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ACCELERATION OF SCIENTIFIC KNOWLEDGE DEVELOPMENT IN THE ERA OF ASEAN ECONOMIC COMMUNITY

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ABSTRACT

Achievement of the performance of lecturer is closely related to various factors, one of which is the capability of lecturer creativity and job satisfaction. This study aims to determine the effect of individual creativity on the lecturer performance through job satisfaction as a moderating variable. This study took a cluster sample and data were collected through a questionnaire with Likert scale model. The results were obtained value of $F = 0.788$, $F = 80.03$ for $p = 0.000$ ($p < 0.01$) showing significant individual creativity moderated by job satisfaction have a significant effect on the performance of lecturer. Likewise, the satisfaction of individual creativity and job satisfaction as two independent variables significantly influence the performance of lecturer. The coefficient of determination to simultaneously show a value of 0.69% through job satisfaction is able to provide the significant contribution of 69% of the performance of lecturer. Partial results in individual creativity job satisfaction obtained $t = 3.404$ and $p = 0.001$ to < 0.05 , which means that individual creativity is directly significant effect on the performance of lecturer. The result of the partial effect on job satisfaction as independent variable (X2) derived $t = 0.152$ and $p = 0.882$ and $p > 0.045$ ($p > 0.05$) which means that job satisfaction as independent variables does not significant effect on the performance of lecturer. The result of the partial effect of job satisfaction as a moderating variable (X3) values obtained t part = 0.177 and $p = 2.261$ ($p > 0.025$ to < 0.05) which means that job satisfaction as a moderating variable does not directly affect the performance of lecturer as well as the moderation of the lecturer.

Keywords: individual creativity, job satisfaction, performance of lecturer

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ABSTRACT

Tourism industry represents the industry owning high complexity because representing some service products covering accessibilities and facilities of the tourism destination and tourist attraction which must be sold to the tourist. The effort to sell the product is so called with tourism marketing. Because the product yielded by the tourism industry in the form of service hence it owns different characteristics so that they have implication to marketing strategy. The fanpage-facebook one of the social media tools to reach new customer and to make an engagement for a loyal customer. Many social media users in Indonesia using Facebook as media for sharing their activity during traveling and promotion. They posting their video to show off how they enjoy the tourism leisure. This research describes the marketing strategic of Malang tourism object video publication on Facebook of Malang Strudel in relations with the promotion of their local food product. The result of this research indicated Video on Facebook became the effective promotion of Malang Strudel products. Content Analysis became the method for this research. Comment of the video and decision to buy of Malang Strudel products will be analysis using linear regression. Some suggestions related to this researcher are: doing online marketing marketing. It shall be started with the market segmentation. After the transaction finished, it must be required to maintain the relationship. The relationship represents the aftersale service which aims to remain the tourist nostalgia in order to make them revisiting the tourist destination and buy the local product.

Keywords: strategic marketing, tourism product, promotion, tourism

THE IMPACT OF ENTREPRENEURSHIP CAPACITY BUILDING BASED ON PARTICIPATORY ACTION LEARNING SYSTEM

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ABSTRACT

Universitas Muhammadiyah Sidoarjo (UMSIDA) is one of the largest private universities in Sidoarjo. To realize the quality of graduates are of high quality and meet the challenges of work and be able to open up business opportunities, therefore some courses through the curriculum includes subjects of entrepreneurship and business feasibility analysis. Based on data there are many graduates choose to work as employees at a factory which contained around Sidoarjo and become civil servants. The purposes of entrepreneurship capacity building in UMSIDA is for the formation of new independent entrepreneurs tenacious, resilient, creative and able to provide innovation into market demand. The method of this program is participatory action learning system (PALS). PALS is a method of student engagement in the learning process of active participants in the program entrepreneurship (entrepreneurship) is scientifically with all approaches so as to form a system of participatory learning interactions, both personal and communal. Implementation of this program are training and discussion. The results of the program is an increase in the program's impact is for the tenant by measuring the ability of tenants to understand some of the variables into the training materials before and after the program is increased by 52.094% of before the program at 34.690 value and after the program at 86.785 value. With the entrepreneurship capacity building program is able to improve the understanding and the quality of tenants in improving product quality and the quality of scientific effort needed to conduct business.

Keywords: PALS method, tenant, entrepreneurship capacity building.

REVIEW OF THE IMPLEMENTATION OF UNDERSTANDING THE ACTORS SMES FINANCIAL ACCOUNTING STANDARDS ENTITIES WITHOUT PUBLIC ACCOUNTABILITY (FASE WPA) IN THE PROCESS OF PREPARATION OF FINANCIAL STATEMENTS (CASE STUDY ON SMES PERFORMERS DISTRICT OF BATAM CITY)

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