



# 1<sup>st</sup> i-CSH

International Conference Social and Humanity

**UK Petra  
Surabaya**

**03-05  
October  
2019**

#### KEYNOTE SPEAKERS

1. Prof. Ferry Jie, Ph.D (School of Business and Law Edith Cowan University in Western Australia)
2. Dr. Jenny Mochtar (Vice Rector, Petra Christian University, Indonesia)
3. Maizirwan Mel, Ph.D (International Islamic University, Malaysia)
4. Dr. Ribut Basuki (Head of Institute for Research & Community Service)

#### COMMITTEE

##### Conference Chairs

- Ribut Basuki (Petra Christian University, Indonesia)
- Zepplin Jiwa Husada Tarigan (Petra Christian University, Indonesia)
- Resmana Lim (Petra Christian University, Indonesia)

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- Sautma Ronni Basana (Petra Christian University, Indonesia)
- Ferry Jie (School of Business and Law Edith Cowan University, Western Australia)
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- John Francis Diaz Chung Yuan Christian University, Taiwan
- Dwi Setiawan (Petra Christian University, Indonesia)
- Kim Jungsun (Dongseo University, South Korea)
- Ido Prijana Hadi (Petra Christian University, Indonesia)
- Nik Adzrieman bin Adb. Rahman (Universiti Utara Malaysia, Malaysia)
- Augusto da Conceicao Soares (Institute of Business, Timor Leste)
- Liliek Soelistyo (Petra Christian University, Indonesia)
- Ronald Hasudungan Irianto Sitinjak (Petra Christian University, Indonesia)
- Daniel Budiana (Petra Christian University, Indonesia)
- Ritzky Karina MR Brahmana (Petra Christian University, Indonesia)
- Widjojo Suprpto (Petra Christian University, Indonesia)
- Mariana Ing Malelak (Petra Christian University, Indonesia)
- PPriska Febrinia Handojo (Petra Christian University, Indonesia)

##### International Scientific Committee

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- Prof. Olga Anne (Klaipeda University, Lithuania)
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- Prof. Praptiningsih Gamawati Adinurani (Merdeka University of Madiun, Indonesia)
- Prof. Christiantius Dwiatmadja (Satya Wacana Christian University, Indonesia)
- Ferry Jie (School of Business and Law Edith Cowan University, Western Australia)
- John Francis Diaz (Chung Yuan Christian University, Taiwan)
- Yahya Jani (Linnaeus University, Sweden)
- Zane Vincevica-Gaile (University Latvia, European Union)
- Siti Aisyah (Brawijaya University, Indonesia)
- Lelo Sintani (University of Palangkaraya, Indonesia)
- Teuku Rolli Ilhamsyah Putra (Syiah Kuala University, Indonesia)
- Marwan (University of Khairun, Indonesia)
- Benny Budiawan Tjandrasa (Maranatha Christian University, Indonesia)
- I Nyoman Sutapa (Petra Christian University, Indonesia)
- Nik Adzrieman bin Adb. Rahman (Universiti Utara Malaysia)
- Brian Hamilton-Tweedale (Sheffield Hallam University, England)
- Yohanes Sondang Kunto (Wageningen University and Research, Netherlands)
- Ridhotama Shanti D. Ottemoesoe (Bangor University, United Kingdom)
- Maria Praptiningsih (University of Aberdeen, Scotland)
- Augusto da Conceicao Soares (Institute of Business, Timor Leste)
- Firmanta Sebayang (Tama Jagakarsa University, Indonesia)
- Lukmandono (Adhi Tama Institut of Technology, Indonesia)

#### THE CONFERENCE WILL BE HELD IN:

Surabaya, Indonesia on 03-05 October 2019

Location : Petra Christian University Surabaya, Jalan Siwalankerto 121 - 131, Indonesia

Organized by : Institute for Research & Community Service, Petra Christian University



