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RESEARCH ABSTRACTS

PARALLEL SESSIONS / FIVE PRESENTATION ROOMS / 49 ENTRIES

Paper presentation abstracts

ROOM 1

Advanced Technology, Digital Systems, and Education Innovation

MODERATOR A. Bayu Adi Pratama B., S.T., M.URP / HOST Zebe Khemako Vijito

R1.01 Understanding AI Dependency In Student Learning And Practical Strategies For Sustainable Learning

Presenter Janed Threeandi, Greacela Phayla Callula, Anastasia Ronauli H.

Authors Janed Threeandi, Greacela Phalya Callula, Anastasia Ronauli Hasibuan

Artificial intelligence (AI) has become a common tool in education because it helps students complete academic tasks more easily and quickly. However, excessive reliance on AI may reduce students' independent learning, critical thinking, and problem-solving skills. This study aims to examine how AI dependency affects students' learning processes, critical thinking, and problem-solving abilities. This study used a systematic literature review method based on the PRISMA framework. Relevant articles were collected from Google Scholar, ScienceDirect, Springer, ResearchGate, Frontiersin, and ERSJ using keywords related to AI dependency and its effects on student learning. From 30 articles initially identified, 21 articles were selected after the screening and eligibility processes, and 19 articles were analyzed based on the research questions. The findings show that excessive AI dependency may reduce students' learning engagement, independent thinking, cognitive effort, and academic achievement. It may also weaken students' ability to analyze information, make decisions, and solve problems independently. However, AI can support learning outcomes and student engagement when used appropriately and with proper guidance. In conclusion, AI should be used as a learning support rather than a replacement for students' own thinking. Students and teachers should develop AI literacy and encourage responsible AI use to support independent and effective learning.

Keywords: AI Dependency, Student Learning, Critical Thinking, Problem-Solving Skills

R1.02 Strengthening ASEAN Tourism Competitiveness through Sustainable and Digital Infrastructure: A Comparative Framework for Resilient Destination Development

Presenter I Gusti Made Juniarta, Cing Cing Wahyuni, Pungky Dios Purnomo, Apri Kuntariningsih

Authors I Gusti Made Juniarta, Cing Cing Wahyuni, Pungky Dios Purnomo, Apri Kuntariningsih

ASEAN tourism destinations are entering a new phase of recovery and transformation following major disruptions caused by the COVID-19 pandemic, climate change, natural disasters, geopolitical uncertainty, and rapid technological development. Tourism infrastructure has consequently evolved from a conventional physical-support function into a strategic system that integrates transportation connectivity,

environmental sustainability, digital technology, visitor services, community participation, and destination resilience. ASEAN international visitor arrivals reached approximately 127.1 million in 2024, compared with 143.6 million in 2019, indicating substantial recovery while also revealing persistent differences in the infrastructure capacity and competitiveness of individual destinations. This study aims to comparatively examine tourism infrastructure management across ASEAN countries by focusing on three strategic dimensions: sustainable infrastructure, digital transformation, and destination competitiveness and resilience. The study employs a comparative qualitative-descriptive approach using secondary data from ASEAN publications, national tourism policies, international tourism reports, academic literature, and destination-level indicators. The analytical framework combines Systems Theory, the Triple Bottom Line perspective, Destination Competitiveness Theory, and Digital Tourism/eTourism perspectives. The analysis indicates that ASEAN countries demonstrate different levels of infrastructure readiness. Singapore represents an advanced model of digitally integrated and highly connected tourism infrastructure; Malaysia and Thailand demonstrate relatively strong tourism connectivity and destination-support infrastructure; Indonesia, Viet Nam, and the Philippines possess significant destination potential but face challenges related to infrastructure distribution, environmental carrying capacity, digital integration, and resilience; while Cambodia, Lao PDR, Brunei Darussalam, and other emerging destinations require stronger connectivity and institutional capacity. The findings suggest that infrastructure competitiveness should no longer be assessed solely through physical infrastructure, but through the integration of green, digital, connected, inclusive, and resilient infrastructure. The study proposes an ASEAN Integrated Sustainable-Digital Tourism Infrastructure Model (ASDTIM), which positions physical connectivity, green infrastructure, digital infrastructure, institutional governance, community participation, and disaster resilience as interconnected components of destination competitiveness. The model contributes theoretically by integrating sustainability, digital transformation, and competitiveness perspectives into a unified tourism infrastructure framework and provides policy implications for ASEAN governments and tourism stakeholders.

Keywords: Tourism Infrastructure; Sustainable Tourism; Digital Transformation; Destination Competitiveness; Tourism Resilience; ASEAN; Smart Tourism.

R1.03 Integrating Physical and Digital Infrastructure for Sustainable Tourism and Destination Competitiveness

Presenter Diane Laurentia, Lidya Fitri Yani, Sri Hartanti Yulianingsih, Apri Kuntariningsih

Authors Diane Laurentia, Lidya Fitri Yani, Sri Hartanti Yulianingsih, Apri Kuntariningsih

Purpose: This study examines how physical and digital infrastructure can be integrated to support sustainable tourism and destination competitiveness in Indonesia, Singapore, and Malaysia. It addresses the need to assess infrastructure investment beyond visitor growth, considering environmental protection, social inclusion, and long-term destination resilience. Design/Methodology/Approach: The study adopts a qualitative comparative case-study design using secondary data from policy documents, official reports, and scholarly publications. Documents are selected for relevance, credibility, comparability, and verifiability, and analyzed through content analysis, thematic coding, cross-case comparison, and conceptual synthesis. Findings: The proposed analysis focuses on three dimensions: physical–digital infrastructure integration; environmental and social sustainability; and destination competitiveness and resilience. The comparison highlights different contextual priorities: inter-island connectivity and uneven destination capacity in Indonesia, integrated urban mobility and digital services in Singapore, and coordination across policies and destination services in Malaysia. These are analytical directions rather than a ranking of national performance. Research Implications: The study connects systems theory, sustainable development, digital transformation, and destination competitiveness through a governance-centered framework. Practical Implications: For Indonesia, infrastructure planning

should align physical assets with digital connectivity, sustainability indicators, interoperable data systems, and local capacity building. Originality/Value: The proposed model positions governance, institutional coordination, interoperability, and stakeholder participation as mechanisms linking infrastructure investment to sustainable destination outcomes.

Keywords: tourism infrastructure; digital transformation; sustainable tourism; destination competitiveness; comparative study

R1.04 Garch-Based Sector Rotation On The Indonesia Stock Exchange: A Systematic Review

Presenter Vincent

Authors 1Vincent, 1Antonius Wahyu Sudrajat, 1Yulistia

The number of retail investors on the Indonesia Stock Exchange (IDX), mostly from younger generations, has grown rapidly, yet many of them still lack a structured, data-driven investment strategy. This study aims to identify, evaluate, and synthesize the literature on multivariate GARCH models, specifically GJR-GARCH and DCC-GARCH, for sector rotation strategies and portfolio backtesting on the IDX Industrial Classification (IDX-IC) sectoral indices. A systematic literature review was conducted following the PRISMA 2020 protocol. Records were retrieved from Semantic Scholar through Publish or Perish, and 262 records were screened down to 146 studies using inclusion and exclusion criteria derived from the PICOC framework. Five research questions guided the synthesis. The results show that the leverage effect is consistently present in the Indonesian market and is well captured by GJR-GARCH, that inter-sectoral correlations are time-varying and strengthen during crises, and that active model-based strategies tend to outperform Buy & Hold. No reviewed study integrates GJR-GARCH, DCC-GARCH, and a multifactor Rotation Score into a single walk-forward backtesting framework for the 11 IDX-IC sectors. This gap guides future research and the design of investment information systems that turn model outputs into signals that retail investors can understand.

Keywords: DCC-GARCH, GJR-GARCH, IDX-IC, Sector Rotation, Systematic Literature Review

R1.05 Integrating IT Governance Frameworks Into Self-Assessment Instrument Development: A Systematic Literature Review

Presenter Surya Andita Nasution

Authors 1Surya Andita Nasution, 1Antonius Wahyu Sudrajat, 1Mardiani

Business continuity increasingly depends on mature IT governance, yet many organizations still rely on external audits to judge whether their governance is adequate. This study reviews the literature on integrating the COBIT 2019 and ITIL v4 frameworks into the development of self-assessment instruments that support business sustainability. A Systematic Literature Review following Kitchenham's guidelines was conducted. Five keyword strings were searched in Google Scholar through Harzing's Publish or Perish, returning 100 publications from 2021 to 2026; after inclusion and exclusion criteria were applied, 30 primary studies were retained and analyzed against four research questions. Thirteen studies addressed framework integration, six of which combined COBIT 2019 and ITIL v4; two studies conducted COBIT 2019-based self-assessments; eleven designed their own assessment instruments (ten based on COBIT 2019 and one on ITIL 4); and four linked COBIT 2019 implementation to business sustainability. The findings show that integrating the two frameworks is feasible: COBIT 2019 provides strategic control and compliance, while ITIL v4 supplies operational service guidance. A self-assessment instrument built on

this hybrid approach can serve as a proactive pre-audit tool. Future research should develop and validate such an instrument with safeguards against self-reporting bias.

Keywords: Business Continuity, COBIT 2019, ITIL v4, Self-Assessment Instrument, Systematic Literature Review

R1.06 When Students Ask AI First: Rethinking the Role of Lecturers in Higher Education in the Age of Artificial Intelligence

Presenter Gregorius Jovan Chandra

Authors Gregorius Jovan Chandra), Yohanes Heri Pranoto)

The increasing use of generative artificial intelligence (AI), particularly ChatGPT, in higher education has raised questions about how students seek academic assistance and how lecturers should adapt their teaching practices. This literature review examines how students' reliance on AI relates to the changing role of lecturers and how lecturers can respond to students' growing use of these tools. Guided by the PRISMA 2020 reporting framework, the review employed a structured literature search of Google Scholar, Scopus, Web of Science, and ScienceDirect for peer-reviewed journal articles published between 2023 and 2024. Six articles were selected and analyzed using qualitative thematic synthesis. The analysis identified three overarching themes: students' reliance on AI and its implications for lecturers' roles; students' and educators' perceptions of the benefits and challenges of AI-supported learning; and pedagogical, ethical, and institutional strategies for responsible AI integration. The synthesis indicates that AI can provide immediate explanations and support academic tasks, but its use also raises concerns about overreliance, critical evaluation of AI-generated information, academic integrity, assessment validity, and meaningful student–lecturer interaction. These findings suggest that lecturers need to extend their roles beyond knowledge delivery by facilitating critical thinking, guiding ethical AI use, designing assessments that demonstrate students' independent understanding, and maintaining meaningful academic relationships. Lecturers can respond effectively by understanding students' purposes for using AI, establishing transparent guidelines, and integrating AI literacy into learning activities, supported by institutional policies and professional development. However, the reviewed evidence does not establish a direct causal relationship between students asking AI before lecturers and changes in lecturers' roles. The review concludes that effective AI integration depends on pedagogical guidance, critical engagement, and the preservation of meaningful human interaction in higher education.

