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Proceedings of the International Conference on Entrepreneurship, Leadership and Business Innovation (ICELBI 2022)

PREFACE

Conference: Proceedings of the International Conference on Entrepreneurship, Leadership and Business Innovation (ICELBI 2022)

Date: 7-8 September 2022

Location: Padang, Indonesia (Hybrid)

Website: <http://icelbi.conference.unand.ac.id/>

It is with great pleasure and anticipation that we present the proceedings of the International Conference on Entrepreneurship, Leadership, and Business Innovation (ICELBI) held on September 7 and 8, 2022, in Padang City, West Sumatra, Indonesia. The ICELBI conference, now in its first edition, has evolved into a pioneering platform that brings together academia and industry experts to explore and exchange insights on entrepreneurship, leadership, and innovation within higher education.

In a world continually transformed by the forces of the digital economy, this year's ICELBI conference embarked on a timely and pertinent theme: "Fostering University- Based Entrepreneurship in the digital economy era." Our collective aim was to shed light on the dynamic landscape of entrepreneurship, leadership, and innovation in an era where digital technologies reshape the foundations of business, education, and the workforce.

The rapid digitalization of our global economy has ushered in unprecedented challenges and opportunities for higher education institutions, businesses, and society. It has propelled entrepreneurship into an increasingly vital role, acting as a catalyst for job creation and economic growth. Universities, long regarded as centers of knowledge and innovation, are now integral players in this transformative process, encouraging the birth of innovative startups and nurturing entrepreneurial talent among their students.

This conference provided a unique platform for academia, practitioners, and thought leaders to delve into the multifaceted aspects of university-based entrepreneurship and how it aligns with the digital age. We witnessed vibrant discussions and engaging presentations that explored new paradigms in entrepreneurship education, disruptive business models, the fusion of technology and creativity, and the crucial role of effective leadership in this era of change.

The ICELBI conference continues to be an essential forum for sharing cutting-edge research, practical insights, and innovative strategies in entrepreneurship and business innovation. The collaborative spirit and enthusiasm of our attendees underscored the importance of these topics in our ever-evolving world.

As we present these proceedings, we extend our gratitude to all the authors, presenters, and attendees who contributed to making ICELBI 2022 a resounding success. The wealth of knowledge, ideas, and experiences shared during this conference will undoubtedly inspire and

inform future endeavors in entrepreneurship, leadership, and business innovation.

We invite you to explore the contents of these proceedings, which serve as a lasting record of our collective efforts to foster university-based entrepreneurship in the digital economy era. May the insights and innovations presented within these pages serve as beacons of guidance for all those engaged in the vital pursuit of entrepreneurship, leadership, and business innovation.

With warm regards,

Oknovia Susanti
Conference Chair

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Peer-Review Statements

Donard Games, Maruf

All of the articles in this proceedings volume have been presented at the International Conference on Entrepreneurship, Leadership and Business Innovation during 7-8 September 2022 in Padang. These articles have been peer reviewed by the members of the scientific committee and approved by the Editor-in-Chief,...

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Proceedings Article

University Spin-off: A Review

Adityo Wicaksono, Eryadi K. Masli, Trina Fizzanty

Contemporarily, university spin-off (USO) has become a major topic in the academic entrepreneurship literature. Universities around the globe have realized that establishing USOs can bring substantial benefits to their organizations and the regional economy. Hence, the USO phenomenon became essential...

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Women's Entrepreneurial Motivation: Business Principles and Performance in Islamic Perspective

Ellyana Amran, Aekram Faisal, Lavlimatria Esya

Women entrepreneurs, in general, and Muslim women, in particular, were potential sources that had not been touched much. The purpose of this study was to explain the effect of

business principles on business performance mediated by entrepreneurial motivation on Muslim women entrepreneurs in Jakarta from...

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The Influence of MSME Performance and Inclusive Finance on Poverty Reduction in Indonesia

Agustina Suparyati, Nurhayati Nurhayati, Sumiyati Sumiyati, Astrid Maria Esther

The purpose of this study is to analyze the effect of MSME performance, financial inclusion, economic growth, and income distribution inequality on poverty levels in 33 provinces in Indonesia during the 2016–2021 period. MSME performance is measured by the level of internal efficiency as measured by...

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Development of Constructivist-Based Mathematics Learning Media on Geometry Materials

RAndika Putra, Elita Amrina

The purpose of this study is to describe the process and results of the development of constructivist-based computer-aided mathematics learning media on geometry material with the sub-topic of distance on spatial shapes that is valid, practical, and effective. This type of research is development research,...

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The Effect of Debt Financing on Firm Value in Manufacturing Companies Listed in Indonesia Stock Exchange

Anita Roosmalina Matusin, Catur Rahayu Martiningtyas, Ina Oktaviana Matusin, Ramadini Safitri, Cyntia Monalisa Hutaauruk

This study aims to examine the effect of debt financing on firm value. The dependent variable used in this study is firm value, with the independent variable debt financing (STDA, LTDA, TDTE), firm size, firm growth, inflation, and interest rate control variables. The research sample used in this study...

