

PROGRAM BOOK

THE 3rd INTERNATIONAL CONFERENCE ON
DIGITAL HUMANITIES & ENVIRONMENTAL SUSTAINABILITY (CODHES-2024)

THE NEXT STICK AND STONE OF CIVILIZATION



HYBRID CONFERENCE
30 OCTOBER - 1 NOVEMBER, 2024

Jointly organized by:
BINUS UNIVERSITY & INSTITUT TEKNOLOGI BANDUNG



www.digitalhumanities.website



BINUS@Semarang

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REMARKS

Dear Esteemed Colleagues, Honored Guests, Scholars, and Participants,

It is an honor to open the International Conference on Digital Humanities and Environmental Sustainability (CODHES-2024), hosted by the Faculty of Humanities at BINUS University in collaboration with Institut Teknologi Bandung, Unika Soegijapranata, Telkom University, Universitas Padjadjaran, and the National Research and Innovation Agency (BRIN).

CODHES-2024 brings together experts and participants from over 20 institutions and multiple countries, creating a unique platform for cross-disciplinary dialogue. Over the next two days, we will explore how digital humanities can drive academic research and contribute to environmental sustainability—a pressing global challenge that connects us all. Our discussions align with the United Nations Sustainable Development Goals (SDGs), particularly:

- SDG 4: Quality Education, promoting inclusive and equitable quality education;
- SDG 9: Industry, Innovation, and Infrastructure, fostering innovation and sustainable infrastructure;
- SDG 11: Sustainable Cities and Communities, supporting efforts to make cities inclusive, safe, resilient, and sustainable;
- SDG 13: Climate Action, encouraging urgent action to combat climate change;
- SDG 17: Partnerships for the Goals, emphasizing the importance of collaboration across sectors and borders to achieve these shared objectives.

CODHES 2024 aims to highlight how digital humanities can intersect with these goals, driving both technological advancement and sustainability efforts. We believe that by connecting scholars and fostering partnerships, we can generate innovative solutions and contribute to sustainable development in meaningful ways.

This year's conference also marks a pivotal moment with the formation of the Indonesian Digital Humanities Association, a monumental step in positioning Indonesia as a leader in the digital humanities landscape. This initiative aligns with our vision of promoting Indonesian scholarship on a global stage and advancing our role in international digital humanities networks.

Our deep appreciation goes to the Faculty of Humanities at BINUS University and the CODHES-2024 team for their meticulous planning and dedication. We are confident that this conference will inspire new ideas and lasting partnerships in both digital humanities and environmental sustainability, advancing our commitment to the SDGs and laying the groundwork for a more sustainable and collaborative future.

Dr. Nelly, S.Kom., M.M., CSCA
Rector, BINUS University

Welcome Remarks from Dean:

Esteemed Guests, Distinguished Speakers, Colleagues, and Friends,

It is my great pleasure to welcome you all to the Conference on Digital Humanities and Environmental Sustainability (CODHES) 2024.

The journey to CODHES has been marked by innovation and collaboration. Our 2021 “Promoting Advance Notion through Digital Humanities Universe” (PANDHU) program fostered a vibrant community and international partnerships. Building on this success, we launched the Indonesia-Japan Coalition for Digital Humanities in 2022-2023 and the BINUS University Taiwan Studies Project in 2024, expanding our global reach and knowledge exchange.

CODHES is a culmination of the pioneering spirit of Institut Teknologi Bandung’s past conferences and Binus University’s dedication to global collaboration since 2021. This combined momentum has created a powerful synergy for this inaugural event. CODHES marks a significant milestone not just for our institutions but for the entire Indonesian digital humanities community. It reflects the growing recognition of the transformative power of digital tools and the increasing interest in technology’s role in the humanities.

Our journey highlights the importance of collaboration. Through our collaboration with partners, we aim to establish the epistemic community platform as part of CODHES event, making it the first of its kind in Southeast Asia.

The possibilities for digital humanities are endless. By embracing new technologies and fostering interdisciplinary collaborations, we can address critical challenges facing our world.

I express my sincere gratitude to all partners and co-hosts: Padjadjaran University, Sogijapranata Catholic University, Telkom University, and the National Research and Innovation Agency. Their support has been invaluable. Additionally, I express heartfelt thanks to the CODHES committee and the entire BINUS Semarang team for their tireless efforts in organizing this conference. Their dedication has made this event a reality.

As we embark on this exciting journey, let us embrace the power of digital humanities to shape a better future. May this conference inspire innovation, foster collaboration, and drive meaningful change. Let us work together to unlock the full potential of digital humanities and contribute to a sustainable and prosperous world.

Dr. Elisa Carolina Marion, S.S., M.Si.
Dean, Faculty of Humanities

Chairman Remarks:

Respected guests, esteemed colleagues, and fellow participants,

A warm welcome to CODHES 2024, hosted by Binus University's Faculty of Humanities and Institut Teknologi Bandung! We are honored to gather in Semarang, a city where history meets innovation, making it the perfect backdrop for exploring the intersection of digital humanities and environmental sustainability.

This inaugural conference marks a significant milestone in advancing digital humanities and aligning them with critical environmental challenges. We are grateful for the collaboration of Binus University, Institut Teknologi Bandung, and our esteemed co-hosts: Unika Soegijapranata, Universitas Padjadjaran, Telkom University, and the National Research and Innovation Agency (BRIN).

A heartfelt thank you goes to Binus University for their unwavering support, instrumental in bringing CODHES to fruition. We also extend our deepest gratitude to Institut Teknologi Bandung, particularly Dr. Nia Kurniasih's humanities research group, for their collaboration.

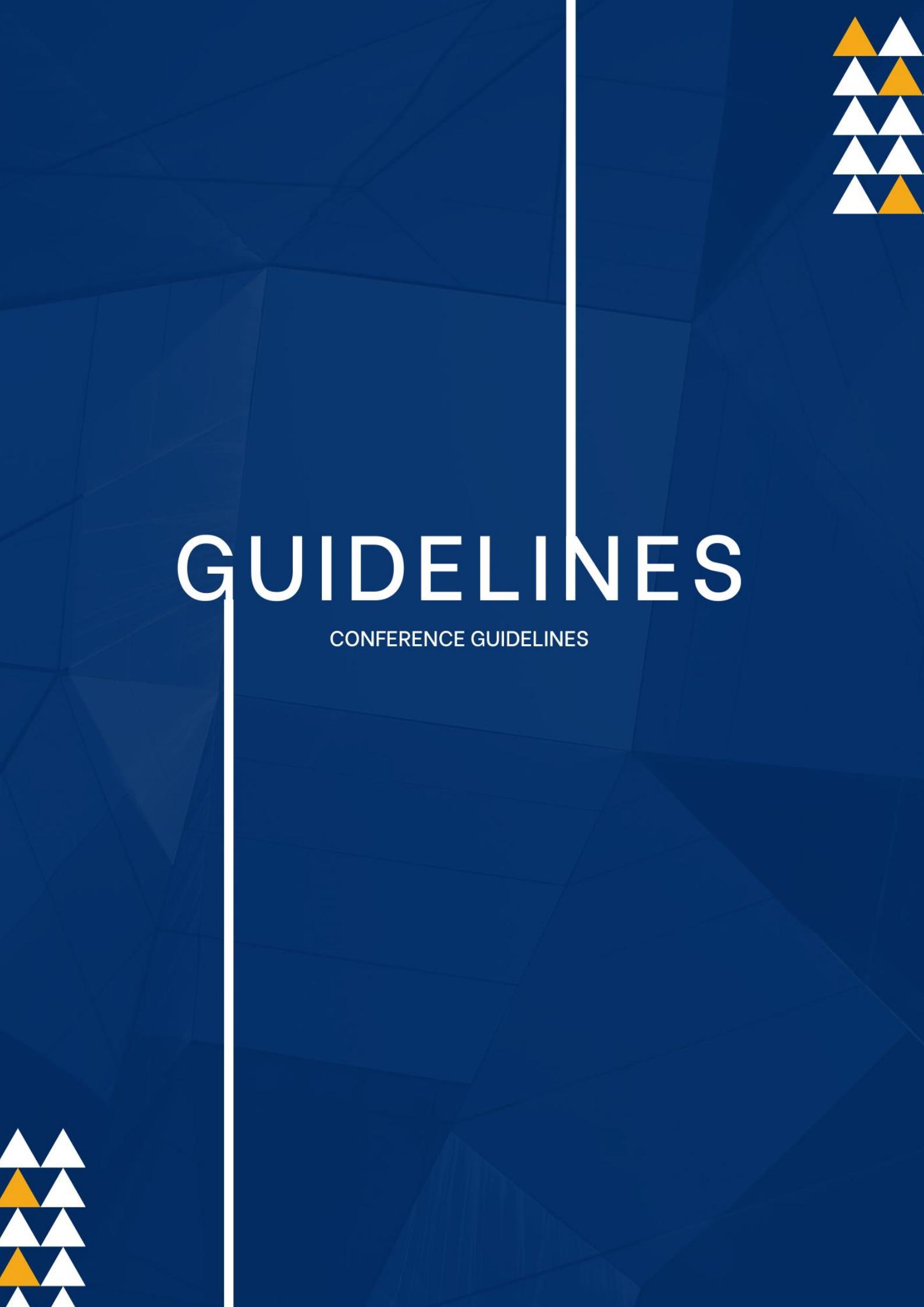
We are deeply honored by the presence of Prof. Christof Schöch, President of the Alliance of Digital Humanities Organizations. His participation, alongside international colleagues from Japan, Taiwan, Australia, the US, and beyond, enriches our discussions. We are grateful for your expertise and shared experiences.

Building upon ITB's past CODH (Conference on Digital Humanities) initiatives, CODHES 2024 integrates the critical element of environmental sustainability. Prior to this event, successful webinars reached hundreds of participants across Indonesia and neighboring countries.

CODHES boasts a diverse group of participants from over 20 Indonesian and international universities. Of the 148 submitted papers, 71 will be presented online, and 29 will be delivered here at Binus Semarang.

Thank you to all participants for contributing to CODHES's success. We anticipate an inspiring and productive event that sparks new ideas, fosters collaborations, and paves the way for a sustainable future for digital humanities in Indonesia and beyond.

Irfan Rifai, S.Pd., M.Ed., Ph.D
Chairman, CODHES 2024



GUIDELINES

CONFERENCE GUIDELINES

CODHES-2024 Conference Guidelines

Conference Date: 30 October - 31 October 2024

Location: BINUS @Semarang, POJ Avenue Kav.3 C, POJ City Kel. Tawangsari, Kota Semarang Format: Hybrid (Online and Onsite)

General Information

The CODHES-2024 conference will be held in a hybrid format, allowing participants to join either online or onsite in Semarang.

Please ensure that you have registered to be able to participate in the conference.

Online Sessions

The online sessions will be conducted via Zoom. Kindly join the corresponding Zoom room at the start of your session.

All times listed in the conference program are given in Jakarta Time (GMT+7). For those attending from other time zones, please ensure you have the correct time recorded in your diary.

The zoom link for the online sessions is

<https://binus.zoom.us/j/94851229871?pwd=b8oA4cSnfGeoc149x2gl9gx988T4ne.1>

Please be on time for your session!

Information for Speakers

Each panel session will last 2 hours. The duration of each presentation is between 10—15 minutes each. These time allocations also apply to joint papers, allowing sufficient time for a discussion/Q&A following the presentations.

You can send video recording of your presentation within the same timeframe, only if you are unable to attend the session online and onsite due to conflicting schedule.

Additional time for presentation will be managed by moderator of the session. These times also apply to joint papers, allowing sufficient time for a discussion/Q&A following the presentations.

We will enable screen sharing for speakers to present using PowerPoint or other similar tools. However, we also kindly ask you to send us your presentation materials, for our backup if any technical issues occur during the session.

We will also provide **Virtual Background (Link)** and **an attendance link** for all online presenters and moderators, during the day of the presentation.

Please submit your presentation material before the conference (29 October 2024), to avoid any technical problems during the session, in the link below according to your session: https://drive.google.com/drive/folders/1OqvJ7YD4Eq6KFnFHoOoivGacBB2RvbKd?usp=drive_link

Information for Panel Moderators

Please ensure that speakers adhere to their allotted times. Notify speakers as they approach the end of their time slot by unmuting your microphone. Keep an eye on the Zoom chat for questions and moderate the Q&A session using the 'raise hand' function for verbal questions.

A member of the conference organization team will be present in each session to assist with any difficulties.

Information for All Participants

All participants should keep their audio muted during the sessions to avoid distractions. Questions are welcome in all sessions and can be asked using the Zoom chat function or the 'raise hand' option. The chair will moderate the questions.

We kindly ask all participants to approach the conference in the spirit of collaborative and respectful discussion. Please be respectful of all other participants and their views and use each participant's preferred pronouns where indicated.

Contact Information

For any queries or questions, please contact the CODHES-2024 Conference Committee at: digital.humanities@binus.edu

More information about the conference can be found on our website: <https://digitalhumanities.website/>

AGENDA

CODHES TIMETABLE



AGENDA

INTERNATIONAL CONFERENCE ON DIGITAL HUMANITIES & ENVIRONMENTAL SUSTAINABILITY 2024 (CODHES-2024)

BINUS @Semarang

POJ Avenue Kav 3

Semarang, 30 October - 1 November 2024

Time	Agenda	Room/Location
Day #0 – 29 Oktober 2024 - Welcoming Dinner (by Invitation only)		
18.00	Registration	
18.00 – 21.00	Welcoming by Dean of FHUM BINUS - Dr. Elisa Carolina Marion Dinner	
Day #1 – 30 October 2024		
07.00-08.00	Registration and Coffee Break	Hall 305
08.00-09.15	Opening International Conference on Digital Humanities and Environmental Sustainability (CODHES) 2024 a. Opening by Master of Ceremony b. Opening Dance c. Reciting Opening Prayer - Dr. Mei Rianto Chandra d. Singing National Anthem 'Indonesia Raya' - Dr. Melanie Wiannastiti e. Official Remarks by the government official (TBC) f. Ceremonial 'Gong Hitting'	Hall 305
09.15 - 10.00	Plenary Session 1: Digital Humanities for Endangered Languages in Asia and Africa Speaker: Prof So Miyagawa (University of Tsukuba – Japan) Moderator: Ester W. Andangsari (BINUS)	Hall 305
10.00 - 10.30	Coffee Break	Hall 305
10.30-12.30	Break Room Paper Presentation (Hybrid) Panel 1 Onsite: Digital Technology and Social Relations • <i>Photo-Elicitation Nostalgia: Embracing the Past to Empower Perceived Social Competence</i> Rahmadina Wibowo (BINUS); Esther W Andangsari (BINUS)	Ruang 405, Ruang 407, Ruang 411 creative class (hybrid)

<p>Panel 1 Online: Digital Technology and Education</p>	<ul style="list-style-type: none"> <i>The Correspondence of Digital Literacy and Fear of Missing Out in Emerging Adult TikTok Users</i> Istiani Cornelius (BINUS); Jennifer Valentino (BINUS) <i>Family Dynamics and Digital Engagement: Understanding Adolescent Motives for Using Social Networking Sites</i> Maulana Rezi Ramadhana (Telkom University); Sri Widaningsih (Telkom University); Litasari Widayastuti Suwarsono (Telkom University); Mutia Qana'a (Telkom University); Pramitha Aulia (Telkom University) <i>A Personalized and Gamified Reading Platform: User-Centric Design and Development Recommendations</i> Irfan Rifai (BINUS); Hady Pranoto (BINUS); Michael Wilkin (Kwansei Gakuin University); Aytika Andaya (BINUS); Muhammad J. Yuwono (BINUS) <i>Navigating New Realities: Identifying Barriers to Digital Transformation in Higher Education After COVID-19</i> Mohamad Fahmi (Universitas Padjadjaran) <p>Moderator: Maulana Rezi Ramadhana (Telkom University)</p>	
	<p>Panel 2 Onsite: Technology and Political - Economy</p>	

- Special Research Trends in Special Economic Zones and Sustainable Development Goals: Bibliometric Analysis of Global Economic and Growth*
Suwarno Suwarno (BINUS); Roseno Aji Affandi (BINUS); Haydar F Abdilla (BINUS); Mohamad Muzammil Mohamad Noor (University Sains Malaysia); Aditya Permana (BINUS); Elisabeth Ermuliana Kembaren (BINUS)
- Empowering Local Environmental Activists through Digital Communication: A Case Study from Greater Bandung Rural Area, West Java*
Ilham Gemiharto (Universitas Padjadjaran)
- Balancing Growth and Sustainability: RCEP's Impact on Electric Vehicles in Indonesia*
Roseno Aji Affandi (BINUS); Virly Novyanditya (BINUS)
- Facial Expression Recognition in Socially Assistive Robot Based on Deep Convolutional Neural Network and Haar Cascade*
Dessy Novita (Universitas Padjadjaran); Rio Richard (Universitas Padjadjaran); Nendi Suhendi Syafei (Universitas Padjadjaran); Intan Nurma Yulita (Universitas Padjadjaran); Muhammad Rasyid Ramdhani (Universitas Padjadjaran); Atiek Rostika Noviyanti (Universitas Padjadjaran)

Moderator: Harry Nuriman (ITB)

