# TABLE OF CONTENTS

## SESSION: CROSS-CULTURE MANAGEMENT

**Face-to-Face is the Most Effective Media for Communication Over Social Media**

Svenja Arabella Hallerberg, Madawala Liyanage Duminda Jayaranjan, Samaia Farzana

CROSS CULTURAL MANAGEMENT IN THE HIGHER EDUCATIONAL INSTITUTIONS

Tony S. Kuo

CULTURAL SUSTAINABILITY AND KINDSHIP MODE OF PRODUCTION AMIDST GLOBAL ECONOMY

Levita Duhaylungsod

DEVELOPING A CAUSAL MODEL OF GAME ADDICTION AND STEALING BEHAVIOR AMONG UNDERGRADUATE STUDENTS

Thitiwat Numkhan, Waiphot Kulachai

## SESSION: ENTREPRENUERSHIP

SOCIAL CAPITAL, TIERED ENTREPRENEURSHIP TRAINING, AND AGROTOURISM DEVELOPMENT MODEL OF KAMPUNG SALAK BOJONEGORO

Noviaty Kresna Darmasetiawan

THE KEY CHALLENGES TO UTILIZE INNOVATIVE OPPORTUNITIES OF SMALL AND MEDIUM Sized ENTERPRISES IN SURABAYA, INDONESIA

Prita Ayu Kusumawardhany

## SESSION: FINANCE

FINANCIAL PERFORMANCE, CORPORATE GOVERNANCE, AND FINANCIAL DISTRESS

Endang Ernawati, Samantha Elysia Handojo, Werner R. Murhadi

THE IMPACT OF HEURISTICS AND BIASES IN THE APPLICATION OF PROFESSIONAL JUDGEMENT BY INTERNAL AUDITORS IN THE STAGE OF FIELDWORK

Jonathan Tanone, Senny Harindahyani

JAVANESE LUNAR CALENDAR EFFECT (PRIMBON) ON ABNORMAL RETURN

Sidarta Hermin, Putu Anom Mahadwartha

TEST OF FAMA & FRENCH FIVE FACTOR-MODEL ON INDONESIAN STOCK MARKET

Liliana Binggir Wijaya, Randy Kennardi Irawan, Putu Anom Mahadwartha

FACTORS IN TAXATION ISSUANCES

Norbertus Purnomolastu, Werner R. Murhadi

SOFT LOAN PROGRAM FOR CREDIT UNION: A FRUITFUL OR A USELESS PROGRAM?

Ria Sandra Alinbudiono

STOCK INVESTMENT ANALYSIS, IDIOSYNCRATIC RISK AND ABNORMAL RETURN

Sayanto, Florens Natalia Handayani Sibarani

THE EFFECT OF CORPORATE GOVERNANCE ON THE CAPITAL STRUCTURE: AN INDONESIAN CASE

Arif Herlambang, Werner R. Murhadi, Giovanii Anggasta Susanto

INTERDEPENDENCY BETWEEN INTERNATIONALIZATION, FIRM PERFORMANCE, AND CORPORATE GOVERNANCE

Allan Muliyanto, Deddy Marciano

THE INFLUENCE OF INTELLECTUAL CAPITAL ON FINANCIAL PERFORMANCE IN SHARIA BANKING COMPANIES

Eka Nuraini Rachmawati, Restu Hayati, Fitra Yulandi

ANALYSIS OF WORKING CAPITAL MANAGEMENT OF INDUSTRY PRACTICES IN INDONESIA

Lukas Purwoto, Ceccilia Wahyu Estdining Rahayu
FACTORS DETERMINANT OF BANK CAPITAL BUFFER: EMPIRICAL STUDY ON ISLAMIC RURAL BANKING IN INDONESIA ................................................................. 72
Sutrisno

THE IMPORTANCE OF CORPORATE GOVERNANCE .................................................................................................................. 76
Mudji Utami, Bertha Silvia Sutejo

INFLUENCE OF FINANCIAL ATTITUDE, FINANCIAL BEHAVIOR, FINANCIAL CAPABILITY ON FINANCIAL SATISFACTION ........................................... 80
Agus Zainul Arifin

ANALYSIS OF OPTIMAL HEDGE RATIO AND HEDGING EFFECTIVENESS IN TAIWAN STOCK EXCHANGE CAPITALIZATION WEIGHTED STOCK INDEX (TAIEX) FUTURES .................................................. 84
Jason Aditya Jajia, Ika Yarnuarti Loebiantoro

MANAGERIAL OVERCONFIDENT AND FIRM FINANCING DECISION: AN INDONESIAN CASE .................................................................................................................. 89
Werner Ria Murhadi

