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Preface

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The Electrochemical Society
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The ECS is seeking candidates to serve as the
Founding Editor-in-Chief (EIC) of ECS Sensors Plus,
a journal in the process of being launched in 2021

The goal of ECS Sensors Plus, as a one-stop shop journal for sensors, is to advance the fundamental science and understanding of sensors and detection technologies for efficient monitoring and control of industrial processes and the environment, and improving quality of life and human health.

Nomination submission begins: May 18, 2021



Preface

We are delighted to introduce the proceedings of the first edition of *International Conference on Computer Science and Engineering (IC2SE) 2019* with theme “*Industrial Revolution 4.0 Opportunities & Challenges*”. The technical program has brought researchers and practitioners around the world to a good forum for discussing, leveraging and developing all scientific and technological aspects that are relevant to digital society. This *IC2SE 2019* acquired 256 full paper with 154 are acceptable with many categories paper with most paper are from Computer Science/Engineering, Information Technology and Education and also authors from almost 13 Countries such as Malaysia, New Zealand, Bangladesh, United Kingdom, Bahrain, Zambia, Nigeria, Saudi Arabia, Uganda, Pakistan, Iraq, and Palestine. This conference was well-managed for the cooperation of all the committees and co-host from many universities and organisation. We hope that the future *IC2SE* will be as successful and stimulating, as indicated with the contributions presented in this volume.

The Editors

Robbi Rahim

Robby Dharma

Billy Hendrik

Abulwafa Muhammad



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Peer review statement

All papers published in this volume of *Journal of Physics: Conference Series* have been peer reviewed through processes administered by the proceedings Editors. Reviews were conducted by expert referees to the professional and scientific standards expected of a proceedings journal published by IOP Publishing.



Table of contents

Volume 1339

December 2019

◀ Previous issue Next issue ▶

International Conference Computer Science and Engineering (IC2SE) 26–27 April 2019, Padang, Indonesia

Accepted papers received: 13 September 2019

Published online: 16 December 2019

Open all abstracts

Preface

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Papers

Civil Engineering

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Wendi Boy, Rafki Imani, Mayozi Chari, Widiawati Purba and Jihan Melasari

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Prediction of Canal Erosion on Tidal Swamp Delta Telang I, Banyuasin Regency, South Sumatra

Achmad Syarifudin, Henggar Risa Destania and Yunan Hamdani

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012003

Assessment for Seismic Activities in Pesisir Selatan West Sumatra in 2018

R Imani, W Boy, U Dewi, A Sari, W Purba, M Chairi and J Melasari

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012004

Shallow Well Water Salinity Viewed From Distance Of Well To CoastLine And Ground Water Level Elevation In Purus Padang Village

M Chairi, W Purba, W Boy, R Imani and J Melasari

[+ Open abstract](#) [View article](#) [PDF](#)**Computer Science and Computer Engineering****OPEN ACCESS**

012005

Bandit algorithms in information retrieval evaluation and ranking

Sinyinda Muwanei, Hoo Wai Lam, Sri Devi Ravana and Douglas Kunda

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012006

A review study: The effect of face aging at Estimating Age and Face Recognition

Rasha Ragheb Atallah, Amirrudin Kamsin and Maizatul Akmar Ismail

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012007

Combination of columnar transposition cipher caesar cipher and lempel ziv welch algorithm in image security and compression

Dian Rachmawati, Sri Melvani Hardi and Raju Partogi Pasaribu

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012008

Electronic health cloud as service to improve collaboration in healthcare organizations

Shady Gomaa Abdulaziz, Norizan Mohd Yasin, Zeinab AlGamal, Asmaa Hateem and Kalaimagal Ramakrishnan

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012009

Expert system for disease diagnosis in cocoa plant using android-based forward chaining method

