

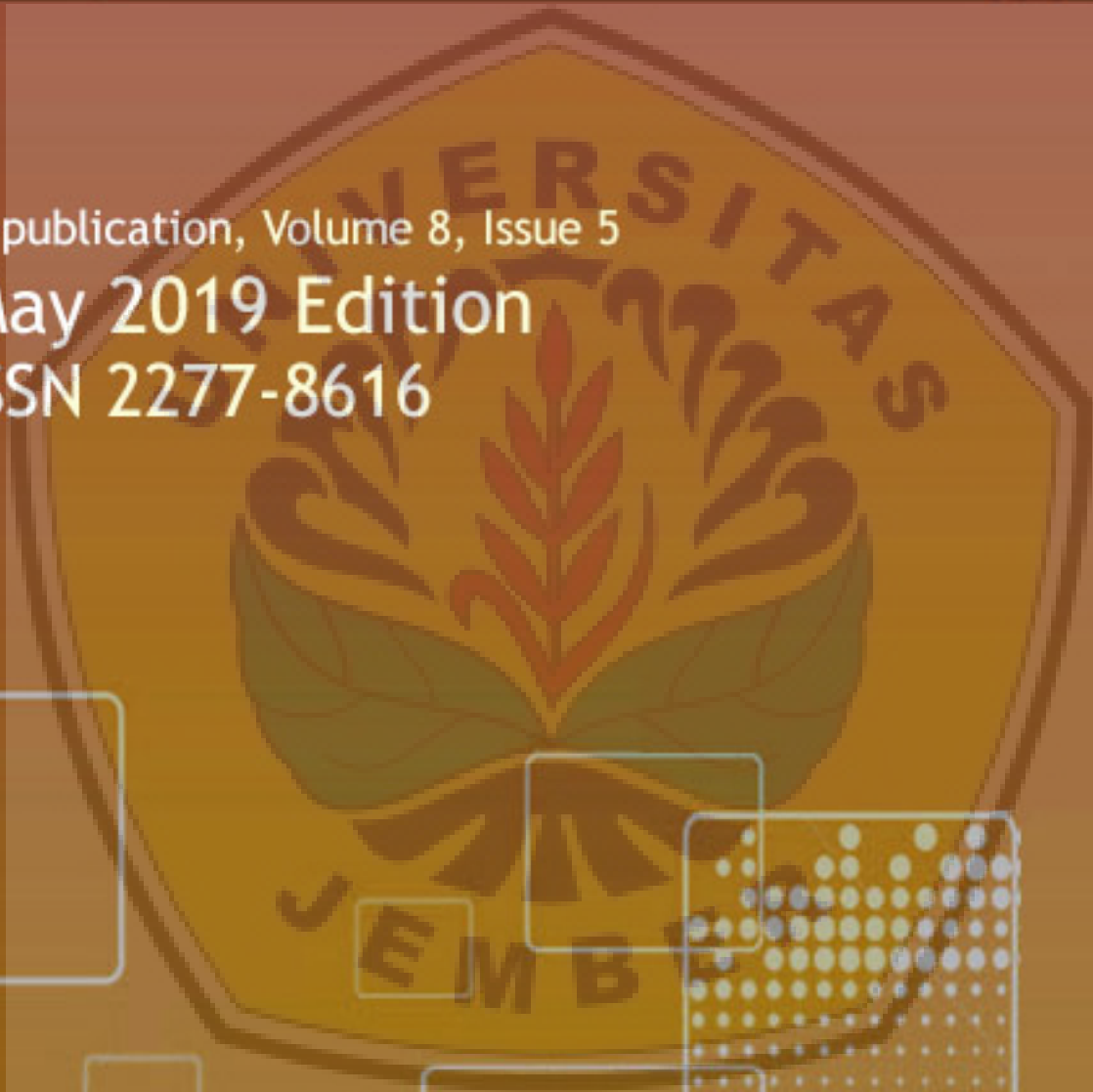
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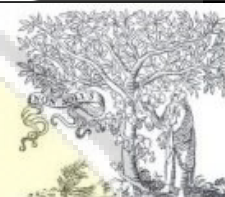
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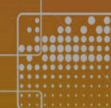
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**Influence Of Microfinance Financial Strategies On Growth Of Small And Micro Enterprises In Homa Bay County, Kenya**

Morgan Bulla, Elijah Maronga, Christopher Ngacho

Extensive body of research has acknowledged Microfinance Institutions' positive influence on Small and Micro enterprises' (SMEs) growth. However the subject of relationship between MFIs financial strategies on SMEs growth in Homa Bay County has not been explored. This study, therefore examined the role of financial strategies employed by MFIs and their inputs on SMEs growth in Homa Bay County. Specifically, the study explores the effects of interest rate, loan repayment period, credit allocation efficiency, and managerial training strategies on growth of SMEs in Homa Bay County. The study adopted a descriptive survey design. Data were collected using questionnaires from 100 SMEs who were either owners or managers of those enterprises. These SMEs were selected from a target population of 1000 using stratified random sampling. Data were analysed using descriptive and inferential statistics, The findings indicate that managerial training, credit allocation and loan repayment strategies have a positive effect on growth of SMEs while interest rate strategy has a negative effect on cost of borrowing. The study recommended that a 24 hour credit allocation on a cellular platform should be provided to enhance credit access; micro finance institutions should be given incentives to attract others to join the sector; managerial training should include value chain addition and sectorial approach training; and tailored loan repayment should be encouraged to meet diverse needs of SMEs.