DEMOGRAPHY FACTORS, FINANCIAL RISK TOLERANCE, AND RETAIL INVESTORS ........................................................................................................ 94
Bertha Silvia Sutejo, Yohanes Kokoh Natan Pranata, Putu Anom Mahadwartha

MANAGEMENT'S CHINESE ZODIAC AND OWNERSHIP TO FIRM PERFORMANCE ................................................................. 98
Rico Teddyono, Putu Anom Mahadwartha

"STILL ME": HUMAN INVOLVEMENT IN MANAGEMENT ACCOUNTING ........................................................................................................... 102
Riesanti Edie Wijaya

DOES FEMALE CEO AND FEMALE DIRECTORS AFFECT DIVIDEND POLICY? ................................................................. 106
Fitri Ismiyanti, Ari Prasetyo, Indri Agesty Cania

THE INFLUENCE OF GOOD CORPORATE GOVERNANCE (GCG) ON FINANCIAL DISTRESS ................................................................. 109
Werner Ria Murhadi, Felicia Tanugara, Bertha Silvia Sutejo

SESSION: HUMAN RESOURCES

INVESTIGATING THE CORRELATION BETWEEN COMMITMENT, SPIRITUALITY AND PERFORMANCE IN WORKPLACE ........................................................................... 113
Utik Bialayati, Adi Hardianto

THE EXISTENCE OF HUMAN RESOURCES EMPLOYABILITY TO ENERGIZE THE POWER OF COMPETITIVE ADVANTAGE OF AQIQAH NURUL HAYAT SURABAYA ................................................................. 117
Johny Rusdiyanto, Elsy Tandelilin

COMMUNICATION STRATEGIES IN IMPROVING AGRICULTURAL SOCIETY'S VALUE AND PARTICIPATION ........................................................................................................... 120
Noviastty Kresna Darmasetiantawan, Lanny Kasuma Widjaja, Huang Lijie

EXPLORATION OF INTENTION TO TURNOVER: CASE STUDY OF HOSPITAL IT EMPLOYEES ........................................................................................................... 124
Siska Ariani, Didi Setyawan, Budi Setyanta

THE INFLUENCE OF INTRINSIC AND EXTRINSIC FACTORS ON THE JOB SATISFACTION OF THE INTERNAL AUDITORS OF THE STATE ISLAMIC UNIVERSITIES IN INDONESIA ................................................................. 127
Suharto, Gagaring Pagalung, Grace T. Pontoh

INTERNAL COMMUNICATION, EMPLOYEE PARTICIPATION, JOB SATISFACTION, AND EMPLOYEE PERFORMANCE ................................................................................................. 131
Waiphot Kulachai, Piya Narkwatchara, Pralong Siripool, Kasisorn Vilailert

SESSION: MARKETING MANAGEMENT

DEVELOPING A DESTINATION BRAND IN THE CONTEXT OF REGIONAL AND NATIONAL BRANDING STRATEGIES: A CASE STUDY OF BRAND DEVELOPMENT OF SLEMAN DISTRICT, YOGYAKARTA SPECIAL PROVINCE, INDONESIA ........................................................................................................... 136
Ike Janita Dewi

BUILDING LOCAL FASHION BRAND EQUITY FOR YOUNG CONSUMERS ........................................................................................................... 141
Mega Melina Dewi, Dudi Anandya, Christina Rahardja Honantha

A MESSAGE BEHIND A SMILE: HOW FACIAL EXPRESSION SUPPORTS COMMUNICATION IN MARKETING ........................................................................................................... 145
Andhy Setyawan, Dudi Anandya, Farenza Renada Fulongga

USABILITY, CUSTOMER SATISFACTION, SERVICE, AND TRUST TOWARDS MOBILE BANKING USER LOYALTY ........................................................................................................... 149
Victoria D. Johannes, Indarini, Silvia Margaretha
SESSION: SERVICE MANAGEMENT

SERVICE QUALITY OF PUBLIC TERMINAL USERS IN UPT-LLAJ EAST JAVA.................. 228
Sukesi, Rahma S. Muliasari

SESSION: STRATEGIC MANAGEMENT

RESOURCE ORCHESTRATION TO IMPROVE COMMUNICATION WITH CUSTOMERS:
"CASE STUDY: MSME FOOTWEAR IN EAST JAVA" ......................................................... 232
Juliani Dyah Trisnawati, Muhammad Rosianan

CYCLING: DO THE HEALTH BENEFITS OF CYCLING OUTWEIGH THE RISKS IN
BANGKOK? .......................................................................................................................... 236
David Saudle

