

**The 1st International Conference on Agriculture, Engineering, Social Science
and Education (ICAESSE) 2024**

***“Creating Sustainable Environment through Digital Transformation in Higher
Education“***

Organized by

**International Conference on Agriculture, Engineering, Social Science and
Education (ICAESSE)**

**Palembang
University**

“Creating Sustainable Environment through Digital Transformation in Higher Education“

Report of Committee

Honorable Governor of SouthSumatera;

Respectable Rector and Dean of the Law, Economic, Engineering, and Agriculture Faculty, Palembang University;

Respectable speakers, presenters and participants;

Assalamualaikum and Good morning and welcome to The 1st International Conference on Agriculture, Engineering, Social Science and Education (ICAESSE) 2024, today, June 11th, 2024. It is both an honor and a privilege to stand before you today and welcome you to this learned community. I am very proud to tell you that this seminar is held by Palembang University with the theme *“Creating Sustainable Environment through Digital Transformation in Higher Education”*.

I would also like to report that, in this seminar, we have 26 related sub theme papers that will be presented by presenters from various schools and universities in Indonesia. The papers will be presented in 1 parallel sessions in 5 different rooms as you can see in the seminar program. It is a great honor that today we have around 250 people attending this seminar.

Last but not least, I would also like to thank committee members and every related people who have helped us in holding this seminar. Again, I would like to give a very warm welcome to all of you and I hope that seminar will be fruitful and your next few hours here will be productive and also enjoyable.

Thank you very much

Asri Mulyadi, ST.,MT

Chair of the Committee

Welcoming Remark from Rector of Palembang University

The Honorable Governor of South Sumatera or the Representative, Respectable Dean of faculty Law, Economy, Engineering and Agriculture Palembang University or the Representative, Distinguished Keynote speakers, Respected Guests, Dear participants, ladies and gentlemen.

It is my proud privilege to warmly welcome all of you to the first International Conference on Agriculture, Engineering, Social Science and Education (ICAESSE) with the theme *“Creating Sustainable Environment through Digital Transformation in Higher Education”* organized by Palembang University.

I would like to express my profound gratitude especially to the committee. My thanks also go to all presenters and participants for their valuable and meaningful contribution to this seminar.

I believe and feel confident that this seminar will stimulate a discussion about various topics related to teaching and learning process. It is gratifying to note that the agenda of the Seminar covers a wide range of very interesting items.

Distinguished guests, ladies and gentlemen.

Finally, I wish you all an enjoyable time and success during this seminar. And we all wish a better education for better future of Indonesia.

Dr. Ali Dahwir, SH., MH
Rector

Words from the Governor of South Sumatera Province

Mr. Rector of Palembang University,

Dean of faculty Law, Economy, Engineering and Agriculture Palembang University or the Representative,

Distinguished keynote speakers, respected guests, all presenters, all participants, ladies and gentlemen.

As the governor of South Sumatera Province, I am very grateful to be invited to this international seminar. I have high expectation that this event will help us in improving the quality of education in Indonesia, generally, and in Southern Region of Sumatera, specifically, especially in Law, Economy, Engineering and Agriculture. With the theme “*Creating Sustainable Environment through Digital Transformation in Higher Education*” organized by Palembang University.

English, as an international language, is used globally in every aspect of life. By integrating English into English language teaching, we hope that not only the communicative competence of the EFL students will be better but also the character will be developed.

At the end, I would like to say welcome to all of you and thank you for participating in this seminar. Enjoy your time and thank you.

Dr. Drs. H. Agus Fatoni, M.Si.

Governor of South Sumatera



UNIVERSITAS PALEMBANG INTERNATIONAL CONFERENCE ON AGRICULTURE, ENGINEERING, SOCIAL SCIENCE AND EDUCATION (ICAESSE) 2024

Sekretariat : Jl. Dharmapala No.1A Bukit Besar Palembang HP. 08127826892, 082179080848

RUNDOWN ACARA

INTERNATIONAL CONFERENCE ON AGRICULTURE, ENGINEERING, SOCIAL SCIENCE AND EDUCATION (ICAESSE) 2024 UNIVERSITAS PALEMBANG

*“Creating Sustainable Environment Through Digital
Transformation In Higher Education”*

The Zuri Hotel of Palembang, South Sumatera, Indonesia. On Juni 11, 2024

No	Time	Duration	Agenda	Resource Person
REGISTRATION				
1	07.00-08.00	60 Minutes	Registration	Committee
OPENING				
2	08.00-08.10	10 Minutes	Opening Ceremony	MC
3	08.10-08.20	10 Minutes	National Anthem Indonesia Raya	Choir of Palembang University
4	08.20-08.30	10 Minutes	Gending Sriwijaya Dance	Students of Palembang University
5	08.30-08.35	5 Minutes	Prayer	Hamdan, S.E.,M.Si
5	08.35-08.45	10 Minutes	Opening Speech and Officially open the event	Dr. Ali Dahwir S.H.,M.H
6	08.45-09.00	15 Minutes	Welcoming Speech	Prof. Dr. Iskhaq Iskandar, M.Sc
7	09.00-09.15	15 Minutes	Keynote Speaker	Dr. Drs.H. Agus Fatoni, M.Si
8	09.15-09.25	10 Minutes	Signing of MOU	Rector, Vice of Rector, Invited Speakers and All Invited Guests
9	09.25-09.40	15 Minutes	Coffee Break	-
PLENARY SESSION FOR INVITED SPEAKERS				
10	09.40-09.55	15 Minutes	Presentation	Prof. Dr. Nor Balkish Zakaria, C.A (M) Universiti Teknologi MARA (UiTM)
11	09.55- 10.10	15 Minutes	Presentation	Ir. Dr. Goh Wan Inn, P.Eng.,C.Eng Universiti Tun Husein onn Malaysia (UTHM)
12	10.10-10.25	15 Minutes	Presentation	Prof. Dr. Febrian, S.H.,M.S Universitas Sriwijaya (UNSRI)
13	10.25-10.40	15 Minutes	Presentation	Prof. Dr. Ir. H. Taufik Toha, DEA Universitas Sriwijaya (UNSRI)
14	10.40-10.55	15 Minutes	Presentation	Ass. Prof. Jepri Ali Saiful, PhD Universitas Muhammadiyah Surabaya
15	10.55-11.10	15 Minutes	Presentation	Prof. Dr. Ir. Achmad Syarifudin, M.Sc, PU-SDA HATHI Cabang Sumatera Selatan

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16	11.10-11.25	15 Minutes	Presentation	Dr. Sazali Zainal Abidin Universiti Brunei Darussalam
17	11.25-11.40	15 Minutes	Presentation	Mr. Joseph P. Nacionales, LPT, MAELLT Eastern Visayas State University Philippines
18	11.40-11.55	15 Minutes	Presentation	Prof . Ir Fahrurrozi , M.Sc.,Ph.D Universitas Bengkulu
19	11.55-12.20	30 Minutes	Sharing Session	all participants
20	12.20-12.30	10 Minutes	Wonderland Dance	Students of Palembang University
CLOSING				
20	12.30-12.35	5 Minutes	Closing	Dr. Ali Dahwir, S.H.,M.H
BREAK AND LUNCH				
PARALLEL SESSION FOR PRESENTERS				
21	13.00- 17.00	4 Hours	Presentation	Presenters

Mengetahui,
Rektor Universitas Palembang

Dr. Ali Dahwir, S.H.,M.H
NIDN. 0206027401

Panitia Pelaksana ICAESSE
Ketua,

Asri Mulyadi, S.T.,M.T.
NIDN. 0213128201



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EDUCATION (ICAESSE)**

PARALLEL SESSION

ROOM 1 AGRICULTURE					
NO	TIME	NAME	TITTLE	MODERATOR/ PIC	KET
1.	13.00 – 13.20	Roberto Oktavianus Fahrurrozi Yulian Mohammad Chozin Supanjani	The Number of Primary Branches and Pruning Height Regulates the Growth and Yield of Black Mulberry	Nia Anggraini / Melisa Novianty	Online
2.	13.25 – 13. 45	Marulak Simarmata Masdar Reny Herawati	The Potential of PGPR (Plant Growth Promoting Rhizobacteria) to Reduce Inroganic Fertilizers Needs in Peanuts Cultivation)		Online

3.	13.50 – 14. 10	Nanik Setyowati Sumardi Ferry Ro'is Zainal Mukhtar	Enhancing Sorghum (Sorghum bicolor) Productivity Through Soil Amelioration in Ultisol	Nia Anggraini / Melisa Novianty	Online
4.	14.15 – 14. 35	Nanang Buri Suriyanto Sipi Ernawati Djaya Rohimah Handayani Sri L	Agronomic Performance and Response of Gorontalo Upland Rice Varieties to Several Pests and Disease		Online
5.	14.40 – 15.00	Dr. Sempurna Ginting, SP., M.Si Hartal Dicky Agus Ariyanto	Incidence of Spodoptera Frugi perda J.E Smith and Entomopathogenic Fungi on Corn Plants in Three Districts of Bengkulu Province (Rejang Lebong, Kepahiang and North Bengkulu Districts)		Online
6.	15.05 – 15.25	Usman Kris Joko Suharjo Tunjung Pamekas	Effects of Gamma Rays Irradiation and CCC Application on Crop Growth and Yield of Potatoes Grown at Medium Elevation		Online
7.	15.30 – 15.50	Tunjung Pamekas Hendri Bustaman Sempurna Ginting	Characterization of Secondary Metabolites of Ganoderma and Trichoderma Palm Oil Isolate		Online
8.	15.55 – 16.15	Haris Kriswantoro Denny Yulianto Yani Purwanti Laili Nisfuriah	Rowth Traits of Basil (Ocimum Sanctum L) Due to the Application of Liquid Organic Fertilizers and Various Levels of Nitrogen Fertiizer		Offline

		Gamal Abdul Nasser Rastuti Kalasari Fitri Yetty Zairani Asmawati Widiarti			
9.	16.20 -16.40	Wuri Prameswari Annisa Fauziah	Effect of Salinity Stress on Growth of Three Soybean (<i>Glycine max L.</i>) Genotypes at Seedling Stage		Online
10.	16.45 – 17.00	Vally Tamora Manurung Widodo Hasanudin	Shallot (<i>Allium ascalonium L.</i>) Growth and Yield Response to Concentration and Application Time of Liquid Organic Fertilizer	Nia Anggraini / Melisa Novianty	Online



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PARALLEL SESSION

ROOM 2 ECONOMY					
NO	TIME	NAME	TITTLE	MODERATOR/ PIC	KET
1.	13.00 – 13.20	M. Arief Rahman Indah Pratiwi Paisal Indri Ariyanti Zahra Ananda Lanos	Improving Enterpreneurship Skills in the Socialization of the State Polytechnic Sriwijaya Enterpreneurial	Via Octavita/ Ressy Novasyari	Offline
2.	13.25 – 13. 45	Amaliah Rusma Rizal	The Influence of Promotion, Local Wisdom on Interest in Visiting Back to Palembang City in Moderating by Tourism's Impressions		Offline

3.	13.50 – 14. 10	Giska Dwi Adeliya Sugeng Mianto Fane Khaerul Budy Nagara	The Influence of Entrepreneurship Training on The Entrepreneurial Interest of Students in The Management Study Program Faculty of Economis, Palembang University	Via Octavita/ Ressy Novasyari	Offline
4.	14.15 – 14. 35	Usman Maliki M. Fahmi Al Hadi	Peran Otomasi E-Commerce Dalam Meningkatkan Kesejahteraan Masyarakat Madani		Offline
5.	14.40 – 15.00	Alditya Aris Rinandy Zubaidah Warni Tesda Amanda Putri	The Influence of Brand Image and Product Quality on Customer Satisfaction of Sport Sneakers Nike Brand (Case Study in Palembang Basketball Community)		Offline
6.	15.05 – 15.25	Krisna Adhi Sanjaya Nenny Octarinie Pantani Dahlan	Company Image Analysis of Consumer Decisions in Choosing J& T Ekspress as Goods Delivery Expedition In Palembang City		Offline
7.	15.30 – 15.50	Arham Hafidh Akbar Juhari Muhammad Makrus	The Influence of Instagram on Purchase Decisions and Repeat Purchase Intentions of Food and Beverage Consumers		Online

8.	15.55 – 16.15	Heni Krismawati Gulo Endang Rahayu Yuli Anita	Promotion Strategy Analysis to Increase Brand Awareness at PT Semen Baturaja Persero Tbk	Via Octavita/ Ressy Novasyari	Offline
9.	16.20 – 16.40	Suci Higiantri Asti Sugeng Mianto Fane Khaerul Budy Nagara	The Influence of Entrepreneurship Training on the Entrepreneurial Interest of Students in the Management Study Program, Faculty of Economics, Palembang University		Offline



