

# CONFERENCE PROGRAM

JULY 29 & 30, 2021  
SURABAYA, INDONESIA

The 2<sup>nd</sup> International Conference  
on Social Sciences and Humanities  
(ICSH 2021)

**THE OPENING ADDRESS OF  
ICSH HEAD OF THE COMMITTEE  
PETRA CHRISTIAN UNIVERSITY**

Distinguished Guests, Ladies and Gentlemen,

It is a great pleasure and honor for me to welcome all of you to the International Conference on Social Sciences and Humanities (ICSH) 2019. We feel exceptionally blessed to get a good response from many participants who have such a great concern about the various and vast topics covering issues from creative industry to political communication.

As a new seminar, we realize that we are still trying to settle with the conference format. Our website is also still in the making, it is in need of more hands to make it more informative, interesting, and representative to the university's standing. This fact compels us to regroup and redesign ICSH as soon as this conference is over. Of course, we need to do this for the sake of both the academic and professional benefits.

The understanding of the increasing roles social sciences and humanities helps us predict what contributions we, as social sciences and humanities scholars, may 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 on these issues. I 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 keynote speakers and paper presenters for sharing their ideas. I would also like to thank other participants coming from various institutions to join this conference. I wish you a successful and fruitful conference.

Thank you.

ICSH Conference Chair

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## Publication

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Sumarno (Petra Christian University, Indonesia)

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# Instructions for Oral Presentations (Using zoom application)

- **Timing:** a maximum of 15 minutes total, including speaking time and discussion. Please make sure your presentation is well timed. Please keep in mind that the program is full and that the speaker after you would like their allocated time available to them.
- Attendees are expected to use device that meet requirement for using the zoom application, have a stable internet, or sufficient prepaid data package, so that the connection can run smoothly.
- Attendees who Will participate in the zoom are required to use an ID that states their full Name and affiliation (example: Natalia Sion\_PCU). Renaming feature can be enabled at any time of needed. Name that attends used in registration, Will be use on zoom and online survey too.
- This is webinar setup, only Panelist, (Speakers, moderators, and operators) are able to make audio-visual Communication. Attendees can only see and listen to the Panelist.
- Attendees are asked to attend all the webinar sessions solemnly and attentively.
- Attendees are allowed to ask questions related to webinar materials, or notify the committee if there are technical problems, by using the Q&A and Raise Hand Features on Zoom (Question Format: Name, Affiliation, Addressing Question, and The Question).
- Attendees are not allowed to write opinions or information that are offensive, racist, or immoral in nature.
- The committee has the full right to Block and Remove Attendees from Zoom Webinar who violate the rules previously mentioned.
- E-certificate Will be given to Attendees who have filled the attendance register and online survey provided by the committee.
- E-certificate can be downloaded via a link given after the participant / presenter fills out the survey or questionnaire.

# Conference Schedule

Day 1, Thursday, July 29, 2021	
08:45-09:00	<b>Registration + Preparation System</b>
<p style="text-align: center;"> <b>Link Zoom:</b>  <a href="https://us02web.zoom.us/j/89075575033?pwd=Zm5ZSXJmN3g1OVNDYktYNTdmYnB0Zz09">https://us02web.zoom.us/j/89075575033?pwd=Zm5ZSXJmN3g1OVNDYktYNTdmYnB0Zz09</a>            Meeting ID: 890 7557 5033            Passcode: ICSH2nd         </p>	
09:00-09:10	<b>Opening Prayer</b>
09:10-09:20	<b>Indonesia Raya and Petra Hymn</b>
09:20-09:40	<b>Opening Ceremony</b> Dr. Ido Prijana Hadi (Petra Christian University, Indonesia) Prof. Dr. Ir. Djwantoro Hardjito, M.Eng. (Chancellor/Rector of Petra Christian University)
<b>GROUP PHOTO WITH ZOOM ONLINE</b>	
09:50-10:20	<b>Speech 1</b> <i>Speech Title: Servant leadership for the new world of work</i> Prof. Sen Sendjaya, Ph.D. (Research Director at the Department of Management & Marketing, Swinburne University of Technology, Australia)
10:20-10:50	<b>Speech 2</b> <i>Speech Title: Digital leadership in the pandemic era: leading towards the individual and institutional wellness</i> Ricky Wang, Ed.D. (Dean of Faculty of Business and Economics, Petra Christian University, Indonesia)
10:50-11:20	<b>Speech 3</b> <i>Speech Title: Challenges in quality assurance: A ten-year journey</i> Assoc. Prof. Dr. Nik Adzrieman Abdul Rahman (Dean of Student Affairs and Alumni Universiti Utara Malaysia, Kuala Lumpur Campus, Malaysia)
11:20-12:20	QUESTION AND ANSWER SESSION
<b>Break (12.20 -13.00)</b>	
<b>Parallel Session I (13.00 -15.30)</b>	

13:00-15:30	<b>(Room 1 Zoom),</b> <a href="https://us02web.zoom.us/j/86907049628?pwd=QXQwSndJbDFTWDRSV3dhdk5lZTFaQT09">https://us02web.zoom.us/j/86907049628?pwd=QXQwSndJbDFTWDRSV3dhdk5lZTFaQT09</a> Meeting ID: 869 0704 9628 Passcode: parallel1 <b>Parallel Session 1 (Moderator: Serli Wijaya, Ph.D.)</b> Presentation Papers: ICSH-19, ICSH-26, ICSH-42, ICSH-45, ICSH-55, ICSH-57, ICSH-20, ICSH-34, ICSH-46, ICSH-47, ICSH-24, ICSH-17
13:00-15:30	<b>(Room 2 Zoom),</b> <a href="https://us02web.zoom.us/j/89729632930?pwd=dm5wbEVwZGQvWjhrdWIERFpCdWVldz09">https://us02web.zoom.us/j/89729632930?pwd=dm5wbEVwZGQvWjhrdWIERFpCdWVldz09</a> Meeting ID: 897 2963 2930 Passcode: parallel2 <b>Parallel Session 2 (Moderator: Ricky Wang, Ed.D.)</b> Presentation Papers: ICSH-04, ICSH-07, ICSH-06, ICSH-12, ICSH-13, ICSH-11, ICSH-18, ICSH-02, ICSH-31, ICSH-39, ICSH-41, ICSH-05
13:00-15:30	<b>(Room 3 Zoom),</b> <b>Link Zoom:</b> <a href="https://us02web.zoom.us/j/85259054121">https://us02web.zoom.us/j/85259054121</a> Meeting ID: 852 5905 4121 Passcode: parallel3 <b>Parallel Session 2 (Moderator: Assoc. Prof. Dr. Nik Adzrieman Abdul Rahman)</b> Presentation Papers: ICSH-08, ICSH-49, ICSH-03, ICSH-50, ICSH-22, ICSH-44, ICSH-33, ICSH-10, ICSH-43, ICSH-59, ICSH-48, ICSH-52

**Day 2, Friday, July 30, 2019**  
**Keynote Speeches**  
**Room: Q Amphitheatre**

<b>Link Zoom:</b> <a href="https://us02web.zoom.us/j/89075575033?pwd=Zm5ZSXJmN3g1OVNDYktYNTdmYnB0Zz09">https://us02web.zoom.us/j/89075575033?pwd=Zm5ZSXJmN3g1OVNDYktYNTdmYnB0Zz09</a> Meeting ID: 890 7557 5033 Passcode: ICSH2nd	
08:45-09:00	<b>Registration + Preparation System</b>
09:00-09:10	<b>Opening Prayer</b>
09:10-09:40	<b>Speech 4</b> <i>Speech Title: How to humanize tech-mediated teaching and learning</i> Dr. Willy A. Renandya (National Institute of Education, Nanyang Technological University, Singapore)
09:40-10:20	<b>Speech 5</b> <i>Speech Title: Literature in the digital age</i> Assoc. Prof. Angelia Poon (National Institute of Education, Nanyang Technological University, Singapore)

10:20-10:50	<p><b>Speech 6</b></p> <p><i><b>Speech Title: Improving student engagement and learning to develop the real-world competencies</b></i></p> <p>Prof. Dr. Samuel Gunawan (Faculty of Languages and Literature, Petra Christian University)</p>
<b>GROUP PHOTO WITH ZOOM ONLINE</b>	
11:00-11:30	QUESTION AND ANSWER SESSION
<b>Break (11.30 -13.00)</b>	
<b>Parallel Session II (13.00 -15.30)</b>	
13:00-15:30	<p><b>(Room 1 Zoom),</b>  <b>Link Zoom:</b>  <a href="https://us02web.zoom.us/j/86907049628?pwd=QXQwSndJbDFTWDRSV3dhdk5lZTFaQT09">https://us02web.zoom.us/j/86907049628?pwd=QXQwSndJbDFTWDRSV3dhdk5lZTFaQT09</a>  Meeting ID: 869 0704 9628  Passcode: parallel1  <b>Parallel Session 1 (Moderator: Herwindy Maria Tedjaatmadja, S.S., M.A-ELT)</b>  Presentation Papers: ICSH-61, ICSH-63, ICSH-62, ICSH-15, ICSH-60, ICSH-23, ICSH-58, ICSH-32</p>
13:00-15:30	<p><b>(Room 2 Zoom),</b>  <b>Link Zoom:</b>  <a href="https://us02web.zoom.us/j/89729632930?pwd=dm5wbEVwZGQvWjhrdWIERFpCdWVldz09">https://us02web.zoom.us/j/89729632930?pwd=dm5wbEVwZGQvWjhrdWIERFpCdWVldz09</a>  Meeting ID: 897 2963 2930  Passcode: parallel2  <b>Parallel Session 2 (Moderator: Dr. Julia Eka Rini, M.Pd. )</b>  Presentation Papers: ICSH-25, ICSH-35, ICSH-65, ICSH-36, ICSH-54, ICSH-56, ICSH-53, ICSH-14, ICSH-66</p>
13:00-15:30	<p><b>(Room 3 Zoom),</b>  <b>Link Zoom:</b>  <a href="https://us02web.zoom.us/j/85259054121">https://us02web.zoom.us/j/85259054121</a>  Meeting ID: 852 5905 4121  Passcode: parallel3  <b>Parallel Session 3 (Moderator: Henny Putri Saking Wijaya, S.S., M.A-ELT)</b>  Presentation Papers: ICSH-01, ICSH-30, ICSH-28, ICSH-21, ICSH-09, ICSH-40, ICSH-64, ICSH-37</p>



**Session Zoom 1 (July 29, 2021)**  
**Moderator: Serli Wijaya, PhD**  
**[Time: 13:00-16:00]**

<p style="text-align: center;"><b>ICSH-19</b> <b>13.00-13.15</b></p>	<p>Social Media Use and FOMO on Repurchase Intention among Millennial Cafe Goers</p> <p><b>Widjojo Suprpto and Fiollete Sandyego Dumalang</b></p> <p><b>Abstract.</b></p> <p>The objective of this study is to investigate the influence of FOMO (fear of missing out) among the millennial social media users on repurchase intention in cafes. The phenomenon of FOMO triggers the millennial generation to seek gathering places to hangout, and cafes offer such a place for them to meet to catch up with the latest news. Can social media use and FOMO affect repurchase intention among the millenials while visiting cafes? This study is using a quantitative research method. The data were collected from the population of millennial social media users. The number of samples was 110 respondents, and the data were obtained using questionnaires which were distributed among them. The returned questionnaires were processed and analyzed with PLS. The results revealed that social media use has a positive significant influence on repurchase intention. FOMO also has a positive significant influence on repurchase intention. Finally, FOMO acts as an intervening variable between social media use and repurchase intention in cafes.</p> <p>Keywords: Social media use, FOMO, repurchase intention</p>
<p style="text-align: center;"><b>ICSH-26</b> <b>13.15-13.30</b></p>	<p>The Influence of Market Orientation on Competitive Advantage through Innovation in Fashion Sector</p> <p><b>Ratih Indriyani and Michelle Felicia</b></p> <p><b>Abstract.</b> The success of a firm depends on its competitive advantage, market orientation and innovation so that it can sustain and excell the business process. Competitive advantage is a superior value in the firm that comes from the use of strategy so that the firm can be better than competitors. Firms that have a market orientation will understand the needs and desires of consumers to focus on their business activities. Innovation refers to new ideas, products, services and technologies, which are created through new production and sales methods. This study aims to determine the influence of market orientation on competitive advantage through innovation in the fashion industry for e-commerce users. The type of this research is an explanatory, and the research method is a quantitative method. The sampling technique was purposive sampling. Respondents in this study were 100 business owners who used e-commerce and were engaged in the fashion industry in Indonesia. The analysis technique used was PLS with the help of smartpls software. The results showed that market orientation has a significant influence on competitive advantage. Market orientation also has a significant influence on innovation. Finally, innovation has a significant effect on competitive advantage.</p> <p>Keywords: Market orientation, innovation, competitive advantage, fashion business</p>

