

**The 2nd International Conference on Agriculture, Engineering, Social Science
and Education (ICAESSE) 2025**

“Sustainable Technology And Integrating Artificial Intelligence (AI)”

Organized by

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

**Palembang
University**

“Sustainable Technology And Integrating Artificial Intelligence (AI)”

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 2nd International Conference on Agriculture, Engineering, Social Science and Education (ICAESSE) 2025, today, December 22nd, 2025. 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 “Sustainable Technology And Integrating Artificial Intelligence (AI)”

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 6 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 “*Sustainable Technology And Integrating Artificial Intelligence (AI)*” 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 o n l i n e 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 “*Sustainable Technology and Integrating Artificial Intelligence (AI)*” 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. Herman Deru, S.H., M.M.

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

**THE 2nd INTERNATIONAL CONFERENCE ON AGRICULTURE, ENGINEERING, SOCIAL SCIENCE AND
EDUCATION (ICAESSE) 2025**

UNIVERSITAS PALEMBANG, SOUTH SUMATERA, INDONESIA

On December 22, 2025 via Zoom

Theme: Sustainable Technology and Integrating Artificial Intelligence (AI)

08.00 AM-16.30 PM (Indonesia Standard Time)

No	Time	Agenda	Resource Person
1	08.00-08.10	Opening Ceremony	MC Ms. Melisa Novianty
2	08.10-08.20	National Anthem, Indonesia, Malaysia, Philippines, China	Video Presentation
3	08.20-08.30	Tanggai Dance	Video Presentation
4	08.30-08.35	Prayer	Usman Maliki, S.Ip.,M.M.,M.Si
5	08.35-08.40	Speech	Associate Prof. Dr. Ali Dahwir S.H.,M.H Rector of Universitas Palembang
6	08.40-08.45	Speech	Dr. Ardiana Hidayah, S.H.,M.H Co-Host: Dean, Faculty of Law Universitas Palembang
7	08.45-08.50	Speech	Prof. Dr. Ir. H. Muhammad Faizal, D.E.A Co-Host: Rector of Universitas Islam Ogan Komering Ilir Kayuagung
PLENARY SESSION			
8	08.50-09.50	Introduction	Ms. Ressay Novasyari
		Keynote Speaker 1 Sustainability Challenges in EdTech	Prof. Dr. Nor Balkish Zakaria Universiti Teknologi MARA (UiTM)
		Q&A Session	Moderator
		Awarding Certificate Photo Session	Ms Ressay Novasyari
9	09.50-	Introduction	Moderator Ms. Hartini Agustiawati

	10.50	Keynote Speaker 2 Mechanical Properties of Green Paver Block Incorporating Raw River Water Textile Dyeing Sludge	Associate Prof.Ir. Dr. Goh Wan Inn Universiti Tun Hussein onn Malaysia (UTHM)
		Q&A Session	Moderator Ms. Hartini Agustiawati
		Awarding Certificate	
		Photo Session	
10	10.50- 11.50	Introduction	Moderator Ms. Na'imatul Husni
		Keynote Speaker 3 Towards Industrial Agents with Embodied for Complex Manufacturing Systems	Prof. Jiehan Zhou, PhD Shandong University of Science and Technology
		Q&A Session	Moderator Ms. Naimatul Husni
		Awarding Certificate	
		Photo Session	
11	11.50- 12.50	Introduction	Moderator Ms. Tiara Eliza
		Keynote speaker 4 Reconceptualizing Classroom Language Practices: Translanguaging as a Pedagogical Framework for Multilingual Education	Associate Prof. Dr. Harriette Mae Mercullo Eastern Visayas State University philippines
		Q&A Session	Moderator Ms. Tiara Eliza

CLOSING			
No	Time	Agenda	Resource Person
12	16.00- 16.10	Closing Ceremony	MC Ms. Melisa Novianty
13	16.10- 16.20	Speech	Asri Mulyadi, S.T.,M.T Head of ICAESSE
14	16.20- 16.30	Photo Session	MC Ms. Melisa Novianty

Mengetahui,
Rektor Universitas Palembang

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

Panitia Pelaksana ICAESSE
Ketua,

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



**THE 2nd INTERNATIONAL CONFERENCE ON AGRICULTURE, ENGINEERING, SOCIAL SCIENCE AND
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PARALLEL SESSION

ROOM 1 LAW					
NO	TIME	NAME	TITLE	MODERATOR/ PIC	KET
1.	14.00 – 14.20	Ardiana Hidayah, Hijawati, Farrah Rizky Amelia Mirza, Amanda Lanisya Universitas Palembang	Freedom of Expression in the Digital Era an Examination of Human Rights and Legal Regulations	Nai'matul Husni, S.Pd., M.Pd	Online
2.	14.20 – 14. 40	Evi Purnamawati, Khairani Hasibuan, Tri Astuti Andayani, Akhmad Dani Universitas Palembang	Public Legal Awareness and Participation in Sustainable Technology Development		Online

“Sustainable Technology and Integrating Artificial Intelligence (Ai)”

3.	14.40 – 15.00	Muhammad Ridduwan, Fitriah, Nia Nopianti, Susi Yanuarsih Universitas Palembang	The Role of Artificial Intelligence , Intellectual Property Rights, and Technology in Economic Development	Nai'matul Husni, S.Pd., M.Pd	Online
4.	15.00 – 15.20	Hendra, Hary Suharto, Barhamudin, Dewi Mulyati, Ali Dahwir Universitas Palembang	Technological Development in Electronic Evidence in Corruption Cases		Online
5.	14.40 – 15.00	Asuan, R. Sondang L. Tobing, M. Haris Fadhila Universitas Palembang	Legal Aspects of Consumer Protection in the Use of Artificial Intelligence Technology in Indonesia		Online
6.	15.00 – 15.20	Yazwardi, Cholidah utama, Paisol Burlian Universitas Islam Negeri Raden Fattah Palembang	Reformulation of Corruption Criminal Regulations in Indonesia		Online



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PARALLEL SESSION

ROOM 2 ENGINEERING					
NO	TIME	NAME	TITLE	MODERATOR/ PIC	KET
1.	14.00 – 14.20	Asri Mulyadi, Heni Fitriani, Doedoeng Zenal Arifin Universitas Sriwijaya	Analysis of Success Factors in Implementing The Bim-Lean Construction Approach in Construction Projects in South Sumatera	Tiara Eliza S. Hum., M.Pd	Online
2.	14.20 – 14. 40	Qomarul Hadi, Nukman, Agung Mataram Universitas Sriwijaya	Optimization of Powder Metallurgy Processing Parameters of AL/Graphene/Fly Ash Composites Using the Taguchi Method		Online

“Sustainable Technology and Integrating Artificial Intelligence (Ai)”

3.	14.40 – 15.00	Ikahariya Pratiwi Matra , Asri Mulyadi, Rita Anggraini, Surya Darma Universitas Palembang	Risk of Project Acceleration: A case of Airport Construction	Tiara Eliza S. Hum., M.Pd	Online
4.	15.00 – 15.20	Darmawi, Yuliani, Siti Muslikah Universitas Islam Ogan Komering Ilir Kayuagung	Corrosion of Reinforcing Steel in Relation to the water –cement Ratio and Concrete Permeability		Online
5.	14.40 – 15.00	Zilvia Rahmi, Ludi Olliansyah , Asri Mulyadi, Asrullah Universitas Palembang	Analysis of the Effect of Rice Husk Ash As a Partial Substitute for Cement on The Compressive Strength of Concrete Quality FC 24.0 Mpa (K275)		Online
6.	15.00 – 15.20	Robi Salam, Cici Lia, Asri Mulyadi, Rita Anggraini Universitas Palembang	Analysis of the Utilization of Ceramic Bracket Waste as a Substitute for Coarse Aggregate in Concrete Quality K325 (FC28.8 Mpa)		Online
7	15.20 - 15.40	Juniardi Dwi Putra, Mardiansyah Putra, Asri Mulyadi, Mega Yunanda Universitas Palembang	Analysis of the Utilization of Ceramic Bracket Waste as a Substitute for Coarse Aggregate in Concrete Quality K325 (FC28.8 Mpa)		Online
8	15.40 - 16.00	Firman Saputra, Tika Febriani, Asri Mulyadi, Asrullah Universitas Palembang	Analysis of The Use Of Glass Lamp Ball Waste As a Fine Aggregate Substitution for Concrete Mixes of FC 14.5 MPA (K175) Quality		Online

“Sustainable Technology and Integrating Artificial Intelligence (Ai)”

9	16.00 - 16.20	Gema Sabarani, Dian Eka Putra, Raden Ahmad Yani, Surya Dharma, Choirul Rizal Universitas Palembang	Reducing Grounding Resistance by the Method of Adding and Welding Grounding Electrodes at Distribution Substations	Online
10	16.20 - 16. 40	Triani Mardalena Sari, Dian Eka Putra, Raden Ahmad Yani, RM.Edy Suherman, Daeny Septi Yansuri, Rosita Efriyanti Universitas Palembang	Method for Reducing Arrester Grounding Resistance in Distribution Substations to Minimize the Occurrence of Ground Potential Rise (GPR)	Online



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PARALLEL SESSION

ROOM 3 EDUCATIONS 1					
NO	TIME	NAME	TITTLE	MODERATOR/ PIC	KET
1.	14.00 – 14.20	Puja Cahyantie Universitas Palembang	Game Based Learning Strategies for Junior High School Students in English Language Teaching	Hartini Agustawati, S.Pd.,M.Pd	Online
2.	14.20 – 14. 40	Nurhasanah Universitas Palembang	TPR (Total Physical Response) Strategy is a Learning Approach that combines the teacher's commands with students physical movements		Online

“Sustainable Technology and Integrating Artificial Intelligence (Ai)”

3.	14.40 – 15.00	Dela Teresia Orenza Universitas Palembang	The Development of Media to Enhance Grammar Learning in Fourth Grade Students at SD Negeri 005 Palembang	Hartini Agustiawati, S. Pd .,M.Pd	Online
4.	15.00 – 15.20	Putri Isabela Universitas Palembang	Building Meaningful English Learning through a hands-on Learning Approach for Elementary School Students		Online
5.	14.40 – 15.00	Feliza Universitas Palembang			Online
6.	15.00 – 15.20	Fauziah Ibrayani Universitas Palembang	Vocabulary Teaching Strategies through Interactive Games for Elementary School Students		Online



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PARALLEL SESSION

ROOM 4 EDUCATIONS 2					
NO	TIME	NAME	TITTLE	MODERATOR/ PIC	KET
1.	14.00 – 14.20	Citra Lidiawati, Mita Purnama, Septi Rotari, Nanang Jayani, Sanial Habibi Universitas Islam Ogan Komering Ilir Kayuagung	The Integration of Artificial Intelligence Based on Sustainable Technology in Pancasila Education: Strengthening human Value, ethics and Social Justice in the Digital Era.	Melisa Novianty, S.Pd.,M.Pd	Online
2.	14.20 – 14. 40	Maryati, Habsyah , Dewi Sartika Universitas Islam Ogan Komering Ilir Kayuagung	Technology meets Education: Exploring CollegeStudents' Insights on Using Ginger Writer to Boost Writing Skill		Online