Keywords: artificial intelligence, ChatGPT, higher education, lecturers' roles, qualitative thematic synthesis

R1.07 Strategic SaaS Legal Tech Alignment and Shadow AI Mitigation: A Systematic Review

Presenter Rama Rivansyah

Authors Rama Rivansyah, Antonius Wahyu Sudrajat

Indonesian law firms face a governance duality: manual filing persists while junior lawyers covertly use public generative artificial intelligence (Shadow AI), threatening client confidentiality. This study synthesizes evidence on centralized Software-as-a-Service (SaaS) Legal Tech adoption and identifies alignment mechanisms that mitigate Shadow AI under Indonesia's Personal Data Protection Law No. 27 of 2022 and the 2026 AI Guidelines for Advocates of the Indonesian Advocates Association. A systematic literature review following the Kitchenham guidelines and the PRISMA 2020 statement searched five databases for studies published from 2022 to 2026. Of 245 records, 17 primary studies met the inclusion and quality criteria and were coded thematically using the Technology-Organization-Environment framework and the Strategic Alignment Model. Efficiency is the most consistent technological driver,

whereas hallucination, data security, and liability are the dominant barriers. Change capacity, staff skills, and partner consensus matter more than capital. Shadow AI reflects functional misalignment between work demands and firm-provided information technology, so sanctioned tools mitigate it better than bans. Corporate firms face strategic-fit challenges, whereas litigation firms are more exposed to hallucination and Shadow AI risks. The study integrates both theories into a framework with six propositions, positions strategic alignment as a moderator, and identifies five research gaps for partnership-structured organizations. Managing partners gain a four-stage roadmap: inventory and policy, sanctioned tools selected through vendor due diligence, workflow integration with output verification, and continuous monitoring. To the authors' knowledge, this is the first review to connect SaaS Legal Tech adoption, Shadow AI, and Indonesia's post-transition data protection regime in a single integrated framework, reframing Shadow AI as an alignment failure rather than merely a disciplinary problem.

Keywords: Legal Tech, Shadow AI, Personal Data Protection, TOE Framework, Strategic Alignment Model

R1.08 Virtual Account-Based Digitalization of Local Tax and Retribution Collection in Indonesia: A Systematic Literature Review

Presenter Sandi Perwira

Authors Sandi Perwira, Antonius Wahyu Sudrajat

Purpose: Indonesian regional governments are required to migrate tax and retribution collection to non-cash channels under the Regional Government Transaction Electronification (ETPD) policy, and regional development banks increasingly issue virtual accounts (VA) for this purpose. Evidence on whether and how such channels improve local revenue remains fragmented. This review synthesizes that evidence and identifies the conditions under which VA-based collection is likely to succeed. Design/Methodology/Approach: A systematic literature review following PRISMA 2020 was conducted. A curated full-text corpus and literature matrix supplied by the researchers were combined with supplementary Crossref and Google Scholar searches. Of 174 records identified, 49 studies published between 2016 and 2026 met the eligibility criteria and were appraised, coded, and synthesized thematically. Findings: Five themes emerged: fiscal and revenue effects, taxpayer compliance and adoption, channel implementation and last-mile barriers, interoperability and institutional capacity, and transparency and accountability. Digital channels are consistently associated with lower compliance costs, faster settlement, and higher revenue realization, but effects depend on system integration, local infrastructure, and cash-holding habits. Only one study examined VA explicitly. Research Implications: The review integrates technology acceptance, task-technology fit, information systems success, and tax compliance perspectives into a VA-enabled collection framework with five testable propositions. Practical Implications: Local revenue agencies and regional banks should prioritize real-time API reconciliation with SIPD, open multi-channel VA payment, and the involvement of village intermediaries in assisted digital payment. Originality/Value: This is the first systematic review to focus on VA-based local tax and retribution collection in the Indonesian ETPD context. As the first phase of a multi-phase study, it supplies the constructs, propositions, and design for the authors' subsequent empirical research.

Keywords: virtual account; local tax digitalization; regional government transaction electronification; local own-source revenue; systematic literature review

R1.09 The Benefits of Short Form Digital Content (Tiktok and Reels) Engagement on EFL Students' Pronunciation Accuracy: A Systematic Literature Review

Presenter Kurnia Oktavia Putri Kumendong

Authors Kurnia Oktavia Putri Kumendong, Anastasia Ronauli Hasibuan

This systematic literature review investigates the pedagogical benefits of student engagement with short-form digital content—specifically TikTok and Instagram Reels, on the pronunciation accuracy of learners of English as a Foreign Language (EFL). Despite the growing prevalence of informal digital learning, a comprehensive synthesis of how micro-videos impact phonological accuracy remains poorly structured. Using the PRISMA protocol, relevant empirical articles published between 2021 and 2026 were collected from major databases, including Google Scholar, Scopus, and ERIC. This review reveals that short-form videos enhance EFL learners' pronunciation accuracy by providing authentic auditory models, visual cues of mouth configuration, and a low-anxiety environment that reduces the affective filter. Furthermore, active engagement through imitation and interactive features bridges theoretical knowledge and physical articulation, particularly for challenging sounds such as fricatives. This study concludes that short-form video platforms serve as powerful self-directed learning tools to complement formal instruction. Recommendations include integrating micro-learning tasks into institutional curricula and conducting further experimental research across various educational contexts.

Keywords: Instagram Reels, Pronunciation Accuracy, Short-Form Digital Content, Systematic Literature Review., TikTok

R1.10 Macroergonomic Analysis Of Tasks And Workload Of J&T Cargo Krueng Geukueh Motorcycle Couriers

Presenter Diana Khairani Sofyan

Abstract pending author verification. The record is retained to preserve the official presentation order; no replacement text has been generated.

ROOM 2

Sustainable Business, Circular Economy, and Education Innovation

MODERATOR Yohanes Heri Pranoto, M.Pd. / HOST Amelia Putri

R2.01 Beyond Physical Boundaries: A Comparative Analysis of Sustainable and Digital Tourism Infrastructure in Indonesia, Thailand, and Singapore

Presenter Khairil Anwar, Muhamad Azhari, Ovia Widayanti Pratamaningtyas, Wening Damayanti, Apri Kuntariningsih

Authors Khairil Anwar Muhamad Azhari Ovia Widayanti Pratamaningtyas 3, Wening Damayanti 3, Apri Kuntariningsih 5

Sustainable tourism demands infrastructure that is not only physically adequate, but also environmentally friendly and digitally connected. This study compares sustainable tourism infrastructure and digital infrastructure in Indonesia with Thailand and Singapore, and examines the integration of the two. The study uses a qualitative approach with a descriptive-comparative design, based on secondary data from policy documents, official statistics, and scientific literature equipped with supporting primary data. The results show that Indonesia has a diversity of natural and cultural resources and a large potential of local communities, but still faces overtourism, development inequalities, weak cross-sector coordination, and gaps in connectivity and human resource capacity. Singapore provides lessons on an integrated digital ecosystem and the association of data center growth with energy efficiency standards, while Thailand shows how investment incentives can be required on energy performance and workforce development. The two dimensions of infrastructure reinforce each other, and their integration is determined by policies, cross-actor collaboration, and community readiness. Based on these findings, this study developed a conceptual model consisting of integration drivers, two infrastructure dimensions, an eco-smart destination layer, outputs, and feedback mechanisms. This model is conceptual and not a formal ranking of the three countries, so its application needs to be adjusted to the characteristics of each destination.

Keywords: sustainable tourism; digital infrastructure; eco-smart destination; comparative studies; Southeast Asia; Indonesia

R2.02 Strategic Planning and Development Phases Based on Priorities and Resource Availability (A Comparative Study with Singapore's Tourism Infrastructure Development)

Presenter Galih Gumilar, Fathimah Azzahr, Bayu Irwansyah, Apri Kuntariningsih

Authors (A Comparative Study with Singapore's Tourism Infrastructure Development)

Infrastructure is a key factor in the competitiveness and sustainability of tourism destinations, yet its availability across Indonesia remains uneven. This paper maps tourism infrastructure needs and determines development stages based on need priorities and resource availability, using a qualitative-descriptive literature review method. Infrastructure needs are mapped into five categories: accessibility, basic utilities, amenities, safety and health, and digital and environmental infrastructure. Development priorities are determined using five criteria: urgency, economic impact, land readiness, financing availability, and environmental carrying capacity. Based on these criteria, development is organized into three stages: short-term, medium-term, and long-term. A case study of five Super-Priority Tourism Destinations illustrates the real-world application of this approach. The paper concludes that effective tourism infrastructure planning must be phased, data-driven, and adapted to budget constraints.

Keywords: tourism infrastructure management; infrastructure needs map; strategic planning; development priority; resource availability.