<p><b>ICSH-42</b> <b>13.30-13.45</b></p>	<p>Capital structure, profitability and stock returns: Empirical analysis of Indonesian firms</p> <p><b>Phoebe Theodorus, Richard Tjipto Wirawan, and Mariana Ing Malelak</b></p> <p><b>Abstract.</b></p> <p>The objective of this paper is to identify the components that significantly impact capital structure, profitability, and stock returns and also the relationship between capital structure, profitability and stock returns. The endogenous variables included in this study are capital structure, profitability, and stock returns, whereas the exogenous variables included are growth opportunity, liquidity, firm size, tangibility, volatility, and uniqueness. This research uses the companies listed in the LQ45 index, specifically in period August 2020. There are 39 companies sampled in this study. Path analysis was used as the data analysis technique. The result from this research shows that the only variables that affect stock returns are profitability. Variables that affect capital structure are growth opportunity, whereas the other variables are not significant. Moreover, variables that affect profitability are growth opportunity, firm size, volatility and uniqueness. This research will broaden the scope of literature by providing novel empirical evidence in Indonesian firms listed in LQ45.</p> <p>Keywords: Capital structure, path analysis, pecking order theory, profitability, stock returns, trade-off theory</p>
<p><b>ICSH-45</b> <b>13.45-14.00</b></p>	<p>Do University Students in the Mollucas Region Have Entrepreneurial Intentions?</p> <p><b>Sesilya Kempa, Alvin Bilviary, and Jacobus Cliff Diky Rijoly</b></p> <p><b>Abstract.</b></p> <p>University students in the Moluccas, Indonesia, consider being a Civil Servant (Pegawai Negeri Sipil) as a promising profession that guarantees welfare and social status when compared to being an entrepreneur. This indicates the low entrepreneurial intention among university students. This study aims to determine their entrepreneurial intentions and entrepreneurial capacities. This research links attitudes towards entrepreneurship education and relational support with these two things to be tested. A total of 260 questionnaires were distributed to active university students in Mollucas who had passed the Entrepreneurship Course, but only 188 questionnaires could be processed further (with a response rate 72.3%). The collected data, then, were analyzed using the Partial Least Square method. The results of this study indicated that university students in the Mollucas region have entrepreneurial intentions, and their entrepreneurial capacity are influenced by the attitudes towards entrepreneurship education and the supports from their parents, extended family, and friends. On the other hand, the attitude of university students towards entrepreneurship education provided by the university so far can not increase university student's entrepreneurial intention. Therefore, this research encourages some entrepreneurial education remodelling that should be implemented by universities in the Mollucas.</p> <p>Keywords: Attitude, entrepreneurship education, relational support, entrepreneurial capacity, entrepreneurial intention.</p>

<p><b>ICSH-55</b> <b>14.00-14.15</b></p>	<p>The Influence of the Human-Machine Interface has an Impact on Operational Performance Through Agile Supply Chain</p> <p><b>Hotlan Siagian, Zeplin Jiwa Husada Tarigan</b></p> <p><b>Abstract</b></p> <p>Manufacturing companies continue to carry out activities by maximizing the role of the human-machine interface. Its role is to provide work effectiveness and efficiency, and the distance between employees at work will be safe and production utilities are well maintained. The human machine interface gives a great role to operators and supervisors in company operations, by optimizing the role of semi-automatic and fully automatic machines to monitor production results in real time. Questionnaires were distributed to 77 companies in East Java and 56 questionnaires were obtained which could be processed further. The processing results show that the Human-machine interface has an impact on the Agile Supply Chain. Human-machine interface has an impact on operational performance. Agile Supply Chain has an impact on operational performance. Human-machine interface has an impact on operational performance through Agile Supply Chain.</p> <p>Keywords: Human-machine interface, operational performance, Agile Supply Chain</p>
<p><b>ICSH-57</b> <b>14.15-14.30</b></p>	<p>Effect of Management Commitment to Supply Chain Integration and Green Hotel</p> <p><b>Sautma Ronni Basana and Fransisca Andreani</b></p> <p><b>Abstract</b></p> <p>Information technology has enabled customers to have more access and information to products or services they need faster and accurately resulting in an increase in demand of various products or services. This also enable customers to go from one place to another place around the world easily. The growth of global tourism is a major problem in hotel availability for a tourist destination and becomes an important issue in increasing the number of tourists in a country. Hotels need to implement internal integration and external integration in increasing green hotels. This study distributed 78 hotels in East Java and 67 questionnaires which could be further processed using PLS (Partial Least Square). The results of data processing show that management commitment has an effect on supply chain integration. Management commitment has an influence on supply chain integration. Supply chain integration gives influence to green hotels. Management commitment has an effect on green hotels through supply chain integration in hotels in East Java. This research contributes to the theory of green hotels, and the contribution of practice for hotels in implementing green hotels.</p> <p>Keywords: management commitment, supply chain integration, green hotel</p>

<p><b>ICSH-20 14.30-14.45</b></p>	<p>Technological Acceptance Model to Measure Trust among Millennials in Using Online Paid Errand Services (Jasa Titip)</p> <p><b>Widjojo Suprpto and Theodorus Wijaya</b></p> <p><b>Abstract.</b></p> <p>E-commerce has created a new business environment in which the sellers and the buyers do not necessarily meet in person to make business deals. This e-commerce also makes possible new services, such as paid errand to shop (jasa titip). Paid errand services are done by individuals who happen to travel to a certain place, mostly international destinations, and offer services to buy certain products or pick up goods from that place. This new business environment requires mutual trusts between sellers and buyers. Therefore, this study is investigating whether technological acceptance model (TAM) affects trust, and trust affects the intention to use the paid errand services among the millennials. As a quantitative research, data were collected by questionnaires that were distributed to 170 randomly selected respondents. Then, the data were processed and analyzed with PLS. The results showed that perceived risk has a positive significant impact on intention to use, perceived risk has also a positive significant impact on trust, and perceived usefulness has a positive significant impact on trust. However, perceived usefulness and trust have no significant impacts on intention to use the paid errand services.</p> <p>Keywords: e-commerce, TAM, trust, intention to use</p>
<p><b>ICSH-34 14.45-15.00</b></p>	<p>The Influence of Entrepreneurial Motivation and Family Support on Entrepreneurial Intention among the Millennials</p> <p><b>Ratih Indriyani and Fanny Chintia Purnomo</b></p> <p><b>Abstract.</b> The millennials need motivation and supports from family to manifest their entrepreneurial intention to become a real entrepreneur. The millennials now have taken their roles in the business world. This study is to examine the influence of entrepreneurial motivation and family supports on entrepreneurial intention among the millennials in Surabaya. This research is using the quantitative method, with the number of sample of 100 respondents from the population of millennials in Surabaya. The data collection was conducted by distributing questionnaires to respondents. Then, the data were processed and analyzed using multiple regressions with the help of SPSS. The results indicated that entrepreneurial motivation and family support have positive and significant influences on entrepreneurial intention among the millennials in Surabaya. Therefore, family is expected to support the millennials to become real entrepreneurs, and supports can be in terms of monetary and moral supports in order to motivate their intention to start their own business.</p> <p>Keywords: Entrepreneurial motivation, family support, entrepreneurial intention.</p>

<p><b>ICSH-46</b> <b>15.00-15.15</b></p>	<p>Value Determinants Associated with Luxury Fashion Consumption of Male Consumers</p> <p><b>Sesilya Kempa and Fereen Febriyana</b></p> <p>Abstract. Male consumers are very concerned about fashion lately, and they are even more considered than female consumers. Recently, luxury fashion has become a part of their shopping behaviour. This study aims to examine the value determinants of male consumers in shopping, namely the perception of social value, personal value, and functional value, which affect their intention to repurchase luxury fashion products. The method used in this research is a quantitative method and uses Partial Least Square as a data analysis technique. The number of samples in this study was 120 male consumers in Surabaya, Indonesia, who were selected by judgmental sampling technique. This study proved that perceived personal value and perceived functional value determine the tendency of male consumers to make repeat purchases. On the other hand, the social status associated with luxury fashion is only an added value. This study contributes to managerial decisions related to the luxury fashion company marketing strategy.</p> <p>Keywords: Social value, personal value, functional value, luxury fashion, repurchase intention</p>
<p><b>ICSH-47</b> <b>15:15-15:30</b></p>	<p>Consumer Attitude to Food Blogger Review on Instagram Platform</p> <p><b>Sesilya Kempa and Olyvia Mega</b></p> <p><b>Abstract.</b></p> <p>The presence of food bloggers is highly appreciated and liked by many people, especially culinary lovers and restaurants owners. In sharing culinary reviews, these food bloggers take advantage of various social media platforms. The results of a food blogger's reviews are significantly influential because most people search for information through social sites before purchasing. This study aims to see consumer attitudes towards food blogger reviews and the antecedents of these attitudes. In addition, this study also investigates the impact of these attitudes on consumers buying intentions on the Instagram platform. This study involved 100 Instagram social media users who knew and had visited food blogger Instagram accounts in the last five months. Data were collected using questionnaires with a Likert scale measurement, and data processing used a structural equation model approach. This finding of this study suggested that whenever consumers like what food bloggers review, there is a possibility that consumers consider purchasing the food product. The consumer's attitude toward this blog is influenced by the trust built by food bloggers and the quality of the information conveyed in their blogs. Those who feel the benefits also ultimately affect the attitude and purchase intentions of consumers.</p>

<p><b>ICSH-24</b> <b>15.30-15.45</b></p>	<p>Shopping Experience and Shopping Satisfaction among the Generation Z during the Covid-19 Pandemic</p> <p><b>Veronica Sandra and Widjojo Suprpto</b></p> <p><b>Abstract.</b></p> <p>The Covid-19 pandemic has changed the way customers shop their goods from the conventional to online stores. As a generation that grows up with smartphones in their hands, the Generation Z spends most of the shopping experience by browsing online stores. Yet, the pandemic has altered the shopping satisfaction of this generation, too. The aim of this study is to compare the shopping experience of the Generation Z during the Covid-19 pandemic to observe whether there is a shifting trend in shopping satisfaction both online and offline. This study is using a quantitative research method, so the data are collected by questionnaires distributed to 100 respondents from the population of the Generation Z. After testing the validity and reliability, the independent sample t-test is conducted to prove the hypotheses. The results shows that there is a significant different in shopping experience, shopping situation, and shopping satisfaction between shopping online and shopping offline during the pandemic among the Generation Z.</p> <p>Keywords: Generation Z, shopping experience, shopping situation, shopping enjoyment.</p>
<p><b>ICSH-17</b> <b>15:45-16:00</b></p>	<p>Building Consumer Trust: The Role of Online Return Policy Leniency</p> <p><b>Dhyah Harjanti, Noerchoidah, and Jove Enrico Diza</b></p> <p><b>Abstract.</b></p> <p>The rise of fraud in online marketplaces has caused many businesses to formulate the right strategy to gain consumer confidence in their businesses. One common business practice is implementing an online return policy leniency. This study is to examine the effect of online return policy leniency on online purchase decision, with consumer trust as a mediating variable. This quantitative research conducted a survey on 120 consumers of fashion products from various online stores. The collected data were processed with Smart PLS 3.2.9. The results showed that there is a positive significant influence of online return policy leniency on consumer trust. There is also a positive significant influence of online return policy leniency on online purchase decision. In addition, there is a positive significant influence of customer trust on online purchase decision. Finally, consumer trust is proven to act as a mediator in the relationship between online return policy leniency and online purchase decision.</p> <p>Keywords: Online return policy leniency, online purchase decision, consumer trust</p>

**Session Chair: Zoom 2 (July 29, 2021)**

**Moderator: Ricky Wang, Ed.D**

**|Time: 13:00-16:00|**

<b>ICSH-04 13.00-13.15</b>	<p>Dissatisfaction and Regret at Purchase of Residential Property in Indonesia</p> <p><b>Stacia Dwi Shenjaya and Njo Anastasia</b></p> <p><b>Abstract.</b></p> <p>Purchasing of residential property is a very important decision and has lasting consequences. The most intense and frequent negative emotions resulting from a residential purchase decision are dissatisfaction and regret. The purpose of this research is to explore deeper buyer's experiences according to the perceived risk when purchasing property and its effect on the post-purchase experience. The emergence of the Covid-19 pandemic has contributed to negative emotions in buyers due to uncertain conditions in the completion of various property developments, either delayed or stopped. Data collection was carried out with purposive sampling on residential property buyers throughout Indonesia by distributing questionnaires online and obtained 248 respondents. Data processing for latent variables using SEM-PLS 3.0. This study proves that the difficulty and irreversibility associated with residential property purchase decisions has a significant effect on perceived risk, except for variable of importance. Furthermore, perceived risk has a significant effect on dissatisfaction and regret in purchasing residential property with the mediating variable of risk taking behavior. The results of identification on experience and risk considerations from the perspective of the buyer will support the developer and property business player to develop a strategy for selling residential property properly so that they can anticipate dissatisfaction and regret in the buyer.</p>
<b>ICSH-07 13:15-13:30</b>	<p>Trust, Risk-taking Propensity and Travel Intention: a Case of Indonesian Tourists</p> <p><b>Fransisca Andreani, Foedjiawati, and Anastasia Njo</b> Graduate Program, Faculty of Letters, Petra Christian University, Indonesia</p> <p><b>Abstract.</b></p> <p>Traveling is an interesting activity to do to escape from daily routine activities and work. This activity also involves some risk. Before deciding to travel, generally tourists need to trust the destination, so that they can decide whether to take the risk with its consequences or not. This study is to investigate the relation among trust, risk-taking propensity and tourists' travel intention. Online questionnaires using google forms were distributed to 243 respondents traveling during pandemic Covid 19 and the new normal condition. Multivariate analysis was employed for data analysis with the help of SPSS and Partial Least Square (PLS). The results shows that trust has significant impact on risk-taking propensity; and risk-taking propensity has also significant impact on travel intention. Nevertheless, trust has insignificant impact on travel intention. Therefore, travel agents and tourist providers need to accommodate tourists with detailed information and activities to engage in the destination so that it enhances tourists to travel.</p> <p>Keywords: Trust, risk-taking propensity, travel intention</p>