“Sustainable Technology and Integrating Artificial Intelligence (Ai)”

3.	14.40 – 15.00	Kinanti, Giska Alveherina, Dewi Sartika Universitas Islam Ogan Komerling Ilir Kayuagung	Exploring the Cake App for Listening Skills in the Elementary Level of the English Course	Melisa Novianty, S. Pd .,M.Pd	Online
4.	15.00 – 15.20	Dhaniella Rattu Intani Universitas Palembang	Enhancing Communicative Competence through Communicative Language Teaching (CLT): A Literature – Based Review for Indonesian Senior High School EFL Students		Online
5.	14.40 – 15.00	Sofiya Romadlon Universitas Palembang	Task Based Language Teaching (TBLT) as an effective Strategy for Engaging Indonesian EFL Students : Insights from Current Literature		Online
6.	15.00 – 15.20	Putri Maisaroh Lastari Universitas Palembang	Analyzing The Use of Picture Dictionary Based on Daily Life Contexts in Learning English Vocabulary of Fifth Grade Students at SD Negeri 005 Palembang		Online



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PARALLEL SESSION

ROOM 5 MANAGEMENT 1					
NO	TIME	NAME	TITTLE	MODERATOR/ PIC	KET
1.	14.00 – 14.20	Siti Devasari, Juhari, Ahmad Yani Universitas Pertiba	Analysis of the Influence of Website Appearance, Social Media Engagement, Service Quality and User Experience on Tiktok Customer Loyalty with Customer Trust as a Mediating Variable	Ressy Novasyari, S.Pd.,M.Pd	Online
2.	14.20 – 14. 40	Siti Muslikah, Yuliani, Kartini Rismayani, Ida laila Universitas Islam Ogan Komerling Ilir Kayuagung	Risk Management in a Regional Drinking Water Companyin Ogan Komerling Ilir Regency Using the House of Risk (HOR) Method		Online

“Sustainable Technology and Integrating Artificial Intelligence (Ai)”

3.	14.40 – 15.00	Mohd Fahmee Bahaudin, Nor Balkish Zakaria, Mohd Faizal Jamaludin, Marzianah Madah Marzuki Universiti Teknologi Mara, Malaysia	How Do ESG Performance and Board Diversity Evolve under Dual Governance ? A Longitudinal Descriptive Evidence from Shariah- Compliant Companies	Ressy Novasyari, S. Pd .,M.Pd	Online
4.	15.00 – 15.20	Taufik Azhari, Elsyah Alhadi, Keti Purnama Sari, Mutiara Syafitri Sriwijaya State Polytechnic	Determining Factors for Gold Investment Decisions at PT Pegadaian Palembang Branch		Online
5.	14.40 – 15.00	Rissa Aulia Safitri Sriwijaya State Polytechnic	Determinants of Customers' Decisions to select Murabahah- Based Home Financing : Evidence From PT BSI TBK. KCP Palembang A. Rivai		Online
6.	15.00 – 15.20	Delsi, Rahmi Aminus, Fipiariny, S. Universitas Palembang	The Impact of Digital Transformation on the Transparency and Accuracy of Financial Information		Online
7	15.20 - 15.40	Icha Rahmawati, Zubaidah, Sugeng Mianto Fane Universitas Palembang	Optimizing Influencer Marketing to Increase MSME Sales on Shopee and TikTok Shop		Online
8.	15.40 – 16.00	M. Arief Rahman	Digital Transformation of General Ledger and Financial Reporting Systems: Evidence From SMEs, Village Enterprises, and Public Sector Institutions.		Online



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PARALLEL SESSION

ROOM 6 MANAGEMENT 2 & AGRICULTURE					
NO	TIME	NAME	TITLE	MODERATOR/ PIC	KET
1.	14.00 – 14.20	Virlia Septi Diana, Winda Fuji Lestari, Okta Dian Sari Universitas Palembang	The Impact of AI-Driven Personalization on User Retention in Spotify : The Mediating Role of Emotional Attachment	Nelya Juita , S.Pd.,M.Pd	Online
2.	14.20 – 14. 40	M. Usman Maliki, Abel Yunus Universitas Palembang	Sustainable Corporate Governance and the War for Talent , A Systematic Literature Review of the Engagement Retention Nexus		Online

“Sustainable Technology and Integrating Artificial Intelligence (Ai)”

3.	14.40 – 15.00	Putri Dayani, Rusma Rizal, Nenny Octarinie Universitas Palembang	Developing a Digital Entrepreneurship Strategy Model to Increase the Competiveness of Micro, small and Medium Enterprises(MSMES) Indonesia	Nelya Juita , S.Pd.,M.Pd	Online
4.	15.00 – 15.20	Fathira Desrianti, Akhmad Affandi, Robi Arif Ajis Universitas Palembang	Digital Transformation as a Driver of Business Growth : Opportunities and Risks For Growing Companies		Online
5.	14.40 – 15.00	Haris Kriswantoro, Asmawati, Denny Yulianto, Rastuti Kalasari, Marlina, Yani Purwanti, Fitri Y. Zairani, Novikar S. Idly, Enesia Putri Universitas Palembang	Growth and Yield Responses of Peanut (<i>Arachis hypogaea</i> L.) To Plant Growth Promoting Rhizobacteria Application under Different Plant Spacing Regimes		Online
6.	15.00 – 15.20	Fitri Yetti Zairani, Yani Purwanti, Cik Aluyah, Joni Philep Rompas, Lailia Karneta, Dali Universitas Palembang	The Effect of Phosphate Dosage on the Growth and Production of Peanut Plants		Online

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**ANALYZING THE USE PICTURE DICTIONARY BASED ON DAILY LIFE
CONTEXTS IN LEARNING ENGLISH VOCABULARY OF FIFTH GRADE
STUDENTS AT SD NEGERI 005 PALEMBANG**

Putri Maisaroh Lastari¹

Palembang University

putrimaisarohlastari214@gmail.com

Hartini Agustiawati²

Palembang university

hartiniagustiawati@yahoo.co.id

Abstract

Vocabulary mastery is a fundamental component in English language learning, especially for elementary school students who require meaningful and engaging learning media. This study aims to analyze the use of a picture dictionary based on everyday contexts in English vocabulary learning among fifth-grade students at SD Negeri 005 Palembang. This study used a qualitative case study design. Participants consisted of 26 fifth-grade students and one English teacher. A comprehensive data collection approach was used, including classroom observations, questionnaires, interviews, and document analysis, with the aim of gaining a comprehensive understanding of the learning process. The results showed that the use of a picture dictionary had a significant impact on improving students' vocabulary learning, thereby increasing comprehension, motivation, and engagement in class. The majority of students showed positive responses and high levels of enthusiasm, as contextual images facilitated the association of new vocabulary with real-life situations. The integration of visual and contextual elements has been shown to reduce students' reliance on memorization and translation, thus making vocabulary learning more meaningful and enjoyable. The study concluded that picture dictionaries based on everyday life contexts are effective learning media to improve English vocabulary learning among elementary school students and are recommended for use in elementary school English classes.

Keywords : *Picture Dictionary; Vocabulary Learning; Daily-Life Contexts; Young Learners; Elementary School Students*

THE ANALYZING OF INTERACTIVE MEDIA TO ENHANCE GRAMMAR LEARNING IN FOURTH GRADE STUDENTS AT SD NEGERI 005 PALEMBANG

Della Teresia Orenzah1

Palembang University

lalakorenzah@gmail.com

Hartini Agustiawati 2

Palembang university

hartiniagustiawati@yahoo.co.id

Abstract

Grammar is a fundamental element in English language learning, especially for elementary school students, as it supports the formation of clear and meaningful sentences. However, grammar learning is often considered difficult due to traditional teaching methods that rely heavily on memorization and rule-based instruction. This study aims to analyze the use of interactive media in enhancing grammar learning among fourth-grade students at SD Negeri 005 Palembang. The research employed a qualitative descriptive method using a questionnaire to gather students' perceptions of learning grammar through interactive media. The participants consisted of 27 fourth-grade students selected through random sampling. The data were analyzed descriptively to identify patterns of students' engagement and learning frequency. The results showed that 60% of students reported using interactive media often, while 40% reported always using it, with no students selecting sometimes or never. These findings indicate a high level of consistency and positive acceptance of interactive media in grammar learning. In conclusion, interactive media plays a significant role in increasing students' engagement, motivation, and understanding of grammar, making it an effective tool for grammar instruction in elementary school settings.

Keywords: *Interactive media, grammar learning, fourth-grade students, English as a Foreign Language (EFL), elementary school*

EXPLORING CAKE APP FOR LISTENING SKILLS: A CASE STUDY IN THE ELEMENTARY LEVEL OF ENGLISH COURSE

Kinanti

Universitas Islam Ogan Komering Ilir Kayuagung, South Sumatra, Indonesia

Kinantikim947@gmail.com

Giska Alveherina

Universitas Islam Ogan Komering Ilir Kayuagung, South Sumatra, Indonesia

giskaalveherina@gmail.com

Dewi Sartika

Universitas Islam Ogan Komering Ilir, Kayuagung, South Sumatra, Indonesia

dewisartika@uniski.ac.id

Abstract

The use of technology as a learning tool is essential in the digital age. Incorporating the Cake mobile application as an innovative learning medium can enhance students' listening abilities in elementary-level English courses. Listening is one of the fundamental skills required for learning English, as it supports the development of other language skills. This study aimed to investigate students' perceptions and experiences of using the Cake application as a supporting tool for listening learning. A descriptive quantitative approach was employed, with data collected through a closed-ended questionnaire using a Likert scale. The research design involved a survey of 16 students enrolled in an elementary-level English course. The findings reveal that students hold positive perceptions of the Cake application as a tool for supporting listening learning. The participants reported increased motivation to practice listening and recognized that regular use of the application consistently improves their listening skills. Moreover, all students agreed that the application is user-friendly and practical, indicating that its simplicity and accessibility are well-suited to elementary-level learners.

Keywords: *Cake Application, Listening skills, Elementary-level*

**THE EFFECTIVENESS OF TOTAL PHYSICAL RESPONSE (TPR)
TO IMPROVE VOCABULARY MASTERY: A SYSTEMATIC
LITERATURE REVIEW**

Ressy Novasyari

Palembang University

ecysoeharda@gmail.com

Abstract

This article aims to conduct a systematic review of using Total Physical Response (TPR) to improve vocabulary mastery. The Search strategy is based on the following keywords: "Total Physical Response (TPR)", "vocabulary mastery" from Google Scholar. Based on the results of this article, only 5 articles Analysis became. One of strategy to improve vocabulary is Total Physical Response (TPR) because this strategy can make the Students improve their vocabulary mastery. Vocabulary is a Fundamental component of language proficiency, yet many Learners experience difficulties due to limited exposure and Monotonous teaching strategies. Total Physical Response (TPR) Has a positive impact on learners' vocabulary mastery, retention, Motivation, and classroom engagement. Moreover, Total Physical Response (TPR) helps reduce learners' anxiety and encourages active participation through kinesthetic learning. In line with Novindari & Rustipa, (2023) said that The Total physical Response method helps foster a calm learning atmosphere where Students can enjoy learning and advance their foreign language Communication skills.