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Development of Seternak, Marketplace Application for Production Facilities and Livestock Products

Ardhian Agung Yulianto, Fathurrahman Ananda Menza

The livestock industry, especially poultry, was one of the economic bases of Indonesian people, which has a high potential to increase inclusive economic growth. Moreover, Indonesia has a high advantage in the livestock sector, as illustrated by the competitive edge in the workforce and the potential...

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Service Quality Breakdowns in Indonesia's Telecom Industry: Insights from Customer Reviews

Ares Albirru Amsal, Rayna Kartika

This study addresses and categorizes service quality failures within one of Indonesia's leading internet service providers. Drawing upon a service quality framework tailored to the telecommunications industry, the research scrutinizes 4886 one and two-star reviews from popular Indonesian mobile application...

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Antecedents of Organizational Commitment of Construction and Building Employees in Jakarta

Okbar Donny, B. Medina Nilasari, Renny Risqiani, Nico Lukito

Construction is considered the most stable area of the industry because it does not rely heavily on digital technology. Even so, construction and building companies must generate employee satisfaction and organizational commitment and disseminate the customer concept to all parts of the organization...

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Urban and Rural Household Saving Determinants in Indonesia (IFLS 2000–2014)

Syofriza Syofyan, Bahtiar Usman, Harmaini Harmaini, Litha Ardiningrum

The government's ability to mobilize public savings is one of the financial system functions that should work well. The literature on economic growth theory suggests that changes in the saving rate will cause an acceleration (deceleration) of capital accumulation, increasing (decreasing) economic growth....

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The Influence of Internet Banking and Bank Risk on the Performance of Banking Companies in Indonesia

Catur Rahayu Martiningtiyas, Anita Roosmalina Matusin, Susy Muchtar, Tssabita Aleatuffaaahatie, Sarah Alza Fadhilah

This study aims to analyze the effect of Internet banking on bank performance. The independent variables in this study are Internet banking and bank risk, with the control variables being economic growth inflation and the dependent variable being bank performance. The sample used in this study is a company...

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Fear of Failure in Incubated Start-Up: A Qualitative Approach Study

Danny Hidayat, Nurul Khairiyah, Donard Games

This thesis examined the fear of failure in start-up actors in the Universitas Andalas business incubator. According to previous research, fear of failure is one of the obstacles in entrepreneurship. This study focuses on the experience of fear and the way respondents understand it so that it will be...

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The Effect of Job Stress, Job Burnout, and Emotional Intelligence on Job Satisfaction of Employees of Animal Feed Companies in Grobogan, Central Java

Muhamad Deddy Maha Dikka, Deasy Aseanty

This study aims to analyze the effect of Job Stress, Job Burnout, and Emotional Intelligence on Job Satisfaction of employees of animal feed companies in Grobogan, Central Java. The data used in this study is primary data. The sampling method used is purposive sampling, with 189 employees as the respondents....

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An Evaluation of the Use of YouTube Advertisements in Targeting Millennials in a Digital Era

Dessy Kurnia Sari, Donard Games, Nindi Filzah Edista

Entrepreneurs have to be aware of today's digital business era. The use of online and digital media in targeting a market was inevitable. This paper explores the influence of perceived advertising values and personalization of advertisement videos on YouTube and sees the effect on millennials' attitudes...

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Social Entrepreneurship Business Canvas Model (Case Study of Andalas Sepakat Unit Waste Bank, Andalas Village East Padang Subdistrict Padang City Indonesia)

Devi Analia

Social entrepreneurship is a form of entrepreneurship that has the concept of business and innovation for social or community interests. Social entrepreneurship is an activity and process to discover, define, and take advantage of opportunities to increase social value by creating new ventures or managing...

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Analysis of the Effectiveness of Fertilizer Subsidies Policy for Corn Farmers in Nagari Lingkuang Aua, West Pasaman

Gusrianto Gusrianto, Dian Hafizah, Devi Analia

Fertilizer subsidy is one of the government's fiscal policies for farmers, which aims to increase agricultural production. This study aims to determine the procedures for implementing the subsidized fertilizer program and analyze the effectiveness of distributing subsidized fertilizers to corn farmers...

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Determination of the Growth Rate of Gross Domestic Regional Product (GDRP) of the Agricultural Sector in Indonesia, Period 2012 – 2021

Ayu Tri Wahyuni, Dini Hariyanti

This study aims to determine the impact of land area, labor, foreign direct investment (FDI), domestic direct investment (DDI) in the agriculture sector, and farmer's term of Trade (FTT) on the growth rate of Gross Domestic Regional Product (GDRP) of the agricultural sector. The sample was taken...

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Fear of Failure, Financial Performance, and Entrepreneurial Well-being: Some Insights from Start-ups in an Emerging Market Economy

Donard Games, Rifka Zikria, Tri Siwi Agustina, Rambat Lupiyoadi

The present study investigates the effect of fear of failure on entrepreneurs' well-being in West Sumatra, Indonesia, where financial performance is expected as the mediating variable. The data were collected online from eighty-five start-up businesses that have run for 0–5 years in West Sumatra, Indonesia...