<ul style="list-style-type: none"> • <i>Assessing the Impact of Digital Pedagogy: Measuring Reasoning, Creativity, and Aptitude through Gigo Children's First Coding and Robotics in Elementary Education</i> Novtryananda M S Ghunu (BINUS); Louise Evelyne Tan (BINUS); Sasmoko Sasmoko (BINUS); Yasinta Indrianti (BINUS); Dominique Vania Atmodjo (Sokrates) • <i>Hybrid Learning Design for Digital Literacy Course in Improving Students' Critical Media Literacy Skills</i> Clara N Anggraini (Telkom University); Astried Faradina (Telkom University); Akhmad Akhmad (Telkom University) • <i>Visual Strategy Design Process for YSBM Foundation to Promote Quality Education and Nutritious Food for Underprivileged Children</i> Hervina HDA Aprilia (BINUS); Tobias Warbung (BINUS); Yosef Dedy Pradipto (BINUS) • <i>Classification of Chinese Digital Learning Needs in Indonesia</i> Jureynolds Jureynolds (BINUS); Yi Ying (BINUS); Lohannes Lohannes (PT Mrata Untuk Indonesia); Lohansen Lohansen (PT Mrata Untuk Indonesia) • <i>"Mandarinstories" Prototype Design for Supporting Hybrid Learning</i> Jureynolds Jureynolds (BINUS); Yi Ying (BINUS); Lohannes Lohannes (PT Mrata Untuk Indonesia); Lohansen Lohansen (PT Mrata Untuk Indonesia) <p>Moderator: Suwarno (BINUS)</p>		
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	<p>Sri W Astuti (Telkom University); Moch Armeen (Telkom University); Dewi Soedarsono (Telkom University); Tita Milyane (Telkom University)</p> <p>Moderator: Budi Sriherlambang (BINUS)</p> <p>Panel 3 Online: Digital Technology and Language</p> <ul style="list-style-type: none"> • <i>Analysis of Japanese and English Intonation's Influence on Genshin Impact Game Character's Trait Using Praat</i> Utari Novella (BINUS); Faustina Patria (BINUS) • <i>Collaborative Fictional Digital Storytelling in Online Text TRPGs</i> Gary CB Winardy (BINUS); Santy Pranawati (University of Indonesia) • <i>Pragmatic Competence of English Learners in English Request Strategy through Multimedia Elicitation Tasks.</i> Any Budiarti Suseno (Pasundan University) • <i>The Effect of the Quality of Learning English with Beelingua on Learning Motivation in Students</i> Antonina Pantja Juni Wulandari (BINUS) • <i>The Role of Digital Learning Media in Improving Chinese Speaking Skill</i> Vincentius Valiandy Jiuangga (BINUS); Mei Rianto Chandra (BINUS) <p>Moderator: Vanessa Virgiel (BINUS)</p> <p>Panel 4 Online: Culture and Online Identity</p> <ul style="list-style-type: none"> • <i>Who is the Dominant Group; A study of Online Identity-Based Violence towards Chinese Minorities in Indonesia</i> Fidelis A. Saintio (Soegijapranata Catholic University) • <i>The Relationship Between National Identity and the Implementation of Bhinneka Tunggal Ika Mediated by Cultural Intelligence</i> Andrea Prita P Ratri (BINUS); Bay Dhowi (BINUS); Rheyv Adriade (BINUS); Sambudi Hamali (BINUS); Andini Utami (BINUS) • <i>Construction of K-Pop Fans' Pseudonymous Identity on Social Media X</i> Yoka Pradana (Telkom University) • <i>The role of conformity on impulsive buying among k-pop fans</i> Khalishah Ainnayah Putri (BINUS); Yosef Dedy Pradipto (BINUS) • <i>The Relationship Between Trait Mindfulness and Social Comparison on The Emerging Adulthood of the TikTok Users</i> Najwa Azzahra (BINUS); Muhamad Nanang Suprayogi (BINUS) <p>Moderator: Rheyv Adriade Putra (BINUS)</p>	
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Panel 5 Online: SDG

- *The Use of SalesMania to Enhance Sales Team Performance and Support Sustainable Development*
Oktavius Theo (Soegijapranata Catholic University); Andreas Riyadi (Soegijapranata Catholic University)
- *Image Processing on Plastic Bottle Reverse Vending Machine to Enhance Community Plastic Waste Management*
Johanes Arya Pramesta Nugraha (Soegijapranata Catholic University)
- *How Does Technology Increase Community Interaction through Gamelan Music*
Yosef Dedy Pradipto (BINUS); Roseno A Affandi (BINUS); Bhernadetta P Wahyuningtyas (BINUS); Danis Sugiyanto (Indonesian Institute of The Art Surakarta); Bondet Wrahatnala (Indonesian Institute of The Art Surakarta); Denis Setiaji (Indonesian Institute of The Art Surakarta); Wita Anindya Maharani (BINUS)
- *Pros and Cons of the Application of Face Recognition Technology among Train Passengers in Indonesia*
Hadi P Purnama (Telkom University); Bianta Dwi Putri (Telkom University)
- *Development of Housing Needs Website for Low-Income Communities in Jakarta*
Tobias Warbung (BINUS); Budi Sriherlambang (BINUS)

Moderator: Bernardinus Harnadi (Soegijapranata Catholic University)

Panel 6 Online: Labour Policy

- *Case Study implementation of the Minister of Manpower Regulation Number 2 of 2022*
Arie Prasetyo (Telkom University); Graha Wira Krida (Sahid University)
- *The Effectiveness of Law on Protection of Workers with Disabilities as Gojek Online Drivers in Jakarta Area*
Erna Ratnaningsih (BINUS); Sarah Rachmat (BINUS)
- *The Role of Social Support in Employees Work Motivation in Jabodetabek*
Salmaa D Yunia (BINUS); Yosef Dedy Pradipto (BINUS)
- *The Role of Job Satisfaction on Turnover Intention*
Melisa Tania Sangari (BINUS); Yosef Dedy Pradipto (BINUS)
- *The Influence of Transformational Leadership on Employee Performance among Young Adults in Jabodetabek*
Dickson Yosafat Djaja (BINUS)

Moderator: Lili Yulyadi Arnakim (BINUS)

12.30- 13.30	Lunch Break	Hall 305
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13.30-15.00	<p>Keynotes Session 2:</p> <ul style="list-style-type: none"> a. Prof. Christof Schöch (University of Trier – Germany) “AI and Digital Humanities” (Online) b. Prof. Chijui Hu (National Changhua University of Education – Taiwan) “Asian Perspective on Digital Humanities” (Onsite) <p>Moderator: Jureynold (BINUS)</p>	Hall 305
15.00	Coffee Break	Hall 305
15.15		
15.15-17.15	<p>Break Room Paper Presentation (Hybrid)</p> <p>Panel 3 Onsite: Digital Technology and Language</p> <ul style="list-style-type: none"> • <i>Analysis of Mandarin–Indonesian Translation Accuracy using Google Translate, Baidu Translate, and DeepL</i> Mei Rianto Chandra (BINUS) • <i>Investigating Indonesian Social Media Influencers' Translanguaging in The Digital Landscape</i> Wulandari Santoso (BINUS); Maria Tamarina Prawati (BINUS) • <i>Analysis Of Google Translate and DeepL Translator Result on The Short Story Nose</i> Sheriany Chandra (BINUS); Elisa Carolina Marion (BINUS) • <i>Innovative Pictographic Approach to Chinese Character Recognition Learning through Digital Flashcards</i> Jureynolds Jureynolds (BINUS) • <i>Structural Stylistic Analysis of Bestseller Novels Using Voyant Tools</i> Clara Herlina Karjo (BINUS) <p>Moderator: Nia Kurniasih (ITB)</p> <p>Panel 4 Onsite: Digital Technology and Politics</p> <ul style="list-style-type: none"> • <i>Humor and Youth Appreciation of Digital Politics</i> Widjajanti M Santoso (PRMB-BRIN) • <i>Exploring Possibilities for Multidisciplinary Empirical Legal Research on Disruption by Artificial Intelligence</i> Stijn C. van Huis (BINUS) • <i>Escalating Humorous Protest on Social Media: Youth Skepticism of Indonesian Politics and Democracy</i> Adi Bayu Mahadian (Telkom University); Diah Esfandari (Telkom University); Rah Utami Nugrahani (Telkom University); Mohamad Syahriar Sugandi (Telkom University) • <i>Security and Privacy: The Responsibility of Biometric Data Processing with AI in Indonesia's Digital Era</i> Muhamad Rizal (Universitas Padjadjaran) • <i>Sustainable Culture through Social Capital: A Case of Gamelan Diplomacy in Surakarta</i> 	Ruang 405, Ruang 407, Ruang 411 creative class (hybrid)

	<p>Roseno A Affandi (BINUS); Danis Sugiyanto (ISI Surakarta); Yosef Dedy Pradipto (BINUS); Bhernadetta P Wahyuningtyas (BINUS); Wyly Setiawan (BINUS); Trivina Mayan Aprilia (BINUS); Bondet Wrahatnala Wrahatnala (ISI Surakarta); Denis Setiaji (ISI Surakarta)</p> <p>Moderator: Sutiadi Rahmansyah (ITB)</p> <p>Panel 7 Online: Digital Technology and Design</p> <ul style="list-style-type: none"> • <i>Leveraging Immersive Technology as Edutainment to Attraction Visitor Sonobudoyo Museum</i> Cecilia Pretty Grafiani (Soegijapranata Catholic University); Glenna Novtani Parlindungan (Universitas Sebelas Maret) • <i>Digitalization Interior Design industry in Indonesia</i> Ajriya Ninda (University of Indonesia) • <i>A Look into How Video Games can have Deeper Impact on its Players with Sumire (2021)</i> Bonar Raphael (BINUS); Andreas Akun (BINUS) • <i>Debunking the Artificial Intelligence Adoption for Marketing Purpose: Case of Creative Industries in West Java Province, Indonesia</i> Linda Kurniawati (Universitas Padjadjaran); Arianis Chan (Universitas Padjadjaran); Rani Sukmadewi (Universitas Padjadjaran) • <i>Learning Method Using Online Based Website "Todai Japanese" in Japanese Language Learning</i> Dhaniar Asmarani (BINUS); Dwianne Puspasari (BINUS) <p>Moderator: Erwin Dasapta (ITB)</p> <p>Panel 8 Online: Digital Technology and Business</p> <ul style="list-style-type: none"> • <i>Implementation of Chatbot to Improve Service in Purchasing Batik</i> Marilyn J Arminta (Soegijapranata Catholic University) • <i>Classification of Predatory Pricing Business Strategy on TiktokShop Indonesia</i> Christoper Devito Devito Prastinaya (BINUS); Paulus Aluk Fajar Dwi Aluk Santo (BINUS) • <i>Human Activity on Cryptocurrency and Money Laundering on Cyber Space: A Law Comparison Between Indonesia and The United States of America</i> Raflifat Hurrahman (BINUS); Vidya Prahassacitta (BINUS) • <i>Application of the Customer Due Diligence Principle in Preventing Money Laundering Crimes in Digital Bank</i> Kanza Alhumaira Putri (BINUS); Abdul Rasyhid (BINUS) • <i>Enhancing Innovation and Business Operation through English Proficiency: Language Management for Global Competitiveness</i> 	
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<p>Iis Kurnia Nurhayati (Telkom University); Nia Kurniasih (ITB); Alila Pramiyanti (Telkom University) Moderator: Yoseph Dedy (BINUS)</p>	<p>Panel 9 Online: Technology and Education (2)</p> <ul style="list-style-type: none"> • <i>How to Foster College Career Readiness in an Inclusive and Technology-filled Environment?</i> Hasna Hafizhah Salma (BINUS); Muhamad Nanang Suprayogi (BINUS); Gary Collins Brata Winardy (BINUS); SitiELda Hiererra (BINUS); Cindi Nabilla Maharani (BINUS); Dorothy Gracia Tiur Minerva (BINUS); Keisha Putri Theanny (BINUS) • <i>Implementation of differentiated instruction in inclusive schools: a literature review</i> Muhamad Nanang Suprayogi (BINUS); Kharen Virgina Putri (BINUS); Melly Preston (BINUS) • <i>An Overview of the Psychological Readiness for Entrepreneurship Among Vocational High School Students</i> Wella Jayanti (BINUS); Syarifah Farradinna (Universitas Islam Riau) • <i>AI Scoring in Online English Test for Better Quality Education</i> Michael Setiawan (BINUS); Franklin G Talaue (BINUS); Paul Trehy (BINUS) • <i>Reflecting on Technology-Driven Educational Intervention to Improve Literacy and Numeracy: Teacher's Voice</i> Firman Parlindungan (Universitas Teuku Umar); Rusassmita Padmi (SEAMEO Qitep in Mathematics); Refanja Rahmatillah (Universitas Teuku Umar); Willy Prasetya (Universitas Islam Indonesia); Nurina Ayuningtyas (Universitas PGRI Delta Sidoarjo) <p>Moderator: M. Nanang (BINUS)</p>	
	<p>Panel 10 Online: Technology and Social Interaction</p> <ul style="list-style-type: none"> • <i>Brand Storytelling by Ordinary People</i> Berlian Primadani Satria Putri (Telkom University); Santi Isnaini (Airlangga University) • <i>As We sing the poem: metrical pattern in Mandar poetry</i> Maria Tamarina Prawati (BINUS); Dan Bro (University California Santa Cruz) • <i>The smartphone trap: How smartphone addiction affects our social interactions</i> Ida Putri (BINUS); Raymond Godwin (BINUS) • <i>The Impacts of Social Media's Influencers on Gen Z Physical Health in Indonesia</i> Elsa Silvia ES Nur Aulia (ITB) <p>Moderator: Primaroza (ITB)</p>	

Panel 11 Online: Technology, Criminality, and Law

	<ul style="list-style-type: none"> <i>Criminal Liability of Electronic System Providers for Commercial Sexual Exploitation of Children Online</i> Ahmad Sofian (BINUS) <i>Understanding Indonesian Love Scam Through the Eyes of the Victims</i> Diah Esfandari (Telkom University) <i>State sovereignty in the context of cross-border data flow: Data center policy in Indonesia and Japan</i> Joy Serafim Nainggolan (BINUS) <i>Legal Protection and Supervision of Personal Data in Fintech Lending</i> Sulthan Falah Uhum Tambunan (BINUS); Abdul Rasyid (BINUS) <p>Moderator: A. Sofian (BINUS)</p> <p>Panel 12 Online: Gender, Women, Children, and Family</p> <ul style="list-style-type: none"> <i>Gender Discourse Depiction of Arashi Narukami from Ensemble Stars Series</i> Khansa Nabila (BINUS); Daniel Hermawan (BINUS) <i>Women and Compliments: A Study of Speech Acts on Instagram and TikTok</i> Kayla Alika (BINUS); Vanessa Virgiel (BINUS) <i>From Apps to Apples: Reducing Stunting Prevalence Rate Through Digital Nutrition Interventions for Children in Indonesia</i> Elsa Silvia ES Nur Aulia (ITB) <i>Stress, Perceived Partner Phubbing, and Negative Dyadic Coping in Dual-Earner Couples in Indonesia</i> Charoline Xessa (BINUS); Pingkan C.B Rumondor (BINUS) <i>The Role of Parental Social Support Scale on Self-Confidence in Adolescents in Jakarta</i> Putri A Suhaila (BINUS); Muhamad Nanang Suprayogi (BINUS) <p>Moderator: Melanie Wiannastiti (BINUS)</p>	
17.15	Closing Session of 1st Day	Hall 305
Day #2 – 31 October 2024		Room
07.00-08.30	Participants Registration and Coffee Break	Hall 305
09.00-11.00	<p>Break Room Paper Presentation (Hybrid)</p> <p>Special Panel Session</p> <p><i>Five Questions for a Digital Humanities Apprentice</i> Dr. Ben Fenton-Smith (Griffith University – Australia)</p> <p>Panel 5 Onsite: Identity</p> <ul style="list-style-type: none"> <i>Personal Nostalgia, Meaning in Life, And Suicidal Ideation in Undergraduate Students</i> Marshanda Massie (BINUS); Esther W Andangsari (BINUS) 	Ruang 405, Ruang 407, Ruang 409 (for Special Panel Session), Ruang 411 creative class (hybrid)

- *Podcasts as the Alternative Digital Education for Adolescents Coping with Mental Health Issues*
Nindi A (Universitas Padjadjaran); Efi Fadilah (Universitas Padjadjaran)
- *Japan and Indonesia Comparative Study: Impact of Work from Home (WFH) Policy to University Lecturers*
Adrianus Theodore Gianna (BINUS)
- *AI in Radio Broadcasting: Navigating Disruption While Preserving Human Connection*
Efi Fadilah (Universitas Padjadjaran); Muslikhin - Muslikhin (BINUS); Fitria Andayani (BINUS); Nindi Aristi (Universitas Padjadjaran)
- *Anticipated Nostalgia and Suicidal Ideation: The Mediating Role of Meaning in Life*
Angeline Angeline (BINUS); Esther W Andangsari (BINUS)

Moderator: Mohamad Fahmi (Universitas Padjadjaran)

Panel 6 Onsite: Technology, Culture and Robotic

- *The Linguistic Resonance of the Trisula (Trident) Guitar: Bridging Cultural Heritage and Modern Music*
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- *NLP-Based Intent Classification Model for Academic Curriculum Chatbots in Universities Study Programs*
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- *Real-time Detection of Indonesian Sign Language (BISINDO) and Indonesian Language Sign System (SIBI) using Mediapipe and Gated Recurrent Unit (GRU)*
Anindya Apriliyanti Pravitasari (Universitas Padjadjaran); Najma Najma (Universitas Padjadjaran); Julio Fachrel (Universitas Padjadjaran); Pratama Azmi (Telkom University); Sang Bintang Putra Alam (Politeknik Negeri Jember); Hazlan Muhammad Qodri (UPN Veteran Yogyakarta); Gilang Martadinata (President University); Yusep Suparman (Universitas Padjadjaran); Rivani Rivani (Universitas Padjadjaran); Triyani Hendrawati (Universitas Padjadjaran)
- *The Historical Nickel Futures Prices Modeling and It's Impact on Electric Vehicles (EVs) to Achieve Affordable and Clean Energy (SDGs 7)*
Sinta Septi Pangastuti (Universitas Padjadjaran); Christian Jeremy (Universitas Padjadjaran)