Keywords : *Total Physical Response (TPR) and Vocabulary Mastery*

TRADITIONAL AND MODERN TEACHING METHOD FOR COLLEGE STUDENTS: CHALLENGES AND BENEFITS

Hartini Agustiwari

hartiniagustiawati@unpal.ac.id

Abstract

The purpose of the study to compare traditional and teaching methods for college students. This study used descriptive qualitative method. With the population were the students of fifth semester majoring English Education Study Program and 20 students selected as sample. The sample was selected through purposive sampling. In collecting the data, the study used questionnaire. There were 2 questionnaires given to the students. Questionnaire for Traditional Teaching method with 50 questions and modern teaching method with 50 questions. In analysing the data, descriptive analysis was used. The results showed that the students prefer to choose modern teaching method than traditional teaching method

Keywords: Traditional teaching method, modern teaching method, challenges, benefits

**INTEGRATING SUSTAINABLE TECHNOLOGY AND
ARTIFICIAL INTELLIGENCE IN PANCASILA EDUCATION:
STRENGTHENING ETHICAL, HUMANISTIC, AND SOCIAL
JUSTICE VALUES IN THE DIGITAL ERA**

Citra Lidiawati

Universitas Islam Ogan Komering Ilir Kayuagung

Citra.lidiawati2@gmail.com

Mita Purnama

Universitas Islam Ogan Komering Ilir Kayuagung

Purnamam1@gmail.com

Septi Rotari

Universitas Islam Ogan Komering Ilir Kayuagung

septirotari@gmail.com

Nanang Jayani

Universitas Islam Ogan Komering Ilir Kayuagung

Nanang.jayani@yahoo.com

Sanial Habibi

Universitas Islam Ogan Komering Ilir Kayuagung

Sanialhabibi2@gmail.com

Abstract

The rapid development of artificial intelligence (AI) and sustainable technology Has profoundly transformed educational systems worldwide. However, the Integration of AI in education often prioritizes efficiency and innovation while Neglecting ethical, humanistic, and social dimensions This article examines the Integration of AI-based sustainable technology in Pancasila Education as a Normative and ethical framework to guide digital transformation in Indonesia. Using a qualitative literature review method, this study analyzes contemporary Scholarship on AI in education, sustainable technology, and Pancasila values. The Findings indicate that AI integration grounded in Pancasila can enhance Educational quality while safeguarding human dignity, social justice, and national Identity. This study argues that Pancasila Education plays a critical role in Ensuring that AI-driven educational innovation remains ethically responsible, Socially inclusive, and aligned with sustainable development goals.

Keywords: *Artificial Intelligence, Sustainable Technology, Pancasila Education, Ethics, Social Justice*

TECHNOLOGY MEETS EDUCATION: EXPLORING COLLEGE STUDENTS' INSIGHTS ON USING GINGER WRITER TO BOOST WRITING SKILL

Mariyati

Universitas Islam Ogan Komering Ilir, Kayuagung,
South Sumatra, Indonesia

Marya240303@gmail.com

Habsyah

Universitas Islam Ogan Komering Ilir, Kayuagung,
South Sumatra, Indonesia

Habsyah130905@gmail.com

Dewi Sartika

Universitas Islam Ogan Komering Ilir, Kayuagung,
South Sumatra, Indonesia

dewisartika@uniski.ac.id

Abstract

This study aimed to explore college students' perceptions of using Ginger Writer to Enhance their English as a Foreign Language (EFL) writing skills. Employing a Descriptive quantitative methodology, data were collected through a closed-ended Questionnaire using a Likert scale. The participants were 19 students from the English Language Education Study Program at the Islamic University of Ogan Komering Ilir, Kayuagung, consisting of five male and fourteen female students who had prior Experience using Ginger Writer. The questionnaire comprised 20 items addressing the Use of Ginger Writer, its strengths in subject-verb agreement and sentence structure, And its perceived weaknesses. Data were analyzed using descriptive statistical Techniques. The findings revealed that most students held positive perceptions of Ginger Writer, particularly regarding its ability to improve grammatical accuracy, sentence Structure, writing quality, confidence, and efficiency in detecting errors. Students Strongly agreed that the tool was effective in identifying subject-verb agreement errors And enhancing sentence clarity and coherence. However, some limitations were Reported, including restricted features in the free version and the relatively high cost of The premium version. Overall, Ginger Writer is perceived as an effective and supportive Tool for enhancing EFL students' writing skills when used as a complementary aid Alongside teacher guidance. The study suggests that AI-based writing tools can foster Learner confidence and autonomy if pedagogically integrated, and it recommends future Research employing qualitative approaches and longitudinal designs to examine long-Term impacts on writing development.

Keywords: English writing skills, Ginger Writer, artificial intelligence, EFL learners, Writing support tools

THE IMPACT OF DIGITAL TRANSFORMATION ON THE TRANSPARENCY AND ACCURACY OF FINANCIAL INFORMATION

Delsi, Rahmi Aminus, Fipiariny. S

Economics Student, Faculty of Economics, University of Paleembang

Corresponding author: geboldelsi@gmail.com

Abstract

Objectives; *This study aims to critically analyze the impact of the adoption of disruptive Technologies—including Big Data Analytics, Blockchain (Distributed Ledger Technology), and Artificial Intelligence (AI)—on the transparency and accuracy of Information in financial sector financial reporting, by placing the CIA Trias framework (Confidentiality, Integrity, and Availability) as the foundation for accounting data*

Analysis.Methodology; *This study uses a descriptive qualitative approach based on literature Studies through a systematic synthesis of relevant academic findings and industry Practices. The analysis focused on how digital transformation affects the quality of Financial information, especially in terms of data integrity, reliability of reporting Processes, and information disclosure for stakeholders.*

Results: *The results of the study show that digital transformation significantly increases The potential for financial information accuracy through three main mechanisms, namely: (1) Robotic Process Automation (RPA)-based accounting process automation that Suppresses errors due to human error and strengthens data integrity; (2) the application of Blockchain that inherently improves the integrity and reliability of data through the Immutable nature and triple-entry accounting mechanism; and (3) the use of Big Data Analytics which enables real-time risk analysis and asset valuation with a higher level of Predictive accuracy. However, the increase in accuracy is accompanied by serious Challenges to transparency, especially related to the “black box” problem of AI algorithms That make it difficult to verify assumptions and assessment objectivity, as well as the Complexity of massive data management that hinders source tracking and data cleansing Methodologies.*

Conclusion: *This study concludes that digital transformation has the potential to Strengthen the quality of financial reporting, especially in terms of information accuracy, But simultaneously poses a risk of decreased transparency if not managed adequately. Therefore, the realization of the benefits of digital technology requires the support of Adaptive regulation and governance. Contributions: This research contributes theoretically by expanding the digital Accounting discourse through the integration of the CIA’s Triassic framework in the Analysis of financial reporting transparency and accuracy. Practically, this study Recommends the application of the Explainable AI (XAI) standard which is mandatory in Financial reporting as well as the development of a digital audit framework that focuses On validating the integrity of input data and algorithm transparency, in order to ensure the Quality and credibility of information for the capital market.*

Keywords: *Digital Transformation, Financial Transparency, Information Accuracy, Big Data, Blockchain, Digital Audit, Explainable AI*

DIGITAL TRANSFORMATION AS A DRIVER OF BUSINESS GROWTH: OPPORTUNITIES AND RISKS FOR GROWING COMPANIES

Fathira Desrianti¹, Akhmad Afandi², Robi Arif Ajis³
Management Study Program, Faculty of Economics, University of Palembang
Email: desriantifathira@gmail.com

Abstract

Objective: *This study aims to analyze how digital transformation plays a role as a driver of business growth in emerging companies, as well as identify challenges and risks that arise during the process of implementing digital technology (Matt, Hess, & Benlian, 2015; Vial, 2019).*

Methodology: *This study uses a qualitative approach through a systematic literature review that summarizes research related to digitalization, technological innovation, and organizational readiness to face the dynamics of the Industry 4.0 era. The analysis was carried out based on academic sources that discuss the integration of technologies such as Artificial Intelligence, Internet of Things, and big data as part of the company's digital strategy (Schwab, 2016).*

Results: *The results of the study show that digital transformation is able to strengthen productivity, expand market coverage, and increase the competitive strength of developing companies through the creation of new value and process efficiency (Brynjolfsson & McAfee, 2014). However, the findings also reveal the existence of major obstacles, including high investment needs, reliance on digital infrastructure readiness, and increasing cybersecurity risks (Susanti et al., 2023). In addition, the success of implementation is greatly influenced by the readiness of human resources in adopting a digital work culture (Westerman, Bonnet, & McAfee, 2014).*

Conclusion: *Digital transformation can serve as a strategic foundation for emerging companies to improve performance and competitiveness. However, the digitalization process requires an adaptive strategy that takes into account internal capabilities, technological readiness, and organizational culture changes.*

Contributions: *This research makes a theoretical contribution by offering a comprehensive understanding of the driving factors, challenges, and impacts of digital transformation on emerging companies. In addition, the results of this study can be a practical reference for business people in designing digital strategies that are sustainable and responsive to technological changes.*

Keywords: *Digital transformation; Industry 4.0; The company is growing; Business Growth; Digital risks; Competitive advantage; Information technology*

OPTIMIZING INFLUENCER MARKETING TO INCREASE MSME SALES ON SHOPEE AND TIKTOK SHOP

Icha Rahmawati,Zubaidah,Sugeng Mianto Fane

Student of the Faculty of Economics, University of Palembang

Author Correspondent : icharahmawati508@gmail.com

Abstract

Objective: This study aims to analyze the strategic role of influencer marketing in brand Building and increasing MSME sales on Shopee and TikTok Shop. The focus of the Research is directed at the relationship between influencer niche relevance, content Quality, and micro-influencer efficiency on sales conversion. Methodology: The research uses the Systematic Literature Review approach and Narrative synthesis, by examining academic journals and the latest industry reports in Southeast Asia. This method is used to map empirical findings regarding the effectiveness Of influencer-based digital promotion strategies.

Results: Findings show that influencer niche relevance has a significant effect on Increasing brand engagement, supporting the Match-up Hypothesis. The quality and Consistency of content, especially through short videos and live commerce sessions, Increases sales conversions by strengthening the credibility of messages and triggering Impulse purchases. In addition, micro and nano influencers have been proven to produce An average ROI 1.8 times higher than macro influencers, making them more efficient for MSMEs with limited budgets. Conclusion: Influencer marketing based on niche relevance, quality content, and the use Of live commerce is an effective strategy for MSMEs in increasing engagement and sales On e-commerce platforms. Micro-influencers are a more cost-efficient option.

Limitations: This study relied on secondary data from various publications so that the Validity of the findings was influenced by variations in sales tracking methods in the Original source. In addition, the focus of the research is limited to the two main platforms And the Indonesian context, so generalizations have limitations.