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The Impacts of Entrepreneurial Self-Efficacy and Entrepreneurship Education on Entrepreneurial Intentions: The Context of Economic and Business Students, Universitas Andalas, Padang, Indonesia

Salsabila Salwaa Geza, Donard Games

Most of the causes of the high unemployment rate are the large number of students who have completed their education and are busy looking for work. However, the competition for many job seekers in the job market is disproportionate. Many students do not have the intention or support to open their businesses...

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Profit Sharing Partnership in Beef Cattle Fattening Business (Case Study at Nusa Fauna Company)

Dwi Yuzaria, Fuad Madarisa, Aldo Marpensa

The purpose of this study was to analyze 1) the application of technical aspects at Nusa Fauna Cattle Farming business, 2) the income level of beef cattle farmers with a profit-sharing system between capital owners and farmers, and their contribution to the total income of the Nusa Fauna Cattle Farm...

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The Role of Trust in Shopping Online in Mediating the influence of Social Media Marketing on Purchase Intention

Aekram Faisal, Ellyana Amran, Iwan Ekawanto

Social media are one of the activities the general public frequently engages in, including in Indonesia. In recent years, social media have been used not only for social contact but also for corporate management. Furthermore, with the entire world confronting the 19 pandemic and most governments making...

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Factors Influencing Digital Technologies Adoption among Indonesian SMEs: A Conceptual Framework

Faiz Faiz

Although digital technologies have ascended and many firms have adopted them into their system, Small and Medium Enterprises (SMEs) have been reported for lagging behind their larger counterparts in digital technology adoption. This paper identifies factors that influence digital technology adoption...

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Ornamental Plant Entrepreneurship During the Covid -19 Pandemic in Koto Tangah District, Padang City

Mega Putri Nolasary, Fanny Wulanda, Rihan Ifebri, D anny Hidayat

This study aims to: a) Find out the internal and external factors faced by ornamental plant business actors in Koto Tangah District. b) Analyze the marketing strategy of the ornamental plant business in Koto Tangah District. This is qualitative research, which is a process of finding new knowledge using...

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Determinant Factors for M-Banking Use in Generation Z

Widya Alifia, Farah Margaretha Leon, Yosephina Endang Purba, Kristian Chandra, Febria Nalurita

This study aims to examine and analyze the factors that influence the adoption of M-banking in Generation Z. Data was obtained through an online questionnaire to M-banking users with an age range of 18–24 years in Jabodetabek. The method used in sampling was the non-probability sampling method, with...

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What Makes a Coffee Shop Interesting? Demystifying Critical Factors that Attract and Retain Coffee Shop Customers in Indonesia

Fauzan Wardhana, Viet Le, Eryadi Masli, Mony Sok

The main purpose of this study was to identify factors that coffee shop customers perceived as critical to attracting and retaining them to a particular coffee shop. An online questionnaire survey was designed to capture coffee shop customers in Indonesia. Critical factors were identified from the literature...

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Tax Apparatus Negotiation Behavior in Resolving Tax Disputes: An Experimental Examination

Fauzan Misra, Rahmat Kurniawan

This study examines the influence of the supervisor's pressure and the negotiation partner's objective on tax staff negotiation behavior and his confidence in the decision. To accomplish this purpose, study participants completed a tax negotiation task in a 2x2 between-subject design. The experiment...

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The Moderating Role of Locus of Control on the Links Between Availability Bias, Herding, and Investment Decisions

Febria Nalurita, Farah Margaretha Leon, Yosephina Endang Purba, Kristian Chandra

This study aims to determine the effect of availability bias and herding on investment decision-making with the moderating role of locus of control. Data was collected by distributing questionnaires to individual investors on the Jakarta Indonesia Stock Exchange (IDX), with a sample of 281 people. This...

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The Effect of Bank-Specific Factors on Profitability of Commercial Banks Listed on the Indonesia Stock Exchange

Henny Setyo Lestari, Bahtiar Usman, Syofriza Syofyan, Lavlimatria Esya, Hartini Hartini, Oknovia Susanti

This study examines the influence of specific factors on the profitability of conventional commercial banks listed on the Indonesia Stock Exchange for the 2016–2020 period. This study uses purposive sampling with a sample of 41 conventional commercial banks. The results show that bank size does not affect...

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Corporate Governance and Financial Performance of Consumer Goods Industry Companies Listed on Indonesia Stock Exchange

Henny Setyo Lestari, Bahtiar Usman, Syofriza Syofyan, Lavlimatria Esya, Hartini Hartini

This study aims to investigate the effect of corporate governance on financial performance in consumer goods industry companies listed on the Indonesia Stock Exchange in the period 2016 -2020. The independent variables used consist of insider shareholding, board size, board independence, board meeting,...

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The Effect of Work Experience and Job Satisfaction on The Work Productivity of Civil Servants (PNS) At The Trade Office of Padang City

Henny Sjafitri, Ria Hardianti, Lenny Hasan, Sari Lenggogeni

The purpose of this study was to determine how much influence work experience and job satisfaction have on the work productivity of Civil Servants (PNS) at the Padang City Trade Office. The method used in this research is quantitative. The sampling technique used is total sampling with a sample of 92...