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**Factors Affecting Achievement Of Alert Village Success On The People's At Gampong Peunaga Pasi, Meureubo Subdistrict, West Aceh Regency**

Bustami

Based on the results of a report from the Aceh Health Office, the number of standby village coverage in Aceh Province has reached 66.5% but the number of active village coverage that is active only reaches 13.3%. Whereas in West Aceh District in 2016 Alert Village was formed, totaling 131 villages were on standby. Meanwhile, when compared with the coverage of the success of alert villages in the village of Peunaga Pasi in 2016 it had a gap of 20% of the target of 80%, reaching only 60%. This research is descriptive analytic with cross sectional design, with the total sample taken total population of 71 respondents. The analysis used is univariate and bivariate analysis. The place of this research was conducted in Peunaga Pasi Village, Meureubo Sub-District, West Aceh Regency on 24 March to 12 April 2018. From the results of the chi-square statistical test it can be concluded that there is an influence of community knowledge on the achievement of alert villages. (P-value 0,000 <0,05), there is an influence of community attitudes toward the achievement of idle village success (P-Value 0.003 5 0.05), there is an influence of the role of community leaders on achieving village success standby (P-Value 0.008 ≤ 0.05 ), there is the influence of community facilities and infrastructure on achieving the success of idle villages (P-Value 0.017 5 0.05) in Peunaga Pasi Village, Meureubo District, West Aceh Regency. It is recommended to the Puskesmas to be able to take policy in giving support and motivation to the community and health cadres in order to achieve indicators of village success.

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**Pluralism And Existence Of Ethnic Diversity In Medan, Indonesia**

Nurhabsyah

The focus of this research is Pluralism in Medan. The purposes of this research are 1) To explain the condition in Medan 2) To describe the existence of ethnic diversity in Medan 3) To analyze the influence of western culture towards ethnic diversity in Medan. This research used qualitative method, while the data were collected by conducting interviews. The field findings showed that migrants in Medan City, who still implemented the traditional cultural values in their daily life during the colonial period, and the stronger sense

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of ethnicity of the society arise in Medan. Gradually, the economic growth and cultural diversity in the urban society of Medan, make the society experiences a cultural transformation. The assembly of various tribes in Medan due to economic factors, makes the migrants to adapt quickly and leave their own culture, so that it gradually shifts the cultural values. The shift of cultural values is assumed to lose their identity from a particular tribe. The society in Medan city, in their daily lives, have been using Bahasa Indonesia and almost do not longer know their tribal languages.

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### **Mandailing Cultural Values In Local Genius Umpasa: Native Speakers' Perception**

Khairina Nasution

This study aims to explain the Indigenous Mandailing Cultural Values In Local Genius/Local Wisdom Umpasa the Perception of the native speakers. Umpasa is one of the oral traditions in Mandailing community which can be grouped in the form of a long poem. The concept of value in umpasa serves to illustrate the culture inherent in Mandailing community in the form of suggestions, prohibitions, the guidelines for action that should be maintained because it is positively charged in determining the attitude of life. Umpasa found, among others, shows (1) the relationship with God (2) the relationship between humans (3) a bad attitude (4) a strong determination and aspiration (5) attitude or outlook on life. Umpasa can be used to anticipate the shift in cultural values that apparently began to wane among the younger generation of Mandailing due to globalization.

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### **The Discovery Of Coins In Bogak, North Sumatera An Indication Of Economic Activities**

Lila Pelita Hati, Fitriaty Harahap, Nursukma Suri, Rita M. Setianingsih

In January 2008 at the bottom of the sand in Bogak Beach in front of Fisherman's Housing Estate (Perumnel) in Hamlet XII, Bogak Village, Tanjung Tiram Sub-district, Batubara Regency, North Sumatera Province, a ship was found. After investigation, it was revealed that the ship is a relic closely related to the life of the community in the area at least at the beginning of the 18th century when many sailors and merchants from different countries and nations engaged in economic

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activities. In addition to the discovery of the ship, ceramics from China and VOC coins years 1734, 1752, 1760, 1780, 1781, 1788, and 1790 were also found at the same time. This research tries to uncover to explore the historical and archaeological sources in Tanjung Tiram Sub-district and describe the role of those coins in the economy of the 18th to 20th century AD. This research employed the approaches of epigraphy, heraldry, and arts, in addition to history. The methods used were data collection, data processing, analysis, and formulation of recommendations. Data collection was undertaken to gather primary data through observation and secondary data (through reports, inventories, Dutch archives, and research findings).

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### **Lodging In Medan City In 18-20 Century, Note About Provided Provisions**

Lila Pelita Hati, Rita M. Setianingsih, Fitriaty Harahap,  
Sri Pangestri Dewi Murni

The arrival of other nations to Indonesia was colored because of the trade (VOC) in the colonial period in Indonesia, and also the existence of tourism. The presence of a number of tourists to Indonesia, especially to the city of Medan, North Sumatra causes everyone for the needs of lodging. For Medan City there are several lodgings, such as hotels; villas and also guesthouses. There are some Hotels like de Boer Hotel, Astoria Hotel, Grand Medan Hotel, but unfortunately for Astoria Hotel and Grand Medan Hotel have been replaced by Grand Angkasa hotel building. Lodging in the form of villas in Medan City are such as twin villas on Diponegoro street, villas on Sena Street and Angsana Street, villas in Lampu/Bundar street, Wai Yat Inn (now Wai Yat Hotel & Restaurant) on Asian road, retirement Wihelmina. Wai Yat inn used to serve as a haven for rubber traders from Sibolga and other areas. At that time the inn is also as a place to have fun and place to prepare breakfast (dejeneurs), lunch (diners) and dinner (soupers). It also presents Opera and St. Nicolaas cake, Indische Rijsttafel cuisine, order taarten food, koude en warme puding, kuode en warme schotels. This research used survey or direct observation to the location and also conducted literature study about the history of the 18th to 20th century about lodging in Medan City. It was especially from the news in the print media like de Sumatra Post newspaper.

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### **Comparative Analysis Of Data Mining Using The Rought Set Method With K-Means Method**

The purpose of this article is to compare between two data mining methods. Namely rough sets and k-means which both types of data are mining for clustering. Data mining itself is a method used to explore knowledge from a pile of data which so far has only been archived. While the clustering method itself is one method used to classify tendency, either the rough set method or k-means itself is used to find tendency or classify data. Both the method of rough set and k-means have the advantages of each according to needs. It is important to know what the advantages of each method are before deciding to use which method to use.

