



FACULTY OF LAW, SOCIAL, AND POLITICAL SCIENCES
UNIVERSITAS TERBUKA, INDONESIA

ISSN: XXX-XXX-X
e-ISSN: XXX-XXX-X



INTERNATIONAL PROCEEDING OF OPEN SOCIETY CONFERENCE

Volume 1, 2023

Empowering Technology: Humanities, Business &
Political Perspectives in VUCA Era

Co-Host:



Proceeding Open Society Conference

Empowering Technology: Humanities, Business & Political Perspectives in VUCA Era

ISSN: XXX-XXX-XXX-XXX-X

e-ISSN: XXX-XXX-XXX-XXX-X

Committee

Chairman	Adisthy Shabrina Nurqamarani, B.A.(Hons)., M.Sc.
Vice Chairman	Yonarisman Muhammad Akbar, S.Ikom., M.A.
Secretary Committee	Sarah Fadilla, S.Pd., M.A.B.
Steering Committee	Hendrikus Ivoni Bambang Prasetyo, S.Sos., M.Si.
Organizing Committee	Vica Ananta Kusuma, S.Pd., M.A.
Keynote Speaker	Dr. H. Emil Elestianto Dardak, B.Bus., M.Sc.
Panel Speaker	Steve Nouri Prof. Carin Holroyd, Ph.D Rahmat Budiman, M.Hum., Ph.D Ismail Fahmi, Ph.D
Scientific Committee	1. Ade Paranata, S.E., M.Si., University of Pécs, Hungary 2. Saru Arifin, S.H., LL.M., University of Pécs, Hungary 3. Dr. Mohammed Sleem, Ph.D., MSA University, Egypt 4. Dr. Supaprawat Siripipatthanakul, Manipal GlobalNxt University, Malaysia 5. Lenis Aislinn C. Separa, Ph.D, University Wellington Campus, New Zealand 6. Yi Xuan Ong, Ph.D., Independent Researcher, Singapore 7. Prof. Dr Santhi Raghavan, Open University Malaysia, Malaysia 8. Prof. Jean Saludadez, University of Philippines Open University Nasional Highway, Philippines 9. Rashid Ating, M.P.A., Universiti Malaya, Malaysia 10. Panca Oktawirani, Ph.D, Universitas Jember, Indonesia 11. Suyani Indrastuti, Ph.D, Universitas Jember, Indonesia 12. Prof. Ida Widianingsih, S.IP., M.A., Ph.D, Universitas Padjadjaran, Indonesia 13. Prof. Dr. Mohammad Benny Alexandri, S.E., M.M., Universitas Padjadjaran, Indonesia 14. Dr. Siti Aisyah, M.Si, Universitas Terbuka, Indonesia 15. Irsanti Widuri Asih, S.Sos., M.Si. , Universitas Terbuka, Indonesia 16. Widiyanto, S.Pd., M.Kom. , Universitas Terbuka, Indonesia

Editorial Team

Editor in Chief	Prof. Daryono, S.H., M.A., Ph.D., Universitas Terbuka, Indonesia
Editors	<ol style="list-style-type: none">1. Nur Ambia Arma, M.A.P., Universitas Terbuka, Indonesia2. Ridha Azka Raga, S.E., M.Ak., Universitas Terbuka, Indonesia3. Aulia Nurdiansyah, S.Pd., M.A., Universitas Terbuka, Indonesia4. Pratiwi Anindita Adji, M.Hum., Universitas Terbuka, Indonesia5. Afriliani, S.Pd., M.Hum., Universitas Terbuka, Indonesia
Reviewers	<ol style="list-style-type: none">1. Dr. Agus Priyanto, M.Si, Universitas Terbuka, Indonesia2. Dr. Florentina Ratih Wulandari, Universitas Terbuka, Indonesia3. Made Yudhi Setiani, S.IP., M.Si., Ph.D., Universitas Terbuka, Indonesia4. Dr. Irsanti Widuri Asih, M.Si., Universitas Terbuka, Indonesia5. Dr. Tora Akadira, S.T., M.Si., Universitas Terbuka, Indonesia
IT Support	Muhamad Lazuardi, S.Kom.
Layout	Muhammad Yusuf Wibisana, S.Kom.