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PARALLEL SESSION

ROOM 3 EDUCATION					
NO	TIME	NAME	TITTLE	MODERATOR/ PIC	KET
1.	13.00 – 13.20	Joseph P. Nacionales Faustito A. Aure Tiara Eliza Meraflor O. Pecorce Rahayu	Gearing Towards Internationalization In The English Program: Students’s Perspectives and Challenge in State Universities in Philippines and Indonesia	Rahayu / Tiara Eliza	Offline

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2.	13.25 – 13. 45	Nia Anggraini Hartini Agustiwati Ressy Novasyari	The Effectiveness of Hilokal Application on Speaking Skill for Students in High School	Rahayu / Tiara Eliza	Offline
3.	13.50 – 14. 10	Choirunnisa Tiara Eliza Tiray Febria Zananda	The Effectiveness of Picture Story Book on Reading Comprehension		Offline
4.	14.15 – 14. 35	Debby Fauziah Tiara Eliza Ressy Novasyari	The Use of Short Stories to Improve Reading Comprehension at 7 Grade Student of Fajar Siddiq Palembang		Offline
5.	14.40 – 15.00	M. Fahmi Fadli Hartini Agustiwati Melisa Novianty	The Effectiveness of OMETV Application on Speaking Skill for Eight Grade Students		Offline
6.	15.05 – 15.25	Dedek Apriansyah Hartini Agustiwati Melisa Novianty	The Effectiveness of Using Collaborative Learning in Improving Speaking Skill at the First Grade Students of SMK Bina Jaya Palembang		Offline
7.	15.30 – 15.50	Ferry Kurniawan Ninuk Lustyantie Herlina	The Analysis of Lecturers Need Toward Blended Learning Using Project Based Learning Approach for English for Hotel and Tourism Lesson		Online



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PARALLEL SESSION

ROOM 4 ENGINEERING					
NO	TIME	NAME	TITTLE	MODERATOR/ PIC	KET
1.	13.00 – 13.20	Tamara Latifah J	Sustainable Waste Collection and Transportation System : A Systematic Literature Review	Dhaniella and Puja Cahyantie / Na'imatul Husni	Online
2.	13.25 – 13.45	Syamsul Anwar Demi Ramadian Irna Ekawati Indah Kurnia Ramadhani	Partnership Models Involving Independent Smallholders in Indonesian Palm Oil Supply Chain “ A Brief Review		Online

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3.	13.50 – 14. 10	Wahyu Handoyono H. Asri Mulyadi Asrullah Rezial Nanda Saputra	Analysis of the Utilization of Sugar Cane Ash Waste As a Cement Substitution in Mortar Mixture with as a Substitute for Water	Dhaniella and Puja Cahyantie / Na’imatul Husni	Offline
4.	14.15 – 14. 35	Asri Mulyadi Saloma Asrulah Andra Dirga	Analysis of the Effect of Compressive Strength of Mortar Using Cane Waste Ash and Limestone		Offline
5.	14.40 – 15.00	Ikahariya Pratiwi Matra Asri Mulyadi Rita Anggrainy M. Rasyid Ridho	Analysis of the Effect of Sugar Cane Bagasse Ash Waste as a Substitution Material for Fine Aggregate for Mortar Mixtures		Offline
6.	15.05 – 15.25	Aria Wira Yuda Amir Arifin Irsyadi Yani Berlin Oemar Rakhman	Design and Fabrication of Urea- Based Nitriding Device for Pure Titanium Grade 1		Offline

7.	15.30 – 15.50	Asrullah Rita Anggraini Ice Trisnawati Pangki Suanto	Marshall Characteristics with The Use of Cement Filler and Stone Ash in The Mixture Asphalt Concrete Wearing Course (AC WC) (Case Study : Ogan Ilir Regency Boundary Road-Lubuk Batang STA 26+485 to STA 27+405)	Dhaniella and Puja Cahyantie / Na'imatul Husni	Offline
8.	15.55 – 16.15	Isro Saputra Puspita Dirgahayani Heru Purboyo Hidayat P I Gusti Ayu Andani	Understanding User Loyalty in Public Transport : A Comparative Review Between Developed and Developing Countries		Online
9.	16.20 – 16.40	Dian Eka Putra Surya Darma R. Ahmad Yani Falupi Kurniawan	Ground Potential Rise (GPR) Investigation on Wet Sandy Soil Surface		Offline
10.	16.45- 17.00	Yosi Apriani Soni Andika Pratama Marliyus Sunarhati Zulkifli Saleh	Design and Development of a Hybrid System for Microhydro Power Generation and Solar Power Generation		Online



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PARALLEL SESSION

ROOM 5 SOCIAL SCIENCE					
NO	TIME	NAME	TITTLE	MODERATOR/ PIC	KET
1.	13.00 – 13.20	Ardiana Meylanisiam Rahmawati	Protection of Personal Data in The Digital Space	M. Fahmi Fadli / Tiray Febria Zananada	Online
2.	13.25 – 13. 45	Evi Purnamawati	Legal Protection of freedom of Opinion through Social Media Viewed From a Legal Perspective		Offline
3.	13.50 – 14. 10	Khairani Hasibuan	Kemerdekaan Dalam Mengemukakan Pendapat di Media Sosial ditinjau dari Perspektif Hukum		Offline

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4.	14.15 – 14. 35	Muhammad Ridduwan	Urgensi Undang- Undang Perampasan Asset Sebagai Sarana Pengembalian Kerugian Negara Akibat Tindak Pidana Korupsi	M. Fahmi Fadli / Tiray Febria Zananada	Offline
5.	14.40 – 15.00	Asuan	Hak dan Perlindungan Pekerja Menurut Undang-Undang No. 13 Tahun 2003 Tentang Ketenagakerjaan		Offline
6.	15.05 – 15.25	Riny Handayani	Population Mobility (Movement) Mapping and Policy in Banten Province		Online
7.	15.30 – 15.50	Rahmawati	University Social Responsibility dalam Mewujudkan Pembangunan Berkelanjutan di Provinsi Banten		Online
8.	15.55 – 16.15	Ipah Ema Jumiati Ardian Havidani Suwaib Amiruddin Ayuning Budiati	Strategic Planning of Spatial Planning and Zoning Regulations of Serang District and Cipocok Jaya District, Serang City, Banten Province		Online
9.	16.20- 16.40	Sabri Yanto Arrie Budhiartie	Personal Data Protection in Social Media		Online



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PARALLEL SESSION

<p align="center">ROOM 6 ECONOMY</p>					
NO	TIME	NAME	TITTLE	MODERATOR/ PIC	KET
1.	13.00 – 13.20	Irayani Ima Andriyani Maryam Zanariah Prety Sinta Tarisyah Idris	Green Human Capital as The Competitive Advantage of Private Universities in South Sumatra	Puja Cahyanie/ Hartini Agustiawati	Offline
2.	13.25 – 13.45	Yolanda Veybitha Sari Sakarina Yusro Hakimah Muhammad Yunus Alfian Nicki Astria	Critical Review : Factors Affecting Artificial Intelligence Based Marketing to Consumer Behaviour on Business Platforms		Offline
3.	13.50 – 14.10	Yuni Adinda Putri Djarmiko Noviantoro	Purchase Decision : Case Study on Gen Z of		Offline

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		Frecilia Nanda Melvani Chika Adelina Marulam Damanik	Buka Lapak in Palembang	Puja Cahyanie/	
4.	14.15 – 14.35	Rosalina Pebrica Mayasari Msy. Mikial Firmansyah Arifin Hendri Rahmi Bayati	Digital Transformation Model Of Islamic Philanthropic Institution In Indonesia	Hartini Agustiawati	Offline

LIST OF PRESENTERS

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The Importance of Inclusive Technology Integration Strategy in Higher Education

Associate Prof. Dr Nor Balkish Zakaria Senior research fellow at the Accounting Research Institute of Universiti Teknologi MARA (UiTM), Malaysia

Abstract

The pivotal role of inclusive technology in education emphasises its capacity to ensure equitable access, foster diversity and inclusion, and enhance the learning experience. By breaking down barriers, inclusive technology creates an environment where every learner, regardless of background or ability, can fully participate and thrive. It empowers educators with tools for personalized instruction, fostering student engagement and collaboration. Moreover, inclusive technology prepares students for future careers by cultivating digital literacy and adaptability. Through tailored accommodations and assistive technologies, it supports students with disabilities, promoting their academic and social success. Additionally, inclusive technology drives faculty professional development, equipping educators with the skills to effectively leverage technology to support diverse learners. Ultimately, by embracing inclusive technology, educational institutions can create dynamic, inclusive learning environments that empower individuals to reach their full potential and succeed in an everevolving world.

Bionote

Senior research fellow at the Accounting Research Institute of Universiti Teknologi MARA (UiTM), Malaysia and a fellow member of the International Society for Development and Sustainability, based in Japan. She was previously the Head of UiTM Johor's Accounting, Business, and Economic Research Centre. She has been involved in international research endeavours and collaborations. She has received grants from international organisations as well as Malaysian government bodies. Internationally, she received the Marie Curie Risk Management Research Grant in Europe for two years (2009 and 2010), a strategic research partnership grant from Daffodil International University, Bangladesh, in 2021, the Institute of Management Accountants, USA, in 2022 and European ERASMUS grant in 2023. She also led the research projects from the Malaysian National Accounting Institute; Malaysian Federal Agricultural Marketing Authority; Malaysian Statutory Body, profiling agricultural productions and

marketing channels for palm oil kernel supply chain, a joint venture grant between the Malaysia Institute for Supply Chain Innovation and Procter & Gamble in 2015 and 2017. She also led several local research grants in financial reporting quality, corporate governance, SME microfinance, behavioural finance and sustainability, risk management, muamalat and capital market. In addition, she has been invited to serve as a Visiting Scholar at Sultan Syarif Kasim State Islamic University in Riau, Indonesia and Istanbul Medipol University, Turkey. She has also actively served as an invited speaker to several agencies, including Malaysian Inland Revenue (LHDN), Malaysian Royale Custom, Standard and Industrial Research Institute of Malaysia (SIRIM), Malaysian Public Works Department (JKR), Integrity Malaysia, Road Transport Department Malaysia (JPJ), and the Ministry of Health, Malaysia. In networking, Nor Balkish has assisted UiTM in negotiating over thirty significant Memorandums of Understanding and Agreement, the majority of which were with international counterparts. Additionally, concerning her leadership qualities, she was the project director for many training collaborative endeavours between UiTM and the Malaysian Statutory Body Association in the United Kingdom, Turkey, Bulgaria, Korea, and New Zealand.

MATERIAL PROPERTIES OF SELF-COMPACTING CONCRETE INCORPORATING PALM OIL FUEL ASH (POFA) AND GYPSUM POWDER AS CEMENT REPLACEMENT

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Abstract

This study explores the feasibility of utilizing palm oil fuel ash (POFA) and gypsum powder (GP) as partial replacements for cement in self-compacting concrete (SCC). Various proportions of POFA (20%) and GP (5%, 10%, 15%) were examined to assess their impact on the material and fresh properties of SCC. Physical properties of raw materials were determined, revealing differences in specific gravity and water absorption. Microstructural analysis using Scanning Electron Microscope (SEM) with Energy Dispersive X-Ray Analysis (EDX) indicated higher silica content in POFA (5.96%) and increased calcium content in GP (18.78%). Fresh properties tests, including slump flow, T500, J-Ring, and segregation, demonstrated that the 20P 0GP mix achieved optimal workability and self-compatibility without external compaction. The study highlights the potential of using agricultural waste and natural resources as sustainable alternatives in SCC production.

Keywords: Self-compacting concrete (SCC), Palm oil fuel ash (POFA), Gypsum powder (GP), Scanning Electron Microscope (SEM), Energy Dispersive X-Ray Analysis (EDX)

PHYSICAL MODEL APPROACH OF CRIB WALLS TO IMPROVE THE RIVER SLOPE STABILITY

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Abstract

This study aims to determine the pattern of crib walls collapse at river bends and the effect of the slope angle of the crib walls not escaping the water as a crib walls collapse control as well as sediment control in channels with various bend angles. The model was made in a channel 25×20 cm, a river length of 600 cm. Sediment distribution from fine sand that is not homogeneous and the flow is clear (clear water). The angle and distance of the crib walls installation are varied. The crib walls used in this experiment were 5 cribs with a tilt angle of 30° and 60° . Each treatment was observed with parameters related to erosion and sedimentation in the river bank bends, including velocity (v), time (t), depth of erosion (de), sedimentation (ds). The dimensional analysis method is used to see the relationship between dimensionless parameters with the Langhaar method. The results showed that the maximum relative sedimentation (ds_5/t) max for the crib walls angle of 30° occurred in the fifth crib walls of 0.025 at a relative speed (v/t) of 0.06. While the maximum relative erosion depth (ds_3/t) max for the tilt angle of 30° crib walls occurs in the first grout, which is 0.012 at a relative speed (v/t) of 0.0042. At the angle of 60° crib walls, there is a maximum relative erosion depth (de_3/t) of 0.082 at a relative speed (v/t) of 0.006 on the third crib walls. The increasing of the relative velocity (v/t) the greater the value of the relative erosion depth (ds/t).

