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**MULTIDISCIPLINARY
RESEARCH FOR
SUSTAINABILITY**

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CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the International Conference and Global Forum on Multidisciplinary Research for Sustainability (MRS) hosted by Research Synergy Foundation and PT. Lintas Cakra Pusaka as official partner held on November 9 – 10, 2017 at Hi Seoul Youth Hostel, Seoul, South Korea.

The theme of MRS Conference is enhancing innovation and value creation sustainability through academic research. MRS 2017 International Conference shows up as a cutting-edge multidisciplinary platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their thorough and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to Seoul and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Ismi Rajjani
Conference Chair of MRS 2017

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KEYNOTE SPEAKER



Arief budiman, Ph.D. is a researcher and lecture at Lambung Mangkurat University. He serves as Chief of International Service Department at his campus. Arief received Bachelor's degree from Lambung Mangkurat University and Master and his Ph.D. from University of Newcastle Australia under supervision of Professor Aron O'Cass.

His research focus are marketing Management, Consumer Behavior, International Marketing, and Consumer Behavior. He had involved in various research both national and international project. His recent research activities entitled "Service Quality in PDAM" was sponsored by Local Water Supply Utility (PDAM). He was winner of Research Higher Degree Excellence Award for the Best Dissertation from Faculty of Business and Law University of Newcastle Australia in 2008.

Track: Business and Management

Marketing Strategy of Community Enterprise Product, Nakhon Cowboy, Bangkok Noi

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Abstract

This research is intended to analyze the pattern of marketing strategy of community enterprise product, Nakhon Cowboy, Bangkok Noi. The qualitative research method was employed in this study by utilizing the interview and focus group methods. The participants were manufacturers, distributors and related officers comprising of 20 people. The research discovered that the models of marketing strategy for the community enterprise products, Nakhon Cowboy, Bangkok Noi, concerning knowledge are attractive product, well-accepted brand name, product delicacy, product modernization, appropriate selling atmosphere, technological selling method, selling venue, and convenient shopping activity, product-design identified with the uniqueness of the product, production support, and production knowledge. For the moral dimension, the research revealed that clear price tag, price negotiation, product sample, environmental friendly product, quality control, product standard and label all lead to the balance, sustainability of economics, social environment, culture, and religion that are ready for changes.

Keywords: Marketing, Community, Enterprise

I. Introduction

The operation of community enterprises has applied sufficiency economy philosophy and self-reliance as a social safety net to avoid possible losses. Community enterprises serve not only the demand of the community but also the want and need of the market. Community enterprises are identified with the survival principle, by having happiness as an indicator and life-cycle as a cooperation framework. They utilize community's starting investment, enjoy sufficient family market as well as community and local region (Pongpit, S., Nanthasuwana, W., & Rakpinit, J., 2001). Self-reliance is a sign of perseverance and self-resistance. Group forming, participation and unity are seen among individuals, local, national and international levels (Galtung, J., 1980).

To support and encourage community enterprise, the community must be strengthened, possesses indigenous wisdom, having learning process, stabilization and self-reliance. Community enterprise aims at life-subsistence or economic dimension, not at technological development; it also looks for changes in thinking conception and behavior in all dimensions of people in the community based on sufficiency way of living (Pongpit, S., Nanthasuwana, W., & Rakpinit, J., 2001). The social structure has been changed from top-down communication, from the powerful to the powerless, to the one that lies on horizontal communication in which equality and fraternity, group forming, co-thinking, cooperation in a way being known as civil society. As a result, these efforts facilitate the goodness of economics, politics, and morality.

Community enterprise is a concept conceived from the community where there is a need to form an activity concerning business operations and management but not in a full blast of operation. It is hoped to build stability among the members of the group. This stability cannot be achieved by doing it alone and it is much more convenient and easier than joining the cooperatives. The group gathering creates immune system for the members and the community as a whole. The 7 characteristics of community enterprises are as follows:

1. Community runs and operates the business
2. Outputs are the results of the process taking place inside the community
3. Creativity is community's own innovation
4. The blend of local wisdom and international wisdom
5. Integrated operation
6. Learning process
7. Self-reliance

The obstacles faced by community enterprise are lack of capital, lack of marketing strategy, and lack of faith in internal management. Lack of capital comes from the fact that each member has less income. There is not enough money for product development and for a large batch of production. The marketing problem concerns with lack of appropriate selling location. Products are not certified. Community enterprises need the government to provide capital to build warehouse, to buy standard production equipment and raw materials in order to produce the product in a large quantity. The community also needs the government to handle the public relations, to find additional distribution channels and to organize marketing promotion to increase marketing opportunity. The government is also expected to provide knowledge on production standard in the hope that community products can be sold through various large shopping malls. The needed knowledge also

includes package and an attractive package design that can protect and, at the same time, help to sell the product.