Contributions: This study provides an evidence-based framework for MSMEs in Designing optimal influencer marketing strategies, including the selection of relevant Influencers, content quality improvement, and the use of live commerce to maximize sales Conversions.

Keywords: Influencer Marketing, Micro-Influencer, MSMEs, Shopee, TikTok Shop, Live Commerce, ROI (Return on Investment)

**ANALYSIS OF THE INFLUENCE OF WEBSITE APPEARANCE, SOCIAL
MEDIA ENGAGEMENT, SERVICE QUALITY, AND USER EXPERIENCE ON
TIKTOK CUSTOMER LOYALTY WITH CUSTOMER
TRUST AS A MEDIATING VARIABLE**

Siti Devasari

Universitas Pertiba

Sitidevasari14@gmail.com

Juhari

Universitas Pertiba

juharitz@gmail.com

Ahmad Yani

Universitas Pertiba

Ahmadyanihazir2008@gmail.com

Lusianti

Universitas Pertiba

lusiantisahurudin@gmail.com

Mohamad Makrus

Universitas Pertiba

Mohamadmakrus01@gmail.com

Adrian Radiansyah

Universitas Pertiba

Adrianradiansyah30@gmail.com

Abstract

This study aims to analyze the influence of website appearance, social media Engagement, service quality, and user experience on TikTok customer loyalty, with Consumer trust as a mediating variable. The research method used is a quantitative Approach with data collected through questionnaires distributed to active TikTok Shop Users. Data analysis was conducted using Structural Equation Modelling (SEM) with the Help of SmartPLS software. The research results indicate that website appearance, social Media engagement, service quality, and user experience have a positive and significant Effect on consumer trust. In turn, consumer trust has a positive and significant impact on Customer loyalty. Additionally, consumer trust also mediates the effect of the independent Variables (website appearance, social media engagement, service quality, and user Experience) on customer loyalty. These findings suggest that to increase customer loyalty On the TikTok platform, companies need to focus on improving the quality of their website Appearance, strengthening social media engagement, providing quality services, and Creating a positive user experience, all of which contribute to enhancing consumer trust. This research contributes to the development of digital marketing strategies, particularly In the context of social media platforms like TikTok, by emphasizing the importance of Building consumer trust as a key to increasing customer loyalty.

Keywords: Website Appearance, Social Media Engagement, Service Quality, User Experience, Customer Loyalty, and Customer Trust

DIGITAL TRANSFORMATION OF GENERAL LEDGER AND FINANCIAL REPORTING SYSTEMS: EVIDENCE FROM SMES, VILLAGE ENTERPRISES, AND PUBLIC SECTOR INSTITUTIONS

M Arief Rahman
Politeknik Negeri Sriwijaya
m.arief.rahman@polsri.ac.id

Abstract

Digital transformation in general ledger and financial reporting systems has become a strategic necessity for organizations to improve transparency, accuracy, and timeliness of financial information. This article aims to examine the implementation of digital accounting information systems in managing general ledger processes and financial reporting across small and medium-sized enterprises (SMEs), village-owned enterprises (BUMDes), and public sector institutions. The study employs a descriptive qualitative approach using document analysis, observation, and a review of accounting practices adopted by the selected entities. The findings indicate that the adoption of digital and web-based accounting systems significantly enhances the efficiency of transaction recording, reduces error associated with manual bookkeeping, and strengthens internal control and organizational accountability. Furthermore, real-time access to financial data supports better managerial decision making and improves reporting reliability for stakeholders. Despite these benefits, several challenges remain, including limited human resource competencies, inadequate technological infrastructure, and varying levels of digital accounting literacy. This study highlights the importance of capacity building, system adaptability, and institutional support to ensure the sustainable implementation of digital financial reporting systems. The results are expected to contribute to the development of effective digital accounting practices and provide empirical insights for policymakers, practitioners, and researchers concerned with financial reporting transformation across diverse organizational contexts.

Keywords: Accounting Information Systems; Digital Transformation; General Ledger

**HOW DO ESG PERFORMANCE AND BOARD DIVERSITY EVOLVE UNDER DUAL
GOVERNANCE? A LONGITUDINAL DESCRIPTIVE EVIDENCE
FROM SHARIAH-COMPLIANT COMPANIES**

Mohd Fahmee Bahaudin

Accounting Research Institute, Universiti Teknologi MARA, Shah Alam

E-mail: pdmohdfahmee@gmail.com

Nor Balkish Zakaria

Accounting Research Institute, Universiti Teknologi MARA, Shah Alam

E-mail: norbalkish@uitm.edu.my

Mohd Faizal Jamaludin

Faculty of Accountancy, Universiti Teknologi MARA, Kedah

Accounting Research Institute, Universiti Teknologi MARA, Shah Alam

E-mail: mfaizalj@uitm.edu.my

Marziana Madah Marzuki

Faculty of Accountancy, Universiti Teknologi MARA, Kelantan

E-mail: marzianamadah@uitm.edu.my

Abstract

This study offers a longitudinal descriptive account of environmental, social and Governance (ESG) performance and board diversity among Shariah-compliant public Listed companies operating under dual governance arrangements in an emerging market Setting. Drawing on a strongly balanced panel of 186 companies observed from 2019 to 2023, the analysis traces how ESG engagement and selected board attributes evolve over Time within Islamic capital markets where market-based governance mechanisms coexist With Shariah-based oversight. The descriptive evidence points to a sustained Improvement in ESG performance across the sample period. Both mean and median ESG Scores rise steadily, accompanied by a clear rightward shift in the distribution of ESG Outcomes. This pattern suggests that improvements in sustainability engagement are Broad-based rather than concentrated among a small subset of companies. At the board Level, diversity attributes exhibit uneven temporal dynamics. Gender diversity, measured Using the Blau index, shows a gradual movement towards greater balance, while ethnic Diversity, captured through a normalised entropy index, increases more modestly over Time. In contrast, directors' religiosity, proxied by the proportion of Muslim directors on The board, remains relatively stable at the aggregate level, despite marked variation across Companies. Overall, these patterns highlight the multidimensional nature of board Diversity evolution within Shariah-based governance frameworks. More broadly, the Observed ESG trajectory indicates that contemporary sustainability expectations can Coexist with, and potentially be reinforced by, value-oriented governance principles Embedded in Shariah compliance. By documenting these developments descriptively, the Study establishes an empirical baseline for future research on ESG and corporate Governance in Islamic capital markets and other emerging economies characterised by Hybrid governance arrangements. The findings also provide a foundation for subsequent Inferential and network-based analyses examining governance mechanisms and Sustainability outcomes in greater dep

KEYWORDS: Board Diversity; ESG Performance; Shariah-Compliant Companies; Dual Governance; Emerging Markets

SUSTAINABLE CORPORATE GOVERNANCE AND THE WAR FOR TALENT: A SYSTEMATIC LITERATURE REVIEW OF THE .ENGAGEMENT-RETENTION NEXUS

M Usman Maliki, Abel Yulius
Palembang University

Abstract

The “War for Talent” paradigm has fundamentally shifted from competitive Financial incentives to a holistic demand for alignment of ethical and sustainable values. This study aims to analyze the strategic role of Sustainable Corporate Governance (SCG) In enhancing talent retention strategies through its mediating role in employee Engagement. Using the Systematic Literature Review (SLR) methodology with the PRISMA 2020 protocol, this study screened data from the Scopus database using specific Keywords related to ESG and human resources. A total of 663 high-quality articles Published between 2014 and 2024 were analyzed using a descriptive and thematic Approach supported by VOSviewer. The analysis revealed a significant surge in publications integrating Environmental, Social, and Governance (ESG) principles into human resource Management. The thematic analysis confirmed the existence of a complex nexus where The influence of SCG on retention is not direct but is fully mediated by employee Engagement and perceived organizational support. Specifically, Green Human Resource Management practices and ethical leadership were identified as vital operational Mechanisms that foster trust, meaningful work, and affective commitment. The study Concludes that SCG is not simply a compliance metric, but rather a modern strategic Component of employer branding. The implication is that organizations are encouraged To shift to stakeholder-centric governance and integrate sustainability indicators into Leadership accountability to win the global talent race.

KeyWords: Sustainable Corporate Governance, Employee Retention, Employee Engagement, Green HRM, Environment Social Governance, SLR

**DEVELOPING A DIGITAL ENTREPRENEURSHIP STRATEGY
MODEL TO INCREASE THE COMPETITIVENESS OF
MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMES) INDONESIA**

Putri Dayani¹, Nenny Octarinie², Rusma Rizal³
Student¹ and lecturer^{2,3}, Faculty of Economics, University of Palembang
Corresponding author: pdayani483@gmail.com

Abstract

Objective: *This study aims to analyze the role of Digital Entrepreneurship in strengthening the competitiveness of Indonesian Micro, Small, and Medium Enterprises (MSMEs) in the midst of accelerating digital transformation. The main purpose of the research is to formulate a comprehensive, contextual, and digital entrepreneurship strategy model that is in accordance with the needs of MSMEs that have limited resources.*

Methodology: *The methodology used is Systematic Literature Review (SLR) with reference to the guidelines of Petticrew and Roberts (2006), which includes the process of identifying, selecting, critically evaluating, and synthesizing findings from various international and national literature. The literature analyzed covers topics related to digital entrepreneurship, digital business models, competitiveness, dynamic capabilities, and MSME transformation.*

Results: *The results show that Digital Entrepreneurship has a strategic role in creating value through digital innovation, improving technology-based operational efficiency, expanding the MSME market globally through digital platforms, and building adaptive digital organizational capabilities. The findings of the study also identify four main pillars that form the Digital Entrepreneurship strategy model, namely the pillars of innovation, efficiency, digital market expansion, and strengthening organizational capabilities. These four pillars have proven to be complementary in encouraging sustainable competitive advantage.*

Conclusion: *The main conclusion of the study emphasizes that the implementation of Digital Entrepreneurship is a key factor for the sustainability and competitiveness of MSMEs in the digital economy era.*

Limitations: *This study has limitations because it only focuses on literature studies without empirical testing through field data, so the generalization of the findings still needs to be tested further.*

Contribution: *Nevertheless, this research makes an important contribution in the form of a conceptual model of Digital Entrepreneurship strategy that can be used as a reference for academics, policy makers, and MSME actors in designing a more targeted digital transformation strategy*

Keywords: *Digital Entrepreneurship, MSMEs, sustainable competitiveness, dynamic capabilities, digital transformation,*

DETERMINANTS OF CUSTOMERS' DECISIONS TO SELECT MURABAHAH-BASED HOME FINANCING: EVIDENCE FROM PT BSI TBK., KCP PALEMBANG A RIVAI

Rissa Aulia Safitri
Business Management Study Program, Sriwijaya State Polytechnic
Rissaauliasafitri2604@gmail.com
Shabirah Mayzahra
Business Management Study Program, Sriwijaya State Polytechnic
mayzahrashabirah@gmail.com
Vina Septianingsih
Business Management Study Program, Sriwijaya State Polytechnic
Vinasptngsh05@gmail.com
Keti Purnamasari
Business Management Study Program, Sriwijaya State Polytechnic
Keti.purnamasari@polsri.ac.id

Abstract

The development of Islamic banking in Indonesia shows a positive trend from year to year, but its market share is still far behind conventional banking. This condition shows that public interest in sharia financing products, including home financing based on murabahah contracts, has not been maximized. This study was conducted to analyze the factors that affect customers' decisions in taking murabahah financing, especially product knowledge, margin levels, and service quality at PT BSI Tbk., KCP Palembang A Rivai. This study uses a quantitative approach with multiple linear regression analysis, t-test, and f-test. Data was obtained from the distribution of questionnaires to home financing customers based on murabahah contracts. The results showed that product knowledge had no effect on financing decision-making, while margin level and service quality had a significant positive effect on financing decision-making.

