

ICBESS 2017

The 4th International Conference on Business, Economics and Social Sciences
Organized by Indonesia College of Economics (STEI) Jakarta

"Interdisciplinary Research in the field of Business, Economics, and Social Sciences
Toward Global Future Competitiveness"

C E R T I F I C A T E

This is to certify that

Suliyanto

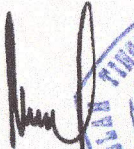
Has participated in the conference as

Presenter

for the paper entitled

*"Problem Tree Analysis of Coconut Sugar Quality to Penetrate international
Market and Modern Market"*

Tentrem Hotel, Yogyakarta, August 9 – 10, 2017


Drs. Ridwan Maronrong, M.Sc.
Chairman Indonesia College of Economics (STEI)


Irvan Noormansyah, BA (Hons), MA., PhD.
Conference Chair

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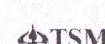

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The School of Management


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Tarmansagara


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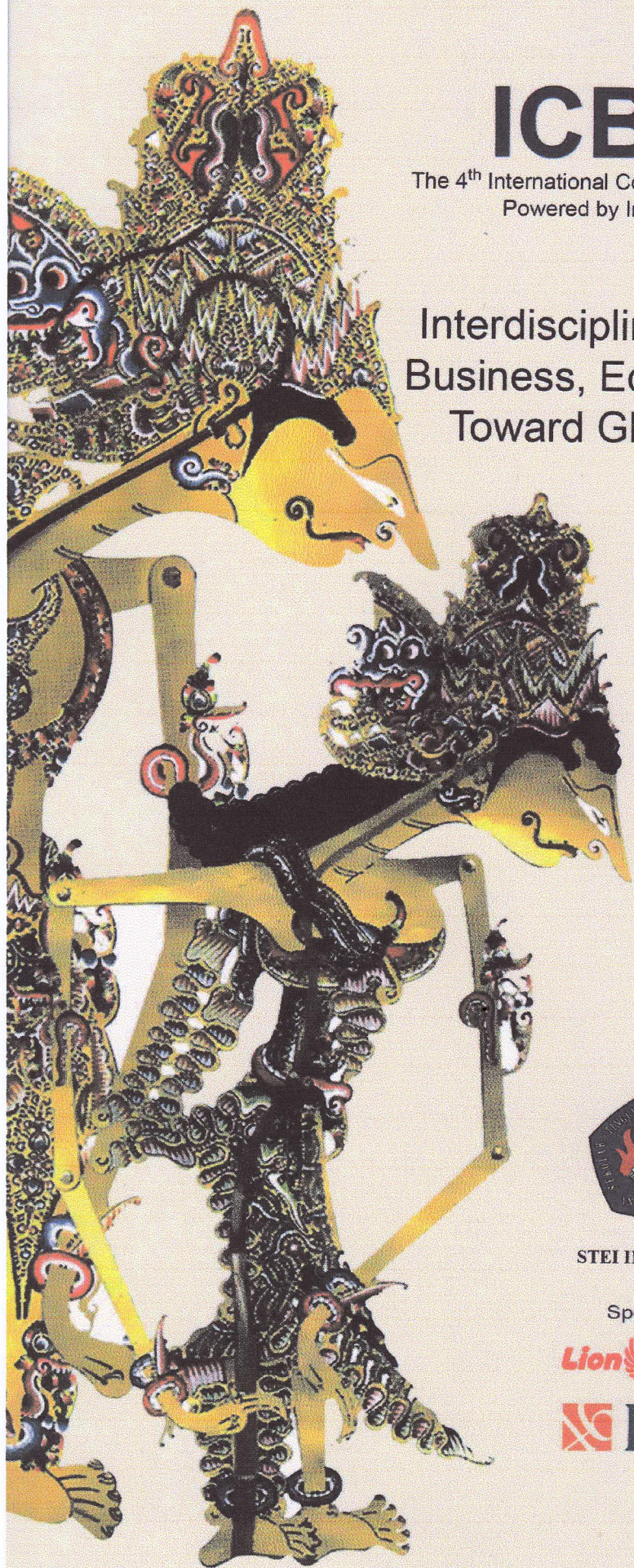

MERCU BUANA

ICBESS 2017

The 4th International Conference on Business, Economics and Social Sciences
Powered by Indonesia College of Economics Jakarta (STEI)

Interdisciplinary Research in the fields of
Business, Economics and Social Science
Toward Global Future Competitiveness

Tentrem Hotel Yogyakarta
9 – 10 August 2017



STEI INDONESIA

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MERCU BUANA

ICBESS 2017

The 4th International Conference on Business, Economics and Social Sciences
Tentrem Hotel, Yogyakarta, 9 – 10 August 2017

Paper Acceptance and Invitation

Paper Number : #ICBESS_40008#

Author(s) : Suliyanto, Weni Novandari, Suwaryo

Paper Title : Problem Tree Analysis Of Coconut Sugar Quality To Penetrate International Market And Modern Market

Dear Suliyanto, Weni Novandari, Suwaryo

Congratulations on the acceptance of your paper! And thank you for your interest in the 4th International Conference on Business Economic and Social Sciences (ICBESS).

On behalf of the ICBESS Committee, I am delighted to inform you that your paper listed above has been accepted for presentation at the 4th International Conference on Business Economics and Social Sciences. We invite you to attend the conference to present your research paper.

Please send us the completed registration form along with payment on or before 25 July 2017 to confirm your participation. We do not provide any assistance relating to Visa other than acceptance letter for the conference.

Your abstract will be included in the Conference Proceedings which will be published in a book with ISBN and if you desire, your paper would be published in the International Journal (indexed by SCOPUS) which subject to payment of applicables fees.

Please visit the 4th ICBESS website at <http://www.icbess.stei.ac.id> regarding information about registration, hotel, schedule and other issues. If you have questions about this letter or the conference, please contact us at the address below.

We look forward to see you at the conference in Yogyakarta !