Moderator: Clara Herlina Karjo (BINUS)

Panel 13 Online: Literarture

- *Tracing The Narrative Structure of Propp's Narratology in Aladdin Digital Animation*

Retnowati M Harijanto (BINUS)

- *Factors Affecting Author Popularity in Wattpad Digital Novels*

Tiara Saputri Darlis (Universitas Negeri Jakarta); Liliana Muliastuti (Universitas Negeri Jakarta); Eva Leiliyanti (Universitas Negeri Jakarta)

- *Lestari (Life We Can't Waste): Harnessing Digital Storytelling for Environmental Sustainability and Cultural Preservation*

Rina Kartika (BINUS); Yosica - Mariana (BINUS)

- *Sentiment Analysis of Comments Regarding the Incestual Content in The Manga Oshi No Ko*

Dhaniar Asmarani (BINUS); Edna Amari Nata (BINUS)

- *The User Experiences in Identifying AI-Assisted Poetry Generator Application's Functionality*

Nabillah Fadhilah (BINUS University); Akun (BINUS)

Moderator: Maria T. Prawati (BINUS)

Panel 14 Online: Language, Teaching and Technology

- *Digital Dependency and Socio-Phenomenology: Generation Z's Relationship with the Internet*

Muhammad Alif Hidayat (BINUS); Irfan Rifai (BINUS)

- *The Role of Academic Self-Efficacy and Social Loafing in Groups among Undergraduate Students*

Shafira Chiesya Ulayya (BINUS); Muhamad Nanang Suprayogi (BINUS)

- *Personalised Learning as the Way Forward for Learning Behaviour in the Digital Era*

Risa Rumentha Simanjuntak (BINUS)

- *Gamification Strategies for Enhancing People Engagement in Hybrid-Flexible Learning*

Ridwan Sanjaya (Soegijapranata Catholic University)

- *Designing Hologram-based Virtual Assistant for Student Organization Activities*

Felix F Wiranata (Soegijapranata Catholic University)

Moderator: Utari Novella (BINUS)

Panel 15 Online: Technology and Psychology

- *Understanding Online Harassment Perceptions Among Indonesian High School Students*

Alila Pramiyanti (Telkom University); Anggian Pasaribu (Telkom University)

- *Analysis of National Online Media's Bias in Reporting the Viral Case of Afif Maulana's Death*

Paulus A Edvra (Soegijapranata Catholic University); Elizabeth Warikar (Soegijapranata Catholic University)

- *Generation Z: Inhibitory Control and Fear of Missing Out Level*

Evi A Hurriyati (BINUS)

	<ul style="list-style-type: none"> • <i>Emic Perspective on Value Measurement in the Indonesian Gen Z Context</i> Yosef Dedy Pradipto (BINUS); Baydhowi Baydhowi (BINUS); Wella Jayanti (BINUS) <p>Moderator: Vidya Prahassacitta (BINUS)</p>	
10.45	Coffee Break	Hall 305
11.15		
11.15-12.15	Interactive Panel Discussion: The Future of Digital Humanities <ul style="list-style-type: none"> a. Prof. Chijui Hu (National Changhua University of Education – Taiwan) b. A/Prof. Ben Fenton-Smith (Griffith University - Australia) <p>Moderator: Rangga Aditya (BINUS)</p>	Hall 305
12.15-12.30	Closing Wrap up and the future agenda of DH Indonesia – Irfan Rifai Closing Remarks – Dr. Elisa	Hall 305
12.30-13.00	Lunch Break	Hall 305
13.30-17.00	DH Association Meeting Opening Organization Meeting (Rangga Aditya - BINUS) Ceremonial – Establishment of DH Association Closing	Ruang 403



ABSTRACTS

OF CODHES PANELISTS



ONSITE PANELS SESSION

Panel 1 Onsite: Digital Technology and Social Relations

Moderator: Maulana Rezi Ramadhana (Telkom University)

Photo-Elicitation Nostalgia: Embracing the Past to Empower Perceived Social Competence

Rahmadina Wibowo (BINUS); Esther W Andangsari (BINUS)

Nostalgia is tinged with bittersweet experience but predominantly by positive feelings when recalling valuable past. Past research has examined the psychological functions of nostalgia buffer existential threat, particularly loneliness. We hypothesized that the indirect of nostalgia would mitigate the negative association between loneliness and the perception of social competence. This study conducted in a within experimental design (N=213), with photo-elicitation as a nostalgia induction. We found that loneliness decreased the effect of nostalgia, yet, the trace of nostalgia conferred positive perception of social competence. Future-oriented nostalgia was mostly identified in students who had attended face-to-face classes before the pandemic than full online class. Another finding showed nostalgia contents entailed personal relationship and self-relevant.

The Correspondence of Digital Literacy and Fear of Missing Out in Emerging Adult TikTok Users

Istiani Cornelia (BINUS); Jennifer Valentino (BINUS)

This study investigates the correspondence of digital literacy and fear of missing out (FoMO) specifically within the context of TikTok usage. Utilizing a sample of 401 avid TikTok users aged between 18 and 25, also they are all the active users of the TikTok for at least 2 hours/day a domiciled in Indonesia. The research employs quantitative measures to assess participants' digital literacy competencies and their susceptibility to FoMO while engaging with the platform. Preliminary findings suggest a nuanced relationship between digital literacy and FoMO among TikTok users. Individuals with higher levels of digital literacy, particularly in aspects such as media literacy, content creation skills, and privacy management, exhibit lower levels of FoMO, indicating a more nuanced engagement with the platform's content and social dynamics. Statistical analysis reveals a significant and a positif direction of the correspondence of digital literacy and FoMO ($r = 0.23$, $p < 0.001$). This result is affected by the absence of a character dimension on a digital literacy scale. This result is a little bit leading to the discussion about the participant's characteristic specifically Indonesian.

Family Dynamics and Digital Engagement: Understanding Adolescent Motives for Using Social Networking Sites

Maulana Rezi Ramadhana (Telkom University); Sri Widaningsih (Telkom University); Litasari Widayastuti Suwarsono (Telkom University); Mutia Qana'a (Telkom University); Pramitha Aulia (Telkom University)

Family communication plays a crucial role in shaping adolescents' psychosocial development and building their motives for self-expression in digital environments, including the use of social networking sites (SNSs). This study aims to identify the relationship between family communication and the motives for using SNSs among adolescents. The research employed a quantitative method with a sample of 333 high school students in Bandung, aged 16-17 years. The measurements utilized two scales: the family communication patterns scale and the social networking site usage motives scale. Descriptive and correlation analyses were used in this

study. The results indicate that family communication patterns are significantly related to the motives for using SNSs among adolescence, with tendencies aligned with the specific family communication types. Four research hypotheses were accepted: the consensual family type is significantly related to the socialization motive, the pluralistic family type to the self-presentation motive, the protective family type to the information-seeking motive, and the laissez-faire family type to the entertainment motive. These findings provide important insights for families in Indonesia to emphasize the factors of interaction and communication that support adolescents' digital well-being in their use of social networking sites.

A Personalized and Gamified Reading Platform: User-Centric Design and Development Recommendations

Irfan Rifai (BINUS); Hady Pranoto (BINUS); Michael Wilkin (Kwnasei Gakuin University); Aytuka Andaya (BINUS); Muhammad J. Yuwono (BINUS)

This study reports on the initial development stage of a digital reading platform. The review involves a systemic literature review, market research, and reviews of existing platforms. Informed by the principles of learner autonomy, gamification, and close reading techniques to improve engagement and comprehension, the app promises a flexible and interactive platform for users to engage actively with a diverse range of topics of reading materials. The data collection methods include a Systematic Literature Review (SLR) of past studies on the development of digital reading platforms, market reviews of similar products, and a small-scale survey involving twenty-three Indonesian students majoring in English to gather insights of users' preferences, needs, and challenges concerning digital reading. Based on the results of the SLR, product reviews, and user surveys, this paper recommends prioritizing personalized reading recommendations, adaptive reading lists, and customizing reading settings to empower users to take ownership of their learning journey and engage in close reading activities such as annotating and doing quizzes. It also recommends utilizing relevant gamification features such as points, tracking tools, reflective prompts, and rewards.

Navigating New Realities: Identifying Barriers to Digital Transformation in Higher Education After COVID-19

Mohamad Fahmi (Universitas Padjadjaran)

This study examines the persistent barriers to digital transformation in higher education institutions following the COVID-19 pandemic. Employing text mining and natural language processing (NLP) techniques, the research analyzes recent academic literature to identify and categorize the key obstacles faced by institutions. Findings indicate significant challenges such as technological limitations, financial constraints, cultural resistance, and training deficiencies. These insights are critical for educational leaders and policymakers aiming to enhance digital integration and educational resilience. The study underscores the necessity for strategic interventions to overcome these barriers and optimize digital learning environments in the post-pandemic era.

Panel 2 Onsite: Technology and Political - Economy

Moderator: Harry Nuriman (ITB)

Special Research Trends in Special Economic Zones and Sustainable Development Goals: Bibliometric Analysis of Global Economic and Growth

Suwarno Suwarno (BINUS); Roseno Aji Affandi (BINUS); Haydar F Abdilla (BINUS); Mohamad Muzammil Mohamad Noor (University Sains Malaysia); Aditya Permana (BINUS); Elisabeth Ermuliana Kembaren (BINUS)

This study examines the relationship between research trends in Special Economic Zones (SEZs) and the UN Sustainable Development Goals (SDGs) using bibliometric analysis. The purpose of this research is to assess the current state and future trajectory of research on SEZs and SDGs, as well as to identify the leading scholars, organizations, and countries in this field. The methods used to examine SEZs within the framework of sustainable development will be better understood with the data provided by this research. To guarantee that SEZs positively contribute to attaining the SDGs, this can help identify possible topics for future study. Policymakers and stakeholders may find these findings useful in creating and overseeing SEZs that promote social and environmental benefits alongside economic growth. A total of 398 papers covering the years 1983–2024 were retrieved for this investigation by using keywords. Methods such as citation analysis, frequency analysis, metric analysis, and VOSviewer data visualization are used. Using standard bibliometric metrics such publication year, document type, source type, topic area, keyword analysis, geographical distribution, affiliation, and citation data, the study presents research findings.

Empowering Local Environmental Activists through Digital Communication: A Case Study from Greater Bandung Rural Area, West Java

Ilham Gemiharto (Universitas Padjadjaran)

This study explores the role of digital communication in empowering local environmental activists in the Greater Bandung rural area, West Java, Indonesia. Using a qualitative case study approach, in-depth interviews, participant observation, and document analysis were conducted with local activists, NGO representatives, and government officials. The research finds that digital tools, particularly social media and messaging apps, are crucial in raising awareness and mobilizing community support for environmental issues such as land conversion and rising air temperatures. However, challenges such as limited internet access, low digital literacy, and cultural resistance impede the full potential of digital activism. While digital communication has increased visibility for local activists, its influence on policy changes remains limited. The study highlights the need for enhanced digital literacy programs, improved rural internet infrastructure, and stronger collaboration between activists and governments to bridge the digital divide and amplify grassroots advocacy efforts.

Balancing Growth and Sustainability: RCEP's Impact on Electric Vehicles in Indonesia

Roseno Aji Affandi (BINUS); Virly Novyanditya (BINUS)

RCEP has the capacity to greatly influence the electric vehicles industry in Indonesia, which is a vital part of the country's endeavors to attain SDG 7, which seeks affordable and renewable energy. This paper analyzes the consequences of RCEP on the electric vehicles industry in Indonesia, with a specific focus on the involvement of prominent exporters, Hyundai from South Korea and Wuling Air EV from China. The analysis emphasizes the advantages of heightened trade and investment in electric vehicles within the framework of

RCEP. These benefits include the possibility for decreased greenhouse gas emissions, greater air quality, and improved energy security. In addition, the study examines the difficulties and possibilities that come with incorporating electric vehicles into Indonesia's transportation industry, such as the requirement for favorable legislation and the development of infrastructure. This research emphasizes the significance of RCEP in aiding Indonesia's shift towards a low-carbon economy and supporting the attainment of SDG 7. It's crucial to recognize that this research is restricted to the particular circumstances of Hyundai and Wuling Air EV as significant electric vehicle exporters to Indonesia. Additional research is required to investigate the wider influence of the RCEP on the overall electric vehicle industry in Indonesia and its long-term consequences for attaining Sustainable Development Goal 7 (SDG 7).

Facial Expression Recognition in Socially Assistive Robot Based on Deep Convolutional Neural Network and Haar Cascade

Dessy Novita (Universitas Padjadjaran); Rio Richard (Universitas Padjadjaran); Nendi Suhendi Syafei (Universitas Padjadjaran); Intan Nurma Yulita (Universitas Padjadjaran); Muhammad Rasyid Ramdhani (Universitas Padjadjaran); Atiek Rostika Noviyanti (Universitas Padjadjaran)

People's reactions to interactions have been assessed using questionnaires, self-reports and manual inspection of recorded videos, but these methods were less reliable. So, Socially Assistive Robot (SAR) have been employed to assist humans in interaction. Human-robot interaction studies will be enhanced with automatic emotion interpretation. In security applications, Robots also can identify fraud in people via facial expression recognition. Therefore, the aims of this research are to develop Convolutional Neural Network (CNN) for facial emotion identification and apply it to a socially assistive robot. The CNN architecture used is Dinh Viet Sang et al that outperformed the top four teams in the Kaggle competition in terms of accuracy and Viola Jones Haar Cascade as a face detection. The simulation results of CNN is successful and the model can generate expressions of Neutral, Happy and Surprise then this model applied to SAR.

Panel 3 Onsite: Digital Technology and Language

Moderator: Nia Kurniasih (ITB)

Analysis of Mandarin–Indonesian Translation Accuracy using Google Translate, Baidu Translate, and DeepL

Mei Rianto Chandra (BINUS)

The objective of this study is to assess the precision of translation provided by three widely used machine translation applications: Google Translate, Baidu Translate and DeepL. This study assesses the translation accuracy of Chinese to Indonesian and vice versa using a range of 80 sample words and 15 sample sentences. The evaluation criteria include syntax, grammatical accuracy and appropriateness of meaning. The results indicate disparities in the performance of these three tools, with DeepL demonstrating dominance in terms of fluency and accuracy of meaning, while Google Translate shines in speed and linguistic comprehensiveness.

Investigating Indonesian Social Media Influencers' Translanguaging in The Digital Landscape

Wulandari Santoso (BINUS); Maria Tamarina Prawati (BINUS)

This article explored how Indonesian social media influencers use linguistic and multimodal resources on the digital platform of podcasting. Underpinned a translanguaging lens, this study demonstrated how the influencers expressed critical ideas, negotiated their identities, and contested dominant narratives to represent a marginalised, stigmatised group of LGBT in Indonesia. The results of this study showed that the spontaneous use of translanguaging by the speakers was evident in their seamless integration of diverse meaning-making resources. This study also found that using podcasts as a social space allowed the speakers to deliberately use various communicative strategies to express themselves by flexibly drawing on their communicative repertoires. The study suggests that podcasts can act as a platform for expressing counter discourses, challenging hegemonic structures, and accommodating unheard voices. In addition, it highlights the role of podcasts in providing a creative and critical space for softening the hard boundaries of named languages since language users can strategically utilise their linguistic and semiotic resources; and include visual elements to connect with their viewers online.

Analysis Of Google Translate and DeepL Translator Result on The Short Story Nose

Sheriany Chandra (BINUS); Elisa Carolina Marion (BINUS)

Google Translate and DeepL Translate are popular machine translations (MT) that are widely used by various groups, from students to college students to the ordinary people. As machine translation is based on artificial intelligence (AI), Google Translate and DeepL Translate are not free from errors when translating text. According to Machali, this research aims to compare the accuracy of the two machines' translations with semantic assessment. A quantitative method through comparative research was applied in this research. The data source was a short story entitled Nose by Akutagawa Ryunosuke, which is in the original Japanese version and the Indonesian translation version. The research was concluded with the percentage of each machine translation that shows the level of accuracy of Google Translate and DeepL Translate. The accuracy percentage of DeepL Translate reaches 58.27%, compared to Google Translate, which only reaches 57.37%.

Innovative Pictographic Approach to Chinese Character Recognition Learning through Digital Flashcards

Jureynolds Jureynolds (BINUS)

Learning Chinese characters for basic learners can utilize traditional single-component characters with the Meaningful Interpretation and Chunking (MIC) approach. This research aims to design digital flashcards using learning assets derived from interactive pictographic illustrations on the "Chineasy" website. The digital flashcard design is tested on 15 basic Mandarin language learners, and research data are collected through questionnaires and tests (pre-test and post-test) and analyzed using a mixed method. The study results indicate that digital flashcards containing traditional single-component characters, created using the MIC approach, improve the recognition of Chinese characters. The pictographic illustrations combined with Han characters make it easier for users to remember the displayed Han characters. In conclusion, digital flashcards with pictographic characters can assist in the recognition or basic learning of Chinese characters due to their appealing design and the pictographic illustrations that facilitate the recognition of the displayed characters.