R2.03 Regenerative Tourism Infrastructure Management: Building Resilient and Inclusive Destinations in ASEAN

Presenter Abdul Ghofur, Hendri Kurniawan, Ahmad Mutohar, Apri Kuntariningsih

Authors Abdul Ghofur, Hendri Kurniawan, Ahmad Muthohar, Apri Kuntariningsih

Tourism infrastructure plays a crucial role in supporting economic development, destination competitiveness, and regional integration in Southeast Asia. However, rapid tourism growth has generated complex challenges, including environmental degradation, climate vulnerability, infrastructure inequality, and uneven distribution of tourism benefits. Conventional tourism infrastructure approaches have largely focused on accessibility, capacity expansion, and economic performance, while limited attention has been given to infrastructure's potential to restore ecosystems, strengthen community resilience, and support long-term destination sustainability. This study aims to develop an Integrated Regenerative Tourism Infrastructure Management (IRTIM) Framework for building resilient and inclusive tourism destinations in ASEAN. The research employs a qualitative comparative multiple-case study approach involving six ASEAN countries: Indonesia, Thailand, Malaysia, Singapore, Vietnam, and the Philippines. Data are collected through systematic document analysis of tourism policies, infrastructure strategies, sustainability frameworks, digital transformation initiatives, international reports, and recent academic studies. The analysis is conducted using three strategic dimensions: ecological regeneration and climate resilience, digital infrastructure transformation, and inclusive governance and destination competitiveness. The findings indicate that ASEAN destinations demonstrate diverse pathways toward regenerative tourism infrastructure management influenced by geographical characteristics, institutional capacity, technological readiness, and tourism development patterns. The study highlights that ecological restoration, climate adaptation, digital capabilities, and collaborative governance should be integrated rather than addressed separately. Based on these findings, the IRTIM Framework is proposed as a conceptual model that positions tourism infrastructure as a socio-ecological system connecting physical assets, digital innovation, governance mechanisms, and community well-being. This study contributes theoretically by extending regenerative tourism and smart tourism perspectives into infrastructure management research. Practically, the framework provides strategic guidance for ASEAN policymakers and destination managers in developing tourism infrastructure that is resilient, inclusive, digitally adaptive, and environmentally regenerative.

Keywords: regenerative tourism; tourism infrastructure management; ASEAN; smart tourism; climate resilience; inclusive governance; destination competitiveness.

R2.04 Impact of Full Call Auction Policy Revision on Stock Liquidity and Volatility: A Comparative Study

Presenter Della Theresia

Authors Della Theresa, Suramaya Suci Kewal, Amelia Vega, Janesa Ndiparti Saputri

Trading mechanisms serve as a crucial instrument in maintaining market order, efficiency, and investor protection in capital markets. This study analyzes the impact of the Full Call Auction mechanism revision implemented on June 21, 2024, on stock price volatility and trading liquidity, measured by Trading Volume Activity, among listed companies on the Indonesia Stock Exchange Special Monitoring Board from May to July 2024. Utilizing a quantitative approach with event study and comparative designs, secondary data

including daily closing prices and transaction volumes were collected. From a population of 53 companies, purposive sampling selected 25 companies with complete observation data. Data analysis employed paired sample tests to examine differences across 15 trading days before and 15 trading days after the revision, along with independent two-sample tests to evaluate total impact across the full 30-day observation window between Category 1 issuers (Criteria 1 and 7) and Category 2 issuers (Criteria other than 1 and 7). The empirical results evaluate significant shifts in stock price volatility and liquidity surrounding the regulatory revision while revealing distinct market behaviors across issuer categories. These findings contribute to market microstructure literature regarding regulatory interventions in emerging markets and provide actionable insights for stock exchange operators, policymakers, and investors navigating special monitoring board rules. Ultimately, this research offers novel empirical evidence on the immediate market stability and investor response following the revised trading mechanism.

Keywords: Full Call Auction, Stock Price Volatility, Trading Volume Activity, Indonesia Stock Exchange, Event Study, Comparative Analysis.

R2.05 Cobit 2019 DSS Best Practices For Sustainable Point-Of-Sale Systems: A Systematic Review

Presenter Alfredo Valentino Setiawan

Authors Alfredo Valentino Setiawan, Antonius Wahyu Sudrajat, Dafid

Food and beverage (FnB) businesses increasingly depend on Point of Sale (POS) systems, yet daily POS operations are often run without formal IT governance. This study reviews how the COBIT 2019 Deliver, Service, and Support (DSS) domain has been assessed in practice and what it offers for governing POS operations. Following PRISMA 2020, 186 records from Google Scholar (2021–2026) were screened and 34 peer-reviewed studies were synthesized. Reported operational risks were organized using Risk and Control Self-Assessment (RCSA) logic, linking each risk to a DSS control objective. Most assessed organizations operate at capability level 1 (Performed) or 2 (Managed), one to three levels below their targets, and few studies translate assessment results into procedures. Three risk clusters recur: infrastructure failure, security weaknesses, and software and data integrity problems. From these findings, the study derives a five-pillar SOP framework covering DSS01 to DSS06. Because only two included studies come from FnB settings, the framework should be read as a transferable starting point that needs pilot testing in FnB businesses before wider use.

Keywords: COBIT 2019, Deliver Service and Support, Risk and Control Self-Assessment, Point of Sale, Systematic Literature Review

R2.06 From Brain Rot to Learning Disruption: The Impact of Social Media Content on Students' Focus and English Language Learning

Presenter Amelia Putri; Agnes Septi Rahmawati; Susana Wijiarti

Authors Amelia Putri, Agnes Septi Rahmawati, Susana Wijiarti

Social media has become an essential part of students' daily lives, yet the rising consumption of short-form digital content has raised concerns regarding its cognitive impact, which is a phenomenon broadly known as "brain rot". This study aims to examine how exposure to brain rot content on social media influences students' focus and affects their English language learning process. Using a systematic literature review based on the PRISMA framework, relevant articles published between 2019 and 2026 were collected from Scopus, Web of Science, ScienceDirect, and Google Scholar. From 38 records initially identified, 22 studies

were selected and analyzed following screening and eligibility assessments. Regarding the first research question, the findings show a generally negative relationship between excessive exposure to highly stimulating short-form content, social media multitasking, and students' attention control, leading to reduced concentration and academic distraction. Regarding the second research question, the results reveal a dual effect on English language learning: while platforms like TikTok, Instagram, and YouTube provide accessible, authentic language input that supports vocabulary, pronunciation, listening, and speaking skills, excessive exposure can fragment students' attention and reduce deep learning capacity. In conclusion, the impact of brain rot content depends heavily on the nature of the content consumed and individual usage patterns. Educators and students are encouraged to use social media purposefully as a supplementary learning tool while managing potential digital distractions.

Keywords: Brain Rot, Brain Rot Content, Social Media, Short-form Content, Students' Attention, Focus, English Language Learning, Social Media Distraction

R2.07 Sociolinguistic Dynamics Of Code-Switching And Code-Mixing In Efl Classroom Interactions: A Literature Study

Presenter Syakya Larasati

Authors Syakya Larasati, Anastasia Ronauli Hasibuan

Code-switching and code-mixing are common linguistic practices in multilingual English as a Foreign Language (EFL) classrooms. These practices allow teachers and students to use linguistic resources from more than one language during classroom interaction. However, their functions and implications for English language learning depend on the classroom context and the purposes of language use. This study aims to examine the sociolinguistic factors influencing code-switching and code-mixing and to identify their communicative and educational functions in EFL classroom interactions. A qualitative literature study was conducted by examining relevant scholarly books and research articles on sociolinguistics, bilingual communication, classroom discourse, and English language teaching. The literature was analyzed thematically to identify recurring patterns concerning linguistic needs, instructional purposes, interpersonal relationships, and classroom management. The reviewed literature indicates that code-switching and code-mixing may help clarify meaning, explain learning materials, organize classroom activities, and support interpersonal communication. Nevertheless, excessive reliance on the first language may reduce opportunities for meaningful English practice. These findings suggest that language alternation should be considered in relation to its purpose and context rather than being automatically accepted or rejected. This study provides a theoretical overview of multilingual classroom interaction and highlights the need for further empirical research in Indonesian EFL settings.

Keywords: classroom interaction, code-switching, code-mixing, EFL classroom, sociolinguistics

R2.08 Two-Tense Framework for Learning English Tense Formulas: A One-Group Pretest–Posttest Study

Presenter Yohanes Heri Pranoto

Authors Yohanes Heri Pranoto and Vewent Fest Levinli

Purpose: Learning English tense formulas can be challenging for Indonesian learners because English verb forms encode grammatical distinctions that are not expressed in the same way in Indonesian. This study examined whether a constructivist instructional sequence supported by an online visual presentation could improve university students' mastery of commonly taught sixteen-tense formulas.

Design/Methodology/Approach: A one-group pre-experimental pretest–posttest design was implemented with 28 students enrolled in a university-wide English course at Musi Charitas Catholic University. Participants completed an open-response test requiring affirmative sentence formulas for sixteen tense patterns. The intervention comprised three class meetings: initial construction of a sixteen-tense framework, explanation through a two-tense (present/past) conceptual distinction, and guided practice. Prezi was used to present the material. Because Shapiro–Wilk tests indicated non-normal score distributions, pretest and posttest scores were compared using the Wilcoxon signed-rank test. Findings: The reported mean score increased from 11.39 (SD = 11.73) before instruction to 98.93 (SD = 2.34) after instruction. The Wilcoxon test indicated a statistically significant difference, $Z = -4.643$, $p < .001$. The reported score distributions also became substantially less dispersed after the intervention. Research Implications: The findings are consistent with the proposition that organizing tense formulas through a conceptual framework may support learners' restructuring of grammatical knowledge. However, the single-group design does not isolate the effects of constructivism from those of the digital medium, instruction, or repeated testing. Practical Implications: Teachers may adapt the two-tense organizing framework and a zoomable visual presentation to make relationships among tense formulas more explicit, while checking whether learners can use the forms in meaningful communication. Originality/Value: The study provides classroom-based evidence from Indonesian university learners for a compact, technology-supported approach to organizing tense-form knowledge.

Keywords: constructivist learning; English tense formulas; Prezi; pre-experimental study; university EFL

R2.09 Ecological Literacy in EFL Reading Materials: A Content-Based Evaluation of Skillful Reading and Writing

Presenter Yohanes Heri Pranoto

Authors Yohanes Heri Pranoto and Vewent Fest Levinli

Purpose: English language textbooks can support ecological literacy even when environmental education is not their primary purpose. This study evaluates how ecological ideas are represented in the reading texts and accompanying learning prompts in Skillful Reading and Writing, a textbook used in a university Critical Reading and Writing course. It addresses the gap between the presence of environmental topics and the extent to which materials encourage ecological understanding and action. Design/Methodology/Approach: A qualitative descriptive document analysis was conducted on 20 readings distributed across 10 topic units. Each reading was assessed using five criteria adapted from Rule and Atkinson's ecological picture-book rubric: appreciation of nature, realistic ecological problems, positive tone, appropriate illustrations, and hope for a solution. Findings: The mean scores reported in the detailed analysis were 4.05 for appreciation of nature, 4.15 for realistic ecological problems, 4.90 for positive tone, 3.50 for appropriate illustrations, and 2.00 for hope for a solution. The overall mean across readings was 3.72. Six readings received the highest average score of 4.4, including "Fuel of the Sea" and "Earth's Final Frontier." The principal weakness was the limited presentation of actionable solutions and explicit conservation-oriented learning prompts. Research Implications: The findings illustrate that general-purpose EFL materials can contain meaningful ecological affordances, but topic presence alone does not guarantee environmental learning. Practical Implications: Lecturers can add critical questions, local environmental cases, and small conservation tasks to connect reading comprehension with responsible action. Originality/Value: Rather than treating the textbook as an environmental education resource by design, this paper examines how existing language-learning content can be pedagogically reframed to strengthen ecological literacy.