Jakarta, 20 July 2017

Best regards,



Irvan Noormansyah, PhD
Conference Chair

ICBESS 2017 Secretariat

Campus of Indonesia College of Economics (STEI)
Jl. Kayujati Raya 11A Rawamangun Jakarta Timur 13220 Indonesia
Ph. : 021-4750321 – Fax. : 021-4722371 – Email : icbess@stei.ac.id - Url : www.icbess.stei.ac.id
CP : 082260006026

PROGRAM
4th International Conference on Business, Economics and Social Science
(ICBESS)

Tentrem Hotel, Yogyakarta, August 9 – 10, 2017

Day	Hour	Program
Wednesday, August 9	07.30 – 08.00	Registration
	08.00-09.30	Concurrent Sessions I (Kenari, Keruing, Mahogani, Malapari)
	09.30-10.00	Coffee Break (Tentrem Ballroom)
	10.00-10.05	Sing Indonesian National Anthem Indonesia Raya
	10.05-10.20	Performing: Batik Traditional Dance to Welcome Guests (Tentrem Ballroom)
	10.20-10.25	Welcoming Speech by the president of STEI and the president of APTISI (Tentrem Ballroom)
	10.25-10.35	Welcoming Speech by the Governor of Yogyakarta (TBC) (Tentrem Ballroom)
	10.35-10.50	Signing The Memorandum of Agreement Between STEI and Co-Hosts (Tentrem Ballroom)
	10.50-11.30	Keynote Speech I by Jamie Davidson, Phd (Tentrem Ballroom)
	11.30-13.00	Lunch (Tentrem Ballroom)
	13.00-14.00	Networking Meeting (Kenari Room)
	13.00-15.30	Concurrent Sessions II (Kenari, Keruing, Mahogani, Malapari)
	15.30-17.00	Go To Prambanan Temple
	18.00-19.30	Gala Dinner at Rama Shinta Resto
	19.30-21.30	Sendra Tari Ramayana – Prambanan Open Air Theater
	21.30- 22.15	Back to Hotel
Thursday, August 10	07.30-08.00	Registration
	08.00-09.30	Concurrent Sessions III (Kenari, Keruing, Mahogani, Malapari)
	09.30-09.45	Coffee Break (Tentrem Ballroom)
	09.45-10.45	Concurrent Sessions IV (Kenari, Keruing, Mahogani, Malapari)
	10.50-11.30	Keynote Speech II by Prof. Isao Takagi (Tentrem Ballroom)
	11.30-11.35	Closing Speech by the Conference Chair (Tentrem Ballroom)
	11.35-13.00	Lunch (Tentrem Ballroom)

PARALLEL SESSION
4th ICBESS 2017

SESSI 1: August 09th, 08.00 am – 09.30 am				
ROOM	MALAPARI	KERUJING	MAHOGANI	
L.O (LIAISON OFFICER)	Merlyana	Nelly Novyarni	Sulistiyowati	
Moderator	Nursanita Nasution	M. Anhar	Eko Budi Santoso	
HOURS/ RESEARCH AREA	Accounting, Finance & Audit	Social Sciences and Management	Management Human Resources	
08.00 – 08.15	Tigor Sitorus, Deby Suryani Universitas Bunda Mulia "THE RISK OF CLIENT AND THE AUDIT PLANNING: INFLUENCE OF ACCEPTANCE OF AUDIT (Study at Public Accounting Office in Jakarta, Indonesia)"	Erni Hastuti, Reza Chandra, Teddy Oswari Gunadarma University Minang Language Learning Through Folklore	Siti Nurjanah, Basuki Toto Rahmanto Institute of Technology and Business Kalbis THE ANALYSIS OF REPUTATION, INFRASTRUCTURE CAPABILITY, TECHNICAL CAPABILITY, AND INNOVATION CAPABILITY OF HIGHER EDUCATION INSTITUTIONS TO STUDENT SATISFACTION	
08.15 – 08.30	Deasy Ariyanti Rahayuningsih Trisakti School of Management THE WORD FRAMING EFFECTS, MORAL DILEMMA AND DECISION MAKING: CONCEPTUAL PAPER	Muhammad Nashar, Ryani Dhyan Parashakti, Hilda Sona Fauziah Mercubuana University EFFECT OF TRAINING AND JOB PERFORMANCE ON JOB SATISFACTION IN PT GARUDA INDONESIA TRAINING CENTER	Agnesia Juliana, Ferryal Abadi Institute of Technology and Business Kalbis THE INFLUENCE OF ORGANIZATIONAL CULTURE AND JOB TRAINING ON THE PERFORMANCE OF PT BINTANG TOEDJOE EMPLOYEES WITH JOB SATISFACTION AS MEDIATING VARIABLE	
08.30 – 08.45	Wiwi Idawati STIE Indonesia, Jakarta "THE EFFECT OF WORK EXPERIENCE AND GENDER OF AUDIT JUDGMENT (Empirical Study at DKI Jakarta Public Accountant Firm)"	Suliyanto, Weni Novandari, Suwaryo Universitas Soedirman PROBLEM TREE ANALYSIS OF COCONUT SUGAR QUALITY TO PENETRATE INTERNATIONAL MARKET AND MODERN MARKET	Novrabella Clarashinta Pakasi Universitas Sam Ratulangi Manado THE EFFECTIVENESS OF THE MANAGEMENT OF THE PROCUREMENT OF GOODS OR SERVICES IN THE PROVINCIAL GOVERNMENT OF NORTH SULAWESI	
08.45 – 09.00	Kartika Damayanti Kautsar, Rini Ratnaningsih STIE Indonesia, Jakarta THE INFLUENCE OF INDEPENDENCE, EXPERIENCE, DUE PROFESSIONAL CARE, AND ACCOUNTABILITY OF THE QUALITY OF AUDIT (Empirical Study On Regional Public Accounting Firm In Central Jakarta and East Jakarta)	Stenly Jacobus Ferdinandus, Agustina Risambessy, Raja Bonan Dolok Sormin Pattimura University, Indonesia "STRATEGY FOR INCREASING ADDED VALUE BY SEAWEED PROCESSING AND MARKETING BUSINESS (A Case Study in West Maluku Tenggara-Indonesia)"	Tita Deitiana, Fhika Astali Pohan Trisakti School Of Management, Jakarta MANAGERIAL BEHAVIOR IN FINANCIAL PERFORMANCE ON DIVIDEND POLICY (Study on Sub Sector Tobacco, Food and Beverage listed on Indonesian Stock Exchange)	

