce), as part of Electronic Business (business that is conducted using electronic transmission, by experts and businessmen tried to formulate the definition of E-Commerce terminology. E-commerce in General can be defined as any form of trade transactions/commercial goods or services (the trade of goods and service) using electronic media. Electronic Media in this article for a while just focused in terms of use of internet media, considering the usage of internet media are the most popular currently used by many people, in addition to the things that can be categorized as being 'boom'. So does need to be underlined, with the development of technology in the future, opens the possibility of the use of media networks other than the internet in e-commerce.

An agreement on the procedures for electronic transactions, from the process of bidding to deal the deal made by the parties. Characteristics of e-commerce. e-commerce has one characteristic, namely: occurrence of a transaction between the parties, The exchange of goods, services and information, the Internet is the primary medium in the process or the mechanism of such trade.

Types of electronic transactions, Business-to-business (B2B), Business to consumer (B2C) and Consumer-to-consumer (C2C), Consumer-to-business (C2B), Non Business to Electronic Commerce, Intrabusiness (organizational) electronic commerce

In a civil law perspective, an Alliance is a legal relationship between the subjects of the law between two parties, upon which one party liable for an achievement while the other party is entitled to such achievement. Because the agreement the Alliance
then legitimately as a source Treaty became very important for the parties in conducting trade. According to article 1320 KUHPerdata legitimately an agreement covering the terms of subjective and objective criteria. terms of the Agreement are: the subjective, and Skills (being the follow in law) to make an Alliance. Whereas objective criteria, are: a certain thing (the object should be obvious), and constitute a kausa halal (not contrary to law, morality and public order).

Electronic Commerce activities subject to UNCITRAL Model Law on Electronic Commerce 1996 (is one product of the UNCITRAL) then, if the UNCITRAL Model Law on Electronic Commerce 1996 can be used as a "handle" or certainty in international trade transactions in Electronic Commerce. ari description there are quotes emphasis on validity and recognition of electronic contract performance (the validity and recognition of electronic contract forms) which can be taken a few issues IE: "Writing required" (writing the desired or required), "Signature required" (signature required), as well as a form of writing

The signature in the model law to explicitly provide technical solutions that fit and the same legal value as traditional signature, which in particular purposes the Parties approved it bias if they want to. Electronic signature technology in the future can be introduced as suitable technology, without having to change the law. The provisions of article 7 of the model law is closely related to the ongoing practice.

In our society that do the agreement in written form so often referred to the contract and the contract itself, which is actually no other is an agreement. However, the said contract in everyday conversation turned out to be different indeed. The sense of common understanding in the narrow sense. In everyday speech when someone mentions a contract, it is used in the sense of the House contract, contract, contract building shop, and others. Therefore, the contract is interpreted as if it were rent with the time period.

Small and medium enterprises, according to article 1 (1) of law No. 20 in 2008, mentions that micro is the individual person's productive businesses and/or individual business entities that meet the criteria of micro enterprises. Whereas according to article 12) Act No. 20 of 2008 about the micro, small and medium enterprises, said that small business is the economic effort is productive in its own right, performed by the individual or business entity that is not a subsidiary or branch is not owned, controlled or become part either directly or indirectly from medium or large enterprise businesses that meet the criteria of a small business.

The goal of empowerment of Small Medium Enterprises are: realization of the structure of the national economy, developing a balanced and equitable. Cultivate and develop the ability of Small Medium Enterprises into robust and independent businesses. Enhance the role of Small Medium Enterprises in regional development, job creation, equitable distribution of income, economic growth, and alleviating the poverty of the people.

3. METHODOLOGY
This research was conducted in the city of Depok. While the
implementation time this research was conducted for 6 (six) months, for the preparation of an instrument-making interviews, interviews as well as the implementation of the processing and analysis of data. Small Medium Enterprises in this area which is in Depok which is the respondent where the inventoried and are grouped in order to find the specific indications indications with regard to mapping of Small Medium Enterprises as a form of community empowerment through electronic transactions dimasyarakat. Sampling method is by way of mapping the number of Small Medium Enterprises, Small Medium Enterprises as businesses that do electronic transactions, in Depok. For the respondents were chosen by means of: mapping and identifying Small Medium Enterprises as businesses that conduct electronic transactions as a form of contract law in Depok. Determine sample retrieval of Small Medium Enterprises existing business place relic in Depok. In other words in determining respondents, will be used in a proportionate random technique.

The approach used is the method to collect data not only from libraries but also in field and field research means to communicate with the public in this regard through informants predestination on the basis of observation of Small Medium Enterprises in the area of Depok. In this study researchers tried to illustrate how business form made of Small Medium Enterprises in Depok, therefore this research is a descriptive analysis of the study aims to provide an overview of the properties/characteristics of a symptom that there is in society, then of the events drawn specific conclusions to reach general conclusions through the process of abstraction of reality.

In getting the data needed both a qualitative field research conducted directly on the objects of research that has to do with the problems examined. As a source of trusted information dug up information as well as research libraries in order to get the theoretical basis of the opinions of other parties who are authorized. Data collection techniques are implemented in a way: interview: in-depth interviews using a structured interview guide that does not. This is intended so that researchers can freely develop questions to informants can be built and an atmosphere of the interview no more formal nature. respondents who manages the SME Depok region

Method Of Analysis Data

Qualitative data analysis conducted in accordance with the type of data being examined. The primary Data were obtained from the respondents will be inventoried and are grouped in order to find the specific indications indications with regard to the case.

Data Analysis

Existing data collection, data collection is intended to get the references as a source benchmark. Preparation of the Questionnaire And Interview Material, the next step is To interview on establishments SME and area Depok, goal for the purposes of the preparation of this material research team used the results of the study on the data of the secondary data were obtained from the initial data of the respective Cooperative and Small Medium Enterprises Agency of the place to be for research, as well as
from some of these will be benchmarking/or comparison.