Keywords: ecological literacy; EFL textbook; content analysis; reading instruction; environmental education

R2.10 GENDERED CAREER CONSTRAINTS AND PROTEAN CAREER ORIENTATION: WORK–FAMILY CONFLICT, GLASS-CEILING BARRIERS, AND JOB SATISFACTION AMONG FEMALE ACADEMICS

Marcelo Batalioto, Ega Leovani,, Mohamad Adam, Muhammad Ichsan Hadjri

This study examines how work–family conflict and perceived glass-ceiling barriers are associated with protean career orientation (PCO) and job satisfaction among female academics. Two distinct gender-relevant constraints are evaluated instead of combining them into a single category of institutional pressure. Survey data from 406 lecturers across 22 Indonesian Catholic higher education institutions were analyzed using previously estimated coefficients from an omnibus partial least squares structural equation model. Work–family conflict was negatively associated with PCO (β = −.243) and job satisfaction (β = −.236); perceived glass-ceiling barriers showed corresponding negative associations (β = −.294 and β = −.157). PCO was positively associated with satisfaction (β = .317). Significant negative statistical indirect pathways were reported for work–family conflict (β = −.077) and perceived glass-ceiling barriers (β = −.093), consistent with resource impairment rather than harm originating in PCO. The supplementary perceived-culture × PCO interaction was negative (β = −.113), contrary to a hypothesized strengthening effect. Cross-sectional design, extensive instrument adaptations and institution-level nesting preclude causal or collective-culture claims. Fair career advancement procedures and workload–family boundary management are identified as distinct institutional priorities.

Keywords: female academics; glass ceiling; work–family conflict; protean career orientation; job satisfaction; Catholic higher education

R2.11 TECHNOSTRESS, PROTEAN CAREER ORIENTATION, AND PERCEIVED SUPPORTIVE CULTURE: EVIDENCE ON FEMALE ACADEMICS' JOB SATISFACTION

Jose M. Martinez, Ega Leovani,, Mohamad Adam, Muhammad Ichsan Hadjri

Technostress can complicate academic employment even when institutional digitalization improves access to teaching and administrative systems. This study examines technostress creators, protean career orientation (PCO), perceived supportive organizational culture (SOC), and job satisfaction among female academics. Reported coefficients were drawn from the previously estimated PLS-SEM model of a cross-sectional survey involving 406 lecturers from 22 Indonesian Catholic higher education institutions. Technostress was negatively associated with PCO (β = −.223, p < .001) and job satisfaction (β = −.216, p < .001), while PCO was positively associated with satisfaction (β = .317, p < .001). The statistical indirect association through PCO was negative (β = −.071, p < .001). The perceived SOC × technostress interaction predicting satisfaction was positive (β = .074, p = .031), whereas perceived SOC × PCO was negative (β = −.113, p = .012), contradicting an hypothesized strengthening direction. These interaction estimates do not establish collective institutional culture or causal buffering. Digital workload governance and usable technology infrastructures emerge as distinct human resource management priorities. The conclusions remain conditional on further verification of expanded measures, response quality, and institution-clustered uncertainty.

Keywords: technostress creators; digital work demands; protean career orientation; perceived supportive organizational culture; female academics; job satisfaction

ROOM 3

Healthcare Systems and Digital Health Innovation / Sustainable Business

MODERATOR Ns. Vincensius Surani, S.Kep., Ns., M.Kep. / HOST Sandrina Budi Yohanes

R3.01 Relationship between Nutritional Status and Menstrual Cycle with Hemoglobin Levels in Adolescent Girls

Presenter Erike Septa Prautami

Authors Erike Septa Prautami Fatria Harwanto, Deya Silviani, Dwi Inda Sari, Adelina Irmayani Lubis

Purpose: Anemia in adolescent girls is a health problem associated with various factors, including nutritional status and menstrual characteristics. Nutritional status describes anthropometric conditions and the balance of nutrient needs, while menstruation can increase iron loss. This study aims to analyze the relationship between nutritional status and menstrual cycle with hemoglobin levels in adolescent girls. Design: This study used an observational design with a cross-sectional approach. The respondents were 52 adolescent girls at SMK NU Muara Padang who met the inclusion criteria. Data analysis included univariate and bivariate analysis using the Chi-Square test. Findings: The Chi-Square test results showed no significant relationship between nutritional status and hemoglobin levels (p=0.238). The analysis showed no significant relationship between menstrual cycle and hemoglobin levels (p=0.167). Research Implications: Nutritional status and menstrual cycle regularity did not show a significant relationship with hemoglobin levels in adolescent girls in this study. Practical Implications: The findings indicate that the incidence of anemia is likely influenced by various factors, particularly the adequacy of blood-forming nutrients, food consumption patterns, iron loss, adherence to iron supplement tablet consumption, and other biological factors.

Keywords: anemia; hemoglobin; girls; menstrual; nutritional

R3.02 The Difference in Effectiveness of Warm Water Soaks and Salt Water Soaks on Blood Pressure in Hypertension Sufferers

Presenter Sabiela

Authors Sabiela, Ketut Suryani, Veroneka Yosefpa Windahandayani

Purpose: Uncontrolled hypertension can cause serious complications and organ damage. This study aims to compare the effectiveness of warm water immersion and saltwater immersion in lowering blood pressure among patients with hypertension. Design/Methodology/Approach: This quantitative quasi-experimental study used a two-group pretest-posttest design without a control group. A total of 50 respondents were selected using purposive sampling, with 25 respondents per group. Participants were aged 19–59 years, diagnosed with hypertension at Padang Selasa Health Center, and willing to participate. Data were collected door-to-door using a sphygmomanometer and stethoscope. Data analysis included univariate analysis and Wilcoxon and Mann–Whitney tests. Findings: Most respondents were over 50 years old. Women accounted for 96% (24 respondents) in one group and 76% (19 respondents) in the other. Blood pressure differed significantly before and after warm water immersion (p=0.001) and saltwater immersion (p<0.001). However, no significant difference in effectiveness was found between the two interventions (p=0.941). Research Implications: This study contributes to nursing knowledge regarding non-pharmacological hypertension management. Comparing both interventions may expand the literature on complementary therapies and clarify whether adding salt provides different effects on blood pressure reduction. Practical Implications: For respondents, this study may improve knowledge of warm water and saltwater immersion as complementary therapies for blood pressure control. The

research site can serve as an educational resource. For nursing higher education institutions, this study may serve as a scientific reference on non-pharmacological hypertension management. For future researchers, it may provide a basis for further studies considering water temperature, volume, salt quantity, and intervention procedures. Originality/Value: Unlike previous studies using table salt, this study uses magnesium-containing Epsom salt to compare warm water immersion with saltwater immersion and determine their effectiveness in lowering blood pressure.

Keywords: Hypertension, Blood Pressure, Soak, Warm Water, Salt.

R3.03 Toward Sustainable and Digitally Integrated Tourism Infrastructure in ASEAN: A Comparative Analysis of Sustainability, Digital Transformation, and Destination Competitiveness with Borobudur as the Anchor Case

Presenter Resma Dwi Lestari

Authors Ambari Setya Bakti, Anselmus Arie Murwantoko, Dwipayana Koesprayogo

Tourism infrastructure across ASEAN is expanding quickly, yet its quality, integration, and distribution of benefits remain uneven. This extended abstract compares how infrastructure is managed in selected ASEAN destinations, using Indonesia's Super-Priority Destinations, especially Borobudur, as anchor cases and Singapore as the regional benchmark. A qualitative comparative case design is applied to secondary data (policy documents, regional strategic plans, academic studies, and teaching materials) across five paired cases, which are analysed through three strategic dimensions: sustainable tourism, digital transformation, and destination competitiveness. The findings show that regional leaders excel in intermodal connectivity, data integration, and consistent service standards, whereas Indonesia's main strengths are its cultural and natural capital and its scale. Indonesia, however, still faces fragmented last-mile connectivity, uneven basic services, limited real-time data, and weak lifecycle financing. Borobudur illustrates both the promise and the risks of rapid investment: new gateways, a relocated trading area, and a single destination management model coexist with social resistance, concentrated benefits, and multi-authority complexity. The study proposes the Integrated Sustainable Tourism Infrastructure (ISTI) Model, which links the three dimensions through collaborative governance, lifecycle financing, and an integrated data platform, with periodic evaluation as a feedback loop. Theoretical and policy implications for ASEAN are discussed.

Keywords: tourism infrastructure management; ASEAN; sustainable tourism; digital transformation; destination competitiveness; Borobudur

R3.04 Revitalizing Heritage Destinations: A Comparative Analysis of Sustainable Tourism Infrastructure and Digital Transformation in Kota Lama Semarang and Melaka Historic City

Presenter Lilis Mawarida

Authors Supriyadi Hadi Suwarno, Lilis Mawarida, Hari Purwanto, Apri Kuntariningsih

Heritage tourism destinations across Southeast Asia face intense pressure to balance rapid urban modernization and historical preservation against the threats of ecological degradation and over-tourism. Despite growing scholarly interest in smart tourism, empirical comparative studies examining how secondary and primary heritage hubs bridge infrastructure deficits remain scarce. This study aims to provide a comparative analysis of sustainable tourism infrastructure and digital transformation between Kota Lama Semarang, Indonesia, and the Historic City of Melaka, Malaysia. Utilizing a qualitative comparative case study design, this paper evaluates secondary data from municipal master plans, urban

revitalization reports, and Scopus-indexed literature through cross-case thematic synthesis. The findings reveal that while Melaka benefits from mature cross-sectoral governance and centralized smart-tourism frameworks, Kota Lama Semarang demonstrates rapid progress through public-private partnerships, pedestrianization, and localized IoT utilities. To synthesize these outcomes, the study introduces the Comparative Heritage Infrastructure (CHI) Integration Model, which highlights the synergy required between physical preservation, smart ICT adoption, and collaborative governance. This research expands destination management literature by introducing a cross-country comparative lens and offers actionable policy recommendations for emerging nations to optimize heritage conservation and digital readiness.