Vicky Ariandi, Hezy Kurnia, Heriyanto and Hilda Marry

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-
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Enhancement of OTP stream cipher algorithm based on bit separation
 Arisman, Mahyuddin K M Nasution and Syahril Efendi
 + Open abstract  View article  PDF
-
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Transparent Encryption Technique for Trusted Computing
 Gushelmi and Abdullah Mohd Zin
 + Open abstract  View article  PDF
-
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Smart irrigation system based on internet of things (IOT)
 Nurulisma Ismail, Sheegillshah Rajendran, Wong Chee Tak, Tham Ker Xin, Nur Shazatushima Shahril Anuar, Fadhil Aiman Zakaria, Yahya Mohammed Salleh Al Quhaif, Hussein Amer M. Hasan Karakhan and Hasliza A. Rahim
 + Open abstract  View article  PDF
-
- OPEN ACCESS** 012013
Automatic System to Fish Feeder and Water Turbidity Detector Using Arduino Mega
 H Hendri, S Enggari, Mardison, M R Putra and L N Rani
 + Open abstract  View article  PDF
-
- OPEN ACCESS** 012015
Decision Support System in Determining Structural Position Mutations Using Simple Additive Weighting (SAW) Method
 Aulia Fitrul Hadi, Randy Permana and Havid Syafwan
 + Open abstract  View article  PDF
-
- OPEN ACCESS** 012016
A comparative analysis of detection mechanisms for emotion detection
 Vimala Balakrishnan, Marian Cynthia Martin, Wandeeep Kaur and Amir Javed
 + Open abstract  View article  PDF
-
- OPEN ACCESS** 012017
Prediction of Malaysian stock market movement using sentiment analysis
 Low Cheng Kuan, Maizatul Akmar Ismail, Tasnim M. A. Zayet and Shuhaida Mohamed Shuhidan
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-
- OPEN ACCESS** 012018
Design of Bicycle's Speed Measurement System Using Hall Effect Sensor
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Ratna Aisuwarya, Muhammad Azmi Riyan and Rahmi Eka Putri

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Exploring Topic Difficulty in Information Retrieval Systems Evaluation

Wei Ting Pang, Prabha Rajagopal, Mengjia Wang, Shuxiang Zhang and Sri Devi Ravana

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012020

Expert System Application for Diagnosing of Bipolar Disorder with Certainty Factor Method Based on Web and Android

A Muhammad, B Hendrik and R Iswara

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The kindness behavior management in kindness service application using tree structure

Luxfy Roya Azmi, Lukito Edi Nugroho and Adistyana Erna Permatasari

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012022

Technology Acceptance among Older Adults With Mild Cognitive Impairment

Nita Rosa Damayanti, Nazlena Mohamad Ali and Ely Salwana Mat Surin

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012023

Supplier Selection by Using Analytical Hierarchy Process (AHP) and Techniques for Order Preference Methods with Similarities to Ideal Solutions (TOPSIS)

I Siregar

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012024

Application of Theory of Constraints in Bottleneck Work Stations Optimization

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012025

Identification of Variables in Predicting Trends in Social Entrepreneurship

N.A. Zulkefly, N.A. Ghani and W. Alqubti

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Internet of Things in Monitoring and Notification of Industrial Security Systems

Alkhairunas Riyuska, Julius Santony and Sumijan

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Multiple Thresholding Methods for Extracting & Measuring Human Brain and 3D Reconstruction

Sumijan, Pradani Ayu Widya Purnama and Syafri Arlis

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Design Chipless Textile Tag for RFID Application

Mirza Anuar, Lee Yeng Seng, M. S. Shakhirul, F.H. Wee, Hong Seng Gan, Muzammil Jusoh, Thennarasan Sabapathy and M.N. Osman

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Social Entrepreneurship Learning Model in Higher Education using Social Network Analysis

Muhammad Hamirul Hamizan Roslan, Suraya Hamid, Mohamad Taha Ijab and Sarah Bukhari

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Application of AHP Analysis to Increase Employee Career Paths in Decision Support Systems

Julius Santony, Faisal Amir, Sumijan and Rice Novita

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Expert systems diagnosing of banana pests and diseases use case-based reasoning method with android

Hezy Kurnia, Vicky Ariandi, Heriyanto and Yesri Elva

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Model development measurement of interests based on expert system

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Analysis of Priorities Queuing Model (N-P) System With Multiple Channel Multiple Phase and Simple Additive Weighting

Herman Putra Rajagukguk, Muhammad Zarlis and Sutarman

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012034

Interactive Map Model of Flat Design for Istano Basa Pagaruyung Tourism Development

T Wiraseptya, R Imani, M Afdhal and H Yanto

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012035

Breast cancer classification using digital biopsy histopathology images through transfer learning

Ghulam Murtaza, Liyana Shuib, Ainuddin Wahid Abdul Wahab, Ghulam Mujtaba, Ghulam Mujtaba, Ghulam Raza and Nor Aniza Azmi

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Strengthening character education with the implementation of machine learning in the millennial era industrial revolution 4.0

Ulya Ilhami Arsyah, Rahmatul Husna Arsyah, Mutiana Pratiwi and Novia Lestari

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Online Management System of UPI FKIP YPTK Padang Education Field Practice

Astri Indah Juwita and Muhammad Ikhlas

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012038

Determination of the Shortest Route Towards the Tourist Destination Area Using the Ant Algorithm