The beginning of this research will be developed next was a primary data collection activities by using the instruments list of questions for the interview. In this study, there are three areas that a place or object of research, namely: Present condition of Small Medium Enterprises in the region based on the results of the mapping, observation, and interviews are as follows:

As a city which borders the nation's capital, the city of Depok face many problems, including urban population problems. As a buffer area of Jakarta, Depok get pressure high enough population migration as a result of the growing number of areas of settlement, education, trade and services. The number of inhabitants in the city of Depok in 2005 reached 1,374,522 inhabitants, comprising 696,329 men's souls (50.66 percent) and women's 678,193 inhabitants (49.34 percent), while only 200.29 km2 land area, then the population density of the city of Depok was 6,863 inhabitants/km2. The population density rate is "dense", especially if associated with the spread of the population that is uneven. In a span of 5 years (2000 – 2005) residents of the city of Depok experienced an increase of 447,993 people. In 1999 the population was still under 1 million and in 2005 had reached 1,374,522 inhabitants, so that the development of an average of 4.23% per year. The increase is due to the high numbers of migrants each year.

Mayors issued a policy on the implementation of Small Medium Enterprises and cooperatives in the city of Depok, with any policy of Small Medium Enterprises given injections of funds for any Small Medium Enterprises and cooperatives.

To obtain data expected to get optimal results and objectives of small medium enterprises in the implementation of the right to conduct transactions electronically as the implementation of the law of contracts in the city of Depok, then as the first step is Mapping through the activities of the survey. Directly adjacent to the city of Depok of Jakarta city environmental area or be in Jabotabek, having an area of approximately 200.29 km2. Geographical conditions are irrigated by the rivers i.e. River Ciliwung and Cisadane and 13 sub units of The flow of the river. In addition there are 25 there. Extensive Data there in 2005 amounted to 169.68 Ha, with average water quality worse due to polluted. Land resources in the city of Depok experiencing pressure in line with the development of such a town rapidly. Based on the analysis of the data Revision RTRW Depok (2000-2010) in the utilization of the space city, residential area in 2005 reaches 8,915.09 ha (44.31%) of the total utilization of the space city of Depok. Area woke up to the year 2010 is projected to reach,59 ha (10.720 53.28%) or increased 3.63-% of data for the year 2005. While the wide open spaces (green) in 2010 projected area of,41 ha (46.72 9.399%) or declining 3.63-% from 2005. Predicted in 2010, from a broad area of% total 53,28 woke up, almost 45.49% will be covered by housing and township. As a city which borders the nation's capital, the city of Depok face many problems, including urban population problems. As a buffer area of Jakarta City, The city of Depok get pressure high enough population migration as a result of the growing
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Outcome mapping has been done in some areas in the city of Depok, then needed a new mapping of the existence of Small Medium Enterprises in the city of Depok.

To achieve that goal it is necessary mechanism and the design as follows: conduct a survey to identify Small Medium Enterprises located in the city of depok and observe the effort and produktifitasnya, observing the activities of Small Medium Enterprises in conducting its business in accordance with the law of contract. Do a survey on Small Medium Enterprises existing in the city of Depok to observe and see the implementation effort of Small Medium Enterprises in accordance with the law of the contract pattern. carry out comparative study into the area outside the city of Depok, in order to adopt the model of Small Medium Enterprises that use electronic transactions in the conduct of its business.

To get optimal results in the mapping of Small Medium Enterprises businessmen in the city of Depok and support from the Department of cooperatives and Small Medium Enterprises Depok is very necessary as well as included.

In the city of Depok more or less cooperative or 70 per cent of the overall unit 441,630 cooperative, now only a name only without any business activity. This happens because the formation of cooperatives are not based on need or simply the desire of its members. While operating off only 30 percent or just as much as the 189-unit cooperative of 630 cooperative. During the last two years, the Government of the city of Depok has run a number of programmes for the strengthening of the cooperative is still productive, such as programs that include training of human resources, training, technology, and management training perkoperasian. Programs that run aims to avoid the more cooperative living Board name alone, a healthy Cooperative up-to-date devices supporting kelembagaannya, such as technology, human resources, and strengthening of the capital.

Since the enactment of Regulations Minister of Home Affairs number 13 Year 2006 regarding the financial management Area, the Government must not again give aid directly to the capital of cooperatives and Small Medium Enterprises. Now the Government only provides facilities and mediating between cooperatives with financial institutions or other productive business units. the existence of a cooperative whose primary key is set on the ability of the administrators of the cooperative in conducting activities that benefit its members. When the cooperative had
savings and business base, the its administrator is claimed capable of managing financial resources that exist with smaller flowering lending from banks. cooperative services must be cheaper than banks, if not necessarily the members prefer to borrow in the bank than in the cooperative. The administrator must be able to convince the members if deposits the money they leave her in a safe and secure profitable cooperative.

Security-related savings cooperative members are now the Government has implemented a program of granting bail money savings bank lender cooperative members. The Government will provide financial guarantees to banks that 70 per cent of disbursed loans to cooperatives. With the Government's guarantee, the Executive Board of the cooperative can compete each other via concepts as well as their cooperative's flagship program, respectively.

The Department of Cooperatives and the SMEC area Depok ever plan to dissolve a cooperative that unhealthy. However, it is feared that cooperatives still had arrears to third parties. Because if still have debt means there is a bear. Therefore, plans to dissolve a cooperative are not healthy undone. The authorities in this case the Department of cooperatives and Small Medium Enterprises claimed to always monitor the development of cooperative distributed in six districts. It is said that the cooperative, 500 less capital got some help. The City Government has halted the grant since three years ago. The last aid given is City Government in 2006 amounting to Rp 750 million absorbed by cooperatives and 42 23 SMES. Scrolling the Fund channeled through the Center's own Cooperatives Save Loan (PKSP).

