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3rd ImCoSS

THE THIRD INTERNATIONAL MULTIDISCIPLINARY
CONFERENCE ON SOCIAL SCIENCES

5 - 7 JUNE 2015

BANDAR LAMPUNG UNIVERSITY
INDONESIA

PROCEEDINGS

Hosted by :

- Faculty of Teacher Training and Education
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3rd IMCoSS 2015

**THE THIRD INTERNATIONAL MULTIDISCIPLINARY
CONFERENCE ON SOCIAL SCIENCES**

5, 6 June 2015

**Bandar Lampung University (UBL)
Lampung, Indonesia**

PROCEEDINGS

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PREFACE

The Activities of the International Conference are in line and very appropriate with the vision and mission of Bandar Lampung University (UBL) to promote training and education as well as research in these areas.

On behalf of the **The Third International Multidisciplinary Conference on Social Sciences (The 3rd IMCoSS) 2015** organizing committee, we are very pleased with the very good response especially from the keynote speaker and from the participants. It is noteworthy to point out that about 112 technical papers were received for this conference.

I would like to express my deepest gratitude to the International Advisory Board members, sponsor and also to all keynote speakers and all participants. I am also grateful to all organizing committee and all of the reviewers who contribute to the high standard of the conference. Also I would like to express my deepest gratitude to the Rector of Bandar Lampung University (UBL) who give us endless support to these activities, so that the conference can be administrated on time

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Table Of Content

Preface.....	ii
International Advisory Board	iii
Steering Committee.....	iv
Organizing Committee	vi
Table of Content	viii

Keynote Speaker :

1. Cultural Tourism and Trade in Indigenous People's Art and Craft: A Gap Analysis of International Legal Treatise and National Legislation –
Ida Madieha bt. Abdul Ghani Azmi I-1
2. Contrasting Islamic Leadership Styles (An Empirical Study Of Muslim Majority And Minority Countries) - Khaliq Ahmad I-10

Paper Presenter :

ECONOMICS :

1. An Analysis of The Influence of Aggregate Expenditure Regional Gross Domestic Product Growth In The Lampung Province – H.M.A. SubingII-1
2. Effect on The Quality of Passenger Satisfaction (Study in Radin Inten II Airport South Lampung) – Ardansyah and Stefanny Ellena RushlanII-7
3. Factors That Affect Longevity Of Business Relationships –
Margaretha Pink Berlianto and Innocentius Bernarto.....II-12
4. Millennials Green Culture: The Opportunity And Challenge (A Case Study Of Higher Education Student) - Ika Suhartanti DarmoII-21
5. Preferences Prospective Students In Choosing The Study Program (University X In Bandar Lampung) - Indriati Agustina Gultom and Wahyu PamungkasII-29
6. The Effect Of Growth, Profitability And Liquidity To Bond Rating Of The Banking Firms Listed On The Indonesian Stock Exchange (Period 2009-2013) - Syamsu Rizal and Winda SutantiII-34
7. The Influences Of Investment On Regional Gross Domestic Product (RGDP) In Lampung - HabiburrahmanII-42
8. The Influences Of Bank Product Socialization And Electronic Payment System Quality On Intention To Use E-Money In Indonesia - Cynthia Jonathan, Rina Erlanda and Zainal Arifin HidayatII-46
9. The Influence Of Inflation, GDP Growth, Size, Leverage, And Profitability Towards Stock Price On Property And Real Estate Companies Listed In

Indonesia Stock Exchange Period 2005-2013 - Herry Gunawan Soedarsa and Prita Rizky Arika	II-50
10. The Influence Of Investment Opportunity Set (IOS) And Profitability Towards Stock Return On Property And Real Estate Firms In Indonesia Stock Exchange - Grace Ruth Benedicta, Herlina Lusmeida	II-57
11. The Influence Of Prosperity And Finacial Performance With Respect To Equalization Funds Of The Government District/City In All Southern Sumatra Regions - Rosmiati Tarmizi, Khairudin and Felisya Fransisca	II-66
26. The Influence of The Financial Performance and Macroeconomic Factors To Stock Return - Angrita Denziana, Haninun, and Hepiana Patmarina.....	II-73
27. The Economical Analysis Of Mechanization In Land Preparation For Plantation - M.C. Tri Atmodjo	II-81
28. The Performance of Undiversified Portfolio In Indonesia Stock Exchange - Budi Frensidy	II-84
29. An Analysis of Fast Improvement Program of Human Resources for Employee Satisfaction of PT. PLN (Persero), Bandar Lampung Power Sector - Sapmaya Wulan and Kiki Keshia	II-89
30. Engineering Model of Economic Institution Insugarcane Agribusiness Partnership (Case Study on Sugar Cane Agribusiness Partnership between Farmers Cooperative and Sugar Factory in Way Kanan Regency of Lampung Province-Indonesia) – Syahril Daud and Adrina Yustitia	II-97