Keywords: Crib walls; scale models; erosion and sedimentation; slope stability

Biodata

Achmad Syarifudin is a Professor in Urban Drainage and Environmental and River Engineering at Bina Darma University with more than 25 years of professional experience as a consulting engineer, laboratory manager, researcher and lecturer. He is a recognized expert in Sustainable Urban Drainage System, Water Resources, River Engineering. His research has been funded by Ministry of education and culture, research and technology of the Republic of Indonesia. He has a long history of applied research and published in journal papers and publications in the last 3 years.

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5. Head of Organizational Division of KNI-ICID (National Committee of Indonesia-Indonesian Commission on Irrigation & Drainage) South Sumatra Branch)
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Books:

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“Assessment and Prediction of Canal Erosion on Tidal Swamp Delta Telang I, Banyuasin Regency, South Sumatra”, Advanced Aspects of Engineering Research, Book Publisher International, 2021
4. Applied Hydrology, 2017

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Fostering Environmental Sustainability in English Education through Eco-ELT: Research and Practice

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Abstract

Nature deteriorations like climate change, biodiversity loss, and energy crises, pose threats to the equilibrium of our planetary ecosystem, demanding coordinated efforts across sectors and disciplines. English Language Teaching (ELT) shares the responsibility and potential to address these environmental challenges. However, environmental initiatives in ELT are limited and lack a unified term, concept, and framework to guide practitioners and researchers systematically. This presentation introduces Eco-ELT as a pathway for environmental research and practice in ELT. Attendees will gain an understanding of the Eco-ELT term, concept, the principles, and frameworks for teaching and studying environmental issues in ELT. Let's collectively address environmental destructions through Eco-ELT. It is never too late for our beloved field of ELT to contribute to the preservation of our planetary ecosystem.

Keywords: *Environmental sustainability, Eco-ELT, ELT*

Digital Transformation of Teaching and Learning in Higher Education Institutions Towards Sustainable Environment

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Abstract

The digital transformation of teaching and learning in higher education institutions represents a pivotal shift in educational paradigms, with profound implications for sustainability initiatives. This paper explores the intersection of digital transformation and sustainable development within the context of higher education, focusing on the potential of digital technologies to foster environmentally sustainable practices. Through a comprehensive review of relevant literature, this study examines the role of digital tools and platforms in enhancing teaching and learning processes while promoting sustainability objectives. Key themes explored include the integration of digital technologies in curriculum design, pedagogical approaches, and student engagement strategies to cultivate environmental literacy and foster sustainable behaviours. Furthermore, the paper investigates the challenges and opportunities associated with the digitalization of higher education in promoting environmental sustainability, considering issues such as digital equity, data privacy, and carbon footprint reduction. Drawing on empirical evidence, the paper identifies best practices and innovative approaches employed by higher education institutions to leverage digital transformation for sustainability goals. Finally, the paper offers recommendations for policymakers, educators, and stakeholders to advance the digital transformation of teaching and learning towards a more sustainable environment, emphasizing the importance of collaboration, innovation, and strategic planning in achieving collective sustainability objectives within higher education institutions.

Keywords: *Digital transformation, teaching and learning, higher education, sustainable, environment.*

Biodata of Dr. Sazali Zainal Abidin

Having spent fourteen years being an academician in two universities in New Zealand, Sazali has now come home to his root and is presently the Accounting and Finance Program Leader in Universiti Brunei Darussalam. He graduated with a BSBA (Honours) from University of Hartford in 1991 and then obtained an MBA from Cardiff Business School in 1996. In December 2004, he obtained his PhD in Finance from Universiti Putra Malaysia. He has spent sixteen years in the corporate world, ultimately being the CEO of one of the largest unit trust management companies in Malaysia. He has also served as Director of thirteen companies including a subsidiary of The Islamic Development Bank that issued a AAA-rated RM1.0 billion Sukuk MTN.

English Language Teaching and Critical Digital Literacies in the Post-Pandemic Higher Education

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Abstract

Recent advancements of Generative Artificial Intelligence (Gen AI) within the academic sphere have manifested the innovative English Language Teaching (ELT) practices in higher education. The ongoing technological developments in the post-pandemic education demand both teachers and students to be equipped with relevant digital skills in critical settings. This talk will focus on highlighting the significant role of Critical Digital Literacies (CDL) in sustaining and upgrading the learners' language competence in a fast-paced environment as a means of empowering them. Also, in this talk, I aim to concretize some of the implications this may have for language educators focusing on establishing a more inclusive and sustainable learning environment. Drawing on some examples from my own experience of teaching English and non- English major students in a government state university in the Philippines and from my research findings, I will share the best practices I have when interfacing ELT and CDL in the teaching of English subjects. The talk will be relevant for teachers as well as practitioners in language education who wish to address critical issues with regard the possible risks of exposing learners with these technologies and to employ learning activities that can enhance students' ability in a confident and responsible way

Bionote

Mr. Joseph P. Nacionales is currently employed as faculty at the Department of Languages and Literature, College of Arts and Sciences, at Eastern Visayas State University (EVSU), Philippines, for more than 10 years. He is a candidate of the Master of Arts in English Language and Literature program at Ateneo De Manila University, a school institution that consistently belongs to top 3 best universities in the Philippines. He has published more than 20 articles in various reputable

international peer-reviewed journals focusing on communication, language pedagogy, critical literacy, and language and the law. Further, he served as paper presenter in more than international conferences with various disciplines such as education, social sciences, humanities and educational technology. He has organized more than 30 international webinars relevant to humanities and social sciences from 2020 up to present. Also, he is a Licensed Professional Teacher and a certified Microsoft Education Ambassador in the Philippines.

THE NUMBER OF PRIMARY BRANCHES AND PRUNING HEIGHT REGULATES THE GROWTH AND YIELD OF BLACK MULBERRY

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Abstract

Black mulberry cultivation that focuses on fruit production in Indonesia is still rare, as generally directed at cultivating silkworms. Pruning branches of fruit trees is a common cultural practice to regulate growth and fruit production. This research aimed to determine the effect of pruning height and number of primary branches on the growth, fruit yield and quality of black mulberry. The research was carried out in August-October 2023 in one year old black mulberry plantations, in Pondok Kubang District, Central Bengkulu Regency. Treatment consisted of the pruning height of the primary branches, namely 60 cm or 120 cm, as well as the number of primary branches maintained, namely 2, 3 or 4 branches. The observed vegetative growth indicators were the number of branches and the length of secondary branches, the number of leaves, the largest leaf area, the total leaf area, and leaf greenness; whereas fruit yield indicators are the number of fruit per plant, fresh fruit weight per plant, and fruit quality indicators are average fruit weight, fruit length, fruit diameter and fruit sweetness. The results showed that there was no interaction effect between the treatment of number of primary branches and branch cutting height. Vegetative growth, yield and quality of mulberry fruit at 120 cm primary branch cuttings were better than at 60 cm. Of the 2, 3 or 4 primary branches that are maintained, the more branches left, the better the growth and yield of mulberry fruit. Overall, pruning primary branches to a height of 120 cm and maintaining 4 primary branches resulted in the best growth and yield of black mulberry fruit compared to other treatments did, but not for fruit quality.

Keywords: mulberry, number of branches, pruning height, fruit production

Agronomic Performance and Response of Gorontalo Upland Rice Varieties to Several Pests and Disease

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Abstract

Upland rice is one of Indonesia's local genetic resources, and one of the provinces with several upland rice cultivars is Gorontalo Province. A study evaluating agronomic performance and the response of new local varieties is necessary for first conservation purposes and to assist the selection process in the rice breeding program. This study aimed to evaluate the agronomic performance and response of local Gorontalo upland rice to pests and diseases. The study used a randomized block design with five treatments of local Gorontalo rice genotypes: Ponelo, Pulo, Ponda, Buruna Kuning, and Pale Da'a. Each treatment was repeated three times. The research results showed that the agronomic performance, such as plant height, harvest age, and number of filled grains, significantly differs among varieties. Agronomic performance, such as the number of filled grains and flowering age, has a high and positive correlation with the weight of 1000 grains. The number of filled grains has a positive correlation with flowering age. Response of all varieties to pests and disease is moderate until high based on the symptoms of damage due to bacterial leaf blight, brown planthopper, stem borer, and black rice bug.

Keywords: local varieties, upland rice, agronomic characteristics, pests and dis

IMPROVING ENTREPRENEURSHIP SKILLS IN THE SOCIALIZATION ENTREPRENEURIAL PROGRAM YEAR 2024 STATE POLYTECHNIC OF SRIWIJAYA

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Abstract

Entrepreneurship education stands as a pivotal driver in cultivating innovation and equipping future leaders to navigate the complexities of the contemporary economic milieu. This study provides a detailed examination of the Entrepreneurial Program conducted at the State Polytechnic of Sriwijaya in 2024, which aimed to foster entrepreneurial skills among its student cohort. Employing a meticulous blend of theoretical frameworks and practical methodologies, the program was meticulously crafted to instill a culture of entrepreneurship among participants. Leveraging a hybrid approach, the program seamlessly integrated webinar sessions with hands-on coaching activities, facilitating the dissemination of foundational entrepreneurial knowledge and empowering participants to engage with the program's intricacies effectively. Through an in-depth analysis of the program's implementation strategies, sharing sessions, encountered challenges, and participant feedback, this study offers valuable insights into the efficacy of entrepreneurship education initiatives within the academic sphere.

Central to the program's success was its emphasis on providing real and hybrid learning experience, wherein participants were not only equipped with theoretical insights but also guided through practical applications of entrepreneurial principles. Drawing from established pedagogical methodologies and real-world entrepreneurial experiences, the program fostered an environment conducive to innovation, collaboration, and experiential learning. By engaging participants in interactive sharing sessions led by seasoned entrepreneurs and industry experts, the program facilitated peer-to-peer knowledge exchange and provided invaluable insights into entrepreneurial best practices.

Despite the inherent challenges encountered during program implementation, including logistical constraints and socio-economic barriers, the program's resilience and adaptability ensured its continued effectiveness. Through a rigorous

evaluation process and continuous feedback mechanisms, the program iteratively refined its strategies to better cater to the evolving needs of its participants. Furthermore, recommendations for future enhancements were formulated based on participant feedback, emphasizing the importance of fostering a supportive ecosystem for entrepreneurial development within academic institutions.

In conclusion, the Entrepreneurial Program at the State Polytechnic of Sriwijaya exemplifies a paradigmatic shift in entrepreneurship education, wherein theoretical knowledge converges with practical experiences to nurture a new generation of entrepreneurial leaders. By embracing innovative methodologies and fostering a culture of collaboration and experimentation, the program not only equips participants with essential entrepreneurial skills but also inspires them to embark on transformative entrepreneurial journeys. Through its multifaceted approach and unwavering commitment to excellence, the program serves as a beacon of innovation and empowerment, heralding a future where entrepreneurship thrives as a catalyst for societal progress and economic growth.

Keywords: Entrepreneurial, Socialization, Entrepreneurial Program, Skill Development, Hybrid Approach, Participant feedback.

Sustainable Waste Collection and Transportation System : A Systematic Literature Review

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Abstract

Waste collection and transportation are critical activities in solid waste management in various countries. Solid waste is also one of the concepts of sustainability due to its potential to be recycled with economic value, but also its costly management, as well as its impact on environment and public health issues. Various studies related to sustainable solid waste collection and transportation are synonymous with optimization strategies by considering of sustainability aspects called triple bottom line (economic, environment, and social). This study aims to conduct a systematic literature review on 72 articles with a time period of 2003–2023, or 20 years. The points observed are waste collection and transportation in developing and developed countries, types of waste, sustainability aspects, objective functions, and methods used.

Keywords: *Waste collection & transportation, sustainable aspects, systematic literature review*

THE POTENTIAL OF PGPR (PLANT GROWTH PROMOTING RHIZOBACTERIA) TO REDUCE INROGANIC FERTILIZERS NEEDS IN PEANUTS CULTIVATION

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Abstract

Plant growth promotion rhizobacteria (PGPR) can be applied around the roots of plants and function as biofertilizers, biostimulants, and biopectants. When PGPR improves soil fertility in plant area, the dose of inorganic fertilizers can be lowered. On the other hand, it may also affect the growth of weeds around the crops. The objectives of the research were to study the interaction of PGPR with the dose of inorganic fertilizers on the growth and yield of peanuts, as well as the impact of the PGPR application on the appearance of weeds around the planting area. The results showed that there was a significant interaction of PGPR with the doses of fertilizers on peanut yields. The yield of peanuts were not different from 100% recommended dose (RD) fertilizers if 10% PGPR was combined with 75 and 50% RD of inorganic fertilizers, and 20% PGPR was combined with 75, 50 and 25% RD of inorganic fertilizer. The application of PGPR has no impact on the appearance of weeds in peanut fields. It is concluded that applying PGPR at 10% or 20% in peanut cultivation in coastal lands of ultisol showed the potential in reducing the need for nitrogen and phosphor fertilizers down to 50% or 25%, respectively.

