

ICEMSS 2018

International Conference on Emerging Media, and Social
Science

Sidoarjo, Indonesia

7th–8th December 2018

ICEMSS

Proceedings of the 1st International Conference on Emerging Media, and Social Science, ICEMSS 2018, 7-8 December 2018, Banyuwangi, Indonesia

"New media and development of gender roles: law, social, and economic perspective." This theme was raised as an effort to observe the development of new technology that has greatly affected people's lives. Formerly to seek information, people can get it through conventional radio media, newspapers and television. But now only use the smartphone we can get very much information that can be obtained by accessing the online media portal or sharing and socializing through social media.

For decades it has been stated that the media has the power to shape public opinion. Media not only can form a "worldview" of society, but also able to create awareness and individual belief in reality; a reality that has been defined by the media. Media has a powerful and direct effect to the audience (market).

Including how then the media formed an opinion in the community about gender roles through the content provided by the new media. Of course it will be interesting to study media related to the law, social, and economic perspective.

Editors : Poppy Febriana (Universitas Muhammadiyah Sidoarjo), Mochammad Tanzil Multazam (Universitas Muhammadiyah Sidoarjo), Fika Megawati (Universitas Muhammadiyah Sidoarjo) and Robbi Rahim (Sekolah Tinggi Ilmu Manajemen Sukma)

Publisher EAI
ISBN 978-1-63190-700-5
ISSN 2593-7650
Series CCER
Conference dates 7th–8th Dec 2018
Location Banyuwangi, Indonesia
Appeared in EUDL 2019-03-01

Copyright © 2019–2021 EAI

TABLE OF CONTENTS

Alteration In Identity Of Talang Mamak Tribe

Ella Agustian, Sutinah Sutinah

Bibliotherapy Technique in Improving Learning Motivation

Astrid Lingkan Mandas, Dwi Sarwindah Sukiatni, I Gusti Ayu Agung Noviekayati

Campursari in Programing of Tvri East Java

Kukuh Sinduwiatmo, Djarot Meidi Utomo

Collaborative Governance in MSMEs Development (Case Study: Collaboration Model of Surabaya Local Government, Private, and MSMEs Association in MSMEs Development at Coastal Area of Surabaya)

Mas Roro Lilik Ekowanti, Arie Ambarwati

Collaborative Innovation in Digital Ecosystem

Ihsanudin Ihsanudin, Amy Y. S. Rahayu

Collaborative Nexus Between University-Industry-Government as an Innovation for Community Development

Amni Zarkasyi Rahman, Fendy Eko Wahyudi, Widiartanto Widiartanto

Communication Modes and People's Participation in Gender Mainstreaming to Support Religious Tourism Village

Haryono Haryono, Ismail Ismail, Siti Rosyafah, Anggraeni Rahmasari, Endang Siswati, Endri Haryati

Communication Strategy In The Digital-Age for Delivering Knowledge at Islamic Boarding Schools Through E-Learning

Rila Setyaningsih, Abdullah Abdullah, Edy Prihantoro, Hustinawaty Hustinawaty

Communication Strategy Used by Bimbingan Masyarakat Islam to Prevent Divorce in Ponorogo

Mohammad Luthfi, M. Rifa'i

Construction of Female Housemaid Profile in Indonesian Movie

Redi Panuju, Daniel Susilo, Harliantara Harliantara

Corporate Social Responsibility Program (CSR) Petrokimia Gresik Limited Company (LTD) in Community Development

Didik Hariyanto, Afrilia Ernes Natasya, Djarot Meidi Budi Utomo

Cyber Culture through Social Media Instagram on Fisip Unswagati Students

Nurudin Nurudin, Farida Nurfalah, Abdul Jalil

Disaster Communication In New Media In Government Public Relations Perspectives

Rachmat Kriyantono

Domestic Violence Against Woman: Its Relevance To A Gender-Sensitive Policy

Fentiny Nugroho, B. Yulianto Nugroho, Laras Wijayanti

EFL Learning Media: Perspective on E-Learning through Google Classroom

Fika Megawati, Yuli Astutik

Financial Literacy and Entrepreneurship Motivation Among Micro, Small, and Medium Enterprises From Gender Perspective