In economics, the city of Depok recorded performance levels are quite proud. Where along the last five years, the rate of economic growth average annual city of Depok was 4.88 out%. This figure far exceeds the rate of economic growth figures for the national average, which reached only 3.36% and economic growth rates above the Province of West Java, which reached numbers 3,79%. Structurally or sectoral distribution, the largest contributing sector to the growth rate of the economy of the city of Depok is the sector of the processing industry, trade and services, as well as other community economic activities. In principle, the economic development policies and activities which have been implemented by the Government of the city of Depok is a series of efforts oriented on increasing people's income in order to increase their degree of socio-economic life. This is done among others through the expansion of employment, equitable distribution of income in society and the transformation of economic activity focus shifted or from the primary sector to the secondary sector. Seen from the attainment of the targets in the city of Depok Restra program, has implemented several strategic programs such as the Industrial Development Program households, small and medium enterprises has been carrying out training on the entrepreneurs in this group as much as 315 entrepreneurs from a target of 240 employers; Traditional Market Setup continues to be supported and can be realized as much as 6 units of the market from 4 units are planned. For small and Medium Businesses Empowerment programs and cooperatives have been able to train 350 people from 240 people being targeted specifically in the material management of medium
and small businesses, cooperatives. Similarly, with the expansion of employment opportunities has been implementing various training as well as facilitating and conducting the construction of industrial relations between workers and employers in the city of Depok. And for increased investment in the city of Depok during the last 3 years has been the establishment of the Rate rise gives an economy quite significantly, i.e. by the year 2000 from 5.98% to 6.12% and in 2002 and continued to grow into the 6.35% in 2003. For the year 2004 reached the city of Depok LPE 6.44%. While in the program of urban agricultural development efforts need to continue to be encouraged is the development of the leading commodities in order to further enhance the economic potential of the city of Depok.

The existence of the SMEC is a bit different from the existing cooperative in the city of Depok. Observation of 50 SMES in the area of Depok. Observation of material collected through literature studies and fieldwork. Furthermore the data analyzed by qualitative descriptive analysis using frequency tables. Observations showed that the majority of SMES applying business law in conducting its business and information from such business processes as a basis in decision-making efforts. So almost entirely has been implementing the principles of business law, especially with the use of means of information technology, in this case using the computer. Small Medium Enterprises in managing his business by using a pattern of business law has been held in the city of Depok.

Understanding small business in accordance with the definition of the Act No. 9 of 1995 is a small business with a small scale productive ventures. Small businesses have the highest net worth criteria Rp 200 million fare (two hundred million rupiah), Fortune Small Business, this does not include excluding land and buildings, places of business. Small businesses have the most sales results of Rp 1,000,000,000 for entrance ticket (one billion dollars) per year and bangkable to obtain credit from the bank a maximum of Rp 50,000,000,-(fifty million rupiah) up to a maximum of Rp. 500,000,000,- (five hundred million rupiah).

Some of the characteristics of small business are: type of goods/commodities which generally have still not achieved easily changed; Location/place of business was settled does not generally sedentary; In general the financial administration was already doing while still simple, finance companies have started families, separated by the financial balance of efforts already made; Already have a business license and other legal requirements including TAX ID; Human resources (entrepreneurs) have experience in business berwira; Most have access to banks in terms of capital requirements; Most have not been able to make such good business management with business planning.

There are several examples of Small Medium Enterprises located on the territory of the city of Depok, among others: farmer as individual land owners who have the manpower or other such peasant farmers of star fruit; Wholesale market traders (agent) and the other collectors traders; Craftsmen industries, food and beverage, industrial meubelair, wood and rattan industry, household appliances industry, the apparel
industry and handicrafts; Breeding chickens, ducks and fishing; Small-scale cooperatives.

Medium-sized enterprises referred to presidential instruction No. 10 of 1998 was an attempt is productive wealth criteria attempt clean higher than Rp 200 million fare (two hundred million rupiah) up to at most Rp 10,000,000,000 fare, (ten billion rupiah) not including land and buildings, places of business and can receive credit from the bank amounting to Rp. 500,000,000,-fare (five hundred million rupiah) s/b, Rp. 5 billion (five billion dollars).

Characteristics of intermediate business in General has had a management and organization that better, more regular and even more modern, with a clear division of tasks among other things, the financial section, part marketing and part production; Has been doing financial management by implementing the accounting system with regular, making it easier for auditing and assessment or examination including by banking; Did the rules or management and labour organizations, there have been social security, health care etc.; Already have all the requirements for legality among other things permits the neighbors, business license, permits, TAX ID, places environmental management efforts etc.; Have access to banking funding sources; In General already have human resources trained and educated.

Medium types or kinds of effort almost put the commodity from almost all sectors may be almost evenly, namely: agriculture, is the main Business, midsized, forestry plantations; Trade (wholesale) business including export and import; EMKL services business (a boatload of Sea Expeditions), garment and taxi and bus transportation services between proponsi; Business food and beverage industries, electronics and metals; Stone Mountain mining efforts for construction and artificial marble

The number of these SMES not including 1510 of Small Medium Enterprises in traditional markets, etc. Based on the results of the survey conducted in the city of Depok, the number of large and medium industries in the city of Depok business/company registration results according to Kadin Depok is 1510 company. Most industries in the city of Depok is the food and beverage industry there are 126 companies, apparel industry then there are 26 companies. In the study sample in take 30% of the population. Below is a list of sample and population

In conducting its business activities, the entrepreneurs of Small Medium Enterprises have different ways, one is using the computer and some are not using the computer, it can be seen in the table below.

From the results of surveys and interviews in the city of Depok who already use Electronic transaction is the drug industry, craft industry and spare parts. The table below shows the SME entrepreneurs manage kegiatanya areas ranging from human resources, areas of production and marketing field.

above to see that only a small fraction of total SMES who answered Yes in using electronic transactions (26.8 percent) as much as 77.2% answer does not use electronic transactions. The city of Depok now has a place in this city with promotional products is
4. CONCLUSIONS
Outcome Mapping or mapping in three areas, namely the city of Depok, Tangerang and Bekasi City South, most problems faced by entrepreneurs of SMES in relation to the implementation of electronic transactions in its business not all use Internet media. As in Depok who answered Yes to use internet media as much as 26.8 and 77.2 answer does not use the internet, both in the labour perekrtuan (Human Resources) as well as in marketing the products they produce. As for Bekasi regions cannot be held search data, because at the moment the researcher spaciousness is going on, so should sara issues get permission from Bekasi City Government, so that the data is retrieved only from the internet, newspapers and media interviews. As for the city of South tangerang, SKPDnya is still new, so when asked to datapun is still not available, so too in the search data to the community of Small Medium Enterprises cannot complete.