Key words: biofertilizers, inorganic fertilizers, coastal areas, peanuts, PGPR, ultisol

Incidence of *Spodoptera frugiperda* J.E. Smith and Entomopathogenic Fungi on Corn Plants in Three Districts of Bengkulu Province (Rejang Lebong, Kepahiang and North Bengkulu Districts)

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ABSTRACT

Spodoptera frugiperda is an important pest that attacks corn plants and causes economic losses. This study aims to evaluate the incidence of attacks *S. frugiperda* and entomopathogenic fungi on corn plants in three districts in Bengkulu (Rejang Lebong, Kepahiang, and North Bengkulu Districts). Observations of sample plants were carried out using purposive sampling. The total sample of corn plants at each research location was 30 plants with an area of 500 m² for each corn plant. Observations of corn plant pests were carried out on the plants 30 days after planting. The highest incidence of *S. frugiperda* occurred in Rejang Lebong district (Talang Rimbo 4 was 75.83%), then Kepahiang, and the lowest attack was in North Bengkulu (Tanjung Agung: 31.67%). The highest incidence of entomopathogenic fungi-infected larvae in the field was also found in Talang Rimbo 4 was 33.3%. The identification results showed that the entomopathogenic fungus found in the field was *Metarhizium* sp. and laboratory testing on *S. frugiperda* larvae was able to result in mortality was 95% at a spore density of 107 conidia/ml.

keywords: Corn, Entomopathogenic fungi, Mortality, *Spodoptera frugiperda*, Pests

EFFECTS OF GAMMA RAYS IRRADIATION AND CCC APPLICATION ON CROP GROWTH AND YIELD OF POTATOES GROWN AT MEDIUM ELEVATION

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Abstract

Growing crops at medium elevation in Indonesia may face problems related to high temperature, which inhibits tuber formation and growth, resulting in lower number and smaller size of tuber. It might be overcome by planting heat-tolerant cultivars and/or providing a package of technology suitable for the area. In this respect, greenhouse experiments to evaluate the effects of gamma rays (0, 30, 60 Gy) and CCC (0, 600 ppm) on crop growth and tuber production were conducted. Potato seeds were irradiated by gamma rays, planted in polybag filled with 10 kg of sterile media, a mixture of top soil and manure (4:1, v/v), and sprayed with either CCC or TPS. The crop growth and tuber production were observed. The results showed that 60 Gy delayed tuber emergence, killed most of the seeds planted, reduced tuber formation, and inhibited tuber growth. In contrast, 30 Gy promoted crop growth and tuber production. The application of either CCC or TPS significantly inhibited crop growth, but did not promote tuberization. There was no significant interaction between gamma rays irradiation and CCC or TPS on affecting crop growth. However, the interaction significantly affected potato yield components. We concluded that the best gamma ray irradiation for potato seeds was 30 Gy. Higher dosage was detrimental, reducing plant growth, and yield.

Keywords: growth retardant, potato growth, potato yield, seed irradiation

CHARACTERIZATION OF SECONDARY METABOLITES OF Ganoderma and Trichoderma PALM OIL ISOLATE

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Abstract

Palm oil is a very important agricultural commodity because it has become the largest contributor to Indonesia's foreign exchange in the last 20 years. On the other hand, it is reported that oil palm plants from seedling to plants have produced are very vulnerable to blight attacks at the base of the stem caused by the fungus Ganoderma sp. The rate of infection with blight at the base of the stem goes faster, especially on soils with a sandy texture. Curative control efforts in oil palm plants infected with stem blight in the field by vaccinating secondary metabolites Ganoderma and Trichoderma need to be carried out. As a first step it is necessary to produce and characterize secondary metabolites from Ganoderma fungi and Trichoderma palm oil isolate. The purpose of the study was the characterization of secondary metabolites of Ganoderma fungi and Trichoderma isolate of oil palm. The secondary metabolite G. boninense has carbonyl and hydroxy functional groups at both peaks. The bond in the carbonyl group C=O provides a very useful absorption in the region 1680-1750 cm⁻¹. The type of OH functional group absorbs at different positions depending on its environmental conditions. This bond is very easy to identify as an acid because it produces a wide signal in the region of 2500-3300 cm⁻¹. While Trichoderma contains O-H functional groups at a wave of 3269.31cm⁻¹ In addition, there is an amide C=O functional group which has a wavenumber of 1635.34 cm. The hydroxy group (OH) contains phenolic compounds and the carbonyl group C=O is closely related to the formation of amino acids and can increase plant resistance and reduce disease severity.

Keywords: *Ganoderma, secondary metabolites, palm oil, Trichoderma.*

Partnership Patterns Involving Independent Smallholders in Indonesian Palm Oil Supply Chain: A Review

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Abstract

Independent smallholders have an important role in the Indonesian palm oil supply chain. However, independent smallholders have more disadvantages than other types of farmers (i.e. plasma farmers, private company farmers). Based on this, several previous studies have discussed this problem and proposed various partnership patterns for independent smallholders and related actors in the oil palm supply chain. This research aims to describe (1) partnership patterns carried out by independent smallholders, (2) forms of partnership proposed by previous research, and (3) research gaps on the topic of partnership patterns involving independent smallholders in the palm oil supply chain. This research applies a literature review to achieve the research objectives. The search process for relevant literature was carried out on several popular academic search engines. The relevant articles were summarized in terms of study area, the used approach or method, and research findings. This research has identified partnership patterns implemented by independent smallholders including weaknesses or obstacles faced by the related actors, the various partnership patterns including the assumptions or prerequisites for implementation, and research gaps in the partnership system that involves the independent smallholders in the Indonesian palm oil supply chain.

Keywords: *Independent smallholders, palm oil supply chain, partnership, review*

ANALYSIS OF THE UTILIZATION OF SUGAR CANE ASH WASTE AS A CEMENT SUBSTITUTION IN MORTAR MIXTURE WITH NaCl AS A SUBSTITUTE FOR WATER

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Abstract

Planning high quality mortar requires planning in the form of mortar mix design. The mortar mixture must be planned as economically as possible with the right composition of ingredients, so that it is easy to work with when the mortar is still wet (not yet formed) and produces good quality when it has hardened (formed). The quality and strength of mortar is greatly influenced by the composition of the mortar mixture and curing, water content, the presence of additional materials used for certain purposes and so on. Therefore, the author tries an alternative for using bagasse ash as a substitute for cement and NaCl as a substitute for water, which is used as a mortar mixture. The problem that will be discussed in this research is that it is hoped that using bagasse ash as a cement substitute and NaCl as a substitute for AR in the mortar mixture can improve the quality of the mortar itself. This research was carried out on a laboratory scale with stages adapted to the literature so that results could be obtained that could improve the quality of the mortar itself. The limitation of the problem in this research is the use of bagasse ash waste as a cement substitute for mortar mixtures with mixed variations of 0%, 6%, 9% and 12% of the weight of cement, NaCl as a substitute for water, characterization of tests on the mortar mixture which includes testing the compressive strength of the mortar.

From the results of research and testing of mortar with various mixtures of bagasse ash as a substitute for fine aggregate and NaCl as a substitute for water, it can be concluded that the compressive strength of normal mortar without bagasse ash waste but using water from NaCl is 1.75 kg/cm², strong press mortar with waste bagasse ash 6% of the weight of cement and NaCl is 1.44 kg/cm², the compressive strength of mortar with waste bagasse ash 9% of the weight of cement and NaCl compressive strength is 1.39 kg/cm², compressive strength of mortar with bagasse ash waste 12% of the cement weight, the compressive strength is 1.55 kg/cm² which is the optimum mixture content in this mixture. Mortar mixed with bagasse ash and NaCl results in a lower compressive strength than normal mortar.

Keywords: Aggregate, Cement, Compressive strength, Mortar, NaCl, Sugarcane bagasse ash waste

ANALYSIS OF THE EFFECT OF COMPRESSIVE STRENGTH OF MORTAR USING CANE WASTE ASH AND LIME

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ABSTRACT

From the results of research and testing of mortar with a variety of bagasse ash mixtures as a substitute for fine aggregate and limestone, it can be concluded that the compressive strength of normal mortar without bagasse ash waste but using limestone water is 1.90 kg/cm² , the compressive strength of mortar with bagasse ash waste is 6% of the weight of cement and limestone is 2.29 kg/cm² which is the optimum mixture content in this mixture. The compressive strength of mortar with sugarcane bagasse ash waste is 9% of the weight of cement and limestone has a compressive strength of 2.08 kg/cm² , the compressive strength of mortar with bagasse ash waste is 12% of the cement weight, the compressive strength is 2.12 kg/cm² , mortar mixed with bagasse ash and limestone will increase compared to normal mortar.

Keywords: Aggregate, Cement, Compressive strength, Limestone, Compressive strength, Mortar, Sugarcane bagasse ash

ANALYSIS THE EFFECT OF SUGARCANE BAGGAGE ASH WASTE AS A SUBSTITUTION MATERIAL FOR FINE AGGREGATE FOR MORTAR MIXTURES

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Abstract

One of the challenges faced by concrete technology experts is how to use industrial waste as an additive or partial substitute for mortar. In this case, experts study and research the use of existing industrial waste so that it can be utilized, especially the sugar factory industry's bagasse ash waste material. This is one of the many solutions for handling waste in the community. Bagasse is waste produced from the sugar cane milling process after the juice is extracted. In the sugar cane milling process, there are 5 grinding processes from the sugar cane stalks until they become bagasse. The compressive strength value of Normal mortar without bagasse ash waste is 1.28 kg/cm². The compressive strength value of mortar with bagasse ash waste 10% of the weight of sand is 1.57 kg/cm² which is the optimum mixture content in this mixture. The compressive strength value of mortar with 15% of bagasse ash waste from the weight of sand has a compressive strength of 0.90 kg/cm². The compressive strength value of mortar with 20% bagasse ash waste of the weight of sand has a compressive strength of 1.61 kg/cm². Mortar mixed with bagasse ash 10% of the weight of sand will increase from normal mortar. Meanwhile, mortar mixed with 15% or 20% bagasse ash tends to decrease compared to mortar mixed with 10% bagasse ash.

Key words : mortar, bagasse ash, mortar compressive strengt

DESIGN AND FABRICATION OF UREA-BASED NITRIDING DEVICE FOR PURE TITANIUM GRADE 1

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Abstract

The industrial use of pure titanium has been extensive, but, its products have been plagued by inadequate wear and erosion resistance. The technique of pack nitriding was chosen to increase the hardness of pure titanium products. However, achieving high hardness often necessitated high temperature processing. The nitriding carried out using urea as an alternative source of nitrogen, which will diffuse with the metal surface and form titanium nitride. In this study, an attempt is made to design and fabrication a nitriding device in the workshop. The device is made using stainless steel pipe 4" Sch. 160, 400mm long, which is closed with 4" SO #900 blind flange. To measure pressure in the nitriding chamber, a Pressure Gauge is installed at the top of the top flange. Heat supply from Jemix brand heat treatment machine. The nitriding pipe is covered with a heating coil and temperature control of the heating machine. Urea in granular form is put into the nitriding chamber and then the specimen is also placed in it. Nitriding process was performed at various temperatures (400-700°C). Thermocouple with measurement range and reliability of up to 1200°C was utilised to gauge the temperature of the nitriding chamber and provide input to the temperature controller. The test findings indicate that the temperature control equipment performs effectively within a temperature stability range of between 1°C to 2°C. The Pure Titanium Gr. 1 plate after nitriding show a hardness improvement as compared to the non-treated plate. The test showed that Titanium surface hardness after nitridation for 3 hours, rose from 35.5 HRC to 40.5 HRC. It is anticipated that it can address industrial technical problems related to the premature degradation of Pure Titanium Gr. 1 plate.