Vierly Ananta Upa, Wiliam Santoso, Victor Soeindra

Gender Correlates of Moral Value in Early Childhood

Wiwik Sulistiani, Dewi Mustami'ah, Dewi Mahastuti

Gender Mainstreaming in Collaborative Innovation of Poverty Reduction Policy

Amy Yayuk Sri Rahayu, Krisna Puji Rahmayanti, Ihsanudin Ihsanudin

Gender Roles in Politics: A Comparative Study Between Indonesia and India

Vina Salviana Darvina Soedarwo, Nurul Zuriah, Gonda Yumitro, Gautam Kumar Jha

Gender Within The Perspective of Media Law

Ahmad Riyadh

Gender-Based Affirmative Policy for Female Migrant Workers

Isnaini Rodiyah, Jusuf Irianto

Health Service Model of Community Health Center in Implementing National Health Insurance Program

Amirul Mustofa, Sri Roekminiati, Damajanti Sri Lestari

Identification of the Role of Schools and New Media Against the Development of Intolerance in the World of Contemporary Education

Achmad Muhibin Zuhri, Jauharoti Alfin, Ah. Zakki Fuad, Suhartono Suhartono

Implementation Motives And Communication Models of CSR Program in Indonesia and Malaysia

Adhianty Nurjanah, Frizki Yulianti Nurnisya

Implementation of Gender Responsif Budget Policy

Nur Maghfirah Aesthetika, Sanadjihitu Sangadji

Implementation of Information and Communication Technology to Improve Product Quality and Partnerships with The Quadruple Helix Method Approach

Poppy Febriana, Isnaini Rodiyah, Wiwik Sulistiyowati

Implementation of Jakarta One Online System

Milla Sepliana Setyowati, Ashifa Dwirahma, Adang Hendrawan

Improvement Of Service Passengers Land Transportation Through Marketing Communication Strategies (Analysis: Royaltrans Jakarta - Route Bekasi-Jakarta)

Afrina Sari

Information Technology Supports Local Product Going International

Ambar Teguh Sulistiyani, Titis Dewi Anggalini, Kristi Yuliani

Initiating Gender-Responsive Budgeting: Implementation of Earmarking Tax on Cigarette Tax Policy

Murwendah Murwendah, Inayati Inayati, Maisarah Putri Atsani

Lou, Bawin Dayak, and the Role of Media in Cultural Tourism of West Kutai, East Kalimantan

Laksmi Kusuma Wardani, Ronald Hasudungan Irianto Sitindjak, Poppy F. Nilasari

Love of Money, Machiavellian Characteristics, and Ethical Decision Making of Accounting Students

Sigit Hermawan, Dewi Maskuta, Sarwenda Biduri, Niko Fediyanto

Making a Difference: Social Media, Photography, Activism and Women in Asian Contexts

Panizza Allmark

Meaning of Social Media Applications in Interaction with Fellow Users

Ido Prijana Hadi

Men's Participation in Population Growth Control Policies

Lailul Mursyidah

Middle Class Muslim Women and Beauty Industry

Refti H. Listyani, Emy Susanti, Musta'in Mashud

Model of Women Empowerment in Strengthening Family Socio-Economic Status

Isna Fitria Agustina, Ilmi Usrotin Choiriyah

Motives, Perceptions and Processes of Madurese Migrant Workers

Iriani Ismail, Netty Dyah Kurniasari, Eni Sri Rahayu

New Media in Political Marketing of Governor Election (Evidence in East Java, Indonesia)

Fetty Kurniawati, Pawito Pawito, Widodo Muktiyo

Ownership and Utilization of Information and Communication Technologies for Supporting Commercial Farming Activities in Yogyakarta

Subejo Subejo, Ratih Ineke Wati, Mesalia Kriska, Najmu Tsaqib Akhda, Paksi Mei Penggalih, Sylvatra Puspita Sari, Ade Intan Christian, Ani Dwi Wimatsari

Pasebaya Agung as a Disaster Information Media Innovation to The Community in Karangasem Regency, Bali Province