Keywords: Heritage Tourism Infrastructure; Digital Transformation; Comparative Destination Competitiveness; Kota Lama Semarang; Melaka; Sustainable Tourism.

R3.05 The Relationship Between Gadget Use Intensity and Student Sleep Quality

Presenter Yayan Dewi Berianti

Authors Yayan Dewi Berianti, Novita Elisabeth Daeli

Purpose: Excessive gadget usage among university students is suspected of adversely affecting their daily sleep patterns and overall sleep quality. Sleep regulation is highly dependent on the hormone melatonin, which is sensitive to light exposure. Using a smartphone before sleep time and excessive of gadget usage will make screen light suppress the secretion of melatonin in the bloodstream and disrupt sleep rhythm. This study aimed to analyze the relationship between the relationship of gadget use and sleep quality among university students. Methodology: This study use a cross-sectional approach among students at university. 40 students selected through purposive sampling. Gadget use intensity was measured using a structured Likert-scale questionnaire (Cronbach's α = 0.789), while sleep quality was evaluated using the Pittsburgh Sleep Quality Index (PSQI) with Cronbach's α = 0.766). Spearman's rank correlation test was performed with a siginificance level of 0.05. Findings: Respondents exhibited high gadget use intensity (90.0%, n = 36) and poor sleep quality (85.0%, n = 34). Spearman's rank correlation showed no statistically significant relationship between gadget use intensity and sleep quality with p value 0.389. Research Implications: These findings suggest that while high gadget usage is prevalent among undergraduate students, sleep quality is a complex outcome influenced by broader lifestyle, academic, and psychosocial variables beyond screen time duration alone. Practical Implications: Higher education institutions and healthcare providers can utilize these findings to develop counseling and guidance programs regarding healthy gadget use and sleep habits for students. Originality/Value: This study provides empirical insights into gadget use intensity and sleep quality among Indonesian university students, with sleep quality assessed using the Pittsburgh Sleep Quality Index (PSQI).

Keywords: Gadget use Intensity, Sleep Quality, University Students.

R3.06 Flash Sale Discounts and PayLater Features as Determinants of Impulsive Buying: Evidence from Palembang University Students

Presenter Rowan Anderson

Authors Rowan Anderson, Suramaya Suci Kewal, Willy Dozen, Jufry Hartanto

The rapid expansion of e-commerce in Indonesia has introduced aggressive promotional strategies, particularly time-limited flash sale discounts and digital credit features such as PayLater. While prior studies have examined the individual effects of these marketing stimuli, findings remain inconsistent, and limited empirical evidence exists regarding their simultaneous influence on impulsive buying among

university students in non-Java regions. This study aims to examine the effect of flash sale discounts and PayLater features on impulsive buying behavior among university students in Palembang, Indonesia. Employing a quantitative causal-associative design, primary data were collected via closed-ended Likert-scale questionnaires distributed through social media platforms. Of the 105 questionnaires distributed, 83 valid responses were retained after screening against three inclusion criteria. Data were analyzed using multiple linear regression, preceded by validity, reliability, and classical assumption tests. The results reveal a distinct asymmetry between the two stimuli. Flash sale discounts exert a positive and significant effect on impulsive buying by creating psychological urgency and perceived scarcity that overwhelm rational deliberation. Conversely, while PayLater features demonstrate a positive directional relationship with impulsive buying, this effect does not reach statistical significance, suggesting that digital credit availability alone is insufficient to trigger spontaneous purchases without mediating conditions such as low financial literacy or hedonic motives. When considered simultaneously, both variables jointly exert a significant effect on impulsive buying. This study enriches consumer behavior literature by extending the Stimulus-Organism-Response framework to a non-metropolitan Indonesian context and reconciling contradictory empirical findings regarding urgency-based and credit-based stimuli. Practically, the findings offer actionable insights for e-commerce platforms to design responsible promotional strategies, for higher education institutions to develop targeted financial literacy programs, and for policymakers to regulate digital credit accessibility among youth. This research provides novel empirical evidence on digital consumption patterns in emerging markets.

Keywords: Flash Sale, PayLater, Impulsive Buying, E-Commerce, University Students

R3.07 The Influence of Social Media Promotion and Product Quality on Consumer Purchase Intention at Kopi Kenangan in Palembang

Presenter Cindy Ivana Wijaya

Authors Cecillia Marshayani

Purpose: This study aims to examine the influence of social media promotion and product quality on consumer purchase intention, both individually and simultaneously, among consumers of Kopi Kenangan in Palembang, Indonesia. The study addresses the importance of digital marketing strategies and product quality in an increasingly competitive coffee beverage industry. Design/Methodology/Approach: This research employs a quantitative approach with an associative research design. Primary data will be collected through an online questionnaire distributed to consumers who have purchased or are familiar with Kopi Kenangan products in Palembang. The questionnaire will use a five-point Likert scale to measure social media promotion, product quality, and consumer purchase intention. Data analysis will involve validity and reliability tests, classical assumption tests, multiple linear regression, t-tests, an F-test, and the coefficient of determination using SPSS. Findings: The study is expected to provide evidence regarding the individual and simultaneous relationships between social media promotion, product quality, and consumer purchase intention. The actual findings will be determined after data collection and statistical analysis. Research Implications: This study is expected to contribute to marketing management literature by providing further insight into the relationship between digital promotional activities, perceived product quality, and consumer purchase intention. Practical Implications: The findings may help coffee beverage businesses, including Kopi Kenangan, develop more effective social media promotional strategies while maintaining product quality to attract potential consumers. Originality/Value: This study focuses on the combined role of social media promotion and product quality in explaining consumer purchase intention in the local coffee beverage market in Palembang.

Keywords: social media promotion, product quality, purchase intention, digital marketing, Kopi Kenangan.

R3.08 Fostering Student Motivation and Engagement through English Songs: A Review of Potentials and Challenges

Presenter Elisabeth G. Sinaga

Authors Elisabeth G. Sinaga, Anastasia Ronauli Hasibuan

English learning in senior high school can sometimes be difficult when students feel bored, less interested, or less active during classroom activities. One possible way to create a more enjoyable learning environment is the use of English songs. This paper aims to review the potential of English songs to support students' motivation and engagement in English learning and to identify the challenges that teachers may face when using songs in the classroom. This study used a narrative literature review. Relevant studies about English songs, motivation, engagement, and English language learning were collected from academic journal databases and reliable journal websites. The selected studies were then read and grouped based on the main findings. The review shows that English songs can support student motivation by making learning more enjoyable, reducing boredom, and creating a more relaxed classroom atmosphere. Songs can also increase student engagement because students can participate in activities such as listening to lyrics, singing, discussing vocabulary, and working with classmates. However, the use of songs also has some challenges. These challenges include fast lyrics, unfamiliar vocabulary, different accents, slang expressions, song difficulty, and the possibility that students focus more on entertainment than learning. Therefore, English songs can be useful learning media when teachers select songs based on students' level, interests, and learning objectives. This review also suggests that songs should be combined with clear learning activities so that entertainment and language learning can support each other.

Keywords: English songs, student motivation, student engagement

R3.09 The Relationship Between Education Level and Public Knowledge Regarding Heart Attacks

Presenter Vincensius Surani, Lilik Pranata, Bangun Dwi Hardika

Authors Vincencius Surani, Lilik Pranata, Bangun Dwi Hardika

Purpose: A heart attack is a medical emergency that requires the recognition of symptoms and immediate intervention. Public knowledge plays a crucial role in identifying warning signs and determining the appropriate course of action. This study aims to examine the relationship between education level and public knowledge regarding heart attacks. Design/Methodology/Approach: This study employs a quantitative design with a correlational approach. There are 30 respondents, selected using a consecutive sampling technique. Data were collected via a questionnaire. Respondent characteristics and their level of knowledge regarding heart attacks were analyzed descriptively, while the relationship between education level and knowledge was analyzed using the Spearman's rho correlation test. Findings: The statistical test yielded a significance value of $p = 0.240$, $p > 0.05$), a correlation coefficient of rho = 0.207 (indicating a very weak positive association), and a coefficient of determination of $R = 0.042$ (4.2%). The study concluded that there is no statistically significant relationship between older adults' perceptions of healthcare service ethics and their overall psychological well-being Research Implications: his study reveals that formal education level does not significantly correlate with public knowledge regarding heart attacks. Consequently, future research must look beyond academic background and investigate specific determinants such as healthcare exposure and media channels. Future studies should also utilize larger, balanced community samples to evaluate targeted cardiovascular health interventions Practical Implications: Healthcare institutions and public health workers must deliver direct, continuous health education regarding heart attack symptoms, modifiable risk factors, and immediate emergency responses.

Rather than assuming higher formal education guarantees awareness, community programs should utilize accessible, non-technical materials and practical methods toensure rapid, proper decision-making during cardiac emergencies. Originality/Value: This study offers empirical evidence from a local Indonesian community challenging the assumption that higher formal schooling guarantees cardiovascular literacy. Using a validated assessment instrument, it reveals no statistically significant correlation between education levels and heart attack knowledge, highlighting the value of evaluating localized emergency health awareness directly

Keywords:

ROOM 4

Education Innovation and Technology, Healthcare Systems, and Sustainable Business

MODERATOR Evi Yuniarti, S.ST., M.Kes / HOST Anya Katerin Lerika Dhuasti

R4.01 Exploring the Potential of English Podcasts for English Idiomatic Language Learning

Presenter Anya Katerin Lerika Dhuasti, Yoanes Cornilita Sahidangan, Titus Angga Restuaji

Authors 1Anya Katerin Lerika Dhuasti, 2Yoanes Cornilita Sahidangan, 3Titus Angga Restuaji

Idiomatic expressions play an important role in English communication; they can be challenging for students, especially English as a Foreign Language (EFL) learners, but they are essential to learn. English podcasts may offer learners opportunities to encounter idiomatic expressions in fluent spoken contexts. This systematic literature review examines the importance of idiomatic expressions for English learners, explores the potential of English podcasts to support learners' understanding of daily English communication, and analyses the benefits of podcasts as a learning medium. This study has collected 22 selected articles retrieved through searchers of Google Scholars, Scopus, and ScienceDirect, using a systematic selection process guided by the PRISMA 2020 framework, published between 2020 and 2025. The findings suggest that idiomatic expressions contribute to vocabulary development, communicative skills, and understanding in everyday communication. Podcasts offer authentic language exposure, repeated listening opportunities, and flexible access to learning materials. However, unfamiliar vocabulary, idiomatic meanings, pronunciation, and speaking speed may create comprehension difficulties. The findings also highlight the importance of selecting podcast materials that relate to learners' ages, interests, English proficiency levels, and learning needs. In conclusion, English podcasts can support idiom learning when paired with appropriate materials and teacher-led instructional strategies. Further research is needed to examine their specific effects on learners' understanding and use of idiomatic expression in everyday communication.