Keywords: Titanium, Nitriding Device, Hardness, Urea Nitriding

THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY ON CUSTOMER SATISFACTION OF SPORT SNEAKERS NIKE BRAND (CASE STUDY IN PALEMBANG BASKETBALL COMMUNITY)

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ABSTRACT :

Sport is a form of physical activity that is usually competitive in nature with the aim of improving a person's physical abilities and skills while providing entertainment for players and spectators. One type of sport that is popular with people is basketball. The majority of world athletes use the Nike sports brand, whether for their shoes or clothing. Moreover, several athletes from the world of basketball are Brand Ambassadors for this brand. The Nike brand itself is currently a sponsor of the world basketball competition, namely the NBA. This research aims to find out whether there is an influence of brand image and product quality on consumer satisfaction for Nike sports shoe users. The sample in the research are 100 basketball activists in Palembang. The research method is presented quantitatively, based on questionnaires distributed to respondents. Next, the data is processed using the SPSS 26 program. The final aim of this research is to find out whether there is an influence of brand image and product quality on consumer satisfaction, either partially or simultaneously.

Key Words: Brand Image, Product quality , Product store Satisfaction, Sport Brand

THE INFLUENCE OF PROMOTION, LOCAL WISDOM ON INTEREST IN VISITING BACK TO PALEMBANG CITY MODERATING BY TOURISM'S IMPRESSIONS

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ABSTRACT

This study aims to determine the effect of promotion, local wisdom on interest in visiting the city of Palembang again moderated by the impression of tourists. This study uses a quantitative approach with the aim of explaining the position of the variables studied and the relationship between one variable and another. This research is intended to test the hypothesis that has been formulated previously. The results of this study will explain the causal relationship between variables through hypothesis testing. In this study, the analysis method used was path analysis using the SmartPLS 3.0 program. The results of this study found that 1) there is a positive influence of promotion on interested in visiting back 2) there is a positive influence between local wisdom on interested in visiting back 3) there is a positive influence on tourist impressions on interested in visiting back 4) there is a positive influence of promotion on interested in visiting back moderated by tourist impressions 5) there is a negative influence between local wisdom on interested in visiting back moderated by tourist impressions.

Keywords: Interested in visiting back, Local wisdom, Tourist impressions, Promotion

Company Image Analysis of Consumer Decisions in Choosing J&T Ekspres as a Goods Delivery Expedition in Palembang City

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ABSTRACT

This research was conducted to analyze and test the influence of Company Image on Consumer Decisions in Choosing J&T Ekspres as a Goods Delivery Expedition in Palembang City. The research population is 70.800 consumers who used J&T Ekspres expedition services from 21 drop points in the city of Palembang during the last year (2023). Samples were drawn using the Slovin method to obtain 100 consumers who represent the population. Hypothesis testing is carried out using simple linear regression analysis, as well as the t test (partial test), with the aim of being able to determine the influence of the independent variable, namely company image, on the dependent variable, namely consumer decisions at a confidence level of 95% ($\alpha = 0.05$). The results of the t test on the corporate image variable have a positive influence on consumer decisions, this can be seen from the t-count value of $1.891 > t\text{-table } 1.660$ with $p \text{ (sig)} = 0.001 < 0.05$. The coefficient of determination (R^2) is 0.408. This shows that 40.8% of consumer purchasing decisions can be explained by the company image variable while the remaining 59.2% is explained by other factors not included in this research.

Key Words : *Company Image, Consumer Decisions Making*

The Influence of Entrepreneurship Training on the Entrepreneurial Interest of Students in the Management Study Program, Faculty of Economics, Palembang University

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ABSTRACT

This research was conducted to determine the influence of entrepreneurship training on students' interest in entrepreneurship in the Management Study Program, Faculty of Economics, University of Palembang. The research sample was all students from the Management Study Program, Faculty of Economics, University of Palembang who had taken entrepreneurship courses and entrepreneurship workshops as many as 51 students in 2023. Hypothesis testing was carried out using Simple Linear Regression Analysis, as well as the t test (partial test), with the aim of knowing the influence of the independent variable, namely Entrepreneurship Training, on the dependent variable, namely Entrepreneurial Interest at a confidence level of 95% ($\alpha = 0.05$). The results of the t test on the Entrepreneurship Training variable have a positive influence on Entrepreneurial Interest in Final Students of the Management Study Program, Faculty of Economics, Palembang University, where the t-calculated value of the Entrepreneurship Training variable (X) is greater than the t-table value ($4.219 > 2.007$) and The significance value (sig.) is smaller than the required α ($0.001 < 0.05$). The coefficient of determination (R^2) is 0.435. This shows that 43.5% of the Entrepreneurial Interest variable can be explained by the Entrepreneurship Training variable while the remaining 56.5% is explained by other factors not included in this research.

Keywords: Entrepreneurship, Entrepreneurship Training, Interest in Entrepreneurship

PROTECTION OF PERSONAL DATA IN THE DIGITAL SPACE

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Abstract

Personal data is a valuable asset that needs to be protected. Personal Data Protection is a fundamental right for every individual to control their personal data. Various sensitive information is stored on digital devices and connected to the internet which can open opportunities for misuse of personal data. Regulations for protecting the right to privacy are generally regulated in Article 28G paragraph 1 of the 1945 Constitution, that every person has the right to personal protection, the right to a sense of security and protection from threats as something that is a human right. Specifically regulated in Law Number 27 of 2022 concerning Protection of Personal Data. If there is misuse of personal data in actions that could harm the owner of the data, then there are sanctions for those who violate this provision. It is hoped that people who use digital devices when carrying out various activities in cyberspace are more concerned about maintaining the security of personal data. It is also hoped that care will be taken in wisely using personal data in the digital space.

Keywords: personal data; data protection; digital space

MARSHALL CHARACTERISTICS WITH THE USE OF CEMENT FILLER AND STONE ASH IN THE MIXTURE ASPHALT CONCRETE WEARING COURSE (AC WC)

(Case Study: Ogan Ilir Regency Boundary Road-Lubuk Batang Sta 26+485 to Sta
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Abstract

Indonesia is experiencing significant growth in traffic loads, but this is often not balanced by the development of adequate road infrastructure. This phenomenon occurs because the growth of traffic loads is faster than the development of road infrastructure. Excessive traffic loads can cause road damage. When a road has to carry a traffic load that exceeds its planned capacity, damage will occur gradually and have an impact on the quality of the road infrastructure. Asphalt is a dark brown or not thick hydrocarbon compound formed from the elements asphaltenes, resins, and oils. Asphalt in the pavement layer functions as a binding material between the aggregates to form a compact mixture, thus providing the strength of each aggregate. Apart from being a binding material, asphalt also functions to fill the cavities of aggregate granules and the pores of the aggregate itself. The filler can use stone ash. Currently, Asphalt Concrete (AC) mixtures are widely used as a surface layer for road construction in Indonesia because they are watertight, durable, have structural value, and can be used for light to heavy traffic. There are various asphalt mixtures, such as hot asphalt mixtures using cement filler and stone ash on the surface layer of the Asphalt Concrete Wearing Course (AC- WC). Therefore, it is necessary to carry out research to determine the Marshall characteristic properties in the evaluation of hot asphalt mixtures using cement filler and stone ash, on the Asphaltic Concrete Wearing Course (AC- WC) surface layer which is adjusted to the 2018 Bina Marga Revision 2 specifications. As an object, the research was carried out on the Ogan Ilir - Lubuk Batang Regency Border Road and at the Laboratory PT. Komba Mahaka Utama Martapura Ogan Komering Ulu Timur. Marshall test results on the AC-WC mixture using 2 different types of filler, namely cement filler, and stone ash filler, and test results on the research object showed differences in the resulting Marshall characteristics, but all results met the requirements of the 2018 Bina Marga general specifications Revision

Keywords: marsahall, asphalt content, filler, Asphalt Concrete Wearing Course (AC-WC)

THE EFFECTIVENESS OF HILOKAL APPLICATION ON SPEAKING SKILL FOR STUDENTS IN HIGH SCHOOL

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Abstract

Language is crucial for communication and understanding in various aspects of life, including economy, education, politics, and culture. English is the dominant language, but learning it can be challenging due to native speakers' unique personalities and cultures. Speaking ability is crucial for language development and fluency in a second language, and technology like Hilokal offers new opportunities for language learners to improve their skills through interactive apps. This study uses George's library research theory and qualitative research to understand Hilokal, a language learning app that bridges the gap between formal instruction and real-life language use. The app offers interactive games, real audio recordings, and movies to expose learners to native speakers' speech patterns, addressing barriers to building speaking skills. However, Hilokal has two main drawbacks: less popularity and usability compared to popular platforms like Duolingo, and may not be suitable for young learners due to its focus on active conversation. To compete, Hilokal needs to invest in targeted marketing, optimize its user interface, collaborate with language educators, and create an age-appropriate version for young learners.

Keywords : *Hilokal, Language Learning, English, Speaking*

The Effectiveness of Pictures Story Books on Reading Comprehesion

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ABSTRACT

In Indonesia, English is learned as a foreign language. As we know that Indonesians communicate to other people by using Bahasa Indonesia. Now a days in Indonesia, English is introduced from kindergaten to University. An important thing for human is education because it is a process that people should have in order to be educated person. Education related with teacher, students, material, strategy, curriculum, syllabus, etc. Education is important and must be carried out by everyone man. learning English increases your chances of making friends with other people from different countries. Reading is the product of two components: word recognition and language comprehension. A picture book combines visual and verbal narratives in a book format, most often aimed at young children. With the narrative told primarily through text, they are distinct from comics, which do so primarily through sequential images. Picture story books are a medium that can be used in South Sumatra geographical material. This media is still new applied in this material because the material is not only contained in writing, but packaged in the form of a storyline equipped with pictures support and games that can be played in groups by students.

Keywords : Education, Reading , Picture Story Books

The Use Of Short Stories To Improve Reading Comperhension At 7 Grade Student Of Fajar Sidiq Palembang

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ABSTRACT

Some researchers stated that many problems and difficulties faced by students in learning a foreign languages likes teacher centered, boring teaching and learning material used in the classroom, low motivation of learning. The purpose of this article is to describe the effectiveness of short stories in reading skill. Learning English through short stories can make students to be creative and affect learners' attentions effectively not only in reading skill but also another skills such as listening, speaking and writing. Using short stories is recommended in learning a foreign language because teachers can teach literary works, cultural, and higher –order thinking and many aspects of language.

Keywords : Short Stories, Reading Comprehension

THE EFFECTIVENESS OF OMETV APPLICATION ON SPEAKING SKILL FOR EIGHT GRADE STUDENTS

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Abstract

One of the obstacles in learning English as a foreign language, especially speaking skills, is the lack of practice outside the classroom. In this globalization era, there are a lot media available that can be used as learning tools, using Ome Tv, a social media platform that can be used as a useful alternative for practicing English speaking skills outside the classroom. This research aims to find students' perceptions on the use of Ome Tv to improve their English speaking skills. This research uses a Qualitative Descriptive Method. This research uses interviews to collect data. The participants in this research were six Students of English education department. The results of this research reveal that Ome Tv provides English learners the opportunity to practice speaking English with foreigners from various countries via video chat. Using Ome Tv is very effective for improving English speaking skills which include fluency, pronunciation, expanding vocabulary, and improving English communication skills. Ome Tv is effective for English speaking skills but Ome Tv is not effective for aspects of English accuracy because Ome Tv is a random video chat.

Keywords : students, speaking skill, ome tv.

THE EFFECTIVENESS THE ROLE OF COLLABORATIVE LEARNING TO IMPROVING SPEAKING SKILL

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ABSTRACT

Speaking is one of the most important skills as a means of communicating with others to provide and obtain information. But in fact, the students' speaking ability can be said to be still insufficient. This is based on the results of observations about students not being able to reach the minimum score criteria (KKM) and researcher interviews with teachers who teach English subjects. Therefore, this study was conducted to solve students' problems in speaking ability. This study begins by reviewing existing theories given by experts, the data is analyzed by sorting out theories about the effectiveness of collaborative learning to improve speaking skills. The results showed that productive skills and receptive skills are better improved through regular and repeated practice exercises, including communicating with oneself and others. Group learning is one of the effective ways to improve one's speaking skills. To consolidate this, the teacher should prepare some interesting themes so that it does not feel boring for the learners.

Key Words : Speaking Skill, Observation, Colaborative Learning

THE INFLUENCE OF INSTAGRAM ON PURCHASE DECISIONS AND REPEAT PURCHASE INTENTIONS OF FOOD AND BEVERAGE CONSUMERS

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ABSTRACT

There has been a shift in consumer behavior regarding obtaining information about food and beverage products, leading to an increasing number of consumers relying on digital platforms, such as Instagram, to seek references, reviews, and recommendations before making purchasing decisions. This research aims to analyze the influence of Content Creation, Content Sharing, and Connecting Instagram on Purchasing Decisions which have an impact on Consumer Repurchase Intentions of food and beverage products in Pangkalpinang City. The population in this study were residents of Pangkalpinang City who used Instagram social media, while the sample in this study was determined using the Slovin formula so that the number of samples obtained in this study was 400 samples. The statistical method SEM used to test the hypothesis uses the SmartPLS application version 4.0.9.6, 2023. The results of this research show that (1) Content Creation has a positive and significant effect on purchasing decisions (2) Content Sharing has an effect on purchasing decisions (3) Connecting has a positive and significant effect significant impact on purchasing decisions (4) Content Creation, Content Sharing, Connecting, and purchasing decisions on repurchase interest are acceptable (5) Content Creation has a positive and significant effect on repurchase interest (6) Content Sharing has a positive and significant effect on repurchase interest repurchase (7) Connecting has no positive and significant effect on repurchase interest (8) Purchasing decisions have a positive and significant effect on repurchase interest (9).