LAW :

1. Analysis Of Convict's Rights In Judicial Review Of Narcotics Criminal Case - Yulianto	III-1
2. Comparison Of Authority Of The Conditional Court In India And Thailand In Judicial Review – Indah Satria	III-4
3. Criminal Law Policy As An Effort Of Overcoming Crime Towards Protected Animals - Benny Karya Limantara and Bambang Hartono	III-9
4. Decentralization Evaluation in Indonesia : The Dynamics of Relation Central Government and Local Government - Dewi Nurhalimah	III-15
5. Denial Of Labor Rights By Liberal Legal Regime In The Outsourcing System - Cornelius C.G, Desi Rohayati and Ricco Andreas	III-20
6. Design Of The Special / Special For Inclusion In The System Of The Republic Of Indonesia By Constitution Of The Republic Of Indonesia 1945 - Baharudin.....	III-22
7. Dilemma of State Sovereignty Protecting the Homeland Indonesia (Studies Agrarian Constitution) - FX. Sumarja	III-27
8. From State Sovereignty To People Sovereignty: The Development of State Control Doctrine in Indonesia Constitutional Court Decision - Utia Meylina	III-32

9. Law Function As Instrument To Build a Stability of Moral Economy in Globalization Era - Hieronymus Soerjatisnanta and M Farid Al-Rianto	III-36
10. The Analysis Of Criminal Liability For Crimes Perpetrators Of The Crime Of Human Trafficking – Dharma Saputra	III-45
11. The Death Penalty: Pancasila, With Efforts To Eradicated Drugs - Anggun Ariena R. and Ade Oktariatas Ky	III-48
12. The Existence of Government Regulation in Liew of Law or Peraturan Pemerintah Pengganti Undang-Undang (Perppu) in Legal Systems of the Republic of Indonesia - Rifandy Ritonga	III-53
13. The Fulfilment Of The Right To Health Services Through Control Of Ombudsman Functions In The Region - Agus Triono	III-57
14. The Tort Of Multimodal TransportatioAgreement - Dio Adewastia Fajaranu	III-64
15. Uprising Of Village Democracy: Challenge And Opportunities For Village - James Reinaldo Rumpia	III-70
16. Comparative Law of Cartels between Indonesia and Japan (Review of Act No. 5 of 1999 concerning Prohibition of Monopolistic Practices and Unfair Business Competition and the Act Concerning Prohibition of Private Monopoly and Maintenance of Fair Trade" (Act No. 54 of 14 April 1947)) - Recca Ayu Hapsari	III-77
17. The Role Of Adat Community As The Part Of Normative Systems In Paser - Melisa Safitri	III-83

SOCIAL SCIENCE :

1. An Using E-CRM To Improve Market Value Companies (Research Study at EF Bandar Lampung) - Ruri Koesliandana, Arnes Y. Vandika, and Dina Ika Wahyuningsih	IV-1
2. Analysis Of The Quality Of Public Health Field – Siti Masitoh	IV-4
3. Charges Of Indonesia Labor / Workers Against Proper Living Needs That Can Meet The Minimum Wage – Agustuti Handayani	IV-13
4. Community Response On Changes Regional Head Election System (Study On Environmental Public Housing Way Kandis Bandar Lampung) - Wawan Hernawan and Mutia Ravenska.....	IV-16
5. Compensation Policy Implementation Of Fuel Oil, In The District Konawe, Southeast Sulawesi Province (Study on Implementation of Direct Cash Assistance) – Malik and Noning Verawati	IV-21
6. Crowd Funding, Social Entrepreneurship and Sustainable Development - Hery Wibowo.....	IV-29
7. Euphoria and Social Media Related to Organizational Effectiveness, Based on Gangnam Style Case - Astadi Pangarso and Cut Irna Setiawati	IV-32