Ni Luh Wiwik Sri Rahayu Ginantra, T Taufiqurrahman, Gita Widi Bhawika, Ida Bagus Ary Indra Iswara and Anjar Wanto

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Decision Support System for Mapping Types of Timber and Number of Products for Furniture Handling in the Main Work Service Using AHP Method for Increasing Production Profits

Firdaus, Ritna Wahyuni, Ade Saputra, Novia Yolanda, Ritna Wahyuni, Usman and Mondra Neldi

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012040

Predicting GDP of Indonesia Using K-Nearest Neighbour Regression

Bagus Priambodo, Sarwati Rahayu, Al Hamidy Hazidar, Emil Naf'an, Mardhiah masril, Inge Handriani, Zico Pratama Putra, Asama Kudr Nseaf, Deni Setiawan and Yuwan Jumaryadi

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012041

Design a Drink Making Tool Automatic Milk Coffee Based Arduino R3

Nofriadi, Herman Saputra, Juna Eska, Adi Prijuna Lubis and Nuriadi Manurung

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The Application of Data Mining in Determining Patterns of Interest of High School Graduates

Dedy Hartama, Agus Perdana Windarto and Anjar Wanto

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012043

Smart IoT Flood Monitoring System

Shahirah Binti Zahir, Phaklen Ehkan, Thennarasan Sabapathy, Muzammil Jusoh, Mohd Nasrun Osman, Mohd Najib Yasin, Yasmin Abdul Wahab, N.A.M Hambali, N. Ali, A.S. Bakhit *et al*

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An IoT Based Smart Parking System

Mehala Chandran, Nur Fadila Mahrom, Thennarasan Sabapathy, Muzammil Jusoh, Mohd Nasrun Osman, Mohd Najib Yasin, N.A.M. Hambali, R. Jamaluddin, N. Ali and Yasmin Abdul Wahab

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Expert system to diagnose child development growth disorders with forward chaining method

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Design of Expert System for Diagnosis Damage Computer Hardware

Retno Devita, Eva Rianti and Sri Rahmawati

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Expert System and Rule-Based Knowledge Based in Analyzing Vitamin Deficiency in the Human Body

Ruri Hartika Zain and Elmi Rahmawati

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Analysis of the Factors Affecting the Quality of Palm Oil Using the Analytical Hierarchy Process Method

Nugraha Rahmansyah, Shary Armonitha Lusia and Rima Liana Gema

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Fuzzy Logic Applications to Predict Total Production of PKO (Palm Kernel Oil)

Devia Kartika, Mutiana Pratiwi and Rima Liana Gema

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A Compact MIMO Planar Inverted-F Antenna

Najwa, Mohamed Nasrun Osman, Muzammil Jusoh, Thennarasan Sabapathy, Samir Al-Bawri, M. M. Azizan and Tarmizi Ali

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University Student Satisfaction Analysis on Academic Services by Using Decision Tree C4.5 Algorithm (Case Study : Universitas Putra Indonesia "YPTK" Padang)

Febri Aldi and Anita Ade Rahma

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OLAP Approach in Searching Manufacturing Industries in West Sumatera

E P W Mandala, D E Putri, D W T Putra and D P Mulya

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Nurul Misyani Mohd Rafie, Kasturi Dewi Varathan and Mohammad Shafenoor Amin
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-
- OPEN ACCESS** 012054
Radiation Pattern Reconfigurable FM Antenna
Jaya Bharath Gopalakrishnan, Thennarasan Sabapathy, Muzammil Jusoh, Samir Al-Bawri, M.N. Yaasin, Mohamed Nasrun Osman, Hasliza Abd Rahim, Mohd Hafizudin Mat, Huda A. Majid, Tarmizi Ali *et al*
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-
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Analysis of Electronically Reconfigurable Beam Steering Antenna Array using Phase Shifter Technique
Soh Jen Neei, Muzammil Jusoh, Thennarasan Sabapathy, Samir AlBawri, Mohd Najib Yaasin, Hasliza Abd Rahim, Tariq Abd Latef, Mahmud A. M. Albreem and Mohamed Nasrun Osman
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Expert System Insemination
Yogi Wiyandra, Firna Yenila, Suci Wahyuni and Febrihadi
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-
- OPEN ACCESS** 012057
Model of Artificial Neural Networks in Predictions of Corn Productivity in an Effort to Overcome Imports in Indonesia
Anjar Wanto, Dedy Hartama, Gita Widi Bhawika, Zulifah Chikmawati, Deswidya Sukrisna Hutauruk, Pinondang Hotria Siregar, Ricard Fredrik Marpaung, Salim Efendi, Imeldawaty Gultom and Agus Perdana Windarto
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-
- OPEN ACCESS** 012058
Implementation and Design User Interface Layout Use Leap Motion Controller With Hand Gesture Recognition
Billy Hendrik, Fauziah, Mardhiah Masril, Yunan Fauzi Wijaya and Silfia Andini
[+ Open abstract](#) [View article](#) [PDF](#)
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Designing a Multimodal Graphs System to Support Non-Visual Interpretation of Graphical Information
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Backpropagation neural network prediction for cryptocurrency bitcoin prices