Keywords: Podcasts, English podcasts, Idiomatic expressions, English idiomatic expressions, listening skills, listening comprehension

R4.02 Cognitive Benefits of Chess Engagement: Impact on Executive Functions and Problem-Solving Abilities

Presenter M Dimas Mahaputra & Yohanes Alvito Winitra

Authors Muhammad Dimas Mahaputra, Yohanes Alvito Winitra Sherly Deslinayah

This review examines whether cognitive skills associated with chess engagement transfer to non-chess cognitive tasks, academic performance, and real-world problem-solving. It addresses two questions: (1) to what extent chess-related executive-function benefits transfer to general cognitive and academic settings, and (2) how effectively chess-related problem-solving applies to decision-making beyond the game. A structured literature review synthesized 15 journal articles published between 2016 and 2026, selected for their relevance to executive functions, working memory, attention, critical thinking, mathematical problem-solving, and decision-related outcomes. The findings were mixed. Some studies reported benefits in specific measures, including working memory, concentration, processing speed, visual perspective-taking, mathematical problem-solving, or risk preferences. However, controlled studies also found no consistent improvement in broad academic achievement or in several cognitive and non-cognitive outcomes. Evidence for far transfer to everyday decision-making was particularly limited, while findings from cross-sectional and correlational studies could not establish causal effects. Overall, chess

may be a useful supplementary educational activity, especially when instruction explicitly teaches problem-solving strategies that learners can apply in other contexts. Chess engagement alone, however, should not be assumed to improve general cognitive or academic abilities. Further controlled research with follow-up assessments and authentic real-world measures is needed.

Keywords: chess education, executive functions, problem-solving skills, cognitive transfer, far transfer

R4.03 Case Study On Academic Tutoring: Writing Learning Difficulties Among Second-Grade Elementary School Students

Presenter Ghea Cinta Mariccenta

Authors Ghea Cinta Mariccenta, B. A. Indriasari

This research is a case study of a second-grade student, identified by the initials KGLH, combined with an in-depth literature review regarding the potential causes of the student's difficulties and possible solutions within the framework of academic guidance services. Data were collected through in-depth interviews with the homeroom teacher, observations of learning activities, and an analysis of the student's written work. The findings from the interviews and observations indicate that the subject experiences mechanical difficulties in writing, characterized by the incorrect use of capital letters, errors in letter sequencing, illegible handwriting (in terms of both form and size), and the omission of periods at the end of sentences. These challenges stem from a tendency to rush and a lack of focus when listening to the teacher's instructions. Proposed solutions for K include: 1) providing more opportunities for writing practice, and 2) utilizing learning media or methods that help the student recall letters in a more meaningful way. The intervention involves a planned collaboration between the teacher and the parents, incorporating "scaffolding" (gradual support) and the use of interactive visual media within both individual and group counseling sessions. Through this synergistic collaboration involving the homeroom teacher, the school counselor, and active support from parents at home it is expected that the writing difficulties experienced by K can be gradually overcome.

Keywords: Learning Problems, Writing Difficulties, Elementary School, Guidance and Counseling, Case Study.

R4.04 The Relationship Between Healthcare Professionals' Service Ethics And Psychological Well-Being Among Older Adults

Presenter Teresia Sri Sumiyati, Lilik Pranata, Elisabeth Erly Frida Hasugian

Authors Teresia Sri Sumiyati, Lilik Pranata Elisabeth Erly Frida Hasugian

Purpose: his study aims to analyze the relationship between older adults' perceptions of healthcare service ethics (encompassing autonomy, beneficence, non-maleficence, and justice) and their level of psychological well-being at the Panti Werdha Dharma Bakti KM 7 nursing facility in Palembang Design/Methodology/Approach: A quantitative analytical study with a cross-sectional design was conducted between May and June 2026. The study sample comprised residents aged 60–70 years who met the inclusion criteria. Data were collected using a Service Ethics Questionnaire and the 42-item Ryff's Scales of Psychological Well-Being. After the Shapiro Wilk test indicated a non-normal data distribution ($p = 0.0055$ and $p = 0.0377$)9, non-parametric Spearman Rank correlation analysis was performed at a significance level of alpha = 0.05 Findings: The statistical test yielded a significance value of $p = 0.240$, $p > 0.05$), a correlation coefficient of rho = 0.207 (indicating a very weak positive association), and a coefficient of determination of $R = 0.042$ (4.2%). The study concluded that there is no statistically significant relationship between older adults' perceptions of healthcare service ethics and their overall psychological

well-being Research Implications: The findings suggest that psychological well-being among institutionalized older adults is inherently multidimensional and not solely determined by healthcare service ethics. Future research should evaluate larger sample sizes and explore additional psychosocial and biological variables, such as social connectedness, loneliness, family support, functional independence, and spirituality Practical Implications: Nursing home administrators and healthcare staff should maintain high ethical care standards while actively fostering social engagement, meaningful group activities, peer interactions, and spiritual support to holistically enhance residents' quality of life Originality/Value: This study contributes empirical evidence to gerontological nursing and bioethics in Indonesia, particularly regarding long-term care dynamics in Palembang .It underscores that improving senior well-being requires a comprehensive approach combining ethical clinical care with robust social and emotional support networks

Keywords:

R4.05 The Relationship Between Random Snacking Habits and Incidences of Diarrhea in Elementary School Kids

Presenter Regina Vera Enjelina Kewa Notan

Authors Regina Vera Enjelina Kewa Notan, Novita Elisabeth Daeli

This study looks at the connection between snack-eating habits and diarrhea in elementary school kids. It's based on how important it is for kids to have safe and hygienic snacking habits to stay healthy. The research used a quantitative approach with a cross-sectional design. There were 40 fourth-grade students from a primary school in Palembang, chosen using total sampling. Data came from questionnaires to check snack-eating patterns and diarrhea cases, and then were analyzed descriptively and with a Chi-Square test to see the link between the two. The results showed 25 students (62.5%) had good snacking habits, and 21 students (52.5%) didn't get diarrhea. The Chi-Square test results showed a p-value of 0.743, so no statistically significant relationship was found between snack consumption patterns and the occurrence of diarrhea among the study respondents. These findings provide information about snack consumption patterns and diarrhea occurrences in school-age children and suggest the need to consider other factors, such as food hygiene, sanitation, and handwashing habits, in future research. Practically, education about choosing safe snacks and practicing clean and healthy living habits needs to be continuously promoted through the involvement of students, parents, and schools. This study provides an empirical picture of the relationship between snack consumption patterns and diarrhea occurrences in the context of elementary school students.

Keywords: Snack consumption patterns, diarrhea, elementary school students, food hygiene.

R4.06 Retrieval-Augmented Generation for HR Information Systems: A Systematic Review of Governance, Integration, and User Task Performance

Presenter Sabit Huraira

Authors Sabit Huraira, Antonius Wahyu Sudrajat, Johannes Petrus

Purpose: Retrieval-augmented generation (RAG) is increasingly proposed as a natural-language layer for enterprise systems, but its value for human resource information systems (HRIS) depends on whether users complete human resource (HR) tasks better while employee data remain protected. This review examines how RAG is designed, governed, and evaluated in settings relevant to HRIS and what evidence exists on user task performance. Design/Methodology/Approach: A systematic literature review

synthesised 40 journal articles (35 primary, five secondary) published between January 2024 and September 2026 and tested its conclusions with a documented update search of Scopus, IEEE Xplore, and the ACM Digital Library. Primary studies were coded for architecture, data integration, governance, a five-level evaluation scale, and five quality criteria; all codes were re-checked against full texts in an author-reviewed audit (82.9% agreement on evaluation level). Findings: Within the corpus, one study addressed an HR function, none combined employee records with HR policies, and retrieval-time authorisation was reported once, outside HR. Twenty-six studies used technical metrics only, seven added human ratings of outputs, two involved end users, and none compared users' objective task performance with a realistic baseline; the update search added no such study. Research Implications: Drawing on task–technology fit theory, the review proposes an evaluation taxonomy that separates system-level evidence from evidence of user benefit and a framework in which governance acts as a boundary condition on fit, with five testable propositions. Practical Implications: HRIS developers and HR managers should keep consequential calculations deterministic, authorise retrieval before generation, version policy documents, and evaluate assistants at task level against existing systems and rule-based automation. Originality/Value: Unlike earlier reviews organised by technique or use case, this review reads the evidence against HR-specific requirements and offers a three-condition experimental design that separates the contribution of RAG from that of automation; these proposals require empirical validation.

Keywords: retrieval-augmented generation, human resource information systems, task–technology fit, user task performance, AI governance

R4.07 The Relationship Between Fast Food Consumption Frequency and Menstrual Physical Symptoms Among Adolescent Girls

Presenter Brigita Astrid Yurike

Authors Brigita Astrid Yurike, Novita Elisabeth Daeli

Physical discomfort during menstruation is a reproductive health issue frequently experienced by adolescent girls and can disrupt both daily and academic activities. High consumption of fast food, which is rich in saturated fats and low in fiber, is theoretically understood to trigger an increase in prostaglandin levels, thereby exacerbating physical discomfort during menstruation. This study aimed to determine the relationship between fast food consumption frequency and physical discomfort levels during menstruation among female adolescents. This quantitative study with a correlational design involved 50 eleventh-grade female students selected through a quota sampling technique. The results of this study showed that there was no statistically significant relationship between fast food consumption frequency and physical discomfort levels during menstruation among female adolescents ($p = 0.238$; $r = 0.166$). The originality and value of this study lie in Indonesia, challenging the common generalization that fast food is a direct primary trigger for menstrual physical complaints, thereby emphasizing the need to consider broader multi-factorial lifestyle elements. Practically, healthcare providers and school nurses should adopt a broader health education approach that encompasses holistic lifestyle habits, stress management, and comprehensive nutritional awareness when counseling adolescent girls experiencing menstrual discomfort.