SESSI 1: August 09th, 08.00 am – 09.30 am				
ROOM	MALAPARI	KERUTING	MAHOGANI	
09.00 – 09.15	M. Hasbi Saleh STIE Indonesia, Jakarta AUDIT OF NICKEL ORE PRODUCTION PT INTEGRA TECHNOLOGY NUSANTARA-A CASE STUDY	Sri Widayastuti, Bayu Retno W, Achsanul Qosasi University of Pancasila CONSUMER CONSIDERATION IN DECIDING THE PURCHASE OF SPECS SPORTS SHOES THROUGH BRAND IMAGE, PRODUCT DESIGN AND PRICE PERCEPTION	Agus Arijanto Mercu Buna University Jakarta THE IMPACT OF WORKING SATISFACTION FACTORS ON THE EMPLOYEE PERFORMANCE IN PT PETROLINDO SATRIAPUTRA JAKARTA	
09.15 – 09.30	Arief Wicaksono, Faris Faruqi, Gisela Sybil Beatrys STIE Indonesia, Jakarta THE INFLUENCE OF TIME BUDGET PRESSURE ON AUDIT QUALITY AND AUDITOR DYSFUNCTIONAL BEHAVIOR AS INTERVENING VARIABLE	Vita Briliana Trisakti School of Management "THE EFFECT OF BRAND LOVE ON BRAND TRUST, BRAND LOYALTY AND WORD OF MOUTH. (A CASE STUDY: GO-JEK (ONLINE TAXI MOTORBIKE) IN JAKARTA)"	Sulaefi Universitas Muhammadiyah Yogyakarta THE INFLUENCE OF COMPENSATION, ORGANIZATIONAL COMMITMENT AND CAREER PATH TO JOB PERFORMANCE EMPLOYEES	
09.30 – 10.00	Coffee Break @ Tentrem Ballroom			

**PARALLEL SESSION
4th ICBESS 2017**

SESSI 2: August 09th , 13.00 pm – 15.30 pm				
ROOM	MALAPARI	KERUING	MAHOGANI	
L.O (LIAISON OFFICER)	Rimi Gusliana Mais	Rini Ratnaningsih	Maya Mustika	
Moderator	Lies Zulfiati & Doddi Prastuti	Pristina Hermastuti & Kus Tri Andyarini	Wiwi Idawati & Melita Pragiwani	
HOURS/ RESEARCH AREA	Accounting, Finance & Banking	Management Human Resources & Public Sector Sector	Taxes and Sharia	
13.00 – 13.15	Yesica Delvia, Nico Alexander Trisakti School of Management THE EFFECT OF SIZE, FIRM AGE, GROWTH, AUDIT REPUTATION, OWNERSHIP AND FINANCIAL RATIO ON INTELLECTUAL CAPITAL DISCLOSURE	Nursanita STIE Indonesia, Jakarta BPKH GOOD GOVERNANCE SOLUTION HAJJ FUND AT MINISTRY OF RELIGIOUS REPUBLIC OF INDONESIA	Mohd Fuad Mohd Salleh, Astri Yulia Universiti Selangor ISLAMIC MANAGEMENT AND ITS ROLE IN DEVELOPING ORGANIZATIONAL ETHICS	
13.15 – 13.30	Muhammad Dahlan Universitas Padjajaran MODERATING EFFECT OF USEFULNESS MANAGEMENT ACCOUNTING SYSTEM ON THE RELATIONSHIP BETWEEN INNOVATION AND FIRM PERFORMANCE : EVIDENCE FROM BANDUNG DISTRICT, WEST JAVA, INDONESIA	I Nyoman Tantri Phala Custom ANALYSIS OF GOVERNMENT ACCOUNTABILITY PERFORMANCE ON SUPERVISION AND SERVICES OFFICE AT THE CUSTOMS OF MATARAM	Uun Sunarsih, Dahlifah STIE Indonesia, Jakarta THE EFFECT OF INDUSTRIAL TYPE, PROFITABILITY, AND PUBLIC SHAREHOLD ON ISLAMIC SOCIAL REPORTING DISCLOSURES (Empirical Study of Companies Listed in List of Syariah Securities Periode 2013-2016)	
13.30 – 13.45	Herri Sugandi, Irwanto Handojo Trisakti School of Management THE DETERMINANTS OF INTELLECTUAL CAPITAL DISCLOSURE	Karina Galuh Mentari, Akram, Thatok Asmony Mataram University THE INFLUENCE OF ADMINISTRATION OF REGIONAL-OWNED PROPERTY TOWARD QUALITY OF GOVERNMENT FINANCIAL REPORT OF WEST NUSA TENGGARA PROVINCE	Kus Tri Andyarini STIE Indonesia, Jakarta TAX ON COOPERATIVES IN INDONESIA	