DEAN OF FACULTY OF LAW, SOCIAL AND POLITICAL SCIENCES REMARKS

The 5th Open Society Conference **"EMPOWERING TECHNOLOGY: HUMANITIES, BUSINESS & POLITICAL PERSPECTIVES IN VUCA ERA"**

OSC Welcome Speech

Excellency Dr. H. Emil Elestianto Dardak, B.Bus., M.Sc. – Vice Governor of East Java, Indonesia.

Excellency Steve Nouri – Chief AI Evangelist.

Excellency Carin Holroyd, Ph.D. – Associate Professor in Political Studies and the Chair of the International Studies Program at the University of Saskatchewan.

Excellency Rahmat Budiman, M.Hum., Ph.D. – Vice Rector of Institutional Development and Partnership at Universitas Terbuka, Indonesia. And Secretary General of AAOU.

Excellency Ismail Fahmi – Founder at Media Kernels Indonesia.

Excellency Assoc Prof Dr Ahmad Izanee Awang - President of OUM

Excellency Dean of Faculty of Social and Political Sciences of University of Jember, Dr. Djoko Poernomo, M.Si., CIQnR.

Excellency Dean of Faculty of Social and Political Sciences of Padjajaran University, Dr. R. Widya Setiabudi Sumadinata

Excellency Prof.Ojat Darajat, M.Bus, PhD, Rector of Universitas Terbuka

Honorable Vice Rectors,

Dr. Mohamad Yunus, S.S., M.A. - Vice-Rector for Academic Affairs -

Prof. Dr. Ali Muktiyanto, S.E., M.Si. - Vice-Rector for Finance, Resource, and General Affairs -

Dr. Paken Pandiangan, S.Si., M.Si. - Vice-Rector for Information System and Students Affairs

And all participants of the seminar,

Bismillahirrohmanirrohim.

Assalamualaikum, wr.wb.

Good morning and a very welcome to the 5th Open Society Conference 2023 – a convergence of brilliant minds, visionary thinkers, and dynamic change-makers! We are delighted to have you all gathered here today as we embark on a journey to explore the theme that lies at the heart of our times: "Empowering Technology: Humanities, Business, and Political Perspectives in the VUCA era.

In this era of rapid change and uncertainty, our world has become increasingly Volatile, Uncertain, Complex, and Ambiguous (VUCA). Technological advancements have reshaped the way we live, work, and interact, bridging gaps across industries, nations, and cultures. The interplay between technology, humanity, and politics has become a driving force that shapes the trajectory of our future.

Today, this conference will serve as a crucible of ideas, a platform for deep exploration, and a space for collaboration that transcends disciplines and boundaries. We have gathered some of the brightest minds from around the globe – from the fields of humanities, business, and politics – to share their insights, experiences, and strategies on how to harness the power of technology to not only navigate the VUCA landscape but also thrive within it.

As we stand at this juncture of knowledge and possibility, let us remember that the potential of technology is immense, but so too are the responsibilities it places upon us. As we ponder the digital transformations that are sweeping across our societies, let us also reflect on the enduring values of empathy, equity, and ethics. It is at the intersection of technology and humanity that we must forge a path toward a future that is not only advanced but also just inclusive and sustainable.

I encourage you all to actively participate, engage in vibrant discussions, share your insights, and foster connections that transcend the confines of this conference. Let us learn from one another, challenge our assumptions, and envision a world where technology is a force for empowerment, progress, and positive change.

In conclusion, the 5th Open Society Conference 2023 is not just a gathering of brilliant minds; it is a convergence of thought leaders who understand that our shared future is intricately woven with technology's rapid advancement. Let us embark on this journey of exploration, learning, and collaboration with open minds and hearts, embracing the challenges and opportunities of the VUCA era.

Thank you and let the conference begin!

Wassalamualaikum, wr.wb.

Signed

Muhammad Husni Arifin, S.Ag., M.Si., Ph.D.

