

# **International Symposium on Social Sciences, Education, and Humanities (ISSEH 2018)**

The Contribution of Cross-Disciplinary Research to  
the Development of Creative and Innovative  
Thinking Toward Millennial Generation

Advances in Social Science, Education and  
Humanities Research Volume 306

Cirebon, Indonesia  
19 – 20 November 2018

## **Editors:**

**Suherli Kusmana  
Ida Rosnidah  
Ade Gafar Abdullah**

**Haris Budiana  
Siti Khumayah**

ISBN: 978-1-5108-8316-1

**Printed from e-media with permission by:**

Curran Associates, Inc.  
57 Morehouse Lane  
Red Hook, NY 12571



**Some format issues inherent in the e-media version may also appear in this print version.**

This work is licensed under a Creative Commons Attribution 4.0 International Licence.  
Licence details: <http://creativecommons.org/licenses/by/4.0/>.  
Conference Website: <http://www.atlantis-press.com/php/pub.php?publication=isseh-18>

Printed by Curran Associates, Inc. (2019)

For permission requests, please contact the publisher:

Atlantis Press  
Amsterdam / Paris

Email: [contact@atlantis-press.com](mailto:contact@atlantis-press.com)

**Additional copies of this publication are available from:**

Curran Associates, Inc.  
57 Morehouse Lane  
Red Hook, NY 12571 USA  
Phone: 845-758-0400  
Fax: 845-758-2633  
Email: [curran@proceedings.com](mailto:curran@proceedings.com)  
Web: [www.proceedings.com](http://www.proceedings.com)

# TABLE OF CONTENTS

<b>PAMALI AS THE PRODUCT OF ETHNIC WISDOM OF THE INDIGENOUS PEOPLE OF KAMPUNG KUTA CIAMIS</b> .....	1
<i>Adita Widara Putra</i>	
<b>THE EVALUATION OF STUDENTS' SOFT SKILL DEVELOPMENT PROGRAM AT UNIVERSITAS GARUT WITH QUADRUPLE HELIX CONCEPT AND SYSTEM MODEL</b> .....	6
<i>Ikeu Kania, Erna Rustiana, Gugun Geusan Akbar, Mutiana Budiman, Aceng Ulumudin, Dini Turipanam Alamanda</i>	
<b>INVESTIGATING THE TRUE MEANING OF CAR FREE DAY FOR INDONESIAN PEOPLE</b> .....	10
<i>Fajar S. A Prabowo, Arif Partono Prasetyo, Ikeu Kania, Abdullah Ramdhani, Diena Siti Hanifah, Dini Turipanam Alamanda</i>	
<b>THE EFFECT OF LOCAL WISDOM VALUES IN MICRO ENTERPRISES BASED ON CREATIVE ECONOMIC TOWARD THEIR COMPETITIVENESS</b> .....	16
<i>Rochanda Wiradinata, Arie Indra Gunawan</i>	
<b>EVALUATING PROBLEM-BASED MATERIAL IN A SOCIAL CLASS: SOUNDS FROM INDONESIAN PRIMARY SCHOOL STUDENTS</b> .....	20
<i>Ratna Tiharita</i>	