8. Financial Management In Public And Private Junior High Schools - Suwandi and Soewito	IV-40
9. Gender Mainstreaming In Glasses of Public Administration at Banten Province - Ipah Ema Jumiati	IV-47
10. Impact From Social Media To Social Life - Eka Imama N, Ade Kurniawan, Yoga Dwi Goesty D.S, and Arnes Y. Vandika	IV-56
11. Implementation of Public Private Partnership in The Management Market RAU (Rau Trade Center) In Serang City - Rahmawati	IV-59
12. The Values Of Democracy In The Implementation Local Political Agenda In Kendari - Jamal Bake	IV-67
13. Evaluation Of Health Services Regional Public Hospital Besemah in Pagar Alam City of South Sumatra - Yuslainiwati, Budiman Rusli, Josy Adiwisastra, and Sinta Ningrum	IV-77
14. The Impact Of It Social Network Path In The Students Of Community - Arnes Yuli Vandika	IV-82
15. The Development of Women's Participation in Political Life - Azima Dimyati	IV-86

EDUCATION :

1. An Analysis of Students' Gramatical Error in Using Passive Voice at Grade Ten of SMA Persada Bandar Lampung 2014 - Ildhias Pratiwi Putri.....	V-1
2. An Error Analysis of Speaking Present Tense on English Conversation on Program of PRO 2 Radio Bandar Lampung – Maryana Pandawa	V-5
3. Developing Students' Writing Skill by Diary Writing Habit - Fatima A. Putri, Bery Salatar, and Susanto.....	V-8
4. Discourse Analysis Of Gettysburg Address -Yanuarius Yanu Darmawan	V-11
5. Error Analysis of SMA Pangudi Luhur Bandar Lampung Students' Translation in Using Meaning-Based Translation. – Kefas Ajie Bhekti	V-18
6. Improving Students Affective Domain Through Asian Parliamentary Debate Technique – Purwanto	V-24
7. Online Authentic Materials For Learning English - AgniaMuti, Ezra Setiawan, and Ida Oktaviani	V-36
8. Politeness Strategies As Persuasive Tool In Magazine Advertisements Circulated In Lombok Tourism Spots – Lalu Abdul Khalik and Diah Supatmiwat.....	V-39
9. Simple Past Tense Of The First Grade Students Of SMP Negeri 1 Seputih Banyak In Academic Year Of 2014/2015 - Qory Fahrussa Firdaus	V-47
10. Supporting Learners' Autonomy Through Distance Language Learning - Dameria Magdalena S	V-51

11. Teaching Poetry in ELT Classrooms: Some Challenges and Solutions - Bastian Sugandi and Husnaini	V-54
12. Teaching Vocabulary By Using Hypnoteaching To Second Semester Students Of Bandar Lampung University - Fransiska Anggun Arumsari	V-58
13. The Application Of Brainstorming To Improve Student's Writing Skill - Ita Brasilia Nurhasanah, Ria Martin, and Rizky Amalia	V-65
14. The Application Of Using Letter Land Technique Towards Students Vocabulary Mastery - Budianto, Elis Munawaroh, Fitri Anggraini, and Yuni Arifah	V-68
15. The Application of Quiz Team Technique to Improve Students' Understanding on Simple Present Tense at Grade Seven at SMPN 26 Bandar Lampung – Rosdawati	V-71
16. The Art Of Seduction Of Giacomo Casanova An Analysis Of "The Story Of My Life" - Helta Anggia	V-75
17. The Effect Of The Application Of The News Presentation Towards Students' Speaking Ability Of Grade Eleven At SMK Negeri 1 Seputih Agung - Risdiana Yusuf	V-78
18. The Effect Of The Teacher's Feedback Approach Towards Students' Descriptive Writing Skill At Grade Tenth Of SMK Bhakti Utama Bandar Lampung - Nila Kurnijanti	V-83
19. The Improvement Of Students' Vocabulary Achievement By Using Direct Method Of SMP Wiyatama Bandar Lampung - Putri Nurhayani	V-85
20. The Influence Of Lampungnese Ethnicity Accent On Dialect A To Lampungnese Students' Pronunciation Ability At English Education Study Program - Anggi Okta Dinata	V-88
21. The Influence of Using Scrambled Pictures to Improve Students' Ability in Writing Narrative Text of Eleventh Grade Students of SMK Bhakti Utama Bandar Lampung - Novita Uswatun Khasanah	V-91
22. The Use of Letterland Method in Teaching Reading at Early Year Level to Pre-School Students in an Informal Education in Bandar Lampung - Alfiana Rochmah	V-94
23. The Influence of Using Short Video Towards the Students' Speaking Skill at Grade VII of SMPN 22 Bandar Lampung - Dita Oktapiana	V-101