Keywords: Content Creation, Content Sharing, Connecting, Purchase Decision and Repurchase Intention

LEGAL PROTECTION OF FREEDOM OF OPINION THROUGH SOCIAL MEDIA VIEWED FROM A LEGAL PERSPECTIVE

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ABSTRACT

This research is based on the basic rights of human rights, namely the right to freedom of opinion. Preventive legal protection, namely the existence of the 1945 NRI Constitution, Law No. 9 of 1998, Law No. 39 of 1999. The arrival of the Reformation era approaching the millennium seems to be a "good day" for the further development of democratization in Indonesia. The development of information technology, especially internet technology, is experiencing very rapid growth. Along with this progress, new alternative media based on Information Technology have also emerged. The media supports the realization of the democratization process, especially in terms of conveying opinions and aspirations. The problem that will be studied is how legal protection is for the regulation of expressing opinions in public according to Law No. 9 of 1998. The research results according to the Law only contain obligations that must be fulfilled by social media users and tend to be restrictive because their rights are not clearly stated. owned on social media. Then we need people who have appropriate expertise in their fields to develop policies for running a country's government. The right to freedom of expression in public has been guaranteed and protected by international covenants and is a right guaranteed and protected by the 1945 Constitution of the Republic of Indonesia.

Keywords: Freedom of Opinion, Social Media, Information

KEMERDEKAAN DALAM MENGEMUKAKAN PENDAPAT DI MEDIA SOSIAL DITINJAU DARI PRESPEKTIF HUKUM

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Abstract

The state has guaranteed freedom to express opinions in public, this can be seen from several special regulations that regulate it both in the 1945 Constitution and the laws below. As a nation that has gained independence, the Indonesia nation prioritizes the principles of freedom of opinion independently as the embodiment of a democratic state, however, freedom of opinion both in public and on social media must be regulated carefully and wisely so that the freedom that has been given is not violate applicable legal regulations. This is an effort to prevent problem sif promblems occur and as an effort to control that even thought the Indonesian state adheres to a democratic system, in opinion, what will be conveyed and expressed in public or on social media must not violate ethics, legal norms and violate Human Rights (HAM). In order to realize freedom of expression, freedom of opinion must be in accordance with the legas rules that have been regulated. The legal basic governing thiss matter is contauned in UUD; 45 Articel 28 paragraph (3) and Law No. 9 of 1998 concerning Freedom to Express Opinion In Public and Other Legal Sources.

Keywords: freedom Of Opinion, Democratic State, Ethics Of Opinion

URGENSI UNDANG-UNDANG PERAMPASAN ASSET SEBAGAI SARANA PENGEMBALIAN KERUGIAN NEGARA AKIBAT TINDAK PIDANA KORUPSI

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Abstract

Indonesia as a developing country certainly requires a lot of fund for its national development in all fields. In this regards there is an interesting phenomenon that has become a culture in almost all level of society, that phenomenon is corruption. Corruption is a frightening thing for the national development of every country in the world, because corruption can hinder national development. One of the impact of corrupt behavior is from the economic aspect namely state losses. To overcome this indonesia needs a regulation that regulates the return of assets because in several countries the existence of assets confiscation law has been recognized, but unfortunately indonesia has not recognized the existence of this law. Even though a lot of assets resulting from criminal acts of corruption are stored abroad.

Keyword : confiscation of assets, state losses, criminal acts of corruption.

WORKER RIGHTS AND PROTECTION ACCORDING TO LAW NO. 13 OF 2003 CONCERNING EMPLOYMENT

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Abstract

In the implementation of national development, workers have a very important role and position as actors and goals of development, protection of workers is intended to guarantee the basic rights of workers/laborers and guarantee equal opportunities and treatment without discrimination on any basis. realizing the welfare of workers/laborers and their families while still paying attention to developments in the business world. The government is obliged to provide protection or workers' rights in carrying out employment relations, so the issuance of laws in the field of employment as a need and demand for employment development, this is with the establishment of Law no. 13 of 2003 concerning Employment. A problem arises, namely the form of the agreement and the protection rights of workers in the employment relationship according to Law no. 13 of 2003 concerning Employment. This research is a type of normative legal research or library legal research which is research into legal systematics. Primary legal materials include statutory regulations, namely: the Civil Code, Law no. 13 of 2003 concerning Employment and laws and regulations related to the problem. Secondary legal materials, namely discussing primary legal materials including scientific works, research results and articles related to research topics. Tertiary legal materials are legal materials that support primary and secondary legal materials consisting of dictionaries, encyclopedias, and others. The legal material is prepared systematically and a conclusion is drawn regarding the problem. From the problem it can be concluded: A work agreement is an agreement between a worker/laborer and an entrepreneur or employer which contains the work conditions, rights and obligations of the parties as regulated in chapter IX concerning Employment Relations (article 51 and article 52 of Law No. 13 2003 Concerning Employment). Work protection rights for workers, namely occupational safety and health (article 86), wages (article 88) and welfare rights, namely social security for workers in the form of BPJS health and BPJS employment (article 99 of the Employment Law)

Keywords: *workers' protection rights*

PENGARUH GAYA KEPEMIMPINAN DAN IKLIM ORGANISASI TERHADAP KINERJA PEGAWAI DI KANTOR KECAMATAN ILIR TIMUR 1 PALEMBANG

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ABSTRACT

Every organization must have adequate quality human resources in order to achieve organizational goals. Leadership Style and Organizational Climate are important in achieving the goals of an organization. This study aims to analyze the influence of leadership style and organizational climate on employee performance in the Ilir Timur 1 District Office of Palembang City. This type of research is an explanatory research with multiple linear regression data analysis techniques. The research method used is quantitative by using a questionnaire distributed to the employees of the Ilir Timur 1 District Office of Palembang City. The results of this study indicate that leadership style and organizational climate have a significant effect on employee performance at the Ilir Timur 1 Kecamatan Office in Palembang City.

Keywords : Leadership Style, Organizational Climate, Performance

Population Mobility (Movement) Mapping and Policy in Banten Province

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Abstract

The aspect of population mobility in Banten Province is one of the demographic parameters that can describe the success of development, which is why writing related to mapping population mobility is important considering the very dynamic changes in demographic parameters in Banten Province. Population mobility used in this research is included in the category of permanent population mobility or can also be interpreted as immigration (population movement). The research method used is quantitative with spatial descriptive analysis techniques. The elaboration stages include data collection, data processing, determining variables and overlaying digital maps. The unit of analysis in this research is the district/city where there are 4 districts and 4 cities. Mapping population mobility in Banten Province is to create a description of the data that has been obtained and display it in simple statistical form so that the public can more easily get an idea of the situation of population mobility in Banten Province. The mobility indicators studied are Incoming Migration, Outgoing Migration, Net Migration, Risen Migration, and the Percentage of Migrant Population. There are significant differences regarding the incidence of population mobility in Banten Province between North and South Banten. Greater Tangerang (Tangerang City, South Tangerang City and Tangerang Regency) is an area with a dominant composition of migrant residents. Regional status is also recorded to influence the incidence of population mobility, where the status of city areas is areas with high incidences of Incoming Migration compared to areas with district status. The policy that must be prepared regarding population mobility is facilitating the preparation of regional facilities and infrastructure related to the flow of movement and population movement, the pattern of which is increasing every year.

Keywords: Mapping, Policy, Population Mobility

UNDERSTANDING USER LOYALTY IN PUBLIC TRANSPORT: A COMPARATIVE REVIEW BETWEEN DEVELOPED AND DEVELOPING COUNTRIES

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Abstract

This article presents the results of a comparative systematic literature review on user loyalty in public transportation. In the last decade, public transportation has become an integral part of urban mobility, and understanding the factors that influence user loyalty is crucial. This literature review aims to summarize research on user loyalty in public transport, identify key factors that influence user loyalty, and provide insights into emerging issues in this context. This literature review covers studies conducted in different countries categorized into developing and developed countries and the various research methods used. The results reveal that user loyalty in public transportation is impacted by various factors, including service quality, convenience, accessibility, price, and social aspects such as user perceptions of safety and cleanliness. In addition, the research also highlights the importance of psychological factors, such as user impression and image to transportation operators. This article also highlights emerging issues in user loyalty research, such as differences in public transport user loyalty in the developing dan developed countries, and efforts to increase user loyalty through innovation. With a deeper understanding of the factors that influence user loyalty in public transportation, this article provides valuable guidance for stakeholders in improving service quality, promoting the use of public transportation, and creating more sustainable urban mobility.

Keywords: *user loyalty; public transportation; developing countries; service quality; systematic literature review*

UNIVERSITY SOCIAL RESPONSIBILITY DALAM MEWUJUDKAN PEMBANGUNAN BERKELANJUTAN DI BANTEN

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Abstract

Penelitian ini dilatarbelakangi oleh masih kurangnya perhatian perguruan tinggi terhadap dampak sosial ekonomi dan lingkungan yang ditimbulkan dari keberadaan atau eksistensi perguruan tinggi pada suatu wilayah. Orientasi PT masih didominasi oleh Pendidikan dan pengajaran dan penelitian, sedangkan untuk pengabdian kepada masyarakat dinilai masih kurang. Sementara dalam tujuan Pembangunan Berkelanjutan (SDG) bidang pendidikan pada tahun 2030 adalah agar pendidikan memungkinkan kemandirian, mendorong pertumbuhan ekonomi dengan meningkatkan keterampilan dan meningkatkan kualitas hidup manusia. Selama ini penekanan untuk melaksanakan tanggungjawab sosial lebih pada perusahaan nirlaba melalui program CSR. Sedangkan untuk institusi Pendidikan Tinggi, tanggungjawab sosial PT masih lemah/kurang. University Social Responsibility (USR) dapat dianggap sebagai filosofi universitas sebagai pendekatan etis untuk mengembangkan dan terlibat dengan komunitas lokal dan global secara teratur untuk melestarikan lingkungan sosial, ekologi, pembangunan lingkungan, teknis, dan ekonomi. Universitas Sultan Ageng Tirtayasa merupakan PTN BLU dimana keberadaan kampus Untirta berada pada 4 lokasi yang berbeda dan Visi Untirta saat ini adalah menjadikan Untirta sebagai PT yang Smart and Green Campus. Tujuan penelitian ini untuk menganalisis pelaksanaan university social responsibility (USR) dalam rangka mewujudkan PT yang berkelanjutan di Provinsi Banten. Metode yang digunakan adalah literatur review dan data sekunder.

Kunci: *university social responsibility, tanggungjawab sosial, berkelanjutan, perguruan tinggi, Provinsi Banten*

The Analyses of Lecturers Need toward Blended Learning Using Project Based Learning Approach for English for Hotel and Tourism Lesson.