<b>RESEARCH-BASED LECTURES TO IMPROVE STUDENTS' 4C (COMMUNICATION, COLLABORATION, CRITICAL THINKING, AND CREATIVITY) SKILLS</b> .....	22
<i>Maulia Depriya Kembara, Rama Wijaya Abdul Rozak, Vini Agustiani Hadian</i>	
<b>AGREEMENT AS AN ESSENTIAL ELEMENT IN IMPLEMENTATION OF DIVERSION</b> .....	27
<i>Waluyadi Waluyadi, Ismayana Ismayana, Moh. Sigit Gunawan, Jojo Junawan</i>	
<b>COMMUNICATION MARKETING OF YOUTH AND SPORT DEPARTMENT OF CULTURE AND TOURISM IN THE WATER PARK CAVE SUNYARAGI CIREBON CITY, WEST JAVA, INDONESIA</b> .....	31
<i>Nurudin Nurudin, Farida Nurfalih</i>	
<b>INFLUENCE OF PEER GROUP CONFORMITY ON MORAL IDENTITY AND PENCHANT FOR WATCHING VIOLENT TELEVISION SHOWS ON AGGRESSIVE BEHAVIOR IN UNIVERSITY CHRISTIAN INDONESIA</b> .....	35
<i>Renatha Ernawati</i>	
<b>IMPROVING THE PERFORMANCE OF FACILITATOR THROUGH INDIVIDUAL CHARACTERISTIC AND MOTIVATION IN DEVELOPMENT OF EMPOWERMENT TEACHER AND EDUCATION PERSONNEL (P4TK) BANDUNG – INDONESIA</b> .....	38
<i>Imas Komariyah, Komarudin Komarudin</i>	
<b>MEASURING PATRIOTISM AND NATIONALISM OF PEOPLE'S COMMEMORATION ON 17TH'S OF AUGUST</b> .....	44
<i>Yeni Kurniawati Sumantri, Iling Yulianti</i>	
<b>THE RELATIONSHIP BETWEEN ANXIETY LEVEL AND FOREIGN LANGUAGE LEARNERS' READING COMPREHENSION</b> .....	49
<i>Aris Badara, Hilaluddin Hanafi, Kamaluddin Kamaluddin, Nurlaela Nurlaela, Ita Mulya Sari</i>	
<b>EXPERT PERCEPTION ON QUANTUM APPROACH TEACHING MATERIAL MODEL FOR SPEAKING MANDARIN</b> .....	54
<i>Tri Budianingsih</i>	
<b>THE STUDY ON LEGAL ISSUANCE OF THE STATEMENT OF ENVIRONMENTAL MANAGEMENT FOR MICRO INDUSTRY OF LAMBAK CRACKER (A CASE STUDY IN PLERED SUBDISTRICT – CIREBON REGENCY)</b> .....	59
<i>Endang Sutrisno, Ibnu Artadi, Endang Sutrisno, Ratu Mawar, Akhmad Fikri</i>	
<b>THE DEVELOPMENT OF SELF CONCEPT IN ADOLESCENT THROUGH MEANINGFUL MOVIES</b> .....	64
<i>Evi Delviana</i>	
<b>EFFECTS OF UNCERTAINTY REDUCTION AND BENEFITS ON ONLINE AIRPLANE TICKETS PURCHASING</b> .....	68
<i>Sella Destia, Indah Umiyati</i>	
<b>THE ROLE OF CREATING SHARED VALUE IN THE COMPANY</b> .....	72
<i>Titiek Rachmawati, Pramita Studiviany, Ida Ayu Sri Brahmayanti, Maulidah Narastri</i>	
<b>REPRESENTATION OF LINGUISTIC ASPECTS IN THE GENRE OF TEXT IN JUNIOR HIGH SCHOOL'S BAHASA INDONESIA TEXTBOOKS IN THE 2013 CURRICULUM</b> .....	75
<i>Jaja Jaja, Mudopar Mudopar, Maya Dewi Kurnia, Hesti Muliawati</i>	