Dean of Faculty of Law, Social and Political Sciences

SEMINAR RUNDOWN FHSIP-UT 2022

Wednesday, September 13th 2022

Time: 07.00–17.20

No	Details	Time (Jakarta Time)	Place
1.	Registration	07.00 – 08.00	Universitas Terbuka Convention Centre (UTCC)
2.	Opening ceremony: <ul style="list-style-type: none">• MC opens the event• Singing Indonesia Raya• Singing Hymn of Universitas Terbuka MC: <ul style="list-style-type: none">1. Raesita Rakhmawati Rosadi, M.A.2. Bijaksabara Hikmawan	08.00 – 08.15	UTCC
3.	Opening Prayer A.Rachmat Wirawan, S.H., M.H.	08.15 – 08.25	UTCC
4.	Opening dance - Tari Burung Enggang (Dayak Kenyah Tribe, East Borneo) Students of Universitas Terbuka	08.25 – 08.35	UTCC
5.	Report from the Chair of the	08.35 – 08.45	UTCC

No	Details	Time (Jakarta Time)	Place
	Committee Adisthy Shabrina Nurqamarani, B.A.(Hons)., M.Sc.		
6.	Welcome remarks - Dean of the Faculty of Law, Social, and Political Sciences, Universitas Terbuka Muhammad Husni Arifin, S.Ag., M.Si., Ph.D.	08.45 – 08.55	UTCC
7.	Dean's remarks – Faculty of Social and Political Sciences, Universitas Jember Dr. Djoko Poernomo M.Si.	08.55 – 09.00	UTCC (3 menit tapping-pakai VB)
8.	Dean's remarks – Faculty of Social and Political Sciences, Universitas Padjajaran Prof. Dr. R. Widya Setiabudi Sumadinata, M.T., M.Si.	09.00 – 09.05	UTCC (3 menit tapping-pakai VB)
9.	Rector's Welcome Remarks – Universitas Terbuka Prof. Ojat Darajat, M.Bus., Ph.D.	09.05 – 09.20	UTCC
10.	MoU Signing Ceremony OUM – UT Pemberian plakat co-host Foto bersama	09.20 – 09.40	UTCC

No	Details	Time (Jakarta Time)	Place
11.	Keynote Speech Dr. H. Emil Elestianto Dardak, B.Bus., M.Sc. Vice Governor of East Java	09.40 - 09.55	UTCC
12.	COFFEE BREAK	09.55 - 10.10	UTCC
13.	1st Panel Discussion Session Speakers: a. Dr. Carin Holroyd – University of Saskatchewan/ Canada b. Ismail Fahmi - Founder Drone Emprit dan PT Media Kernels/ Indonesia Moderator: Dr. Mani Festati Broto, M.Ed.	10.10 - 11.30 Each presenter is allotted 20 minutes to deliver their presentation. Q&A will be held at the end of the session	UTCC
	BREAK	11.30 - 13.00	
14.	MC allows participants to enter their respective rooms for Parallel Session	13.00 - 13.15	Offline: UTCC and Gedung Serba Guna Online: Zoom
15.	Parallel Session	13.15 - 15.15	Offline: UTCC and Gedung Serba Guna Online: Zoom
18.	COFFEE BREAK	15.15 - 15.40	UTCC
19.	2nd Panel Discussion Session	15.40 - 16.40	UTCC

No	Details	Time (Jakarta Time)	Place
	<p>Speakers:</p> <ul style="list-style-type: none"> a. Steve Nouri - Founder of AI4Diversity, Chief AI Evangelist/ Australia b. Rahmat Budiman, S.S., M.Hum., Ph.D. – Universitas Terbuka / Indonesia <p>Moderator: Dwi Rahmawati, S.E., M.A.B.</p>		

DAFTAR ISI

1	Public Service Agency: Business-Based Innovation in Public Institutions (Study of Design of Government Institutions in the Field of Communications and Informatics) Rani Sukmadewi, Mohammad Benny Alexandri, Cecep Syafaatul Barkah, Nurillah Jamil Achmawati Novel	1-15
2	Democratic Discipline over the Soldiers: The Post-2004 Dynamic Mapping of Civilian Control over the Military in Indonesia Yusa Djujandi	16-23
3	How is the Free WiFi Service Implemented in the Smart City Program in Madiun City? Maidi, Parji	24-24
4	Local Government Strategy in Improving the Quality and Capabilities of Civil Servants in the Digital Era Dwian Hartomi Akta Padma Eldo, Diah Wulansari	33-42
5	Comparative Study of Protection of Migrant Workers between Desbumi's Wonosobo District and Sbmi's Kendal District Nurma Khusna Khanifa, Dian Ratu Ayu Uswatun Khasanah	43-51
6	The Global Trend of Leadership in Cluster Research: A Systematic Review Approach Citra Ari Mangesti, Syamsul Hadi, Kusuma Candra Kirana	52-56
7	Digital Influencer and Local Brands: Unleashing the Power of Instagram for Promoting Authenticity and Innovation Endina Hanna Putri	57-66
8	The Role of Social Presence against Impulse Buying at Tiktok Live Streaming Shop Consumers based On S-O-R Framework Sri Yanti Oktavia	67-78
9	Sumber Pakem Tourism Development Strategy through Tourism Area Life Cycle Analysis Margaretta Andini Nugroho, Rebecha Prananta, Rimalinda Lukitasari	79-89