Structural Stylistic Analysis of Bestseller Novels Using Voyant Tools
Clara Herlina Karjo (BINUS)

Novels have certain stylistic features that can predict their possibility of becoming bestsellers. A computer model developed by Archer & Jocker (2016) comes up with 100 novels that are considered bestsellers. This study aims to analyze the structural stylistic features of 10 bestseller novels. The data are the introduction parts of the 10 novels, comprising a small corpus of 3500 words. The data were analyzed using Voyant tools (Sinclair & Rockwell, 2016), a web-based digital text analysis application. The results showed that best-seller novels have a vocabulary density of 0.572, a readability index of 7.946, and an average of 14 words per sentence. Moreover, more than half novels use active verbs and first-person narratives.

Panel 4 Onsite: Digital Technology and Politics

Moderator: Sutiadi Rahmansyah (ITB)

Humor and Youth Appreciation of Digital Politics
Widjajanti M Santoso (PRMB-BRIN)

Humour is a predominant way of articulating voices from marginalized groups. It is also a popular means to express criticism or resistance against governance or dominant power. It can be seen in various stories, such as Nasruddin Hoja, Abu Nawas, and another satirical cartoon. In this article, we argue that the proliferation of digital media provides opportunities to comprehend people's understanding and their visualization of politics. Here, we explore a monologue video of Paksi Raras Alit, a literature and cultural activist from Yogyakarta, entitled "Cheating Uncle Sengkuni", uploaded on the YouTube account of mojok.dotco. This account provides space for those who identify themselves as the voice of the ordinary people (suara orang biasa) to capture people's understanding and their perception of everyday life and politics. The monologue drew political contention during the 2024 election by combining humour and Sengkuni, an antagonist in Javanese wayang. The discussion covers (a) digital platforms as a means to understand politics from ordinary people's point of view, (b) wayang and its colourful metaphor for illustrating everyday politics, and (c) exposing Sengkuni as a bad figure to capture problematic social and political context.

Exploring Possibilities for Multidisciplinary Empirical Legal Research on Disruption by Artificial Intelligence
Stijn C. van Huis (BINUS)

This paper explores the potential of the use of empirical legal sciences to conduct research on the intersection of Artificial Intelligence, law, and society to produce knowledge to inform legal practitioners, legal drafters, policy makers, as well as designers and programmers of artificial intelligence algorithms about the legal, social, cultural and economic disruption that artificial intelligences poses for society, and the possibilities to mitigate such disruptions. This paper presents an analytical framework for empirical legal research on disruption caused by Artificial Intelligence systems. Building on the works by Guido Löhr and Jeroen Hopster disruption is categorized into different levels based on the depth and breadth of the disruption. These insights have been developed into an analytical model which can be used to analyze whether the level of disruption reaches such high levels that necessitates intervention by the

legislator or government. Thus, the multidisciplinary knowledge created can give inputs and recommendations to legislators, policymaker and even developers of algorithm on how to create a safe AI environment for the future.

Escalating Humorous Protest on Social Media: Youth Skepticism of Indonesian Politics and Democracy

Adi Bayu Mahadian (Telkom University); Diah Esfandari (Telkom University); Rah Utami Nugrahani (Telkom University); Mohamad Syahriar Sugandi (Telkom University)

Indonesia is one of the most prominent young democratic countries. Indonesia was once the best democracy in Southeast Asia. However, the quality of Indonesian democracy declined in the second term of President Jokowi's presidency. Several protests against power were carried out using humour. Humorous protests attracted attention and were amplified through social media and mass media. This article examines how this happened and its implications. We collected humorous protests at three major demonstrations in the second term of President Jokowi's term, namely "Rejection of Three Presidential Terms", "Rejection of the Omnibus Law", and "Rejection of the KPK Bill". We analysed 122 humorous protest signs qualitatively. Then, we interviewed the students regarding the phenomenon through FGDs. The data we collected and analysed supported the previous research that humour plays a role in attracting attention, simplifying messages, and building protesters' courage. However, we also found that humour indicates youth scepticism towards Indonesian politics and democracy, which is declining in quality. Humorous protests in mimetic culture have become a tool for social movements with the ability of viral content in the internet era.

Security and Privacy: The Responsibility of Biometric Data Processing with AI in Indonesia's Digital Era

Muhamad Rizal (Universitas Padjadjaran)

The application of artificial intelligence (AI) in biometric data processing has raised serious security and privacy concerns in Indonesia's rapidly developing digital era. The purpose of this study is to look into the obligations related to protecting personal data utilizing AI-powered biometric technologies. Utilizing an extensive examination of extant literature, legislative frameworks, and case studies, this research delineates the principal obstacles and optimal methodologies for guaranteeing the secure and moral application of biometric data. Expert interviews and qualitative content analysis are among the techniques used to collect information from a range of stakeholders, including legislators, techies, and legal specialists. To reduce the hazards connected with biometric data misuse, the findings emphasize the vital need for strong data protection rules, transparent AI algorithms, and increased public awareness. The study's recommendations for improving security protocols, enforcing compliance, and cultivating an accountable culture in biometric data processing are provided for legislators and companies in the end. These implications add to the broader discussion about artificial intelligence and data protection in Indonesia and beyond by highlighting how important it is to establish a balance between privacy ethics and technological advancements.

Sustainable Culture through Social Capital: A Case of Gamelan Diplomacy in Surakarta

Roseno A Affandi (BINUS); Danis Sugiyanto (ISI Surakarta); Yosef Dedy Pradipto (BINUS); Bhernadetta P Wahyuningtyas (BINUS); Wyly Setiawan (BINUS); Trivina Mayan Aprilia (BINUS); Bondet Wrahatnala Wrahatnala (ISI Surakarta); Denis Setiaji (ISI Surakarta)

This paper promotes traditional music, Gamelan, and traditional arts in Surakarta, Indonesia, as non-state diplomacy tools. We argue that artists and academics play a vital role in Gamelan diplomacy. We protected Indonesian art using social capital and cultural diplomacy. This study found that the Gamelan community, with the prominence of a local leader, is the most important factor in shaping social capital in the Gamelan music community. Therefore, the research is very important to manifest the interplay between social capital theory and cultural diplomacy in the Gamelan context, it is also preserving traditional arts in the Javanese cultural identity and history. Our research indicates that rapid technological advances may diminish both the intrinsic value of Gamelan music and the social capital of the communities that engage with it. In this research, we believe that the main actors in cultural diplomacy were the epistemic of educators and artists through international exchange. Their epistemic communities also encouraged the Gamelan music to become UNESCO's intangible cultural heritage. Their social capital is a vital factor in promoting knowledge sharing and community collaboration of Gamelan Internationally. Javanese Gamelan enhances international relations and cross-cultural dialogue. Collaborations among artists and academics promoted intercultural understanding and appreciation from the international sphere. We argue that non-state actors' initiatives bring positive international response towards Gamelan diplomacy as a global cultural heritage. The study uses qualitative data from in-depth interviews with Surakarta and Richmond University Gamelan stakeholders. Secondary data comes from reliable documents, journals, books, and news.

Panel 5 Onsite: Identity

Moderator: Mohamad Fahmi (Universitas Padjadjaran)

Personal Nostalgia, Meaning in Life, And Suicidal Ideation in Undergraduate Students
Marshanda Massie (BINUS); Esther W Andangsari (BINUS)

Suicide has been identified as one of the leading causes of death worldwide, particularly among undergraduate students. Individuals who are at risk of suicide are believed to have compromised psychological well-being, which signifies a lack of meaning in life. It also impacts to decreasing of Sustainable Development Goals' number 3 named Good Health and Well-Being. Personal nostalgia can restore and boost the sense of meaning in life. With a sample of 241 Indonesian undergraduate students, the current study aimed to evaluate personal nostalgia's capacity to predict a decrease in suicidal ideation when mediated by meaning in life. All three variables were measured using their respective questionnaires and a writing task recalling fond personal memories was given to induce nostalgia. Mediation analysis was performed through Structural Equation Modeling (SEM) and bootstrapping. The direct effects of personal nostalgia on meaning in life ($\beta=.55$, $p<.001$) and meaning in life on suicidal ideation ($\beta=-.39$, $p<.001$) were significant, while personal nostalgia on suicidal ideation was not significant ($\beta=.01$, $p>.001$). Results indicated that through meaning in life ($\beta=-.20$, $p<.001$), personal nostalgia can lead to lower levels of suicidal ideation.

Podcasts as the Alternative Digital Education for Adolescents Coping with Mental Health Issues

Nindi A (Universitas Padjadjaran); Efi Fadilah (Universitas Padjadjaran)

Boredom, excessive sadness, and a solitary attitude are some mental health issues for adolescents to suffer on a daily basis. Podcasts were seen and chosen as educational media in the aim of providing an understanding and handling of mental health issues in the digital era. Podcasts become more popular media to discuss important yet personal matters openly. The objective of the study is identifying the podcast listeners' behavior which focus on mental health themes and comparing the podcasts to define the message pattern based on adolescents' preference. Online interviews and digital documentation are used as the primary research source. The result of the study shows that most of the podcast accounts focus on discussing mental health issues as the main problem for adolescents and how they handle it. From the perspective of communication patterns used in the podcasts, we can conclude that creative, open discussion, monologue, and simple tone of language are preferred by teenagers.

Japan and Indonesia Comparative Study: Impact of Work from Home (WFH) Policy to University Lecturers

Adrianus Theodore Gianna (BINUS); Ezra Adrian Hanari (BINUS); Elisa Carolina Marion (BINUS)

During the COVID-19 pandemic, most countries applied a new way of working from home. This way of working has affected a lot of workers since not all types of work can be done at home. Changes in the style of work affect their productivity. This research is made to find out about how much the new WFH policy affects productivity, especially university lecturers. Quantitative method through questionnaire is being used. The questionnaire is shared towards Wakayama University and BINUS University lecturers. The collected data will then be analysed in descriptive analysis method. It can be concluded that the research has found out the changes in productivity when working from home and can be used as a base for further

research. Japan lecturers have no changes in productivity while Indonesian lecturers have slight decreasing in productivity when working from home.

AI in Radio Broadcasting: Navigating Disruption While Preserving Human Connection
Efi Fadilah (Universitas Padjadjaran); Muslikhin - Muslikhin (BINUS); Fitria Andayani (BINUS); Nindi Aristi (Universitas Padjadjaran)

Since the public began using Chat GPT in 2022, there has been a controversy about whether artificial intelligence (AI) technology would replace people in various occupations. This concern extends to the global radio broadcasting industry. Many radio professionals argue that AI will not reduce the importance of human roles. However, some radio broadcast managers are beginning to adopt AI technologies in their operations. This dual perspective highlights the ongoing discussion about the balance between human contribution and technological advancement in the workplace. This article explores the adaptation of AI technology in three news radio stations in Jakarta. It focuses on how these stations use AI, the guidelines they follow, and the types of AI currently in use or planned for future implementation. The study employs a descriptive qualitative research method, gathering data through interviews with editors of the stations, as well as through observation and literature review. This research indicates that informants view AI technology as essential for enhancing broadcast radio media management. The integration of AI happens gradually, with ongoing observation and research into its various forms and advancements. Radio stations are cautious in this adaptation process, as they must uphold journalistic standards. The most careful implementation of AI is observed in areas like virtual newscasters, interactive presentations, and dialogues.

Anticipated Nostalgia and Suicidal Ideation: The Mediating Role of Meaning in Life
Angeline Angeline (BINUS); Esther W Andangsari (BINUS)

Nearly 800.000 people die of suicide every year. It's one of the leading causes of death in adolescents and young adults, particularly among college students. Individuals who have seriously considered, planned, or attempted suicide are believed to have an imbalance in psychological well-being, one of which is due to a lack of meaning in life. It also impacts the decreasing of SDG's Good Health and Well-Being. Anticipated nostalgia, a recent sub-type of nostalgia, has the existential purpose of increasing meaning in life with the potential to offset suicidal ideation. The study aimed to examine the predictive role of anticipated nostalgia on meaning in life and suicidal ideation with mediational analysis. The results showed that anticipated nostalgia can significantly influence suicidal ideation in both direct and indirect relationships. In a direct relationship, anticipated nostalgia had a positive path coefficient that led to higher suicidal ideation. In the indirect relationship, anticipated nostalgia also had a positive relationship with meaning in life that became a negative relationship with suicidal ideation. Thus indirectly, anticipated nostalgia led to an overall lower suicidal ideation, partially mediated by meaning in life.

Panel 6 Onsite: Technology, Culture and Robotic

Moderator: Clara Herlina Karjo (BINUS)

The Linguistic Resonance of the Trisula (Trident) Guitar: Bridging Cultural Heritage and Modern Music

Harry Nuriman (ITB)

In Indonesia, the trisula or trident is frequently seen on the walls of temples or in historical statues. An effort has been made to investigate the relationship between trisula trident as a heritage and its symbolic representation in popular culture in order to conserve it and acquire a specific experience. Experiments were conducted to determine the manner in which the trident is depicted in contemporary pop culture, specifically in the form of an electric guitar mixed with a variety of symbols from Nusantara culture. A trident-shaped electric guitar with a variety of features and pertinent Nusantara embellishments is the outcome. The trident's representation in the guitar instrument offers a novel musical experience and a theatrical effect during performances. This guitar, which is designed to resemble a trident, is also used as a pedagogical tool to preserve cultural heritage in contemporary musical instruments. In this qualitative research with interaction design, five (5) informants were requested to provide their impressions and input regarding the trident guitar using purposive sample criteria. The interviews' findings indicate that the trident guitar is technically unsatisfactory and only in terms of sound output. Nevertheless, the informants' memory is stimulated to recall trident shapes in other visual displays, and the affective aspect elicits feelings of respect, joy, and love, in addition to the cognitive aspect. Both aspects are sufficient in terms of ease of use and visualization. Keywords: guitar, heritage, linguistics, music, weaponry

NLP-Based Intent Classification Model for Academic Curriculum Chatbots in Universities Study Programs

Najma Rafifah Putri Syallya (Universitas Padjadjaran); Anindya Apriliyanti Pravitasari (Universitas Padjadjaran); Afrida Helen (Universitas Padjadjaran)

Chatbots have been rapidly advancing and are becoming increasingly prevalent in various fields, including research and academia. Chatbots can assist with homework, answer academic questions, provide additional learning resources for students, and serve as a means of communication and information dissemination. For information access universities often relies on supervisory lecturers and administrative staff, leads to delays and limited access due to working hours, as well as the risk of missed or overlooked questions. This study aims to develop a chatbot model capable of addressing frequently asked questions (FAQs) about the curriculum through intent classification, reducing reliance on manual responses, and providing a scalable solution that ensures quick and accurate information retrieval. The research addresses challenges such as data imbalance and aims to optimize a deep learning model for intent classification in the context of Indonesian language processing. Exploring the applicability and performance of Indonesian Bidirectional Encoder Representations from Transformer (IndoBERT) in intent classification for educational chatbots presents an unexplored area of research.

Real-time Detection of Indonesian Sign Language (BISINDO) and Indonesian Language Sign System (SIBI) using Mediapipe and Gated Recurrent Unit (GRU)

Anindya Apriliyanti Pravitasari (Universitas Padjadjaran); Najma Najma (Universitas Padjadjaran); Julio Fachrel (Universitas Padjadjaran); Pratama Azmi (Telkom University); Sang Bintang Putra Alam (Politejnik Negeri Jember); Hazlan Muhammad Qodri (UPN Veteran Yogyakarta); Gilang Martadinata (President University); Yusep Suparman (Universitas Padjadjaran); Rivani Rivani (Universitas Padjadjaran); Triyani Hendrawati (Universitas Padjadjaran)

Deaf individuals experience an inability to perceive auditory stimuli, necessitating reliance on sign language as a means of communication. In Indonesia, two prominent sign languages, namely BISINDO and SIBI, are utilized; nevertheless, comprehension of sign language is not universal. This research elucidates the application of MediaPipe and Gated Recurrent Units (GRU) to facilitate the translation of sign language, thereby enhancing communication between deaf individuals and those unfamiliar with sign language. The employed model for categorizing the ten movements in BISINDO demonstrated noteworthy performance metrics, achieving an accuracy of 0.996, an error rate of 0.004, a specificity of 0.998, a precision of 0.988, a sensitivity of 0.980, and an f1-score of 0.980. Similarly, the model employed for categorizing the ten SIBI movements exhibited impeccable results, attaining an error rate of 0.00, all performance metrics, including accuracy, specificity, precision, sensitivity, and recall, achieved a perfect score of 1.00.

The Historical Nickel Futures Prices Modeling and It's Impact on Electric Vehicles (EVs) to Achieve Affordable and Clean Energy (SDGs 7)

Sinta Septi Pangastuti (Universitas Padjadjaran); Christian Jeremy (Universitas Padjadjaran)

The rise of electric vehicles (EVs) and the pursuit of Sustainable Development Goal 7 (SDG 7) have led to a paradigm shift towards cleaner transportation, reducing greenhouse gas emissions and reliance on fossil fuels. EVs have the potential to positively contribute of human rights, particularly the rights to health, a clean environment, and access to transportation. One of the barriers facing the electric vehicle market is the incremental cost of the vehicles. The rise in demand for nickel, driven predominantly by the burgeoning electric vehicle industry, has sparked significant interest in understanding and predicting the pricing dynamics of this essential commodity. This paper embarks on a pioneering journey, employing cutting-edge techniques such as 3-Stage Bi-directional Gated Recurrent Units (BiGRU) to model historical nickel futures prices. The overarching goal is to offer insights into the pricing behavior of nickel, a cornerstone of the electric vehicle revolution. Through the lens of advanced modeling techniques, this paper aims to provide insights crucial for informed decision-making and strategic planning, ensuring the attainment of a more sustainable and accessible energy future for all. Based on the results of the analysis using the BiGRU method on historical Nickel futures price data January 1, 2015 - November 30, 2023, it is found that the MAPE value for training, validation, and testing data is 10.0382%, 5.8741%, and 7.1117%, with corresponding MAE values of 127.7104, 38.9616, and 52.2178 for the training datasets, respectively.