#### Tema:

**CREATIVE INDUSTRY IN ERA 4.0 FOR  
SOCIAL AND HUMANITY SUSTAINABILITY**

#### IMPORTANT DATES

Abstract Submission Deadline	: August 16 <sup>th</sup> , 2019
Acceptance Notification (Extended Abstract)	: August 16 <sup>th</sup> , 2019
Early Bird Registration	: Until - August, 31 <sup>st</sup> 2019
Regular Registration	: September, 1 <sup>st</sup> - 27 <sup>th</sup> 2019
Full Paper Submission Deadline	: August 30 <sup>th</sup> , 2019
Notification of Full Paper Decision	: August 23 <sup>rd</sup> , 2019
Conference Date	: October 3 <sup>rd</sup> - 5 <sup>th</sup> , 2019
Revised Full Paper Submission Deadline	: October 20 <sup>th</sup> , 2019
Submission Selected Paper to Publisher	: October 27 <sup>th</sup> , 2019

#### CONFERENCE TOPIC

HUMANITY	SOCIAL
- Human resources development	- English for business
- Human Resources management	- English for creative industry
- Human on information system	- Communication in media & business
- Human machine system	- Development studies for industry
- Human Behavior	- Local cultural
- Human and application system	- Strategic communication
- Human on economics system	- Political communication
- Human in marketing system	- Sustainability design

#### CONTACT PERSON:

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# PROCEEDINGS

## The 1<sup>st</sup> ICSH 2019

### International Conference on Social Sciences & Humanities

Surabaya, Indonesia  
03–05 October 2019



edp sciences

IRCS, Petra Christian University, Indonesia and  
SHS – Web of Conferences, EDP Sciences, France  
April, 2020

The Proceedings of 1<sup>st</sup> International Conference on Social Sciences and Humanities (ICSH) 2019 consists of 59 selected articles, amount 31 of them were the results of joint research by Indonesian and overseas scholars. In the collaboration research, 35 institutions were involved 12 of which were from abroad Indonesia. The overseas institutions are from Algeria, Australia, Estonia, Latvia, Lithuania, Malaysia, Nepal, Pakistan, Republic of China, Russia, Sweden, and Taiwan. Editing procedures were held by scholars from seven countries (Estonia, India, Indonesia, Latvia, Lithuania, Malaysia, and Sweden).

**Collaboration:**

IRCS-PCU, Surabaya, Indonesia and  
SHS-Web of Conferences, EDP Sciences, Paris, France

If you need a proceeding cover of the 1<sup>st</sup> ICHS 2019 above.  
Please email to the Contact Person below:  
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# Preface ICSH



It was a great pleasure and honor for us to have all of you in the 1<sup>st</sup> International Conference on Social Sciences and Humanities (ICSH) 2019. As we know, the conference was held on 03 to 05 October 2019 at Petra Christian University Surabaya, Indonesia, organized by Institute for Research & Community Service. We felt exceptionally blessed to get a good response from many participants who had such a great concern about the various and vast topics covering issues from creative industry to political communication.

The 1<sup>st</sup> International Conference on Social Sciences and Humanities (ICSH) 2019 was held successfully with four keynote speakers from different institutions. They are i). Ferry Jie Ph.D, *School of Business and Law Edith Cowan University in Western Australia*, ii). Dr. Jenny Mochtar, *Petra Christian University*, iii). Maizirwan Mel, Ph.D, *International Islamic University, Malaysia*, iv). Dr. Ribut Basuki, *Institute for Research & Community Service, Petra Christian University*.

The conference was carried out in three steps. The first step was the review of 94 incoming abstracts by scholars from national as well as international institutions. After the review, 82 abstracts were accepted for presentation by requiring the writers to send the full articles. The second step was the examination of the full articles by the Scientific Committee. From the examination, an amount of 65 articles were granted for presentation. The third step was the publication process. After a careful refereeing process on selected and accepted presentation, an amount of 59 articles were decided by Scientific and Editorial Board for publication.

From 59 selected articles, amount 31 of them were the results of joint research by Indonesian and overseas scholars. In the collaboration research, 35 institutions were involved 12 of which were from abroad Indonesia. The overseas institutions are from Algeria, Australia, Estonia, Latvia, Lithuania, Malaysia, Nepal, Pakistan, Republic of China, Russia, Sweden, and Taiwan. All articles have passed the publication requirements by Web of Conferences standard, reviewer's comments, and SI (*Système International d 'Unités*). The similarity test used *Turnitin* program (with the highest margin on 20 %), with 90 % of the references were strictly examined on 15 years at the oldest, reflected in Google, and editing procedures from scholars from seven countries (Estonia, India, Indonesia, Latvia, Lithuania, Malaysia, and Sweden).