5. SUGGESIONS
For each of the Small Medium Enterprises in the region or other area of Depok was expected to have already begun to implement electronic transactions in doing business. Otherwise it is feared the community economic development will be hampered. There are criteria for determining the SMEC can do electronic transactions, such as SMEC is listed on the Small Medium Enterprises and cooperatives.

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Emotional Attachment As An Intervening Variable  
between Service Performance and Emotional Branding  

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Abstract  
In a previous study conducted by Jawahar and Maheswari (2009) in Banking service industry in India, it is concluded that the effect of service performance on Emotional Branding through emotional attachment is stronger than the direct effect of service performance on emotional branding. The emotional attachment has also been proved as a partial mediating variable. This study is conducted with the intention to gain an overview of empirical facts that can be used as findings appropriate with former research topics, but this research is conducted in the ground transport industry shuttle service in Indonesia.

The method used in this study is descriptive and explanatory survey. The analysis used to answer the objectives of the study is path analysis and mediation test of Baron and Kenny. Sample is taken using simple random sampling method. Sample size is determined based on the sample measurement method proposed by Slovin, the number of selected samples is 100 respondents.

The result of hypotheses testing regarding the effect of Service Performance on Emotional Branding through Emotional Attachment is 84.8%. This evident shows that the effect is stronger than the direct influence of Service Performance on Emotional Branding which is only 67.1%. The result of hypotheses testing regarding the emotional attachment as a mediating variable is that the emotional attachment acts as a partial mediating variable.

Keywords: Service Performance, Emotional Attachment and Emotional Branding

1. BACKGROUND  
Cipaganti Shuttle (point to point) Otojasa division is one of the leading providers of ground transportation services in the city of Bandung. It serves the passengers with shuttle service or often called Shuttle Service Bandung-Jakarta. In the area of Jabodetabek, Cipaganti has a relatively strong brand recognition. This can be proved by award it got from Top Brand as in table 1.2 below:

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<th>No</th>
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<tr>
<td>1</td>
<td>Cipaganti</td>
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<td>2</td>
<td>CitiTrans</td>
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<td>3</td>
<td>Baraya</td>
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<td>4</td>
<td>Rosalia Indah</td>
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Source: TBI Frontier Consulting Group, www.topbrand-award.com

However, consumers are faced with a wide choice of shuttle service with the similar service concepts and prices. These may eventually allow consumers to switch from one shuttle service to another, moreover if another shuttle service offers superior characteristics or cheaper price. The following is a comparison of the number of passengers from 2007 to 2010 among five growing shuttle services domiciled in West Java.
Table 1.3 shows the number of passengers of Cipaganti Shuttle decreased in the year of 2008 to 2009 and increased in 2010. According to Cipaganti CEO Mr. Andianto Setiabudi confirmed by Mr. Henry Tangahu, it is found that the overall number of passengers of Cipaganti Shuttle in 2012 decreased. Cipaganti position as a market leader is actually aided by a large number of its fleets. Cipaganti has more fleet than its competitors do. Further, currently he said that in the departure of the shuttle that is supposed to load 5 to 7 passengers, there are usually 2 to 3 passengers only. Customers who have already made a booking via phone can cancel the departure and there is possibility of switching to competitor's service.

The causes of decreasing service performance, emotional attachment and emotional branding at Cipaganti Shuttle are known through a pre-study resulted from 30 customers with the following description of the results.

Based on Figure 1.1, about customer response to the variable of service performance with 30 respondents and 5 questionnaire items, it is concluded that the average score of 2.92 is in unfavorable category. This score is between the interval 2.71 - 3.57 which is predicated less good. It is also noted that the lowest score is 2.43 on the statement number 1, stating that the customer assessment of the level of accuracy of the departure time and arrival time at the company's services are not appropriate.
Based on Figure 1.2, on customer responses to an emotional attachment variable with 30 respondents and 3 questionnaire items, it is concluded that the average score of 2.87 is in the unfavorable category. The score is between the interval 2.71 – 3.57 which is predicated less good. Also noted that the lowest score of 2.73 on a statement number 6 states that the customers do not feel an attachment such as regret, not willing and sad if this travel company to dismiss or stop operating its service.

Based on Figure 1.3, on customer responses to emotional attachment variable with 30 respondents and 1 questionnaire item, it is concluded that the average score of 2.70 is in the category of not good (bad). The score is between the interval 1.86 - 2.71 which is predicated not good. It is found that the customer valuation is very low and they might switch using transportation service to other travel companies. One way to deal with this issue is to create customer satisfaction by improving service performance. Customer satisfaction consistently requires an emotional attachment. And a strong emotional branding position in the heart of customers determines the level of customer loyalty to the brand. Based on the above explanations, the author is interested in conducting further research with the title:

**Emotional Attachment as an Intervening Variable between Service Performance and Emotional Branding**

**Research Question**

Based on background outlined above, it can be formulated that the research questions of the this study are:

1. How is the Influence of Service Performance (X) on Emotional Branding (Z) through Emotional Attachment (Y) at Cipaganti Shuttle Service Bandung-Jakarta route?