AN USING E-CRM TO IMPROVE MARKET VALUE COMPANIES (RESEARCH STUDY EF BANDAR LAMPUNG)

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ABSTRACT - *E-Customer relationship management can help organizations manage customer interactions more effectively to maintain competitiveness in the present economy. As more and more organizations realize the significance of becoming customer-centric in today's competitive era, they adopted E-CRM as a core business strategy and invested heavily. E-CRM, an integration of information technology and relationship marketing, provides the infrastructure that facilitates long-term relationship building with customers at an enterprise-wide level. Successful E-CRM implementation is a complex, expensive and rarely technical projects. This paper presents the successful implementation of E-CRM from process perspective in a trans-national organization with operations in different segments. This study will aid in understanding transition, constraints and the implementation process of E-CRM in such organizations.*

keywords: *Customer Relationship Management, Customer, E-CRM, Implementation*

1. INTRODUCING

When Company come to business competitiveness, company need effective way to caging costumer. Company need evolution way to long term resist the costumer needs. CRM are complex concept to keep the costumer relationship with the companies. Most of company too focus on their product without concern to costumer wants. With Relation Management company can focus on costumer instead, service, ensuring company product , and make satisfaction.

Study Literature

CRM related with marketing, selling and services
CRM based Kalakota and Robinson (2001) is
“integration of marketing, selling, and serving strategy “ By the transformation of technology CRM concept are modernize with Technology content. We can see profile, data contact, and various need's costumer. CRM based Laudon and Traver (2002) is
“as a recorder costumer contact and information related customer and companies, costumer profile for company staff necessary need”. Costumer have facilitates to accommodate they need into companies. Companies will understand product fix distribute to public. Based Smith and Chaffey (2005) “E-CRM is CRM, both is not only talk technology and database, either process or way out, but fundamental requirement to fulfill costumer culture”.

2. APPROCHING

Business engineering refers to the development and implementation of business solutions. from business model to business to business process, and organizational structure to information system and information Technology.

With business engineering we can choose the best way what the company should do for market value.

By Business Engineering we can transform industrial Society into information Society.

Bussiness Engineering (BE) is structural approaching to solve business tranformation process into business model based a modern neccesarry life.

Schierholz method is a structured method that can be used to mobilize CRM. This method is a synthesis from other existing methods which cover all aspects in Business Engineering Framework and with special characteristic that can guard the mobilization process always align with company's goal.

Schierholz Method, *mobile CRM* with use internet technology to use. This Method based on high value costumer.

- a. *Price*
- b. *Costumer intimacy*
- c. *Accessbility*
- d. *Innovativeness*
- e. *Product quality*

Business Engineering Activities

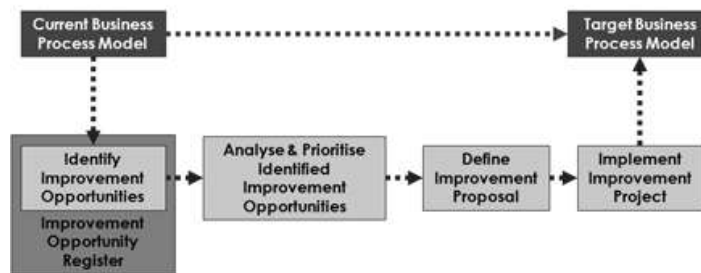


Fig.1 : Business Engineering Activities

Content.

Based on kurniawan : 2009 CRM classified into three component.

a. Operational CRM

Acquire. Easy way to get new customer by give an easiness to access information, new innovation, and interesting service.

b. Analytical CRM

Known as a back office of company, this application work to analise market and costumer, to know trending market is happening, knowing all the costumer needs.

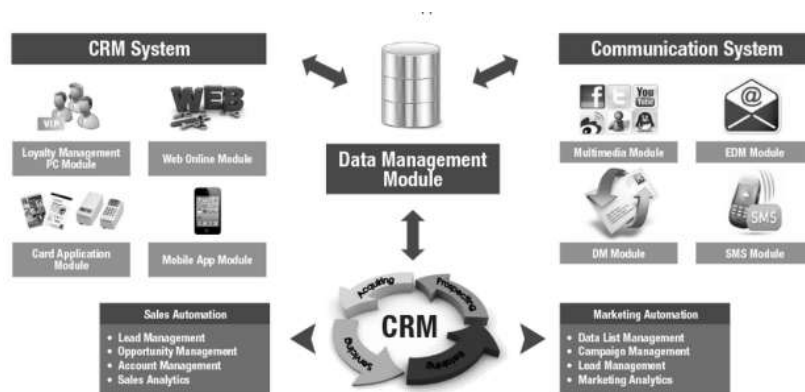
c. Collaborative CRM

Application collaborative CRM such as email, personal publishing, e –community made to interact costumer from the companies.