Rini Sovia, Musli Yanto, Arif Budiman, Liga Mayola and Dio Saputra

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012061

Hybrid cryptography and steganography method to embed encrypted text message within image

Khider Nassif Jassim, Ahmed Khudhur Nsaif, Asama Kuder Nseaf, Al Hamidy Hazidar, Bagus Priambodo, Emil Naf'an, Mardhiah Masril, Inge Handriani and Zico Pratama Putra

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012062

Application of Forward Chaining Method for Cognitive and Humanistic as an Indonesia Language

C Nuraini, A Suharso and Sumiyadi

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Analysis of the Success of Student Monitoring Information System Implementation Using DeLone And McLean Model

B K Riasti and A Nugroho

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012064

Using 3D Media to Improve Short Stories Writing Skill on Junior High School Students

Khaerunnisa, Mutiarani, Wika Soviana Devi and Andi Irma Sarjani

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012065

Online Measurement to Assess A Problem Solving Skills Based on Multimedia Instrument

M Ardiyaningrum, T H Retnowati, Jailani and Trisniawati

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E Suryanto, Emzir and S Akhadiah
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- OPEN ACCESS** 012067
The Influence of Inquiry-Based Learning Materials towards Students' Achievement
Hariyanto, Soetarno Joyoatmojo, Joko Nurkamto and Gunarhadi
[+ Open abstract](#) [View article](#) [PDF](#)
-
- OPEN ACCESS** 012068
Exploring the Practice of Teacher-Students' Classroom Interaction in Speaking Subject at Higher Education
Ngatmini, Rustono, Subyantoro and Mimi Mulyani
[+ Open abstract](#) [View article](#) [PDF](#)
-
- OPEN ACCESS** 012069
Character Education through Indonesian Language Course on Higher Education
S Rabiah
[+ Open abstract](#) [View article](#) [PDF](#)
-
- OPEN ACCESS** 012070
Active learning in scientific writing skill using Indonesian textbook based on character education
St. Y. Slamet, R Winarni and Hartono
[+ Open abstract](#) [View article](#) [PDF](#)
-
- OPEN ACCESS** 012071
The Feasibility of Syntactic Teaching Materials Development through IFDAD Model
D Muhammad Basri and Andi Tenri Ampa
[+ Open abstract](#) [View article](#) [PDF](#)
-
- OPEN ACCESS** 012072
Lexical and Grammatical Cohesions in the Students' Essay Writing as the English Productive skills
Andi Tenri Ampa and D Muhammad Basri
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-
- OPEN ACCESS** 012073
The Reseptive and Productive Learning Models Based on Folktales for Learning Indonesian as a Foreign Language
NE Wardani and C Ulya
[+](#) Open abstract [View article](#) [PDF](#)
-
- OPEN ACCESS** 012074
Quantum Learning Methods to Improve students' speech skill using Javanese's *Krama Alus*
K Yuniar, A Rakhmawati, B Setiawan and K Saddhono
[+](#) Open abstract [View article](#) [PDF](#)
-
- OPEN ACCESS** 012075
Teaching Learning Javanese News Writing Trough Group Investigation Method And Illustration Media In Senior High School
S T Pratisthita, R Winarni and Sumarwati
[+](#) Open abstract [View article](#) [PDF](#)
-
- OPEN ACCESS** 012076
The use of Samawa Tribe *Sakeco* Art as a Literature Learning Material in Junior High School
Sukiman, W A Purwani, Y Pratiwi and N Widiati
[+](#) Open abstract [View article](#) [PDF](#)
-
- Education and Technology**
-
- OPEN ACCESS** 012077
Practicality of E-Learning as Learning Media in Digital Simulation Subjects at Vocational School in Padang
Monica Fransisca, Yuliawati Yunus, Aminda Dewi Sutiasih and Renny Permata Saputri
[+](#) Open abstract [View article](#) [PDF](#)
-
- OPEN ACCESS** 012078
Convergence Analysis of Acceleration and Generalization of E-Learning in the Manifestation of Globalization Education Readiness 4.0
Sitti Rizki Mulyani, Agung Ramadhanu, Desi Permata Sari, Rahmatul Husna Arsyah and Neni Sri Wahyuni Nengsih
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-
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Learning Satisfaction Analysis of Online Learning Readiness with Learning Culture and Character Strength as Antecedent Variables