SESSI 2: August 09th , 13.00 pm – 15.30 pm				
ROOM	MALAPARI	KERUTING	MAHOGANI	
13.45 – 14.00	Lia Eleonora, Wiwi Idawati MAKSI STIE Indonesia "THE EFFECT OF IMPLEMENTATION INTERNAL CONTROL SYSTEM AND FINANCIAL ACCOUNTABILITY TOWARDS QUALITY OF FINANCIAL STATEMENTS GOVERNMENT OF BEKASI CITY (Survey at regional work units (PD) Government of Bekasi City)"	Amri, Lilik Handajani, Hermanto Mataram University INTERPRETIF STUDIES ABOUT THE IMPLEMENTATION OF THE GREEN BANKING IN CREDIT LENDING AT BNI KCU MATARAM	Merliyana, Enung Siti Saodah, Tomy Prasetya STIE Indonesia, Jakarta "KNOWLEDGE AND AWARENESS OF THE PRIVATE PERSONS TAXPAYER COMPLIANCE RATE TAX PAYERS AT PERFORMING THE OBLIGATION OF TAXATION (Study Case : Tax Payers In Rawamangun Jakarta Timur)"	
14.00 – 14.15	Siti Almurni, Hendrawati STIE Indonesia, Jakarta EFFECT OF QUALITY OF FINANCIAL REPORTING TO ASIMETRY INFORMATION ON MANUFACTURING COMPANY IN BEI	Maruhun, Thatok Asmony, Lilik Handajani Mataram University VILLAGE FUND MANAGEMENT IN PERSPEKTIVE HABERMAS CRITICAL THEORY	Iren Meita, Zahrotul Hayati, Agus Munandar Teknologi dan Bisnis Kalbis THE EFFECT OF CURRENT AND DEFERRED TAX EXPENSE TO EARNINGS MANAGEMENT AT A MANUFACTURING COMPANY LISTED ON THE EXCHANGE INDONESIA SECURITIES FOR 2010-2014 PERIOD	
14.15 – 14.30	Eko Budi Santoso STIE Indonesia, Jakarta RISK OF STOCK PRICE RISK AND STOCK RETURN FROM SHARES THAT IS LISTED ON THE INDONESIA STOCK EXCHANGE	Rama Chandra, Sumitro, Ginanjar Syamsuar STIE INDONESIA, JAARTA LABOR ABSORPTION ON INDOONESIAN INDUSTRY SECTOR	Tiolina Evi Perbanas Institute DETERMINANTS OF REVALUATION ASSET	
14.30 – 14.45	Della Meilody, Deddy Marciano Universitas Surabaya INTERDEPENDENCY BETWEEN INTERNATIONALIZATION AND FIRMS' PERFORMANCE	A. Rina Herawati STIA LAN Jakarta DEVELOPMENT OF ECONOMIC, LEGAL, AND POLITICAL FRAMEWORK TO IMPROVE PUBLIC SERVICE QUALITY IN INDONESIA	Tiolina Evi Perbanas Institute ANALYSING THE ROLE OF ACCOUNT REPRESENTATIVE TOWARD THE OBEIDENCE OF TAX PAYERS	
14.45 – 15.00	Rifathi Syadzli, Muhamad Safiq STIE Indonesia, Jakarta ACCOUNTING CONSERVATISM, EARNING MANAGEMENT AFTER IFRS CONVERGENCE	Simon Sumanjoyo Hutagalung Universitas Lampung EVALUATION OF LOCAL GOVERNMENT INNOVATION PROGRAM (ANALYSIS OF FREE HEALTH SERVICE PROGRAM (P2KM) IN BANDAR LAMPUNG)	Muhammad Anhar STIE Indonesia, Jakarta THE PAST RISK AND RETURN AS THE SIGNALS OF THE FUTURE INDEX AND RETURN ON SHARIA STOCK IN INDONESIA	

SESSI 2: August 09th , 13.00 pm – 15.30 pm				
ROOM	MALAPARI	KERUTING	MAHOGANI	
15.00 – 15.15	Agatha Marwati, Indra Arifin Djashan Trisakti School of Management FACTORS THAT EFFECT THE STOCK RETURN OF MANUFACTURING COMPANIES AT THE INDONESIA STOCK EXCHANGE	Ahmad Muslim Al-Azhar University ANALYSIS OF INDONESIAN RICE PRICE TRANSMISSION AND IT'S IMPLICATIONS	Dian Surya Sampurna, Ridwan Maronrong STIE Indonesia, Jakarta "THE EFFECT OF THE COMMODITY PRICE ON SHARIAH STOCK MARKETS VOLATILITY IN DEVELOPED AND DEVELOPING COUNTRIES"	
15.15 – 15.30	Imam Subaweh, Sri Supadmini Gunadarma University EFFECT OF PROFITABILITY, LIQUIDITY, LEVERAGE, REPUTATION AUDITORS, FOREIGN OWNERSHIP, PUBLIC OWNERSHIP AND TO PUBLISH ACCOUNTING INFORMATION LISTING AGE ON USE OF THE WEBSITE	Yogi Suwarno STIA LAN, Jakarta POLICY INTEGRATION : POLICY-MAKING PERSPECTIVES AND INSTITUTIONAL CHALLENGES ON FORESTRY SECTOR IN INDONESIA	Sulistiyowati, R. Kananto STIE Indonesia, Jakarta "THE INFLUENCES OF TAX, BONUS MECHANISM, FOREIGNOWNERSHIP, LEVERAGE AND COMPANY SIZE THROUGH COMPANY DECISION ON TRANSFER PRICING (Empirical Study on Registered Manufacturing Company In Indonesia Stock Exchange Year 2012-2015)"	
15.30 – 14.45	Agatha Rinta Suhardi, Kiki Rizki Amalia Widyatama University IMPLEMENTATION OF QUALITY CONTROL IN WOMEN FOOTWEAR PRODUCTION PROCESS	Erna Lovita STIE Indonesia, Jakarta CAREER INTEREST AS AN ACCOUNTANT LECTURER WITH COMPENSATION AS A MODERATING VARIABLE	Subekti Singgih Hadi, Lina Noersanti STIE Indonesia, Jakarta ANALYSIS OF FINANCIAL PERFORMANCE OF STATE OWNED BANK AND PRIVATE BANK THAT GO PUBLIC	
15.45 – 16.00	Arief Wicaksono, Faris Faruqi STIE Indonesia, Jakarta "EFFECT OF PROFITABILITY, LIQUIDITY, AND SIZE OF COMPANY ON ACCEPTANCE OF AUDITOR'S GOING CONCERN OPINION"	Lailah Fujianti Pancasila University PROFESSIONALISM AND INSPECTORATE AUDITOR'S PERFORMANCE : AN ANALYSIS OF GENDER PERSPECTIVE	Muhammad Ikhsan STIE Indonesia, Jakarta THE EFFECT OF CAR, NPL, LDR, BOPO, TOTAL ASSET, BI RATE AND EXCHANGE RATE TOWARD ROA OF BANKS LISTED IN INDONESIA STOCK EXCHANGE DURING 2011- 2016	
16.00– 17.00	Go to Prambanan Temple & Gala Dinner			