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Abstract

The use of technology in education is still becoming a phenomenon, this phenomena makes the use blended learning mode in teaching becoming popular. Beside that the Used of project based learning (PjBL) approach is one of trend in Indonesia. The aim of this study is to find out the need of lecturers toward blended learning using project based learning for English for hotel and tourism lesson. in finding the data, questionnaires were given to the respondents, consist of lecturers from 20 Universities in Indonesia, and then focus group discussion were given to the respondents . In the results, the writer found that the lecturer recommended the blended learning to be apply, and the project based learning approach is needed to be apply to teach English for hotel and tourism.

keyword: Blended Larning, PjBL, English for hotel and tourism, ESP

ROWTH TRAITS OF BASIL (*Ocimum sanctum* L.) DUE TO THE APPLICATION OF LIQUID ORGANIC FERTILIZERS AND VARIOUS LEVELS OF NITROGEN FERTILIZER

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Abstract

Basil is a vegetable plant that has high economic value, so in improving the quality of growth requires fertile planting media and is able to provide nutrients in sufficient quantities according to their needs. Liquid organic fertilizer (LOF) is one solution in improving soil fertility and plant growth, while nitrogen fertilizer can overcome the lack of N elements in the soil which is often a limiting factor, especially for plant vegetative growth. This study aimed to determine the growth traits of basil plants due to the application of liquid organic fertilizer and various levels of N fertilizer. The research was conducted in the experimental garden of Agriculture Faculty, Palembang University, from April to June 2021. The experimental was arranged using a Factorial Randomized Block Design, which consisted of two factors with

three replication. The treatments tested were: 1) LOF, consisting of without LOF (F0) and with LOF (F1), 2) N fertilizer level, consisting of 0 kg/ha (N0), 75 kg/ha (N1), 150 kg/ha (N2), and 225 kg/ha (N3). The least significance difference (LSD) test at level 5% showed that the basil plants were given LOF showed better growth traits than plants without LOF. Furthermore, in the treatment of N fertilizer, overall basil plants were given N fertilizer with 150 kg/ha (N2) showed the best growth traits than the other levels. Meanwhile, there is no significantly interaction between LOF and N fertilizer treatment for all variables

***STRATEGIC PLANNING OF SPATIAL PLANNING AND ZONING
REGULATIONS OF SERANG DISTRICT AND CIPOCOK JAYA
DISTRICT, SERANG CITY, BANTEN PROVINCE***

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Abstract

Serang City is experiencing quite rapid development in its space utilization patterns, the dynamics of land use in the City of Serang is progressing quite rapidly, thus triggering various growth in many sectors. This growth is marked by the emergence of buildings in the form of public facilities, social facilities and commercial buildings as a form of space utilization. Various activities that use space appropriately can be controlled and directed so that they comply with the spatial plan that has been prepared to prevent negative development impacts. It is known that there are several problems related to space utilization in Serang City, including: 1) The increase in population accompanied by an increase in the need for housing and other supporting facilities has implications for increased space utilization activities which have an impact on changes in land use in Serang City. 2) There has been a decrease in land area in the agricultural and water sectors in Serang City due to increased land use in other sectors which has an impact on the imbalance in people's living needs. 3) The shift in land function from green open space, conservation land, cultivation areas to residential areas causes an imbalance in regional spatial planning in Serang City and triggers problems such as air pollution, floods, landslides and fires. 4) Inconsistency in the implementation of the Regional Spatial Planning (RTRW) which is not in accordance with what has been planned. This research uses a qualitative approach, to obtain more in-depth research results.

LITERATURE REVIEW ; THE INFLUENCE GREEN TRAINING, GREEN COMPENSATION, GREEN INVOLVEMENT ON GREEN PERFORMANCE

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Abstract

Green Performance greatly influences the company's success in achieving its goals. Environmentally friendly performance is a real behavior displayed by each person as a work achievement produced by employees in accordance with their role in the company, especially related to company sustainability. This research is to see whether there is an influence of green training, green compensation, green involvement on green performance. This research uses a literature review method by examining research articles that are relevant to this research. From the studies carried out there are green training, green compensation, green involvement on green performance.

Keywords: Green Training, Green Compensation, Green Involvement, Green Performance

LITERATURE REVIEW ; THE INFLUENCE OF JOB INSECURITY, TURNOVER INTENTION ON JOB SATISFACTION

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Abstract

Thoughts of quitting describes an individual who has thoughts of leaving the job or remaining in the work environment. This usually begins with things that the employee feels are dissatisfying, so he thinks about leaving the job. This research is to look at job insecurity, turnover intention on job satisfaction. This research uses the literature review method by examining research articles that are relevant to this research. From the research carried out, there is an influence between job insecurity and turnover intention on job satisfaction.

Keywords: Job insecurity, Job satisfaction, Turnover intention,

LITERATUR REVIEW ; THE INFLUENCE LECTURER COMPETENCE AND ORGANIZATIONAL TRUST ON LECTURER PERFORMANCE

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Abstract:

Lecturer a learning agent, lecturers are required to be creative in preparing methods and strategies that are suitable for their students' conditions, selecting and determining a learning method that is appropriate to the learning material so that lecturers are required to have good competence in their field as well as good organizational credentials. The inherent knowledge capacity can be translated into work so that it can influence employee performance. This research is to see whether there is an influence of organizational competence and trust on lecturer performance. This research uses a literature review method by reviewing research articles that are relevant to this research. From the study carried out, there was an influence between deosen's competence and trust on lecturer performance.

Keywords: Competence, Lecturer Performance, Organizational trust

LITERATURE REVIEW ; THE INFLUENCE DIRECTIVE LEADERSHIP AND HARDINESS PERSONALITY ON WORK DISCIPLINE

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Abstract

Work discipline is a concept in the workplace or management to require employees to behave regularly. Discipline is a condition that causes or gives encouragement to employees to act and carry out all activities in accordance with the rules that have been established. This research is to see whether there is an influence of directive leadership and hardiness personality on work discipline. This research uses a literature review method by reviewing research articles that are relevant to this research. From the research carried out, there is the influence of directive leadership and hardiness personality on work discipline.

Keywords: Directive leadership, Hardiness personality, Work Discipline

LITERATURE REVIEW; THE INFLUENCE OF GREEN BANKING ON BANK PERFORMANCE

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Abstract

The adoption of green banking basically has a positive impact on long-term bank development. Bank operations that are based on sustainable environmental principles can create a positive image in the eyes of customers and the public. This research is to see whether there is an influence of green banking on bank performance. This research uses a literature review method by reviewing research articles that are relevant to this research. From the study carried out, there is an influence of green banking on bank performance.

Keywords:Bank performance, Green banking

LITERATURE REVIEW ; THE INFLUENCE FINANCIAL BEHAVIOR AND KNOWLEDGE MANAGEMENT ON INVESTMENT DECISION

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Abstract

Good knowledge of management or finance can make someone have good financial behavior too. Investors experience more anxiety if they have more information. This research is to see whether there is an influence of financial behavior and knowledge management on investment decisions. This research uses a literature review method by reviewing research articles that are relevant to this research. From the studies carried out, there are financial behavior and knowledge management on investment decisions.

keywords: Financial behavior, Investment decisions, Knowledge management

Effect of Salinity Stress on Growth of Three Soybean (*Glycine max* L.) Genotypes at Seedling Stage

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Abstract

Soybean is the third main food crop after rice and corn in Indonesia. One of the problems in increasing soybean production in Indonesia is the limited land suitable for soybean cultivation. Utilization of coastal land to expand the planting area is one solution. However, the problem of coastal land is the high soil pH. Therefore, it is crucial to determine soybean varieties that are adaptive to salinity stress. This study aims to explain the response of soybean growth to salinity stress in seedling stage and to study soybean varieties that are adaptive to salinity stress. The design employed is a Two-Factor, Completely Randomized Design (CRD). The first component is three genotypes of soybeans (Gepak Kuning, Derap 1 and Dering 1), while the second factor is three salinity stress levels (0 mM, 60 mM, and 120 mM NaCl). The results showed that each type of plant behaved differently to each stress level. The stress of 60 mM revealed that the Dering 1 variety was tolerant, whereas the Gepak Kuning variety was only somewhat tolerant. In addition, the 120 mM stress showed that the Dering 1 variety was more resistant than the Gepak Kuning type, which became sensitive at such a dosage. In conclusion, the Gepak Kuning variety was tolerant to 60 mM salinity stress, while the Dering 1 variety showed 60 mM and 120 mM salinity tolerance.

Keywords: abiotic stress, Crops, NaCl, root length, stress tolerance index (STI)

SHALLOT (*Allium ascalonicum* L.) GROWTH AND YIELD RESPONSE TO CONCENTRATION AND APPLICATION TIME OF LIQUID ORGANIC FERTILIZER

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Abstract

*Shallot (*Allium ascalonicum* L.) is an annual plant that is widely used as a mixture of cooking spices. Shallot plants can grow in is 0-400 m above sea level, air temperature between 25-32°C and rainfall of 1000-1500 mm per year. Therefore it is necessary to cultivate shallots through organic fertilization in the form of Liquid Organic Fertilizer (LOF) and followed by right time of LOF application. This study aims to determine the interaction of concentration and application time of LOF, determine the optimum concentration of LOF, and determine the appropriate application time of LOF. This research was conducted during March 2021 – May 2021 in Kandang Limun Village, Bengkulu City. This study used a completely randomized design of 2 factors and 3 replications. The first factor was the concentration of LOF which consisted of 4 levels, namely: K0: 0 ml l⁻¹; K1 = 3 ml l⁻¹, K2 = 6 ml l⁻¹ and K3 = 9 ml l⁻¹. The second factor is LOF application time which consists of 3 levels, namely: W1 = 1 Week after Planting (WAP), W2 = 2 WAP, W3 = 3 WAP. Afterward there were 12 treatment combinations and replicated 3 times thus consist of 36 experimental units. Each experimental unit consisted of 3 sets then there were 108 polybags. The data obtained were analyzed using Analysis of Variance at the 5% level of the F test. The results showed that there was no interaction between concentration and time of application of LOF on the growth and yield of shallots. There was no significant effect on the concentration of LOF for the growth and yield of shallots. There was no significant effect on the timing of application for the growth and yield of shallots*

Keyword: shallot, liquid organic fertilizer, time, concentration.

The Influence of Entrepreneurship Training on the Entrepreneurial Interest of Students in the Management Study Program, Faculty of Economics, Palembang University

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Abstract

This research was conducted to determine the influence of entrepreneurship training on students' interest in entrepreneurship in the Management Study Program, Faculty of Economics, University of Palembang. The research sample was all students from the Management Study Program, Faculty of Economics, University of Palembang who had taken entrepreneurship courses and entrepreneurship workshops as many as 51 students in 2023. Hypothesis testing was carried out using Simple Linear Regression Analysis, as well as the t test (partial test), with the aim of knowing the influence of the independent variable, namely Entrepreneurship Training, on the dependent variable, namely Entrepreneurial Interest at a confidence level of 95% ($\alpha = 0.05$). The results of the t test on the Entrepreneurship Training variable have a positive influence on Entrepreneurial Interest in Final Students of the Management Study Program, Faculty of Economics, Palembang University, where the t-calculated value of the Entrepreneurship Training variable (X) is greater than the t-table value ($4.219 > 2.007$) and The significance value (sig.) is smaller than the required α ($0.001 < 0.05$). The coefficient of determination (R^2) is 0.435. This shows that 43.5% of the Entrepreneurial Interest variable can be explained by the Entrepreneurship Training variable while the remaining 57.50% is explained by other factors not included in this research.

Keywords: Entrepreneurship, Entrepreneurship Training, Interest in Entrepreneurship

Promotion Strategy Analysis to Increase Brand Awareness at PT Semen Baturaja Persero Tbk

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Abstract

This research was conducted to find out how promotional strategies are used to increase brand awareness at PT. Semen Baturaja Persero. Tbk Palembang. In determining the sample in this study, the population size is unknown, so the sampling technique provides an equal chance for each element or member of the population to be selected as a sample. A total of 100 people. Hypothesis testing is carried out using Multiple Linear Regression Analysis, as well as the t test (partial test) and f test (simultaneous test), with the aim of knowing the effect of the independent variable, namely Promotion Strategy, on the dependent variable, namely Brand Awareness at a confidence level of 95% ($\alpha = 0.05$). The results of the t test on each Promotion Strategy variable have a positive influence on increasing Brand Awareness at PT Semen Baturaja Persero Tbk Palembang. From the results of the regression analysis it can be seen that together the independent variables have a significant influence on the dependent variable. This can be proven from the F count value of 19.674 with a significance value (sig) of 0.000. The coefficient of determination (R^2) is 0.427. This shows that 42.7% of the Brand Awareness variable can be explained by the Promotion Strategy variable while the remaining 57.30% is explained by other factors not included in this research.

Keywords: Brand Awareness, Promotion Strategy

GROUND POTENTIAL RISE (GPR) INVESTIGATION ON WET SANDY SOIL SURFACE

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ABSTRACT

For the protection of power system installations, grounding systems must have extremely low soil resistivity values, particularly for metal electrical equipment such as high-voltage transmission structures spanning from 70 kV to 500 kV. The grounding system on transmission towers serves as the primary protection mechanism against lightning strikes that occur during the construction of high-voltage electrical equipment. However, in order to construct a grounding system, it is necessary to conduct an investigation into the various types of soil. In this investigation, we conducted a resistance study. We grounded on moist sandy terrain, excluding areas used for the installation of electrical installations, both low and high voltage. We were able to find out the ground potential rise (GPR) value at the site of the investigation by looking at the resistance and resistivity of different types of wet sandy soil. The GPR value determined the type of construction and depth of the grounding system employed. The research yielded an average surface grounding resistance value of 57.36 ohms and 423.27 ohm meters of resistivity at a 1.8-meter distance. This results in a GPR of 110553 volts, posing a significant threat to humans, other living organisms, and electrical equipment. Therefore, grounding with a grid system is required to reduce the GPR that occurs on the ground surface at the location where the short circuit has its effect.