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The Effect of Green Marketing, Sustainable Advertising, Eco Packaging/Labeling Towards Green Purchasing Behavior (Study on Electric Vehicles in Indonesia)

Hermanto Yaputra, Kurniawati Kurniawati, Renny Risqiani, Nico Lukito, Krisna Prabowo Sukarno

This study was expected to give academic and practical benefits where the proposed conceptual framework may contribute as additional literature about green marketing and positively implies environmentally friendly product marketers. Researchers used an explanatory approach to prove all the hypotheses...

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Analysis of Consumer Loyalty to Creative Economic Products in Padang City

Hesti Mayasari, Amisrawati Amisrawati, Hafrizal Okta ade Putra, Ares Albirru Amsal

The purpose of this study was to determine and analyze the effect of price perception, promotion, brand image, and consumer satisfaction partially or simultaneously on consumer loyalty in the Senja Padang Coffee Zone. The research method used is descriptive quantitative. The sampling technique used is...

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How Firm and Industry Characteristics Affect Capital Structure of Unlisted SMEs: UK Empirical Evidence

Indah Permata Suryani

This study aimed to provide further empirical studies on whether there is any significant relationship between firm industry characteristics and the short-term and long-term debt of the companies. The focus was to answer the question: Do the firm and industry characteristics such as profitability, size,...

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Empowerment of Inter-Student Achievements as a Form of Manifestation "Mapres Copy Mapres" Sustainable

Nadila Rizky Amelia, Irfan Wahendra, Stefani Wijaya, Jefril Rahmadoni

Currently, students face many opportunities and golden opportunities for self-development, both from on-campus and off-campus activities. Self-development could be through competitions between students, scholarship programs, student exchange programs, and various internship programs available from small...

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Determinants of Affective Commitment in Improving Employee Performance

Justine Tanuwijaya, Jakaria Jakaria, M. Yudhi Lutfi, Wahyu Gunawan, Ismail Hakki Mirici

Organizational performance is one of the company goals to be achieved, and the achievement of these goals cannot be separated from the achievement of employees' performance. This study was conducted with the aim of testing and analyzing how servant leadership affects proactive career behavior, which...

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Online Learning and Student Achievement in Sensitivity Analysis Perspective

Justine Tanuwijaya, Yolanda Masnita Siagian, Husna Leila Yusran, Jakaria Jakaria, Ismail Hakki Mirici

The pandemic covid 19 brought huge changes in the education system, especially the need and necessity for an online learning process system from offline or face-to-face. This study examined the factors that determine the use of continuous e-learning and its impact on student achievement. Five variables...

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The Effect of Leverage on Company Value in Consumer Goods Industry Companies

Kristian Chandra, Farah Margaretha, Yosephina Endang Purba, Febria Nalurita

The industrial sector, including consumer goods, is currently one of the sectors contributing significantly to Indonesia's economic growth. To compete with similar companies, managers must make the right decisions, most notably financial ones. The companies are expected to choose the best option...

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Perceived Personalization and Brand Relationship Models in Social Commerce

Kurniawati Kurniawati, Hermanto Yaputra, Renny Risqiani, Nico Lukito, Dessy Apriyani

With fashion development in Indonesia, many brands have started marketing by relying on digital marketing. As is well known today, marketing trends continue to develop along with increasingly sophisticated technology with the presence of the Internet world. Digital marketing is present as an innovation...

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E-Commerce Analysis in Product Purchasing Decisions at Bacarito Coffee in Padang City

Liza Zulbahri, Tri Yosep Estrada, Sepris Yonaldi, Eka Chandra Lina

This study aims to determine and analyze e-commerce and product quality partially and simultaneously on purchasing decisions for Bacarito Kopi in Padang. The research method used is descriptive quantitative. The sampling technique used was probability sampling, with 100 respondents. The data analysis...

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The Role of Source Congruence in Effective Marketing Communications

Fatik Rahayu, Luki Adiati Pratomo, Ayu Ekasari, Dyah Astarini, Khansa Fara Wijanarko, Ryan Ardhito Hadyan, Evi V. Lanasier

The study aims to build a more comprehensive model of the relationship between the source's characteristics and the purchase intention by involving several variables that are considered moderating and mediating variables in the relationship between the two variables. The respondent is the individual...

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Digital Communication and Its Relationship to SME Empowerment and Performance

Maharani Imran, Djuara P. Lubis, Pudji Muljono, Dwi Sadono

Digital communication is important in empowering small and medium-sized enterprises (SMEs). This article discusses the conceptual framework for digital communication and other factors influencing entrepreneur empowerment and SME performance. A documentation technique was used to collect data. Relevant...

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The Effect of Auditor Switching, Audit Report Lag, and Financial Distress on Financial Statement Fraud

Marieta Ariani, Rakendro Wijayanto, Tyas Pambudi Raharjo, Seto Makmur Wibowo, Ayu Lestari

This study examines the effect of auditor switching, audit report lag, and financial distress on financial statement fraud. This study uses a sample of banking companies listed on the Indonesia Stock Exchange during the 2018-2020 period, as many as 43 companies. Data collection techniques using the purposive...