Ida Ayu Putu Sri Widnyani, Gede Wirata, Sri Sulandri

Quo Vadis Logistic System in the Area Island; Nationalism Versus Rasionalism (Study At Tanjungpinang City)

Ady Muzwardi, Adji Suradji Muhammad, Oksep Adhayanto

Radio and Public Sphere To Participate In Information Community Development

Totok Wahyu Abadi, Ilmi Usrotin Choiriyah, Chiquita Mardliyah

Representation Of Modern Tarling Music Amidst Cultural Relation and New Media Era

Khaerudin Imawan, Nurul Chamidah

Representation of Ecofeminism in Collections of Children's Stories by Children's Writers

Sujinah Sujinah, Muhammad Arfan Muammar, Ali Nuke Affandy

Representation of Working Mother in Social Media (Semiotics Analysis of Bukalapak's Advertisement (Mother's Day version) in Youtube)

Ruvira Arindita

Soap Opera "Dunia Terbalik" on Television

Ainur Rochmaniah, Ninna Arifatun Nisak, Sufiyanto Sufiyanto

Social Media and Muslim Indonesian University Students' Perception of Gender Equality and Equity

Ros Mayasari, Moh. Yahya Obaid, Asni Asni

Social Media and Political Participation of Beginners

Lutfi Basit

Soes for Female Artist Divorce in the Study of Economy Political Media

Laksmi Rachmaria

Stakeholders Participation in Governing Indonesian Female Domestic Workers: Legal Problem Perspective

Lely Indah Mindarti, Ali Maskur, Siti Rochmah

Students' Perception of Digital Library as a Media for Supporting Student Centred Active Learning

Arfah Habib Saragih

Symbolic Women in Nganyaran Ceremony

Nova Scorviana H., Dian Alfia Purwandari, Eko Siswono

Tax Socialization through Television Media: Implementation and Obstacles

Neni Susilawati, Firda Nugraha

Tello Island Women's Participation in the Activities of Fishery Product Management

Nurbani Nurbani, Arlina Arlina, Abdi Sitepu

The Benefits of Telephone Services in the Villages and as Media Technology

Tomi Oktavianor, Roy Valiant Salomo, Lina Miftahul Jannah

The Influence of Media and Technology on Gender Transformation and Divorce Rates in Indonesia

Nur Hidayati

The Law of Jewish Nationalism in Israel and its Impact on the Palestinian Cause: Role of Palestinian Woman.

Ahmed ALMadani, Budi Prasetyo

The Power of Women in Indonesian Political Election as A Study of Critical Discourse Analysis

Vidya Mandarani

The Role of Female Activists in Establishing the Discourse of Anti-Hoax Movement as A Peace Movement

Jumrana Jumrana, Partini Partini, Sri Peni Wastutiningsih

The Role of T-Cash Public Relations in Building Brand Awareness Through @Tcash_Id Instagram Accounts

Rahajeng Puspitosari

The Role of Virtual Office to Support Startup Companies in Indonesia

Milla Sepliana Setyowati, Racha Arif Luthfi, Adang Hendrawan

The Role of Women in Managing The Community Based-Ecotourism (Case Study: Anja Community Reserve, Madagascar)

Jean Jacques Fanina

The Spatial Analysis of Female Voters' Behavior

Adji Suradji Muhammad, Gusrizal Gusrizal, Pery Rahedra Sucipta, Rodi Wahyudi, Misni Misni

The Strategy of Radio Convergence For Facing New Media Era

Nur Aini Shofiya Asy'ari

The Transformation of Gender Role in Coastal Area of Teluk Bakau

Diah Siti Utari, Rianto Rianto, Miswanto Miswanto, Desmayeti Arfa

The Utilization of New Media in Online Public Relations Activities Among The Public Relations Practitioners

Nik Adzrieman Abd Rahman

Tracking and Mapping the Position of Knowledge Workers' Agencies in New Media

Zudan Rosyidi, Murni Fidiyanti, Husni Abdillah, Abd. Halim

Transportation Policy In Sustainable Development Perspectives (Study of Transportation Development in Surabaya City)