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### **Android-Based Text Message Security Application With Rivest Method, Shamir, Adleman (RSA)**

Iwan Purnama, Sudi Suryadi, Ronal Watrianthos, Deci Irmayani, Marnis Nasution

Security is very important in all aspects to protect data. Text messages on mobile phones, which is sms (short messages service) is one of the important data that needs a data security system. Data security is used to maintain the confidentiality of important data that we have on mobile devices. The encryption process is used so that messages cannot be read by other unwanted parties. While the decryption process is used so that the message can be read back by the intended party. Rivest Cryptography, Shamir, Adleman (RSA) is one of the asymmetric cryptographic algorithms that use a key pair, that is the public key and private key. The key length can be set, where the longer the key formation bit, the harder it is to solve because it is difficult to factor two very large numbers. This study applies the Rivest, Shamir, Adleman (RSA) algorithm for text message security applications based on Android. Based on the research that has been done, the author can draw conclusions, namely: Rivest, Shamir, Adleman (RSA) cryptographic algorithm can be implemented for text message security Android based. So it is safer to exchange text messages (SMS) so that user privacy is guaranteed

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### **Typology Innovation Business Model For University As Centers Of Science Based On Biotechnology**

Arnis Budi Susanto, Purnamie Titisari, Andriana

The purpose of this study is to find out how the "key" typology of innovation business models of biotechnology products from the Center for Excellence. The research will focus on the typology of innovation business models of university. Descriptive research patterns will be used in this study with the aim of exploring the state of the subject or object of research based on existing facts. The results of this study are typology of innovation business model at the University as a center of excellence for technology-based science and technology already has and meets the requirements. The typologies that are formed based on academic nuances are supported by biotechnology-based resources and the results of biotechnology research that have exceeded the target. With the availability of adequate resources, it can be said that COE in the university in the biotechnology sector has been feasible to be developed.

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### **Factors Affecting Effectiveness Agricultural Of Tools And Machines In Sub-District Hampan Perak, Deli Serdang District, Sumatera Utara**

Yuliana Kansrini, Zulhadi Hasibuan

These Agricultural tools and machines have a very complex meaning for agriculture in Indonesia because they provide many benefits including increasing production, reducing crop losses, reducing farming costs and expanding planting intensity. Research Objectives to determine the level of effectiveness of the use of agricultural machinery and equipment, and to find out the factors that influence the effectiveness of the use of agricultural tools and machinery in the district of Hampan Perak, Deli Serdang district. This type of research is survey research. The research sample amounted to 38 respondents, Determination of Samples by Purposive Sampling method. The results of the study show that the level of effectiveness of the use of agricultural machinery and equipment is high at 71.57 percent. The results of the study showed that age had a significant and significant effect on the effectiveness of the use of agricultural equipment and machinery with  $t_{count} (2.215) > t_{table} (2.04841)$ , while education, farming environment, experience, motivation, socio-cultural, land conditions, expertise, and materials Oil Fuel Does Not Affect the Effectiveness of the Use of Agricultural Equipment and Machines. Simultaneously the variables of age, education, farming environment, experience, motivation, socio-culture, land conditions, expertise and fuel oil, did not have a significant and significant effect on the effectiveness of the use of agricultural tools and machines where the value of  $F (1.54$

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### **Auditor Switching Behavior In LQ45 Companies In Indonesia**

Andreas, Enni Savitri

Auditor switching is a management action to switch the most recent company auditor. The management of public companies listed on the Indonesia Stock Exchange are known to use auditor switching. There are some reasons that encourage management of public companies to make auditor changes. These include audit opinions, the size of public accounting firms and changes in management. The study was conducted on companies that meet criteria of LQ45 index, and this companies are recalculated twice a year by Indonesian Stock Exchange research and development department. Based on the sample selection criteria a sample of 33 companies was obtained. Data analysis used logistic regression analysis. The results of the study indicate that audit opinions and management changes had no effect on auditor switching, but the size of the public accounting firm was evidently influence the decisions of the public companies' management to implement an auditor switch.

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### **Dynamics Of Real Exchange Rate And Three Financial Crisis: Purchasing Power Parity Relative Approach In Indonesia And Thailand**

Suryaning Bawono, Zainuri, Regina Niken

This paper highlights the fluctuations in the exchange rate of the Rupiah and Baht against the USD with David Ricardo's purchasing power parity relative approach. We investigate whether fluctuations in the exchange rate of the domestic currency have an influence on the purchasing power of proxies with GDP per capita in the period of three financial crises namely the 1997 Asian financial crisis, the 2008 Subprime Mortgage Crisis and the 2011 European debt crisis. domestic money to people's purchasing power in Indonesia and Thailand. This analysis is based on the non-linear (dynamic) time series Threshold Autoregressive (TAR) model in the period 1994-2017. Our estimation results show that the fluctuations in the exchange rate of the domestic currency have a strong influence on people's purchasing power in Indonesia and Thailand.

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## Indonesian Teaching Material Based On Fun Self Learning For Foreign Speaker

Aninditya Sri Nugraheni, Mohammad Rofiq

The requirement of Indonesian Language mastery for refugees in Rudenim is needed. For instance, it is utilized to communicate with the Rudenim watchmen and as their preparation to be placed at a community house where they will socialize with Indonesian Societies. The lack of refugees' intention to learn Bahasa Indonesia, moreover with learning schedule which is only performed once a week becomes the teachers' problem. Therefore, the author was attempted to develop the teaching material that can be used by the teachers to enable them in presenting the material. The development of teaching material emphasizes on the learners' independence self-learning. This research was aimed to know the process of Indonesian Language learning for Foreign Speaker (ILFS) at the Immigration Detention Centre of Semarang and develop ILFS teaching material. The methods of this study were research and development. The result of this research was the Concept of Indonesian Language for Foreign Speaker learning which was performed by the teacher based on active, creative, effective, and fun learning principles. Fun Self Learning was a teaching material concept which emphasizes on independence aspect in the learning process. The material was presented thematically and used the drill method. Bilingual was used as the Grammar, while the graphic was made using Fun Learning concept.