2. What is the status of Emotional Attachment (Y), whether it acts as a
2. LITERATURE ANALYSIS

Previous research

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<td>Service Quality: Its Measurement and Relationship with Customer Satisfaction</td>
</tr>
<tr>
<td></td>
<td>Variable core</td>
</tr>
<tr>
<td></td>
<td>1. Quality of Service</td>
</tr>
<tr>
<td></td>
<td>2. Consumer Satisfaction</td>
</tr>
<tr>
<td></td>
<td>Research methods</td>
</tr>
<tr>
<td></td>
<td>This research type is explanatory research using a simple regression analysis method</td>
</tr>
<tr>
<td></td>
<td>Conclusion</td>
</tr>
<tr>
<td></td>
<td>Quality of service is measured using a model of service performance. Quality of Service has relationship with customer satisfaction.</td>
</tr>
<tr>
<td>4</td>
<td>Author (yr)</td>
</tr>
<tr>
<td></td>
<td>Lee Chang Hwan Ming and San Ing (2005)</td>
</tr>
<tr>
<td></td>
<td>Topics</td>
</tr>
<tr>
<td></td>
<td>Relationship among service quality, Customer Satisfaction and Profitability</td>
</tr>
<tr>
<td></td>
<td>Variable core</td>
</tr>
<tr>
<td></td>
<td>1. Service Quality</td>
</tr>
<tr>
<td></td>
<td>2. Consumer Satisfaction</td>
</tr>
<tr>
<td></td>
<td>3. Profit level</td>
</tr>
<tr>
<td></td>
<td>Research methods</td>
</tr>
<tr>
<td></td>
<td>This research is explanatory research using correlation analysis method</td>
</tr>
<tr>
<td></td>
<td>Conclusion</td>
</tr>
<tr>
<td></td>
<td>1. Supports performance basic size SERVPERF in service quality</td>
</tr>
<tr>
<td></td>
<td>2. Quality of service has a relationship with customer satisfaction</td>
</tr>
<tr>
<td>5</td>
<td>Author (yr)</td>
</tr>
<tr>
<td></td>
<td>Also finger, Jouni Juntunen, and David B Grant (2010)</td>
</tr>
<tr>
<td></td>
<td>Topics</td>
</tr>
<tr>
<td></td>
<td>Service quality and its relation to satisfaction and loyalty in logistics outsourcing relationships</td>
</tr>
<tr>
<td></td>
<td>Variable core</td>
</tr>
<tr>
<td></td>
<td>1. Service Quality</td>
</tr>
<tr>
<td></td>
<td>2. Consumer satisfaction</td>
</tr>
<tr>
<td></td>
<td>3. Consumer Loyalty</td>
</tr>
<tr>
<td></td>
<td>Research methods</td>
</tr>
<tr>
<td></td>
<td>Proposition analysis and research type is explanatory research using correlation analysis method</td>
</tr>
<tr>
<td></td>
<td>Conclusion</td>
</tr>
<tr>
<td></td>
<td>Supports performance basis size SERVPERF in service quality</td>
</tr>
<tr>
<td></td>
<td>Service Performance has relationship with customer satisfaction and</td>
</tr>
<tr>
<td>Author (yr)</td>
<td>Topics</td>
</tr>
<tr>
<td>------------</td>
<td>--------</td>
</tr>
<tr>
<td>Terry McKenna (2005)</td>
<td>The Price of Loyalty: Creating Emotional Bonds</td>
</tr>
<tr>
<td>Mattila, Anna S (2001)</td>
<td>Emotional bonding and restaurant loyalty</td>
</tr>
<tr>
<td>Hallberg, Garth (2004)</td>
<td>Is your loyalty program really building loyalty? Why increasing emotional attachment, not just repeat buying, is key to maximizing successful program</td>
</tr>
<tr>
<td>Huimin Du and Li Si-ming (2012)</td>
<td>Is It Really Just a Rational Choice? The Contribution of Emotional Attachment to Temporary Migrants' Intention to Stay in the Host City in Guangzhou *</td>
</tr>
<tr>
<td>Hemant Patwardhan and Siva K. Balasubramanian (2011)</td>
<td>Brand romance: a complementary approach to explain emotional attachment toward brands</td>
</tr>
</tbody>
</table>
| Variable core | 1. Brand Attitude  
2. Brand Romance  
3. Brand Loyalty  
4. Emotional Attachment |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Research methods</td>
<td>This research is explanatory research using a simple regression analysis method</td>
</tr>
<tr>
<td>Conclusion</td>
<td>Brand romance is an emotional attachment that becomes mediating variable between the influence of brand attitude and brand loyalty</td>
</tr>
<tr>
<td>Author (yr)</td>
<td>Pavlos A. Vlachos Aristeidis Theotokis, Katerina Pramatari and Adam Vrechopoulos (2010)</td>
</tr>
<tr>
<td>Topics</td>
<td>Consumer-retailer emotional attachment Some antecedents and the moderating role of attachment anxiety</td>
</tr>
</tbody>
</table>
| Variable core | 1. Consumer firm emotional attachment  
2. Brand Relationship |
| Research methods | Analysts of proposition |
| Conclusion | Emotional attachment reflects a strong positive relationship to the brand |
| Author (yr) | Craig J. Thompson, Aric Rindfleisch, and Zeynep Arsel (2006) |
| Topics | Emotional Branding and the Strategic Value of the Doppelganger Brand Image |
| Variable core | Emotional Branding |
| Research methods | Analysis of proposition |
| Conclusion | The emotional branding is a conducive factor for the formation of brand image |
| Author (yr) | Sharon Morrison and Frederick G. Crane (2007) |
| Topics | Building the service brand by creating and managing an emotional brand experience |
| Variable core | 1. Brand Loyalty  
2. Emotional Brand |
| Research methods | Analysis of Proposition |
| Conclusion | The experience on emotional branding is the way to establish brand loyalty especially in the service sector |
| Author (yr) | David Jawahar P and R Maheswari (2009) |
| Topics | Service Perception: Emotional Attachment As a Mediator of the Relationship Between Service Performance and Emotional Brand |
| Variable core | 1. Service Performance  
2. Emotional Attachment  
3. Emotional Branding |
| Research methods | This research type is explanatory research using multiple linear regression analysis with path analysis. |
| Conclusion | 1. Service Performance has relationship with Emotional Attachment  
2. Emotional attachment is proven as an intermediary variable between service performance and the creation of an emotional |
16

<table>
<thead>
<tr>
<th>Variable core</th>
<th>Research methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Emotional Branding</td>
<td>This research type is explanatory research using multiple linear regression analysis with path analysis.</td>
</tr>
<tr>
<td>2. Confidence</td>
<td></td>
</tr>
<tr>
<td>3. The attitude of service usage decision</td>
<td></td>
</tr>
</tbody>
</table>

Conclusion

Emotional branding with the intermediary of belief is more effective in achieving the goal of producing the attitude in the services decision-making.