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Systematic Literature Review (SLR) Seed System Development supports The Development of Seed Social Entrepreneurship

Masruri Masruri, Helmi Helmi, Irfan Suliansyah, Henmaidi Henmaidi

The purpose of the research is to map the recent developments of the seed system concept. The seed system has developed the concept of a formal and informal seed system towards an integrated, interrelated seed system. This mapping was used for triggering further research and guiding the application of...

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Regional Inequality Analysis In Papua

Mona Adriana, Agustina Suparyati

Economic development and growth are always interpreted as an increase in per capita income because per capita income is a plan for improving people's welfare. Development and growth

will always be able to go hand in hand because, with every development, there will always be economic growth generated...

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Analysis of Project Manager Leadership Style at Construction Companies in Jabodetabek

Muhammad Irham Fauzan, Azaria Andreas

The development in the construction sector is multiplying from time to time. This can be seen from the high level of development of economic centers such as malls and markets, as well as infrastructure development such as bridges, highways, MRT, LRT, and others. Changes in a better direction than before...

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Increase Brand Awareness and Brand Image Using Social Media Marketing Elements

Muhammad Zulkifli Amanda, Yolanda Masnita

Establishing a comprehensive and interactive Social Media Marketing (SMM) will help build a trustworthy Brand Image. That will increase consumer loyalty and willingness to buy the product. This study aimed to examine and analyze the effect of social media marketing elements - Entertainment, Pleasure,...

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The Consequences of Emotional Labor among Culinary Sector SMEs Employees in Jakarta

Netania Emilisa, Lidia Wahyuni, Lilis Suhaeni, Oknovia Susanti

This study aimed to analyze the effect of Surface Acting and Deep Acting on Job Satisfaction and the effect of Job Satisfaction on Turnover Intentions and Organizational Commitment in employees from culinary sector SMEs in Jakarta. Data were collected from 150 employees, and the collection technique...

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Factors that Influence Entrepreneurial Intention: Evidence from Undergraduate Students in South Jakarta

Netania Emilisa, Husna Leila Yusran, Shafrani Dizar, Adji Prastia, Ghea Indiani Thermalista, Oknovia Susanti

This investigation intends to determine the impact of entrepreneurship attitude, proactive behavior, and entrepreneurship education on entrepreneurial intention. The data utilized in this research is primary data, the content of questionnaires filled out by undergraduate students in South Jakarta. Data...

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Analysis of Factors Influencing Consumer Behavior in Buying Prepaid Cell Phone Cards During the Covid-19 Pandemic

Nico Lukito, Renny Risqiani, Kurniawati Kurniawati

The COVID-19 pandemic has impacted public health, economic conditions, education, and social life. The government implemented a study and work-from-home policy and made prepaid cell phone card operators necessary telecommunications providers for community activities during the Covid 19 pandemic. Product...

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Analysis of the Effect of Promotion and Product Innovation on Consumer Purchase Decisions in Digital Technology-Based Micro and Small Enterprises in Padang City

Ramadhania Ramadhania, Yuda Delprima Candra, Sepris Yonaldi, Dessy Kurnia Sari

The purpose of this study was to determine and analyze the effect of product promotion and innovation on consumer purchasing decisions for micro and small businesses based on digital technology in Padang City. The research method used is a quantitative approach. The sampling technique used is non-probability...

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A Pilot Study: The Role of Family Social Support in Entrepreneurial Resilience

Tri Rahayuningsih, Rani Armalita, Liliyana Sari, Anip Febtriko, Saskia Rahmattulaila

COVID-19 cases are still ongoing in Indonesia, which results in many industries experiencing a decline, including in West Sumatra. This situation requires strong resilience for entrepreneurs because adaptive behavior is important to survive in stressful situations, such as pandemics. Previous studies...

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The Entrepreneurs' Insights and Fears Towards Sharia Fintech Lending (Study of SMEs in West Sumatra)

Rayna Kartika, Annisaa Rahman

The innovation of financial technology (fintech), especially in peer-to-peer lending (P2PL), has reached significant users in the last couple of years. P2PL has been utilized worldwide, including in Indonesia, by interns of investing and lending funds. By 2021, there will be more than 125 fintech peer-to-peer...

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The Effect of Brand Experience and Customer Engagement on Brand Loyalty in the Marketplace in Indonesia

Sheren Maharani Putri, Renny Risqiani, B. Medina Nilasari, Kurniawati, Hermanto Yaputra

This research aims to analyze the effect of brand experience and customer engagement on brand loyalty in the marketplace in Indonesia. The sample in this study amounted to 367 respondents, using purposive sampling. The variables of this study consist of brand experience dimensions (sensory, affective,...

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Digital Financial Literacy, Financial Behaviour, and Financial Well-being of Women's in Indonesia

Rita Rahayu, Verni Juita, Annisa Rahman

This study aims to investigate the influence of digital financial literacy and financial behavior, which consists of saving behavior and spending behavior, on women's financial well-being in Indonesia. A survey method using an online questionnaire was performed in this study. 524 Indonesian women...