Keywords: *Product Knowledge, Margin, Service Quality, Murabahah, Decision Making.*

DETERMINING FACTORS FOR GOLD INVESTMENT DECISIONS AT PT PEGADAIAN PALEMBANG BRANCH

Taufik Azhari

Business Management Study Program, Sriwijaya State Polytechnic

Taufikazhari41@gmail.com

Esya Alhadi

Business Administration Study Program, Sriwijaya State Polytechnic

Esya.alhadi@poslri.ac.id

Keti Purnamasari

Business Management Study Program, Sriwijaya State Polytechnic

Keti.purnamasari@poslri.ac.id

Mutiara Syafitri

Business Management Study Program, Sriwijaya State Polytechnic

Mutiarasafitri2806@gmail.com

Abstract

This study aims to analyze the role of price, knowledge, and risk perception in determining gold investment decisions at PT Pegadaian Palembang Branch. The background of this study stems from the increasing public interest in gold investment, which is not always accompanied by a comprehensive understanding of the factors that influence it. The study used a quantitative approach with a survey method of 96 active customer respondents, and multiple linear regression analysis as a data processing technique. The results show that partially, the variables of price, knowledge, and risk perception have a positive and significant influence on investment decisions. Simultaneously, these three variables also have a significant influence, contributing 83,2% to investment decisions, while the remainder is influenced by other factors outside the model. Risk perception was found to be the dominant variable in influencing investment decisions. These findings reinforce the importance of financial literacy, perceived security, and access to accurate price information in shaping public investment decisions. This study has implications for PT Pegadaian to improve price transparency, expand investment education, and strengthen the credibility of gold products as a safe and profitable investment instrument.

Keywords: *price, knowledge, risk perception, investment decisions*

THE IMPACT OF AI-DRIVEN PERSONALIZATION ON USER RETENTION IN SPOTIFY: THE MEDIATING ROLE OF EMOTIONAL ATTACHMENT

Virlia Septi Diana
Economic Faculty, Palembang University
virliaseptidiana@gmail.com
Winda Fuji Lestari
Economic Faculty, Palembang University
Windafuji.lestari@unpal.ac.id
Okta Dian Sari
Economic Faculty, Palembang University
Oktadian.sari@unpal.ac.id

Abstract

The increasing use of artificial intelligence (AI) in digital platforms has transformed how personalized user experiences are delivered, particularly in music streaming services. This study examines the effect of AI-driven personalization on user retention, with emotional attachment as a mediating variable, within the context of Spotify users in Palembang city, Indonesia. Using a quantitative approach, data were collected through a survey of 110 Spotify users in Palembang city and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results indicate that AI-driven personalization has a strong and significant effect on emotional attachment, while emotional attachment significantly influences user retention. Although AI-driven personalization also has a direct effect on user retention, the effect is relatively weaker. Furthermore, emotional attachment is found to partially mediate the relationship between AI-driven personalization and user retention. These findings confirm that emotional attachment plays a central role in translating AI-driven personalized experiences into sustained user behavior. This study contributes to the literature by extending the Stimulus–Organism–Response framework in the context of AI-based digital services and offers practical insights for streaming platforms to enhance user retention through emotionally driven personalization strategies

Keywords: *AI-driven personalization; emotional attachment; user retention; S-O-R framework*

GROWTH RESPONSE AND PLANT YIELD SWEET CORN (ZEA MAYS SACCHARATA STURT) AGAINST BIOLOGICAL ORGANIC FERTILIZERS AND PLANTING SPACING

Andesta1, Ida Aryani 1, Asmawati2*, Midranisiah1, Rahmat Akbar1

1 STIPER Sriwigama Palembang, South Sumatra, Indonesia.

**2Department of Agrotechnology, Faculty of Agriculture, Palembang University,
South Sumatra, Indonesia.**

***Email: atik.asmawati@yahoo.com**

Abstract

The use of biological organic fertilizers is currently highly recommended because the content of macro and micronutrients can be immediately available to plants and obtain high yields by adjusting the spacing. The purpose of this study was to determine the effectiveness of biological organic fertilizers on the growth and yield of sweet corn plants to support food security programs by providing quality and safe potential food products for the community while maintaining environmental sustainability. This study was conducted on land owned by farmers in Sukajaya Sub-District Sukarama Palembang city. The method used is a randomized design group (RAK) factorial consisting of 2 factors, namely: the first factor is biological organic fertilizer H1: biological organic fertilizer 200kg/ha, H2: biological organic fertilizer 300kg/ha, H3: biological organic fertilizer 400kg/ha, the second factor is the planting distance consists of 3 levels, namely: J1= 50 cm x 30 cm, J2= 60 cm x 30 cm, J3= 70 cm x 30 cm. The results showed that the biological organic fertilizer treatment can have the best effect on the growth and yield of sweet corn. Planting distance of 60 cm x 30 cm can have the best effect on the growth and yield of sweet corn. Interaction between biological organic fertilizer and planting distance can have the best effect on the growth and yield of sweet corn

Keywords: *Biological organic fertilizer, Spacing, Sweet corn*

THE EFFECT OF PHOSPHATE DOSAGE ON THE GROWTH AND PRODUCTION OF PEANUT PLANTS

Fitri Yetty Zairani^{1*}, Yani Puwanti¹, Cik Aluyah², Joni Philep Rompas, Lailia Karneta², Dali¹

¹ Faculty of Agriculture, University of Palembang, Jl. Dharmapala No. 1A, Bukit Besar,

Ilir Barat I District, Palembang City, South Sumatra, 30139;
*email: fitrifpunpal@gmail.com

² STIPER Sriwigama, Jl. Demang V, Demang Lebar Daun, Palembang City, South Sumatra, 30137

Abstract

Peanut is a food crop with economic value and high fat and protein content. This study aims to determine the effect of phosphate dose on the growth and production of peanuts. This study used a Randomized Block Design, with six treatments and four replications. One treatment consisted of 4 sample plants. The treatments used were as follows: A: 0 grams of TSP per plant (control); B= 0.22 grams of TSP per plant; C= 0.33 grams of TSP per plant; D= 0.44 gram TSP per plant; E= 0.55 grams of TSP per plant; F= 0.66 grams of TSP per plant. The parameters observed in this study were: plant height, number of branches, flowering age, percentage of filled pods, percentage of cipo pods, the weight of 100 seeds, and weight of seeds for each plant. Based on the results of the research that has been carried out, it is concluded that: Phosphate fertilizer affects the growth and production of kidang variety peanuts in the Lebak swamp land, meanwhile, treatment D, i.e. treatment with a phosphate dose of 0.44 grams of TSP per plant, was the best treatment.

Keywords: *Phosphate, Dosage, Peanut*

EXAMINATION OF HUMAN RIGHTS AND LEGAL REGULATIONS

Ardiana Hidayah
Faculty of Law, Palembang University
Dianahidayah083@gmail.com
Hijawati
Faculty of Law, Palembang University
hijawati@unpal.ac.id
Farrah Rizky Amelia Mirza
Faculty of Law, Palembang University
Kikymirza@unpal.ac.id
Amanda Lanisya
Faculty of Law, Palembang University
Amandamukti92@gmail.com

Abstract

Stract Freedom of expression is one of the fundamental human rights guaranteed by both the Constitution and international law. In the digital era, this right has taken a new form Through social media as a primary platform for expressing public opinion. However, Technological advancements also bring new challenges, such as the misuse of free speech Through the spread of hoaxes, hate speech, and defamation. This study aims to analyze How the concept of freedom of expression is guaranteed in national law, the challenges Of law enforcement related to violations of free speech on social media, and the efforts Made by the government and society to create responsible freedom of expression. The Research method used is a normative juridical approach by examining relevant Legislation and legal literature. The findings indicate that although freedom of expression Is protected by the 1945 Constitution and Law Number 39 of 1999 on Human Rights, its Implementation in social media remains hindered by the application of the Electronic Information and Transactions Law (UU ITE), which often leads to multiple Interpretations. Therefore, synergy among the government, law enforcement authorities, And society is essential to strengthen digital literacy and reform existing regulations so That freedom of expression can be realized fairly and responsibly in the digital space.

Keywords: *freedom of expression, social media, law, human rights*

PUBLIC LEGAL AWARENESS AND PARTICIPATION IN SUSTAINABLE TECHNOLOGY DEVELOPMENT

Evi Purnamawati
Faculty of Law, Palembang University
evipurnamawatiplg@gmail.com
Khairani Hasibuan
Faculty of Law, Palembang University
Khairani.hsb1989@gmail.com
Tri Astuti Andayani
Faculty of Law, Palembang University
Triastutiandayani997@gmail.com
Akhmad Dani
Faculty of Law, Palembang University
akhmaddani@unpal.ac.id

Abstract

Public legal awareness is a crucial aspect in realizing sustainable technology development. Without legal understanding and active public participation, efforts to develop environmentally friendly technology will not run optimally. This study aims to examine the relationship between legal awareness and public participation in sustainable technology development in Indonesia. The method used is a juridical-normative approach with a conceptual approach. The results of the study indicate that a high level of public legal awareness can increase social responsibility for the ethical and sustainable use of technology.

Keywords: *Legal awareness, public participation, sustainable technology, environmental law*

**THE ROLE OF ARTIFICIAL INTELLIGENCE, INTELLECTUAL
PROPERTY RIGHTS AND TECHNOLOGY IN ECONOMIC
DEVELOPMENT**

Muhammad Ridduwan
Faculty of Law, Palembang University
E-mail: ridwannoermuhammad@gmail.com

Fitriah
Faculty of Law, Palembang University
E-mail: fitriahsyahrial@gmail.com

Nia Nopianti
Faculty of Law, Palembang University
E-mail: Nianopianti96@gmail.com

Susi Yanuarsih
Faculty of Law, Palembang University
E-mail: susiyanuarsih@unpal.ac.id

Abstract

This article is entitled the role of artificial intelligence, intellectual property rights, and technology in economic development. The problems discussed in this article are how the legal regulations regarding artificial intelligence, intellectual property rights and technology in national legislation and how the role of artificial intelligence, intellectual property rights, and technology in economic development. The research method used in this study is the normative legal research method. The purpose of this study is to determine the role of artificial intelligence, intellectual property rights, and technology in economic development while the benefits obtained from this study are expected to enable readers to know and understand the role of artificial intelligence, intellectual property rights, and technology in economic development. From this study it can be concluded that first, legal regulations regarding artificial intelligence do not yet exist in Indonesia while legal regulations regarding intellectual property rights and technology are already regulated in separate laws. Second, in general, both Artificial Intelligence, Intellectual Property Rights, and technology simultaneously play a key role in the growth and development of the country's economy.