Sapto Pramono

Understanding Women Perspective on Smoke-Free Policy

Krisna Puji Rahmayanti, Murwendah Murwendah, Arfah Habib Saragih

Visit Batang Heaven of Asia: Tourism Marketing Communication

Danang Satrio

Women Counselors in Rehabilitation Former Drug Addict

Agoeng Nugroho

Women On Television

Nawiroh Vera

Women in 2014 Election in Bojonegoro Regency be Reviewed From Gender Perspective

Rupiarsieh Rupiarsieh

Women's Movements and Democratic Space in Yogyakarta (The Movement Strategies and Tactics of PKBI DIY and Needle and Bitch Community)

Ratnawati Ratnawati

Implementation of Information and Communication Technology to Improve Product Quality and Partnerships with The Quadruple Helix Method Approach

Poppy Febriana¹, Isnaini Rodiyah², and Wiwik Sulistiyowati³
{poppy_febriana@gmail.com¹, isnajusuf@gmail.com², wiwik@umsida.ac.id³}

Department of Communication Science¹, Department of Administration Public²,
Department of Industrial Engineering³, Universitas Muhammadiyah
Sidoarjo, Indonesia^{1,2,3}

Abstract. The purpose of this study was to determine the window of application of Information and Communication Technology in improving the quality of micro, small and medium enterprises (MSME) products. This research method uses a qualitative approach to the quadruple helix concept. Quadruple Helix is a development model of the triple helix with the addition of community involvement, the triple helix concept which is one solution to the constraints faced by business people and accommodates the creation of mutual collaboration between the three parties involved, namely the government, universities and the private sector (industry). The result of this research is that the application of Information and Communication Technology in 5 (five) Districts in East Java is the highest value there is the existence of e-business development with a value of 2.575 and the lowest value is in the existence of incubator technology for MSMEs attribute with a value of 2.276. Based on the results, it can be concluded that the application of information and communication technology to MSMEs is at the level of partnership both because the average value is in the value of 2.1-3.0. The contribution of information and information about the implementation rate of information technology and communication at Micro, Small and Medium Enterprises (MSME) in East Java.

Keywords: Information Technology and Communication, Micro, Small and Medium Enterprises, Product Quality, Quadruple Helix Method.

1 Introduction

Small Medium Enterprises (SMEs) in Indonesia has an important role for its great contribution to the Indonesian economy [1]. This is evident when the monetary crisis was able to survive in carrying out the production process. UKM has contributed to the employment absorption of 99.74% of the total national absorption and contributed GDP of 1.1013.5 trillion or 56.73%. Technology becomes one of the essential things in the development of Small and Medium Enterprises (SMEs) [2].

Information and Communication Technology is one aspect that must be considered in improving partnerships and improving product quality. In measuring the information and communication technology variables, there are three indicators, namely the existence of incubator technology for MSMEs, the existence of e-business development and the existence

of information technology training. From the samples taken, only 10% have made partnerships with the Government in East Java and Regency Provinces so that this study aims to determine the level of application of information and communication technology to improve product quality and partnership of MSMEs. By using the quadruple helix method, it will be known as the level of application of information and communication technology. Quadruple helix concept brings together four sectorial perspectives with a focus on the institutional, regional and operational functionalities and complementarities of these sectors in the context of the knowledge economy [3]. Quadruple Helix Innovation Theory (QHIT) has been discussed I relate with the economic growth in the regional level and national level, the economic growth could be encouraged by the interconnection of four sectors: industry or private sectors, government, academia, and civil society or public sectors [4].

2 Methods

The method of research is a qualitative method with a quadruple helix approach — the study of the level of implementation of information technology and communication in Micro Small and Medium Enterprises (MSME). Data were collected using a questionnaire that had close-ended and open-ended. The object is MSME in East Java Province, especially in the five regencies of Malang Regency, Pasuruan Regency, Mojokerto Regency, Sidoarjo Regency, and Surabaya city. The research uses a Quadruple Helix approach method. Quadruple helix mode is a conceptual framework of collaboration between universities, industry and government and community [5]. The Quadruple helix, in this, context, means "fourth helix" of Government, University, and Industry "fourth helix" that we identify as the media-based and culture-based public [6]. There are several stages of data collection, including interviews and observations through the spread of closed and open questionnaires. Data processing next step is including validation and reliability testing. Then the fourth stage of the results of the calculation of service quality has been given to consumers.