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### A Rare Of Malignancy In The Young Patient: Cholangiocarcinoma

Uğur Ergün, Gülhan Zorğur Undu, Merve Nur Ak, Erkan Ağlar, Emrah Akay, Eren Altun

Cholangiocarcinoma (CCA) is one of the primary malignant tumors of the liver caused by biliary epithelium. Approximately 15-25 percent of hepatobiliary malignancies. The incidence is increasing with age and it is generally seen between the ages of 50-70. Many reasons such as infection, biliary stasis and carcinogens are risk factors and the exact cause is unknown. The clinical picture of CCA varies according to the localization of the solitary lesion. Surgical treatment is the only curative method for patients with CCA. It is not very common for cholangiocarcinoma, a malignancy of hepatobiliary origin, to appear at an early age. In this article, we present a case of CCA in a young patient presenting with nausea, weight loss and abdominal pain.

### **Characterization Of Creative Industries: Challenges And Opportunities**

Diah Yulisetiarni, Hadi Paramu, Sri Wahyu Lelly Hana, Cempaka Paramita, Kristian Suhartadi W.N, Fajar Destari, Gusti Ayu Wulandari, Purnamie Titisari, Ema Desia prajitiasari, Arnis Budi Susanto

The creative industry is a very potential industrial sector, especially in today's technological developments that require people to use existing technology to hone and enhance their creativity. Creative agents themselves are activities that begin with the use of creativity, skills, and talents to create prosperity and employment through the creation and utilization of existing resources. The purpose of this study is to map the characterization of the creative industries in Jember Regency and their potential based on the functional management functions of the Industry creative is an activity that focuses on creation and innovation. The creative industry in this region has considerable potential, can be seen through the many creative industries that exist in the Regency of Indonesia. Optimizing the potential of creative industries in this region still requires various efforts so that existing creative industry products can become go global. It is suggested that the development of the creative industry is management, the inability to keep up with technological developments, so that some of the existing creative industries are not optimal.

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### **Social Business Start-Up On Catfish Culture MSMEs**

Andriana, Dian Anggreini, Farida Wahyu Ningtias

The purpose of this study is to find out what catfish processed products can be diversified so that they can increase the selling value of catfish management products, describe how to increase the selling of innovative catfish management, find out the benefits of catfish processing diversification, and describe how to increase sales diversified catfish processed products. This study is a review literature study with objects in catfish cultivation MSMEs in Jember Regency. The results obtained from this study are processed catfish can be diversified to increase selling value, diversification of catfish processed products include Shredded Catfish, Catfish Nugget, Catfish Bone Stick, and Catfish Krupuk, the benefits of verifying catfish processed products include increasing value economical, and increasing acceptability if in the "real" form of catfish sometimes people do not

want to consume catfish, and marketing techniques that are carried out are marketed in the neighborhood around boarding schools and through social media namely Instagram so that it can become revenue generating for boarding schools.

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### **Relationship Of The Perception Of Quality Service Of Obstetrics With The Level Of Patient Satisfaction In West Bandung Regency Year 2018**

Damai Yanti, Tin Rostini

Serving the people is a great opportunity for an organization to demonstrate its credibility and its versatility. Thus the implementation of the Government's activities in the region on the basis of the reference to Minimum Service Standards (SPM) will be a guarantee against a society that his needs well served by the Government as the servant of the people. In addition the Minimum service standard can serve as a benchmark the success of local government in organizing the obligation (KEMENPAN-RB 2017).The purpose of this research is to know the relation of perception of the quality of service of Obstetrics (KIA) with the level of satisfaction of patients clinics in West Bandung Regency. The research method used was deskriptif corelation. This research using a sample of clinics that have not been accredited and far from the center of the selected health centers namely Gununghalu, Cililin, Rajamandala, Ngamprah and clinics. Visitor services the patient obstetrics (KIA) in clinics associated at least 3 x 15-year-old > visits with a number of samples of 100 respondents, with divisions in the health Gununghalu 20 respondents, Cililin 15 respondents, Rajamandala 46 respondents, Ngamprah 19 respondents using the quota sampling, the data obtained using questionnaire and in the analysis using the chi square test. Results of the study were patients with less perception of 39 respondents (39%) level of satisfaction with less satisfied 12 of the respondents (12%), whereas patients with good perception 61 respondents (61%) with the level of satisfaction satisfied 88 respondents (88%). the results of the statistics obtained that (pvalue = 0.00) < ( $\alpha = 0.05$ ). There is a relationship can be summed up the perception of the quality of service to the satisfaction of the patient.

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[\[References\]](#)

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### **Syair Gulong Ketapang West Kalimantan With The National Resistance Approach**

Rusnila Hamid; Syarif; Nilwani Hamid; Khairawati



The cultural research of Gulong Poetry in Ketapang, West Kalimantan has two objectives: 1) To know the development of Gulong Poetry as Malay literary art in the Kingdom of Tanjungpura in 1970-1990, 2) To find out the dynamics of Gulong Poetry art towards the West Kalimantan Malay community with the National Resilience approach. This study uses a historical method that begins with the heuristic stage, namely the collection of data from contemporary historical sources found at the National Archives of the Republic of Indonesia, National Library, Historical and Traditional Valuation Centers of Pontianak. And the next stage is to criticize the existence of culture with the National Resilience approach. The results of the study show that the Gulong Poem is an oral literary art that has been passed down from generation to generation since the time of the Kingdom of Tanjungpura to the contemporary era. This art had experienced stagnation during the Dutch colonial period and Japanese Occupation, then reappeared in the 70s to 90s and 2000s. In a social perspective, Gulong Poetry was released from the limitations which previously developed only in the royal environment into arts which lived in the middle of the people, becoming a medium for West Kalimantan Malay people to express their aspirations, inspiration, criticism, and entertainment. In the viewpoint of art, Gulong Poetry undergoes a change from the previous literary book and is preserved through the tradition of transferring books from hand to hand and narrated by word of mouth, into the art of oral literature whose text is written and the poem is read and sung in front of the public. Entering the era of globalization, the culture of the Gulong Poetry is feared unable to survive with the global flow of modern art, which is now very often heard by the public. Gulong poetry can only be heard by the public at certain events such as the sacred community of Malay people who are aware of culture such as marriage and circumcision.