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The Marketing Innovation of Melinjo-Based Food Product Through Sociopreneurs Approach

Ida Busnetty, Wegig Purwonugroho, Rositayanti Hadisoebroto, Thirathep Chonmaitree

So far, Melinjo has only been used as chips and vegetables. The problems today are environmental hygiene, monotonous products, marketing, and consumer perception. This research approach is to diversify products by processing Melinjo into flour so that it can be processed into other various foods. Making...

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Analysis of Research Methodology on Institutional-Based Competitiveness of Agricultural Commodities

Melinda Noer, Sepris Yonaldi, Yulia Hendri Yeni, Nofialdi Nofialdi

This study aims to see the novelty of the research methods used by previous studies to study the competitiveness of institutional-based agricultural commodities. For this reason, it is necessary to review the research methods used in previous studies (2015 - 2020). To facilitate researchers in compiling...

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Sepris Yonaldi, Mutia Yunita Fitri, Yuni Candra, Berri Brilliant Albar

This study aims to determine and analyze the effect of product innovation, entrepreneurial orientation, and entrepreneurial characteristics on competitive advantage in the micro and small-scale food and beverage industry in Padang. The research method used is descriptive quantitative. The sampling technique...

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(An Avocado Farmer Experience in West Pasaman Regency)

Sukarli Sukarli, Helmi Helmi, Elfindri Elfindri, Hery Bachrizal Tanjung

This community entrepreneurship article is a contribution of ideas for the practice of managing community-based farming businesses. Avocado agribusiness development in West Pasaman is faced with the problem of providing seeds, cultivation techniques, harvesting, and post-harvest techniques, as well as...

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Susi Dwi Mulyani, Giawan Nur Fitria, Amalia Puspita Wardhani

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Tri Kunawangsih, Agustina Suparyati, Khirstina Curry, Zakkiyah Zakkiyah

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Tri Rahayuningsih, Radika Mailana, Rani Armalita, Liliyana Sari

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Tri Rahayuningsih, Mutyara Mutyara, Rani Armalita, Liliyana Sari

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Verni Juita, Vera Pujani, Rida Rahim, Rita Rahayu

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Vinola Herawaty, Florus Daeli, Putri Bilqis Fadilah Achma, Juara Sintong Nainggolan, Barugamuri Dachi

This study aims to empirically examine the effect of corporate governance and dividend policy on income smoothing with auditor information asymmetry as a moderating variable. The sampling of this study used purposive sampling with a sample of 28 companies listed as mining sector companies on the Indonesia...

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Sumbaga Bimas Abdurrozaq, Farah Margaretha Leon, Siti Rahimah Widyaty, Wahyuni Rusliyana Sari, M. D. Mahmudul Alam, Putra Pratama

This study aims to examine the effect of corporate governance on dividend policy. The sample used in this study was 41 manufacturing companies listed on the Indonesia Stock Exchange for 2015 - 2019. The sampling technique used was purposive sampling, and the analysis method used was multiple linear regression....

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Tiarapuspa Tiarapuspa, Wahyuningsih Santosa, Devani Laksmi Indyastuti, Sulistyandari Sulistyandari, Ainiyah Humaira Salsabila, Lidya Permata Sari Gill

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Wegig Murwonugroho, Astri Rinanti, Winnie Septiani, Nurhikma Nurhikma, Thalia Sunaryo, Thirathep Chonmaitree

The way of managing plastic bottle waste so far is dominated by the landfill method. This open dump technique endangers the environment and the surrounding community. This study discusses how the Reverse Vending Machine (RVM) simultaneously contributes to sociopreneurs solving environmental, economic,...

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Widya Rahmawati, Yuliarni Putri, Muhammad Zein, Donald Games

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Rania Rahma Febrianti, Wulan Sari, Bahtiar Usman

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Yosephine Endang Purba, Farah Margaretha Leon, Kristian Chandra, Febria Narulita, Caecilia Rina

The characteristics of a leader in a company significantly impact the organization's sustainability. This study aims to investigate the influence of the narcissistic character of the CEO and Board, as well as managerial overconfidence in corporate risk-taking. The data in this study were collected...

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The Relationship between Entrepreneurial Character and the Success of Ornamental Plant Business in Lubuk Minturun Sungai Lareh, Koto Tangah District, Padang City

Muhammad Dzaky, Zednita Azriani, Dwi Evaliza

Entrepreneurship has a very significant role in the welfare of residents, and ornamental plants are one of the potential businesses to be developed. The Lubuk Minturun Lareh River area is the center of ornamental plants in Padang. The growth of ornamental plant business cannot be separated from the character...

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The Marketing Innovation of Melinjo-Based Food Product Through Sociopreneurs Approach

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Abstract. So far, Melinjo has only been used as chips and vegetables. The problems today are environmental hygiene, monotonous products, marketing, and consumer perception. This research approach is to diversify products by processing Melinjo into flour so that it can be processed into other various foods. Making various processed foods is done by paying attention to hygiene. The sociopreneurship that has been carried out is marketing that involves approaching the consumers using mobile box motorcycles and increasing consumer perception.

Keywords: Processed Melinjo, Hygiene, Mobile Box Motorcycle, Sociopreneurship.