Agung Ramadhanu, Ramdani Bayu Putra, Hadi Syahputra, Rahmatul Husna Arsyah and Desi Permata Sari

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012081

Impact of Learning Motivation, Cognitive and Self-Efficacy in Improving Learning Quality E-Learning in Industrial Era 4.0

Ramdani Bayu Putra, Elfiswandi, Muhammad Ridwan, Sitti Rizki Mulyani, Dharma Syahrullah Ekajaya and Rio Andhika Putra

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012082

The Effect of Lego Mindstorms as an Innovative Educational Tool to Develop Students' Creativity Skills for a Creative Society

Mardhiah Masril, Billy Hendrik, Harry Theozard Fikri, Al Hamidy Hazidar, Bagus Priambodo, Emil Naf'an, Inge Handriani, Zico Pratama Putra and Asama Kudr Nseaf

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Effect of cooperative learning model type of talking stick against student learning

Lidia Wijayanti, Imam Sukwatus Sujai and Dian Septi Nur Afifah

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012084

Analysis of Critical Thinking from Student with Quantive Approach

Laila Rahmawati, Subanji and Dian Septi Nur Afifah

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012085

Strategy teaching of Education from batik technique and Hayan sabitah perspective

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The Effort of Implementing of The Big Book as A Media to Improve The Intelligence of Linguistic Verbals for Early Childhood

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Landslide Vulnerability in Residential Areas for Disaster Mitigation in Sawangan District, Depok City

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Indra Wijaya, Rini Sefriani, Menrisal, Popi Radyuli and Lili Andrayani
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Vicky Brama Kumbara, Fitri Yeni, Rio Andika Putra, Dori Mittra Candana and Robby Dharma
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zakat foundations
Inge Handriani, Bagus Priambodo, Al Hamidy Hazidar, Mardhiah Masril, Zico Pratama Putra, Asama Kudr Nseaf and
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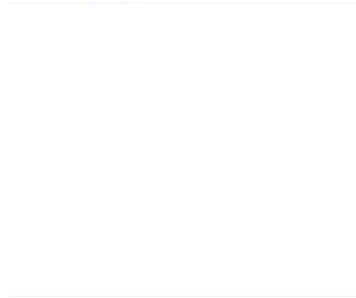
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Technology context and social media adoption among small and medium enterprises

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Abstract. This research paper aims to investigate the relationship between technology context and social media adoption among small and medium enterprise. Technology-organization-environment (TOE) is used to understand the relationship. Twenty-eight small and medium enterprises operating in west Sumatra province (Indonesia) is as research samples. SEM-PLS is applied to analyse the data. In this case, smart-pls is employed. It has two assessments: measurement model and structural model assessment. The result shows that there is a positive and significant relationship between technology context and social media adoption. This paper has practical and theoretical implication and they are discussed in detail. Recommendation for future work is also informed in this paper.

1. Background of the study

Small-medium enterprises (SMEs) have been contributing significantly to the country's economic development [1]. Reference [2] argue that SMEs became the centre of rotation of the economy in local government in Indonesia. There are five benefits of SMEs for Indonesia economy that are owned by local people, mainly agriculture based, labour intensive, financial operation from personal saving, and mainly consumer goods [3]. Reference [1] add that there is almost 75% of employment in Indonesia works in SMEs, and contributing enormously to country's Gross Domestic Product (GDP). To gain the survival and keep growing, SMEs have to fit with its environment. Due to changing in external business environment, especially technology changes, SMEs must reformulate its competitiveness position and come out with strategy. One of functional strategy is marketing strategy. Social media adoption is one of marketing strategy to keep survival and growing for small and medium enterprise.

Social media refers to using real time feedback, exchanging user-generated content and building communities of consumers to support business process [4]. Reference [5] argue that social media adoption by business organization can enhance the business operation, customer support, research and development, and sales and marketing. There are several previous studies investigating the role of social media to boost the SMEs's performance [6]–[13]. Reference [12] develop a framework of social media adoption readiness among SMEs. Reference [7] interview SMEs owners/managers in UAE regarding to adoption of social media. They conclude that SMEs use social media, such as Facebook, Twitter, and Instagram. It will increases their performance. Reference [6] carried out a survey to explore factors



affecting the social media adoption among UAE's SMEs and its impact on SMEs performance. Reference [9] investigated the factors influencing the Facebook usage among SMEs in Malaysia. They find that by using Facebook for SMEs's business will impact on business performance. Reference [8] studies the effect of internet-based social media on SMEs's competitive advantage in Gulf Cooperation Council (GCC) countries. Reference [13] perform a similar survey to establish the effect of social media on SMEs's growth in Nairobi. Reference [10] study the use and measurement of social media for Scottish SMEs. Reference [11] conduct a series of interview regarding to the use of social media and found that social media usage for building customer relationship, advertising and promotion, information search, and branding.