<p><b>ICSH-06</b> <b>13:30-13:45</b></p>	<p><b>Job Burnout Among the Hotel Employees</b></p> <p><b>Dhyah Harjanti, and Agatha Charistianty</b></p> <p>Abstract. A successful company relies heavily on performance of each individual employee. Employee performance can be influenced by several factors, among others is job burnout. Job burnout is very common among employee in stresfull work environment working with high demand job, such as hotel employees. Hotels generally have to operate efficiently to provide continuous good quality services. Each individual employee is required to do multitasks quickly and skillfully, in order to operate effectively and efficiently. This study aims to analyze the effect of job burnout on employee performance with organizational citizenship behavior as the intervening variable among employees of two-star hotels in Surabaya. This study used a quantitative method with a survey of 120 employees who work in several two-star hotels in Surabaya. The purposive sampling technique is used and the data are collected by questionnaires, Then, the data are processed using partial least square. The results prove that job burnout has a significant negative effect on employee performance and organizational citizenship behavior. Meanwhile, organizational citizenship behavior has a significant positive effect on employee performance. Finally, organizational citizenship behavior indeed acts as an intervening variable between burnout jobs and employee performance.</p>
<p><b>ICSH-12</b> <b>13:45-14:00</b></p>	<p><b>Brand Monitoring for Dogecoin Cryptocurrency on Twitter</b></p> <p><b>Lady Joanne Tjahyana</b></p> <p>Abstract</p> <p>Dogecoin was started in 2013 as meme coins and considered as a joke. However, it has become a phenomenon when the price was risen to 800% in January 2021 and soared to 400% in April 2021. Despite the skyrocketed price in early 2021, many investors still did not take Dogecoin seriously because it did not have strong fundamental compared to other cryptocurrencies. Nevertheless, many believes that Dogecoin soaring price was influenced by strong Dogecoin community on Twitter and several tweets by Elon Musk. This objective of this research was to monitor Dogecoin cryptocurrency as a brand and to analyse its public sentiment on Twitter. Data was collected with Brand24 from 1 April - 14 May 2021 when several important events occurred. The method used in this research was social media analysis. The result of this research implies that Dogecoin gained more positive sentiment than negative sentiment. Also, the solid community, strong influence from top public profiles, and other top brands adoption of Dogecoin were the important factors that affect the sentiment.</p> <p>Keywords: Brand Monitoring, Cryptocurrency, Dogecoin, Twitter, Sentiment Analysis</p>



<p><b>ICSH-13</b> <b>14:00-14:15</b></p>	<p>Teachers' Attitudes in Pandemics Reflected on Their Writing Tones</p> <p><b>Henny Putri Saking Wijaya</b></p> <p><b>Abstract.</b> A sudden change in the classroom practice due to the emergence of COVID-19 a year ago has made teachers experience changes. The changes, when moving from offline to online classrooms, have forced them to adapt their teaching methods and strategies, as well as the nature of their courses. After a year of pandemic, teachers are expected to adjust themselves with the condition. How teachers deal with the changes in the classroom and their attitudes on the changes can be seen from the tones of their writings. The tones are reflected through the word choice. The positive tones show that teachers have embraced the changes while the negative ones show that they are still struggling to cope with the changes. This paper would analyze the writing tones of lecturers from different departments, sharing their classroom experiences, in order to see their attitudes on the classroom practices after one year of a pandemic.</p> <p>Keywords: writing tones, changes, classroom practices</p>
<p><b>ICSH-11</b> <b>14:15-14:30</b></p>	<p>Behavioral Intention to Use E-Wallet Among the Millennials Generation</p> <p><b>Dhyah Harjanti and Navalina</b></p> <p>. Abstract. E-wallet is a form of fintech (Finance Technology) that utilizes internet media as an alternative payment method. The rapid growth of various e-wallet usages has created different perceptions among e-wallet users which can affect the intention to use the apps. The purpose of this study is to analyze the effect of perceived usefulness, perceived ease of use, and perceived risk of e-wallet apps on behavioral intention to use through attitude toward using among the millennial in Surabaya. This quantitative research uses some questionnaires as a data collecting tool. The population in this study were e-wallet apps users, born in 1980-2000, with a total sample of 300 respondents. The data was analysed using Partial Least Square (PLS). The results of this study indicated that perceived ease of use has a positive and significant effect on attitude toward using and on perceived usefulness. Perceived usefulness has a positive and significant effect on attitude toward using, while perceived risk has a negative but significant effect on attitude toward using and on behavioral intention to use. Attitude toward using, perceived usefulness, and perceived ease of use have a positive and significant effect on behavioral intention to use.</p> <p>Keywords: Perceived usefulness, perceived ease of use, perceived risk, behavioral intention to use, attitude toward using</p>

<p><b>ICSH-18</b> <b>14:30-14:45</b></p>	<p>Maintaining customer loyalty for electronic home appliances stores during the pandemic</p> <p><b>Feren Carenina Nawa and Dhyah Harjanti</b></p> <p><b>Abstract.</b></p> <p>Increasingly tighter business competition requires business people to be more innovative in order to maintain their business sustainability. One of the important aspects in business is customer loyalty. To get customer loyalty, the company must meet customer needs as well as possible. During a pandemic, people must stay at home. As a result, there was a significant increase in the need for electronic home appliances. This study aims to determine the effect of price and service quality on customer satisfaction and customer loyalty. This study conducted online survey to 217 customers of electronic home appliances store. The collected data was processed using SmartPLS. The research results proved that price and service quality have a positive effect on customer satisfaction and customer loyalty.</p> <p>Keywords: Price, service quality, customer satisfaction, customer loyalty.</p>
<p><b>ICSH-02</b> <b>14:45-15:00</b></p>	<p>Teachers in Students' Point of View: Cognitive vs Affective Factors</p> <p><b>Julia Eka Rini</b></p> <p><b>Abstract:</b></p> <p>Teachers and teaching are more often associated with something cognitive than affective because teachers and teaching are often, if not always, associated with the transfer of knowledge rather than dealing with affect. Whether or not this popular opinion is true in the classroom, this research tried to see it from the students' voice. The research was conducted retrospectively with a purpose of seeing that the one remembered, either the cognitive or the affective, by the students is the most influential factor in the students' learning. For that purpose, the thirty second-semester students of English Department were asked to present what they remember of their teachers in their learning of English before they study in the university. They were also asked to describe in the presentation what they would do, if someday they become teachers. The second point will reinforce what the students remember (read: what they regard is more important) in a teacher's work. The analysis done was classifying the students' memory of their English teacher into two, cognitive and affective. The same classification was conducted with what they will do if someday they become teachers. The result shows that the affective aspect excels the cognitive in both the students' memory and their ideals.</p>

<p><b>ICSH-31</b> <b>15:00-15:15</b></p>	<p>Consumers' Dine-in Perceived Risk in New Normal: A Case of Restaurant Industry in East Java Indonesia</p> <p><b>Vido Iskandar, Endo Wijaya Kartika, Sienny Thio</b></p> <p><b>Abstract</b></p> <p>The outbreak of COVID-19 at the end of 2019 has hit various industries including restaurant business. People prefer to stay at home rather than dining out for meals. Risk of having meals outside has led to protective behaviors which explains the public response towards the pandemic threats. The perception of the food risk plays an important factor to drive consumers' purchase intention, particularly in a restaurant. This study aims to investigate the perceived risk of Indonesian using descriptive Statistics analysis with the representative of three big cities in East Java, namely Surabaya, Malang, and Jember. One-way ANOVA approach was also employed to test the differences of perceived risk among those major cities. A total sample of 567 has been collected to examine the food risk perception when consuming meals in a restaurant. The result of this study shows that consumers were most likely to perceive that the failure of implementing health protocol in a restaurant can be a major potential for Covid-19 transmission. Respondents believed that transmission could occur when restaurant owners do not take health protocols seriously. In addition, there is a significant difference among people of Surabaya, Malang, and Jember in their risk perception when eating out in a restaurant during the new normal. This study contributes to broaden the understanding of consumers' behavior when dining-out during a new normal era and help restaurant industry reclaim its customers.</p> <p>Keywords: Perceived risk, Covid-19, new normal, restaurant industry</p>
<p><b>ICSH-39</b> <b>15:15-15:30</b></p>	<p>Impact of Financial Socialization, Financial Literacy and Attitude Toward Money on Financial Well – Being</p> <p><b>Cristiant Viery Geraldy and Evelyn</b></p> <p><b>Abstract.</b></p> <p>This study aimed to examine the influence of Financial Socialization, Financial Literacy and Attitude Toward Money through Financial Well – Being. During the COVID-19 pandemic, this subject became more crucial to be studied. Restrictions on activities to prevent the transmission of coronavirus have a strong influence on society's socioeconomic elements. People are saving as a precautionary measure to face the COVID-19 epidemic. However, people are now seeing that the quantity of savings and investments has begun to decrease. Eventually, people all around the world noticed a shift in their financial well-being. Interestingly, the greatest fall in Financial Well – Being occurs among millennials, which is a productive age group. This research was conducted by distributing questionnaires to 115 millennial generation in Samarinda. The method of analysis used is Structural Equation Modeling – Partial Least Square (SEM-PLS). The results show that Financial Socialization, Financial Literacy and Attitude Toward Money have significant effect on Financial Well – Being. The results of this study provide insights for millennial generation and future studies for improving the Financial Well – Being. The result of the findings of this study will be beneficial to the millennial generation and other related parties in their efforts to focus on improving the millennial generation's Financial Well – Being.</p> <p>Keywords: Attitude toward money, financial literacy, financial socialization, financial well – being</p>

<p><b>ICSH-41</b> <b>15:30-15:45</b></p>	<p>Accountants' IT Competencies in Supporting Sustainability? Students' Perspective</p> <p><b>Hendri Kwistianus, Saarce Elsy Hatane</b></p> <p>Abstract. This study aims to look at the perceptions of accounting students in Indonesia on accountants' role in sustainability practices through information systems technology, as well as the IT competence of accountants' in the utilization of information systems. This study measures different perceptions of accounting students based on gender (male and female), year of study (junior and senior), and the type of university (public and private). The majority of accounting students agree with the importance of using information systems in sustainability practices. Differences in perceptions of accountants' responsibility in IT and accountants' competence in IT are found in the senior and junior student groups, as well as groups of students from public and private universities, while in the gender group there is no difference in perception. The result of this study can be useful for accounting education providers and teachers who play an important role in supporting students to understand what the practical implementation in accounting professions regarding their role in sustainability through the utilization of information system technology is.</p> <p>Keywords: Sustainability, information system technology, IT responsibilities, IT competencies, students' perception.</p>
<p><b>ICSH-05</b> <b>15:45-16:00</b></p>	<p>New-Normal Regulation, Design, and Location Influence on Surabaya Malls' QSR Visiting Intention</p> <p><b>Kevin Gunawan</b></p> <p><b>Abstract.</b></p> <p>The 'new-normal period' is a term for the post-Covid-19 pandemic period, where the government implements strict health regulations in public places such as malls, tourist attractions, and culinary areas to drive economic activities based on health procedures. This study aims to explore the effect of new-normal regulations, design attributes, and restaurant locations on the quick-service restaurant (QSR) visiting intention inside Surabaya City malls. The research sample was determined purposively on mall visitors in Surabaya from July to December 2020 and obtained 313 respondents. The data was collected by distributing questionnaires online and processed using SEM-PLS 3.0. The results showed that the new-normal regulation implementation significantly influenced the exterior design, interior design, and location of the QSR. Furthermore, the interior design and location influence the visiting intention, which is triggered by positive consumer perceptions towards the QSR hygiene within the new-normal period. Meanwhile, the visitor's attitude also had a significant effect on the QSR visiting intention, due to pandemic event stimulus that indirectly contributed to the formation of individual behaviors and actions. The contribution of this research particularly towards the new-normal regulations and restaurant design is very important to be considered by mall and restaurant managers, to reduce the Covid-19 virus transmission effectively while maintaining the safety and comfort of malls' visitors.</p>