Keywords : *Artificial Intellegence, Intellectual Property Rights, Technology, Economic Development.*

TECHNOLOGICAL DEVELOPMENS IN ELECTRONIC EVIDENCE IN CORRUPTION CASES

Hendra
Faculty of Law, Palembang University
Hendrasaidi190@gmail.com
Hary Suharto
Faculty of Law, Palembang University
Harisuharto.hdw@gmail.com
Barhamudin
Faculty of Law, Palembang University
barhamudin@unpal.ac.id
Dewi Mulyati
Faculty of Law, Palembang University
Dewimulyati05.dm@gmail.com
Ali Dahwir
Faculty of Law, Palembang University
alidahwir@unpal.ac.id

Abstract

The development of information technology has had a significant impact on the evidentiary system in criminal law enforcement, particularly in corruption cases that are becoming increasingly complex and sophisticated. The use of electronic evidence has emerged as a crucial innovation in uncovering corruption offenses, which are often carried out through digital transactions, online communications, and electronic financial systems. This study aims to analyze the technological developments in the use of electronic evidence and its effectiveness in the evidentiary process of corruption cases. The research employs a normative juridical approach by examining statutory regulations such as Law No. 30 of 2002 concerning the Corruption Eradication Commission and Law No. 31 of 1999 in conjunction with Law No. 20 of 2001 concerning the Eradication of Corruption Crimes. The findings indicate that technological advancement has expanded the types and forms of evidence, including digital recordings, emails, electronic banking transaction data, and metadata, which are now legally recognized as valid evidence. However, the main challenges lie in ensuring the authenticity, validity, and integrity of electronic data, which require digital forensic expertise and more adaptive legal frameworks. Therefore, synergy among technological advancement, law enforcement capabilities, and regulatory reform is essential to optimize the use of electronic evidence in combating corruption in the digital era.

Keywords: *information technology, electronic evidence, corruption crime, proof, criminal law.*

**LEGAL ASPECTS OF CONSUMER PROTECTION IN THE USE OF
ARTIFICIAL INTELLIGENCE TECHNOLOGY IN INDONESIA
ARTIFICIAL INTELLIGENCE/AI**

Asuan
Faculty of Law Palembang University
asuan.okay@gmail.com
R. Sondang L. Tobing
Faculty of Law Palembang University
rsondangltobing@unpal.ac.id
M. Haris Fadhila
Faculty of Law Palembang University
notarisspattmaharis@gmail.com

abstract

A

The development of artificial intelligence (AI) technology has brought significant changes to transaction patterns between businesses and consumers in Indonesia. The use of AI in various sectors, such as e-commerce, digital banking, and data-driven services, offers convenience and efficiency, but also raises the potential for violations of consumer rights. Issues such as the misuse of personal data, automated decisions that harm consumers, and a lack of algorithmic transparency present new challenges for the consumer protection legal system. This article aims to analyze how aspects of consumer protection law in Indonesia respond to the use of AI technology and review the effectiveness of existing regulations, including Law Number 8 of 1999 concerning Consumer Protection and Law Number 27 of 2022 concerning Personal Data Protection. Using a normative juridical approach, this research highlights the need for regulatory reform to anticipate the legal risks arising from the use of AI, while ensuring a balance between technological innovation and the protection of consumer rights.

Keywords: *Consumer Protection, Artificial Intelligence (AI)*

REFORMULATION OF THE REGULATION ON CORRUPTION CRIMES IN INDONESIA

(A PERSPECTIVE OF ISLAMIC CRIMINAL LAW: ḤADD AL-ḤIRĀBAH)

Yazwardi

Faculty of Sharia and Law, Raden Fatah State Islamic University Palembang, South Sumatra, Indonesia
yazwardi_uin@radenfatah.ac.id

Cholidah Utama

Faculty of Sharia and Law, Raden Fatah State Islamic University Palembang, South Sumatra, Indonesia
cholidahutama_uin@radenfatah.ac.id

K.A. Bukhori

Faculty of Sharia and Law, Raden Fatah State Islamic University Palembang, South Sumatra, Indonesia
bukhori_uin@radenfatah.ac.id

Izomiddin

Faculty of Sharia and Law, Raden Fatah State Islamic University Palembang, South Sumatra, Indonesia
izomiddin_uin@radenfatah.ac.id

Rina Antasari

Faculty of Sharia and Law, Raden Fatah State Islamic University Palembang, South Sumatra, Indonesia
rinaantasari_uin@radenfatah.ac.id

Sulthan Ahmad Athaillah

Faculty of Sharia and Law, Raden Fatah State Islamic University Palembang, South Sumatra, Indonesia
sultanahmadathoillah@gmail.com

Abstract

The regulation of corruption crimes in Indonesia continues to reveal fundamental weaknesses. Corruption convicts are still treated as “ordinary offenders,” allowing them to receive sentence remissions despite relatively short average prison terms of approximately 3.4 years. In addition, the political rights of former corruption convicts may be restored, enabling them to run again for public office. The revision of the Law on the Corruption Eradication Commission (KPK) and the prolonged delay in deliberating the Draft Law on Asset Confiscation and the Impoverishment of Corruptors further illustrate the fragility of Indonesia’s anti-corruption legal framework. Over the last two decades (2003–2023), the Corruption Perceptions Index has consistently placed Indonesia among the five most corrupt countries within the ASEAN group in 2023, with Indonesia’s score falling below the global standard. As an extraordinary crime, corruption should be addressed with extraordinary threats and sanctions. The dangers posed by corruption are comparable to other extraordinary crimes such as terrorism, narcotics abuse, and severe environmental destruction. Moreover, corruption, by virtue of its systemic and destructive impact, may be aligned with extraordinary crimes under the Rome Statute, including genocide, crimes against humanity, and crimes of aggression. In Indonesia, the death penalty for corruption is regulated under Article 2 paragraph (2) of Law Number 31 of 1999 on the Eradication of Corruption Crimes, which provides that capital punishment may be imposed under certain circumstances. However, to date, no court verdict has imposed the death penalty on a corruption

offender. This situation stands in stark contrast to countries with communist or authoritarian legal orientations such as China, Vietnam, North Korea, as well as the Islamic Republic of Iran, which apply capital punishment to corruption offenders. In Islamic legal literature, corruption is referred to as *al-fasād*, meaning the act of causing destruction; gratification is known as *al-ishbā'*, meaning to provide excessive benefit; and bribery is termed *rishwah*. All three concepts refer to acts constituting corruption crimes. Accordingly, corruption in Islamic criminal law is understood as an act of causing destruction, which may include the deliberate embezzlement of state funds, manipulation of the legal system, or conduct that threatens humanity itself. Causing destruction signifies an attack against the state through acts of corruption. At a certain scale, corruption constitutes an assault on the state system through the theft of public funds, which essentially belong to the people. When corruption is interpreted as state capture and as an unlawful act that violates humanitarian values (unlawful acts against humanity), it may be categorized as a *ḥadd* crime of *ḥirābah*, namely a crime that causes widespread harm and threatens public and state security, for which the most severe punishment-capital punishment-may be imposed. This article seeks to explain corruption as an extraordinary crime whose eradication must likewise be extraordinary, by grounding its argument in the values of truth and justice derived from Islamic law through the concept of *ḥadd al-ḥirābah*. A statutory approach and a conceptual approach are employed to reformulate the regulation of corruption crimes in Indonesia.

Keywords: Reformulation, Corruption Crime, *Ḥadd al-Ḥirābah*

MECHANICAL PROPERTIES OF GREEN PAVER BLOCK INCORPORATING RAW RIVER WATER TEXTILE DYEING SLUDGE

Goh Wan Inn

Advanced Concrete Material Focus Group, Faculty of Civil Engineering and Built
Environment, Universiti Tun Hussein Onn Malaysia, Batu Pahat, Malaysia

wigoh@uthm.edu.my

Amir Kamarul Izzuddin

Advanced Concrete Material Focus Group, Faculty of Civil Engineering and Built
Environment, Universiti Tun Hussein Onn Malaysia, Batu Pahat, Malaysia

Af210063@student.uthm.edu.my

Abstract

This study examines the feasibility of utilizing textile dyeing sludge, a byproduct of the textile industry, to produce a Green Paver Block (GP Block). This study examines the mechanical characteristics of eco-friendly paver blocks. Raw river water sludge will serve as the basis for comparison. The primary objective of this study is to determine the physical properties of GP Block when combined with Raw River Water Sludge (RRWS) and to identify the optimal percentage mix ratio of textile dyeing sludge required to produce GP Block. Due to its greater reliance on natural resources, the building industry also raises questions regarding its environmental effects. Mechanical tests were conducted on blocks with varying RRWS content (2.5%–10%). The results showed that increasing RRWS content led to a decrease in density and compressive strength, and an increase in water absorption due to the fine and organic nature of the sludge. However, blocks with 2.5% RRWS maintained acceptable strength, which is 22.19 MPa, density of 1995.3 kg/m³, and water absorption of 11.25%, making them suitable for non-structural applications. Scanning Electron Microscope with Energy Dispersive X-Ray (SEM-EDX) analysis confirmed the presence of calcium and silicon, supporting RRWS's role as a filler material. The study concludes that 2.5% RRWS is the optimal mix ratio for producing environmentally friendly and structurally reliable GP Blocks, contributing to sustainable construction practices and effective waste management.

Keywords: Raw River Water Sludge, RRWS, Green Paver Block, GP Block

**ANALYSIS OF THE UTILIZATION OF CERAMIC CRACKED
WASTE AS A SUBSTITUTE FOR COARSE AGGREGATE IN K-325
GRADE CONCRETE (FC' 28.8 MPA)**

Juniardi Dwi Putra 1, Onny Fasla2), Apen Hara Hara3),

Mardiansyah Putra 4), Asri Mulyadi5), Mega Yunanda6), Lital Sebastian7)

1),2),3) Students of Civil Engineering Program, Faculty of Engineering, University of Palembang

4) Alumni of Civil Engineering Program, Faculty of Engineering, University of Palembang

5),6),7) Lecturer of Civil Engineering Program, Faculty of Engineering, University of Palembang

e-mail: asrimulyadi@unpal.ac.id5)

Abstract

Serious environmental issues are brought on by the growing use of light bulb glass debris as non-biodegradable inorganic trash. Using it as a building material is one way to handle trash sustainably. The purpose of this study is to examine how the properties of FC 14.5 MPa (K-175) quality concrete are affected when light bulb glass debris is used as a partial replacement for fine aggregate. A laboratory experiment with variations in glass waste substitution of 0%, 4%, 6%, and 8% of the fine aggregate weight was the research methodology. Slump tests, concrete specific gravity, and concrete compressive strength after 28 days were all tested. The slump value decreased as the amount of glass waste increased, but it remained within the workability standard limitations, according to the data. With a maximum value of 255.13 kg/cm² at 6% variation, the concrete's compressive strength rose at 4% and 6% substitution before falling at 8% substitution. The study's findings indicate that 6% of the fine aggregate weight is the ideal replacement proportion for lightbulb glass trash. According to this study, recycled lightbulb glass may be utilized in low-quality concrete as an eco-friendly substitute.