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### **Integrated Career Pattern Hope Of Bureaucration In The Future**

Burdan Ali Junjuran; Dadang Suwanda

In carrying out public service duties, government duties, and the task of development, the State Civil Apparatus (ASN) employees must have professional capabilities as individuals as set out in ASN management based on the merit system. The absence of a clear career pattern arrangement will result in the low performance of government employees (PNS) and consequently have a low quality of public services, even resulting in service users having to pay a high cost economy. Career development through a good career pattern can encourage employees to grow and develop according to professionally owned competencies.

Employees will be motivated to perform well which contributes to the improvement of agency performance. In addition to the above, there is a clear career pattern that also provides career security for structural and functional officials in the central and regional government. Career patterns are used as a guideline or reference in the appointment of someone to a certain position by referring to the position competency standards held, so that the process of transferring, promoting, transferring and demoting government employees (PNS) is better organized. Career patterns may no longer depend on the policies of the leadership of the institution. Clear career patterns in the area will also have a positive impact on the political climate in the region, where officials will be neutral when regional elections are held. Therefore policies need to be formulated regarding the career pattern of civil servants as a guide in the management of career patterns of civil servants that are selective, fair and competitive.

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### **Quality Of Higher Education: An Organizational Perspective**

Arnis Budi Susanto, Suyatno

Currently all universities are required to have more value to be able to compete by utilizing all available resources. Resources may include facilities, infrastructure, and human as a whole which is expected to produce quality graduates who are qualified. This paper aims to critically examine the existing state universities in Indonesia based on the views of educational organizations. contribution of this paper provide input for the college to be able to identify factors that exist to improve the quality of education in universities

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### **Application Of Quality Management To Company Performance In Developing Country**

Handriyono, Arnis Budi Susanto

This study aims to analyze the quality management system in companies in developing countries. The population in this study are several companies engaged in the service sector. The sample used was 102 companies. The method used in analyzing data is using linear regression. The results of the study show that the application of a quality management system will affect the performance of employees in companies engaged in the service sector. The results of the study recommend that company leaders need to optimize quality management to improve company

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### **Development Of Learning Module Discipline Character Based On Scouting Education At The State Elementary School Of 12 Air Kumbang, Banyuasin Regency**

Sulastri, Edi Harapan, Dessy Wardiah

This study aims to produce products in scouting activities that can improve the character of students' discipline, and also be able to find out the effectiveness of product development scouting activities in Air Kumbang 12 Elementary School. This study uses the Research and Development (R&D) method while the model used the Dick and Carrey development model with the ADDIE model concept. The population of the research are students of SD 12 Air Kumbang who are in the Banyuasin Regency. Data collection techniques used are questionnaires, interviews, documentaries. The data analysis technique uses a quantitative approach (Paired sample t-test) module validity, module practicality, module effectiveness. Research results Based on the feasibility criteria for scout-based character education learning module, the overall score of field trials in 30 students obtained a total score of 4164 with a percentage of 86.75% so that education scouting-based character learning modules were in the "very feasible" category. So that the module is worthy of being used as a learning resource for both teachers and students in the process of disciplinary learning through scout activities at elementary school of 12 Air Kumbang. With this module, students are expected to be disciplined in Elementary School of 12 be increased through scouting activities.

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### **Headmaster's Strategy To Maximizes Using Infrastructure And Teachers' Role To Improve Learning Quality In Elementary School**

Suliah, Edi Harapan, Yasir Arafat

This study aims to find out the Headmaster's strategy to maximizes using infrastructure and teachers' role to improve learning quality. This study was carried out in State Elementary School of 7 Banyuasin I, Banyuasin Regency. The method

of research used descriptive qualitative methods. Data collection techniques used interviews, observation, and documentation. The results of the study state that the strategy of Headmaster in an effort to maximize the facilities and infrastructure and the role of the teacher in improving the quality of learning be effectively. Some of the strategies used by Headmaster include efforts to maximize space due to the insufficient number of classrooms by dividing study hours in the morning and evening. The strategy of the next Headmaster is to maximize the space that is also functioned as a UKS room because State Elementary School of 7 Banyuasin does not yet have a UKS room. The next strategy of Headmaster is to maximize the function of the library as a place for school administration processes. The effort of Headmaster to maximize the role of the teacher with the first maximizing the function of the teacher as homeroom teacher and the second is to maximize the function of the teacher as the teacher of the extracurricular school. The strategy of Headmaster maximizes the teacher's role is considered effective in improving the quality of learning.

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### **Module Development The Utilization Of Patchwork Fabric As Teaching Materials Crafts On The Subjects Of Craft And Entrepreneurship For High School Students**

Sarina, Muhammad Kristiawan, Dessy Wardiah

The research aimed at developing a Module for the Use of Patchwork as a teaching material for Handicrafts in Workshop and Entrepreneurship Subjects for High School Students. This research was conducted at SMA Negeri 1 Tanjung Raja. This research is Research Development or Research and Development (R & D), using a 4-D model. The technique of collecting data uses interviews, observation and documentation. The results of the study concluded 1) The module developed was declared valid with the assessment score of the module material validation is 4.50 and included in the classification very well; 2) Modules stated to be practical with the results of the questionnaire of trainee participants obtained a score of 4.52 and entered into a very good classification so that it is worthy of use; 3) Modules developed are categorized as effective, this is indicated by the results of student-made crafts better than before and can be of economic value.