From the articles, we may learn that the understanding of the increasing roles social sciences and humanities can help us predict what contributions we, as social sciences and humanities scholars, are able to give to the future of civilization. Therefore, in line with this, Institute of Research and Community Service, Petra Christian University is highly motivated to invite scholars to exchange ideas and experiences in the 2<sup>nd</sup> ICSH which will be held in the end of 2020 or, in case it is still impossible due to the Covid-19 pandemic, early 2021. We do hope that this conference will lead us to better thoughts and wider perspectives.

On behalf of Petra Christian University, Surabaya; I would like to thank our gratitude to the official committee, scientific & editorial boards, and organizing partners. Special thanks as well to RP Editage Services (Mr. Roy Hendroko Setyobudi and Mr. Rangga Kala Mahaswa) for trusting and supporting this conference. We would also like to thank the participants from various institutions for joining this conference and would encourage further research collaboration. Finally, we look forward to welcoming you in the next, the 2<sup>nd</sup> ICSH.

Thank you,  
April 12, 2020, Easter Day in Covid-19 Pandemy



**Assoc. Prof. Dr. Zeplin Jiwa Husada Tarigan, S.T, M.M.T.**  
**Conference Chair**

**Editor in Chief:** Roy Hendroko Setyobudi (Malang, IDN)

**Board of Editor:** Juris Burlakovs (Tartu, EST), Maizirwan Mel (Kuala Lumpur, MYS), Olga Anne (Klaipēda, LTU), Peeyush Soni (Kharagpur, IND), Rangga Kala Mahaswa (Yogyakarta, IDN), Yahya Jani (Kalmar, SWD), and Zane Vincēviča-Gaile (Riga, LVA).



## **The 1<sup>st</sup> ICSH 2019**

### **SCIENTIFIC & EDITORIAL BOARD**

- Augusto da Conceicao Soares, Institute of Busines, TLS.
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- Ferry Jie, Edith Cowan University in Western Australia, AUS.
- I Nyoman Sutapa, Petra Christian University, IDN.
- John Francis Diaz, Chung Yuan Christian University, TWN.
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- Karina Stankevica, University of Latvia, LVA.
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- Sautma Ronni Basana, Petra Christian University, IDN.
- Tsitsino Turkadze, Akaki Tsereteli State University, GEO.
- Yahya Jani, Linnaeus University, SWD.
- Yohanes Sondang Kunto, Wageningen University, NLD.
- Zane Vincēviča-Gaile, University of Latvia, LVA.



# Photos of the 1<sup>st</sup> ICHS 2019



The Venue of the 1<sup>st</sup> ICSH 2019  
Campus of Petra Christian University  
(PCU), Surabaya, Indonesia



Left: Zeplin Jiwa Husada Tarigan, Conference Chair  
Right: Maizirwan Mel, IIUM Malaysia, Keynote Speakers



Right: Roy Hendroko Setyobudi,  
Editor in Chief





Left: Dr. Jenny Mochtar, Vice Rector of PCU and Keynote Speakers of ICSH



Opening Ceremony of the 1<sup>st</sup> ICSH 2019



**Assoc. Prof. Ferry Jie, Ph.D, School of Business and Law, Edith Cowan University in Western Australia.  
In: "Supply Chain and Logistic Management: Future Research Opportunities"**



**Assoc. Prof. Dr Jenny Mochtar, PCU, Surabaya, Indonesia  
In: "Challenges in Quality Assurance: A Ten-Year Journey"**





**Assoc. Prof. Dr. Ir. Ts. Maizirwan Mel (MMSET, PII) - International Islam University Malaysia, In: "The Role and Importance of Knowledge Economy as Platform for Formation of Industry 4.0"**



**Assoc. Prof. Dr. Ribut Basuki, PCU, Surabaya, Indonesia. In: "The Use of Dramatic Theater in BIPA (*Bahasa Indonesia untuk Penutur Asing*) Classes".**





## The 1<sup>st</sup> ICSH's Participants







**The 1<sup>st</sup> ICSH's Parallel Session Activities**