Keywords: *light bulb glass waste, K-175 concrete, fine aggregate, compressive strength,*

CORROSION OF CONCRETE REINFORCEMENT STEEL IN RELATION WITH W/C RATIO AND PERMEABILITY

Darmawi,1); Yuliani 2)

**1)2) Lecturers of Mechanical Engineering of Universitas Islam OKI
Kayuagung**

Siti Muslikah 3) ; Hermawati 4)

3) 4) Lecturer of Civil Engineering of Universitas Islam OKI Kayuagung

Corresponding author: darmawi@uniski.ac.id Phone: +628127886884

Abstract

Study about the relationship between W/C ratio and concrete permeability and concrete reinforcement steel corrosion already done and some conclusions are drawn. The infiltration of O₂ and H₂O into concrete body is the way to bring together the corrosive components to the surface of reinforcement steel inside the concrete. Chloride and CO₂ infiltration supporting the corrosion process by chemically lowering the concrete pH. Permeability and W/C ratio became important factors beside external factors. Literature studies have shown that concrete reinforcement steel will health when the pH of steel stabilized at 12 and permeability of concrete will at best value of 0.4 and poor at 0.7

Keywords: Corrosion; Concrete steel reinforcement; W/C ratio; Permeability.

REDUCING GROUNDING RESISTANCE BY THE METHOD OF ADDING AND WELDING GROUNDING ELECTRODES AT DISTRIBUTION SUBSTATIONS

Gema Sibarani

Electrical Engineering Study Program, Faculty of Engineering,
University of Palembang
sibaranigema@gmail.com

Dian Eka Putra

Electrical Engineering Study Program, Faculty of Engineering,
University of Palembang
dianekaputra@unpal.ac.id

Raden Ahmad Yani

Electrical Engineering Study Program, Faculty of Engineering,
University of Palembang
Rayazhari25@gmail.com

Surya Dharma

Electrical Engineering Study Program, Faculty of Engineering,
University of Palembang
Suryadarma.stmt@gmail.com

Choirul Rizal

Electrical Engineering Study Program, Faculty of Engineering,
University of Palembang
Choirulrizal1962@gmail.com

Abstract

The reliability of the electric power distribution system is greatly influenced by the performance of the grounding system at the distribution substation. Operational data in the work area of the Customer Service Unit in (ULP) the Pendopo area shows that 94% of the 529 transformer units have a grounding resistance above 10 Ω , exceeding the safe limit of PUIL 2011 ($\leq 5 \Omega$), thus increasing vulnerability to disturbances due to lightning strikes. This study aims to test the effectiveness of the method of adding and welding grounding electrodes in a relay using galvanized pipes in reducing grounding resistance. The field experimental method was applied to five 20 kV distribution substations with a pretest-posttest design. The measurement results showed a significant decrease in resistance from an initial average of 30.53 Ω to a final average of 2.99 Ω , with all samples meeting the standard below 5 Ω . Statistical analysis confirmed a highly significant difference ($p < 0.001$) before and after the intervention. Besides being effective, this method is also more economical (40% lower cost than chemical grounding systems) and efficient in terms of implementation time. Therefore, this method can be a sustainable technical solution to improve the reliability of lightning protection systems at distribution substations in lightning-prone areas.

Keywords: *grounding resistance, electrode welding, distribution substation, lightning protection, relay grounding system .*

ANALYSIS THE APPLICATION OF GLASS LIGHTBALL WASTE AS A FINE AGGREGATE SUBSTITUTION IN K-175 GRADE CONCRETE MIXTURE (14.5 MPA)

Firman Saputra¹, Heriyanto², Tika Febriani³,
Asri Mulyadi⁴, Asrullah⁵, Irfa Qodri⁶, Wahyu Handayono Hidayat⁷
^{1,2} Students of Civil Engineering Program, Faculty of Engineering,
University of Palembang
³ Alumni of Civil Engineering Program, Faculty of Engineering,
University of Palembang
^{4,5,6,7} Lecturer of Civil Engineering Program, Faculty of Engineering,
University of Palembang
e-mail: asrimulyadi@unpal.ac.id)

Abstract

Serious environmental issues are brought on by the growing use of light bulb glass debris as non-biodegradable inorganic trash. Using it as a building material is one way to handle trash sustainably. The purpose of this study is to examine how the properties of FC 14.5 Mpa (K-175) quality concrete are affected when light bulb glass debris is used as a partial replacement for fine aggregate. A laboratory experiment with variations in glass waste substitution of 0%, 4%, 6%, and 8% of the fine aggregate weight was the research methodology. Slump tests, concrete specific gravity, and concrete compressive strength after 28 days were all tested. The slump value decreased as the amount of glass waste increased, but it remained within the workability standard limitations, according to the data. With a maximum value of 255.13 kg/cm² at 6% variation, the concrete's compressive strength rose at 4% and 6% substitution before falling at 8% substitution. The study's findings indicate that 6% of the fine aggregate weight is the ideal replacement proportion for lightbulb glass trash. According to this study, recycled lightbulb glass may be utilized in low-quality concrete as an eco-friendly substitute.

Keywords: light bulb glass waste, K-175 concrete, fine aggregate, compressive strength, Workability

RISK OF PROJECT ACCELERATION: A CASE OF AIRPORT CONSTRUCTION

Ikahariya Pratiwi Matra[1], Asri
Mulyadi[2], Rita Anggrainy[3], Surya Dharma[4]
Civil Engineering Program, Faculty of
Engineering, Palembang University, Indonesia

Ikaharivapратиwi.m@gmail.com

asrimulvadi@unpal.ac.id

rita.anggrainy@gmail.com

Survadarma.stmt@gmail.com

Abstract

The construction project is one type of project that has a relatively high risk potential compared to other projects. Project risk is an uncertain event or condition, if it occurs has a positive or negative effect on one or more project objectives such as scope, schedule, cost and quality. Risk may have one or more causes and if it does, there may be one or more effects. The cause may be needs, assumptions, constraints or potential conditions that are likely to have negative or positive results (PMBOK, 2013). The process of building a new Yogyakarta airport in Kulon Progo District or New Yogyakarta International Airport (NYIA) continues to accelerate. However, at the end the development of the New Yogyakarta International Airport (NYIA) continued without regard to the dangers or risks that would occur in the future. On identifying a risk, it is done by looking at potential risks that have been seen and will be seen. Then, proceed with classifying each potential risks that can occur as shown below (Fahmi, 2013). On the identification a risk we just need a framework on pavement runway project. Starting from a variety of airside works to focus on runway projects then brings them in the table with variables R1 to R27 on each runway project. After identifying risks and classifying risks, proceed with making a risk chart or what is often referred to as the Risk Breakdown Structure.

Keywords: Construction project, project risk, NYIA, identification

ANALYSIS OF SUCCESS FACTORS IN IMPLEMENTING THE BIM-LEAN CONSTRUCTION APPROACH IN CONSTRUCTION PROJECTS IN SOUTH SUMATERA

Asri Mulyadi [1], Heni Fitriani [2], Doedoeng

Zena Arifin [3]

1) Student's Doctor Program, Faculty of Engineering,
Sriwijaya University, Indonesia

2,3) Civil Engineering Program, Faculty of Engineering,
Sriwijaya University, Indonesia

Asrimulyadi131282@gmail.com1),

heni.fitriani@unsri.ac.id2), dzarifin@gmail.com3)

Abstract

Building Information Modeling (BIM) and Lean Construction are two strategies that are being used more and more to address these problems in tandem with the advancement of global construction technology. In order to apply BIM-Lean building to building projects in South Sumatra, it is necessary to determine the critical success factors (CSFs). Contractors, consultants, and project owners must understand these success characteristics in order to implement a BIM-Lean approach successfully, sustainably, and with a major influence on project performance. Lean Construction is the application of Lean Manufacturing concepts to construction project management. This strategy focuses on improving workflow, cutting waste, and boosting process efficiency in order to add value for clients. In contrast to traditional management techniques, which frequently place an emphasis on individual productivity, Lean Construction places a strong emphasis on teamwork, planning dependability, process stability, and information transparency throughout the project. The structural equation modeling–partial least squares (SEM–PLS) method is used in this study's quantitative methodology. The research aims of investigating causal links between latent constructs and predicting important factors influencing the success of BIM-Lean deployment are best served by this approach, which is why it was selected. Based on a Google Form questionnaire of 119 respondents, findings indicate strong support for the implementation of BIM-Lean Construction through management policies, HR competency, technology readiness, and communication. A significant 52.6% rated management policies as crucial, while 84.2% affirm teamwork supports continuous improvement. Technology assessments show strong reliability, with effective internet connectivity rated at 89.5%. Collaboration is also highlighted, with 57.9% agreeing on project information accessibility and 79% noting improved teamwork through BIM. Furthermore, a Lean culture is evident, with 57.9% strongly agreeing on adhering to work standards and 52.6% on waste reduction. Overall, the internalization of efficiency principles within the organization supports the effective integration of BIM technology, linking technical tools with a culture of continuous improvement for project success.

Keywords: Building Information Modeling (BIM), Lean Construction, Structural Equation Modeling–Partial Least Squares (SEM–PLS).

OPTIMIZATION OF POWDER METALLURGY PROCESSING PARAMETERS OF AL/GRAPHENE/FLY ASH COMPOSITES USING THE TAGUCHI METHOD

Qomarul Hadi^{1,2}

1) Student's Doctor Program, Engineering Faculty Sriwijaya University

2) Mechanical Engineering Department-Engineering Faculty-Sriwijaya University

Qoma2007@unsri.ac.id

Nukman²

2) Mechanical Engineering Department-Engineering Faculty-Sriwijaya University

nukman@ft.unsri.ac.id

Agung Mataram²

2) Mechanical Engineering Department-Engineering Faculty-Sriwijaya University

amataram@unsri.ac.id

Abstract

Aluminum (Al)-based composites reinforced with graphene and fly ash are Promising materials due to their low density and high hardness. One of the Critical factors in achieving optimal mechanical properties is the powder Preparation stage prior to the sintering process. This study aims to Optimize the powder preparation parameters of Al/graphene/fly ash Composites with respect to density and hardness using the Taguchi method. The process parameters investigated include reinforcement contents of 5%, 10%, and 15%, milling times of 2 h, 4 h, and 6 h, sintering Temperatures of 500 °C, 550 °C, and 600 °C, and holding times of 0.5 h, 1 H, and 1.5 h. The experimental design was conducted using a Taguchi Orthogonal array to determine the most influential parameter Combinations. The results indicate that increasing the graphene/fly ash Reinforcement fraction enhances hardness but reduces density due to Increased material porosity. Milling time significantly contributes to the Homogeneity of powder dispersion, while sintering temperature and Holding time act as dominant factors in interparticle bonding and final Densification of the composite. Optimization based on the signal-to-noise (S/N) ratio reveals that the optimal parameter combination for Simultaneously maximizing density and hardness consists of a Reinforcement content of 10%, a milling time of 4 h, a sintering Temperature of 600 °C, and a holding time of 1 h. Experimental validation Confirms an increase in density by 7.8% and hardness by 11.4% compared To the initial, non-optimized condition. This study demonstrates that the Taguchi method is effective in identifying optimal powder preparation Parameters in the fabrication of Al/graphene/fly ash composites to Enhance density and hardness. These findings provide a valuable Reference for the development of lightweight, high-performance composite Materials for engineering applications.

