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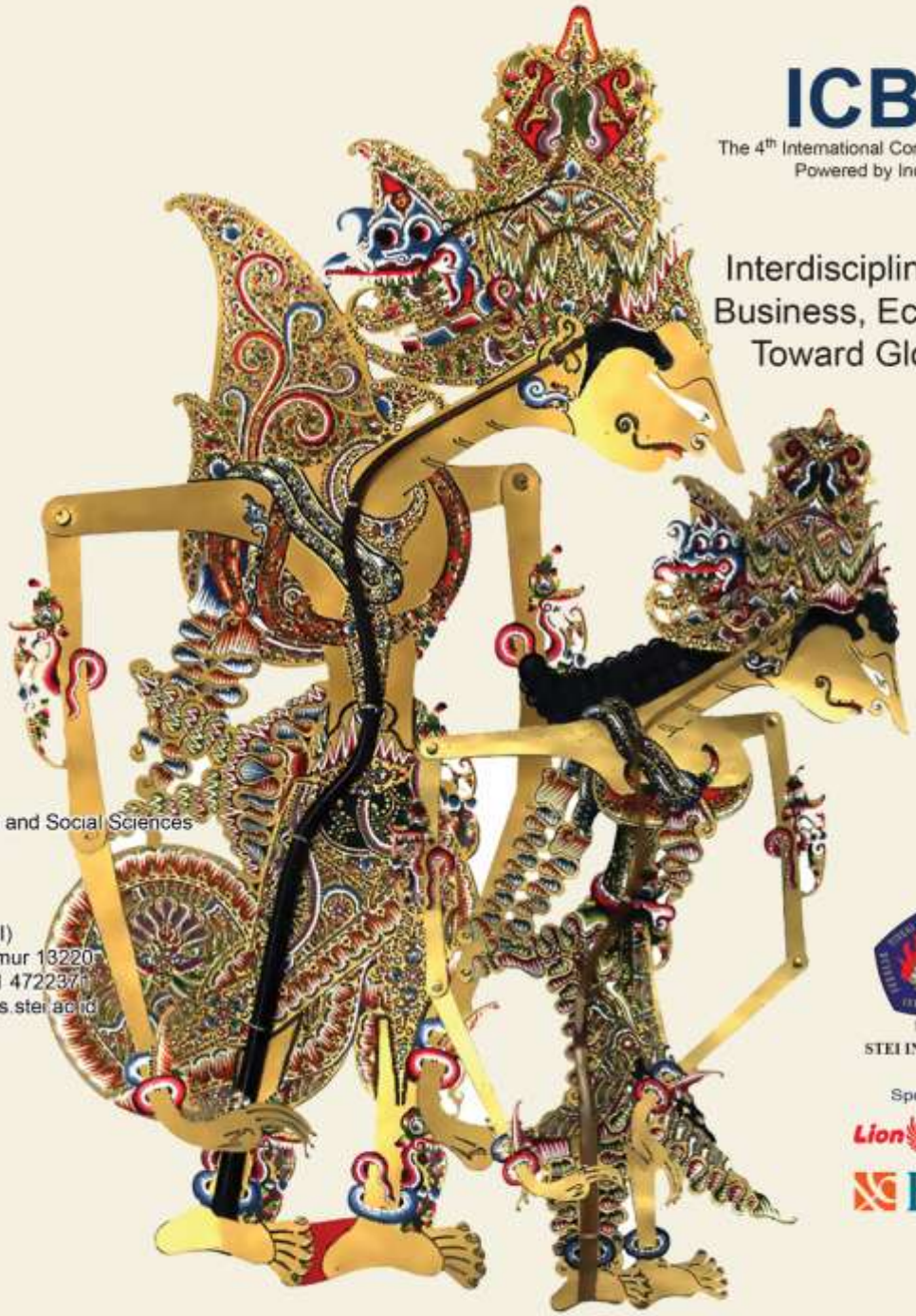
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The 4th International Conference on Business, Economics and Social Sciences
Powered by Indonesia College of Economics Jakarta (STEI)