PARALLEL SESSION
4th ICBESS 2017

SESSI 3: August 10th, 08.00 am – 09.30 am				
ROOM	KENARI	KERUING	MAHOGANI	MALAPARI
L.O (LIAISON OFFICER)	M. Ikhsan	Dahlifah	Ono Tarsono	Arief Wicaksono
Moderator	Yogi Suwarno	M. Hasbi	Dian Surya Sampurna	Christina Citra
HOURS/ RESEARCH AREA	Accounting & Finance	Social Sciences & Public Sector	SME'S	GCG & CSR
08.00 – 08.15	Suyanto Universitas Surabaya SPILLOVER EFFECTS OF FOREIGN DIRECT INVESTMENT ON DOMESTIC FIRMS: AGGREGATE AND DISAGGREGATE ANALYSIS	Yasrizal Teuku Umar University, Meulaboh, Indonesia THE OPPORTUNITIES TO HAVE OWN HOME IN BANDA ACEH CITY	Zaidar Zainuddin, Emiyarni M.Nur STIE Indonesia, Jakarta THE PATTERN OF COOPERATION BETWEEN THE NON-OIL EXPORTERS AND SMALL AND MEDIUM ENTERPRISES IN BUSINESS SHOES	Wenny Maulidina, Lies Zulfiati STIE Indonesia, Jakarta CORPORATE GOVERNANCE, TAX AVOIDANCE AND COST OF DEBT
08.15 – 08.30	Doddi Prastuti, Pristina Hermastuti Setianingrum STIE Indonesia, Jakarta COMPANIES' FINANCIAL PERFORMANCE AND MACROECONOMICS CONDITION, HOW THEY RELATE TO SHARE PRICE. CASE STUDY COMPANIES IN CONSUMPTION SECTOR IN IDX	Suparmono, Darsono, Jhony Sarungu, Guntur Riyanto Sebelas Maret Surakarta University DO DISTANCE OR TRAVELING TIME TO CENTRAL BUSINESS DISTRICT HAS EFFECT ON RESIDENTIAL LAND PRICE IN URBAN AREA?	Oscarius Yudhi Ari Wijaya, Wirawan ED Radianto Indonesian Academy of Secretary and Management (ASMI), Surabaya, Ciputra University, Surabaya PROJECT BASED LEARNING AND INNOVATION IN ENTREPRENEURSHIP EDUCATION	Jenny, Silvy Christina Trisakti School of Management DO FINANCIAL RATIOS, FIRM CHARACTERISTICS AND CORPORATE GOVERNANCE AFFECT FIRM PERFORMANCE?
08.30 – 08.45	R. Wedi Rusmawan Kusumah, Daniel T.H. Manurung University of Widaytama EFFECT OF AUDIT COMMITTEE CHARACTERISTICS AND BOARD OF DIRECTORS' COMPENSATION AGAINST RISK MANAGEMENT COMMITTEE EXISTENCE	Anggun Resdasari Prasetyo , Unika Prihatsanti, Ilka Zenita Ratnangsih Diponegoro University STRESS OR HAPPINESS? UNDERSTANDING EMOTION AT WORK ON FEMALE CORRECTIONAL OFFICERS IN JAVA, INDONESIA	Wawan Kurniawan, Teddy Siswanto, Ratna Shofiat, Hartini Trisakti University THE IMPLEMENTATION OF DESIGN THINKING METHOD ON 'HAPPY RAINBOW' START UP BUSINESS	Maya Mustika MAKSI STIE Indonesia THE EFFECT OF CORPORATE GOVERNANCE AND ASYMMETRY INFORMATION ON EARNING QUALITY IN MANUFACTURING COMPANIES FROM 2011-2015

SESSI 3: August 10th, 08.00 am – 09.30 am				
ROOM	KENARI	KERUJING	MAHOGANI	MALAPARI
08.45 – 09.00	Daniel T.H. Manurung, R. Wedi Rusmawan Kusumah University of Widaytama THE ROLE OF CORPORATE GOVERNANCE AND ENVIRONMENTAL COMMITTEES IN GREENHOUSE GAS DISCLOSURE	Nury Ariani Wulansari, Desti Ranihusna, Siti Ridloah, Whisnu Elianto Semarang State University, Indonesia INTERNATIONALIZATION OF HIGHER EDUCATION THROUGH THE ROLE OF CULTURAL INTELLIGENCE MANAGEMENT AMONG FOREIGN STUDENT	Sriyono, Sigit Hermawan, Sarwendah Biduri Universitas Muhammadiyah Sidoarjo INFLUENCE OF STRENGTHENING INSTITUTIONAL AND PRODUCTION SMEs BASED ON GREEN ECONOMY IT'S IMPACT ON PERFORMANCE	Musril Zahari STIE Indonesia, Jakarta PARTICIPATION OF MIGRANTS IN MINANGKABAU DEVELOPMENT
09.00 – 09.10	Mohammad Benny Alexandri, Meita Pragiwahi Padjajaran University, STIE Indonesia, Jakarta ANALYSIS OF MUTUAL FUND'S PERSISTENCE IN INDONESIA	Yusuf Maksudi, Ade Mulyati STIE Indonesia, Jakarta "THE ANALYSIS OF WELFARE LEVEL FAMILY DRIVER ONLINE OJEK IN JAKARTA"	Nur Endah Retno Wuryandari Mercubuana University "THE EFFECT OF TECHNOLOGY CAPABILITY, KNOWLEDGE CAPABILITY AND ENTREPRENEUR ORIENTATION ON SMEs SUSTAINABLE COMPETITIVE ADVANTAGE"	Erin Ratna Kustanti Diponegoro University ATTACHMENT AND BULLYING AMONG ADOLESCENTS IN SEMARANG, INDONESIA
09.10 – 09.20	Meita Pragiwani, Mohammad Benny Alexandri STIE Indonesia, Jakarta, Padjajaran University CAREER MANAGEMENT AND EMPLOYEE WORK PERFORMANCE : CASE INDEPARTMENT OF AGRICULTURE CIANJUR	Hamidah R. Susilatuln, Hilida Rifani STIA LAN MANAGEMENT OF CHILD-FRIENDLY INTEGRATED PUBLIC SPACE (RPTRA) AS A SPACE FOR CHILD DEVELOPMENT AND COMMUNITY INTERACTION (CASE STUDY IN RPTRA BAHARI, SOUTH JAKARTA ADMINISTRATIVE CITY)	Sri Ulfa Sentos, Ariusni, Alpon Satrianto University of Padang ENTREPRENEURIAL COMPETENCY DEVELOPMENT WITH TRAINING PROGRAM FOR ENTREPRENEUR SMALL SCALE INDUSTRY SANJAI CRACKERS IN BUKITTINGGI CITY	Nandang Mulyana, Hetty Krisnani, Risna Resnawaty Padjajaran University SOCIAL CAPITAL ON INDIGENOUS PEOPLE : THE COMMUNITY WAYS TO LIFE WITHIN GLOBAL CHANGING
09.20 – 09.30	Diana Supriati, R. Kananto, Asiva Kusriananda STIE Indonesia, Jakarta THE EFFECTS OF INTELLECTUAL DISCLOSURES CAPITAL, DEBT TO ASSETS RATIO, DEBT EQUITY RATIO, COMPANY SIZE AND ASSETS TURNOVER ON COMPANY PROFITABILITY (Empirical Study on Manufacturing Companies Listed on Indonesia Stock Exchange Period 2011 - 2015)	Nelli Novyarni, Imelda Aprileny STIE Indonesia, Jakarta EFFECT OF COMPETENCE AND INDEPENDENCE INTERNAL AUDITOR AND COMPETENCE HR THE QUALITY OF FINANCIAL REPORTING THE PROVINCIAL GOVERNMENT / MUNICIPAL GOVERNMENT DKI JAKARTA	Flourien Nurul Ch, Lies Zulfati STIE Indonesia, Jakarta ANALYSIS OF FACTORS INFLUENCING THE VALUE OF BANKING COMPANIES REGISTERED IN BEI	Ono Tarsono, Faris Faruqi STIE Indonesia, Jakarta INTELLECTUAL CAPITAL INFLUENCE ON FINANCIAL PERFORMANCE BANKING
09.30 – 09.45	Coffee break @Tentrem Ballroom			