Keywords : Aluminum; Graphene; Fly ash;; Taguchi method; Density; Hardness

RISK MANAGEMENT IN A REGIONAL DRINKING WATER COMPANY IN OGAN KOMERING ILIR REGENCY USING THE HOUSE OF RISK (HOR) METHOD

Siti Muslikah¹⁾ , Yuliani ²⁾, Kartini Rismayani ³⁾, Ida Laila⁴⁾

^{1,2)} Universitas Islam Ogan Komering Ilir Kayuagung

^{3,4)} Badan Riset dan Inovasi Daerah Kabupaten Ogan Komering Ilir

Corresponding author
sitimuslikah@uniski.ac.id

Abstract

Water is an important factor in human life. Fulfilling the need for clean water is Very important for the government to achieve prosperity in society. PDAM (Regional Drinking Water Company) is an agency created as a government effort To fulfill the community's need for clean water. PDAM Tirta Agung plays a role in Providing clean, healthy drinking water that meets health requirements in the Ogan Komering Ilir Regency. In order for this role to be realized, actions are needed to Prevent risks in the company's supply chain from getting worse which results in a Decrease in product quality. This study aims to identify risks and risk sources to Determine priority risk sources and also propose a mitigation plan to reduce the Impact of risks. The method used in this study is the Supply Chain Operations Reference (SCOR) to identify risks in the company's business processes and also The House of Risk (HOR) to find priority risk sources and then create appropriate Mitigation strategies. In the process of identifying the company's business Processes, 17 risk events and 37 risk sources were found in PDAM Tirta Agung, Ogan Komering Ilir Regency. Based on the results of the House of Risk stage 1 Calculation, from 37 risk sources (Risk Agents) in the company's supply chain Identification process, 5 priority risk sources (Risk Agents) were obtained. The Selection of priority risk sources (Risk Agents) was based on the largest to smallest Aggregate Risk Potential (ARP) value. The selected priority risk sources (Risk Agents) were non-compliance with SOP (A22), damaged production machines (A27), lack of maintenance (A23), poor maintenance by second parties (A4), late Payment by customers (A2).

Keywords: Risk Management, House of Risk, Supply Chain Operations Reference, PDAM

METHOD FOR REDUCING ARRESTER GROUNDING RESISTANCE IN DISTRIBUTION SUBSTATIONS TO MINIMIZE THE OCCURRENCE OF GROUND POTENTIAL RISE (GPR)

Triani Mardalena Sari

Electrical Engineering Study Program, Faculty of Engineering,
University of Palembang

Yanie.plg@gmail.com

Dian Eka Putra

Electrical Engineering Study Program, Faculty of Engineering,
University of Palembang

dianekaputra@unpal.ac.id

Raden Ahmad Yani

Electrical Engineering Study Program, Faculty of Engineering,
University of Palembang

Rayazhari25@gmail.com

RM. Edy Suherman

Electrical Engineering Study Program, Faculty of Engineering,
University of Palembang

Redisuherman67@gmail.com

Daeny Septi Yansuri

Electrical Engineering Study Program, Faculty of Engineering,
University of Palembang

daenyyansuri@gmail.com

Rosita Efriyanti

Electrical Engineering Study Program, Faculty of Engineering,
University of Palembang

Ita4957@gmail.com

Abstract

An effective arrester grounding system in distribution substations is crucial for safely Discharging lightning currents and preventing dangerous Ground Potential Rise (GPR). At the PD.0431 (160 kVA) Distribution Substation, the measurement results showed a Grounding resistance value of 6.7 Ω , which exceeded the maximum limit of 5 Ω according To the 2011 PUIL standard. This condition indicates a risk of equipment damage and Safety hazards in the form of high touch and step voltages. This study used field Experiments and computational simulation methods. Improvements were made by Modifying the grounding system configuration by adding parallel rod electrodes. The Effectiveness of the method was analyzed by comparing resistance measurements before And after the repair using an Earth Tester. Safety risk analysis was carried out by Simulating the distribution of GPR, touch voltage, and step voltage using CYMGrd Software, assuming a lightning fault current of 1000 A. The implementation of the Addition of four rod electrodes successfully reduced the grounding resistance from 6.08 Ω to 1.97 Ω , thus meeting the standard. Simulations show that this improvement Successfully reduces GPR by 52.7 % (from 359.14 V to 169.71 V). A more significant Reduction occurs in the immediate safety parameters, namely the touch voltage decreased By 73.9 % (from 427.96 V to 111.48 V) and the step voltage decreased by 74.7% (from 297.05 V to 75.12 V). The post-improvement ground potential contour also shows a more Even and gentle distribution.

This study proves that optimizing the grounding Configuration by adding parallel electrodes is an effective method to reduce resistance And, more critically,drastically mitigate the risk of human safety hazards due to GPR. This method is recommended as a practical solution to improvesystem reliability and Personnel safety at distribution substations with similar conditions.

Keywords : *Grounding resistance, Ground Potential Rise (GPR), Distribution Substation, Arrester, PUIL*

ANALYSIS OF THE EFFECT OF RICE HUSK ASH AS A PARTIAL CEMENT SUBSTITUTE ON THE COMPRESSIVE STRENGTH OF CONCRETE GRADE FC 24.0 MPa (K-275)

Robi Salam¹⁾, M. Sofian²⁾, Cici Lia³⁾, Asri Mulyadi⁴⁾, Rita Anggrainy⁵⁾, Diawarman⁶⁾, Teddy Irawan⁷⁾

^{1),2)} Students of Civil Engineering Program, Faculty of Engineering, University of Palembang

³⁾ Alumni of Civil Engineering Program, Faculty of Engineering, University of Palembang

^{4),5),6),7)} Lecturer of Civil Engineering Program, Faculty of Engineering, University of Palembang

Email : asrimulyadi@unpal.ac.id⁴⁾

ABSTRACT

Because Portland cement is used so frequently as a concrete binder, the modern building sector confronts serious environmental sustainability issues. The manufacture of cement uses a lot of energy and produces a lot of carbon dioxide emissions. As a result, creative building materials that satisfy technical specifications while being affordable and ecologically friendly are required. Because it includes pozzolanic amorphous silica, rice husk ash (RASH), a plentiful agricultural waste in Indonesia, may be able to partially replace cement. The purpose of this study is to examine how the workability and compressive strength of FC 24.0 MPa (K-275) concrete are affected when RASH is used in place of some cement. A quantitative laboratory experiment was employed as the research method. 0%, 5%, 10%, and 15% of the cement weight was substituted with rice husk ash. SNI 03-2834-2000 with a water cement factor of 0.53 is referred to in concrete mixture planning. The test specimens were 150 x 150 x 150 mm concrete cubes that were cured using the water immersion method and tested for compressive strength after 28 days. The workability of fresh concrete was assessed using slump testing. The findings demonstrated that the workability and compressive strength of concrete were significantly impacted by the addition of rice husk ash. Concrete's compressive strength rose with 5% and 10% ASP variations, reaching a maximum of 355.52 kg/cm² at the 10% difference. The compressive strength dropped at the 15% ASP fluctuation, but the design concrete quality was still met. As the ASP content increased, the slump value trended downward, but all mixture variations remained within the necessary workability range. The study's findings show that adding up to 10% rice husk ash to concrete improves its performance and may help create more sustainable and ecologically friendly concrete.

Keywords: natural pozzolan, workability, compressive strength, rice husk ash, and eco-friendly concrete

ANALYSIS OF THE USE OF CONE ASH AS A SUBSTITUTION FOR FINE AGGREGATE AND SIKACIM CONCRETE ON THE MIX DESIGN OF CONCRETE QUALITY FC'31.2 MPA

**Zilvia Rahmi¹⁾, Muhammad Erwin Sihanda²⁾, Ludi Olliansyah³⁾,
Asri Mulyadi⁴⁾, Asrullah⁵⁾, Ice Trisnawati⁶⁾, Lisa Ayu Winanti⁷⁾**

^{1),2)} Students of Civil Engineering Program, Faculty of Engineering, University of Palembang

³⁾ Alumni of Civil Engineering Program, Faculty of Engineering, University of Palembang

^{4),5),6),7)} Lecturer of Civil Engineering Program, Faculty of Engineering, University of Palembang
e-mail: asrimulyadi@unpal.ac.id¹⁾, asrull66@yahoo.co.id²⁾

ABSTRACT

The development of modern infrastructure necessitates the use of building materials that address environmental and economic sustainability in addition to technical needs. The heavy reliance on river sand, a natural fine aggregate whose mining affects aquatic ecosystems and environmental degradation, is one of the major issues facing the concrete industry. Therefore, alternative fine aggregate materials derived from industrial waste and available sustainably are needed. Crusher dust is a byproduct of the stone crushing industry. It has a fine grain size and a rough surface texture, making it potentially useful as a partial substitute for fine aggregate in concrete mixes. The purpose of this research is to examine the effects of adding SikaCim Concrete additive and substituting fly ash for fine aggregate on the mix design, compressive strength, and workability of K-350 class concrete ($f_c' = 31.2$ MPa). This study employs a quantitative experimental design with fly ash substitutions of 0%, 15%, 30%, and 45% of the fine aggregate weight. The fixed dosage of SikaCim Concrete admixture is 37.5 milliliters. Concrete cubes of $15 \times 15 \times 15$ cm are used as test specimens. They are manufactured, cured in accordance with SNI guidelines, and evaluated after 28 days. Test parameters include a slump test to evaluate the workability of fresh concrete and a concrete compressive strength test. The results of the study showed that the substitution of fly ash significantly affected the properties of concrete. A 30% substitution of fly ash with the addition of SikaCim Concrete resulted in an average compressive strength of 400.05 kg/cm^2 , an increase of approximately 14% compared to normal concrete. The addition of SikaCim Concrete was able to maintain the workability of the concrete even though the fly ash content increased. However, at a 45% substitution of fly ash, there was a decrease in the compressive strength of the concrete due to the excess fine material which increased water requirements and reduced the effectiveness of the cement paste bond. This research confirms that the use of fly ash up to a certain limit, specifically 30%, combined with SikaCim Concrete can produce concrete with optimal performance and support the concept of sustainable construction.

Keywords: concrete, fly ash, crusher dust, SikaCim Concrete, compressive strength, workability, mix design.