<b>GOVERNMENT POLICY ON ADDITIONAL INCOME TO CIVIL SERVANTS</b> .....	80
<i>Mukarto Siswoyo, Ipik Permana, Moch. Sudrajat Hidayat, Endang Sutrisno</i>	
<b>VIOLENCE AMONG SENIOR HIGH SCHOOL STUDENTS IN THE CITY OF ABEPURA</b> .....	83
<i>R Partino, Ahmad Muhammad Diponegoro</i>	
<b>HELMETS LAW: THE OBEDIENCE OF BIKERS</b> .....	88
<i>Ipik Permana, Hamirul Hamirul</i>	
<b>LITERATURE STUDY ON THE INFLUENCE OF ARDUINO MICROCONTROLLER TRAINER MEDIA ON CREATIVE THINKING LEVEL AND STUDENT LEARNING OUTCOMES IN MICROCONTROLLER LEARNING</b> .....	90
<i>Karno Setyo Budi, Supari Muslim, Agus Budi Santosa</i>	
<b>MANAGEMENT OF HAZARDOUS AND TOXIC WASTE: A LEGAL STUDY OF ENVIRONMENTAL HEALTH OF FISH AND SHRIMP FEED INDUSTRY IN PT SURI TANI PEMUKA CIREBON WEST JAVA INDONESIA</b> .....	95
<i>Ayih Sutarih, Junaedi Junaedi, M. Fadri Al Baehaqi</i>	
<b>CONTENT, STRUCTURE, AND LINGUISTICS REALIZATION OF POPULAR ARTICLES IN NEWSPAPERS</b> .....	100
<i>Abdul Rozak, Dede Endang Mascita, Asep Firmansyah</i>	
<b>LOCAL WISDOM STORY OF BARIDIN-RATMINAH AND SAIDAH-SAENI</b> .....	103
<i>Abdul Rozak, Ira Rahayu, Dede Endang Mascita</i>	
<b>COOPERATION BETWEEN TEACHER GUIDANCE AND COUNSELING WITH ISLAMIC RELIGIOUS EDUCATION TEACHER TO PROVIDE SERVICE GUIDANCE COUNSELING</b> .....	107
<i>Nina Ikhwati Wahidah, Mahmudi Mahmudi, Otto Fajarianto, Dewi Fajaryanti, Hasdar Hanafi</i>	
<b>MODELING OF ECOTOURISM DEVELOPMENT IN TASIKMALAYA DISTRICT, WEST JAVA</b> .....	112
<i>Siti Fadjarajani, Nandang Hendriawan, Ruli Asari</i>	
<b>MANUSCRIPT OF PEDAGOGY BY MIRAT AFKAR RIJAL: ANTHROPOLOGY-HISTORY CORRELATION IN THE TEXT OF THE NUSANTARA ARAB'S POETRY</b> .....	116
<i>Iin Suryaningsih</i>	
<b>COULD THE LOYALTY PROGRAM INCREASE STORE LOYALTY?</b> .....	119
<i>Aang Curatman, Agus Suroso, Junaedi Junaedi, Yono Maulana, Rahmadi Rahmadi, Soesanty Maulany</i>	
<b>CRITICAL FACTOR OF MOBILE PAYMENT ACCEPTANCE IN MILLENIAL GENERATION: STUDY ON THE UTAUT MODEL</b> .....	123
<i>Ida Rosnidah, Arinal Muna, Ayatullah Michael Musyaffi, Nelia Fariani Siregar</i>	
<b>LOCAL WISDOM VALUES IN KETHEK OGLENG DANCE TOKAWI NAWANGAN, PACITAN</b> .....	128
<i>Agus Hendriyanto, Bakti Sutopo, Arif Mustofa</i>	
<b>INSTAGRAM AS THE DISPUTE ARENA OF PERSONAL BRANDING OF LOCAL HEAD CANDIDATES IN WEST JAVA PROVINCE AT 2018</b> .....	132
<i>Khaerudin Imawan</i>	
<b>LANGUAGE STYLE OF OPPOSITION POLITICIAN GROUP IN INDONESIA: CRITICAL DISCOURSE ANALYSIS</b> .....	139
<i>Eko Kuntarto, Mukarto Siswoyo, Suherli Kusmana</i>	
<b>THE EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) ON BANK CUSTOMER LOYALTY THROUGH SATISFACTION AS MEDIATING VARIABLE: EVIDENCE IN BATAM, INDONESIA</b> .....	146
<i>Suryono Saputra</i>	
<b>CONTENT ANALYSIS OF KINDERGARTEN DAILY LEARNING IMPLEMENTATION PLANS (RPPH) IN CENTRAL JAKARTA REGION</b> .....	152
<i>Nila Fitria, Rohita Rohita</i>	
<b>THE PLANNING DESIGN TO IMPROVE COMMUNITY PARTICIPATION OF RURAL AREAS DEVELOPMENT</b> .....	159
<i>Hery Nariyah, Darwanto Darwanto</i>	
<b>THE PARAMETER OF CHARACTER REINFORCEMENT THROUGH OPTIMIZATION OF SCHOOL LITERACY MOVEMENT ORIENTED TO CRITICAL DISCOURSE ANALYSIS</b> .....	163
<i>R. Panca Pertiwi Hidayati, Dheni Harmaen, Rendy Triandy</i>	
<b>UNDERSTANDING OF KINDERGARTEN TEACHERS OF THE 2013 CURRICULUM OF EARLY CHILDHOOD EDUCATION</b> .....	167
<i>Rohita Rohita, Hesti Hapsari Sekarlawu</i>	
<b>THE EFFECT OF INDIVIDUAL CHARACTERISTIC, COMMUNICATION, AND WORK ENVIRONMENT ON EMPLOYEE PERFORMANCE PT HILEX CIREBON WEST JAVA</b> .....	172
<i>Siska Ernawati Fatimah, Lisa Harry Sulistyowati, Sunimah Sunimah, Agustina Agustina, Nadhira Nadhira</i>	
<b>USING HUMAN RESOURCES CHARACTER EDUCATION THROUGH THE CHARACTERISTICS OF ART AND CULTURE</b> .....	177
<i>Ade Tuty R. Rosa</i>	