ONLINE PANELS SESSION

Panel 1 Online: Digital Technology and Education

Moderator: Suwarno (BINUS)

Assessing the Impact of Digital Pedagogy: Measuring Reasoning, Creativity, and Aptitude through Gigo Children's First Coding and Robotics in Elementary Education

Novtryananda M S Ghunu (BINUS); Louise Evelyne Tan (BINUS); Sasmoko Sasmoko (BINUS); Yasinta Indrianti (BINUS); Dominique Vania Atmodjo (Sokrates)

This study investigates the integration of Gigo Children's First Coding and Robotics in elementary school education within the framework of digital pedagogy. Additionally, it focuses on the development of a measurement tool to assess the impact of this integration on students' reasoning, creativity, and aptitude. By referencing prior research, we established criteria for evaluating student performance during robotics classes. The methodology employed content validity, involving consultations with at least three experts in the field. The measurement tool comprises three assessment criteria and seven indicators, which evaluate student's abilities to understand and apply robotics concepts, solve problems, incorporate their ideas into assignments, actively participate in class, and demonstrate natural talent and interest in robotics. Our findings indicate that factors such as the learning media used, the freedom given in completing instructions, and student's interest in robotics significantly influence learning outcomes and should be carefully considered during student observation.

Hybrid Learning Design for Digital Literacy Course in Improving Students' Critical Media Literacy Skills

Clara N Anggraini (Telkom University); Astried Faradina (Telkom University); Akhmad Akhmad (Telkom University)

Increasing the digital literacy index of Indonesian society has become a national priority since the pandemic. The education curriculum has adjusted by presenting digital literacy courses as a basis for character improvement that goes hand in hand with students' critical thinking skills in their daily use of digital media. Therefore, this research aims to find out how the hybrid learning model of digital media literacy in the Telkom University Communication Science study program improves students' critical digital media literacy skills. The research method used is qualitative. The data collection methods in this research are observation of the learning process, documentation of the learning process and assessment files, and Focus Group Discussion. The results of this study showed that the hybrid learning design of digital literacy succeeded in improving the critical ability of digital media literacy, namely analysis, compare-contrast (compare) and evaluation of student information. The use of Learning Management System with systematically designed learning greatly supports the achievement of learning objectives, but requires the help of other communication tools such as Whatsapp and repeated reinforcement onsite. Discussion sessions, presentations and consultations in class have a very important role in understanding students' critical skills. Social media such as Instagram is a source as well as a forum for information for students.

Visual Strategy Design Process for YSBM Foundation to Promote Quality Education and Nutritious Food for Underprivileged Children

Hervina HDA Aprilia (BINUS); Tobias Warbung (BINUS); Yosef Dedy Pradipto (BINUS)

Yayasan Saluran Berkah Mandiri (YSBM) is a foundation that values its users above all. Their mission is to help children and families at the bottom of the pyramid access healthy food and proper education and equip them to shape a sustainable future and opportunities to lift themselves out of poverty. Their main project is focused on education and nutrition, and this study aims to design a verbal and visual communication strategy that is not just a mood board, but a testament to the importance of their audience. By understanding YSBM's goals and strengths, identifying keywords, and exploring visual assets, we are creating a visual strategy that is not just about aesthetics, but about making the audience feel valued and integral to YSBM's mission. As a result, YSBM can now see a more precise direction for expanding its services and is more confident in communicating what they do to a broader audience in a relevant manner, as the visual strategy is created with the user as the primary focus.

Classification of Chinese Digital Learning Needs in Indonesia

Jureynolds Jureynolds (BINUS); Yi Ying (BINUS); Lohannes Lohannes (PT Mrata Untuk Indonesia); Lohansen Lohansen (PT Mrata Untuk Indonesia)

Facing the new normal, the form of education in schools and universities undergoes drastic changes, new classroom learning becomes a global challenge. Digital Learning can be a new hybrid learning model, responding to the changing dynamics of Chinese learning in the future. This study aims to map the difficulties of offline and online learning during the pandemic, so that it can classify the needs of learning Mandarin online and offline, as the basis for building a hybrid infrastructure that supports the digital learning model in the future. This study found that learning Mandarin online can answer future needs and situations, but offline learning still needs to be done. The need for digital Learning in Mandarin can be classified into 6 parts, namely: the need for efficient learning materials; for making interactive learning materials; for providing practice questions; for setting the learning schedule; for the use of an online and offline integrated hybrid infrastructure; for monitoring learning progress and for two-way online and offline communication between teachers and students.

“Mandarinstories” Prototype Design for Supporting Hybrid Learning

Jureynolds Jureynolds (BINUS); Yi Ying (BINUS); Lohannes Lohannes (PT Mrata Untuk Indonesia); Lohansen Lohansen (PT Mrata Untuk Indonesia)

Entering the new normal era, there is an opinion that online learning will become a new hybrid learning model. This transition will be meaningless if there is no technical readiness, an LMS based on mobile apps is a hybrid infrastructure that can be adapted to these needs. This study uses a qualitative method that focuses on designing and customizing the Mandarinstories application, a prototype learning management system based on mobile apps. Based on a survey of 51 Mandarin language learners during the pandemic, it was found that offline and online learning experienced various difficulties in terms of learning time management, delivery of learning materials, and types of interactive and applicable practice questions. To overcome this, an application design called Mandarinstories was made. This application will adjust its features to overcome the problems faced by learners when learning Mandarin online. Some of the initial features designed include digital-based learning materials; interactive exercises in the form of chat-based learning and game-based learning; flexible schedule and reminders; video channel for learning; and downloadable learning

materials. Through this research, the author offers the Mandarinstories application design, as well as design features that will be developed by the development team.

Panel 2 Online: Technology and Social Media

Moderator: Budi Sriherlambang (BINUS)

Technical Aspects of Enhancing Interactivity Semarang Virtual Assistant (SAVIRA) based on WhatsApp

Justine Hezekiel Ramli (Soegijapranata Catholic University)

The rapid and massive development in the current digital era has made the need for effective and efficient virtual assistants increasingly important, especially in supporting daily activities and the implementation of public services. SAVIRA was first launched on May 2, 2024, coinciding with the anniversary of the city of Semarang, and was designed to help users access public services through various available menus. The first version of SAVIRA lacked sufficient interactivity for comprehending and reacting to user queries in a relevant and interactive manner. The use of AIML can help SAVIRA understand and respond in a more engaging and meaningful manner. This development has the potential to dramatically improve SAVIRA's interactivity with users. This development also adds to the growth of AI chatbot technology.

Virtual Youtube as a Digital Means to Meet the Psychological Needs of Adolescents-

Ratna Handayani (BINUS); Anna Ronauli (BINUS)

The phenomenon of Virtual YouTubers (VTubers) as an entertainment have created a growing audience with an interest towards Japanese pop culture globally, including among Indonesian teenagers. One of the trending VTubers is Kobo Kanaeru, a member of HoloLive Indonesia with over two million subscribers and various entertainment-related contents. This research is done to identify how five Indonesian teenagers involved in this research are attracted Kobo Kanaeru, including their reasons and the impacts on them personally. The results of this research have proven that the Indonesian teenagers are attracted to Kobo Kanaeru because of her unique personality and up-to-date contents, while the impacts felt by the viewers are feeling happy, entertained and excited.

A Learning Opportunity: Language Attitudes Towards Scots Among International YouTube Viewers of Limmy's Show

Sofia D Tantono (BINUS); Wulandari Santoso (BINUS)

As the impact globalisation continues to reach an increasing number of people, originally regional media such as the Scottish series Limmy's Show becomes faced with a previously unreached global audience who may not understand its original language and/or context. Through a qualitative analysis of multiple YouTube comments underneath various Limmy's Show sketches, this research shows that most of its foreign audience holds a negative language attitude towards Scots. These findings have implications for an increasingly linguistically diverse world where the empowerment of those who speak language varieties differing from the standard form becomes increasingly important.

*Engagement Rates Correlations Between Content and Sentence Types on Instagram Account
@tokyoinstitute.id from 2021 to 2024*
Hendy Reginal C Dharma (BINUS)

The intense business competition on social media forces entrepreneurs to be more creative in creating posts. Therefore, the purpose of this research is to determine whether there is a correlation between sentence types and Instagram content types with the increase in engagement rates, as well as to recommend the types of posts that are effective on Instagram. This study uses a mixed-method approach. The author uses the Instagram account [tokyoinstitute.id](https://www.instagram.com/tokyoinstitute.id). The author hopes that the results of this research can be beneficial for the development of the studied Instagram account in the future. The research shows that there is no correlation between sentence types and engagement rates. The study also indicates that this Instagram account shows lower performance on video posts featuring faces.

Political Engagement in Social Media and its Influence on Psychological well-being with Social Capital as a Mediator

Sri W Astuti (Telkom University); Moch Armeen (Telkom University); Dewi Soedarsono (Telkom University); Tita Milyane (Telkom University)

2024 is a political year in Indonesia; in addition to holding a presidential election, there will also be an election for legislative members in the same year. The role of the internet and social media in facilitating political involvement has attracted a lot of attention from researchers. Still, there has not been enough attention paid to the increase in political participation in social media, affecting its users' psychological well-being. This study aims to find out how political engagement on social media affects their psychological well-being with social capital mediation. The study's results found a significant influence between political involvement in social media and psychological well-being mediated by social models, with a value of $p=<.001$ with an indirect mediation value of 82.1%.

Panel 3 Online: Digital Technology and Language

Moderator: Vanessa Virgiel (BINUS)

Analysis of Japanese and English Intonation's Influence on Genshin Impact Game Character's Trait Using Praat

Utari Novella (BINUS); Faustina Patria (BINUS)

There are different opinions among Genshin Impact game players on the impression of character traits based on the dubbing language used, in this case Japanese and English. This study aims to find, show, and describe the intonations and accents and their differences in the influence on the traits depiction of Genshin Impact characters in Japanese and English dubbing. Audio data in the form of sound graphs that have been collected using the help of Praat program are analyzed using qualitative approach and comparative descriptive method. Based on the analysis results, it is found that the differences in intonation and accent used in Japanese and English dubbing affect the emotions conveyed and lead to different impressions of the game's character traits.

Collaborative Fictional Digital Storytelling in Online Text TRPGs

Gary CB Winardy (BINUS); Santy Pranawati (University of Indonesia)

This study explores how online text-based tabletop role-playing games (TRPGs) serve as a form of digital storytelling, through leveraging unique characteristics of digital media to construct collaborative, multimodal narratives. Using instrumental case study methodology, data was gathered through interviews and archival research within a specific TRPG community inside a Discord server. The findings of this study reveal that online TRPGs can emerge as a distinct storytelling medium that combines text, images, audio, and player generated contents to create a narrative that is interactive and collaborative, fostering social interaction and self-expression. The limitations of this study is its lack of generalizability due to chosen methodology, which limits broader applicability. Despite limitations, this study highlights the potential of online TRPGs as a form of digital storytelling, with implications for narrative study and education. Future studies can explore the dynamics of storytelling in detail on other forms of TRPGs and more diverse player communities.

Pragmatic Competence of English Learners in English Request Strategy through Multimedia Elicitation Tasks.

Any Budiarti Suseno (Pasundan University)

This research entitled “Request Strategy in English Language on the Speech of Learners through Multymedia Elicitation Task: A Study on Interlanguage Pragmatics”. The study used qualitative method with descriptive data presentation. The main theory used in this study is Interlanguage Pragmatics by Gill A. Schauer (2009). Meanwhile, the supporting theories are request strategy, interlanguge, pragmatics, and pragmatics competence. The sample of this study consist of 41 students of Indonesian and Literature Study Program of FKIP Pasundan University (UNPAS). The data was collected from 328 request speech with 8 contexts in the Multymedia Elicitation Task scenario. The objective of this study are (1) to formulate English request strategies produced by the learners (2) to analyse an interlanguage pragmatics on students request strategies (3) to analyse students pragmatics competence in producing request strategy. This research used a qualitative method, and the data collected by using Multymedia Elicitation Task. At first, spoken data is transcribed into written data. Secondly, data is classified into request strategy type. And then the interlanguage in the utterance is being analysed. Finally, data is examined based on the language use. The results of this study indicated that (1) request strategy choosed by the learners are Ability consist of 240 utterances, Desire/Needs consist of 2 utterances, Hints consist of 2 utterances, Imperative consist of 8 utterances, Performative consist of 2 utterances, Permission 15 utterances, Willingness consist of 38 utterances, (2) Majority of learners can use the right request strategies but there are some learners who still can't use the right structure and diction when producing a request.

The Effect of the Quality of Learning English with Beelingua on Learning Motivation in Students

Antonina Pantja Juni Wulandari (BINUS)

Beelingua is a digital-based foreign language learning program developed by BINUS University. There are currently three languages available that can be learned in the program, English, Japanese, and Chinese but for now, it's focused mainly on English. The study wants to measure how influential the quality of online learning is on students' learning motivation when they learn English using Beelingua. The method used in this research is the non-experimental quantitative method. Data was collected using a questionnaire technique in the form of a Likert scale, with each variable having its instrument to measure the variables assessed in the study. Participants that were involved in the study were 273 respondents, active students of BINUS University who have used Beelingua before. The data we acquired were analyzed using Simple Linear Regression (SLR) which aims to predict variables used in the study. The study's outcome revealed the motivation level to learn English in BINUS University students was in the moderate category of 64.84%. The quality of online learning also has a massive influence on student learning motivation with a result of 49.4% and could be interpreted as both variables influencing one and another. The results of the SLR calculation analysis using SPSS show a value of $0.000 < 0.05$ which means the null hypothesis (H_0) in this study is rejected, and the alternative hypothesis (H_1) is accepted. In other words, there is a significant influence between the quality of online learning and students' motivation to learn English.

The Role of Digital Learning Media in Improving Chinese Speaking Skill

Vincentius Valiandy Jiuangga (BINUS); Mei Rianto Chandra (BINUS)

This article explores the role of digital learning media in improving Mandarin speaking skills. With the development of digital technology, various tools and platforms have been used to

support the language learning process. This study analyzes the effectiveness of digital media, such as language learning applications, in helping learners develop Mandarin speaking skills. Data was obtained through listening ability tests and making Mandarin videos of learners using digital media. The results showed that digital learning media contributed significantly to improving Mandarin speaking skills, especially in terms of pronunciation, fluency, and understanding of cultural context. This article suggests further implementation of digital media in language learning curricula for more effective results.

Panel 4 Online: Culture and Online Identity

Moderator: Rhevyn Adriade Putra (BINUS)

Who is the Dominant Group; A study of Online Identity-Based Violence towards Chinese Minorities in Indonesia

Fidelis A. Santio (Soegijapranata Catholic University)

This research is a study of the Chinese minorities in Indonesia. Although in the real world the Chinese Indonesians are in a non-dominant position, in the digital world they may be able to negotiate their position. This research aims to find out whether there are differences between dominant and non-dominant groups in the real world and the digital world. The data used to fulfil this purpose is taken from the case of online identity-based violence in the 2017 DKI elections and offline identity-based violence in the case of discrimination against Chinese in Tanjungbalai 2016. The method used to analyse the data is critical discourse studies. The result of the research is that there are differences in who is the dominant and non-dominant group in the real and digital worlds. If in the real-world dominance is determined by access to political, cultural, social, and economic resources, then in the digital world dominance is determined by engagement on social media.

The Relationship Between National Identity and the Implementation of Bhinneka Tunggal Ika Mediated by Cultural Intelligence

Andrea Prita P Ratri (BINUS); Bay Dhowi (BINUS); Rhevyn Adriade (BINUS); Sambudi Hamali (BINUS); Andini Utami (BINUS)

Indonesia is a country with various ethnic, languages and religions. Based on a census conducted in 2010, there are at least 1340 ethnic groups and 1211 regional languages, five religions and one belief recognized by Indonesia namely Hinduism, Islam, Buddhism, Catholicism, Christianity, and Confucianism. This diversity has been recognized since ancient times, so that the concept of Bhinneka Tunggal Ika was known, which is a national principle inherited from the Majapahit era. After independence, this principle was then adopted by the founders of the republic who also realized that ethnic, linguistic and religious diversity was one of the factors forming national identity. Unfortunately, over time there have been several social conflicts characterized by cultural differences. All Indonesians are aware of the need for tolerance, but at a practical level this is difficult to create. Therefore, it is necessary to explore the determinants to strengthen the implementation of Bhinneka Tunggal Ika (BTI) at the practical level. According to the author, the application of the BTI concept needs to be supported by strengthening cultural intelligence (CQ), which is a cross-cultural competency that makes individuals effective in diverse cultural environments. CQ is a skill that helps individuals perform effectively when working with people from different cultures. This research aims to explore the relationship between the principle of Bhinneka Tunggal Ika (BTI) and national identity by including cultural intelligence (CQ) as a mediator in that relationship. The result shows that BTI has a significant influence on national identity both directly and through CQ.