Framework

The Relationship of Service Performance on Emotional Attachment

Kotler and Keller (2012:131) argue that the quality of products and quality services, customer satisfaction and company profits all have a close relationship. Zeithaml (2003) also states the relationship or effect between service performance on customer satisfaction. Gi-Du Kang and Jeffrey James (2004) state the same thing, namely the relationship of the service performance on the customer satisfaction. Thus, it can be said that the service performance is one of the factors that influences customer satisfaction. Therefore, if the company wants to improve customer satisfaction, the company should improve the performance of the services provided. Parasuraman et al (1991) state that providing superior service quality has been recognized as the most effective way to ensure that the company's offering is different from others and it is a competitive offering. Berry et al (1988) state that service industries have focused on the quality of services rendered to survive in the competition. Thus the quality of service is a differentiator and the most powerful and competitive weapon.

Jawahar and Maheswari (2009:11) say that satisfaction with a high degree of consistency is a form of emotional attachment. Emotional attachment is born from a sustainable and long term interaction. In service sector, the role of personal contact or interaction is very instrumental as what Kandampully (1998) says. He adds that service personnel in the organization is an important part in establishing an emotional connection with customers in the long term. Thus the service performance has relationship with emotional attachment according Jawahar and Maheswari (2009:11); Mano and Oliver (1993) in Thompson, Park and McInnis (2005:79).

The Relationship of Service Performance on Emotional Branding

services can create high barriers for competitors to be able to surpass us. While the rational benefit aspect is easy to replicate in a competition, unlike the case of emotional attachment which its bond is very difficult to break. Knowing that the emotion is like cement (which is able to tighten) and needed in building relationship and loyalty, this is actually a challenge for company and only a few companies who are able to do well. Mckenna (2005) says that you cannot buy someone's loyalty. True loyalty is created by an emotional bond and through the heart, not the wallet. Emotional bond can only be formed through people, not by products. Simms (2006) suggests that the loyalty of emotional customer is much stronger than what the company believes. Most people dream a more emotional and convincing connection with the companies whose products they buy. People prefer to buy from a brand they like, making poor service is not favored. Thomson et al (2005) say that based on the premise that the consumers are able to articulate the nature of bonding to brand their emotional, emotional affair is believed to potentially indicate attachment. Kamp and MacInnis (1995) say that through their operation, emotional connection is indicated with the introduction of brand relevance, the tendency of positive feelings and attachment to the brand, and self-brand image congruence (the perception that the brand image development is suitable with at least one aspect of a person's self-concept).

Jawahar and Maheswari (2009) suggest that self-service has been a brand. This brand loyalty, in the line of emotional branding is referred as emotional branding. Thus service performance has an emotional relationship with the brand.

The Relationship of Emotional Attachment on Emotional Branding

The importance of brand building through the development of an emotional relationship has been supported both by consumers (Pawle & Cooper 2006, Lindstrom 2005, Woods 2004) and among the businessmen (Lynch & de Chernatony 2004). Many authors have discussed the topic of emotional connection, discussing the construct without clearly defining it (Pawle & Cooper 2006, Lindstrom 2005, Lynch & de Chernatony 2004 Woods 2004). Hall (2005) puts forward that the delivery in an organization should be something that is intended as a marketing side in order to embed emotional ties into the customer experience. The concept related to the view of brand affilation based on emotion on the brand is too late to be realized by the industry and the academic world (Carroll & Ahuvia 2006, Park & MacInnis 2006, Pawle & Cooper 2006, Thompson MacInnis & Park 2005). Perhaps the most relevant to this concept is the concept of emotional attachment expressed by MacInnis et al (Park & MacInnis, 2006, Thompson MacInnis & Park, 2005). From the research in the service sector industries, it is found that emotions / feelings play a significant role in the service process. In the process of service delivery there is Emotional Attachment (Thomson et al 2005). They realize that an emotional attachment is a relationship that is based on the construct that reflects the emotional relationship connecting an individual with the use of the goods (Park & MacInnis 2006, p.17). Jawahar and Maheswari (2009) say
that the choice to focus on brand strategy based on the lifestyle, goals and dreams of consumers, is a fundamental choice in today's business scenario. Mark (1999) in Jawahar and Maheswari (2009:9) tells the marketers that they might have carried the brands from the factory to the market, but the customers are the ones who position the brand in their memories, not the marketers. Travis (2000) in Jawahar and Maheswari (2009:9) says that the brand is like a bridge connecting companies with customers. What customers perceive about the brand is important to note. A brand has not reflected the company until this brand is built on an emotional relationship. Kentwertime (2006) in Jawahar and Maheswari (2009: p9) says that the brand has been proven to build strong emotional attachment with customers. Gobe, Marc (2003) say that branding strategy should put a confidence that branding is more related to share thoughts and emotions rather than with regard to market share. Marken (2003) says that the emotional branding will help marketers in their efforts to ensure that the customers feel comfortable and perceive good on the company and the company's products. Thus, the branding begins and finds its end. Roberts (2004) says that emotional branding is a consumer-centric approach, relationship, depth story and permanent relationship between customers and brands.

Thus, the emotional attachment has relationship with the emotional branding referring to the authors and researchers of the following: Fournier (1998), Thompson et al (2005); Carol and Ahuvia (2006); Park and McInnis (2006); Albert et al (2008); Paulssen and Fournier (2007); Yim et al (2008) and Jawahar and Maheswari (2009).