<b>FEMALE PERSPECTIVE ON LEARNING STYLES: ENGLISH DEPARTMENT STUDENTS UNIVERSITAS MUHAMMADIYAH MALUKU UTARA .....</b>	<b>181</b>
<i>Adi F. Mahmud, Salwa Muin, Nursina Hamia</i>	
<b>THE IMPACT OF RELIGIOUS OBEDIENCE AGAINST RELIGIOUS TOLERANCE ON JUNIOR HIGH-SCHOOL STUDENT .....</b>	<b>185</b>
<i>Ahmad Syamsu Rizal, Munawar Rahmat</i>	
<b>BUILDING FAITH FOR CHILDREN THROUGH LEARNING MODEL OF KISAH QUR'ANI IN JUNIOR HIGH SCHOOL .....</b>	<b>189</b>
<i>Udin Supriadi, Fahrudin Fahrudin</i>	
<b>THE IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM BY AN OIL AND GAS STATE COMPANY (PERTAMINA) IN INDONESIA .....</b>	<b>193</b>
<i>Nasir Asman</i>	
<b>THE IMPLEMENTATION OF REGIONAL POLICY OF ONE-WAY URBAN ROAD NETWORKS IN ADDRESSING TRAFFIC CONGESTION .....</b>	<b>195</b>
<i>Yanto Heryanto, Nursahidin Nursahidin, Muhammad Luthfi F.</i>	
<b>BUILDING ARTIFICIAL UNIVERSITY MODEL BASED ON NATIONAL RANKING PARAMETERS .....</b>	<b>198</b>
<i>Achmad Fathoni Rodli</i>	
<b>THE INFLUENCE OF JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR .....</b>	<b>201</b>
<i>Maftuhatul Fazriyah, Edy Hartono, Rini Handayani</i>	
<b>THE INFLUENCE OF ORGANIZATIONAL CULTURE ON ORGANIZATIONAL COMMITMENT AND ITS IMPLICATIONS ON THE PERFORMANCE OF CITY PUBLIC SERVICE .....</b>	<b>206</b>
<i>Ade Sholahudin, Adi Setiawan, Muhamad Alwi</i>	
<b>IMPLEMENTATION OF VILLAGE DEVELOPMENT POLICIES: BUILDING INDONESIA FROM SUBURBANS .....</b>	<b>209</b>
<i>Heryani Agustina</i>	
<b>INVESTIGATING EXPERIENCE ON BLENDED LEARNING CLASSROOM PRACTICES IN TERTIARY EFL STUDENTS .....</b>	<b>212</b>
<i>Ratnawati Ratnawati, Didih Faridah, Syaiful Anam, Pratiwi Retnaningdyah</i>	
<b>UNDERSTANDING OF PRINCIPAL ACCOUNTING SUBJECT BASED ON GENDER AND MATHEMATICS ABILITY: EMPIRICAL EVIDENCE FROM INDONESIA .....</b>	<b>218</b>
<i>Acep Komara, Agung Yulianto</i>	
<b>APPLICATION OF CRIMINAL DELEGATION TO HATE SPEECH ON CONSUMER COMPLAINTS THROUGH SOCIAL MEDIA .....</b>	<b>223</b>
<i>Harmono Harmono, Iwan G Gumilang, Tina Marlina, Rima Febriany Rachman</i>	
<b>CURRICULUM DEVELOPMENT PROCEDURE IN UNSWAGATI CIREBON .....</b>	<b>226</b>
<i>I. Robia Khaerudin, Lien Maulina</i>	
<b>STUDY OF LEGENDS AND FOLKLORES AS EFFORTS TO DEVELOP INSTRUCTIONAL MATERIALS IN HIGH SCHOOLS .....</b>	<b>229</b>
<i>Suherli Kusmana, Jaja Jaja</i>	
<b>THE AFFECTIVE FACTORS CAUSING STUDENTS TO BE PASSIVE DURING THE SPEAKING CLASS .....</b>	<b>232</b>
<i>Haris Budiana, Nunu Nurwaliyah</i>	
<b>LEADERSHIP STYLE OF PRINCIPAL AND ORGANIZATIONAL CULTURE IMPROVE TEACHER JOB SATISFACTION .....</b>	<b>235</b>
<i>Henny Suharyati, Sutji Harijanto</i>	
<b>THE ROLE OF THE NATIONAL GOVERNMENT IN THE PRESERVATION OF THE WORLD HERITAGE SITE OF CRISOLOGO STREET VIGAN ILOCOS SUR PHILIPPINES .....</b>	<b>239</b>
<i>Carmina Dolor L. Estonanto, Jeanna Chelcea V. Javier, Patricia Ellice L. Centeno, Edelyne S. Laquindanum</i>	
<b>PLATINUM MODEL IN INDONESIAN LANGUAGE LEARNING FOR ELEMENTARY SCHOOLS .....</b>	<b>247</b>
<i>Endry Boeriswati</i>	
<b>STUDENT'S SELF-EFFICACY IN SPEAKING LEARNING .....</b>	<b>255</b>
<i>Iis Lisnawati, Yuyun Yuniawati, Welly Nores Kartadireja</i>	
<b>CURRICULUM EVALUATION ON HOTEL ADMINISTRATION STUDY PROGRAM AT BANDUNG TOURISM HIGHER EDUCATION .....</b>	<b>262</b>
<i>Lien Maulina, I. Robia Khaerudin</i>	
<b>TOURISM MARKETING STRATEGY TO ENHANCE THE VISITORS' INTEREST .....</b>	<b>266</b>
<i>Dian Andriany, Intan Andini</i>	