PARALLEL SESSION
4th ICBESS 2017

SESSI 4: August 10th, 08.00 am – 09.30 am				
ROOM	KENARI	KERUTING	MAHOGANI	MALAPARI
LO (LIAISON OFFICER)	Jun Sunarsih	Faris Faruqi	Sulistiyowati	Lina Nursanti
Moderator	Anggun Rendasari	Flourien Ch	Sriyono	M. Safiq
HOURS/ RESEARCH AREA	Human Resource Management and Finance	GCG & CSR	Sharia	Human Resource Management
09.00 – 09.45	Fajar Sasongko Pancasila University THE IMPACT OF STRATEGIC MANAGEMENT PRACTICES ON FIRM PERFORMANCE (A STUDY OF INDONESIAN CONSTRUCTION COMPANY)	Salis Musta Ani Pancasila University CORPORATE GOVERNANCE AND ITS ROLE IN THE EFFECT OF ISLAMIC SOCIAL REPORTING (ISR) ON THE FIRM VALUE	Dahlifah , Uun Sunarsih STIE Indonesia, Jakarta THE EFFECT OF ISLAMIC FINANCIAL RATIO OF PROFITABILITY	Christina Catur Widayati, Titin Maryati Mercu Buana University EFFECT OF JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT ON TURNOVER INTENTION
10.00 – 10.15	Muhammad Nashar, Ryani Dhyan Parashakti, Hilda Sona Fauziah Mercubuana University EFFECT OF TRAINING AND JOB PERFORMANCE ON JOB SATISFACTION IN PT GARUDA INDONESIA TRAINING CENTER	Faris Faruqi STIE Indonesia, Jakarta CORPORATE SOCIAL RESPONSIBILITY AND FINANCIAL PERFORMANCE IN INDONESIA ISLAMIC BANK	Rimi Gusliana Mais STIE Indonesia, Jakarta BUILDING CONCEPT OF CORPORATE SOCIAL RESPONSIBILITY REPORTING THROUGH ISLAMIC PERSPECTIVE ON SHARIA BANK	Anna Partina, Mugi Harsono, Sri Humik Runing, Tulus Haryono Universitas Sebelas Maret THE ROLE OF PERCEIVED ORGANIZATIONAL SUPPORT IN THE RELATIONSHIP BETWEEN JOB INSECURITY AND ORGANIZATIONAL CITIZENSHIP BEHAVIOUR
10.15 – 10.30	Imron HR, Jusuf Hariyanto STIE Indonesia, Jakarta CAPITAL MARKET INTEGRATION OF ASEAN-5 STOCK MARKET	Rika Lidyah, Titin Hartini, Mismiwati UIN Raden Fatah Palembang VIOLATIONS OF FINANCIAL REGULATION, LEVERAGE AND FINANCIAL PERFORMANCE ON CORPORATE SOCIAL RESPONSIBILITY DISCLOSURE (STUDY ON NON-FINANCIAL COMPANIES LISTED IN INDONESIA STOCK EXCHANGE)	Dinnul Alfian Akbar UIN Raden Fatah Palembang INVESTIGATION OF INTELLECTUAL CAPITAL IMPACT AND FIRM SIZE TO ISLAMIC SOCIAL REPORTING WITH PROFITABILITY AS MEDIATION ON SHARIA BANKS IN INDONESIA	Fauzi Rachman, Wiwi Idawati MAKSI STIE, Jakarta "THE EFFECT OF COMPETENCE, MOTIVATION AND QUALITY ASSURANCE TOWARD THE AUDIT QUALITY (Study at The Auditors of The Directorate General of Customs And Excise)"