1 Introduction

Melinjo fruit (*Gnetum gnemon L.*) results from agricultural cultivation that dominates in Tenjolohang Village, Jiput District, Pandeglang Regency. Every month, at least 25-30 tons of Melinjo production in Tenjolohang. In this village, Melinjo has only been processed into Emping (Melinjo chips) and marketed as raw chips. The Melinjo raw material has the potential to be developed in various processed foods other than chips, such as Melinjo peel chips and Melinjo flour [1, 2], which can be processed into various foods just like wheat flour.

The general public is familiar with Melinjo in the form of processed chips, which comes from the Melinjo fruit and has a distinctive, slightly bitter taste. Even though it is favored because of its taste, which is a counterweight to dishes such as Soto and porridge, Melinjo chip is also feared because of its purine content that can cause the onset of gout disease. It is known that the purine content in Melinjo is high, reaching 50-150 mg/100 gr Emping [3]. However, in addition to the effects of these purine levels, in reality, Melinjo has many health benefits. Some are due to the content of antimicrobial compounds, namely flavonoids, tannins, and steroids. The components or compounds in the skin of the red Melinjo fruit are phenolics, flavonoids, lycopene, vitamin C, and β -carotene. Phenolic and flavonoid components include antimicrobial compounds [4]. There are also ingredients that the body needs, namely carbohydrates (63.23%) and fats (2.66%), proteins (17.39%), and many vitamins [5]

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With all these advantages, there is a huge potential for the use of Melinjo. Unfortunately, Tenjolahang Village, as a producer of Melinjo, has not obtained optimum benefits. The first problem observed is the production process, which needs to pay attention to hygiene aspects. The hygiene factor in food processing is very important while making Emping. There tends to be potential contamination from the environment in the moment of drying and mold growth due to incomplete drying due to its dependence on sunlight and heat.

The second problem is that the processed products have yet to be diversified with a longer product life. Generally, the use of Melinjo fruit is only used as Emping. The Melinjo soft skin is usually the raw material for stir-fried vegetable dishes, while Melinjo hard skin only becomes waste/garbage. The third problem is marketing, which tends to be passively waiting for buyers by marketing in traditional markets and local cooperatives.

2 Methods

Implementing this innovation consists of Training, assistance through FGD, and evaluation using the Google Form application and interviews. Before doing the training, the team makes a preparation that is called the "Intake Process" [6]. In the Intake Process, the team builds trainee trust so the training and facilitating process can be accomplished at the end of the program. Through the intake process, all the problems and constraints were collected and analyzed to support the training design. The training materials as a solution to the problems are as follows:

- a. First Training. Hygienic Production Process (Production problems). Food that enters the body impacts health, physical, mental, and brain development. Healthy food must be consumed by the Indonesian people, especially school children, as the successor of the nation. This method uses counseling and training methods that begin with turning on energy source operating tools, testing process results, and mitigating in the event of a fire or other incident.
- b. Second Training. Product Diversification (Problems of production diversification) The demonstration method provides complete hands-on skills in processing a healthy food menu and its nutritional standards. If the food consumed is healthy both in terms of nutrition and hygiene, health will be guaranteed. This method uses training and mentoring methods with technical exposure to manufacturing processed foods made from Emping raw materials.

The various processed foods made are brownies, cookies, and ice cream cones, all of which are made from Melinjo flour. Making Melinjo flour and processed foods uses methods and tools that ensure hygiene. The derivation product of Melinjo is new and has the potential to be developed.

- c. Third Training. Marketing of Box Installation on Mobile Motorcycles (Marketing Problem). The implementation of this activity begins with observing the boxes on the market. The next stage is modifying the shape of the box. The addition of interesting illustrations and testing of placements on the saddle of motorcycles and mobile sales trials. In addition, the packaging design is prepared starting with a photoshoot session of new product variants. Improving packaging is proven that it can improve marketing. The market segment is increasing, and marketing turnover is increasing to achieve the upscale of MSMEs. Product packaging affects a consumer's desire to buy and impacts his or her decision to

buy the product or not. The uniqueness of the product packaging design has a positive and insignificant effect on the emotional attractiveness of the product. The use of Social Media is growing very rapidly in Indonesia, so marketers use social media as one of the marketing tools. Social media is one of the powerful ways to promote products and services through internet marketing. Technological advances to develop online businesses are increasingly opening up opportunities for entrepreneurs to reach a wider market as there are no longer any restrictions on distance and time.

3 Results and Discussion

The initial stage analysis results of the Melinjo artisans' conditions in Tenjolahang Village revealed environmental health problems, monotonous products, and economic and public perceptions problems. These three root problems require a complete and holistic solution. Environmental health problems are mainly related to the understanding and habits of Melinjo artisans in producing Melinjo chips, related to the cleanliness of the processing site (roasting, drying, pressing, and packaging), see Figures 1 and 2, the personal hygiene of the craftsmen, and dependence on sunlight in drying. The second problem is in terms of monotonous products, so Melinjo is only used as part of the fruit to become Emping and the soft skin parts and leaves only become vegetable raw materials. All parts of Melinjo can be used to be made into flour, which then becomes various processed foods, such as brownies, cookies, and ice cream cones.