<b>A CHARACTER-BASED ACADEMIC ADVISING MODEL TO IMPROVE THE STUDENTS' SELF-CONCEPTS</b> .....	268
<i>Suhendra Yusuf, Ayi Najmul</i>	
<b>REGIONAL PLAN OF PUBLIC RELATIONS: A STRATEGY IN TOURISM SECTOR</b> .....	272
<i>R. Mahendra Haryo Bharoto, Welly Wihayati, Iln Indrayanti</i>	
<b>THE IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY POLICIES TO OVERCOME POVERTY</b> .....	275
<i>Mukarto Siswoyo, Moh. Taufik Hidayat, Moh. Sutarjo</i>	
<b>DEVELOPING SCHOOL CULTURE, THINKING SKILLS AND ATTITUDES TOWARDS JUNIOR HIGH SCHOOL STUDENTS</b> .....	279
<i>Wahidin Wahidin</i>	
<b>THE EFFECT OF ORGANIZATIONAL COMMITMENT AND ORGANIZATIONAL SUPPORT AS INTERVENING VARIABLES TO TURNOVER INTENTION OF EMPLOYEES</b> .....	283
<i>Noveria Susijawati, Adi Setiawan, Gerhana Mentari Putri, Siti Maryam, Aoliyah Firasati, Muhamad Alwi</i>	
<b>THE PERSPECTIVE OF INDONESIAN ADMINISTRATIVE LAW ON THE AUTHORITY OF INDUSTRIAL ESTATE MANAGEMENT IN ORDER TO REALIZE WELFARE STATE</b> .....	286
<i>Alda Rifada Rizqi</i>	
<b>MATERIAL DEVELOPMENT IN INDONESIAN LANGUAGE TEACHING AS GENERAL COURSE BASED ON THE CENTURY LEARNING PARADIGM IN CAREER AND LIFE SKILLS (CLS) ASPECT</b> .....	291
<i>Ajeng Tina Mulyana, Yumna Rasyid, Zuriyati Zuriyati</i>	
<b>INNOVATION IN THE PUBLIC SECTOR: THE EFFECTIVENESS OF "LAPOR!" AS ONE OF THE SMART CITY PROGRAMS IN BANDUNG</b> .....	297
<i>Gugun Geusan Akbar, Ikeu Kania, Aceng Ulumudin, Grisna Anggadwita, Lintang Sukma Harmanto, Dini Turipanam Alamanda</i>	
<b>JAVANESE LOCAL COLOURS IN THE FICTIONS OF UMAR KAYAM</b> .....	303
<i>Hartono Hartono, Suroso Suroso</i>	
<b>SUCCESS FACTORS OF SUMMARECON MALL BEKASI: A MILLENNIAL PERSPECTIVE</b> .....	309
<i>Pramis B. Wibawa, Basuki Wibawa</i>	
<b>THE TRANSFORMATION OF SHORT MOVIE INTO SHORT STORY</b> .....	314
<i>Aji Septiaji, Zuriyati Zuriyati, Aceng Rahmat</i>	
<b>DEVELOPING MORPHOLOGICAL AWARENESS IN ADAPTED TEACHING MATERIALS</b> .....	318
<i>Nurani Hartini, Hendriwanto Hendriwanto</i>	
<b>ENHANCING CONCEPT UNDERSTANDING AND PROBLEM SOLVING ABILITY BY USING BLENDED LEARNING SYSTEM IN SOCIAL SCIENCES LEARNING IN GRADE V SDN TANJUNG III</b> .....	322
<i>Dadang Iskandar, Acep Roni Hamdani</i>	
<b>DESIGNING SOCIAL SCIENCES WORKSHEETS BASED ON ETHNOSCIENCE: A NATURAL STONE ARTISANS COMMUNITY</b> .....	329
<i>Iin Wariin Basyari, Endang Herawan, Ayu Hartini</i>	
<b>Author Index</b>	