There is no prior study to investigate social media adoption using an Indonesia's SMEs. Even though, there is studies using SMEs in Indonesia [1]–[3], but they focus on other aspect of SME. For example, reference [1] assess the Indonesia's SMEs competitiveness. In addition, reference [2] identify the critical success factor for downstream palm oil based SMEs. Finally, reference [3] describes three factor in developing SMEs cluster in Indonesia: network, government role and network for cluster SMEs. Besides, there is one study regarding to social media adoption among SMEs [14], but the study is technical study in nature and qualitative approach. Therefore, there is a gap in the literature in term of why Indonesia's SME adopting social media. Thus, this study aims to investigate the effect of technology context on social media adoption among SMEs in west Sumatra, Indonesia. Technology context is suggested by technology-organization-environment (TOE) theory [15]. The theory suggests that there is technology-environment and organization outcome relationship. In fact, reference [16] The hypotheses of this study that is there is positive significant relationship between technology context and social media adoption. Yet, [16]'s finding is not supported. Reference [6] also investigate the relationship between technology context and social media adoption among SMEs in UAE and found the consistent result with [16]. reference [17] investigate the effect of technology context on social media adoption using Malaysia's SMEs. They conclude that relative advantage and compatibility has significant relationship with social media adoption. The effect of technology context on social media adoption is not conclusive. Therefore, this study proposed the hypothesis that technology context has a positive relationship with social media adoption. Further, the proposed conceptual model is as follow.

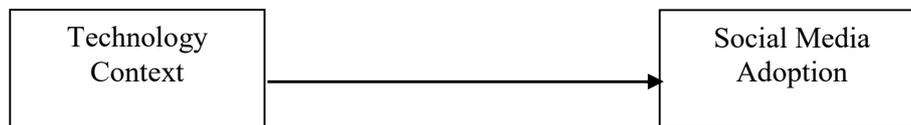


Figure 1. Research Framework

2. Material and methods

This study uses SMEs owners or managers operating in west Sumatra province as research object. Primary data is used and collected through online survey. There are two types of variable used here: independent latent variable (technology context) and dependent latent variable (social media adoption). Technology context refers to any technology that is either used by the organization, or that is available, and is known to be potentially useful, but is not yet being used [18]. In this study, technology context has twenty four items which are developed by several authors [19]–[22]. Social media adoption has five items and adapt from [23]. Variables are measured by five-scale Likert ranging from strongly disagree and strongly agree. Data is analysed using SEM-PLS due to the conditions relating to sample size, normal distribution are not met [24], [25]. In smart-pls, there are two assessments to achieve the final result that are measurement and structural model [26]. The measurement model assessment has two type of validity test, that are convergent validity and discriminant validity [27]. Structural model assessment is conducted for hypothesis testing [28]. Predictive relevance and power have to be assessed before interpreting a path coefficient and p-value to decide to reject or accept the hypotheses.

3. Result and Conclusion

3.1. Demographic Variables

Small and medium enterprises (SMEs) participated in this study is twenty-eight. Based on type of social media adopted, eight small and medium enterprises are dominantly select WhatsApp to promote their business and product/services. Eleven (39%) SMEs use an Instagram. Followed by seven (25%) SMEs use Facebook. In addition, two SMEs do not provide us with information about type of social media being used. According to number of workers are employed by SMEs, twenty-three (82%) SMEs have workers less than ten workers. In addition, one SMEs have ten to fifty and greater hundred workers. Three SMEs do not supply this type of data.