3 Results

The stages in conducting this research are the identification of variables, data collection, data processing and analysis of result and discussion.

3.1 Variable Identification Stage

In this study, there are variables of information and communication technology using 3 (three) indicators, namely the existence of incubator technology for MSMEs, the existence of e-business development and the existence of information technology training. With samples of MSMEs in East Java Province by sampling Sidoarjo Regency, Malang city, Pasuruan Regency, Mojokerto Regency, and Surabaya city with 50 respondents (Actors of SMEs both food and non-food drinks).

3.2 Data Collection Stage

Data collection stage by spreading questionnaire to MSME. The questionnaire in the section 3 section: the demography of the respondent, the level of partnership and the open-

ended question. Using 4 points of assessment, namely: point 1 is nothing of partnership, 2 is a partnership is not good; 3 is a partnership that is good, and 4 is a partnership is very good. The variable and attribute are in table 1.

Table 1. Variable and attribute of Quadruple Helix

NO	Variable and Attribute	NO	Variable and Attribute
1	BUSINESS MANAGEMENT	3	INFORMATION TECHNOLOGY AND COMMUNICATION
	There is training to increase business management knowledge		The existence of incubator technology for MSMEs
	There is training for increasing knowledge about consumers		The existence of e-business development
	There is training for increasing knowledge about effective promotions		Information technology training
	There is training to increase knowledge about the formulation of marketing strategies	4	RESOURCES DEVELOPMENT
	There is training to improve administrative skills		There is a center for developing the skills of MSME actors
	There is training to improve innovation capabilities		The existence of MSME development courses / training
	Monitoring the progress of MSMEs		There is a government or private apprenticeship program
2	RULES AND POLICIES	5	INCREASING of COOPERATION
	There are policies to improve employee skills (labor)		The existence of cluster development
	The existence of policies in the fields of formal and informal education for employees (labor)		The existence of industrial area development
	There is a policy in developing clusters for MSMEs		The development of business development services
	There is a policy in promoting cooperation between government-private-tertiary institutions		The development of relations between MSMEs-Private-Government-Universities
	There are policies in the ease of business licensing for MSMEs		Network development and market penetration
	There is a policy in providing incentives (subsidies, tax payments)		
	There is a policy in the ease of obtaining credit for MSME business development		

3.3 Data Processing Stage

At the stage of data processing done by testing the validation and reliability. A data is said to be valid if the corrected value of total correlation is greater than 0.3. If less than 0.3 the data is invalid. Then the data is reliable if the value of Cronbach's alpha > 0.6. Based on

validation and reliability testing shows that all valid data and reliable. So it can be forwarded for further calculation and analysis.

3.4 Analyze and Discussion

Based on the calculation that indicators of information technology and communication in the level of the partnership are so good. It can be seen that the value of indicator 1 is the incubator technology for MSMEs with a value of 2,276, indicator 2, namely the development of e-business with a value of 5,575 and training in information technology with a value of 2,300.

Table 2. The values of each variable and attribute

Variable	Attributte	Value	Variable	Attributte	Value
Business Management	BM1	2.72056	Information technology and communication	ITC2	2.2764
	BM2	2.66		ITC2	2.57536
	BM3	2.69224		ITC3	2.30064
	BM4	2.64384	Resources Development	RD1	2.82976
	BM5	2.31656		RD2	2.63176
	BM6	2.35696		RD3	2.47824
	BM7	2.15504	Increased of Cooperation	IC1	2.61168
Rules and Policy	RP1	2.51456		IC2	2.84576
	RP2	2.55504		IC3	3.01552
	RP3	2.4744		IC4	2.97912
	RP4	2.6076		IC5	2.93864
	RP5	2.68024			
	RP6	2.29352			
	RP7	2.26016			