### Session Zoom 3 (July 29, 2021)

**Moderator: Assoc. Prof. Dr. Nik Adzrieman Abdul Rahman**

**| Time: 13:00-16:00|**

<b>ICSH-08</b> <b>13:00-13:15</b>	<p>Communication Medium for Family Planning in Realizing Quality Families in East Java</p> <p><b>Ido Prijana Hadi, Desi Yoanita, and Titi Nur Vidyarini</b></p> <p><b>Abstract.</b> The Covid-19 pandemic globally has come to the attention of the Government of Indonesia, namely in dealing with problems that arise in terms of access and services for prosperous families, population, and family planning. Moreover, paying attention to the implications of a pandemic on the resilience and well-being of Indonesian families. This research was conducted to see the communication medium of the East Java Provincial Government in implementing the Strategic Plan of the National Population and Family Planning Board (BKKBN) in 2020-2024. This strategic plan has a vision of realizing quality family planning by maintaining a balanced population growth. Moreover, to support the achievement of a developed Indonesia that is sovereign, independent, and has a personality based on mutual cooperation. This research uses a constructionist paradigm according to a qualitative research approach with a case study method. Data collection used in-depth interviews with the Head of BKKBN for East Java Province and their staff, interviews with couples of reproductive age, observations, field notes, and document reviews. The results showed that the family planning communication medium through various media platforms, including online media (siapbahagia.com). Moreover, before couples of childbearing age marry, they already have information about all types of contraception, a two-child program so that the family is healthier, consequently more qualified. The implication of this study is that there is a need for a paradigm shift, where family planning, which previously had government affairs, was transferred to become the affair of every family.</p> <p>Keywords: Communication medium, family planning, media platforms</p>
<b>ICSH-49</b> <b>13:15-13:30</b>	<p>@aliskamugemash: Women Victims' Resistance towards The Muted Sexual Violence Issue in A Patriarchal Society</p> <p><b>Inez C. Hapsari and Billy K. Sarwono</b></p> <p><b>Abstract</b> In Indonesia, sexism and androcentric, as part of the patriarchal culture contribute to shaping a practice, which blames the sexual violence victim(s); forces them not to report the case to the authorities. As a result, the sexual violence issue is often muted and neglected to be discussed in the community. A distinct practice then initiated by @aliskamugemash, an anonym Instagram account that conducted a deanonimity (as well as delegitimization) doxing to reveal the wrongdoing of a sexual violence perpetrator, and provided a communication space for the women victims to reveal their experience anonymously. The social semiotic studies attempt to explore how the sub-dominant group, consisting of the women victims in this case challenge about the muted sexual violence issue; leading an example for women victim to use digital technology as a platform to speak up more firmly about men portion in sexual violence case.</p> <p>Keywords: Anonymity, doxing, muted group theory, social semiotic, and sexual violence</p>

<p><b>ICSH-03</b> <b>13:30-13:45</b></p>	<p>#RIPAurelVoice: The Woman, The Other</p> <p><b>Meilinda and Igak Satrya Wibawa</b></p> <p><b>Abstract</b></p> <p>Atta Halilintar and Aurel Hermansyah, an Indonesian rising young celebrity couple who come from celebrity dynasty, broadcasted their series of wedding ceremonies through national TV station and YouTube channel. It garnered great attention from the Indonesian audience and netizens. This article focuses on two contents related to their wedding and honeymoon preparations. The purpose of the study is to find out how the YouTube contents of the Aurel's Siraman ceremony in The Hermansyah 06 that belongs to the bride's family and Atta and Aurel's honeymoon preparations in Atta Halilintar's YouTube channel were designed efforts to instill the ideology of othering women using social media. This study uses non-participant observation method and applies multimodality by Lars Ellestrom in the perspective of philosophical concept of Relationality: I and The Other by Armada Riyanto. The study found that both contents promoted narratives that positioned Aurel's voice and body as the other. Furthermore, the usage of social media served as a powerful weapon that can mesmerize the audience and subtly hegemonize them.</p> <p>Keywords: women, the others, relationality, social media</p>
<p><b>ICSH-50</b> <b>13:45-14:00</b></p>	<p>Policy Communication on the Relation between the State and Labor Organization as an Oppositional Power in the Digital Era</p> <p><b>Gatut Priyowidodo</b></p> <p><b>Abstract:</b></p> <p>The fact that labor organization rejected the Omnibus Law showed that there was a state power, but it also showed that there was a communication problem about the message being delivered to the public. The resistant act proved that the state failed in making a socialization and communication with the workers. The labors' interest and rights were not fully accommodated. The research problem is focused on the relation pattern between the state and labor organization in policy communication framework. The next problem is about the aspects that influence the relation pattern between the state and labor organization in the digital-based democracy right now. The purpose of the research is to gain an understanding on the relation pattern between the state and labor organization and the aspects that influence that pattern in digital-based democracy. The research applies ethnography in the critical paradigm. The analysis is carried out in the perspective of policy communication, digital democracy, and political communication. This research found that the relation pattern between the state and labor organization or other groups with diverse interests shows that the latter relatively does not have a bargaining position against the state. The relation pattern is patron-client, putting the constitutional rights of the workers to express their opinion and to make an association on the normative proposition only. The next finding is that the relation construction between the state and the labor is influenced by strong economic interests when the workers' power is further fragmented in 4.0 digital-based industrialization. Individual interest becomes stronger, while the workers' solidarity weakens. The implication is labor organization as a representation of oppositional power also weakens.</p> <p>Keywords: ethnography study, policy communication, digital democracy, political communication.</p>



<p><b>ICSH-22</b> <b>14.00-14.15</b></p>	<p><b>Digitalizing Learning Among Rural Children: A Breakthrough</b></p> <p><b>Nura Meruda</b></p> <p><b>Abstract</b></p> <p>This paper highlights the dynamic teaching approach of teachers responding to the online sphere by utilizing short videos in enhancing rural children's engagements in the Era of New Normal. The widespread of COVID-19 pandemic worldwide and the lockdown measure put the physical teaching and usual interaction between teachers and students in a totally new dilemma. What worries most teachers is that with limited physical interactions during the Home-Based Schooling under the Movement Control Order (MCO), rural students have started to lose interest in school work. For teachers who teach in the rural, the challenge is doubled due to the internet connectivity issue and the lack of knowledge for the parents to facilitate this new learning process. This paper aims to present several discoveries for teachers to leverage short videos to reach out to rural children. The discussion is divided into four (4) stages. (1) Before Recording: The Selection of Contents, The Teaching Approach, and The Duration, (2) During Recording: The Skill of Speaking on Camera, Acknowledging Your Real Audience, and The Selection of Instructional Language, (3) After Recording: Editing Work, and Tool Selection; and (4) When Sharing the Video: Giving Orientation for Parents, and Empowering Parents as Mentors. Digitalizing learning in the context of this paper is the use of short videos to deliver and amplify the English Language Learning Standards and Contents to students in one particular rural school in Sarawak. Gratefully, the intervention has made our rural children gained their interest back.</p>
<p><b>ICSH-44</b> <b>14:15-14:30</b></p>	<p><b>The Role of Civil Society Organization (CSO) in Handling Covid-19 in Surabaya from the Perspective of Communication Phenomenography</b></p> <p><b>Gatut Priowidodo, Agusly Irawan Aritonang, and Desi Yoanita</b></p> <p>Greater Surabaya, which covers Surabaya city, Gresik and Sidoarjo, is the area which has the biggest number of people infected by Covid-19 virus in East Java. To prevent more people from being exposed to Covid-19, the government applied a large-scale social distancing (or PSBB in Indonesian) policy from April 28 to June 8, 2020. That policy indicated that the responsibility of handling the pandemic was not only on the task force initiated by the government, but it should involve all civil society forces in society. With this background, the research problem is concerned about what concrete roles and best practices regarding the collaboration between the government and Civil Society Organization (CSO) in handling Covid-19 in Surabaya city are. The purpose of this research is to gain an understanding about the role of CSO in handling Covid-19. The research methodology is applying the phenomenography within the constructivist/interpretative paradigm. The analysis is carried out qualitatively in the theoretical frameworks of the relation between the state and civil society, organizational communication, and policy communication. This research found people conceived Covid-19 as a shared problem. Therefore, all elements of society should take responsibility according to their capacity. Meanwhile the government conceived that Covid-19 pandemic was a multisector problem concerning health, social issues, economics that intersected to each other. That is why the municipal government initiated the establishment of Kampung Wani Jogo Suroboyo, literally translated Courageous Village in Taking Care of Surabaya (May 26, 2020) which showed that Surabaya inhabitants took part in handling the Covid-19 pandemic. This task force was established on the level of each neighborhood association (RT) and inhabitant association (RW).</p>

<p><b>ICSH-33</b> <b>14:30-14:45</b></p>	<p>Networking and Negotiation Skills in Online Participatory Culture In Adolescents</p> <p><b>Zahrotul Munawwaroh</b></p> <p><b>Abstract</b></p> <p>The era of media digital has brought many changes in people's behavior in communicating and forming a new culture, namely online participatory culture. The online participatory culture occurs throughout the internet -connected society, one of it is adolescents. More than half of the teen population in America has created media content and a third of these use the internet to distribute the content they create (Pew Internet &amp; American Life Projects, 2005). A participatory culture is supported by the presence of new interactive spaces where everyone can be a contributor. Creating content from various screens that help them develop digital skills and interaction, as well as significant changes from collaboration between digital technology, media convergence, and learning fluidity (Quintana, et al., 2020). According to an annual survey conducted by the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia in 2020 have reached 196.7 million, the majority of which are female users aged 10-19 years, and male users aged 20-24 years. Adolescents in Indonesia actively use social media to share creativity, find communities that suit them, and as a place to seek information. In this culture, Jenkins (2009) suggests adolescents should have networking and negotiation skills. This research conducted on high school adolescents aims to describe the implementation of adolescent s who have networking and negotiation skills in behaving in an online participatory culture, the advantages of adolescents who have these skills in accelerating digital learning, and the success achieved until produce best practice..</p>
<p><b>ICSH-10</b> <b>14:45-15:00</b></p>	<p>The effects of top management commitment on operational performance through the use of information technology and supply chain management practices</p> <p><b>Titi Nur Vidyarini, Ido Prijana Hadi, and Desi Yoanita</b></p> <p><b>Abstract.</b></p> <p>The family planning is important issue in Indonesia. The Indonesian government has continuous effort to establish Indonesian healthy families through numerous strategies and tactics over more than 40 years. In the rise of information and communication technology and borderless medium, the epicentre of family planning rest on the implementation of multi-mediated and direct communication. Strategic communication is used in determining specific targeted public, and the messages being conveyed. Advertising, digital media, community socialization, and local community centres have been used, by BKKBN (National Family Planning Coordinating Agency), to endorse the ideas of healthier family. Each communication tool is used as a different way of communicating, in this instance different source and messages to appeal the reader. This article used a qualitative thematic analysis, to understand how source of the message and the message appeal contributed on how the recipient perceived family planning topics. The findings conclude three things, 1) the importance of source credibility, 2) the persuasive message appeal, and 3) the suitable modes of communication in delivering the intended message.</p> <p>Keywords: family planning, health communication, strategic communication, digital media, thematic</p>



<p><b>ICSH-43</b> <b>15:00-15:15</b></p>	<p>Indonesian Media Freelancers and COVID-19 Pandemic: A Habitus Reflection</p> <p><b>Agusly Irawan Aritonang, and Jandy E Luik</b></p> <p>Abstract. Working as a media freelancer, both in digital and physical space, is well-known for its time flexibility and ‘freedom’ from a specific permanent arrangement. Consequently, job certainty is a routine struggle for freelancers, and creativity in both finding and maintaining their jobs is an asset. With the multi-sector impact of the COVID-19 pandemic in Indonesia, media freelancers face an even more complicated situation in dealing with this no-sure end date pandemic. Thus, this article aims to understand this changing situation faced by the media freelancers. This article relies on the qualitative data resulting from interviews with ten media freelancers, and utilizes Habitus by Bourdieu to analyze the findings. Interviews were conducted at the end of 2020 – commencing six months after the official pandemic break in Indonesia. The interviewees were asked how they reflect on freelancing as a flexible profession when dealing with the pandemic, and how they reflect this profession’s future. The results show that some media freelancers stated COVID-19 pandemic had a profound impact to those that require physical space as the arena for work processing and creativity, while media freelancers who do not require physical space as the arena for work could still carry out their profession although certain adjustments are still required. Moreover, the presence of digital media technology has a social impact on freelancers’ working practices during COVID-19 Pandemic. Given this changing routine and situation, this article discusses freelancers’ habitus.</p>
<p><b>ICSH-59</b> <b>15.15-15.30</b></p>	<p>Consultant competency impact on operational best practice through learning organization</p> <p><b>Pirmanta, Zeplin Jiwa Husada Tarigan, Sautma Ronni Basana</b></p> <p><b>Abstract:</b></p> <p>The increasingly fierce competition has forced management to find strategies to maintain and improve the company's competitiveness that other companies do not have. Technology can overcome the limitations of managers to manage their resources more quickly. The results of previous studies show that the technology and systems used by the company together with the help of consultant competency are able to provide learning organization and operational best practice. This study distributes questionnaires to 157 companies in the MM 2100 Industrial area and the data that is further processed is 65 companies with a response rate of 41.40%. The results of the study indicate that competency consultants have an influence on the learning organization. competency consultants have a direct influence on the operational best practices of manufacturing companies. Learning organization has an influence on the company's operational best practices. This research provides a practical contribution to how companies are able to obtain best practices in order to increase the company's competitiveness.</p> <p><b>Keywords:</b> Consultant competency, operational best practices, Learning organization</p>