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**Mathematics Learning Device  
Development Based On Constructivism**

# Approach To Improve Mathematical Reasoning Skill Of Class X Students In Vocational High School (SMK)

Yunita Safitri, I Made Arnawa

The purpose of mathematics learning is to have the students think logically in order to allow them to achieve knowledge. Logical thinking may help the students to conclude the knowledge. In order to do so, students should possess reasoning skill. Constructivism approach can actually trigger students' mathematical reasoning skill in the learning process. This is due to the constructivism itself is enabling the students to build or to explore their own knowledge. Moreover, the students also provided with opportunity to take initiative in comprehending their knowledge as to facilitate them in learning, so that they would have an optimal opportunity to allow them to train to develop their competence. Among the developed reasoning skill indicators are performing mathematics manipulation, arranging or providing evidence toward solution validity, and drawing conclusion as well as assuring the validity of an argument. The development model employed is plomp model, which consists of three stages; first, preliminary research stage; second, development or prototyping stage; and third, the assessment stage.

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## The Implication Of Managerial Implementation Of Entrepreneurial Marketing In Business Organization

Christina Whidya Utami

For a number of decades, customer orientation is considered as a key to reach success by organizations, while marketing orientation and entrepreneurship orientation each is seen as a fundamental philosophy in analyzing and responding to business activities. The combination and consistency of marketing orientation and entrepreneurship results in Entrepreneurial Marketing (EM). EM highlights the importance of entrepreneurship in creating markets, exploring and exploiting opportunities, and directing operational strategy proactively and dynamically. This article attempts to examine: 1) the evolution and legitimacy of EM conceptually, 2) the constructing dimension of EM, 3) the driving factor of successful implementation of EM, 4) the anticipated impact of the implementation of EM, and 5) the implication of managerial implementation of EM for business organization.

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**Ecological And Technological  
Responsibilities To Archeological  
Pakhsadevor (Clay Wall) Department Of  
Karakalpakstan**

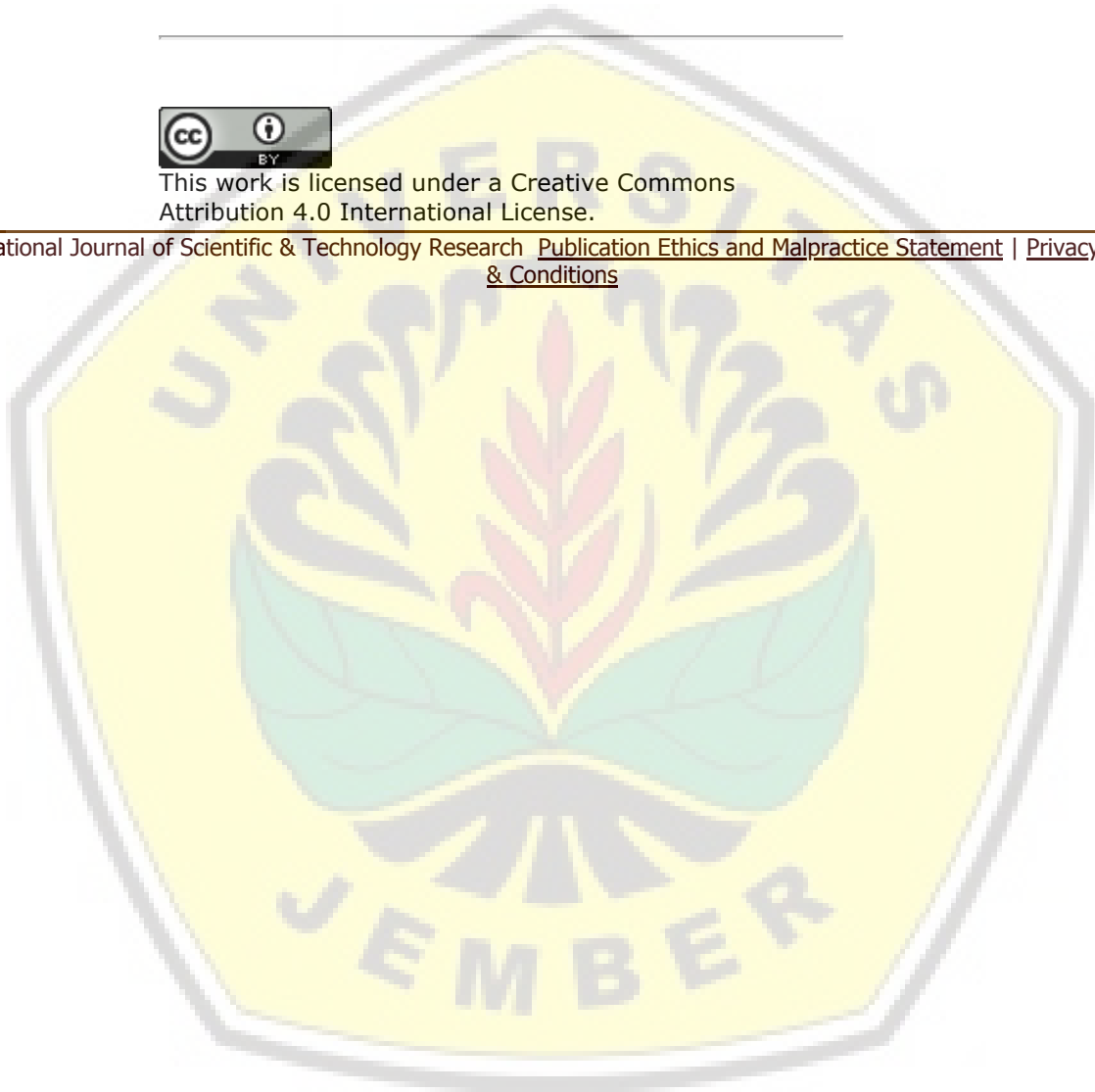
Najibullo Kaliev

Complex scientific and experimental researches are carried out with the involvement of young scientists to determine the technical condition of historical monuments of Khorezm and Karakalpakstan.