CORPORATE COMMUNICATION AND STRATEGIC MANAGEMENT: HISTORY,
OPERATIONAL CONCEPT AND INTEGRATION ................................................................. 239
Bachtiar Mohamad, Hassan Abu Bakar

BUSINESS STRATEGY: A STUDY ON COST STICKINESS BEHAVIOR .......................... 244
Permata Ayu Widyasari

A STUDY ON THE IMPACTS OF SMARTPHONE ADDICTION ...................................... 248
Napassphol Sinsomsack, Waiphot Kulachai

DEVELOPING HO CHI MINH CITY TO BE THE CITY OF AFFECTION, MODERNIZED, AND
QUALITY LIVING ................................................................................................................ 253
Phan Thi Hong Xuan

Author Index
Participatory Action Learning System in Maximizing Entrepreneurship Capacity

D. Rachmasari
Politeknik Ubaya, Surabaya, Indonesia

ABSTRACT: It is obvious that the role of entrepreneurship education of a university in preparing their students to be entrepreneurs is significant. This paper’s aim is to find out how entrepreneurship education especially participatory action learning system is able to maximize entrepreneurship capacity. Hopefully this paper can contribute to be best practice for the university to build students’ capacity on entrepreneurship. The paper utilizes qualitative analysis and a case study approach. Students who are analyzed and eligible to start their business are twenty students. The writer used PALS method which students would be empowered to be actively participated in awareness, capacity, and institutionalization phases. The result shows only seven students who are ready to start their business. Indeed, the innovation on their product/service seems to be too far to be discussed since most students only focus on short term development.

Keywords: entrepreneurship, education, capacity

1 INTRODUCTION

University’s role in building and maximizing entrepreneurship capacity for their students is essential. Through entrepreneurship education, a university can equip their students with entrepreneurship mindset and skill, prepare the students to be ready to start their own business and become young entrepreneurs.

This article is going to discuss the practice of entrepreneurship education, especially Participatory Action Learning System in Politeknik Ubaya, in preparing the students to start their own business.

2 LITERATURE REVIEW

2.1 Entrepreneurship Education

Drucker in Kuratko (2005) stated that entrepreneurship is a discipline, so it can be learned. Moreover Gorman, Hanlon and King in Kuratko (2005) supported that idea and stated that most of the empirical studies indicated that entrepreneurship can be taught by entrepreneurship education.

Zhou and Xu (2012) said that Entrepreneurship education itself was introduced by the United States in 1940s. Then entrepreneurship education was adopted in many countries for fostering job creation.

Later on UNESCO World Conference understood its value and suggested to cultivate entrepreneurship skill in higher education.

3 METHOD

This research is a qualitative research with a case study approach on students’ entrepreneurship capacity at Politeknik Ubaya. The collection of the data were conducted through interview, observation, as well as document review (Miles and Huberman, 1992).

The data were collected from twenty students who pass the selection from forty students who were interested in having their own business. The entrepreneurship capacity of those twenty students will be maximized through entrepreneurship program at Politeknik Ubaya.

The method used by the writer is PALS (Participatory Action Learning System). The twenty students will be treated with PALS that the students will be asked to be actively participated both individually or in group, in the entrepreneurship process to increase their competence.
Through PALS, the students are expected to do transformation on their entrepreneurship capacity through the following phases:

1. **Awareness phase**
   This phase is the first phase that in this phase the writer did socialization of the entrepreneurship program, selection of students who will be treated with PALS.

2. **Capacitating phase**
   In this phase, the students’ entrepreneurship capacity will be improved by some workshop on entrepreneurship mindset, finding business idea, marketing strategy, digital marketing, financial management, coaching on starting the business. In this phase, the students also visit small business to get real best practice on business process especially production process.

3. **Institutionalization phase**
   In this phase, hopefully after the previous two phases, students are ready to be a new entrepreneur. They will be asked to participate at internal entrepreneurship expo at Politeknik Ubaya as well as external expo.

**Figure 1. PALS**

4 **DISCUSSION**

Politeknik Ubaya has an entrepreneurship program leveling for students who only want to know about entrepreneurship, until for students who really want to start their business.

Students who really want to start their business and want to join the program are 40 students. Then they are asked to make business model canvas on their business idea and will be interviewed by entrepreneurship lecturers. Later, only 20 students are selected.