Keywords: Grounding resistance, Ground Potential Rise (GPR), wet sand land

DESIGN AND DEVELOPMENT OF A HYBRID SYSTEM FOR MICROHYDRO POWER GENERATION AND SOLAR POWER GENERATION

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Abstract

The use of renewable energy sources has great potential for generating electricity. This potential can be realized through the use of hybrid power systems. The development of this hybrid power plant features two power sources: Picohydro and solar power generation. Solar Power Plants (PLTS) and Picohydro Power Plants (PLTPH) are the most suitable renewable energy developments for Indonesia due to its highly potential tropical climate. The aim of this research is to develop a control system for a hybrid solar and picohydro power plant by creating a relay switch control system to connect and disconnect one power source to another. After the design was implemented, it was found that the device was capable of backing up electricity. When the picohydro system dims or shuts down, the PLTS battery will back it up, and vice versa.

Keywords: picohydro – PLTS – energy – hybrid

PERSONAL DATA PROTECTION SOCIAL MEDIA

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Abstract

These days, social media is the best ways to spread knowledge, even information that is truly public knowledge because it deals with an individual's personal information. Indonesia has worked to preserve the security of personal data through a number of laws, including those pertaining to social media use, following an increase in instances of unauthorized individuals disclosing and exploiting personal information. According to freedom of speech principle, the social media sphere appears to be an infinite and limitless medium for free expression. The goal of the study is to examine the laws governing social media freedom of speech in relation to the security of an individual's personal information, as well as the initiatives taken by the legal community to prevent different breaches of individuals' right to privacy about their personal information on social media. We apply normative jurisprudence to examine the legal foundations and harmonize the regulations. And then study legal materials using the inductive method of law interpretation and conclusion drafting. According to research findings, based on a review of the legal system, there is still very little protection for personal data on social media. This is because the government's unclear supervision mechanisms, combined with the lack of an institution that would allow anyone harmed by violations of data disclosure laws to pursue legal action and defend their rights, have weakened the legal framework protecting personal data. Regarding the law's content, there remain numerous biased standards that could lead to varying interpretations, cast doubt on the objectives of law enforcement, and potentially render the relevant legal regulations ineffective. Globalization's impact on the expansion of the right to freedom as a component of the state's fundamental right has also altered the public's perception of the significance of one's right to privacy. Because the establishment of this agency will strengthen the legal framework for the protection of private data, which is correlated with the dignity and worth of every human being, it is anticipated that the government will soon establish the Personal Data Protection Agency, one of which will act as a supervisory body and resolve disputes over the disclosure of personal data, especially in cyberspace and social media.

Keywords : legal protection , personal data, social media

Green Human Capital as The Competitive Advantage of Private Universities in South Sumatra

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Abstract

This article aims to explore how private universities in South Sumatra leverage green human capital to enhance their competitive positioning. It investigates the strategies employed to integrate environmental sustainability into their educational and operational frameworks, thereby attracting students, faculty, and partnerships aligned with green values. Green human capital refers to the environmentally-focused knowledge, skills, attitudes, and values possessed by university staff, faculty, and students. Utilizing a qualitative research approach, including in-depth interviews, focus groups, and document analysis, insights were gathered from various stakeholders, including university administrators, faculty members, students, and sustainability officers.

Findings reveal a growing recognition of the importance of sustainability issues among stakeholders, though the level of institutional commitment varies. Challenges such as financial constraints, a lack of expertise in green technologies, and resistance to change were identified. However, universities that effectively integrate green practices report significant benefits, including cost savings from energy-efficient technologies, enhanced reputations attracting environmentally-conscious individuals, and the formation of strategic partnerships with governmental and non-governmental organizations.

The study underscores the importance of developing comprehensive sustainability policies, integrating sustainability into the academic curriculum, and fostering a culture of environmental awareness on campus. By strategically leveraging green human capital, private universities in South Sumatra can attain a significant competitive advantage while contributing to broader environmental sustainability goals.

The strategic use of green human capital is essential for advancing ecological sustainability and serves as a significant economic asset that can enhance the competitive edge of private universities in South Sumatra. The insights from this research provide a valuable framework for higher education institutions seeking to integrate sustainability into their core strategies and operations, thereby contributing to a more sustainable future while achieving institutional excellence.

Keywords: *Green Human Capital, Competitive Advantage, Sustainable Campus Operations, Resource Based View (RBV), Strategic Positioning, Private Universities*

Critical Review : Factors Affecting Artificial Intelligence Based Marketing to Consumer Behaviour on Business Platforms

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Abstract

This research aims to study the extent of the developing phenomenon related to the use of Artificial Intelligence (AI) technology in marketing using Virtual Influencers (VI). The author carries out a critical literature review of books and several articles from reputable journals, makes a discussion and finally draws conclusions. The results of the literature review show that in the current digital era marketers are required to have high creativity in offering their products to consumers. Consumers showed positive responses to marketing video content that used Virtual Influencers (VI). However, marketing must maintain VI credibility because the trust factor is the main consideration for consumers when making transactions. In this literature review, the author found that consumer interest in Virtual Influencers is due to marketers' creativity and that transactions can occur after there is trust. Therefore, for further research, it is recommended to use trust as a mediating variable between Virtual Influencer and Purchase Intention.

Keywords: Artificial Intelligence, Marketing, Consumer Behavior, Business Platform

PURCHASE DECISION: CASE STUDY ON GEN Z OF BUKALAPAK IN PALEMBANG

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Abstract

Gen Z is a generation that likes online shopping more than other generations. Bukalapak is one of the e-commerce sites that is least visited, so there are fewer purchasing decisions compared to other competing e-commerce sites. This research examines Gen Z's purchasing decisions, especially on the Bukalapak application. This research uses quantitative research with a sample of 400 respondents. The data analysis uses the help of the PLS (Partial Least Squares) application. The research results show that seller reputation and trust influence purchase decisions, while online customer reviews do not directly influence purchase decisions. However, online customer reviews indirectly influence purchase decisions mediated by trust.

Keywords: purchase decision, seller reputation, online customer review, trust

DIGITAL TRANSFORMATION MODEL OF ISLAMIC PHILANTHROPIC INSTITUTION IN INDONESIA

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Abstract

This research aims to build a digital transformation model for philanthropic institutions in response to rapid digital development in the era of Society 5.0. This study employs a qualitative method with a case study research design at the DTP institution. The data used in this study include both primary and secondary sources. Primary data consists of interview results, while secondary data comprises documents related to the institution's digital transformation practices. Data collection methods in this study include in-depth interviews, participatory observation, documentation, and triangulation of techniques and time. The informants for this study include seven internal members of the DTP institution. The implementation of digital transformation at DTP institutions encompasses four categories: transformation reasons, transformation objects, transformation processes, and transformation results. The Digital Transformation Model of the Philanthropic Institution is divided into three main parts: the first part is Digital Transformation Drivers (DTD), the second part is Digital Transformation Strategy (DTS) and Digital Transformation Process (DTP), and the final part is Digital Transformation Goals (DTG). Digital transformation has become essential for Islamic philanthropic institutions in the era of Society 5.0.

Keywords: Digital Transformation, Era society 5.0, Nonprofit Organization, Islamic Philanthropic Institution.

**THE INFLUENCE OF LEADERSHIP STYLE AND WORK DISCIPLINE ON
EMPLOYEE PERFORMANCE AT PT BUKIT ASAM, Tbk
KERPATATI pier UNIT**

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ABSTRACT

This research aims to determine the influence of leadership style and work discipline on the performance of employees of PT Bukit Asam, Tbk Kertapati Pier Unit. The population in this study were all employees of PT Bukit Asam, Tbk Kertapati Pier Unit, totaling 66 people. The sampling technique is using instrument test analysis techniques, data analysis using validity, reliability, multiple regression analysis, t test and F test. The results of the research show that leadership style has a positive and significant effect of 3.843, work discipline has a positive and significant effect of 1.953 on the performance of PT Bukit Asam, Tbk Kertapati Pier Unit employees. . The results of the regression calculation show that the coefficient of determination (R square) is 0.634 or 63.4%. This means that the leadership style and work discipline variables are able to explain variations in the performance of PT Bukit Asam, Tbk Kertapati Pier Unit employees by 63.4%, while the remaining 36.6% is explained by other variables outside this research.

Key words: leadership style, work discipline

THE INFLUENCE OF THE PHYSICAL AND NON-PHYSICAL WORK ENVIRONMENT ON THE PERFORMANCE OF PDAM TIRTA OGAN EMPLOYEES, OGAN ILIR REGENCY

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ABSTRACT

The work environment is one of the factors that affect the satisfaction of employee work. If in the environment around the workplace gives an uncomfortable impression, employees feel lazy to work. The work environment is everything that surrounds the place of work employees and can affect the way and work that is being done. This research aims to assess the influence of the physical work environment and non-physical work environment on employee performance. This research was carried out in PDAM Tirta Ogan Ogan Ilir Regency. The population in this study is all employees of PDAM Tirta Ogan Ogan Regency with the number of samples of this study number 95 people. The study used SPSS 26 as a calculation tool.

Keywords : Physical Work Environment, Non-physic Work Environment, Performance

ANALYSIS OF FINANCES IN THE COMPANY PT, INDOFOOD SUKSES MAKMUR TBK

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ABSTRACT

This research aims to determine the analysis of liquidity ratios, profitability ratios, solveability ratios, and PT activity ratios. Indofood Sukses Makmur Tbk for five years (2018-2022), the analysis technique used is descriptive analysis with ratio analysis method. In this study, that the value of the liquidity ratio CR is 136 times, QR 95%, CR 63%. The value of the profit profitability ratio of GPM 30%, NPM 6%, ROA 4%, ROE 13%, ROCE 28%, ROI 4%. DAR solvet ratio value 0.44%, DER 15%, TIE 41 times, LTDER 0.63 times. The TAT activity ratio value is 0.64, WCTO 13.2, FAT 1.8, ITO 7.1, RUP 19, ARTR 14.

Keywords: Analysis of liquidity ratios, profitability, solveability, & activity.

THE INFLUENCE OF E-COMMERCE (CASE STUDY ON THE SHOPEE APPLICATION) ON INTEREST IN BUYING ADULT MEN'S CLOTHING AMONG MANAGEMENT PROGRAM STUDENTS, FACULTY OF ECONOMICS PALEMBANG UNIVERSITY

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Abstract:

Digital marketing is present as a new innovation in the world of marketing. Digital marketing is the process of marketing a product or service via digital means or the internet. Nowadays, people can choose to make purchases online or conventionally. Marketing via the internet allows customers to choose the product or service they want without having to waste time going to the place where they need the product or service. The aim of this research is to examine the influence of e-commerce on interest in purchasing adult clothing among students at the economics faculty at Palembang University. The sample in this research was male students from the Management Studies program, Faculty of Economics, Palembang University. The research method is presented quantitatively, based on questionnaires distributed to respondents. Next, the data was processed using the SPSS 26 program. The final aim of this research is to find out whether all the indicators in the e-commerce variable have an effect on the purchase interest variable.

Keywords: e-commerce, purchase interest, digital marketing

**THE INFLUENCE OF PROMOTION ON CONSUMER BUYING INTEREST IN
GARUDA BEANS AT PT. SINAR NIAGA SEJAHTERA
PALEMBANG**

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Abstract

The era of globalization is getting closer and closer, where free trade is a phenomenon that must be faced with thorough readiness of the various production factors owned by the company. The aim of the research is as follows: "To find out and describe the influence of promotions on consumers' buying interest in garuda nuts at PT Sinar Niaga Sejahtera. The research object was consumers of PT Sinar Niaga Sejahtera who had consumed Garuda nuts more than twice. PT Sinar Niaga Sejahtera is located at Jl. Soekarno Hatta No. 234, Siring Agung, Kec. Ilir Bar. I, Palembang City, South Sumatra 30153 data taken in 2023. Stratified sampling is a technique for taking populations that are grouped into certain strata and then samples are taken randomly in balanced proportions according to position in the population. The number of samples is the same as the population, namely 100 people.

Keywords: Promotion, Purchase Interest

THE INFLUENCE OF PRODUCT QUALITY AND DISTRIBUTION CHANNELS ON INTEREST IN BUYING VEGETABLE PRODUCTS AT PT. ETERNAL RED PINE PALEMBANG

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ABSTRACT

This research was carried out at PT. Palembang Eternal Red Pine. The research model used is by methods of observation, interview, questionnaires and literature studies conducted systematically based on research objectives. The method of analysis used is by the method of multiple linear regression analysis, using hypothesis tests i.e. F test and test t and determination coefficient test. From the results of the study showed that product quality variables and distribution channels had a significant effect on the purchasing interest of vegetable products in PT. Perpetual red pine. From the results of multiple regression obtained the equation as follows $Y = 3,358 + 0.656X_1 + 0.264X_2 + e$ which means that the product quality variable and distribution channel has a positive effect on the buying interest of vegetable products at PT. Pinus perpetual red. The results of the determination coefficient (R Square) test of 0.806 or 80.6% mean that the product quality variable and the distribution channel are able to explain the variation of buying interest by 80.6%, while the remaining 19.4% is explained by other variables outside of this study.

Keywords: Product quality, distribution channel and buy interest