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# Social Business Start-Up On Catfish Culture MSMEs

Andriana, Dian Anggreini, Farida Wahyu Ningtias

**Abstract:** The purpose of this study is to find out what catfish processed products can be diversified so that they can increase the selling value of catfish management products, describe how to increase the selling of innovative catfish management, find out the benefits of catfish processing diversification, and describe how to increase sales diversified catfish processed products. This study is a review literature study with objects in catfish cultivation MSMEs in Jember Regency. The results obtained from this study are processed catfish can be diversified to increase selling value, diversification of catfish processed products include Shredded Catfish, Catfish Nugget, Catfish Bone Stick, and Catfish Krupuk, the benefits of verifying catfish processed products include increasing value economical, and increasing acceptability if in the "real" form of catfish sometimes people do not want to consume catfish, and marketing techniques that are carried out are marketed in the neighborhood around boarding schools and through social media namely Instagram so that it can become revenue generating for boarding schools.

**Index Terms:** Start-up, Social Business, MSMEs, Product Diversification, Catfish

## 1 INTRODUCTION

Market demand for fish consumption is increasing. According to the UN Food Agency report, in 2021 the world's population will consume fish up to 19.6 kg per year per capital. The more difficult it is to get marine fish due to the geographical location that is not near the coast and the decreasing number of fish in the sea causes the high price of sea fish in the market. This has led to the shifting demand of marine fish consumers to demand freshwater fish. One of the freshwater fish that many people are interested in is catfish. The demand for catfish consumption in Indonesia has been increasing lately. This has implications for the increasing cultivation of existing catfish, from seeding to enlargement. Based on BPS data, catfish cultivation in Indonesia has increased every year as in Table 1. It is very possible, in 2018, catfish cultivation will also increase along with increasing consumer demand. Catfish cultivation only takes 4 months (from nursery to enlargement) for 1 harvest. The fast growing period of catfish is a distinct advantage for businesses so that concerns about marketing catfish can be eliminated. We can diversify products from catfish. So businesses do not only sell live catfish for consumption but can also use catfish to be ready to eat. Catfish shredded has a high chance for selling in the consumer market because Abon has a longer durability than ordinary consumption catfish. With the price of catfish which are relatively cheap compared to beef, shredded catfish will also produce prices that are relatively cheaper too and can be reached by consumers of all walks of life.

**Table 1.** Data on catfish production volume in Indonesia

Year	Total ( Ton)
2009	144.755
2010	242.811
2011	337.577
2012	441.217
2013	543.461

**Source:** BPS

Aside from being processed into shredded meat, catfish meat can also be processed into catfish nuggets which will definitely be loved by children. Besides catfish, which can be processed into shredded and nuggets, all parts of catfish, namely fins and catfish skin can be processed into foods that are ready to compete in the market and favored by consumers. This catfish fin and skin can be processed into crispy chips and crispy crackers. Currently Nurul Jadid Al-Islami Islamic Boarding School is still developing a catfish consumption business. The consumers of this catfish are only projected to the community around the pesantren and have not yet had regular consumers. Islamic boarding schools have the potential to diversify processed catfish products in the form of crispy catfish skin, crispy catfish, crispy catfish fins, catfish nuggets and catfish crackers which can last for a certain period of time, and with technological advances, can market catfish processed products to a wider scope One of them is through social media, which currently has the most important role in people's lifestyles. Nurul Jadid Al Islami Islamic Boarding School does not yet understand the potential of the consumption of catfish cultivation that it is developing. Islamic boarding schools only use catfish that are produced for consumption by members of Islamic boarding schools and communities around Islamic boarding schools, by processing fried foods. This happens because partners do not have knowledge about product diversification, that catfish can be processed into abon, nuggets, fins and crispy skin and also fish crackers. With this processing variation, the shelf life of catfish products will be longer and economic opportunities will be even greater. This becomes very important for partners because with product development it can become a business unit to help finance Islamic boarding schools for daily activities. The hope is that in addition to being a source of animal protein for pesantren communities, namely santri, products can also be marketed in the neighborhood around Islamic boarding schools and through social media so that it

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can become revenue generating for Islamic boarding schools. Based on the description of the research background, the formulation of the problem is as follows:

1. What are the diversifications of catfish processed products that can increase the selling value of catfish management products?
2. How to increase sales of innovative catfish management products?
3. What are the benefits of diversifying catfish processing?
4. How to increase sales of diversified catfish processed products?

Based on the description of the problems above, the objectives of this study are as follows:

1. To find out what catfish processed products can be diversified so that they can increase the selling value of catfish management products.
2. To describe how to increase sales of innovative catfish management.
3. To find out what are the benefits of the results of diversified catfish processing.
4. To describe how to increase sales of processed catfish products that have been diversified.

## 2 LITERATURE REVIEW

### 2.1 Definition of Start-Up

The definition of startup in business still creates debate in the business world. According to the online cambridge.org dictionary, startup (start-up) is a small business that has just been started. A new small business starts. Whereas according to the business dictionary is the initial stage of a company where the entrepreneur moves from the business idea stage, financing, laying the foundation of the business structure then starting a business. According to Paul Graham, startup is a company that is designed to develop rapidly. Quoting from Wikipedia, startups or commonly called startups (or other spellings, start-up), refer to all companies that have not been operating recently. In other words, the majority of companies are newly established companies and are in the development and research phase to find the right market.

### 2.2 Social Business

According to Professor Muhammad Yunus social business can be defined as follows: "A non-loss, non-dividend company that is created to address and solve a social problem". According to Muhammad Yunus, there are two types of social business. First, profit-oriented companies owned by the poor to fulfill their social mission, namely improving the standard of living and welfare of the people. Second, businesses that meet the following criteria: no profits are shared with investors and company owners; financially independent; ecologically responsible; the business must be dedicated to social interests; the business gives employees salaries better than average salaries; and the business must be carried out sincerely. social business concepts are very close to the concept of 'social entrepreneurship', defined by Mair and Marti as "a process that involves innovative use and combination of resources to pursue opportunities to accelerate social change and / or towards social needs." Social business can be seen as part of social entrepreneurship, which includes profit and not just a non-profit business, and what can distinguish it from conventional entrepreneurship is through the priority given to

creating social wealth. In the entrepreneurial business, social goals are a by-product of economic value created.