Interdisciplinary Research in the fields of Business, Economics and Social Science Toward Global Future Competitiveness

Tentrem Hotel Yogyakarta
9 – 10 August 2017



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The 4th International Conference on Business, Economics and Social Sciences

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Forewords

Dear University Leaders, Authors, participants, Esteemed Readers,

Indonesia College of Economics (STIE Indonesia) is honoured to host the 4th International Conference on Business, Economics and Social Sciences (ICBESS) in one of the foremost cultural centers of Java, City of Yogjakarta from 9-10 August 2017 themed "*Interdisciplinary Research in the Field of Business, Economics and Social Sciences Toward Future Global Competitiveness"*.

ICBESS continues a tradition of bringing together managers (in corporation, government, social organization, education institution), researchers, academicians, experts and students in Indonesia and other parts of the world to share and exchange their thoughts and experiences especially in the fields of economy, business, and social sciences.

The international character of this conference is illustrated by participants from seven countries, namely Indonesia, Malaysia, Japan, Singapore, Thailand, France and Timor Leste. We gladly welcome our colleagues from around the world.

This conference particularly encourages the interaction between participants to present and to discuss their new and current works. This conference consisted of 95 papers presentations and a networking meeting for university leaders. Contribution from participants helped to make this conference as outstanding as it has been. We thank all the participants for their contributions and their participation in 4th ICBESS 2017.

In addition to the contributed papers, we are honoured to have Prof Isao Takagi and Prof. Jamie Davidson as our keynote speakers for sharing their insight with us.

Special thanks must go to Lion Group and BNI who generously sponsored the conference. Thanks are also due to our co-hostUniversiti Selangor (Malaysia), Kasem Bundit University (Thailand), Ho Chi Min University(Vietnam), Universiti Kuala Lumpur (Malaysia), Universiti Sultan Zainal Abidin (Malaysia), ICOOP (Malaysia), Universiade Dili (Timor Leste), Universitas Pancasila, Trisakti School of Management, Kalbis Institute, Universitas Tarumanegara, Universitas Surabaya, STIA LAN, Universitas Gunadharma, Univiversitas Negeri Manado, Universitas Mercu Buana, Universitas Wira Raja Sumenep, Universitas Cokroaminoto Palopo for valuable cooperation to organise this conference. Special credit must also go to Committee members of this conference for their contribution to this conference.

Finally, on behalf of 4th ICBESS committee members, we welcome you to Yogyakarta. I wish you every success in all of your activities and very pleasant stay in Yogyakarta.

Irvan Noormansyah, BA(Hons), MA, PhD
Conference Chair
Indonesia College of Economics (STIE Indonesia)

WELCOME TO
THE 4TH INTERNATIONAL CONFERENCE ON BUSINESS, ECONOMICS AND SOCIAL SCIENCES AT
TENTREM HOTEL, 09 TO 10 AUGUST 2017
YOGYAKARTA-INDONESIA



Assalamualaikum Wr. Wb

Let us say praise the presence of Allah Almighty, the Most Compassionate and the Merciful who always grants us the blessing, health, and prosperity so that we can attend and gather in this place in good condition and happy which is supported by a very exoctic atmosphere with various traditional arts and cultural heritage of javanese in Yogjakarta, Indonesia. It is a happiness for me to be in a conference event in the field of business, economic and social science today which lasted until 10th, August 2017.

On behalf of the Indonesia College of Economics, I would like to extend a welcome to all participants of the Interior and Foreign at the International Conference Forum with the theme: *Interdisciplinary Research in the Field of Business, Economics and Social Sciences Toward Future Global Competitiveness"*.

My hope that this conference is a role we are to contribute to a variety of changes and alternatives in solving problems in business, economic and social as well as the issues related to the opportunities and challenges of globalization today.