<p><b>ICSH-48</b> <b>15:30-15:45</b></p>	<p>Presenting God through The Screen: The Mediatization of Religion in Pandemic Era</p> <p><b>Chory Angela Wijayanti</b></p> <p><b>Abstract</b></p> <p>Covid-19 that spread to Indonesia on March 2020, forced many churches to close their doors along with other public places. Amid the Covid-19 restriction, religious institution moved their services online to providing spiritual needs of the congregation. This is a big challenge for GKJW (Greja Kristen Jawi Wetan/East Java Christian Church), a territorial church with 173 congregations spread across towns and villages in East Java. By using institutional approach, the author tried to understand how media work as agents of religious changes, that known as the process of mediatization of religion. As the result, in this pandemic era, churches are required to create their own media communication channel, where the multimedia team is the agency. However, the church also has to accommodate the logic of the media in producing religious services, by satisfying the congregation's desires. In the end, online services are the inevitable part of the pandemic era, because the safety and the health of the congregation is of the utmost importance. From this mediatization process, GKJW shared their value as a congregational church, run by their congregation who stick and move together. It also manifested the church credo "Patunggilan Kang Nyawiji", where the congregation who already connected to God, also connected each other in Christian faith, and caring each other in daily life based on the word of God.</p> <p>Keywords: Mediatization. Religion. GKJW. Pandemic.</p>
<p><b>ICSH-52</b> <b>15:45-16:00</b></p>	<p>Media Exposure on Intention to Use Digital Financial Services: UTAUT Analysis</p> <p><b>Kinanthi Nareswari and Niken Febrina Ernungtyas</b></p> <p><b>Abstract</b></p> <p>Media exposure as communication is an open eye in facing a medium where exposure itself means opening your eyes or listening with your ears in facing a medium. Unified Theory of Acceptance and Use of Technology or UTAUT is a technology acceptance model that explains the important factors that influence the intention and behavior of acceptance and use of new technologies. Important factors in the Unified Theory of Acceptance and Use of Technology model include performance expectancy, effort expectancy, social influence, facilitating conditions, and behavioral intention. In accepting a new digital financial service technology, performance expectancy, effort expectancy, social influence, and facilitating conditions are related to the behavioral intention of the new technology. In addition, there is a difference between the group that was exposed to media exposure and not for performance expectancy and effort expectancy using the experimental method of posttest only control group design. The group that was exposed to media exposure gave a greater relationship between performance expectancy and effort expectancy on the behavioral intention of the new technology.</p> <p>Keywords: Media exposure, digital financial service, unified theory of acceptance and use of technology, behavioral intention.</p>

### Session Zoom 1 (July 30, 2021)

**Moderator: Herwindy Maria Tedjaatmadja, S.S., M.A-ELT**

**|Time: 13:00-15:45|**

<b>ICSH-61</b> <b>13:00-13:15</b>	<p>The Effect of Perceived Security and Perceived Usefulness on Behavioral Intention Through Trust on the Utilization of Digital Payment Application in the Era of Covid-19 Pandemic</p> <p><b>Hotlan Siagian and Aurelius Briant</b></p> <p><b>Abstract.</b></p> <p>In today's digital era and COVID-19 Pandemic, information technology is a prerequisite to continue people's lives and business process activities. This paper examines the effect of perceived security and perceived usefulness on behavioral intention through trust in the era of the COVID-19 Pandemic. The research has surveyed 260 students of the Faculty of business and economics of Petra Christian University Surabaya, Indonesia, during April and May 2021. Collected data were analyzed utilizing smartPLS software version 3.0. The result revealed that Perceived security and perceived usefulness directly affect behavioral intention. Perceived security and perceived usefulness directly influence the trust of the user. An interesting finding is that perceived security and perceived usefulness indirectly affect behavioral intention through trust. This study provides an insight for the programmer of the digital payment on how to enhance the behavioral intention of the digital payment application by improving the perceived security, perceived usefulness, and trust of the user. This paper extends the acceptance of the previous study to the population of young people in the university environment.</p>
<b>ICSH-63</b> <b>13:15-13:30</b>	<p>The Relation Of 7P Marketing Mix, Customer Satisfaction, And Repurchase Intention Case Study: The Chicken Slaughterhouse</p> <p><b>Billy Soemenap and Hartono Subagio</b></p> <p><b>Abstract.</b> Understanding the repurchase intention factor will help companies to determine the effective strategies to provide appropriate products or services. Effective company strategies will help companies to survive and even is growing in a competitive environment. Customer Satisfaction also has a significant effect on repurchase intention. One tool that can be used to understand the repurchase intention factor is a 7P marketing mix. One company that has never researched repurchase intention consumers. The company engaged in the chicken slaughterhouse (RPA) of chickens. This study aims to find out what factors are considered in repurchase intention in purchasing cocks and giving advice on marketing strategies that are suitable. Data collection results were analyzed using descriptive analysis and strategy canvas to provide recommendations for marketing strategies. The results of the marketing mix of 7P are good enough so that consumers or prospective customers want to do recurring purchase. However, consumer satisfaction still has a lower value. Some improvements are needed to surface customer satisfaction with applicative suggestions that had been given.</p> <p><b>Keywords:</b> Repurchase Intention, Customer Satisfaction, 7P Marketing Mix, Strategy Canvas</p>

<p><b>ICSH-62</b> <b>13:30-13:45</b></p>	<p>Factors Influencing the Process of Technology Acceptance Case Study PT. Aviasi Jaya Indonesia (AVTER)</p> <p><b>Kenny Andros Chiputra Tandean and Hartono Subagio</b></p> <p>Abstract. The technological developments force everyone or organization to move from conventional to digital business processes. In carrying out the business processes to digital conversion, individuals or organizations will consider several things like perceived usefulness and perceived ease to use. One application development company with the aim of digitalization of conventional business process is PT. Aviasi Jaya Indonesia with its products called AVTER. AVTER is digitizing the business processes in the cargo booking process in Indonesia. This study aims to find out what are the user (airlines and agents) point of view in accepting technology and provide advice on marketing strategies that are suitable for AVTER. Data collection results were analyzed using descriptive analysis and strategy canvas to provide recommendations for marketing strategies. In general, the perception of the Prospective User of AVTER shows good results. The order can be monitored easily and quickly, while the difficulty of solving problems is an important point for prospective users AVTER and has formulated applicative suggestions for AVTER.</p> <p>Keywords: Digitalization, Perceived Usefulness, Perceived Ease to Use, Strategy Canvas</p>
<p><b>ICSH-15</b> <b>13:45-14:00</b></p>	<p>The Influence of Travel Constraints and Trust to Travel Intention and Travel Motivation as the Variable Mediation</p> <p><b>Foedjiawati, Fransisca Andreani, and Njo Anastasia</b></p> <p><b>Abstract.</b></p> <p>The limitation of traveling refers to individual limitations; namely, interpersonal and intrapersonal constraints. However, faith shapes the traveler's confidence to travel. Furthermore, travelers need motivation as their push factor to appeal their interest in traveling. This study aims to explore the relationship between travel constraints and trust on travel intention and travel motivation as the mediating variable. The sample was determined by using purposive sampling on Indonesia's travelers who traveled during the Covid 19 pandemic, from March 2020 to February 2021. An online questionnaire was conducted to gather the data using SEM-PLS 3.0. Results indicated that the intrapersonal constraint had positive effects on travel intention and travel motivation. On the other hand, interpersonal constraints and trust did not affect travel intention nor travel motivation. Therefore, the research results imply a positive contribution to the collaborative development theories between Theory Planned Behavior and those related in tourism sector. Leaders in tourism business sectors could plan their marketing strategies in a fast-changing pace in the world; such as, the crises of Covid 19 pandemic to bring people's motivation out in order to be interested in traveling again although with several terms and conditions after the human mobility was curtailed.</p>

<p><b>ICSH-60</b> <b>14:00-14:15</b></p>	<p>Effect of Skills and Experience Manager Operations, Supply Chain Practice on Firm Performance Manufacturing Company</p> <p><b>Pirmanta, Zeplin Jiwa Husada Tarigan, Sautma Ronni Basana</b></p> <p><b>Abstract:</b></p> <p>Companies engaged in both service and manufacturing use integrated knowledge transfer to gain employee skills and expertise that can lead to best business operational practices every day. The expertise of the managers in the company as well as the experience they have are able to provide implementation of supply chain practices to improve firm performance. The distribution of questionnaires carried out at the MM 2100 company with respondents from managers up. The results of the questionnaire distribution obtained 62 respondents who were in that position. The research data processing was carried out using partial least squares. The results showed that the expertise and experience of the Operations Manager in the company had an effect on supply chain practice. the expertise and experience of the Operations Manager in the company on firm performance. Supply chain practices applied to the company have an impact on firm performance on an ongoing basis. The expertise and experience of the Operations Manager in the company provides firm performance with supply chain practice mediation. Contribution of research in enriching supply chain practice implementation.</p> <p>Keywords: Expertise, Experience, Supply chain Practice, firm performance.</p>
<p><b>ICSH-23</b> <b>14:15-14:30</b></p>	<p>The profile of millennial generation employee: We do have loyalty</p> <p><b>Dhyah Harjanti and Gabriella Natalia</b></p> <p><b>Abstract.</b></p> <p>With the growing dominance of the millennials in the work places, companies must understand that this generation has a different mindset, values, and views compared to previous generations. The shift in the workforce will also bring major changes to the mindset and culture of the company. One of these shifts is in understanding the employee loyalty. Companies need to understand the views of millennial employees on loyalty from the perspective of their demographic characteristics. This study aimed to conduct profiling of millennial employees in terms of demographics and employee loyalty. The study used a quantitative approach by distributing questionnaires to 201 millennial generation employees. The data were processed using crosstabulation to obtain the distribution of demographic characteristics in various indicators of employee loyalty. The results showed that there are several indicators of employee loyalty that stand out in certain demographic characteristics.</p> <p>Keywords: Demographic characteristic, employee loyalty, millennial employees</p>

<p><b>ICSH-58</b> <b>14:30-14:45</b></p>	<p>Effect of Supply Chain Practice on Hotel Performance Through the Green Supply Chain</p> <p><b>Sautma Ronni Basana, Fransisca Andreani, Widjojo Suprpto</b></p> <p><b>Abstract.</b></p> <p>Many people are aware to take care of global environment, so they demand companies in the world to conduct environmentally friendly business activities. The government also has responded the commotion by requiring companies to produce friendly and safe products or services to their customers. Hotel industries respond it by implementing the concept of green hotels. The purpose of this study is to examine whether Supply chain practice, green supply chain to hotel performance. Eighty-two (82) questionnaires were distributed, but only 72 questionnaires were valid, with a response rate of 87.80 %. SEM-PLS (Structural Equation Modelling Partial Least Square) was used to analyze the data. The results show that supply chain practice has a significant impact on green supply chain, supply chain practice has a significant impact hotel performance. Green supply chain has significant impact on firm performance directly. Supply chain practices have a significant impact on hotel performance through the green supply chain. Research contributes to supply chain theory that is able to improve company performance, and practically implements green supply chain as a hotel concern for the environment.</p> <p>Keywords: supply chain practice, green supply chain, hotel performance.</p>
<p><b>ICSH-32</b> <b>14:45-15:00</b></p>	<p>Football Fans' Street Art: Visual Veneration from Street to Instagram</p> <p><b>Obed Bima Wicanda and Liem Satya Limanta</b></p> <p><b>Abstract.</b></p> <p>Recently street art has become an important part of identity construction for a football club that is created by its fans. In some cities, street art that is related to the club coming from the city becomes the identity for the city. The graffiti of football fans that spreads throughout the corners of cities to identify a region has recently shifted into a mural media. In some cities that have a strong football club tradition in Indonesia, such as Jakarta, Surabaya, Bandung, Malang, Semarang, and Yogyakarta, the mural is dominated by images about their favorite club. If graffiti was dominant and almost unacceptable for the people in general some time ago, it has recently become a common view and has been accepted by more people and even by those who are not football fans. As if images about football clubs including their jargon sung by their fans were generally shared. This phenomenon cannot be separated from the shift of meaning that occurs from graffiti to mural. Graffiti is considered to represent "ngoko" (low-level) language that is often vulgar and egalitarian, while mural represents "krama" (high-level) language that is often refined and respecting the older people, in this case those who are not football fans. This article will observe mural created by football supporters called Bonek to describe how technology takes an important role in changing the stigma and in creating images that are more acceptable for the public besides concealing the hooligan images of fans, such as those in social media. The techniques of photos taking and their distribution influence how the street changes its tough image into an arena that venerates the visual.</p>