### 2.3 Micro, Small and Medium Enterprises (MSMEs)

In accordance with Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs), Micro Enterprises are productive businesses owned by individuals and / or individual business entities that meet the criteria of Micro Enterprises as stipulated in the Act. Small-scale business is a productive economic enterprise that is independent, carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or become part of either directly or indirectly from medium-sized businesses or large businesses that meet the criteria of business Small as referred to in Law. Medium Enterprises are productive economic activities that are independent, carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become part of either directly or indirectly with Small Businesses or large businesses with a total net worth or annual sales proceeds as stipulated in the Act.

### 2.4 Product Diversification

According to Kotler and Gary Armstrong, product diversification is one way to improve existing business performance by identifying opportunities to add attractive businesses that are not related to the company's current business. According to Effendy, product diversification is defined as an expansion of the selection of goods and services sold by companies by adding new products or services or improving the type, color, model, size, type of existing products in order to obtain maximum profit. According to Basu Swasta and Irawan diversification or product differences are interpreted as different groups of goods if there are important factors that can differentiate goods from other sellers that factor is important because it can cause different tastes to buyers. Harberg and Rieple stated that diversification was carried out with several objectives, namely:

#### 1. Growth and added value

This goal can be fulfilled when the investment made by the company provides benefits for the company, for example acquiring companies that have strategic resources such as suppliers that produce the main raw materials of the company or are distributors who already have extensive distribution channels. Such business diversification will provide added value indirectly from the acquired company.

#### 2. Even risk

This goal is intended that by investing in several businesses, the risk of a business does not have a total effect on the company because it can be offset by returns from other businesses.

#### 3. Prevent competitors

Mastery of businesses that have strategic resources besides being able to provide added value also prevents control by competitors.

### 2.5 Nutrition and Benefits of Catfish

Nutrition of Catfish

- a. FAT: 1.1 gr / 100 grams --- consumed by steaming to maintain omega3
- b. PROTEIN: 18.7 gr / 100 grams



- c. Vitamin B: B1 (thiamine) = 0.1 mg and B12 (Riboflavin) = 0.05 mg
- d. Phosphorus: 260 mg / 100 grams

#### Benefits of Catfish

- a. Low in calories and fat --- contains 122 calories and 6.1 grams of fat / 100 grams
- b. Complete source of protein: improves immune function
- c. Source of vitamin B: helps produce energy, and has an important role in brain function, nervous system and blood formation
- d. Low Mercury: Pollutants from factory waste and RT, tend to increase in seafood - increasing cancer risk
- e. Contains healthy fatty acids: contains omega 3 and 6 which play a role for heart health and cognitive function.

### 3 DISCUSSION

#### 3.1 Overview of Objects

The Ma'had Nurul Jadid Al-Islami Foundation is on the KH. Salim No. 99 Source Wringin Sukowono Sumberweringin, Sukowono, Jember Regency. This foundation was established on November 5, 2015, with a total of approximately 100 students, consisting of male and female students. Nurul Jadid Al-Islami Islamic boarding school in Sumber Wringin village, Jember, has catfish farms. Two of these new catfish pools were built with ponds each measuring 2m x 3m, as in Figure 3. At present, the new pond contains 3500 catfish seeds for each pool. This shows that Nurul Jadid Al-Islami Islamic Boarding School has a very good opportunity to develop. This catfish farm can be used as one of the business units in the pesantren. The benefits of this business can be used as additional funds to manage and develop Islamic boarding schools. For human resources, many Islamic boarding schools have students who can all learn in managing a business so that when they graduate from boarding schools they can manage their own business and can even open jobs for the surrounding community.

#### 3.2 Verified Catfish Processed Products and Increase Selling Value of Catfish Processed Products

Many Indonesian people choose to consume catfish because of the benefits and nutritional value in catfish. In addition to being processed by frying, catfish can also be processed into several preparations that can add the selling value of processed catfish products, including: Abon catfish, catfish nuggets, catfish, catfish bone sticks, catfish crumbs.

#### 3.3 Benefits of Diversifying Catfish Processed Products

With the diversification of catfish processed products, the benefits of these diversifications are:

- a. Increasing economic value can be income for Islamic boarding schools.
- b. Long lasting with a longer shelf life
- c. Nutrition sources for santri with complete nutritional content can meet the nutritional needs of the santri
- d. Increase acceptability if in the form of "real" catfish sometimes people do not want to consume.

#### 3.4 Increasing Product Sales from Diversifying Catfish Processed Products

The existence of technological advances, can market processed catfish products to a wider scope, one of which is through social media which currently has the highest role in the lifestyle of the community. Diversified products are marketed in the neighborhood around Islamic boarding schools and through social media so that it can become revenue generating for Islamic boarding schools. Developing a processed catfish business through the latest marketing techniques, through attractive packaging design and marketing techniques through social media, in this case Instagram, so that the marketing of products that are diversified through social media is Instagram.

### 4 CONCLUSION

Based on the discussion, the author draws the following conclusions:

1. Processed catfish can be diversified to increase the sale value, diversification of processed catfish products include Shredded Catfish, Catfish Nugget, Catfish, Catfish Bone Stick, and Catfish Krupuk.
2. The benefits of verifying catfish processed products include increasing economic value, and increasing acceptance if in the form of "real" catfish sometimes people do not want to consume catfish.
3. The marketing technique that is carried out is to be marketed in the neighborhood around Islamic boarding schools and through social media namely Instagram so that it can become revenue generating for Islamic boarding schools.

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