E-CRM application build from CRM fase by following :

- Acquire. A registration tab plan to attract new costumer for join to this company give some advantage, this strategy use to offer new product of company. Frequently Ask Questions This part is serve a various question wich often costumers ask.
- Enhance. By call the costumer after they put their mobile phone in registration tab. This is opportunity company to attract the costumer by phone.
- Retain. By controlling the attendance, activity in the class, company can contact the costumer as student if they don't join to this company anymore . this also the chance company to hear costumer complain with, and costumer. Problem why the don't join anymore. if costumer satisfie the will keep join as active student.

Planning



http://www.rewrite.com.hk/?page_id=8635

Fig. 2: CRM Combination

Implementation

To Applicate E-CRM concept we have to follow the flow of manage company's human resources become a modern.

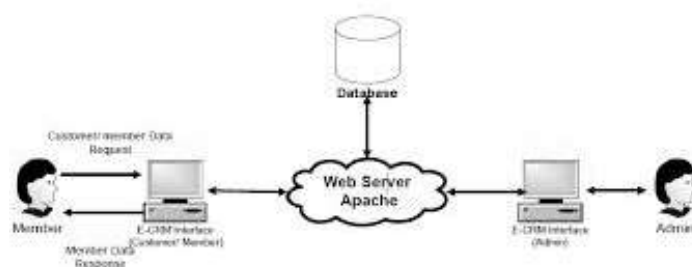


Fig. 3: Network CRM

This scheme describe the costumer relationship to company. Costumer see company profile product. Questioning how to join with the company. Admin of the company see the question by E-CRM answering and follow up what the costumer needs. Costumer satisfie and company get income.

This is sample E-CRM applicate on EF English First Company. Website are various content. On contact

history there is a record service activity toward costumer .

EF is Education English Course Company. The existing this company is depend on the student increase and retain. This company should treat costumer as a student by remind the birthday, and keep contact him to solve student difficulties. They satisfied with the service they will keep retain to this company.

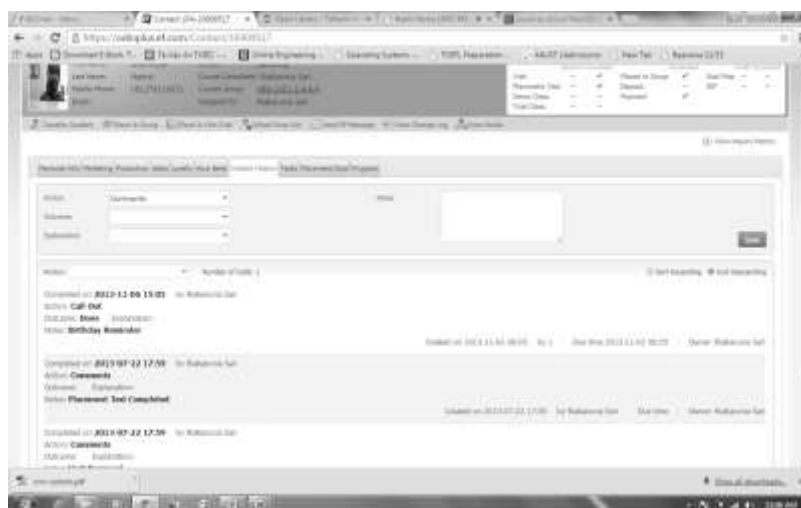


Fig. 4: Sample CRM

EF English First also expanding the relationship the bigger costumer family. This is market value to their other costumer who doesn't yet join with this company. By EF.Parents.Com Parents of costumer

will see how the improvement student after join this company. All activity student in class uploaded by the costumer



Fig.5: Sample CRM

3. CONCLUSION

An using E- CRM Technology need modern human resources and database as a company's costumer source . Make chance to be an opportunity use e-CRM technology with manage costumer as economic asset, Focus on build loyalty, and opportunity relationship.

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