Construction of K-Pop Fans' Pseudonymous Identity on Social Media X

Yoka Pradana (Telkom University)

K-Pop fans are a community that actively interacts on social media, especially X social media. However, they tend to present themselves using pseudonymity. This study aims to analyze the identity formation of K-Pop fans on X social media. The research findings were

analyzed using Michael Hecht's communication identity theory. The research method used is qualitative with a case study design. Data collection was carried out by semi-structured interviews and observation of research informants selected based on purposive sampling. The results found that the communication identity of K-Pop fans is formed by four interrelated layers. Personal layer K-Pop fans see themselves as normal K-Pop fans and halu fans. At the relational layer level, identity as a K-Pop fan is formed from the closest social environment, family, and friends, then continues by forming friendships as fellow K-Pop fans. At the enactment layer level, K-Pop fans show their identity through the display of account names, profile photos and activities related to their idols. Finally, at the communal level, the identity of K-Pop fans is negatively stigmatized and considered ordinary fans. Each of these levels interacts with each other, giving rise to an identity for K-Pop fans.

The role of conformity on impulsive buying among k-pop fans

Khalishah Ainnayah Putri (BINUS); Yosef Dedy Pradipto (BINUS)

The objective of this research is to find out the role of conformity on impulsive purchases made by K-Pop fans within the age range of 20-25 years old. The method used in this research is predictive correlational with regression analysis technique. The amount of samples that was used in this research is 200 people, and was taken using the purposive sampling technique. The conformity variable was measured using The Conformity Scale by Mehrabian & Stefl (1995) which was adapted by Intania (2020), while the impulsive buying variable was measured using The Impulsive Buying Tendency Scale by Verplanken & Herabadi (2001), which was later adapted by Putri (2023). The result of this research, after analyzed using the regression analysis technique, was that conformity had a positive relationship and significant role in impulsive purchases made by K-Pop fans. However, the role of conformity in impulsive buying tendency is proved to be relatively small ($r = 0.320$, $r^2 = 0.102$, $p < .001$).

The Relationship Between Trait Mindfulness and Social Comparison on The Emerging Adulthood of the TikTok Users

Najwa Azzahra (BINUS); Muhamad Nanang Suprayogi (BINUS)

The widespread use of TikTok for extended durations among emerging adults in Indonesia can negatively impact individuals' psychological states due to excessive self- comparison with other users. This is primarily due to the gap between themselves and their perceived ideal self. However, if an individual has a sufficient level of trait mindfulness, they should be able to detect negative thoughts and accept the existing gap. This study aims to examine whether there is a significant negative relationship between trait mindfulness and social comparison among emerging adult TikTok users. This research employs a quantitative method with a correlational research design involving 245 respondents from the emerging adult active TikTok user group. The sampling method used for data collection is convenience sampling. The measurement tool used for the trait mindfulness variable was developed by Meindy et al. (2022), and for the social comparison variable by Amelia, G.A (2019). Data analysis results were analyzed using Pearson correlation test, showing a significant negative relationship between trait mindfulness and social comparison, with a value of <0.001 .

Panel 5 Online: SDG

Moderator: Bernardinus Harnadi (Soegijapranata Catholic University)

The Use of SalesMania to Enhance Sales Team Performance and Support Sustainable Development

Oktavius Theo (Soegijapranata Catholic University); Andreas Riyadi (Soegijapranata Catholic University)

This research focuses on analyzing the role of SalesMania in optimizing the performance of sales distribution teams and supporting sustainable development. The distribution industry plays a significant role in the global economy, with millions of individuals engaged in sales. The complexity and manual nature of sales work can be optimized through digital platforms like SalesMania, making the carbon footprint from distribution activities more efficient. SalesMania offers an integrated solution for scheduling visits, location tracking, real-time reporting, and data analytics. These features help sales teams work more efficiently, improve communication and coordination, and maximize time and resources. The implementation of SalesMania can reduce carbon emissions, fuel usage, and paper consumption by optimizing the use of the latest technology, enabling the platform to help distribution companies achieve sales targets, enhance customer satisfaction, and contribute to environmental conservation. The research results, based on surveys conducted on companies that have used the SalesMania system, show that SalesMania has proven effective in optimizing the performance of sales teams and supporting sustainable development. The implementation of SalesMania can help distribution companies achieve their business goals and contribute to a more sustainable future.

Image Processing on Plastic Bottle Reverse Vending Machine to Enhance Community Plastic Waste Management

Johanes Arya Pramesta Nugraha (Soegijapranata Catholic University)

The problem of plastic waste is being addressed in a variety of ways, ranging from manual waste sorting to reverse vending machines. On the other side, businesses are becoming increasingly concerned about waste management. Several ways to producing reverse vending machines have been tested, including the use of plastic sensors. However, the findings were unsatisfactory due to imprecise detection. This study looks into the use of ESP32-Cam combined with machine learning for high-precision plastic bottle detection in reverse vending machines. It is envisioned that high-precision plastic bottle detection would be used in reverse vending machines. It is intended that by providing an incentive for each identified plastic bottle, people will be motivated to collect plastic bottles and deposit them into reverse vending machines, thereby supporting digital humanities through enhanced waste management practices.

How Does Technology Increase Community Interaction through Gamelan Music

Yosef Dedy Pradipto (BINUS); Roseno A Affandi (BINUS); Bhernadetta P Wahyuningtyas (BINUS); Danis Sugiyanto (Indonesian Institute of The Art Surakarta); Bondet Wraharnala (Indonesian Institute of The Art Surakarta); Denis Setiaji (Indonesian Institute of The Art Surakarta); Wita Anindya Maharani (BINUS)

This aim of this paper is to explores the impact of technology on community interaction through gamelan music. Gamelan, a traditional musical ensemble from Java, has been significantly influenced, increasing its accessibility, fostering global community interaction,

and expanding its educational and therapeutic applications. Drawing from various scientific sources, this paper examines how digital archiving, online platforms, virtual collaboration and technological innovation have enriched the experience of gamelan music, strengthened community ties and explained the positive psychological impact of increasing a sense of connectedness.

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Pros and Cons of the Application of Face Recognition Technology among Train Passengers in Indonesia

Hadi P Purnama (Telkom University); Bianta Dwi Putri (Telkom University)

Social media has become a digital public space where the public can actively participate to express public opinion related to various issues, one of which is currently being discussed on social media is the policy of using face recognition technology implemented by PT Kereta Api Indonesia (PT. KAI). This research aims to describe the general sentiment of public opinion, public perception of PT. KAI (Persero) by identifying fluctuations in public opinion sentiment, and topics of discussion in public sentiment towards the policy of using face recognition technology by PT. KAI (Persero). This study implements a mixed method by combining quantitative and qualitative research methods. This type of research is an explanatory sequential approach, which is research with an approach to collecting quantitative data first which will then be followed by qualitative data. Data was obtained from social media twitter with data crawling techniques and as many as 516 tweets were obtained from Twitter (X) social media users who interacted by uploading tweets related to the face recognition technology policy by PT. KAI (Persero). The results of this study show a picture of public sentiment towards the policy of using face recognition technology by PT. KAI was dominated by negative sentiment of 35%, followed by neutral sentiment of 33.1% and positive sentiment of 31.4%. It was also found that an increase in negative sentiment occurred after the emergence of the issue of data leaks belonging to PT. KAI. There are 10 topics of discussion based on the results of topic modelling.

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Development of Housing Needs Website for Low-Income Communities in Jakarta

Tobias Warbung (BINUS); Budi Sriherlambang (BINUS)

DKI Jakarta Provincial Public Housing and Settlement Area Service (DPR-KP) want to introduces the Housing and Settlement Development program, which includes the construction of simple rental flats for low-income communities. This research provides a comprehensive overview of the website design process of DPR-KP, to address the housing needs of low-income communities in Jakarta. It emphasizes the need for a digital database to unite every land managed by DPR-KP and to allow the public to explore the locations of various flats and surrounding areas in the DKI Jakarta area. The methodology uses the User Experience Design approach and details the use of Forum Group Discussions (FGD) to understand user needs, the creation of prototypes, and the application of design principles to increase usability and user satisfaction. The visual asset development section focuses on the creation of a high-fidelity prototype for the website and land banking data with visual assets such as landmark icons and simplified map designs. The user testing and results section highlights the usability testing conducted with around 50 participants. The positive feedback from user testing indicates that the website has been well-received, but there are opportunities for further improvement in certain aspects of efficiency and clarity.

Panel 6 Online: Labour Policy

Moderator: Lili Yulyadi Arnakim (BINUS)

Case Study implementation of the Minister of Manpower Regulation Number 2 of 2022
Arie Prasetyo (Telkom University); Graha Wira Krida (Sahid University)

This research examines conflict resolution using a descriptive qualitative approach and case studies on the implementation of Minister of Manpower Regulation Number 2 of 2022 concerning procedures and requirements for payment of Old Age Security / Jaminan Hari tua (JHT) benefits. By using structuration theory as a basic theory and sensemaking theory as an applied theory, this research aims to understand the social dynamics between organizations in resolving conflict. The data collection techniques used were in-depth interviews and documentation. Researchers want to know how social interaction between organizations leads to conflict resolution. Research findings show that there are several dimensions of conflict that originate from the organization itself. Stages of social interaction between organizations and conflict resolution, showing how agents use their knowledge and reflexivity to resolve differences. The result of this social interaction is the formation of a new social structure that leads to conflict resolution. This research provides in-depth insight into how structure and action influence each other in the context of organizational conflict, as well as how the application of sensemaking theory helps in understanding the conflict resolution process. It is hoped that these findings can become the basis for developing more effective policies and conflict resolution strategies in the future.

The Effectiveness of Law on Protection of Workers with Disabilities as Gojek Online Drivers in Jakarta Area

Erna Ratnaningsih (BINUS); Sarah Rachmat (BINUS)

This study aims to analyze the effectiveness of the law in protecting workers with disabilities who work as GOJEK online drivers in the Daerah Khusus Jakarta area. The Law on Persons with Disabilities and the Manpower Law are the main legal basis in this study. The method used in this study is quantitative with a sociological legal approach. Data were collected through literature studies and interviews with various stakeholders. The results of the study indicate that although there are regulations that guarantee the rights of workers with disabilities, implementation in the field is still not optimal. Some of the obstacles faced include the lack of legal awareness among people with disabilities and employers, as well as minimal supervision from the authorities. Therefore, further efforts are needed to increase the effectiveness of legal protection for workers with disabilities, including through more intensive socialization and increased supervision of the implementation of existing regulations.

The Role of Social Support in Employees Work Motivation in Jabodetabek
Salmaa D Yunia (BINUS); Yosef Dedy Pradipto (BINUS)

This research aims to look at the role of social support on employee work motivation in JABODETABEK. This research uses a quantitative approach. The population of this research were employees in JABODETABEK. There are 16 items used in the social support variable and 11 items in the work motivation variable with using a likert scale, that are never, rarely, sometimes, often and very often. Using the simple linear regression hypothesis test with the help of JASP, it resulted that the role of the social support variable on work motivation was 37,3% of the R square result.

The Role of Job Satisfaction on Turnover Intention

Melisa Tania Sangari (BINUS); Yosef Dedy Pradipto (BINUS)

This research aims to analyze the role of job satisfaction on employee turnover at PT.X. The method used in this research is a quantitative method by collecting data using a questionnaire by taking the population (all employees in PT. X) which was determined by 100 respondents using a simple linear regression test processed with the JASP application. Variable Job satisfaction has a role of 47.9% on turnover intention. The results of the validity test show that elimination was carried out 3 times to obtain 17 job satisfaction items and 3 turnover intention items that were valid for use. The reliability test shows figures of 0.956 for job satisfaction and 0.822 for turnover turnover, which means that the existing items are reliable, also the Shapiro-Wilk p-value obtained <0.001 for each job satisfaction variable and turnover intention variable.

The Influence of Transformational Leadership on Employee Performance among Young Adults in Jabodetabek

Dickson Yosafat Djaja (BINUS)

This study explores the impact of transformational leadership on employee performance among young adults in the Greater Jakarta area, a dynamic and economically diverse region in Indonesia. Utilizing the Multifactor Leadership Questionnaire (MLQ) based on Bass and Avolio's model, this research assesses the four dimensions of transformational leadership—idealized influence, inspirational motivation, intellectual stimulation, and individualized consideration. The study's findings demonstrate a significant positive relationship between transformational leadership and employee performance, with transformational leadership accounting for 25.1% of the variability in employee performance. These findings underline the importance of transformational leadership practices in enhancing the performance of young adult employees, providing valuable insights for organizations aiming to optimize leadership strategies in similar contexts.

Panel 7 Online: Digital Technology and Design

Moderator: Erwin Dasapta (ITB)

Leveraging Immersive Technology as Edutainment to Attraction Visitor Sonobudoyo Museum

Cecilia Pretty Grafiani (Soegijapranata Catholic University); Glenna Novtani Parlindungan (Universitas Sebelas Maret)

A museum is an institution that plays a role in preserving culture and communicating it to the public for the purposes of education, research, and entertainment, which can be referred to as edutainment. As an institution, museums continuously strive to develop strategies to attract visitors. This occurs due to the shift in paradigm that museums are not only collection-oriented but also visitor-oriented. The changing paradigm has become a new challenge for museums since it is well known that museums have always been attached with a boring image, the less-interesting tourism spot, old buildings, dirty, no maintenance, and haunted. Museums in Indonesia need to consider the principle of differentiation in their marketing. This research aims to explore the importance of adapting to technology and its relationship with museum

marketing, which has been increasingly neglected. Immersive technology combines virtual reality (VR), augmented reality (AR), and mixed reality (MR) to maximize visitor experience. Sonobudoyo Museum is one of the museums that utilizes immersive technology to edutain its visitors. This research is descriptive qualitative, using a case study method. The researcher interviewed several visitors and conducted direct observations. Sonobudoyo Museum employs immersive technology to practice jemparingan, explain the history of keris, and provide other information that facilitates self-guided tours for visitors. Additionally, by maximizing product, price, place, people, process, and physical evidence, Sonobudoyo Museum can thrive in each decade.

Digitalization Interior Design industry in Indonesia
Ajriya Ninda (University of Indonesia)

Interior design in Indonesia is a part of creative industry and Architecture, Engineering, and Construction (AEC). The increase of internet and digital as the medium of work as well as working space, has forced them to adapt to this new working space. In fact, they are adapting in digitalization, but also disrupted by technology because in practice some design phase such as mood board, site visit, etc still done manually. This article base on survey of 152 interior designers. The survey has shown that they are positive that their industry thrives in digitalization, especially in adapting virtual reality, metaverse, and hologram in presenting their design to clients. However, in adapting technology, they are having some issues such as low connectivity in lots of area in Indonesia, difficulty in using new software, and high software's price. This article suggests that interior designers in Indonesia are ready to incorporate newer technology but need a better connectivity and other government support to adapt in digitalization all over Indonesia.

A Look into How Video Games can have Deeper Impact on its Players with Sumire (2021)
Bonar Raphael (BINUS); Andreas Akun (BINUS)

This research aims to understand if video games can have a greater impact with their players. By analyzing the game titled Sumire created by GameTomo. It will also analyze how the creators of the game envisioned the design of the game and its purpose, to see whether those visions had an influence on the players experience with the game and how it impacted them. To gather information on how the players felt about the game, 86 reviews on Steam were recorded based on the criteria made to ensure that the reviews were in good quality. Once the reviews are recorded, it was shown that while there were criticism about the story and gameplay, there were also players who felt emotional, and even cried, while others learned a valuable lesson from the game.

Debunking the Artificial Intelligence Adoption for Marketing Purpose: Case of Creative Industries in West Java Province, Indonesia
Linda Kurniawati (Universitas Padjadjaran); Arianis Chan (Universitas Padjadjaran); Rani Sukmadewi (Universitas Padjadjaran)

Artificial Intelligence (AI) adoption for business or marketing purposes has been widely known, such as the tools of business analytics, Google analytics, advertisement audience targeting, and customer churn prediction. These functions of AI have so far only been used by the big corporations. The creative industries owners are still unfamiliar with the use of AI for marketing purposes, especially the business owners in West Java Province include Bandung Regency, Garut Regency, Bandung City, and Tasikmalaya City. In fact, AI can be

used to boost the marketing performance if the owners of businesses adopt it in the right way. The authors debunked the myth surrounding the adoption of AI for marketing purposes to understand what are the big threats and what kind of support the business owners need in learning about the AI for digital marketing. The data is collected from 158 creative industries owners' opinions on adopting AI for marketing. The software Atlas.Ti was used to analyze the qualitative data with the help of new features AI coding on the sentiments. The authors found that only 10% of business owners know fully the benefits of AI for marketing. However, most of them are still worrying about data security when adopting the AI function for marketing purposes. In the future, the authors suggest further research in terms of sentiment analysis for the audiences' comments on digital marketing content related to creative industries product promotion.

Learning Method Using Online Based Website "Todai Japanese" in Japanese Language Learning

Dhaniar Asmarani (BINUS); Dwianne Puspasari (BINUS)

Technology has developed quite rapidly in a short time. It is giving impact to various sectors of life, including the education sector. Various learning based media are created to help make learning more easier, for example are online learning application. This research are conduct a research study on "Todai Japanese" application. The aim of this research is to determine the impact of "Todai Japanese" application on individual learning in improving Japanese language knowledge, especially to reach N3 level. The research method are using mixed method, which mean using both qualitative approach and quantitative approach. The research analysis are carried out by collecting respondent's data through pre-test, post-test, learning evaluation, and interviews. Through this research shown if the "Todai Japanese" are still useful for respondent to help them in improving their vocabulary knowledge and practice reading by using "news" and "dictionary" features, even though the post-test are decreased.

