



**Book of Abstract
Conference Proceeding**

5th MASOS

**International Conference on
Management Studies and Social Science**

**JUNE 29, 2020
VIRTUAL CONFERENCE**

Supported by :



Abstract Proceeding Book
of
5th International Conference
on Management Studies and
Social Science (5th MASOS)

June 29, 2020



Abstracts Proceeding Book

of

5th International Conference on Management Studies and Social Science (5th MASOS)

No. ISBN : 978-602-5902-68-0

Chief of Editor:

Hendrati Dwi Mulyaningsih

Cover and layout:

Diah Kusumastuti

Publisher:

Yayasan Sinergi Riset dan Edukasi

Office Address:

Komplek Sinergi Antapani

Jl. Nyaman 31, RT01 RW23, Bandung 40291, Indonesia

Contact: (+62) 811227479

Email: contact@researchsynergy.org

Fifth publication, June 2020

Copyright © 2020 by Yayasan Sinergi Riset dan Edukasi.

All rights reserved. No part of this publication maybe reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without permission in writing from the publisher.

FOREWORD

Research Synergy Foundation is a digital social enterprise platform that focuses on developing Research Ecosystem towards outstanding global scholars. We built collaborative networks among researchers, lecturers, scholars, and practitioners globally for the realization of knowledge acceleration. We promote scientific journals among countries as an equitable distribution tools of knowledge. We open research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities.

Known as a catalyst and media collaborator among researchers around the world is the achievement that we seek through this organization. By using the media of International Conference which reaches all researcher around the world we are committed to spread our vision to create opportunities for promotion, collaboration and diffusion of knowledge that is evenly distributed around the world

Our Vision:

As global social enterprise that will make wider impact and encourage acceleration quality of knowledge among scholars.

Our Mission:

First, developing a research ecosystem towards outstanding global scholars. Second, Promoting scientific journals among countries as an equitable distribution tools of knowledge. Third, opening research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities. Fourth, creating global scientific forum of disciplinary forums to encourage strong diffusion and dissemination for innovation

TABLE OF CONTENTS

ORGANIZING COMMITTEE	VI
SCIENTIFIC AND REVIEW COMMITTEE	VII
CONFERENCE CHAIR MESSAGE.....	VIII
KEYNOTE SPEAKER	IX
CONFERENCE AGENDA	XI
A. BUSINESS ECONOMIC RESEARCH	1
Empowering Women: A Field Experiment on Financial and Education Support for Urban Housewives	
Laila Refiana Said, Fifi Swandari	2
Is There Any Impact of Electronic Money to Increase Knowledge of Financial Literacy?: In The Pandemic Situation of COVID-19 in Pontianak City	
Girang Permata Gusti.....	4
B. MANAGEMENT SCIENCE RESEARCH.....	5
Leveraging Internal and External Resources to Achieve Firm Performance: The Centrality of Market Orientation and Business Process Agility	
Randy Kurniawan, Dyah Budiastuti, Mohammad Hamsal, Wibowo Kosasih	6
C. SOCIOLOGY RESEARCH.....	8
Contesting Pancasila: Ideological Contestation and Infiltration of Radicalism among Student in Indonesia (Socio-Hystorical Perspective)	
Ahmad Arif Widinto, Joan Hesti Gita Purwasih, Nanda Harda Pratama Meiji, Rani Prita Prabawangi	9
FUTURE EVENTS.....	11

ORGANIZING COMMITTEE

Conference Chair

Hendrati Dwi Mulyaningsih

Organizing Committee

Ani Wahyu Rachmawati

Santi Rahmawati

Conference Support

Astri Amanda

Rifi Wijayanti

Diah Kusumastuti

Information and Technology Support by Scholarvein Team

SCIENTIFIC REVIEW COMMITTEE

Eric Agullana Matriano, Ed. D., Ph. D

Columban College, Inc., Phillipines

Prof. Chia Pin Kao

Southern Taiwan University of Science and Technology,
Taiwan

Dr. Piyanard Ungkawanichakul

Srinakharinwirot University, Thailand

Dr. Moawiah Awad Abdulraheem Alghizzawi

Universiti Sains Islam Malaysia (USIM), Malaysia

Dr. Kshitij G. Trivedi

C K Shah Vijapurwala Institute of Management, India

A. A. Gde Satia Utama SE., M.Ak., Ak., CA.

Universitas Airlangga, Indonesia

Dr. Nafan Tarihoran

UIN Sultan Maulana Hasanuddin Banten, Indonesia

Dr. Kardison Lumban Batu

Polytechnic State of Pontianak, Business Administration
Department, Indonesia

CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the International conference on 5th International Conference on Management Studies and Social Science (5th MASOS) by Research Synergy Foundation and Scholarvein as official partner held virtually on June 29, 2020.