- 10 Regional Expenditure Dynamics and its Impact on Economic Growth: Magetan Regency 2010-2019 90-103
Yeni Febiyanti, Dina Suryawati, Supranoto

- 11 Determination E-Tax System and Tax Incentive on MSMEs Taxpayer Compliance during Pandemic 104-117
Yeni Puspita, Galih Wicaksono, Venantya Asmandani, Nurcahyaning Dwi Kusumaningrum

- 12 Decision to Use Digital Payment Systems in Perspective of Behavioral Financial Theory 118-122
Zarah Puspitaningtyas, Ika Sisbintari, And Muhammad Nuzulun Niam

- 13 An Examination of Technology Acceptance to Sales Increase: Mediated by Marketplace 123-135
Destiana Destiana, Jufri Yandes, Dwi Rahmawati, Syarif Fadillah

- 14 Effect of Working Capital, Debt Maturity, Sales and Tangibility on Investment Efficiency Listed on The Indonesia Stock Exchange (IDX) for the 2019-2021 Period 136-145
Nelli Novyarni, Dwi Christiantoro, Reni Harni

- 15 Moving Average Analysis of Islamic Stock Composite Index in Asia during Covid-19 Pandemic 146-155
Aldi Akbar, Agus Maolana Hidayat

- 16 Change Management in the VUCA Era 156-164
Agus Priyanto

- 17 Social Media Marketing And Customer Review's Influence Towards Visit Decisions At Gunung Kidul Beach Tourists Attraction 165-172
Nabila Wahyuningtyas, Ambar Lukitaningsih, Syamsul Hadi

- 18 The Application of the New Media A Review on Learning Media in the VUCA Era 173-182
Arsa Widiatiarsa Utoyo, Kurnia Setiawan, Geofakta Razali, Algooth Putranto

- 19 Utilization of Instagram Through The @Jktinfo Account as a Means of Fulfilling Information for The People of Jakarta 183-187
Majidah, Rachmawati Widyaningrum, and Isma Dwi Fiani

20	Instructional Communication Strategy for the Higher Education in the VUCA Era Sri Sedyaningsih, Basuki Agus Suparno	188-194
21	Preserving West Lampung Culture through the Role of the Young Generation on Social Media Windra Irawan	195-209
22	Communication Towers in The Business and City Aesthetic Aspects to Face The VUCA Challenges Nurillah Jamil Achmawati Novel, Mohammad Benny Alexandri, Rani Sukmadewi	210-216
23	Challenges to the Radio of The Republic of Indonesia as a Public Broadcasting Institution to Enter Political Contestation in the 2024 Elections Tatang Sudrajat, Witri Cahyati, Sandra Irawati, Daniel P.E. Matulessy	217-232
24	Pentingnya Menerapkan Pengelolaan Arsip Elektronik di Indonesia Siti Aisyah, Ismaya	233-240
25	The Digital Preservation of Seloko Tradition Adat Jambi: The Snapshot of Challenges, Struggles and Gaps Yasir Riady	241-252
26	Transformation of Commercial Archives Data Center in Serving the Availability of Information for the Community Siti Samsiyah	253-259
27	Analysis of the Utilization of UBAYA Digital Archives using the Unified Theory of Acceptance and Use of Technology (UTAUT) Okky Widyanarko, Kristina, Dwiyan Pinatasari, Bambang Septiawan	260-270
28	The Impact of Understanding of Translation Techniques on the Quality Translations (Case Study: English Language and Literature Students of Study Program in Translation-Universitas Terbuka (UT) Afriani	271-280