Keywords: Adolescents Girls, Fast Food Consumption, Menstrual Physical Discomfort, Reproductive Health

R4.08 The Influence Of Promotion, Ease Of Use, And Price Perception On Purchasing Decisions, With Consumer Trust As A Mediating Variable: A Study Of UMKM Kemplang Crackers On The Shopee Marketplace

Presenter David Antonio

Abstract pending author verification. The record is retained to preserve the official presentation order; no replacement text has been generated.

R4.09 The Impact of Self-Confidence on Students' Productive Skills: A Systematic Literature Review

Presenter Shania Nurika G

Authors Shania Nurika G, Anastasia Ronauli Hasibuan

This study aims to examine the role of self-confidence in students' English productive skills, particularly speaking and writing. It focuses on understanding how self-confidence relates to students' ability to express ideas, communicate opinions, and convey messages effectively in English. This study adopts a systematic literature review approach. Relevant empirical studies on self-confidence and English speaking and writing skills will be identified, selected, and analyzed using predetermined search strategies and inclusion and exclusion criteria. The selected studies will be synthesized to identify recurring themes and patterns. The review will explore patterns in the relationship between self-confidence and students' productive language performance, including factors that may support or hinder the development of speaking and writing skills. The findings will be established through the analysis of the selected studies. This study is expected to contribute to a broader understanding of self-confidence as a psychological factor in English language learning and its relationship with productive skills. The review may provide insights for English teachers in developing supportive classroom environments and learning activities that encourage students to express their ideas confidently. By examining speaking and writing together, this study seeks to provide an integrated perspective on self-confidence in English productive skills and identify areas that require further investigation. This study examines the role of self-confidence in students' English productive skills, specifically speaking and writing, focusing on its impact on their ability to effectively express ideas, communicate opinions, and convey messages. A systematic literature review approach was adopted to identify, select, and analyze relevant empirical studies using predetermined search strategies and strict inclusion and exclusion criteria. The selected literature was synthesized to uncover recurring themes regarding the relationship between self-confidence and productive language performance, including the factors that support or hinder skill development. The findings contribute to a broader understanding of self-confidence as a crucial psychological factor in English language learning. Pedagogically, this review provides actionable insights for English teachers to cultivate supportive classroom environments and design learning activities that encourage confident self-expression. By evaluating speaking and writing together, this study offers an integrated perspective on the role of self-confidence in mastering English productive skills and identifies critical areas requiring further investigation.

Keywords: productive skills, self-confidence

ROOM 5

Education Innovation, Human Development, and Sustainable Business

MODERATOR Anselmus Inharjanto, SCJ, M.Phil. / HOST Fauziah Kopsah

R5.01 Ethnodigital-AI Learning Model Based on Local Wisdom: Systematic Literature Review

Presenter Agnes Fibriana Kurniawati

Authors Agnes Fibriana Kurniawati, Ria Triayomi

Purpose:This research aims to develop an Ethnodigital-AI learning model based on local wisdom through a systematic synthesis of research on the integration of artificial intelligence, digital technology, learning, and cultural knowledge. This study focuses on identifying research patterns, conceptual gaps, and the key components needed to build an AI-based learning model that is responsive to local cultural contexts. Design/Methodology/Approach: The study employed the Systematic Literature Review method with the PRISMA protocol. A literature search was conducted through the Scopus database with the help of Publish or Perish for publications from 2016 to 2026, using keywords related to ethnodigital learning, artificial intelligence, and local wisdom. The initial search yielded 284 articles. A duplication check excluded four articles, resulting in a final 280 articles entering the screening stage. The inclusion and exclusion process yielded 17 articles meeting the criteria, while 263 articles were excluded. The 17 articles were then synthesized using thematic analysis to identify patterns, AI functions, research gaps, and elements of the Ethnodigital-AI model. Findings:The synthesis results show that AI is being used for personalized learning, content production, cultural knowledge preservation, learner interaction, assessment, and multimodal learning. Local wisdom is most powerful when used as a source of knowledge and the basis for learning design, not simply as a context for the material. Research Implications:The research produced a conceptual model that integrates local wisdom, digital cultural content, AI personalization, AI content generation, teacher mediation, cultural validation, learner interaction, learning outcomes, and feedback mechanisms. Practical Implications:The model can serve as a reference for educators and educational institutions in designing AI-assisted learning that is adaptive, contextual, and maintains the relevance of local cultural identity. Originality/Value:The novelty of this research lies in the placement of local wisdom as the epistemic foundation of AI-based learning and the integration of technological, cultural, pedagogical, and evaluation dimensions in one Ethnodigital-AI model.

Keywords:Ethnodigital-AI; Local Wisdom; Artificial Intelligence in Education; Culturally Responsive Learning; Systematic Literature Review

R5.02 Students' Self-Confidence To Foster Their Participation In English Speaking Activities At School

Presenter Winda Febrianti Nadeak

Authors Winda Febrianti Nadeak, Anselmus Inharjanto

The current research investigates how students' self-confidence fosters their participation in English speaking activities at school, addressing psychological barriers such as speaking anxiety and fear of making errors in English as a Foreign Language (EFL) classrooms. The paper utilizes an exploratory descriptive qualitative research design relying on secondary scholarly literature from peer-reviewed journals and academic books. Data was then analyzed and synthesized using thematic analysis guided by Braun & Clarke's six-step qualitative framework, even though it was flexibly implemented. The results of the study demonstrate that self-confidence serves as a crucial psychological bridge connecting internal linguistic competence with external oral engagement. Self-confidence is operationalized across five core

aspects: belief in speaking ability, courage to communicate, willingness to express opinions, confidence during classroom interaction, and positive emotional feelings. These affective dimensions directly drive four observable indicators of classroom participation: answering teacher questions, expressing personal opinions, engaging in pair or group discussions, and consistently responding to classroom interaction. Moreover, this study extends language education literature by detailing the direct relationship between self-confidence constructs and real-time behavioral participation in schools, moving beyond static measures of test scores or general speaking achievement. The study provides practical guidance for EFL educators to create supportive, low-anxiety learning environments, implement collaborative speaking tasks, and utilize constructive feedback to reduce student hesitation and foster active communication. Finally, the paper offers an integrated conceptual framework mapping specific psychological aspects of confidence to concrete behavioral indicators of classroom speaking involvement.

Keywords: self confidence, speaking skills, speaking activities, classroom participation, EFL learners

R5.03 From Grammar Anxiety To Joyful Learning: Rethinking English Grammar Education Through Deep Learning Approaches

Presenter Kesiah Olivia Fransiska

Authors Kesiah Olivia Fransiska, Sevia Larasati, Anselmus Inharjanto

This study explores how deep learning approaches can alleviate grammar anxiety among English language learners, transforming grammar education from surface-level memorization into an engaging, joyful learning. Adopting an exploratory qualitative design, the research analyzed secondary data sourced from peer-reviewed journal articles and academic books using a PRISMA-based systematic literature review. The findings reveal that conventional, form-focused pedagogy significantly elevates learners' affective filter, producing anxiety and passive hesitation. Conversely, embedding deep learning strategies—such as contextualized problem-solving, reflective inquiry, and authentic communication—lowers psychological barriers, enhances conceptual understanding, and cultivates intrinsic motivation. The research shows that Joyful Learning enhances English grammar education by shifting away from monotonous instruction toward interactive, learner-centered methods—such as educational games, digital tools (Kahoot!, Quizizz, Wordwall), songs, digital storytelling, and role-playing. These activities boost both affective and cognitive outcomes: they increase student motivation, engagement, and confidence while improving grammar understanding, achievement, and long-term retention. When paired with meaningful practice, feedback, and reflection, Joyful Learning serves as an effective component of the Deep Learning framework, though future research is needed to explore non-gamified activities across diverse educational contexts. Further, research implications highlight the value of integrating affective theories with cognitive deep learning frameworks in language acquisition literature. Practically, the study provides educators and curriculum designers with actionable strategies to replace mechanical drills with low-anxiety, student-centered practices. Ultimately, this research offers a novel, synthesized perspective that redefines grammar from an intimidating set of rules into a dynamic, empowering tool for communication.

Keywords: grammar anxiety, deep learning, joyful learning, English grammar, PRISMA approach

R5.04 The Relevance Of Descriptive Vocabulary In Novels To English Learning

Presenter Tracy Maria Lauren Sidabutar

Authors Tracy M. Lauren Sidabutar, Anselmus Inharjanto

This qualitative study investigates how descriptive vocabulary in novels enhances English language learning, focusing on its impact on vocabulary retention, contextual comprehension, and stylistic expression. Utilizing a literature review methodology, the researchers explore how literary texts provide authentic contexts that improve vocabulary retention and contextual comprehension. The findings indicate that exposure to descriptive prose helps students bridge the gap between basic communication and advanced stylistic fluency. However, a notable research gap persists regarding the specific pedagogical strategies that isolate descriptive prose from general narrative vocabulary, as well as its comparative efficacy across differing learner proficiency levels. Pedagogically, these findings imply that language educators should systematically incorporate targeted descriptive literary excerpts into curricula to help learners bridge the gap between basic communicative competence and advanced stylistic fluency. Furthermore, the paper highlights how literature-based instruction increases learner motivation and supports the development of both receptive and productive skills in English Language Teaching. Ultimately, the authors argue that integrating engaging literary resources into classrooms offers a superior alternative to traditional, memorization-based vocabulary instruction.