The aim of Conference is to bring together leading academician, researchers and scholars to exchange and share their experiences and research results on all aspects of Management Studies and Social Science. 5th MASOS 2020 International Conference shows up as a cutting-edge Social Research platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their thorough and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to this conference and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Hendrati Dwi Mulyaningsih
Conference Chair of 5th MASOS 2020

KEYNOTE SPEAKER



Assistant Professor Engr. Dr. Muhammad Mujtaba Asad has national and international working experience of more than 12 years at industrial and educational sector in the domain of Educational Technologies, Work & Product-Based Education and TVET. Currently, He is serving as a Assistant Professor and Head of

Educational Technology and TVET Research at Sukkur IBA University Pakistan. Dr. Mujtaba has published more than seventy (70) research articles in reputed international journals and conferences worldwide. Also, two books related to the observational skills of competent educators under the CS publishing house USA is in his publication credit.

Dr. Mujtaba has supervised 08 PhD and MS research students so far. He has also received several awards in international research and development completions in Malaysia, Korea, Saudi Arabia and UAE on his commercialized projects. He is also serving as an Editorial Board Member to Fifteen (15) reputed and indexed international journals. Dr. Mujtaba also holds several international Copyrights and has filed one Patent under the title of HAZFO Expert 1.0 for Drilling Operation. He also awarded an honorary lifetime membership as an International ambassador by University Tun Hussein Onn Malaysia based on his academic achievements and community services.

Summary of Speech:

Transitional Change Towards Digitalization of Learning Community in COVID-19 Pandemic: Potential Challenges and Opportunities

The COVID-19 become the global and socio-economical issue in few days and months. Due to the fast transmission of COVID-19 epidemic from cities to continents the world economy is dramatically effected

and disturbed. Whereas, In the context of under developing countries and nations this COVID-19 brings so many new challenges to overcome especially in the field of industrial development and education sector. According to UNESCO, because of the outbreak of the COVID-19, education institutes in 192 countries around the world have closed, and 91.4% of the total enrolment in those countries must be temporarily out of schools. Whereas, to minimize this issue particularly in education sector, most of the countries integrate the digitalization of learning with the merger of distance teaching and learning opposed to face to face classrooms. Digitalization of learning is an emerging concept in the field of education, comfortable to use in pandemic situations. COVID-19 is a current outbreak spreading globally. The major aspects which has been essential and challenge for online community is to identify the effective practices with the use of digital tools and merger of readiness for online teaching instead of physical classroom in this pandemic situation. Whereas, another challenge which internationally educators are facing is their digital competencies and skills due to the sudden shift from one mode to another. Similarly, challenge which students from remote locality are facing is that they are not proficient to adopt digital learning approach due to technological and internet connectivity issues. Moreover, in this pandemic situation, digitalization of learning proved to be an effective approach which is promoting active learning, collaborative learning, engagement, motivation, peer- assisted learning, and self - directed learning. However, digitalization of learning also offers opportunities to teachers and policy makers for capability building and upskilling their competencies as per the need of IR 4.0 with in interactive learning environment. Similarly, digitalization of learning established the uniqueness in terms of exploring the impact of current global issue of COVID-19 on advanced technological approach in educational fields. Furthermore, digitalization of learning will facilitate educators and learners to access online learning materials and interact with each other through digital platforms to support and restore curricula during and post COVID-19.