- | | | |
|----|--|---------|
| 29 | Language and Power: Positive Politeness as an Instrument of Indirect International Interest through Speech Act on United States' and Ukraine's President Calls Transcript
Misyi Gusthini, Lia Maulia Indrayani, Rosaria Mita Amalia, Elvi Citraresmana | 281-301 |
| 30 | Online Loans At Perspective of Law; A Need or Just a Trend?
Rini Apriyani, Alya Mutiara Aulia | 302-311 |
| 31 | Legal Certainty of Personal Data Protection After the Ratification of Law Number 27 Year 2022
Mediodecci, Lustarini Meliza | 312-325 |
| 32 | Dimensions of Public Policy in the Integration of Anti-Corruption Education in Civility Education Courses in Higher Education
Deni Nurdyana Hadimin, and Tatang Sudrajat | 326-341 |
| 33 | Social Media and the Shortcut Blade for Justice Seekers
Rivaldhy N. Muhammad, Lestari Wulandari S, Rif'iy Qomarrullah | 342-349 |
| 34 | Law Enforcement <i>Transnational Crimes</i> against State Security and Sovereignty in the Vuca Era
Redi Pirmansyah, Junaidi, Martindo Merta | 350-358 |
| 35 | Analysis of Handling of Student Complaints about Open University Services (Study At-Ut Kupang)
Noveni M.Malle , Yudith A. Frans | 359-375 |
| 36 | Society and Technology: Promoting Public Awareness in the VUCA World Characterized by Disruption
Maximus Gorky Sembiring | 376-403 |
| 37 | New Student Study Orientation / OSMB Cointainment of Student Independent Character Education
Agus Prasetya, Dwi Sambada, and Anggralita Sandra Dewi | 391-403 |
| 38 | Indonesian Higher Degree Education in the VUCA Era: Pathway to a Hybrid University?
Cecep Safa'atul Barkah, Anggia Utami Dewi, Ahmad Buchari, Qinthara Mubarak Adikancana, Ahmad Zaini Mitah, Ida Widianingsih | 404-412 |

39	Student Leader and Dynamics of Campus Life Heri Wahyudi	413-420
40	Podcast Project: Anti-corruption Education to Improve Human Resources in the VUCA Era Nurina Adi Paramitha, Nurul Hidayat	421-431
41	Small Business Innovation Management of Export Products and Local Government Facilitation Support Edy Wahyudi, Syech Hariyono, Agus Suharsono, Boedijono, Galih Wicaksono, Yeni Puspita	432-439
43	Social Media as Supporting Media in Online Tutorial: The case of Communication Science Students Program of Universitas Terbuka Arifah Bintarti, Nila Kusuma Windrati, Djoko Rahardjo	440-448
44	Minimum Service Standards (MSS) towards Society 5.0 Kusuma Wulandari, Wahyuni Mayangsari, Mahfud Shidiq	449-455
45	The Policy of Moving Civil Servants to Ibu Kota Nusantara: Perspective from Junior Civil Servants Sapto Setyo Nugroho & Nong Ayu Triyanti Utami Hakim	456-466
46	Power Analysis in Penta Helix Practices in The Citarum Harum Programme Mustabsyrotul Ummah Mustofa, Karina Ayu Triutami Achadiat, Aaron Kris David, Muhammad Kholis Syukri	467-477
47	The Effectiveness Service of Administration System and Village Information (SAID) Bondowoso District Chahyaning Rien Ummulul Hajar, Selfi Budi Helpiastuti, Abul Haris Suryo Negoro	478-488
48	Information Technology Implementation within the Bogor Regency Office for Regional Revenue and Asset Management Dede Sri Kartini, Muhammad Riza Nugrafitra, Ivan Darmawan	489-498

- 49 The Influence of Entrepreneurship Competence and Branding Capability on Business Performance 499-510
Savyla Putri Permatasari, Yuslinda Dwi Handini, Hari Karyadi, Setyo Kuncoro
- 50 Legal Risks for the Victims of the Criminal Act of Murder Plan on a Recovery Plan through Restitution 511-516
Yapiter Marpi



**Jalan Cabe Raya, Pondok Cabe, Pamulang, Tangerang Selatan - 15418,
Banten - Indonesia
Telp. 021 - 7490941, Faks. 021 - 7490147
Website : www.ut.ac.id**