Panel 8 Online: Digital Technology and Business

Moderator: Yoseph Dedy (BINUS)

Implementation of Chatbot to Improve Service in Purchasing Batik

Marilyn J Arminta (Soegijapranata Catholic University)

The rise of e-commerce has significantly changed consumer purchasing behavior. For example, the purchase of culture-related goods such as batik is now also done online. Currently, batik sellers often rely on manual communication, such as short messages, to provide product and business information, which causes delays in response time and potential lost sales opportunities. In addition, batik sellers also often receive the same questions from customers, making it ineffective and inefficient in running their business. To overcome this problem, a chatbot named BatikBot was created in the form of a website. This chatbot aims to answer common questions that customers often ask to increase customer satisfaction and operational efficiency. The method used in the development of this chatbot is the waterfall method, which is modeled with a use case diagram, activity diagram, and sequence diagram. The development process uses Program O as a tool for making chatbots. The final result of this development is a website with a chatbot named BatikBot that is expected to not only improve the shopping experience for consumers but also support batik sellers in managing

their business more effectively while contributing to the preservation of Indonesia's cultural heritage.

Classification of Predatory Pricing Business Strategy on TiktokShop Indonesia

Christoper Devito Devito Prastinaya (BINUS); Paulus Aluk Fajar Dwi Aluk Santo (BINUS)

This study will discuss predatory pricing in the TiktokShop e-commerce platform and how to identify predatory pricing in Indonesian e-commerce. My research will use the Normative Juridical research theory, requiring secondary data as the first data and legal materials as the basis for the analysis. To explain or define the influence of unhealthy strategies with selling at a loss/predatory pricing within the scope of e-commerce in Indonesia, then the results of my research show the existence of predatory pricing among sellers on TiktokShop and classify what is still considered reasonable or not from predatory pricing on e-commerce platforms.

Human Activity on Cryptocurrency and Money Laundering on Cyber Space: A Law Comparison Between Indonesia and The United States Of America

Rafli Fat Hurrahman (BINUS); Vidya Prahassacitta (BINUS)

Increasing human activity in cryptocurrency transactions is important for regulation and supervision. This is especially important as an effort to prevent the use of cryptocurrency in money laundering crimes. Unfortunately, Indonesia has minimal regulation regarding the use of cryptocurrency in money laundering crimes in cyberspace. Unlike in the United States. Based on this, this research aims to determine the comparison of regulations regarding the prevention and detection of criminal acts of money laundering through crypto in Indonesia and the United States. This research is a document research, with a comparative legal approach. The results show that Indonesia has not recognized crypto as a transaction tool, but only an investment asset that is supervised by the Commodity Futures Trading Supervisory Agency. It is different with some companies in the United States that have used crypto as a transaction tool and are specifically regulated by the Securities and Exchange Commission for securities and the Financial Crimes Enforcement Network for the prevention of money laundering. In addition, Indonesia does not yet have an institution that specifically supervises and cracks down on potential and acts of money laundering in the cryptocurrency sector in the context of cyber law. Therefore, Indonesia needs to issue special regulations on cryptocurrencies as well as institutions authorized to conduct direct supervision of the cryptocurrency sector in order to prevent money laundering using cryptocurrencies and pay attention to relevant aspects of cyber law.

Application of the Customer Due Diligence Principle in Preventing Money Laundering Crimes in Digital Bank

Kanza Alhumaira Putri (BINUS); Abdul Rasyid (BINUS)

Customer Due Diligence (CDD) is a process that involves the identification, verification, and monitoring conducted by banks providing financial services. Digital banks operate through digital channels, offering the advantage of convenient access to financial services via smartphones. However, this convenience also presents opportunities for money laundering activities. This study aims to assess the effectiveness of CDD principles in digital banks in preventing money laundering. The researchers employed normative juridical legal research methods and conducted interviews with relevant sources. The findings indicate that CDD

regulations are outlined in Financial Services Authority Regulation Number 8 of 2023 and that digital banks adhere to these regulations in their application of CDD principles.

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Enhancing Innovation and Business Operation through English Proficiency: Language Management for Global Competitiveness

Iis Kurnia Nurhayati (Telkom University); Nia Kurniasih (ITB); Alila Pramiyanti (Telkom University)

The study investigates the role of English proficiency in fostering innovation and enhancing the global competitiveness of Indonesian SMEs. Through surveys and focus group discussions with SME actors in Bandung, the research highlights that most SMEs recognize English as crucial for business operations, particularly in marketing and sales, where it improves company image, competitiveness, and the adoption of innovative practices. However, significant barriers exist, including the high costs and time required for language training, the preference of international clients for native languages, and reliance on interpreters, which hinder direct communication and innovation. SMEs often prefer hiring English-proficient employees over investing in training, potentially limiting long-term language development. The study underscores the need for a strategic approach to language management, integrating English proficiency across business functions to support innovation and internationalization.

Panel 9 Online: Technology and Education (2)

Moderator: M. Nanang (BINUS)

How to Foster College Career Readiness in an Inclusive and Technology-filled Environment?

Hasna Hafizhah Salma (BINUS); Muhamad Nanang Suprayogi (BINUS); Gary Collins Brata Winardy (BINUS); SitiELda Hiererra (BINUS); Cindi Nabilla Maharani (BINUS); Dorothy Gracia Tiur Minerva (BINUS); Keisha Putri Theanny (BINUS)

This study is driven by the importance of inclusive and technology-based education in higher education. In the transition era from Industrial Revolution 4.0 to Society 5.0, higher education has an important role in shaping Generation Z to become future leaders and innovators, to welcome a golden Indonesia 2045, so that Generation Z is required to be career-ready. This study aims to examine the factors that play a role in predicting college career readiness in an inclusive and technology-filled environment. Using purposive sampling, this study obtained 460 student participants, both typical students and students with disabilities. The result is that college career readiness is predicted by 68% by resilience and career adaptability (p-value \leq 0.01). More deeply, it is known that Resilience plays a role as a full mediator in the relationship between mental conditions with career adaptability and college career readiness based on inclusive and technology (CCR-IT) (p-value \leq 0.01). Implementation of this study can be input for higher education counselors and lecturers to develop college career readiness to foster various events, predictable or unpredictable, regardless of their current mental condition. The next study could be to create a web-based recommender system for reflection and recommendations (what tips and tricks can be done) for students.

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Implementation of differentiated instruction in inclusive schools: a literature review

Muhamad Nanang Suprayogi (BINUS); Kharen Virginia Putri (BINUS); Melly Preston (BINUS)

Inclusive schools create an inclusive learning environment for all students, where interactions between students are encouraged to support the development of children with special needs. Differentiated Instruction (DI) approaches offer learning strategies that customize materials, teaching methods and assessments according to the needs of individual students. While DI has the potential to improve the quality of inclusive education, challenges such as limited resources and the need for more in-depth teacher training often arise. This study aims to examine the implementation of differentiated instruction in inclusive schools. The method used was a systematic literature review with the intention to identify, assess and evaluate all relevant research findings. The analysis shows that the implementation of differentiated instruction in inclusive schools faces challenges, especially in terms of teacher competence and student independence. Improving teachers' understanding and supporting students' independence are key in creating an effective inclusive learning environment. Parental support, teacher training and the use of differentiated learning strategies for each student are the main focus in achieving the goal of true inclusion.

An Overview of the Psychological Readiness for Entrepreneurship Among Vocational High School Students

Wella Jayanti (BINUS); Syarifah Farradinna (Universitas Islam Riau)

Entrepreneurship education in vocational high schools, guided by the Kurikulum Merdeka, aimed to foster entrepreneurial skills aligned with the Sustainable Development Goals (SDGs) 2030. Although economic growth and job creation were often the primary focus in entrepreneurship, this study emphasized the need to address individual psychological readiness. This research examined the psychological readiness of vocational high school students in Pekanbaru to engage in entrepreneurship. Utilizing the descriptive quantitative approach, this study involved 378 vocational high school students. The Entrepreneurship Psychological Readiness (EPR) scale was utilized to measure readiness by assessing factors such as Personal Knowledge, Personal Adversity, Committed Certain Action, Willingness to Learn, Personal Relation to Others, Personal Growth, Passion to Achieve, and Related Person Support. This study found that the high levels of Personal Knowledge and Personal Adversity among the students suggest a solid foundation for entrepreneurial growth. However, the lower scores in Committed Certain Action and Willingness to Learn indicate areas that require further development. The findings underscore the essential role of psychological factors in entrepreneurial readiness, highlighting their significant impact on students' entrepreneurial potential. It is imperative for schools to adopt targeted support and training programs to strengthen students' capabilities. Moreover, there is a necessity for the development of robust educational policies and support systems designed to foster effective entrepreneurial attitudes.

AI Scoring in Online English Test for Better Quality Education

Michael Setiawan (BINUS); Franklin G Talaue (BINUS); Paul Trehy (BINUS)

Online English tests, such as high-stakes tests, have been administered to open greater access to better education and living or jobs, supporting the goal of quality education as mentioned in SDGs. In addition, the use of AI to score has also been on the rise. Although studies on the use of AI in language assessment have been conducted, studies on test-takers' perspectives are still rare. Understanding test-takers and their concerns would improve online English tests and create better ones. This study aims to answer the research questions on test-takers' perspectives on the use of AI to score and their perception of the fairness and accuracy of the AI scores

compared to traditional human scoring. To get the data, we surveyed and interviewed fifteen respondents. Despite their trust in AI and its scores regarding accuracy and fairness, they still felt anxious and preferred humans.

Reflecting on Technology-Driven Educational Intervention to Improve Literacy and Numeracy: Teacher's Voice

Firman Parlindungan (Universitas Teuku Umar); Rusassmita Padmi (SEAMEO Qitep in Mathematics); Refanja Rahmatillah (Universitas Teuku Umar); Willy Prasetya (Universitas Islam Indonesia); Nurina Ayuningtyas (Universitas PGRI Delta Sidoarjo)

ChildFund International in Indonesia conducted a project called Literacy and Numeracy Upscaled (LINE UP) Digital Learning for All. It is a multiyear intervention (2022-2025) aimed at improving digital-based student literacy and numeracy in 10 targeted schools in Kulonprogo Regency, Yogyakarta. In this paper, we reported findings from a midline evaluation study of the project, particularly on how the teachers integrate technology in the effort of improving literacy and numeracy and to what extent the teachers use technology in their teaching and learning process. A total of 50 teachers from the targeted schools participated in the data collection. Focus group discussion, interview, survey and observation were conducted. Our qualitative analysis revealed that teachers' integration of technology into their teaching and learning processes primarily encompasses game-based assessments, learning resources, and creative outlets. However, this integration is predominantly at the levels of substitution and augmentation, where technology serves as a replacement for traditional tools that offer functional improvement. This suggests a need for additional support or training to help teachers leverage technology more effectively for innovative and deeper pedagogical shifts.

Panel 10 Online: Technology and Social Interaction

Moderator: Primaroza (ITB)

Brand Storytelling by Ordinary People

Berlian Primadani Satria Putri (Telkom University); Santi Isnaini (Airlangga University)

In the highly competitive digital world of today, storytelling is one of the most effective ways to engage with customers because consumers ultimately place more faith in the power of narrative stories than they do in the direct representation of brands. The power of storytelling has significant potential to humanize products, build brand loyalty, and drive sales in the context of local perfume companies catering to the MSME market. This essay will examine how brand narrative that revolves around "ordinary people" can both help MSMEs in Indonesia, particularly those in the perfume industry sector, gain a competitive edge and present difficulties. A review of the literature and social media observation were the techniques employed. By using a brand storytelling approach, Indonesian local perfume MSMEs can benefit from a number of key advantages, including: 1) Creating a lasting impression of distinctiveness and brand differentiation in the eyes of customers 2) Establish deep emotional connections with customers to boost loyalty 3) Use motivational customer stories as a genuine means of communication and marketing to increase brand awareness and reach in a crowded market. In conclusion, a brand storytelling approach that centers on "ordinary people" offers a great deal of promise to assist Indonesian local perfume MSMEs in developing powerful, contemporary brands that their customers would find authentic, even in the face of a number of obstacles.

As We sing the poem: metrical pattern in Mandar poetry

Maria Tamarina Prawati (BINUS); Dan Bro (University California Santa Cruz)

This study is interested with the system of stress on Kalinda'da, a Mandar oral literature tradition. Mandar itself is the subfamily of South Sulawesi Language and being spoken on the norther coast of West Sulawesi province from the city of Polewali in the east and Tinambung in the west. With its nature of being occasionally sung, Kalinda'nda contains stress pattern which shape the poem's metrical stress. The result of this study in the end demonstrate tendency to on dactyl metrical pattern

The smartphone trap: How smartphone addiction affects our social interactions

Ida Putri (BINUS); Raymond Godwin (BINUS)

This study aims to see the extent to which smartphone addiction mediates the relationship between self-control and phone snubbing. The study used quantitative methods with 152 young adults in Indonesia with an age range of 18-25 years. The phone snubbing variable is measured using the Generic Scale of Phubbing (GSP), smartphone addiction variable using the Smartphone Addiction Scale (SAS), and self-control variable using the Brief Self-Control Scale (BSCS). The results obtained through mediation analysis techniques show that smartphone addiction has a significant role in mediating the relationship between self-control and phubbing behavior. This study is expected to provide an understanding of the interaction between self-control, smartphone addiction, and phone snubbing variables, and contribute to the management of smartphone use to improve the quality of human interaction.

The Impacts of Social Media's Influencers on Gen Z Physical Health in Indonesia

Elsa Silvia ES Nur Aulia (ITB)

This study examines the role of social media as a "lifestyle teacher" by analyzing how influencers influence the health choices of Generation Z (Gen Z) in Indonesia. In an increasingly connected digital landscape, Gen Z is highly exposed to social media content, including those generated by influencers. Influencers, with their large follower base and ability to shape public opinion, have significant potential to influence Gen Z perceptions and behaviours, especially when it comes to health. The study used an online survey of 150 Gen Z respondents to understand the extent to which they were exposed to health content from influencers, their perceptions of the accuracy of that information, and its impact on their health behaviour. Surveys reveal that Gen Z is often exposed to health content from influencers and considers the information quite accurate. Furthermore, influencers have been shown to have a great influence on Gen Z's health behaviour, especially in terms of diet and exercise. However, the study also identified potential negative impacts, such as the urge to use unnecessary supplements or follow extreme diets. These findings underscore the important role of influencers in shaping the Gen Z health landscape in Indonesia. Collaborative efforts are needed between influencers, social media platforms, and health authorities to ensure the accurate and responsible dissemination of health information, as well as protect Gen Z from potential negative impacts. This research provides a foundation for the development of effective and relevant health interventions for Gen Z, harnessing the potential of social media as a positive health promotion tool.

Panel 11 Online: Technology, Criminality, and Law

Moderator: A. Sofian (BINUS)

Criminal Liability of Electronic System Providers for Commercial Sexual Exploitation of Children Online

Ahmad Sofian (BINUS)

The development of technology brings many benefits and positive impacts to society. However, it also opens up opportunities for cybercrime. Cybercrime often targets minors. One of the forms is commercial sexual exploitation of children committed through social media. Commercial sexual exploitation of children is a fundamental crime against children that has expanded into the realm of cyberspace. This study aims to understand the forms of legal enforcement against commercial sexual exploitation of children conducted via social media and the forms of criminal accountability of Electronic System Providers as legal entities that operate electronic systems protecting children from cybercrimes on social media, particularly commercial sexual exploitation of children.

Understanding Indonesian Love Scam Through the Eyes of the Victims

Diah Esfandari (Telkom University)

As one of cybercrimes, online love scam has sparked controversies around the globe. The numbers of online love scam victims from Indonesia have not only increased, over the years, but the amount of money being ‘stolen’ has also become higher. Through the exchange of storytelling, during twelve sessions of Focus Group Discussion among Indonesian love scam victims, we can understand how the scam is being conducted in Indonesia. We are also able to find three significant waves, or developments, as scammers often changed their modus operandi depending on the circumstances.

State sovereignty in the context of cross-border data flow: Data center policy in Indonesia and Japan

Joy Serafim Nainggolan (BINUS); Siti Yuniarti (BINUS)

Cross-border data flow has supported an increasing number of commercial activities. The information technology that underpins the digital economy has a huge impact on increasing productivity and connecting the world. The technology is data-driven that produces benefits and potential, but also faces a variety of issues against states with various challenges maintaining data sovereignty. Data sovereignty is often conceptualized as the ability of data providers to control the data they share. The study aims to explore a clear picture of how a country exercises control over data given the potential use of the Internet as a means of collecting, analyzing, and storing data. As well as at the same time protecting the constitutional rights of citizens and data security. Data sovereignty in this study will focus on the infrastructure and hardware side that data centers become special physical facilities that serve as storage places for large amounts of data. Using juridical-normative research methods, this study found that data center provisions in Indonesia and Japan were not found in the PDP regulations which also regulate cross-border data flow provisions, however found in government regulatory levels. Control over data in Indonesia is demonstrated by data center provisions for public sector that are limited in the Indonesian territory, while Japan demonstrates data sovereignty with data center provisions which are restricted in its territory for public sector and the health industry sector.

Legal Protection and Supervision of Personal Data in Fintech Lending

Sulthan Falah Uhun Tambunan (BINUS); Abdul Rasyid (BINUS)

The focus and aim of this research are to analyze legal protection and supervision of the use of personal data in fintech lending. The widespread misuse of personal data on fintech lending platforms has resulted in many losses to society. Therefore, it is essential to research legal protection and supervision of personal data in fintech lending. This research uses normative juridical research methods by analyzing various related regulations, especially Financial Services Authority Regulation Number 10/POJK.05/2022 concerning Information Technology-Based Joint Funding Services and Law No. 27 of 2022 regarding Personal Data Protection.