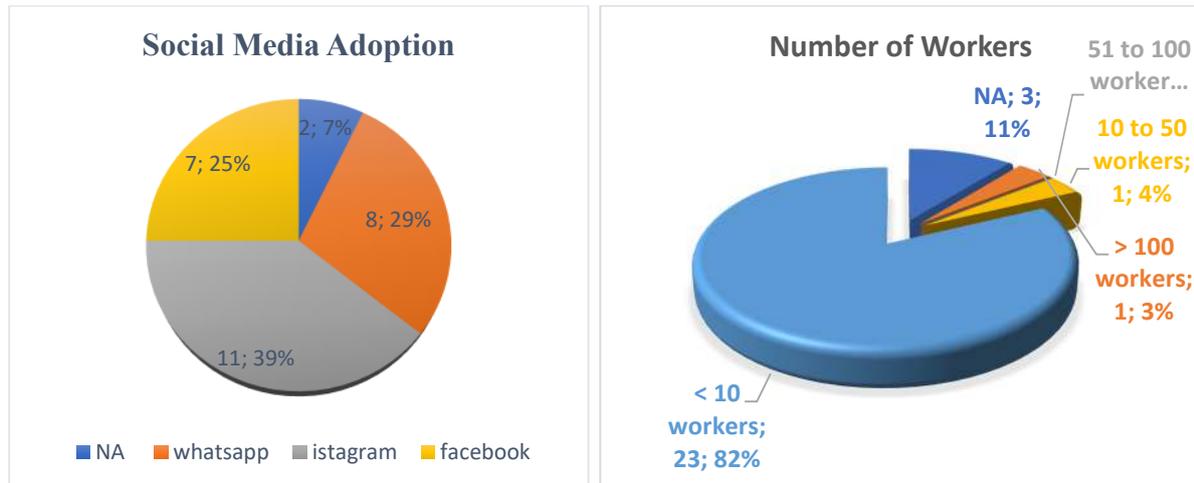


Figure 2. Type of social media adopted (dominated) and number of workers

3.2. Measurement Model Assessment

Measurement model assessment consists of two validity assessment that is convergent validity and discriminant validity. Table 1 presents the result of convergent validity test. from outer loading, both construct has outer loading greater than 0.700 [29] after deleting two items for social media adoption, and four items for technology context. Second criteria for convergent validity test is assessing Cronbach's Alpha and Composite Reliability. Its value must be greater than 0.700 [30]. In addition, final assessment for convergent validity is average variance extracted (AVE) and its value must be greater than 0.500 [30].

Table 1. Measurement Model Assessment: Convergent validity

Construct	Items	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Social media adoption	sma1	0.907	0.982	0.983	0.738
	sma3	0.882			
	sma5	0.780			
	tcb1	0.853			
	tcb2	0.872			
	tcb3	0.722			
Technology context	tcb4	0.760	0.819	0.893	0.736
	tco1	0.896			
	tco2	0.882			
	tco3	0.892			
	tco4	0.906			
	tco5	0.870			

tob1	0.916
tob2	0.790
tob3	0.889
tob4	0.902
tr1	0.893
tr3	0.928
tra1	0.847
tra2	0.868
tra3	0.831
tra4	0.792
tra5	0.838
tra6	0.859

The second assessment for model is structural model assessment. There are at least two criteria's that we have to evaluate: Fornell-Lacker criterion and cross-loading [31], [32]. Table 2 provides the result of Fornell-Lacker criterion. It can be concluded that measurement model has better discriminant validity due to the value of square AVE for construct social media adoption (bold, 0.859) is greater than correlation coefficient between social media adoption and technology context (0.647) [31].

Table 2. Discriminant validity-Fornell-Lacker Criterion

Construct	Social Media Adoption	Technology Context
Social media adoption	0,859	
Technology context	0,647	0,858

Second assessment for discriminant validity is cross-loading. Table 3 shows the result of cross loading. Loading of items for social media adoption (sma1, sma3, and sma4) is higher than loading on other construct (technology context). Therefore, both constructs have achieved the discriminant validity requirement.

Table 3. Discriminant Validity-Cross Loading

Items	Social Media Adoption	Technology Context
sma1	0.907	0.511
sma3	0.882	0.613
sma5	0.780	0.530
tcb1	0.461	0.853
tcb2	0.573	0.872
tcb3	0.358	0.722
tcb4	0.364	0.760
tco1	0.570	0.896
tco2	0.580	0.882
tco4	0.530	0.906
tco5	0.692	0.870
tob1	0.568	0.916
tob2	0.444	0.790
tob3	0.658	0.889
tob4	0.476	0.902
tr1	0.611	0.893
tr3	0.596	0.928
tra1	0.623	0.847
tra2	0.584	0.868

tra3	0.571	0.831
tra4	0.493	0.792
tra5	0.612	0.838
tra6	0.510	0.859

3.3. Structural model assessment

Second assessment using smart-pls is structural model assessment. This assessment begins with evaluating the predictive relevance and predictive power. It continues to the hypothesis testing by using the path coefficient and *P value* [33]. the structural model has medium predictive relevance [34] and moderate predictive power [24].