CONFERENCE PROGRAM

VIRTUAL CONFERENCE

Monday | June 29, 2020

Time (UTC+7)	Activity
08.50- 09.00	Participant Login and Join Virtual Conference by ZOOM
09.00 - 09.05	Welcome Address
09.05 - 09.25	Global Research Ecosystem Introduction Ani Wahyu Rachmawati, MSM Founder & Director of Publication of Research Synergy Foundation
09.25 - 09.30	Group Photo Session
09.30 - 10.15	Keynote Speaker Session (including Q&A discussion) Keynote Speech: Assistant Professor Engr. Dr. Muhammad Mujtaba Asad Head of Educational Technologies and TVET Research Group Sukkur IBA University, Pakistan

10.15 - 11.30	Online Presentation Session
11.30 - 11.40	Open Research Discussion Session
11.40 - 11.50	Participant Testimonial
11.50 - 12.00	Closing and Post-conference information announcement

Monday, June 29, 2020

Online Presentation Session : 10.15 – 11.30 (UTC+07:00)

Session Chair : Dr. Hendrati Dwi Mulyaningsih

Track Management Science

Paper ID	Author	Media	Paper Title
MSO20104	Randy Kurniawan, Dyah Budiastuti, Mohammad Hamsal, Wibowo Kosasih	Virtual Presentation	Leveraging Internal and External Resources to Achieve Firm Performance: The Centrality of Market Orientation and Business Process Agility

Track Sociology

Paper ID	Author	Media	Paper Title
MSO20106	Ahmad Arif Widiyanto, Joan Hesti Gita Purwasih, Nanda Harda Pratama Meiji, Rani Prita Prabawangi	Virtual Presentation	Contesting Pancasila: Ideological Contestation and Infiltration of Radicalism Among Student in Indonesia (Socio-Hystorical Perspective)

Track Business Economics

Paper ID	Author	Media	Paper Title
MSO20105	Laila Refiana Said, Fifi Swandari	Virtual Presentation	Empowering Women: A Field Experiment on Financial and Education Support for Urban Housewives
MSO20108	Girang Permata Gusti	Virtual Presentation	Is There Any Impact of Electronic Money to Increase Knowledge of Financial Literacy?: In The Pandemic Situation of COVID-19 in Pontianak City

Track: Business Economic

Empowering Women: A Field Experiment on Financial and Education Support of Urban Housewives

Laila Refiana Said¹, Fifi Swandari²

^{1,2}Universitas Lambung Mangkurat

Abstract

In this paper, a lab-in-the-field-experiment and survey methods were used to analyze the effects of social business funds in the form of Sharia Micro Finance (SMF). The main aim was to develop women entrepreneurs to alleviate poor economic state in the urban wetlands of South Kalimantan province, Indonesia. In the first stage of the experiment, SMF was established to provide loans without interest to women, especially housewives. In the second stage, SMF was developed by adding a service of Murabahah, including the sale and purchase agreement of an item. This involved confirming its purchase price to the buyer, where a higher payment is made to the SMF institution. Primary data were collected from 49 housewives of the Sungai Andai region of Banjarmasin City. Within the following 1 year, only 8.5% of research subjects applied for business loans. However, they used the loans for consumption rather than for business purposes for three reasons, including (1) insufficient money to meet daily needs, (2) Inability and ignorance to start pioneering micro businesses, and (3) inadequate entrepreneurial guidance, especially on marketing business products. There is a need for research on the problems that make it challenging to empower women through entrepreneurship, including psychological factors such as motivation, interest and role conflict.

Keywords: A field experiment, microfinance, poverty alleviation, wetlands, women entrepreneurship

Is There Any Impact of Electronic Money to Increase Knowledge of Financial Literacy? : In The Pandemic Situation of COVID-19 in Pontianak City

Girang Permata Gusti¹

¹Sekolah Tinggi Ilmu Ekonomi Boedi Oetomo

Abstract

This study aims to determine the impact of the use of electronic money on financial literacy, during the COVID-19 pandemic in Pontianak. This study has a sample of 137 respondents selected using a simple random sampling technique. Using a simple linear regression method, with SPSS 23 analysis tools. The results of the study concluded that electronic money has a positive and significant effect on financial literacy.