**Session Zoom 2 (July 30, 2021)**  
**Moderator: Dr. Julia Eka Rini, M.Pd.**  
**|Time: 13:00-15:30|**

<p style="text-align: center;"><b>ICSH-25</b> <b>13:00-13:15</b></p>	<p>Third Party Online Reseller Trust: a study of Balinese Snacks as Souvenir</p> <p><b>Danny Rayon Angelo and Widjojo Suprpto</b></p> <p><b>Abstract.</b></p> <p>Despite of physical distancing and mobility limitation, the Covid-19 pandemic opens new business opportunities as consumers shift their purchase behavior to online stores, and e-commerce flourishes. Many conventional retail businesses open online stores to reach directly to end users using various online platforms, such as social medias, marketplaces, and company websites. Besides, many new third party resellers offer well-known products to new end users. This situation often triggers potential online crimes, as both reseller and buyers only meet virtually. The aim of this study is to examine how online trust is built through reputation, structural assurance, and website quality. As a quantitative research, the data were collected by using questionnaires that were distributed to 100 randomly selected respondents from the population of buyers of Balinese well-known snacks. The data were processed and analyzed with multiple regression. The results showed that reputation, structural assurance, and website quality have significant impacts on online trust of the third-party resellers.</p> <p>Keywords: Third party reseller, online trust, reputation, structural assurance, website quality.</p>
<p style="text-align: center;"><b>ICSH-35</b> <b>13:15-13:30</b></p>	<p>The Effect of Self Efficacy and Market Orientation on Batik SME Performance in Indonesia</p> <p><b>Christopher Halim and Ratih Indriyani</b></p> <p><b>Abstract.</b></p> <p>Company performance is one of the factors that shows the effectiveness and efficiency of an organization or company in order to achieve its goals. The role of market orientation and entrepreneurial self-efficacy is very important for increasing the business performance. This study aims to determine the effect of self-efficacy and market orientation on company performance, especially the batik SME in Solo, Indonesia. The type of this research is a quantitative method. The sampling technique used in the study was purposive sampling. Respondents were 100 batik SME owners who had been running in business for at least one year. The data analysis technique was using multiple regression, which was processed by using SPSS. Hypothesis testing used the t test and F test. The results showed that self-efficacy and market orientation have significant effects on the company performance. Therefore, batik entrepreneurs need to pay more attention to the trend of consumer needs for batik products. Attentions to suppliers and distributors are also necessary to maintain business continuity.</p> <p>Keywords: Self efficacy, market orientation, company performance.</p>

<p><b>ICSH-65</b> <b>13:30-13:45</b></p>	<p>Rhetoric of Political communication in Indonesian 2019 Presidential Debate</p> <p><b>Samuel Gunawan, Liem Satya Limanta, Theophilus Joko Riyanto</b></p> <p><b>Abstract</b></p> <p>This study examines the rhetoric of political communication in Indonesian 2019 Presidential Debate between Joko Widodo versus Prabowo Subiyanto. As the incumbent president, Jokowi faced Prabowo as his challenger. This gave way to their respective political communications to influence the political environment. The modern concept of rhetorical theory (Hart, Daughton &amp; LaVally, 2018) was used to analyze how they constructed their lines of reasoning to win the support of their prospective voters. Despite showing better lines of thought than his challenger, Jokowi was still lacking in well-spelled out lines of arguments. Furthermore this study also examined the two candidates' political agenda by using the theory of campaign packaging as proposed by Medhurst in terms of agenda setting, framing, character construction, and emotional resonance. Unlike Prabowo, Jokowi was very much on the advantage based on his prior succesful first term of presidential office.</p> <p>Keywords: Rhetoric; Presidential Election Debate; political communication.</p>
<p><b>ICSH-36</b> <b>13:45-14:00</b></p>	<p>Increasing Employee Loyalty through Supportive Leadership and Employee Satisfaction</p> <p><b>Johanes Kevin and Ratih Indriyani</b></p> <p><b>Abstract.</b></p> <p>Human resource is an important aspect of a company. Many companies need employees who are competent and committed to achieving company goals and targets. The existence of loyal employees is also important, so many companies always try to retain the employees who are considered potential and able to help the company achieve its goals. The role of leaders in supporting their employees will increase job satisfaction among the employees, which in turn increases employee loyalty at work. This study aims to analyze the effect of supportive leadership on employee loyalty through employee satisfaction among the bank employees. The type of research used was a quantitative research, and the sampling technique was the purposive sampling technique. This research was conducted by distributing questionnaires through as many as 98 respondents. Data analysis was performed using PLS. The results showed that supportive leadership has a significant effect on employee loyalty. Meanwhile, supportive leadership also has a significant effect on employee satisfaction. Finally, employee satisfaction has a significant effect on employee loyalty. Supports from the leaders in the form of both financial and non-financial need to be improved so employee job satisfaction can increase and can bring an impact on employee job loyalty.</p>



<p><b>ICSH-54</b> <b>14:00-14:15</b></p>	<p>The Influence of Electronic Word of Mouth on Audience Satisfaction and Audience Loyalty Film in Social Media</p> <p><b>Ribut Basuki, Hotlan Siagian, and Zeplin Jiwa Husada Tarigan</b></p> <p><b>Abstract:</b></p> <p>The use of internet technology with social media as a form of customer engagement can empower film fans in Indonesia. The development of high-speed internet in Indonesia makes it easy for users to easily access movie trailers and distribute them on social media websites in the form of videos. Movie trailers can give consumers the opportunity to observe and watch films in a small way by forming a precise picture. The social media sites that are used actively adopt the right features and are shared with users to encourage and develop social interaction among users. This study obtained a questionnaire of 512 respondents using google form. The results of the study were obtained using Partial Least Square, namely, first, electronic of mouth had an impact on the satisfaction of film audiences. Second, electronic of mouth have an impact on the loyalty of film audiences. Third, audience satisfaction has an impact on the loyalty of film viewers on social media. The research contributes to the theory of consumer satisfaction, and the contribution of practice in building the loyalty of Indonesian film audiences.</p> <p>Keywords: electronic word of mouth, audience satisfaction, film audience loyalty, Social Media.</p>
<p><b>ICSH-56</b> <b>14:15-14:30</b></p>	<p>The Influence of the Technology Acceptance of the Social Media Model on Indonesian Film Consumer Engagement</p> <p><b>Ribut Basuki, Hotlan Siagian, Zeplin Jiwa Husada Tarigan</b></p> <p><b>Abstract</b></p> <p>Internet users are able to access and upload products in a short and pleasant time with Facebook, Twitter, Instagram, YouTube, line, whatsapp and others. The increase in the use of social media in accessing films by the public has a correlation with consumer engagement with economic growth on social media. Questionnaires were distributed to 512 social media user respondents by accessing films. Data processing used PLS (Partial Least Square) with a valid and reliable model test, and the resulting perceived ease of use had an impact on the perceived usefulness of the film. Perceived ease of use of social media is able to have an influence on behavioral intention. Perceived usefulness has an impact on Behavioral intention. The ease of use of social media is able to have an influence on the consumer engagement of films. Perceived usefulness has an impact on the consumer engagement of Indonesian films. Behavioral intention to use Has an impact on consumer engagement. This research contributes in theory to the implementation of TAM in film in social media.</p> <p>Keywords: Behavioral intention, Perceived usefulness, perceived ease of use, consumer engagement</p>

<p><b>ICSH-53</b> <b>14:30-14:45</b></p>	<p>Adaptation of Play to Film in Post-Reform Indonesia: Jamila Dan Sang Presiden</p> <p><b>Dwi Setiawan, Ribut Basuki, Liem Satya Limanta</b></p> <p><b>Abstract:</b></p> <p>This article, which is a part of ongoing research on literature-to-film adaptations in post-reform Indonesia, deals with the adaptation of a play entitled <i>Pelacur dan Sang Presiden</i> (2004) to a film <i>Jamila dan Sang Presiden</i> (2009). Between the years 1999 and 2020, there were in total 207 feature films adapted from literary works, only two of which were from (Indonesian) plays. <i>Jamila dan Sang Presiden</i> is the only play-to-film adaptation which we can fully access for the time being. In the analysis of this particular work, we deliberately focus our attention on the formal aspects of adaptation, which are growing less popular in Adaptation Studies yet so fundamental and crucial for understanding adaptation both as a process and product. From the analysis, we find that the adaptation seems to reinforce some basic truisms in medium-specificity discourses, particularly that each medium has its limitations and advantages. The different ‘languages’ of the two media determine the adaptation of the play to its film form, especially in terms of setting, plot, and characterization. While <i>Pelacur dan Sang Presiden</i> uses a ‘stage language’ in which sets are limited, <i>Jamila dan Sang Presiden</i> uses a ‘camera language’ by which scenes can be put in unlimited sets. The play uses dialogs for exposition, complication, climax, and denouement. The film, on the other hand, uses less dialogs and more visual language. The writer-director, who happens to be the same person, changes and adds to a considerable extent, thus reproducing what Geoffrey Wagner (1975) called a “commentary” (222-6).</p> <p>Keywords: adaptation, medium-specificity, post-reform Indonesia</p>
<p><b>ICSH-14</b> <b>14:45-15:00</b></p>	<p>Surabaya City Government in DI’s Way Daily: a text analysis</p> <p><b>Fanny Lesmana, Asthararianty</b></p> <p><b>Abstract.</b></p> <p>The DI’s Way was published during a pandemic under the command of Dahlan Iskan, a former owner of the Jawa Pos Daily and also a former minister during the administration of President Susilo Bambang Yudhoyono. Since its inception, DI’s Way has shown concern for the performance of the Surabaya city government, under the leadership of Tri Rismaharini as Mayor. News published by DI’s Way Daily covers public issues such as the provision of drinking water, local taxes, and the handling of the Covid-19 pandemic. As a daily, DI’s Way uses hard news as a pattern of reporting. This study examines the meaning presented by the headline in DI’s Way Daily in one month of its publication, from July 4 to August 4, 2020, using Teun van Dijk’s discourse analysis method. This method ignores observations of the production process because this can be attributed to the presence of media owners. The results showed that DI’s Way Daily showed a balance in carrying out the social control function on news related to the performance of the Surabaya city government, especially in the context of performance for the public issues. However, several reports that were directly related to Tri Rismaharini showed negative sentiment.</p> <p>Keywords: Surabaya City Government’s, public issues, Daily, News, Van Dijk analysis</p>

<p><b>ICSH-66</b> <b>15:00-15:15</b></p>	<p>Determining Emergency Fund Ownership among the Millennial during the Era of Industry 4.0</p> <p><b>Nanik Linawati and Lilyanni Jie</b></p> <p>Abstract.</p> <p>This study is examining the influence of demographic factors and financial literacy on emergency fund ownership among the Indonesian millennials in the era of the industry 4.0. An emergency fund is needed in order to be able to survive in an emergency situation, so that normal life can resume. Since this is a quantitative research, the data were collected by using questionnaires from the millennial population. For this study, the number of samples was 401 Indonesian respondents. The data analysis technique was the binary logistic regression. The results showed that demographic factors and financial literacy have significant influences on emergency fund ownership among the Indonesian millennials during the industrial 4.0 era. Age has a significant influence on the ownership of emergency funds. The more mature the millennial, the more they will tend to try to have an emergency fund. Education has a significant influence on the ownership of emergency funds. The higher in education the millennial, the greater the opportunity to have an emergency fund. Income has a significant influence on the ownership of emergency funds. The greater a person's income, the tendency to allocate emergency funds will be greater.</p> <p>Keywords : emergency fund, demographic factors, financial literacy</p>
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**Session Zoom 3 (July 30, 2021)**  
**Moderator: Henny Putri Saking Wijaya, S.S., M.A-ELT**  
**[Time: 13:30-15:30]**

<p style="text-align: center;"><b>ICSH-01</b> <b>13:00-13:15</b></p>	<p>Women Construction in the Representation of Nationalism in Three Indonesian Border Films</p> <p><b>Liem Satya Limanta</b></p> <p><b>Abstract.</b></p> <p>his paper discusses how women are constructed in the representation of nationalism in three Indonesian border films. The three films, Tanah Air Beta (2010), Batas (2011), and Tanah Surga... Katanya (2012) were analysed with a qualitative method applying the main concepts of nation, nationalism, national identity and making use of formal and narrative elements of film. The problems to be discussed cover the questions on the construction of women in nationalism issues in three Indonesian border films. The purpose of this research is to analyse the expansion of women's roles in relation to the representation of nationalism. This research found that the construction of women in representing nationalism in Indonesian border films was carried out through women's agency as single mothers and teachers. The construction shows that women play a very important role in instilling the pride of being Indonesians and sharpening the sense of nationalism in daily life.</p> <p>Keywords: women's agency, border films, national identity, women construction, nationalism</p>
<p style="text-align: center;"><b>ICSH-30</b> <b>13:15-13:30</b></p>	<p>Youtube as digital platform to enhance Indonesia's destination image among young travelers</p> <p><b>Angelina Alice Laurance, Serli Wijaya S.E., Sienny Thio</b></p> <p><b>Abstract:</b></p> <p>YouTube is the most popular video-sharing platform widely used by Indonesian young people. YouTube is now growing to become one of the most influential digital media for promoting tourism destinations. Most Indonesian young travelers watch YouTube as an information source before traveling to a destination. Given such a phenomenon, the purpose of this study is to examine the direct effects of YouTuber's credibility on the information quality and the destination image of Indonesia. Three YouTube channels whose content is about traveling around Indonesia and whose subscribers are above 500,000 were selected as the objects of this study. These channels include Kevin Hendrawan with the Ekspedisi Segaris videos, Ric Snt with the Keliling Indonesia Gratis content, and Malesbanget.com with Jalan2Men. An online survey was completed to 198 YouTube subscribers who had watched the examined YouTube channels' content. The PLS-SEM technique was applied to test the research model. The results showed that YouTuber's credibility had a positive and significant effect on the quality of information delivered on their content and Indonesia's destination image held in respondents' minds. Moreover, the information quality appeared to be a significant mediating variable for how the source credibility affects destination image.</p>