On this occasion I would like to express my appreciation and gratitude profusely for their cooperation and support in this Science Forum to Governor of Yogyakarta, Universiti Selangor (Malaysia), Universiti Kuala lumpur (Malaysia), Kaseem Bundit University (Thailand), Universiti Sultan Zainal Abidin (Malaysia), University of Social Sciences & Humanities Ho Chi Minh (Vietnam), ICOOP College, Universiade Dili (Timor Leste), Universitas Tarumanegara, Universitas Pancasila, Trisakti School of Management (TSM Trisakti), Kalbis Institute, Universitas Surabaya (UBAYA), STIA LAN, Universitas Gunadharma, Universitas Negeri Manado, Universitas Mercu Buana, Universitas Wira Raja Sumenep, Universitas Cokroaminoto Palopo and Ikatan Sarjana Ekonomi Indonesia (ISEI) Jaya.

Specifically I would like to say to the honorable speakers and participants from abroad and the interior, please enjoy your presence in Yogyakarta-Indonesia, which is a city on the Indonesian island of Java known for its traditional arts and cultural heritage and one of the popular tourist destinations of the world. I hope you get success in the future of harmonious and brighter for everyone from across cultures and countries.

My sincere gratitude is also conveyed to the committee of all matters relating to the setting and arrangement of this very important forum that can be done well and be successful.

Thank you and enjoy a wonderful day.

Wassalamualaikum Wr. Wb.

Yogyakarta - Indonesia, August 09, 2017

Drs. Ridwan Maronrong, M.Sc

Chairman of the Indonesia College of Economics



MESSAGE FROM THE CHAIRMAN OF STIA LAN JAKARTA

(Co-Host of ICBESS)

Sekolah Tinggi Ilmu Administrasi Lembaga Administrasi Negara/Graduate School of Administration - National Institute of Public Administration (STIA LAN) of Jakarta is constantly committed to improve activities of scientific research and publication in the international accredited journals. The international scientific publications in a number of credible journals with a significant number, high quality, and newness or relentless innovation can directly give benefit to society and become an asset required by a nation.

The 4th International Conference on Business, Economics and Social Sciences (ICBESS), as one of the international scientific forums in the fields of business, economics, and social science, is a right event for lecturers, researchers, and college students to develop their scientific works in the international accredited journal publication. STIA LAN Jakarta as one of the co-hosts in this conference invites lecturers, researchers, college students, and the general public to participate in The 4th International Conference on Business, Economics and Social Sciences (ICBESS), which will be organized in Tentrem Hotel - Yogyakarta – Indonesia, August, 9 - 10, 2017.

We expect that this conference can develop knowledge in the fields of Business, Economics, Public Administration, and other Social Sciences.

Success for all of us.

Best Regards,

Chairman of STIA LAN Jakarta

Dr. Makhdum Priyatno, MA



MESSAGE FROM DEAN'S FACULTY OF BUSINESS OF KALBIS INSTITUTE OF TECHNOLOGY AND BUSINESS

(CO-HOST OF ICBESS)

It is my great pleasure, and on behalf of the Kalbis Institute of Technology and Business, as one of the conference Co-Host, to welcome all of you, from abroad and within Indonesia, to participate in the 4th International Conference on Business, Economics and Social Sciences (ICBESS).

We are on the edge of a technological revolution that will essentially change the approach we live, work, and interact to one another. The change would be different whatever people has faced before. People have to react on this change by collaborating all stakeholders of this world which have to be incorporated and widespread, including the cross nations political and business leaders, the academicians and the public society.

The First Industrial Revolution used water and steam power to mechanize production. The Second used electric power to create mass production. The Third used electronics and information technology to automate production. Now a Fourth Industrial Revolution is building on the Third, the digital revolution that has been occurring since the middle of the last century. It is characterized by a fusion of technologies that is blurring the lines between the physical, digital, and biological spheres. The change on the forth industrial revolution charecterized by 3S of change these are speed of the change, scope of the change and system impact of the change on any economic and business environment.