The third problem is the economy in terms of business mapping and developing the ability of artisans to improve product quality and marketing. Passive marketing waiting for buyers can disrupt the economy of citizens. The fourth problem is the consumer public's perception of the purine content in Melinjo, which causes uric acid pain, even though many other nutritional contents are also useful in Melinjo.



Fig. 1. Roasting process.



Fig. 2. Packing process.

3.1 Suggested Solution

Regarding the problems that arise, the problem-solving approach is carried out through the involvement of Melinjo artisans.

1. Environmental Health Problems

To overcome problems in the drying process that depend on sunlight and the possibility of contaminations, the solution is offered in the form of drying with an oven for 8 hours. The oven is seen in Figure 3, while the dried melinjo is in Figure 4.

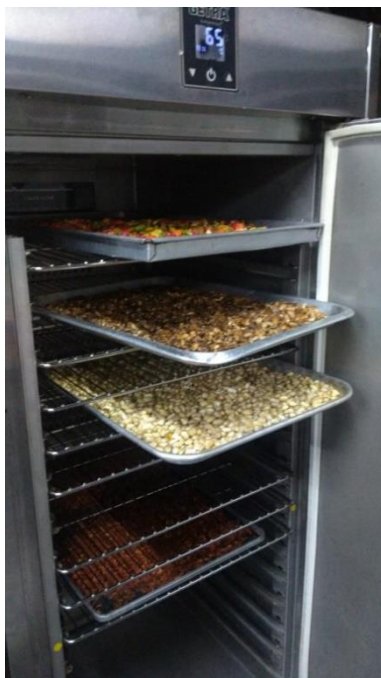


Fig. 3. Melinjo fruit, soft skin drying using oven.



Fig. 4. Melinjo products drying results.

With the help of the drying process, it can eliminate the potential for contamination from the environment in the form of dust, exposure to animals (chickens, birds, dogs, cats, and so on), and microorganisms that can reduce product hygiene and even cause mold on Melinjo. In addition, the consistency of drying results quality is maintained, which is very important for formal and certified marketing.

Regarding knowledge and insights of artisans, educational material on the environmental hygiene and sanitation where Emping Melinjo is made has been delivered. The artisan's society has understood this, and it is necessary to evaluate it after delivering educational insights. Environmental health related to clean and healthy lifestyles and environmental sanitation needs to improve through an educational approach [7].

2. Monotonous Product Problems

To overcome this problem, product diversification is carried out into various processed foods with a long marketing chain. This is done by making flour out of Melinjo. The whole part of Melinjo, which is the fruit part, hard skin, and soft skin, can be processed into flour. Melinjo flour is like wheat flour. It can be a raw material for various processed foods. The material and process of making melinjo flour can be seen in Figures 5 and 6.



Fig. 5. Dried melinjo from the oven.



Fig. 6. Preparation of making melinjo flour.

Processed foods that can be produced from Melinjo flour include brownies, cookies, quiches, and ice cream cones. These processed products can be sold widely, reaching not only Emping Melinjo enthusiasts but also pastries and ice cream enthusiasts (Figures 7, 8, and 9).



Fig. 7. Brownies making process.



Fig. 8. Melinjo brownies.



Fig. 9. Melinjo quiche.

3. Economic Problems

Marketing improvement is carried out with an approach strategy to consumers through direct marketing. The implementation of the activity begins with observing the motorcycle boxes on the market. The next stage is modifying the shape of the box. The addition of interesting illustrations and testing of placements on the saddle of motor vehicles and mobile trials. Art and creativity are necessary to create interesting designs, especially as a promotion media [8]. In addition, the packaging design is prepared in advance, starting with the stage of shooting new product variants. Improving packaging is proven that it can improve marketing. The market segment is increasing, and marketing turnover is increasing to achieve the upscale of MSMEs. Product packaging affects the consumers' desire to buy and impacts their decision to buy the product. The uniqueness of the product packaging design has a positive and insignificant effect on the emotional attractiveness of the product. One of the emotional attractions of the product is the installation of music speakers typical of Melinjo products in Tenjolohang Village (Figure 10).



Fig. 10. Box motorcycle of melinjo products mobile sales.

4. Problems of Public Perception

To overcome this issue, it is necessary to conduct sales trials of processed products and marketing trials. The trials will be carried out for a month and will be evaluated every week. In addition, the Tenjolohang Village Head must approach

the residents and neighboring residents to buy processed products sold by the box motorcycle. This approach is mainly carried out to change the paradigm that Melinjo can only chip (Emping) and a vegetable, and Melinjo can cause gout pain. A shift of Paradigm needs to be followed by examples and the involvement of local leaders. Marketing is targeted at residents around Tenjolohang Village. Thus, the settlement effort will reach the targeted sociopreneurs levels.

4 Conclusion

This study shows that improving the economy of the MSME community requires a holistic approach and solutions involving various parties and expertise. The economic improvement of Melinjo artisans is carried out from upstream, which is the manufacturing process that follows environmental health and sanitation standards, and product diversification, to downstream, which is improving marketing strategies and approaches to consumers regarding perceptions of Melinjo.

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