<p><b>ICSH-28</b> <b>13:30-13:45</b></p>	<p>The Changing Culture of Media Consumption in Digital Era</p> <p><b>Juan Malik Frederick Turpyn and Muchammad Nasucha</b></p> <p><b>Abstract.</b> Media consumption in the digital era now changed, the existence of new media change the way message consumption from the conventional media now changed into internet-based media. Some previous research has shown that these media changes have an impact on the production and consumption process of the communication. It also changes the way people to understand messages and know the information process from the media that distributed to the public. The process of receiving messages and media content changes culture of people to more flexible and consumptive in understanding what their needs. This research question is how media consumption culture changes in the digital age?. Using conceptual models of dependency theory it was found that this culture has a variety of processes, elements and character that correlate to media that exists in the public. This research uses descriptive qualitative methods with primary and secondary data collection. Culture and change is certainly still closely related to the information that wants to be conveyed to the audience. And it is concluded that the culture in this digital era related to media consumption by the public, there is a significant difference compared to media consumption in the previous era. The consumption of this information fundamentally important part of other changes at the individual, organizational, public, mass, and global levels where there are no longer significant limits on space and time. Although furthermore, two potentials appear as many have been alluded to by writers and researchers who focus on technology and futurology.</p> <p>Keywords: Culture, Digital Age, Media Consumption, Public.</p>
<p><b>ICSH-21</b> <b>13:45-14:00</b></p>	<p>Effects of Sensory Integration Approach on Distinguishing Letters among Emergent Readers</p> <p><b>Lily Eka Sari, Lies Budyana, and Cristin Cahyaning Rahayu</b></p> <p><b>Abstract</b> The objective of this research is to determine the effect of sensory integration approach on Kindergarten students' emerging reading abilities. This study adopts a quasi-experimental design with the total sample of 30 Kindergarten students. Students in the first group learn through auditory-visual teaching approach; whereas, students in the second group learn early reading skills using sensory integration medias and teaching manipulatives. The study involves students' parents and teachers due to the COVID-19 pandemic. The results reveal that there are significant disparity in the average scores of early reading performance and letter-recognition accuracy between the groups. The discrepancy is shown particularly in distinguishing letters with mirroring effects such as b and d.</p> <p>Keywords: Early emergent readers, Distinguishing Letters, Sensory integration approach.</p>

<p><b>ICSH-09</b> <b>14:00-14:15</b></p>	<p>Pre-Marital Communication regarding Family Planning</p> <p><b>Desi Yoanita, Titi Nur Vidyarini, and Ido Prijana Hadi</b></p> <p><b>Abstract.</b></p> <p>Every newlywed will generally plan how many children they expected and when they would have children. However, things don't always go as planned. Physical, psychological, and economic conditions are factors that determine when a couple will have children and how many. This kind of situation can lead to critical conflict, especially if the couple doesn't have sufficient provisions to plan their family. At the end of 2020, the Ministry of Religion said that the divorce rate in Indonesia reached a quarter of the number of couples who got married in that year. One of the causes is the lack of knowledge and preparation of a married couple to have children. Carter &amp; Mc. Goldrick (2005) states that the life stage changing from single to married could become stressor if there is no good communication between partners during the transition period. Through the focus group discussion method, this study aims to determine how married couples conduct pre-marital communication regarding their plans to have children. The target of this research is married couples whose marriage is less than five years. The first five years of marriage are a period when a married couple is still adapting to the new cycle of the household and trying to have children. The results showed the topics they discussed before marriage, how they got information regarding family planning, and the parties they expected to be involved in their marriage preparation.</p> <p>Keywords: family communication, family planning, premarital communication</p>
<p><b>ICSH-40</b> <b>14.15-14.30</b></p>	<p>Impression Management in Prabowo Subianto's Political Communications in the 2019 Presidential Election</p> <p><b>Dinda Fajria</b></p> <p><b>Abstract.</b></p> <p>This study seeks to describe the impression management strategy used by Prabowo Subianto in the 2019 Election. Impression Management is a strategy in political communication, to be able to gain sympathy and voice from the community. In the 2019 Election, Prabowo Subianto who ran as a presidential candidate also used the impression management strategy. The impression management strategy, according to Jones &amp; Pittman (1982) consists of Ingratiation, intimidation, self-promotion, exemplification and supplication. Prabowo's impression strategy included impressing himself as a defender of scholars and representations of Muslims and being close to the public (ingratiation), and imagining himself as a clean figure with a light blue and cream shirt symbol, willing to sacrifice for others (exemplification), as well as a figure who is firm and tough and competent (self-promotion). The impression management strategy that Prabowo Subianto did not do in the 2019 Election is the Intimidation and Supplication strategy.</p> <p>Keywords: Impression management, Political Communication, Brand Personality, Election</p>

<p><b>ICSH-64</b> <b>14:30-14:45</b></p>	<p>Engaging Students in Synchronous Online Chinese Course using Pear Deck</p> <p><b>Budi Kurniawan</b></p> <p><b>Abstract.</b></p> <p>COVID-19 pandemic has forced educators and students to move from physical classroom to virtual space and adapt to online learning. Two notable issues in synchronous online courses are student engagement, and student assessment. Studies have shown that some online tools have the potential to tackle these issues. However, more research is needed to find ways to use these tools effectively in various settings. Pear Deck (<a href="http://www.peardeck.com">www.peardeck.com</a>) is one of the clickers, or student response systems for real time, immediate assessment during class. It is designed to provide formative assessment, and at the same time to engage students. This study aimed to explore the usage of Pear Deck in synchronous online Chinese course settings, by examining the Pear Deck assessment types used and student responses in Chinese language class (language skill course setting) and Chinese culture class (non-language course setting). The findings suggest that open ended types of assessment can engage students in both classes and provide insightful feedback for teachers, but close ended assessments tend to attract more engagements and provide more opportunities for the teacher to instantly adjusting the pedagogy.</p> <p>Keywords: Student engagement, formative assessment, Chinese course, Pear Deck</p>
<p><b>ICSH-37</b> <b>14:45-15:00</b></p>	<p>The Underlying Factors of Multigenerational Family Travel Decisions amidst the COVID-19 Pandemic</p> <p><b>Vania Ika Hapsari, Thomas Santoso, and Serli Wijaya</b></p> <p><b>Abstract:</b> Multigenerational travel is a trend of family tourism that has increased globally in the last decade. The COVID-19 pandemic has changed tourists' attitudes and behavior regarding health, safety, and security issues during travel. Such concerns have led to the increasing preferences for traveling in small groups only with the closest people (i.e., family). Multigenerational travel is a family trip carried out by three generations: grandparents as the first generation, parents as the second generation, and children as the third generation. This study aims to explore the underlying factors for families when traveling before and after the COVID-19 pandemic. Data were collected from four Indonesian multigenerational families using in-depth interviews. These families had been on family tourism trips in the past five years. Due to the pandemic, the interviews were conducted online with at least one member representing each multigenerational family. Thematic content analysis was applied for analysing the collected data. The study's findings revealed differences in the underlying factors that the participants considered before and amidst the pandemic. These factors were: the selection of vacation time, destination visited, activities during the holiday, and preferences for transportation modes and accommodation facilities.</p> <p>Keywords: multigenerational family travel, family tourism, pandemic, Indonesian.</p>





# CERTIFICATE

This is to certify that

**Lady Joanne Tjahyana, S.Kom., MMM**

Has participated as  
**PRESENTER**

in

**ICSH** | The 2nd International Conference  
on Social Sciences and Humanities

PETRA CHRISTIAN UNIVERSITY  
Surabaya, Indonesia

**29 - 30 Jul 2021**

**Preparing Digital Leaders:  
Embracing Changes**

Dr. Ribut Basuki M.A.  
Head of Institute for Research and Community Services  
Petra Christian University

Dr. Ido Prijana Hadi, M.Si  
ICSH 2021 Conference Chair





# The 2nd International Conference on Social Sciences and Humanities (ICSH)

Preparing Digital Leaders: Embracing Changes

July 29 & 30, 2021 - Virtual Conference

July 27, 2021

## Letter of Acceptance

Dear Author(s) : Lady Joanne Tjahyana (Petra Christian University)

Paper ID : ICSH-2021-12

It is our great pleasure to inform you that your paper entitled "Brand Monitoring for Dogecoin Cryptocurrency on Twitter" for the 2<sup>nd</sup> ICSH Conference, dated July 29-30, 2021, has been peer-reviewed and accepted for oral presentation and for submission to the SHS Web of Conferences proceedings. **Congratulations.**

We would like your cooperation to accommodate the inputs from the reviewer (attached) and pay attention to the following points:

1. Make sure the paper conforms to the manuscript template for the conference which can be read and downloaded from <http://icsh.petra.ac.id/current/submission/>.
2. Please be notified that the final version of the paper for publication in the SHS Web of Conferences proceedings should be submitted by **August 20, 2021** (the latest), and it should be submitted as a **Microsoft Office document** (not a pdf).
3. Please be notified that one registration is only valid for one person. In case the co-author would like to join the conference, s/he can join only as a participant without the privilege of getting the facilities such as e-certificate and others.

Thank you very much for participating in the 2<sup>nd</sup> ICSH Conference, 2021. We look forward to seeing you in the online conference.

Sincerely.

Dr. Ido Prijana Hadi,

Conference Chair

# Brand Monitoring for Dogecoin Cryptocurrency on Twitter

*Lady Joanne Tjahyana*

Faculty of Communication Sciences Petra Christian University

Jl Siwalankerto 121 - 131, Surabaya 60236, Jawa Timur, Indonesia

joanne@petra.ac.id

**Abstract.** Dogecoin was started in 2013 as meme coins and considered as a joke. However, it has become a phenomenon when the price was risen to 800% in January 2021 and soared to 400% in April 2021. Despite the skyrocketed price in early 2021, many investors still did not take Dogecoin seriously because it did not have strong fundamental compared to other cryptocurrencies. Nevertheless, many believes that Dogecoin soaring price was influenced by strong Dogecoin community on Twitter and several tweets by influential public profiles like Elon Musk. Cryptocurrency itself also has brand attributes such as names, positioning, and reputation in the market that often affected by public sentiment in social media like Twitter. This objective of this research was to monitor Dogecoin cryptocurrency as a brand. Conversation data on Twitter was collected with Brand24 from 1 April - 23 May 2021 when several important events occurred. The method used in this research was social media analysis combined with brand monitoring. The result of this research implies that Dogecoin gained more positive sentiment than negative sentiment. Also, strong influence from top public profiles, and the use of the right hashtags and cashtags were the important factors that affect the brand reputation.

**Keywords:** Brand Monitoring, Cryptocurrency, Dogecoin, Twitter, Sentiment Analysis

## 1 Introduction

From a practical point of view, brand monitoring is an activity to monitor multi channels to look for mentions of a brand and measure what is being talked about it [1]. Social media is often used by companies to monitor public opinions regarding the reputation of their brands [2]. Furthermore, monitoring mentions on social media can help companies to maintain relationship with the customers and assess public reception towards their brands [2]. Both positive and negative value of a brand that related with company reputation could be seriously affected by community on social media [3]. Therefore, brand monitoring is a crucial task to be included in the business intelligence framework for any modern companies, especially in order to monitor products and brands reputation [4]. Brand monitoring could also be used as early detection process to find threats that started to appear in any digital media [5].

Hence, risks could be anticipated before developing into crisis [5]. One of the methods used for brand monitoring is sentiment analysis, especially to observe brand reputation in social media [6]. Sentiment analysis is a process to recognize and classify customer's opinions in order to observe their sentiment regarding specific topics related to a company's products and brands [7]. The sentiment collected from social media could be analysed and categorized into positive, negative and neutral sentiment [7]. Moreover, sentiment analysis could identify attitudes, emotions and opinions of the posts' writers [8]. Sentiment could be triggered by certain topics and issues regarding a brand, therefore topic analysis should be taken in order to get more business insights about topics and issues that actually drive the sentiment [7]. Sentiment analysis could also be utilized to identify the right influencers for a brand and evaluate their performance to promote and increase the brand reputation [9].

Cryptocurrencies are digital properties that are designed as virtual currency in decentralized ledger technology called blockchain [10]. Cryptocurrencies use cryptography to manage several capabilities such as to ensure the security of value exchange process between holders through decentralized network without being controlled by authorities [10]. Despite the decentralized network, several cryptocurrencies are created by companies to be distributed and sold in the market exchanges [11]. At the time of writing, there are more than four thousands cryptocurrencies in the crypto networks [12]. A name of a cryptocurrency could be considered as a brand as long as it is used to identify a single source of creator and distributor of the cryptocurrency [11]. Furthermore, most of the cryptocurrency companies use social media to promote their cryptocurrencies [13]. They publish news, tips, features upgrades, events and other positive publicities to make investors believe that the cryptocurrency has a promising future [13]. Those efforts to create positive sentiment on social media are indeed in line with the fact that many investors rely on social media especially Twitter to check for cryptocurrency price predictions [14]. The investors rely on positive or negative sentiment on social media as one of the indicators for predicting the value of cryptocurrencies [14].