Hopefully, ICBESS 2017 has a significant and a positive contribution on anticipating recent and future issues of the industrial revolution 4.0 in the edge of theoritical and applied Management, Accounting, Social Science and Economics by sharing knowledge, research and experiences. In the near future, ICBESS would be one of the best Indonesia International Business and Economics Conference.

We would like to thank STIE Indonesia for this opportunity to join as Co-Host on ICBESS 2017 and to thank all participants, all commitees, all the other co-hosts and also other related parties for the contributions on the success of ICBESS 2017 in Yogyakarta.

Sincerely Yours,
Dean of the Business Faculty
Kalbis Institute of Technology and Business

Dr. Triyono Arief Wahyudi, SSi., MM.



MESSAGE FROM THE PRESIDENT OF TRISAKTI SCHOOL OF MANAGEMENT

(Co-Host of ICBESS)

It is an honor to be invited to and to co-host the 4th International Conference on Business, Economics and Social Sciences (ICBESS). An event which will be held at Tentrem Hotel, Yogyakarta, August 9th-10th 2017, with the theme "Interdisciplinary Research in the fields of Business, Economics and Social Sciences and Its Influence Towards Future Global Competitiveness"

The purpose of this international scientific conference is to gather contributed ideas and develop science and practice in the field of economics, business and social-based research, and hone the ability of academics, students, and practitioners in conducting research that examines critically, especially in the field of Economics, Business and Social Sciences.

In the face of global competition—be it in the present or the future—we can no longer remain silent. We must be proactive in contributing researches, writings and publications in the field of these studies respectively. Hopefully, the 4th ICBESS will be a place for researchers, students and practitioners to reach internationally recognized academic competencies.

Lastly, we would like to thank the organizing committee. Especially STEI Indonesia, who has worked hard both in participating and co-hosting the 4th ICBESS.

Regards,
President of the Trisakti School of Management

Arya Pradipta, SE.,Ak.,ME.,CA.



MESSAGE FROM THE DEAN OF FACULTY OF BUSINESS AND ECONOMICS UNIVERSITAS SURABAYA

UBAYA
UNIVERSITAS SURABAYA

(Co-Host of ICBESS)

Greetings from Surabaya!

On behalf of Universitas Surabaya, I would like to express gratitude to Sekolah Tinggi Ilmu Ekonomi Indonesia (STEI) that provides a valuable opportunity for Co-Host in the 4th ICBESS 2017. The event brings together reputable researchers and professionals in the fields of Business, Economics and Accounting to extend the academic horizon and discuss recent development. It would be a great opportunity for Universitas Surabaya and all participants to enrich research collaboration, enhance academic network, and boost-up knowledge horizon.

In creating a spectrum of research, ICBESS 2017 provides a platform for researchers from various backgrounds of social sciences to interact in panel and parallel sections in shaping up their knowledge in the respective fields. The conference continues to play an essential role in fostering new research talents as well as advancing the future profile of ICBESS as a prominent international conference in the area of social sciences. The outcomes of this conference are expected to contribute to the development of future knowledge and policy recommendations.

We are welcoming all participants in the 4th ICBESS 2017 and extending tremendous appreciation for the paper contributors.

Best Regards,

Suyanto, Ph.D.
Dean of the Faculty of Business and Economics
Universitas Surabaya



DEAN OF THE FACULTY OF ECONOMICS AND BUSINESS UNIVERSITY OF PANCASILA, JAKARTA

(Co-Host of ICBESS)

Praise to Allah SWT, God Almighty who continues to pour mercy and grace to us all, and with His permission that this seminar can be held. This seminar isexpected give benefit and become a medium for researchers, used to follow the latest trend from a research theme, expand the network and introducing ourselves to the research community.

