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
- Faculty of Economics and Business
- Faculty of Law
- Faculty of Social and Political Sciences
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. Subing ....................II-1

2. Effect on The Quality of Passenger Satisfaction (Study in Radin Inten II
   Airport South Lampung) – Ardansyah and Stefanny Ellena Rushlan .......................II-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 Darmo .................................................II-21

5. Preferences Prospective Students In Choosing The Study Program
   (University X In Bandar Lampung) - Indriati Agustina Gultom and Wahyu
   Pamungkas ....................................................................................................................II-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 Sutanti .............................................................II-34

7. The Influences Of Investment On Regional Gross Domestic Product
   (RGDP) In Lampung - Habiburrahman ........................................................................II-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 Hidayat .........................................................II-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 Financial Performance With Respect To Equalization Funds Of The Government District/City In All Southern Sumatra Regions - Rosmiati Tarmizi, Khairudin and Felisya Fransisca ..............II-66


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 Adriina 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


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


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 Transportation Agreement - Dio Adewastia Fajarana .......................................................... III-64

15. Uprising Of Village Democracy: Challenge And Opportunities For Village - James Reinaldo Rumpia .......................................................... III-70


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 Masisih ........................................ 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

    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
    - Yuslainiati, 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:


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 Bhek ti .......... 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 Fahrunisa 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


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


17. The Effect Of The Application Of The News Presentation Towards Students’ Speaking Ability Of Grade Eleven At SMK Negeri 1 Sepuh 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 - Futri 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 customer. Company need evolution way to long term resist the customer needs. CRM are complex concept to keep the customer relationship with the companies. Most of company too focus on their product without concern to customer wants. With Relation Management company can focus on customer 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 customer. CRM based Laudon and Traver (2002) is “as a recorder customer contact and information related customer and companies, customer 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 customer culture”.

2. APPROACHING

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 transformation process into business model based a modern necessity 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. Accessibility
d. Innovativeness
e. Product quality
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 analyse 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.

Planning

E-CRM application build from CRM fase by following :

a. 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.

b. Enhance. By call the costumer after they put their mobile phone in registration tab. This is opportunity company to attrack the costumer by phone.

c. 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.

Implementation

To Applicate E-CRM concept we have to follow the flow of manage company’s human resources become a modern.
This scheme describes the customer relationship to company. Customer 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 customer needs. Customer satisfies and company get income.

This is a sample E-CRM application on EF English First Company. Website has various content. On contact history there is a record service activity toward customer. EF is Education English Course Company. The existing this company is depend on the student increase and retain. This company should treat customer 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.

EF English First also expanding the relationship the bigger customer family. This is market value to their other customer who doesn’t yet join with this company. By EF.Parents.Com Parents of customer will see how the improvement student after join this company. All activity student in class uploaded by the customer.

3. CONCLUSION

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

REFERENCES