**Figure 2. Business Model Canvas as Selection Tool**

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Business Idea</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Aswin Padyanoor</td>
<td>Cheese Banana</td>
</tr>
<tr>
<td>2</td>
<td>Achmad Effendi</td>
<td>Anona Photography</td>
</tr>
<tr>
<td>3</td>
<td>Dana</td>
<td>English Course</td>
</tr>
<tr>
<td>4</td>
<td>Irene Harianto</td>
<td>“Mr. Greentea dan Mr. Milkcho”</td>
</tr>
<tr>
<td>5</td>
<td>Saidin Anam</td>
<td>Buble tea “Hora Do Cha”</td>
</tr>
<tr>
<td>6</td>
<td>Yuni Halim</td>
<td>“Mintmigurumi”</td>
</tr>
<tr>
<td>7</td>
<td>Agisto Ranggaditya</td>
<td>Farming</td>
</tr>
<tr>
<td>8</td>
<td>Arif Ganda S</td>
<td>&quot;Striker Crosswear &amp; Future Apparel&quot;</td>
</tr>
<tr>
<td>9</td>
<td>Dara Aulya Hikam</td>
<td>“Linda Fashion”</td>
</tr>
<tr>
<td>10</td>
<td>Bagus Hermawan</td>
<td>Customized Machine</td>
</tr>
<tr>
<td>11</td>
<td>Mohammad Bustomi E</td>
<td>Bubble</td>
</tr>
<tr>
<td>12</td>
<td>Fira Adreana</td>
<td>Cosmetic</td>
</tr>
<tr>
<td>13</td>
<td>Lina Vekawati</td>
<td>Cosmetic</td>
</tr>
<tr>
<td>14</td>
<td>Ma’rifatun Mahmudah</td>
<td>Culinary</td>
</tr>
<tr>
<td>15</td>
<td>Ahmad Husnu Dzonni</td>
<td>Campus Stationary</td>
</tr>
<tr>
<td>16</td>
<td>Tri Deasy R</td>
<td>Traditional hot pasta</td>
</tr>
<tr>
<td>17</td>
<td>Gweneal Nixie Firullah</td>
<td>Cake</td>
</tr>
<tr>
<td>18</td>
<td>Wardiana Nur Hamimah</td>
<td>Cake</td>
</tr>
<tr>
<td>19</td>
<td>Wardiana Nur Hamimah</td>
<td>Dessert</td>
</tr>
<tr>
<td>20</td>
<td>Annisa Sevanya</td>
<td>Batik Fashion</td>
</tr>
</tbody>
</table>

Then those 20 students are asked to have teamwork, can be from friends or family so they can support each other during starting their business.

They will come to capacitating process, and should be actively participated during the process. In this phase, the students will get some training who is needed if they run their business. The trainings are:

1. The secret of culinary business
2. *How to Build Your Entrepreneurship and Lead Your Own Business*
3. Creating Business Idea
4. Marketing Strategy
5. Financial Management
6. Digital Marketing
7. Market Research
8. Product, Price, Place, Promotion

Students also visit small business to find out real everyday activities as best practice for them to run their own business.

From those two phases, it is obvious for students who are ready to start their own business.

Before that, students must make their business plan. Thus students will have guidance about their business.
In this step, some entrepreneurship lecturers will coach and give technical support for the students in running their business.

Finally it comes to last phase that is institutionalization. Students who have already been running their business should join entrepreneurship expo at internal Politeknik Ubaya and also at Gading Murni Store.

From those final phase of Participatory Action Learning System, the writer found that from 20 students only 7 students who are ready to be young entrepreneurs.

**Table 2. 7 young entrepreneurs**

<table>
<thead>
<tr>
<th>No</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mr. Greentea</td>
</tr>
<tr>
<td>2</td>
<td>Sellfan’s Chocolate</td>
</tr>
<tr>
<td>3</td>
<td>Effendiach Photography</td>
</tr>
<tr>
<td>4</td>
<td>Traditional Peanut Sauce</td>
</tr>
<tr>
<td>5</td>
<td>Buble Toys</td>
</tr>
<tr>
<td>6</td>
<td>Dates Coffee</td>
</tr>
<tr>
<td>7</td>
<td>Traditional Snack</td>
</tr>
</tbody>
</table>

**5 CONCLUSION**

Participatory Action Learning System needs both actively participation of students as well as lecturers. The three phases of awareness, capaciting and institutionalization should run in near period one to another so students’ interest and enthusiasm can be maintained well.

**6 REFERENCE**


February 9, 2018

Letter of Acceptance

Dear Authors: Devi Rachmasari

We are pleased to inform you that your abstract (ABS-52, Oral Presentation), entitled:

"Participatory Action Learning System in Maximizing Entrepreneurship Capacity"

has been reviewed and accepted to be presented at INSYMA 2018 conference to be held on 1 March 2018 in Amphur Muang Chonburi, Thailand.

Please submit your full paper and make the payment for registration fee before the deadlines, visit our website for more information.

Thank You.

Best regards,

Christina R. Honantha, MM
INSYMA 2018 Chairperson