**Hypothesis**

Referring to the paradigm related to the research variables mentioned earlier, the author outlines the research hypotheses as follows:

<table>
<thead>
<tr>
<th>$H_1$</th>
<th>There is influence (effect) of service performance on emotional branding through Emotional Attachment.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$H_2$</td>
<td>Emotional attachment is a partial mediating variable</td>
</tr>
</tbody>
</table>

### 3. RESEARCH METHODS

**The method used**

This study is conducted with a study design to obtain a picture of the emotional attachment as an intermediary effect of service performance on the creation of an emotional branding. Based on the research objectives, the research method used in this study is an explanatory survey method. It is said so because this method describes causal relationship between variables through hypothesis testing. The survey is conducted by taking a sample of the population and the use of questionnaire as data collection tool.

To uncover the research objectives, verifying method is used because this method can explain the effect, test the hypotheses and make predictions and get a sense of the implications of the problem under study.

**Operationalization of Variables**

The variables used in this study are basically grouped into three variables:

1. Service performance (X) as the independent variable (exogenous).
2. Emotional attachment (Y) as an intervening variable.
3. Emotional Branding (Z) as the dependent variable (endogenous).

Furthermore, to test the hypotheses that are stated previously, the above variables need to be defined so that these variables can be operationalized in the research.

**Sampling Techniques**

**Sample**

The sample size is determined based on the sample measurement method proposed by Slovin. The number of selected samples is 100 respondents.

**Analysis**

To answer the objectives of this study, path analysis is used. To answer the research objective analyzing the variable of emotional attachment whether it is a partial or full mediation variable, the testing mediation is conducted using regression analysis referring to Baron and Kenny (1986) in David A. Kenny (2012:2) and Fall (2011:1).

**The design of Hypothesis Testing**

To test the hypothesis, it is necessary to first know the value of standardized beta coefficient. It is found by using multiple regression analysis. After the coefficient (beta) of $\beta_1X$ and $\beta_2Y$ are known, the $\beta_1X$ in multiple regression is compared with the $\beta_1X$ in simple regression using the step of testing mediation by Baron and Kenny mentioned above.

To establish that the Y completely mediates the relationship of XZ, the effect of X on Z is controlled by Y, therefore the $\beta_1X$ must be zero and the p-value should not be significant. If these four steps are met, then H0 is accepted, meaning that the variable Y completely mediates the relationship XZ (full mediation).

If the first three steps are met but step 4 is not, that is $\beta_1X$ not equal to zero and the p-value is significant, H0 is then rejected and it indicates a partial mediation.

**4. RESULTS AND DISCUSSION**

**Path Analysis**

Based on the result of data processing by using SPSS 20 for windows, we can see the degree of influence of the Service Performance on the Emotional Branding through Emotional Attachment at Cipaganti Shuttle Service Bandung-Jakarta Route.

The influence of Service Performance on the Emotional Branding through Emotional Attachment

$$Z = 0.466X + 0.499Y$$

(0.025)   (0.047)

6743       7223

Errorvar. = 0.152, $R^2 = 0.848$
Table 4.1
Path coefficient results of the Service Performance on Emotional Branding through Emotional Attachment

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>Correlations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
</tr>
<tr>
<td>(Constant)</td>
<td>1</td>
<td>3261</td>
<td>-</td>
<td>.974</td>
</tr>
<tr>
<td>Service</td>
<td>1</td>
<td>.170</td>
<td>.025</td>
<td>.466</td>
</tr>
<tr>
<td>Performance</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emotional</td>
<td>1</td>
<td>.341</td>
<td>.047</td>
<td>.499</td>
</tr>
<tr>
<td>attachment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Emotional Branding

It is found that the path coefficient of service performance on emotional branding ($\rho_{ZX}$) is 0.466, while the emotional attachment on emotional branding ($\rho_{ZY}$) is 0.499. The calculation result of the effect of service performance on the Emotional Branding through Emotional Attachment can be seen in the table below:

Table 4.2
The Results of the Determination Coefficient of the Service Performance on Emotional Branding through Emotional Attachment

<table>
<thead>
<tr>
<th>Model Summary</th>
<th>Change Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mode</td>
<td>R</td>
</tr>
<tr>
<td>1</td>
<td>.921</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Emotional Attachment, Service Performance

Based on the analysis result, it appears that the coefficient of determination ($R^2$) 0.848 has a meaning that 84.8% of the variability of emotional branding variable can be explained by the independent variables of service performance and emotional attachment, while the influence of external variables in the model is 15.2% (Errorvar = 0.152).

Hypothesis Testing

By processing the data, we see that there are two substructures so the discussion of the interpretation of the results is done incrementally based on those substructures. First we test the hypothesis of Service Performance influence on Emotional Branding through Emotional Attachment.

Then, to test whether there is influence of Service Performance on the Emotional Branding through Emotional Attachment, the simultaneous testing and partial are conducted.

Simultaneous Test (Overall)

Based on the result of data processing, we can see the result of the F test as follows:
Table 4.3
Simultaneous Hypothesis Testing of Service Performance and Emotional Attachment, their Implications on Emotional Branding

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>1966.894</td>
<td>2</td>
<td>983 447</td>
<td>269 586</td>
<td>.000</td>
</tr>
<tr>
<td>1 Residual</td>
<td>353 855</td>
<td>97</td>
<td>3648</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>2320.749</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Emotional Attachment, Service Performance
b. Dependent Variable: Emotional Branding

Based on the calculation, we can know that the calculated F value is 269,586. The criteria for rejection the H0 is that if the calculated F is greater than F table, with degree of freedom = 100-2-1 = 97, and the 95% of confidence level. It is obtained from the F distribution table that the value F table is 3.09. Therefore the F calculated value 269,586 is greater than 3.09, then H0 is rejected. That is, it can be concluded that there is a linear relationship between service performance and emotional attachment to the emotional branding, or it can mean that there are jointly significant influences of service performance and emotional attachment on emotional branding.