Based on the results of calculations, it can be known that the existence of partnerships with the government through the Cooperation, Small and Medium Enterprises Department, the existence of e-business development through social media and cooperation can enhance partnerships among MSME, industry and government actors. With the large demand for MSME products, MSME actors will indirectly improve product quality. Improving product quality is not only on the product, but the legality of the product and business and packaging and production processes are also considered by making work operating standards, besides making it easier to equalize product quality. While incubator technology helps MSME players in developing businesses and increasing their business products and enhancing partnerships with the formation of communal patterns (communities) and cooperation with the government and academics, in addition, information technology also provides an understanding that publications to mass media or social media will increase the quantity and quality of MSME actors. This research is in accordance with the research carried out by Porlezza, C and Colapinto, C (2012) with title "Innovation in Creative Industries: from the Quadruple Helix

model to the system theory" within society, that is its function within society, but also for production of knowledge use with media, production in modern societies [7].

With the incubator technology for MSME players, eating will lead to creative ideas and innovations in the products of MSME entrepreneurs. With the existence of certain communities as a forum for MSME product incubators can be a coordinator of partnerships between the government and the community, universities with communities and industry players, for example, the souvenir center as a market place for MSME products, it can become a media for coordination. Also, the community can be formed into several clusters according to the type of product and expertise and use of technology, so that it will develop into clusters which in the future become one of the foundations for the sustainability of MSME actors through developing ideas of creativity and innovation by promoting local potential and culture. - One area. This is by the research of Parveen, S. et al. (2015) with the title of Organization Culture and Open Innovation: A Quadruple Helix Open Innovation Model Approach ". Stating that the impact of the organization of quadruple helix open innovation is a model and moderating role of organizational commitment to open innovation [8].

4 Conclusion

The result of this research is that the application of Information and Communication Technology in 5 (five) Districts in East Java is the highest value there is the existence of e-business development with a value of 2.575 and the lowest value is in the existence of incubator technology for MSMEs attribute with a value of 2.276. Based on the results, it can be concluded that the application of information and communication technology to MSMEs is at the level of partnership both because the average value is in the value of 2.1-3.0. The contribution of information and information about the implementation rate of information technology and communication at Micro, Small and Medium Enterprises (MSME) in East Java.

Acknowledgments. The authors would like to thank you to the ministry of technology and Higher education research, for funding this research through "Primary Research of Higher Education Schema" and for Department of research and community services, Universitas Muhammadiyah Sidoarjo.

References

- [1] W. Sulistiyowati and I. S. Sari, "A new redesign idea for dust filter tool used in gerandong crackers manufacturing process based on root cause analysis (RCA) and design for assembly (DFA) approach," J. Eng. Sci. Technol., vol. 13, no. 5, pp. 1384–1395, 2018.
- [2] W. Sulistiyowati and R. B. Jakaria, "Assessment of technology content level with integrated technometrics and Analytical Hierarchy Process (AHP) methods in small and medium enterprises Assessment of technology content level with integrated technometrics and Analytical Hierarchy Process (A," in IOP, Material S., Bandung-Indonesia: IOP Publisher, 2018, pp. 1–11.
- [3] E. G. Carayannis and E. Grigoroudis, "innovation helix and smart," pp. 19–27, 2015.
- [4] H. D. Mulyaningsih, "QH27.pdf," Int. Bus. Manag., vol. 9 (4), pp. 367–371, 2015.

- [5] H. Hudani and W. Dhewanti, "QUADRUPLE HELIX MAPPING COLLABORATION FOR FASHION SMALL MEDIUM," vol. 4, no. 3, pp. 394–406, 2015.
- [6] H. Samadi-miarkolaei, "Review the Industry-University Interactional Models in Knowledge- Based Economy," no. 3, pp. 325–333, 2014.
- [7] C. Porlezza and C. Colapinto, "Innovation in Creative Industries: from The Quadruple Helix Model to The System Theory," *J. Knowl. Econ.*, vol. 3, pp. 343–353, 2012.
- [8] S. Parveen, A. A. Senin, and A. Umar, "Organization Culture and Open Innovation : A Quadruple Helix Open Innovation Model Approach," vol. 5, no. 2, pp. 335–342, 2015.