SESSI 4: August 10th, 08.00 am – 09.30 am				
ROOM	KENARI	KERUING	MAHOGANI	MALAPARI
10.30 – 10.45	Budi Frensidy, Irene Josephine, Ignatius Roni Setyawan Tarumanagara University PRICE FORMATION AROUND CUM DATE DIVIDEND ANNOUNCEMENT: EMPIRICAL EVIDENCE IN INDONESIAN STOCK EXCHANGE	Astrid Rudyanto, Ryan Rinaldi Senjaya Trisakti School of Management THE EFFECT OF INTERNAL AND EXTERNAL MECHANISM TO CORPORATE SOCIAL RESPONSIBILITY DISCLOSURE ,	Mismiwati UIN Raden Fatah Palembang BANK INTERNAL FACTORS AND PROFIT DISTRIBUTION MANAGEMENT OF SYARIAH BANKS IN INDONESIA	Lilik Trianah, Diah Pranitasari STIE Indonesia, Jakarta THE INFLUENCE OF PARENT'S PERCEPTION ON THEIR INTEREST TO SEND THEIR CHILDREN TO PAUD
10.45	END OF PARALEL SESSION			

PROBLEM TREE ANALYSIS OF COCONUT SUGAR QUALITY TO PENETRATE INTERNATIONAL MARKET AND MODERN MARKET

by:

Suliyanto, Weni Novandari, Suwaryo

Abstract

Indonesia is the largest coconut sugar producer in the world, but the welfare of coconut sugar makers is still low, one of the causes of the low welfare of coconut sugar makers is still the low quality of coconut sugar that they produce, so it unable to penetrate the international market and modern market, therefore need to do research to analyze the low quality of coconut sugar as a basis to improve the quality of coconut sugar. Respondents in this research are coconut sugar makers, and coconut sugar middlemen in Banyumas Regency. Data were collected using questionnaires, in-depth interviews, observation and Focus Group Discussion (FGD). Based on problem tree analysis, can be identified problem of low quality of coconut sugar caused by coconut sap quality problem, cooking problem, shaping problem and packing problem. Root of problem is still low awareness and knowledge of coconut sugar makers, its is due to lack of training and assistance for coconut sugar makers regularly and sustainably.

Keywords: *Coconut sugar, quality, problem tree analysis*

INTRODUCTION

Background

Indonesia is the largest producer of coconut sugar in the world with annual production capacity of 120,000 tons (Suliyanto, *et al.*, 2013). Coconut sugar is produced at the household level using simple technology (Purnomo, 2007). Coconut sugar has enormous potential to be developed in Indonesia because (Suliyanto, 2013): 1). The high demand for coconut sugar for both domestic and international markets, 2) the extent of coconut cultivation land in Indonesia as the source of raw coconut sugar, Indonesia which has the largest coconut area in the world that is 3.707 million ha, 3) the coconut sugar industry absorbs a lot of manpower, and 4) technology used in the low cost (low cost) coconut sugar industry and low technology so it is easy to develop in various regions and will have a wide impact on improving people's welfare.

Although Indonesia is the largest producer of coconut sugar in the world, coconut sugar industry in Indonesia is still facing various problems, namely production problems, financial problems, human resources problems and marketing problems (Suliyanto *et al.*, 2013). One of the problems of production in the coconut sugar industry is the low quality of coconut sugar, so that the resulting coconut sugar product can only be marketed in traditional market because it is unable to penetrate the international market and modern market. Coconut sugar marketed in traditional markets has lower profit margins compared to its profit margins that marketed in international markets and modern markets. The low profit margin of coconut sugar that marketed in the traditional market affects the low welfare of coconut sugar makers.

One of the efforts to improve the welfare of coconut sugar makers is by increasing the quality of coconut sugar. The quality of coconut sugar depends on the weather and the process of cooking the coconut sugar (Suliyanto dkk, 2012). To be able to formulate strategies to improve the quality of coconut sugar it is necessary to analyze the cause of the low quality of coconut sugar comprehensively from the tapping stage to the packaging stage.

RESEARCH METHOD

This research is a qualitative-descriptive research. The data was collected by observation method, in depth interview and Focus Group Discussion (FGD) among coconut sugar industry stakeholders such as coconut sugar makers, middlemen, and consumers. Focus Group Discussion (FGD) was conducted to compare the opinion of the results in depth interview and observation result to get the cause of low quality of coconut sugar.

Data obtained by observation, in depth interview and Focus Group Discussion (FGD) were then analyzed by using problem tree analysis. Problem tree analysis uses to analyze a problem by identifying causal relationships between problems and visualized in tree form (Silverman, 1994). Based on the problem tree analysis it will get the root of the problem to be solved.

RESULT AND DISCUSSION

Based on the observation, in depth interview and Focus Group Discussion (FGD), it can be solved the problem of low quality of coconut sugar as follows:

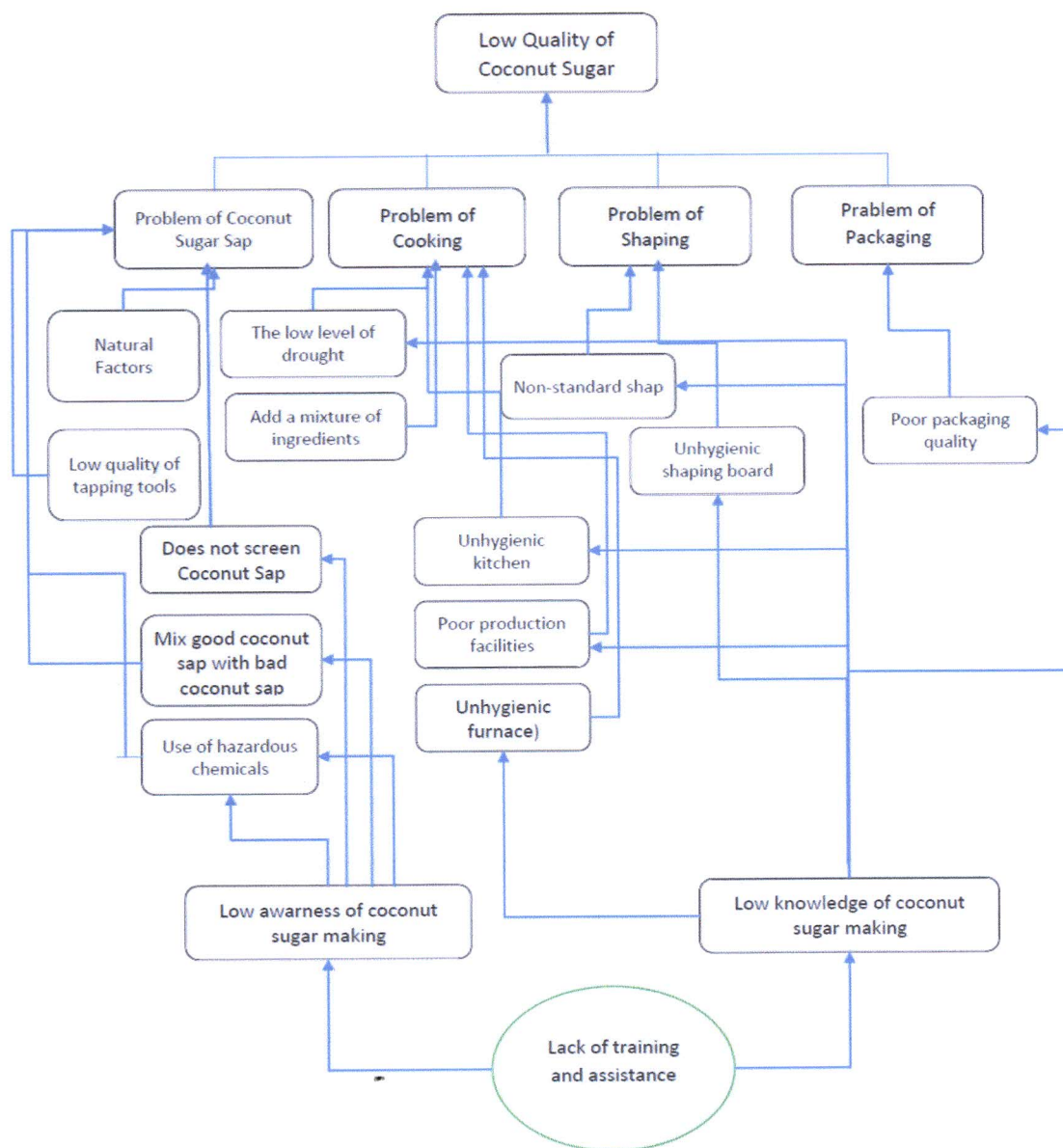


Figure 1: Tree Analysis Problem of Coconut Sugar Quality

Based on the problem tree analysis, can be explained the quality problems of coconut sugar as follows:

1. Problem of coconut sap (“nira”)

Some things that can affect the quality of coconut sap is as follows: a) natural factors. The quality of coconut sap in the dry season is generally better than the quality of

coconut sap in the rainy season, but the quantity of coconut sap in the dry season is generally less than the quantity of coconut sap in the rainy season.

b). Low quality of tools used, generally to accommodate coconut sap using tube of bamboo ("*pongkor*") which is difficult to clean, heavy and easily broken. d). The tappers often does not screen for the coconut sap that has been obtained or they has filtered but does not use a standard filter tool so that the waste content of the coconut sugar is still high, d). tappers also often mix good quality coconut sap with bad quality coconut sap with the aim of increasing the quantity of sugar but reducing the quality of sugar sugar. e). use of hazardous chemicals. During this time many tappers who use preservative of coconut sap ("*laru*") from harmful chemicals that is *sodium bisulfite* so that coconut sap obtained not stale and practical use, but this is very dangerous for consumer health.

2. Problem cooking

Cooking process is also very determine the quality of coconut sugar produced. Some problems in the cooking of coconut sugar that can reduce the quality of coconut sugar is: a). the low level of drought, this is because the coconut sugar is not perfect cooking process. With low levels of drought, coconut sugar becomes rapidly damaged when stored, b). coconut sugar makers also often add a mixture of ingredients to increase the weight of coconut sugar, some of the ingredients that are often mixed are cassava and tree chips. c). unhygienic kitchen, so much dirt that can contaminate the coconut sugar. Examples of unhygienic kitchens are kitchens adjacent to animal enclosures, d) poor production facilities, eg skillets made of easily peeled steel. e). an unhygienic furnace with fuel from wood or husk that produces a lot of ash so that it will increase ash content in coconut sugar.

3. Shaping problem

Some problems in the forming process that may affect the quality of coconut sugar are: a) the use of non-standard shap. International markets and modern markets require a standard measure of coconut sugar, while most of the molds used by coconut sugar makers are made of bamboo, wood molds and coconut shells of varying sizes. c) unhygienic shaping boards. During this time the coconut sugar makers use the bamboo

plank shaping boards or from wooden boards that are difficult to clean so as to cause molded sugar to be often dirty due to dust or other sticky corridors on the shaping boards.

4. Packaging Problem

In general, coconut sugar makers do not do the packaging well, so the coconut sugar is easily damaged when the storage and not attractive to be marketed in international markets and modern markets.

Problems on the quality of coconut sap, cooking problems, shaping problems and packaging problems are caused by the low awareness of coconut sugar makers on the importance of the quality of coconut sugar and the poor knowledge of coconut sugar makers on ways to produce quality coconut sugar. The low awareness of coconut sugar makers and low knowledge of coconut sugar makers is due to lack of training and assistance for coconut sugar makers to produce quality coconut sugar to penetrate international market and modern market.

CONCLUTIONS AND RECOMMENDATIONS

The low ability of coconut sugar makers to penetrate the international market and modern market is due to the low quality of coconut sugar, while the low quality of coconut sugar is due to the poor production process especially at the stage of tapping, cooking, shaping and packaging. Problems at the stage of tapping, cooking, shaping and packaging due to low awareness of coconut sugar makers and low knowledge of coconut sugar makers. The low awareness of coconut sugar makers and the low knowledge of coconut sugar makers is due to the lack of training and assistance for coconut sugar makers to produce quality sugar in accordance with international market quality standards and modern market quality standards.

To improve the quality of coconut sugar it is necessary to conduct training and assistance for coconut sugar makers in order to produce quality coconut sugar in accordance with international market standard quality standards and modern market quality standards regularly and sustainably

by involving local governments, universities, associations or groups of makers Coconut sugar, and non-governmental organizations (NGOs).

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