Table 4. Assessment of Structural Model

Endogenous Construct	Q square	Decision	R square	Decision
Social media adoption	0.268	Medium	0.419	Moderate
Relationship	Path coef.	t statistic	<i>P-value</i>	Decision
Technology context -> social media adoption	0.647	8.756	0.000	Supported

Based on the result of t statistic, we can conclude that technology context has a positive relationship with the social media adoption among SME (p-value= 0.000, $\beta=0.647$). This finding is supported by previous research [17]. However, this result is not consistent compared to finding of [16]. Figure 2 provides us with structural model. Social media adoption is relatively low (means=2.76). Social media adoption is due to the perceived relative advantage, compatibility, complexity, trialability, and observability of social media. SMEs manager/owner believe that they will gain some benefit because adopt the social media. The benefit could be in term of business performance, financial gain and competitive advantage. Social media adoption by SMEs are due to fitness of social media with its business process, including with its suppliers and customers. Besides, social media adoption by SMEs is also perceived as something which is not complex and applicable to their current business. In addition, SMEs perceive that social media is easy to try and observe it.

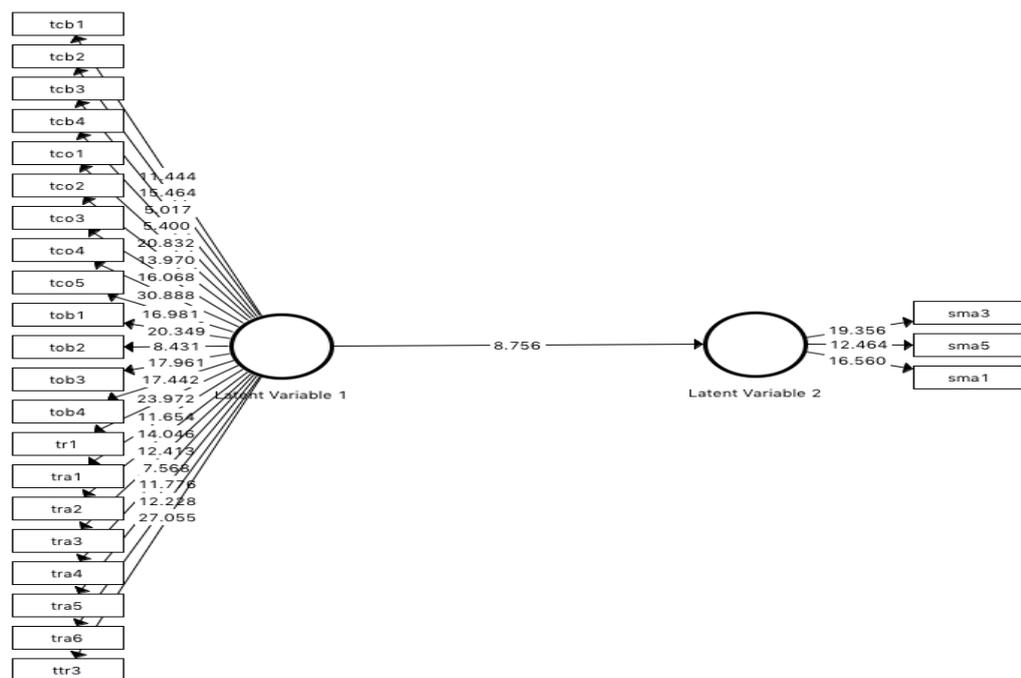


Figure 3. Structural model

Note: latent variable 1 and 2 are technology context and social media adoption respectively

4. Conclusion and recommendation

Business environment has been changing over the time. In strategic perspective, technology is one of external environment factors (PEST) that have to be monitored their changes. This technology changes influence the way the business to be managed. It is usually an input in strategy formulation. In addition, technology should be accommodated into strategy, including in functional management, such as marketing. Social media is derived from digital marketing strategy. Social media adoption among large company has been explored. However, lack of prior study uses SMEs in Indonesia's case. The result shows that social media adoption is determined by technology context. Due to technology advantage, compatibility, complexity, trialability and observability, SMEs tend to adopt the social media as a strategic tool to gain the competitive advantage. This finding contributes to the technology-organization-environment (TOE) model [15]. Practically, this finding can be used by SMEs owners/managers or other stakeholders to increase the social media adoption among SMEs. The SMEs stakeholders, such as local government, can increase the awareness of the important of a technology. This effort will change the attitude of SMEs owners/managers toward technology. If they have a positive attitude toward technology, they will tend to accept or adopt that technology. Our finding in this article is subject to a least three limitations. First, this study uses a limited number SMEs. Second, this study investigates the social media adoption for only one variable. Finally, this study sees the social media adoption from one perspective (TOE). Future research should therefore concentrate on investigation of social media adoption by adding other variables from other perspective. Besides, further investigation also can widen the number of SMEs participating in research.

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CERTIFICATE

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