It is hoped that academics knowledge sharing and publications in ICBESS 2016 will promote a more positive image in the area of Accounting, Management, Economics and Social Sciences worldwide and contribute to the developmentof policies and measures necessary for developing countries to improve its economic competitiveness.

We thanks to all authors and participants for their contributions for the success of ICBESS 4 at Hotel Tentrem Yogyakarta. The conference would not have been possible without the tremendous support provided by all commit tee from STEI and all the Co-Hosts. Hope this seminar can be done well and success. May Allah SWT bless all our good efforts

Regards,
Dean of the Faculty of Economics and Business
University of Pancasila

Dr. Sri Widyastuti SE, MM, MSi

PATRONS

Keynote Speakers

1. Jamie S. Davidson (Associate Professor at Department Of Political Science, National University of Singapore)
2. Prof. Isao Takagi (Professor at Faculty of Economics, Soka University, Japan)

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18. STIA LAN
19. Ikatan Sarjana Ekonomi Indonesia (ISEI) Jaya

Conference - Chair

Irvan Noormansyah, BA (Hons), MA, PhD (STEI)

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PROGRAM
4th International Conference on Business, Economics and Social Science (ICBESS)
Tentrem Hotel, Yogyakarta, August 9 – 10, 2017

Day	Hour	Program
Wednesday, August 9	07.30 – 08.00	Registration
	08.00-09.30	Concurrent Sessions I **(Keruing, Mahogani, Malapari)**
	09.30-10.00	Coffee Break **(Tentrem Ballroom)**
	10.00-10.05	Sing Indonesian National Anthem Indonesia Raya
	10.05-10.20	Performing: Batik Traditional Dance to Welcome Guests **(Tentrem Ballroom)**
	10.20-10.25	Welcoming Speech by the president of STEI and the president of APTISI **(Tentrem Ballroom)**
	10.25-10.35	Welcoming Speech by the Governor of Yogyakarta (tbc) **(Tentrem Ballroom)**
	10.35-10.50	Signing The Memorandum of Agreement Between STEI and Co-Hosts **(Tentrem Ballroom)**
	10.50-11.30	Keynote Speech I by Jamie Davidson, Phd **(Tentrem Ballroom)**
	11.30-13.00	Lunch **(Tentrem Ballroom)**
	13.00-14.00	Networking Meeting **(VIP Ballroom)**
	13.00-15.30	Concurrent Sessions II **(Keruing, Mahogani, Malapari)**
	15.30-17.00	Go To Prambanan Temple
	18.00-19.30	Gala Dinner at Rama Shinta Resto
	19.30-21.30	Sendra Tari Ramayana – Prambanan Open Air Theater
	21.30- 22.15	Back to Hotel

Thursday, August 10	07.30-08.00	Registration
	08.00-09.30	Concurrent Sessions III **(Kenari, Keruing, Mahogani, Malapari)**
	09.30-09.45	Coffee Break **(Tentrem Ballroom)**
	09.45-10.45	Concurrent Sessions IV **(Kenari, Keruing, Mahogani, Malapari)**
	10.50-11.30	Keynote Speech II by Prof. Isao Takagi **(Tentrem Ballroom)**
	11.30-11.35	Closing Speech by the Conference Chair **(Tentrem Ballroom)**
	11.35-13.00	Lunch **(Tentrem Ballroom)**

PROJECT BASED LEARNING AND INNOVATION IN ENTREPRENEURSHIP EDUCATION

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Abstract **-** One of the teaching methods in entrepreneurship education is Project Based Learning. Through this method, students are trained to become entrepreneurs in a way that they have got real experience in running business. The purpose of this research is to explore how project based learning in entrepreneurship education is carried out. This research used qualitative method with multiple case study strategies using three student business projects. Data were collected through interviews, observation, and documentation. This study found PBL method was able to bring innovation in students' business group and sharpen and develop their entrepreneurial characters. However, this method also brought about other consequences that need to be overcome.

Keywords**:** project based learning, innovation, entrepreneurship, entrepreneurship education