Panel 12 Online: Gender, Women, Children, and Family

Moderator: Melanie Wiannastiti (BINUS)

Gender Discourse Depiction of Arashi Narukami from Ensemble Stars Series

Khansa Nabila (BINUS); Daniel Hermawan (BINUS)

The purpose of this research is to understand the gender discourse of a character named Arashi Narukami from Ensemble Stars Series. This research utilizes qualitative approach, content analysis and interview methods. The results show that there are some contradictions. Arashi has never been officially declared as transgender. Western fans have independently drawn their own conclusions on this matter. This behavior is a reflection of the Social Justice Warrior. The perspective of the Indonesian otaku community towards the western fan's opinion tends to be neutral or disagree because the issue of Arashi's gender has never been an issue in the otaku community in Indonesia. They contend that Arashi's gender identity does not warrant controversy. While the perspectives of Indonesian otaku community on gender and transgender matters may not be as progressive as those in the West, they reflect an understanding that respects gender diversity. Nevertheless, they refrain from ascribing the transgender label to Arashi without official confirmation from the Ensemble Stars series.

Women and Compliments: A Study of Speech Acts on Instagram and TikTok

Kayla Alika (BINUS); Vanessa Virgiel (BINUS)

This paper focuses on women's language style in giving compliments. The act of giving compliments on social media was considered as their performance functions differently than in analogue contexts. Compliments that were given by women to other women, friends and strangers regardless of their age, under Instagram and TikTok posts related to women's physical appearances, underwent a qualitative analysis according to the theory of speech acts as a form of social strategy. The data suggests that compliments between women on social media tend to be more expressive, use minimalist syntactic patterns, and incorporate Internet language features such as the use of capitalized words, repeated words, and emoticons. These findings suggest that social media platforms enable a unique form of social strategy among women, facilitating expressions positive reinforcement that are adapted to the digital context.

From Apps to Apples: Reducing Stunting Prevalence Rate Through Digital Nutrition Interventions for Children in Indonesia

Elsa Silvia ES Nur Aulia (ITB)

This study aims to analyse the effectiveness of a mobile health application, specifically "PrimaKu," in enhancing parental knowledge for stunting prevention. It seeks to evaluate the extent to which the "PrimaKu" app can deliver information and education that impacts parents' understanding of balanced nutrition, proper feeding practices, and early detection of stunting risks. By doing so, this research hopes to provide empirical evidence on the potential of leveraging digital technology to support stunting prevention programs in Indonesia. The research results indicate that the PrimaKu application has the potential to be an effective tool in increasing parental knowledge, shaping positive attitudes, and encouraging proactive actions to prevent stunting in children. The positive correlation between pre- and post-intervention scores suggests that PrimaKu not only benefits those with existing knowledge but also effectively reaches and educates parents who may have had limited understanding of stunting prevention strategies initially. The app's ability to cater to diverse educational backgrounds and provide accessible information likely contributes to its broad reach and impact.

Stress, Perceived Partner Phubbing, and Negative Dyadic Coping in Dual-Earner Couples in Indonesia

Charoline Xessa (BINUS); Pingkan C.B Rumondor (BINUS)

Dual-earner couples in urban areas face daily challenges that induce stress, necessitating coping mechanisms, including the use of smartphones. However, smartphones may have negative effects, such as perceived partner phubbing, which can be associated with perceived negative dyadic coping from partners during stressful periods. This study aims to examine the correlation between these two variables. Data were collected through non-probability convenience sampling using LimeSurvey from 100 dual-earner husbands or wives aged 22 to 55 years, living and working in urban areas in Indonesia, and who use smartphones. The results indicate no correlation between perceived partner phubbing and negative dyadic coping (NDC). Additional correlational analysis between demographic factors and perceived partner phubbing found a negative correlation with age and duration of the marriage. The findings from this study underscore the intricate relationship between smartphone use and dynamics within a marital relationship.

The Role of Parental Social Support Scale on Self- Confidence in Adolescents in Jakarta

Putri A Suhaila (BINUS); Muhamad Nanang Suprayogi (BINUS)

This study examines whether there is a significant role between parental social support and self- confidence in adolescents in Jakarta. This study uses a quantitative method with a simple linear regression analysis research design involving 280 respondents from adolescents in Jakarta. The sampling method used was convenience sampling method. The parental social support measuring instrument used in this study refers to the Malecki and Elliot (1999) measuring instrument, namely the Student Social Support Scale which has been developed and modified by Fahri Aldian (2019) and the self-confidence used in this study refers to the Lauster (2002) measuring instrument which has been developed by Vernando Sitinjak (2018). Results based on simple linear regression analysis show that parental social support has a role in self- confidence with a value of $t = 6.524$ and significance $<.001$, meaning <0.05 , the higher the support that parents provide, the higher the self-confidence.

Panel 13 Online: Literarture

Moderator: Maria T. Prawati (BINUS)

Tracing The Narrative Structure of Propp's Narratology in Aladdin Digital Animation
Retnowati M Harijanto (BINUS)

The goals of this paper are to find out how Vladimir Propp's 31 functions applied to the narration of Aladdin, and to describe the narrative structure of Aladdin animation using Propp's theory of narratology. Narratology is a study of narrative structures, which is an attempt to understand and study the nature of a story. The paper is using qualitative method to analyze the characterization and plot of the story. The results of this paper find out how the plot and characterization of Aladdin manages to present itself with the help of Propp's 31 functions.

Factors Affecting Author Popularity in Wattpad Digital Novels

Tiara Saputri Darlis (Universitas Negeri Jakarta); Liliana Muliastuti (Universitas Negeri Jakarta); Eva Leiliyanti (Universitas Negeri Jakarta)

This research aims to analyze factors that contribute to the popularity of authors on Wattpad digital platform. Focus is on quality of work, consistency of production, adaptation of works to other media, and author's familiarity with audience. This study employs case study of the most popular Wattpad authors; Wulanfadi, Erisca Febriani, Luluk HF, Mia Chuz, and Kata Kokoh. The result shows that authors who can combine the consistency of producing high quality works and deep understanding of audience preferences have higher chance to reach significant popularity on Wattpad. This study also compares the popularity of Wattpad novels with bestselling print books.

Lestari (Life We Can't Waste): Harnessing Digital Storytelling for Environmental Sustainability and Cultural Preservation

Rina Kartika (BINUS); Yosica - Mariana (BINUS)

The 'Lestari (Life We Can't Waste)' campaign is a pivotal and timely example of the potential of digital storytelling, music, and indigenous wisdom in promoting environmental sustainability and cultural preservation. Launched in late 2021, this campaign uses a multilingual song performed in Bahasa Indonesia, Dayak Ngaju, and English, and a 360-degree spatial audiovisual immersive music video to engage a diverse audience in environmental advocacy. This study examines the strategic use of digital narratives in the campaign, specifically focusing on how multilingual storytelling and advanced audiovisual technology enhance public engagement and convey complex messages about conservation and cultural heritage. By analyzing the campaign's content, production processes, and digital engagement metrics, this research underscores the potential of digital humanities in fostering ecological awareness and cultural appreciation. The findings highlight the campaign's success in using digital tools to create impactful and memorable narratives, offering valuable insights into integrating cultural narratives and digital technologies in sustainability campaigns. The study concludes with recommendations for future research on the long-term impact of multilingual digital storytelling on environmental sustainability and narrative studies, with a call to further explore the potential of digital humanities in this context.

Sentiment Analysis of Comments Regarding the Incestual Content in The Manga Oshi No Ko Dhaniar Asmarani (BINUS); Edna Amari Nata (BINUS)

Japanese fictional entertainment, including anime, manga, and games, enjoys widespread popularity worldwide, offering diverse stories and characters that often explore deep themes beneath their surface appeal. Controversial topics, such as romantic genres like *hentai*, contractual relationships, and incest, provoke considerable discussion, especially beyond Japan. In Aka Akasaka's manga "Oshi no Ko," chapter 123 sparked extensive reactions by unveiling the intricate relationship between siblings Aqua and Ruby Hoshino, who reconcile through memories of past lives where romantic promises were made. This led to diverse fan responses, from romantic interpretations to threats of abandoning the series. This study utilizes quantitative research methods to analyze comments from Shueisha's Shounen Jump Plus website, aiming to understand how Japanese audiences perceive Aqua and Ruby's evolving dynamic. The findings indicate a prevailing neutral sentiment among commenters, who view their relationship development as a narrative device rather than a moral issue, thus confirming hypothesis number 2.

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The User Experiences in Identifying AI-Assisted Poetry Generator Application's Functionality

Nabillah Fadhilah (BINUS University); Akun (BINUS)

This study explores the user experience and satisfaction with the Poelife app, which is an AI-assisted poetry application, focusing on its usability and content quality. Data were collected from 20 participants, including 10 students from the English Literature program and 10 from the Information Systems program at BINUS University. The study employed a questionnaire-based approach to gather detailed feedback from users. The findings revealed that the Poelife app is generally well-received (65%), with Information Systems students appreciating its user-friendly interface and English Literature students valuing the relevance and quality of its poetry content. The study underscores the importance of incorporating user feedback into the iterative design process to enhance both functionality and user satisfaction. Additionally, areas for improvement were identified, including the need for more advanced customization options and enhanced social sharing capabilities.

Panel 14 Online: Language, Teaching and Technology

Moderator: Utari Novella (BINUS)

Digital Dependency and Socio-Phenomenology: Generation Z's Relationship with the Internet

Muhammad Alif Hidayat (BINUS); Irfan Rifai (BINUS)

Generation Z is synonymous with the technological and digital worlds. These technological and digital worlds manifest themselves through the internet. The relationship between Generation Z and the internet is special due to the internet's attractiveness creating a codependency to its Generation Z's user subjects. This codependency, making Generation Z a generation of digital native, thrust the internet from merely a technological property to one of the socio phenomenological. This is made possible through placing Generation Z's internet dependency as a phenomenological occurrence, with the internet being the first and foremost building block for the original phenomenon. This paper explores that hypothesis through a critical textual discourse analysis of 50 undergraduate prospects for an English Literature program. Their essays elaborate on a prompt regarding whether it is good or bad that the internet is overtaking the younger generation's entertainment interest. It was through equating internet accessibility as the axiom for their internet dependency that it can be understood how the internet is a phenomenon.

The Role of Academic Self-Efficacy and Social Loafing in Groups among Undergraduate Students

Shafira Chiesya Ulayya (BINUS); Muhamad Nanang Suprayogi (BINUS)

Students will always face tasks, both academic and non-academic. Students sometimes feel incapable and unsure of their abilities. In working on group assignments, it is often found that members do not exert their efforts, resulting in free-rider behavior. This behavior is known as social loafing. Research examines the role of academic self-efficacy and social loafing in groups among undergraduate students. The study used a predictive correlational method with a total of 250 respondents from X University, ranging from 18-25 years. The data were measured with The Academic Self-efficacy Scale (TASES) by Sagone and Caroli (2014) and social loafing was measured with the Social Loafing Scale by Jassawalla, Sashittal, and Malshe (2009). The result of this study revealed that there is a significant role of academic self-efficacy to social loafing in group. The regression coefficient indicates that an increase in academic self-efficacy among students is impacted to the decrease of social loafing behavior in group. The result of this study recommends to increase the self-efficacy in order to avoid the social loafing behavior.

Personalised Learning as the Way Forward for Learning Behaviour in the Digital Era

Risa Rumentha Simanjuntak (BINUS)

Education provision in the digital era possesses unlimited possibilities. More personalised and individualised provision is also made possible through rigorous technologies and innovations. Through a systemic literature review developments and innovations in personalised learning method provides important and fundamental issues and qualities. Results of thirty publications showed recurring issues of technology, better algorithm, also on students' needs and learning styles. It is important to note that the review provides strong message that personalized learning cemented the meaningful process in learning and making

education a more enjoyable and sustainable process. Findings of this study is vital to the orientation of meaningful and inclusive education. Further implications of this study include working policy of education for all and more practical applications for individualized and inclusive teaching learning process.

Gamification Strategies for Enhancing People Engagement in Hybrid-Flexible Learning
Ridwan Sanjaya (Soegijapranata Catholic University)

Information technology for learning during the Covid-19 pandemic, such as learning management systems (LMS) remained essential even after face-to-face sessions were resumed in schools and campuses. Its existence has even become the new normal because it complements the more controlled and well-planned method of providing learning materials, collecting assignments, and assigning grades. Every semester, students can access and analyze their course records through the LMS, both in class and online. The hybrid-flexible learning approach is comfortable and suitable for the post-Covid-19 pandemic situation. However, due to differences in learning standards and motivation prior to and following the Covid-19 pandemic, lecturers should create strategies to promote their students' learning motivation in interesting ways, such as through learning gamification. This research uses Moodle LMS to investigate the implementation of gamification strategies for hybrid-flexible learning, as well as the results of Forum Group Discussions with the international class students.

Designing Hologram-based Virtual Assistant for Student Organization Activities
Felix F wiranata (Soegijapranata Catholic University)

The purpose of this research is to develop a web-based virtual assistant chatbot using AIML (Artificial Intelligence Markup Language) as a media to share information of student organization activities. The Virtual assistant is developed with chatbot capabilities by applying AIML. Combining Chatbot with AIML enables virtual assistants to understand and respond the users more effectively and efficiently. Chatbot technology in a web-based virtual assistant system can help the student organization to get information of organizational activities. The AIML used in the chatbot system allows users to interact like humans talk. Designing the system is done firstly by creating a knowledge base using AIML. The voice API is used to convert the knowledge base into an audio stream, which involves a text to speech conversion process. Both processes were initiated using the O-master programming tool. The next process integrates the knowledge base and voice into the php code using JavaScript. The system involves designing a user interface and avatars for interaction with users. The system serves the results of knowledge base searching and plays the conversion of the voice using script-to-voice code. The last step is integrating the chatbot into the hologram system. The hologram system utilizes a four-sided prism. The result shows that the system can help students to obtain information in student organization activities interactively.

Panel 15 Online: Technology and Psychology
Moderator: Vidya Prahassacitta (BINUS)

Understanding Online Harassment Perceptions Among Indonesian High School Students
Alila Pramiyanti (Telkom University); Anggian Pasaribu (Telkom University)

The proliferation of social media platforms like Instagram, YouTube, Facebook, TikTok, and Twitter, equipped with features for comments, likes, and subscriptions, has granted individuals the liberty to share freely in the form of text, images, or videos. Nonetheless, this freedom has given rise to challenges, notably online harassment. This qualitative study, employing an interpretive approach, involved interviews with twelve high school students. It revealed that online harassment manifests primarily as abusive messages, sexual harassment, cyberbullying, and hate speech. Victims of such harassment often suffer from reduced self-esteem, excessive contemplation, and various mental health issues, potentially leading to depression and suicidal tendencies.

Analysis of National Online Media's Bias in Reporting the Viral Case of Afif Maulana's Death
Paulus A Edvra (Soegijapranata Catholic University); Elizabeth Warikar (Soegijapranata Catholic University)

This research analyzes the media bias and public opinion presented by national online media regarding the viral case of Afif Maulana. This study employs qualitative text analysis methods, using data sources from national online media registered with the Press Council. Public opinion serves as the theoretical basis of this research, and the identification of media bias is based on criteria of objectivity, factuality, and critical reporting. The analysis of 65 news articles shows an increase in searches for the Afif Maulana case on Google since June 23, 2024. On the same date, the number of news productions related to the case also increased, with media bias leaning more towards civil society opinion. This indicates the formation of a network between the public and national online media concerning the viral case of Afif Maulana.

Generation Z: Inhibitory Control and Fear of Missing Out Level
Evi A Hurriyati (BINUS)

The research aims to see the relationship between inhibitory control and fear of missing out in Generation Z. This research used a quantitative research method with correlation. Participants were 218 who met the criteria, male or female, aged 18-25 years, actively using social media for ≥ 2 hours/day, and are Indonesian citizens (WNI). The Inhibitory control variable used the measuring instrument The 21 Item Barratt Impulsiveness Scale Revised (BIS-R-21) developed by Foveny-Kapitany Mate et al. (2020) and the Fear of missing out variable used the Fear of missing out (FOMO) measuring instrument developed by Przybylski, et al. (2013) and modified by Putri et al. (2023). The results of the research with Pearson correlation test stated that there was a significant negative relationship between inhibitory control and fear of missing out in generation Z. Thus, the higher of the inhibitory control, the lower the individual's fear of missing out level. Therefore, this study can educate the public about the concept of inhibitory control which has a fairly important role in self, as well as knowing the impacts that occur when someone has a high level of FoMO.

Emic Perspective on Value Measurement in the Indonesian Gen Z Context
Yosef Dedy Pradipto (BINUS); Baydhowi Baydhowi (BINUS); Wella Jayanti (BINUS)

Behavior, emotions, and feelings are some of the human traits influenced by values, which in turn determines an individual's identity, motivation, and decision-making processes. This paper is trying to measure the value through emic lens based on Indonesian culture by conducting a Focus Group Discussion (FGD) to identify 74 items of value. These indicators were then refined into 71 items using Exploratory Factor Analysis (EFA) and categorized into

four groups: Collaborative Integrity Effectiveness, Empathic Collaborative Synergy, Digital Competence, and Social Adaptations. The result of this research underlines the importance of localized value, which was proven to be a valid tool for cross cultural and minority group research since it avoids cultural biases that happen in a culturally diverse society like Indonesia.

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