Dogecoin was a cryptocurrency that was initiated by Billy Markus and Jackson Palmer in 2013 and started as a "joke currency" with Shiba Inu dog as its mascot [15]. Even though Dogecoin was only created for fun, but at the time of this writing Dogecoin already ranked #6 with market cap of more than \$31,517,644,923 USD [16]. Moreover, in January 2021 Dogecoin's price has soared 800% [17] and was continued with an increase of 400% in April 2021 [18]. The skyrocketed price of Dogecoin was inseparable from the extraordinary support from Dogecoin community at Twitter with popular public figures such as Elon Musk, Snoop Dog, Gene Simmons, and Mark Cuban [15] [19]. Some tweets from those public figures were considered influential in increasing the value of Dogecoin, like tweets from Elon Musk and Mark Cuban that followed by significant increase in Dogecoin price [15] [19]. The Dogecoin community's hype also shown on social media like Twitter with a lot of popular hashtags related with Dogecoin, such as #DogeDay to celebrate Doge Day on April 21st, 2021 [20]. Dogecoin was considered as a risky investment because it has no solid fundamental compare with other major cryptocurrencies such as Bitcoin [21][22]. David Kimberley, an investing app analyst at UK states that Dogecoin's skyrocketing price is a typical case of the greater fool theory, where people buy an investment not because of its value but because of the hype that causes many people will buy until the price up and then sell it to make an instant profit [18]. In addition, Dogecoin network's code was rarely updated compare with Bitcoin that release updates almost every day [22]. The last Dogecoin code update was in February 2018 and that indicates that Dogecoin needs more consistent technical development [22].

## **2 Problem Statement**

Currently, there are not many studies that focused on cryptocurrency as a brand. However, marketing and financial analysts have started to relate the reputation and acceptance of a cryptocurrency with its branding development efforts [23]. David Ogilvy states in his theory about brand image, that a brand consists of intangible attributes, such as name, reputation and advertising practices [24]. Those attributes determine the preference, trust and loyalty from public towards a brand [23]. Cryptocurrencies also have attributes that contribute to branding process, such as positioning on the market and unique names that easy to remember and reputation among specific target communities[23]. Furthermore, as the nature of cryptocurrency as a decentralized ledger, the brand image is not controlled by centralized authorities and the brand value in the marketplace is determined by changing public perception [25]. Despite all the positive phenomena that happened around Dogecoin, there are a lot of doubts about the sustainability of this parody cryptocurrency [21]. Therefore, more research regarding brand monitoring of Dogecoin is needed, especially to monitor public sentiment on social media.

## **3 Research Questions**

This research was done to conduct brand monitoring on Dogecoin cryptocurrency at Twitter to answer these research questions:

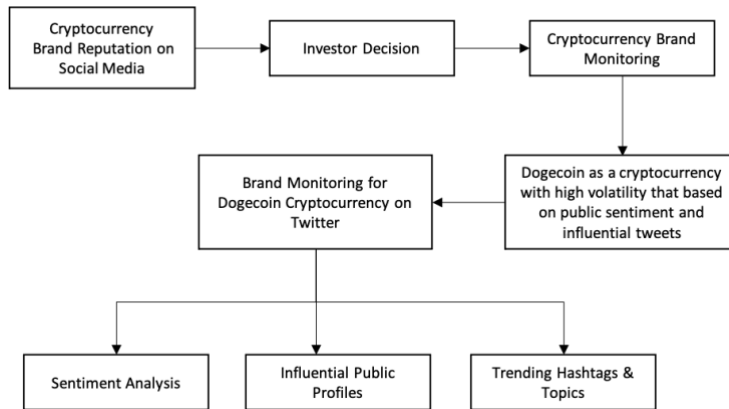
1. How is the public sentiment towards Dogecoin?
2. What are the most popular conversation hashtags and topics about Dogecoin?
3. Who are the most influential public profiles that give significant impact towards Dogecoin reputation with their tweets?

## **4 Purpose of The Study**

Purpose of this study is to monitor Dogecoin brand reputation on Twitter. The result of this study will give benefit to both Dogecoin developers and investors. The developers will get suggestions on how to monitor Dogecoin brand reputation on Twitter using brand monitoring tools such as Brand24. The analysis of this study will also give insight for Dogecoin developers about the public sentiment towards Dogecoin as a brand and give useful compilation about popular topics that can drive public sentiment. Furthermore, the study will also give reference about the most influential public figures that can help to improve Dogecoin reputation and give investors more confidence in Dogecoin value. The investors will also get a useful guideline from this study on how to do brand monitoring easily and fast using practical tools like Brand24 to get more valuable insight before deciding to do investment in Dogecoin and other cryptocurrencies.

## **5 Conceptual Models**

As shown on Figure 1, cryptocurrency brand reputation on social media is crucial for investors to determine the right decision for their investment in a cryptocurrency. Dogecoin is considered a cryptocurrency with high volatility based on public sentiment and influential tweets on social media. Thus, it is important for Dogecoin developers and investors to do consistent brand monitoring for Dogecoin on social media, specifically on Twitter.



**Fig. 1.** Conceptual Models - Brand Monitoring for Dogecoin Cryptocurrency on Twitter

## 6 Research Methods

The methods used in this research were social media monitoring combined with brand monitoring methods. The first step conducted in these methods was collecting conversation data from Twitter with keyword "Doge" using Brand24 as brand monitoring tools. The period for data collecting was between 1 April to 23 May 2021 when several important events occurred. The next step was to analyse the public sentiment toward Dogecoin using Brand24 and categorize the sentiment into positive and negative sentiment. This step also looked for the most popular tweets on each positive and negative sentiment to get valuable insight about tweets that could influence the sentiment. After analysing the sentiment, the third step is to look for the most influential public profiles with tweets about Dogecoin that got high influencer scores at Brand24. Subsequently, the fourth step was to find popular hashtags and topics about Dogecoin that could drive conversation trend in the community. Finally, the last step was to analyse all the data findings and get conclusion about Dogecoin brand reputation on Twitter.

## 7 Findings

As mentioned before, this research was done using Brand24 as brand monitoring tools that generated several valuable data insights to monitor Dogecoin brand reputation on Twitter. The first data was sentiment categorization with the amount of mentions for each sentiment. As presented on Table 1, there are more positive sentiment than negative sentiment towards Dogecoin. Positive sentiment towards Dogecoin will help to boost investors' confidence, as more and more investors look for social media sentiment to predict cryptocurrency price and to decide the right steps for their investment [14][26].

**Table 1.** Mentions and Sentiment of Dogecoin on Twitter

Total Sentiment	Positive Sentiment	Negative Sentiment
698 K mentions	183 K mentions	139 K mentions

Another finding that closely related to public sentiment was the list of top public profiles on Twitter that have significant influence with their tweets to drive opinion and sentiment towards Dogecoin. Voice of share on Brand24 is the visibility measurement of a public

profile on various channels by counting the amount of mentions and engagements such as impressions, share, hashtags, reach and compare it with the whole market [27]. Whereas level of influence on Brand24 is determined by the amount of followers, mentions, reach, and engagements towards a public profile [28]. As we can see on Table 2, there were top 15 influential Dogecoin public profiles on Twitter. In general, there were two types of public profiles that have high level of voice share and influence on Dogecoin. The first type was public profiles who already gained popularity on other area or other cryptocurrencies beside Dogecoin, such as Elon Musk (@elonmusk), Mark Cuban (@mcuban), Meek Mill (@MeekMill), and Changpeng Zhao (@cz\_binance). The next type was public profiles that popular because of their accounts and tweets that are dedicated only for Dogecoin without revealing their original identities, such as @DailyDogeUpdate, @DogecoinRise, @Dogecoinvalue, and @itsALLRisky. Those on the first type have been shown to tend to obtain higher voice share and influence score compare to those on the second type. Most of the tweets from these public profiles contain positive sentiment towards Dogecoin such as the tweet from Elon Musk "Doge Barking at the Moon" [29] that followed by 400% increase in Dogecoin price [18]. However, there was also a warning tweet about Dogecoin volatility from Lark Davis (@TheCryptoLark), one of the influential public profiles on the list, that says "When the \$doge party stops it won't be pretty." [30]. Tweets from popular influencers could drive people opinion towards issues in a community [31]. Therefore, all those influential public profiles' tweets could potentially shape people opinion and lead to both positive or negative sentiment towards Dogecoin.

moon	\$doge	\$xrp	\$bnb	\$btc	\$ltc	\$link	\$ada	unknown	\$eth	pump	elonmusk	dogecoinrise	bitcoin
ethereum	eth	safemoon	dogecoin	wallet	cryptocurrency	dogecointhemoon	coin	people	usd	binance			
				buy	dogearmy	crypto							

**Fig. 2.** Popular Discussion Topics About Dogecoin on Twitter

**Table 2.** Top 15 Influential Dogecoin Public Profiles on Twitter

	Public Profiles (Twitter username)	Voice Share	Influence			Public Profiles (Twitter username)	Voice Share	Influence
1	elonmusk	17.078%	115M		9	binance	0.89%	6M
2	bmurphypointman	4.584%	31M		10	DogecoinRise	0.831%	5.6M
3	MeekMill	2.485%	17M		11	Dogecoinvalue	0.802%	5.4M
4	cryptunez	1.504%	10M		12	flurbnb	0.733%	4.9M
5	cz_binance	1.298%	8.7M		13	TheCryptoLark	0.635%	4.3M
6	DailyDogeUpdate	1.241%	8.4M		14	itsALLrisky	0.612%	4.1M
7	davidgokhshtein	0.987%	6.6M		15	TraderWisdom	0.611%	4.1M
8	mcuban	0.949%	6.4M					

Cryptocurrency communities and developers usually use hashtags by putting the "#" symbol in front of the cryptocurrency names or abbreviations in order to categorize conversation and to make the tweets discoverable [26]. For example, hashtag #BTC for Bitcoin and #ETH for Ethereum [26]. As listed on Table 3, there are several popular hashtags to identify conversation on Dogecoin such as #doge and #dogecoin. Furthermore, hashtags #crypto and #cryptocurrency also being used to include Dogecoin conversation as part of cryptocurrency topics in general. Dogecoin has a great support from its community, and hashtag #dogearmy was used to identify tweets that belong the community's discussions.

**Table 3.** Top 15 Trending Dogecoin Hashtags on Twitter

No.	Hashtags	Mentions		No.	Hashtags	Mentions
1	#doge	221,974		9	#eth	24,662
2	#dogecoin	112,040		10	#dogecoinrise	24,468
3	#crypto	45,931		11	#safemoon	23,155
4	#bitcoin	43,341		12	#elonmusk	22,459
5	#dogearmy	40,479		13	#binance	16,556
6	#btc	33,805		14	#bnb	15,778
7	#dogecointhemoon	32,083		15	#xrp	15,458
8	#cryptocurrency	26,646				

Moreover, there are several popular hashtags that used to encourage all Dogecoin investors to keep holding their investment especially when the price drops, such as #dogecointhemoon and #dogecoinrise. Interestingly, there are several hashtags which belong to other cryptocurrencies that often put in the tweets about Dogecoin. Those hashtags are usually used to identify some of the major or trending cryptocurrencies such as #bitcoin, #btc, #eth, #bnb, #xrp and #safemoon. In addition, there were other hashtags that represent public figures or established finance institutions, such as #elonmusk and #binance. Hashtags can help influencers or companies to spread messages to broader audiences than the existing followers or markets [32]. Therefore, the use of other popular cryptocurrencies hashtags, public figures or institution hashtags can make the conversations on Dogecoin reach more users on Twitters, including the ones that interested in other cryptocurrencies and other related topics.

Another data than can be analysed in Brand24 is context of discussion. With this data we can know what keywords or topics that frequently discussed among the Dogecoin community. Those popular keywords can be seen on Figure 2. Actually, there are not many different topics between the context of discussion and trending hashtags, except the use of cashtags with "\$" symbol in front of the cryptocurrency's names or abbreviations. For example, \$doge, \$xrp, \$bnb, \$btc, \$ltc, \$link, \$ada and \$eth. Twitter provides cashtags to categorize conversation that related to finance such as stocks and cryptocurrencies [33]. Therefore, cashtags can help to reach more people that have interest in finance and may also interested in Dogecoin and other cryptocurrencies.

## 8 Conclusion

During the research period of brand monitoring and data collecting, Dogecoin cryptocurrency had more positive sentiment on Twitter and that was good for brand reputation as the investors tend to look at the sentiment for their investment decision on cryptocurrencies. There were also several top public profiles on Twitter that can be asked to use their influence to shape public opinion and spread positive sentiment with their tweets. However, public profiles also potentially could spread negativity toward Dogecoin and that is why consistent brand monitoring should be done to detect threats as early as possible so the right countermeasure could be done. Furthermore, using the right hashtags to spread information is needed to reach more audiences besides the existing audiences. It is recommended to not only use hashtags that normally used for Dogecoin, but also hashtags of other popular cryptocurrencies, public profiles, and institutions to make the tweets more discoverable.



Moreover, cashtags also needed to reach audiences that not interested in cryptocurrency but also interested in finance in general. The use of hashtags and cashtags should be utilized to create positive sentiment in the community.

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