Keywords: descriptive vocabulary, novels, English Language Teaching (ELT), vocabulary acquisition

R5.05 Effort To Overcome Difficulties In Learning Math Through Individual Guidance For Elementary School Students

Presenter Thatet Dirgantara

Authors Thatet Dirgantara, B. A. Indriasari

This article discusses a case study of a fifth-grade student with the initials A and an in-depth literature review regarding the suspected causes of the problems that arise and the solutions that can be provided as a form of learning guidance. The data comes from classroom observations and interviews with the homeroom teacher. The results of the observations and interviews show that A has difficulty keeping up with multiplication and division lessons, is easily distracted by things around them, sometimes does not complete assignments, and takes a long time to answer math questions. The teacher said that A can follow several other subjects better, so the difficulties reported are more apparent in math learning. The literature study found that the suspected causes of these conditions are related to inconsistent attention and engagement during learning, as well as possibly not fully mastering multiplication and division concepts. One of the solutions offered and considered most relevant to the problem is individual guidance using concrete media and gradual exercises. As a supporting option, teachers and school counseling staff can collaborate through short structured exercises, concrete media, positive feedback, and monitoring progress. This article combines classroom observation results, teachers' perspectives, and individual guidance plans in a case description by distinguishing between available findings and planned actions.

Keywords: difficulties in arithmetic; elementary school; multiplication; division; individual guidance

R5.06 Implementation Of The Storytelling Method In Primary Education: A Literature Review

Presenter Tresiana Sari Diah Utami

Authors Tresiana Sari Diah Utami, Anastasia Ronauli Hasibuan, Benni Azhari

Purpose: This study aims to analyze the implementation of the storytelling method as a learning approach in elementary schools. In the digital era, conventional learning that is overly oriented toward cognitive memorization and passive textbook exercises often fails to build character, moral understanding, listening skills, and active student engagement. This study synthesizes empirical evidence regarding how storytelling functions as an effective pedagogical instrument across various learning domains. Design/Methodology/Approach: A Systematic Literature Review (SLR) approach was applied to synthesize findings from primary empirical studies and comprehensive reviews focusing on storytelling in elementary education. This synthesis critically evaluates research designs, instructional media (such as hand puppets, pop-up books, folktales, and Islamic narrative literature), and multidimensional student learning outcomes. Findings: The literature review results indicate that the storytelling method significantly enhances listening skills when supported by concrete media such as hand puppets. Furthermore, quantitative evidence proves a significant effect on instilling nationalism character and Pancasila values. Storytelling through folktales and Islamic moral stories effectively bridges abstract concepts into concrete student experiences, fostering empathy, honesty, discipline, social awareness, and cultural preservation without appearing overly patronizing. Research Implications: This study enriches primary education literature by developing an integrated conceptual model that connects narrative pedagogy with the cognitive, affective, and psychomotor development of elementary school students. Practical Implications: The findings of this study provide a practical framework for elementary school teachers to integrate storytelling into thematic learning, language instruction, and character-building programs using creative media and adaptive techniques. Originality/Value: The originality of this article lies in its comprehensive synthesis from multiple perspectives, combining language skills development, nationalism character formation, and moral-religious education, which proves the flexibility of storytelling as an integrated teaching strategy in elementary schools.

Keywords: Method, Storytelling, Elementary Education

R5.07 The Effects Of Store Atmosphere And Price On Purchasing Decisions Through Customer Satisfaction In Palembang Coffee Shops

Presenter Maria Bertilla Krisanty Utomo

Authors Chelsea Olivia Hidayat, Maria Bertilla Krisanty Utomo

This study aims to examine the effects of store atmosphere and price on purchasing decisions through customer satisfaction at coffee shops in Palembang City, Indonesia. As competition among coffee shops increases, understanding how the physical environment and price influence customer satisfaction and purchasing decisions becomes increasingly important. Previous studies have often examined direct relationships between these variables without integrating customer satisfaction as a mediating variable. This study uses a quantitative research approach, with the target population consisting of consumers who have made purchases at coffee shops in Palembang City. The sample will be selected using purposive sampling based on criteria relevant to the research objectives. Data will be collected through questionnaires and analyzed using statistical methods to examine the relationships between store atmosphere, price, customer satisfaction, and purchasing decisions, including the mediating role of customer satisfaction. Since this study is still at the research proposal stage, empirical findings are not yet available. The study is expected to clarify the direct and indirect relationships among the research variables and contribute to the marketing management literature by integrating store atmosphere, price, customer satisfaction, and purchasing decisions into one research model. In practical terms, the results

are expected to help coffee shop owners improve their physical environment, establish appropriate prices, and enhance customer satisfaction to encourage purchasing decisions. The originality of this study lies in examining the effects of store atmosphere and price on purchasing decisions through customer satisfaction in the coffee shop market in Palembang City.

Keywords: Store Atmosphere, Price, Customer Satisfaction, Purchasing Decisions, Coffee Shops

R5.08 Public Speaking Competence And Personal Brand Construction In Non-Formal Education: A Qualitative Literature Study

Presenter Anastasia Ronauli Hasibuan

Authors Anastasia Ronauli Hasibuan

This qualitative literature review explores the relationship between oral presentation skills and individual brand development within non-formal learning settings. Mastery of spoken communication serves as a core mechanism for strategic self-marketing and career advancement. Through a systematic evaluation of scholarly publications, monographs, and academic reviews, this paper analyzes how flexible educational environments cultivate essential communicative abilities required for professional identity formation. Existing research demonstrates that an established personal brand significantly shapes professional visibility and career progression, with public speaking acting as the central channel for conveying unique personal value. The synthesized findings highlight three critical dimensions: first, public speaking proficiency bolsters credibility and fosters meaningful audience connection; second, non-formal education offers dynamic, hands-on learning platforms that accelerate skill acquisition and brand differentiation; and third, rhetorical confidence directly governs the clarity of an individual's personal brand. Ultimately, embedding structured public speaking instruction into non-formal educational programs offers a vital framework for cultivating a resilient professional image in competitive job markets.

Keywords: Non-formal education, personal brand construction, public speaking competence, qualitative literature study.

R5.09 The Influence Of Cultural Values And Social Identity On Palembang Traditional Food Consumer Loyalty Through Consumer Experience

Presenter Ellya Chelsea Ekaresti, Agnesia Estiara Putri

Authors Ellya Chelsea Ekaresti, Agnesia Estiara Putri

Traditional food serves not only as a basic consumption need but also as a symbol of cultural heritage and regional identity. In Palembang City, traditional culinary items such as Pempek and Kue Lapan Jam have been recognized as Intangible Cultural Heritage of Indonesia (Warisan Budaya Takbenda), yet they face intense competition from modern and international foods, especially among Generation Z. Grounded in Consumer Culture Theory, Social Identity Theory, and the Experience Economy concept, this study aims to analyze the influence of cultural values and social identity on consumer loyalty toward traditional Palembang food, mediated by customer experience. This research employed a quantitative design with a causal-associative approach. Primary data were collected via an online questionnaire (Google Forms) using a 5-point Likert scale from 150 respondents in Palembang City selected through purposive sampling. The research instrument consisted of 28 indicators. Data analysis was conducted using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) via SmartPLS, encompassing measurement model evaluation, structural model evaluation, hypothesis testing via bootstrapping, and mediation testing using Variance Accounted For (VAF). The empirical analysis shows that cultural values and social

identity positively and significantly affect customer experience, which in turn drives consumer loyalty. Furthermore, customer experience acts as a significant mediating variable (evaluated via VAF) in explaining the indirect effects of socio-cultural factors (cultural values and social identity) on long-term consumer loyalty toward traditional Palembang cuisine. This study contributes theoretically to the local culture-based marketing literature by integrating Consumer Culture Theory, Social Identity Theory, and the Experience Economy into a unified framework that explains how socio-cultural dimensions drive culinary brand loyalty through experiential touchpoints. The findings provide practical recommendations for MSME culinary entrepreneurs and local government authorities in Palembang. Stakeholders should strategically package local cultural heritage into memorable dining experiences and storytelling to strengthen cultural pride, particularly among Generation Z, thereby fostering sustainable customer loyalty. This study offers novelty by examining the mediating role of customer experience within the specific framework of Intangible Cultural Heritage foods (Pempek and Kue Lapan Jam) in Palembang facing modern culinary substitution among Generation Z.

Keywords: Cultural Values, Social Identity, Customer Experience, Consumer Loyalty, Traditional Palembang Food.

R5.10 Planning And Control Of Inclusive Education At The Elementary School Level: A Literature Review

Presenter Anselmus Inharjanto

Authors AT THE ELEMENTARY SCHOOL LEVEL: A LITERATURE REVIEW

Inclusive education has become a major focus in modern education systems, with the goal of providing equal access to education for all children, regardless of their special needs. This study aims to conduct a literature review on the planning and control of inclusive education in elementary schools and answer whether it is able to improve the quality of learning for students with special needs. This study also discusses the challenges and supporting factors in the implementation of inclusive education in elementary schools. By conducting a comprehensive literature review from various secondary sources in the form of books and journal articles, this qualitative research focuses on answering these questions. The results show that the planning and control of inclusive education in elementary schools has been proven to improve the quality of learning for students with special needs. Effective planning in inclusive education requires the development of a flexible curriculum, the development of individual learning programs, and collaboration between classroom teachers, special assistance teachers, principals, and parents. In addition, the planning and control of inclusive learning should utilize technology, may use the Universal Design for Learning (UDL) and Differentiated Instruction approaches, or the Whole Education Approach. Challenges and supporting factors in implementing inclusive education in elementary schools include limited teacher capacity, scarcity of resources and supporting facilities, lack of understanding of inclusion among teachers, parents, and the community, and gaps between policies and practices. The results of this study are expected to contribute to education practitioners and policymakers in improving the quality of inclusive education in educational institutions

Keywords: inclusive education, planning, control, educational institutions

ABOUT THE PROCEEDINGS

The UKMC International Conference 2026 (UKMC-IC 2026), held virtually on 19–20 October 2026, brings together researchers, academics, and professionals to exchange knowledge, research findings, and innovative perspectives across disciplines. Under the theme "The Intelligent Future: Interdisciplinary AI-Driven Innovation in Technology, Business, Healthcare, and Education for Sustainable and Resilient Societies," the conference highlights the transformative potential of artificial intelligence in addressing contemporary challenges and advancing sustainable development. These proceedings present scholarly contributions that explore emerging trends, theoretical advancements, empirical findings, and practical applications across diverse fields. The collected papers are intended to foster interdisciplinary collaboration, stimulate academic discourse, and contribute to the development of innovative solutions for a more intelligent, inclusive, and resilient future.
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