Partial Test (Separated)

Partial test is done to determine which independent variable significantly affects the dependent variable tested by the t-test. Here's a partial picture of hypothesis testing based on the results of SPSS 20 for Windows:

Table 4.4
Partial Hypothesis Testing of Service Performance and Emotional Attachment, their Implications on Emotional Branding

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>.3261</td>
<td>.974</td>
<td>-</td>
<td>.001</td>
</tr>
<tr>
<td>Service</td>
<td>.170</td>
<td>.025</td>
<td>.466</td>
<td>.000</td>
</tr>
<tr>
<td>Performance</td>
<td>.341</td>
<td>.047</td>
<td>.499</td>
<td>.000</td>
</tr>
<tr>
<td>Emotional</td>
<td>.466</td>
<td>.047</td>
<td>.499</td>
<td>.000</td>
</tr>
<tr>
<td>Attachment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Emotional Branding
Criteria for rejecting H0 is if t-calculated value is greater than t-table, with degree of freedom = 100-2-1 = 97.

For the path coefficient of Service Performance = 0.466, t-calculated value is 6.743 by taking the significance level α of 5%, then the value of t-table = 1.98. Because t-calculated value = 6.743 is greater than t-table = 1.98, then H0 is rejected or in other words the service performance affects emotional branding with the value of 0.466.

For the path coefficient of Emotional Attachment = 0.499, t-calculated value is 7.223 by taking the α significance level of 5%, then the value of t-table = 1.98. Because t calculated value = 7.223 is greater than t-table = 1.98, then H0 is rejected or in other words there is influence or effect of emotional attachment on emotional branding with the value of 0.499.
Direct Effect, Indirect Effect, and Total Effect

Based on the path diagram, we can see the direct and indirect effect (influence) in an equation. The direct effect is the effect of the independent variable on the dependent variable without any other dependent variables. While the indirect effect is a situation where the dependent variable passes through another variable called intervening variable.

Figure 4.1. Overall Path Diagrams

Figure 4.1 above is a path diagram attachment, and the implication on that illustrates the service performance on emotional attachment and the implication on emotional branding.

Table 4.5

<table>
<thead>
<tr>
<th>Direct Effect of Service Performance on Emotional Attachment</th>
<th>Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Effect of Service Performance on Emotional Attachment</td>
<td>67.1%</td>
</tr>
</tbody>
</table>

Based on the above table it can be seen that the direct effect (influence) of service performance on emotional attachment is 67.1%. The total effect of service performance on the emotional attachment is 67.1%.

Table 4.6

<table>
<thead>
<tr>
<th>Direct Effect of Service Performance on Emotional Branding</th>
<th>Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Effect of Service Performance on Emotional Branding</td>
<td>21.7%</td>
</tr>
</tbody>
</table>

Based on the above table it can be seen that the direct effect of service performance on emotional branding is 21.7%. The total effect of service performance on emotional branding is 21.7%.

Table 4.7

<table>
<thead>
<tr>
<th>Direct Effect of Emotional Attachment on Emotional Branding</th>
<th>Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Effect of Emotional Attachment on Emotional Branding</td>
<td>24.9%</td>
</tr>
</tbody>
</table>

Based on the above table it can be seen that the direct effect of emotional attachment on the emotional branding is at 24.9%. The total effect of emotional attachment on the emotional branding is 24.9%.

Table 4.8

<table>
<thead>
<tr>
<th>The influence of Service Performance on Emotional Branding through Emotional Attachment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct and Indirect Effect</td>
</tr>
<tr>
<td>Direct Effect of Emotional Attachment on Emotional Branding</td>
</tr>
<tr>
<td>Indirect Effect of Service Performance on Emotional Branding through Emotional Attachment</td>
</tr>
<tr>
<td>Total Effect</td>
</tr>
</tbody>
</table>

Based on the result of data processing above, it can be seen that the Emotional Attachment is influenced by the direct and indirect influence of Service Performance on Emotional Branding through Emotional Attachment.
influence. The direct effect of service performance variable on emotional attachment is 67.1%. The direct effect of Service Performance on Emotional Branding is 76.6%. The direct effect of Emotional Attachment on Emotional Branding is 24.9%, while the indirect effect of service performance on emotional attachment through emotional attachment is 59.9%. Therefore the effect of Service Performance on Emotional Branding through Emotional Attachment is amounted to 84.8%.

**Emotional attachment as a Mediating Variable**

The results of mediation testing using regression analysis which refer to Baron and Kenny (1986) in David A. Kenny (2012:2) and Fall (2011:1), assisted by SPPS 20 for Windows are as follows:

**Step 1:** The variable of service performance correlates 0.875 with emotional branding. Thus the first step is proven.

**Step 2:** The variable of service performance correlates 0.819 with the emotional attachment. Thus step 2 is proven.

**Step 3:** The variable of emotional attachment correlates 0.881 with emotional attachment. Thus step 3 is proven.

**Step 4:** service performance correlates with emotional branding of 0.499 and emotional attachment correlates with emotional branding of 0.466. To establish that Y completely mediates the relationship XZ, the effect of X on Z is controlled by Y therefore \( \beta_{1X} \) should be zero and the p-value should not be significant. But from multiple regression it is found that \( \beta_{1X} \) is not zero and the p-value is significant, meaning that H0 is rejected. Thus the emotional attachment variable acts as a partial mediating variable.

**5. CONCLUSION**

This study attempts to test the extent of Service Performance effect on the Emotional Branding through the Emotional Attachment at Cipaganti Shuttle Service Company, Bandung–Jakarta route. Based on the analysis and discussion in this study, there are some important conclusions as follows:

1. Based on the hypothesis testing of Service Performance on Emotional Branding through Emotional Attachment, it can be concluded that direct effect (influence) of Emotional Attachment on Emotional Branding is 24.9%, while the indirect effect of Service Performance on the Emotional Branding through Emotional Attachment is 59.9 %. Thus the effect of Service Performance on the Emotional Branding through Emotional Attachment is in total 84.8%. This effect is larger than the direct effect of service performance on the emotional branding which is just 21.7%

2. The variable of emotional attachment is proven as a partial mediating variable. This means that emotional attachment does not fully mediate the service performance and emotional branding. Thus the emotional attachment is not the only factor that connects the service performance with emotional branding.
6. REFERENCES


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