Keywords: Electronic Money; Financial Literacy; COVID-19

Track: Management Sciences

Leveraging Internal and External Resources to Achieve Firm Performance: The Centrality of Market Orientation and Business Process Agility

Randy Kurniawan¹, Dyah Budiastuti², Mohammad Hamsal³, Wibowo Kosasih⁴

^{1,2,3,4}Bina Nusantara University

Abstract

This study examines the collaborative impact of networking capability and nimble project management on firm performance and the mediating role of market orientation and business process agility of medium and large telecommunication technology providers in Indonesia. Research data were collected from the executive management of telecommunication technology providers in Indonesia via a questionnaire survey to obtain 150 valid questionnaires for analysis. This study analyzed the overall model fit and hypotheses through confirmatory factor analysis (CFA) and structural equation modeling (SEM). The results indicate that market orientation fully mediates the link between networking capability-business process agility and nimble project management-business process agility. The results also identify that business process agility mediates the relationship between market orientation and firm performance. The study extends the knowledge that dynamic capabilities, represented by networking capability and nimble project management, must be framed by market orientation for the creation of customer value. Furthermore, market orientation alone is not enough in a highly dynamic business environment. The organization requires business process agility to satisfy customer requirements swiftly and achieve firm performance. Finally, this study is the first to examine the

collaborative effect of two important but distinct focus of dynamic capabilities: networking capability, which focuses on external resources, and nimble project management, which focuses on internal resources. Research and practice implications are discussed.

Keywords: networking capability, nimble project management, market orientation, business process agility, firm performance

Track: Sociology

Contesting Pancasila: Ideological Contestation and Infiltration of Radicalism among Student in Indonesia (Socio-Historical Perspective)

Ahmad Arif Widinto¹, Joan Hesti Gita Purwasih², Nanda Harda Pratama Meiji³, Rani Prita Prabawangi³

^{1,2,3,4}Universitas Negeri Malang

Abstract

The historical root of youth radicalism agitation reaches its momentum now in Indonesia. Historically, ideological contestation has actually occurred for a long time since pre- and post-independence eras. This historical analysis proposed radicalization discourse among youths. There are at least three big ideologies contesting continuously to be chosen as the nation's ideology: right, left, and religion-based ideologies. Such the contestation is driven by and involves youths always coloring the nation's life journey in each of its generations. Radicalism in Indonesia is inseparable from global and national social-political context encouraging the emergence of some movements to change the state foundation (Pancasila) into khilafah system and Islam shariahization. Although radical movement to change Pancasila into khilafah system has long occurred, its escalation is getting faster in post-reform era, moreover amid a sharp political constellation in Indonesia. Youths become agency and main target of radical-understanding regeneration all at once through infiltration particularly by means of religion study in education institution, and social and religious media.

Keywords: state ideology; contestation of ideology; Islamic radicalism; youth

FUTURE EVENTS

July 20, 2020

International Conference on Management, Education, and Social Science (MESS) – Virtual Conference

<http://messconference.com/>

August 25, 2020

2nd International Conference on Teaching and Science Education (ICTASE) – Virtual Conference

<http://www.ictase.com/>

September 2, 2020

6th Singapore International Conference on Management, Business, Economic and Social Science (SIMBES) – Virtual Conference

<http://www.simbesconference.com>

September 15, 2020

5th International conference on Interdisciplinary Research on Education, Economic studies, Business and social science (RESBUS) – Virtual Conference

<http://resbusconference.com/>

October 5, 2020

4th International Conference on Entrepreneurship studies, Business, Economy, and Management Science (ESBEM) – Virtual Conference

<http://esbem.com>

October 14, 2020

IC of Science Management Art Research Technology (IC-SMART) – Virtual Conference

<http://icsmartconference.com>

October 27, 2020

LPPM UPN “Veteran” Yogyakarta Conference Series (Economic and Business, Political and Social Science, & Engineering and Science) – Virtual Conference

<https://upnconfeseries.com>

November 10, 2020

4th International Conference on Interdisciplinary in Business, Economy, Management, and Social Studies (IBEMS) – Virtual Conference

<http://www.ibemsconference.com/>

November 16, 2020

6th Japan International Business and Management Research Conference (JIBM) – Virtual Conference

<http://www.jibmconference.com/>

December 2, 2020

6th International Conference on Business, Economy, Management and Social Studies towards Sustainable Economy (BEMSS) – Virtual Conference

<http://www.bemssconference.com/>

5th MASOS

International Conference on
Management Studies and Social Science

JUNE 29, 2020
VIRTUAL CONFERENCE

ISBN 978-602-5902-68-0



9 786025 902680