The problems of community enterprises become basic problems that are encountered by nearly every community enterprise around the country. It is not a difficult task to form a career development group. The most challenge job is how the group can manage its own problem. Most of community enterprises are formed by the poor. These less-fortunate people know nothing about product's standard development, package development, and marketing strategy. These negative factors are still waiting for the government to lend its hand to support community enterprises so that they can exist by themselves. This means the development of grass-root economics with stability and sustainability.

The researcher has a strong intention to analyze the marketing strategy of community enterprise product, Nakhon Cowboy, Bangkok Noi, in order to discover the pattern of marketing strategy for the said product.

II. Objectives and Research Methodology

Objectives

1. To analyze the marketing strategy of community enterprise product, Nakhon Cowboy, Bangkok Noi.
2. To discover the pattern of marketing strategy of community enterprise product, Nakhon Cowboy, Bangkok Noi.

Expected Benefits

1. The entrepreneurs can use the research findings to improve the operation, set objectives, goals and strategy in order to meet with the desires of consumers.
2. The consumers receive the information on how to make the decision in buying products.
3. The public can learn more about marketing strategy.

Research Methodology

The researcher employs qualitative research method to gather the needed information. The interviews and focus groups are the major research tools to obtain the data. There are 30 informants to whom 10 are producers and/or sellers and another 20 are related officers.

III. Results

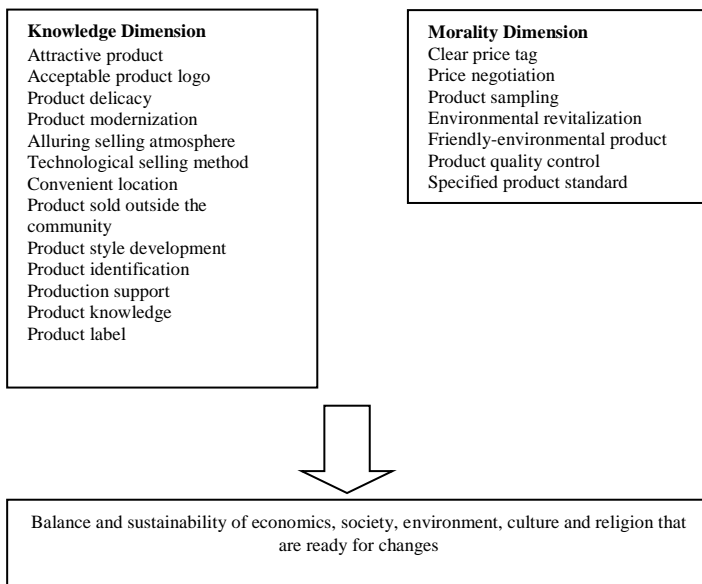
Community enterprise, Nakhon Cowboy, Bangkok Noi, is located at 124/11 Soi Wat Yang 14, Baan Chang Lor Sib-district, Bangkok Noi District,

Bangkok metropolis. The outputs are hand-made leather goods that are certified OTOP (leather products), 2-star level.

The research revealed that, for the knowledge dimension, the community enterprise product, Nakhon Cowboy, Bangkok Noi, shows an attractive product style, acceptable product symbol, delicacy, product modernization, persuading selling atmosphere, technological selling method, convenient location, products can be sold outside the community, product design development, product identification, production support, and production knowledge.

For the morality dimension, the research found that there is a clear price tag, price negotiation, product sampling, environmental revitalization, production support, friendly environmental products, product quality control, specified production standard. These product-related features led to the balance and sustainability of economics, social environment, culture and religion that are ready for the changes.

2. The pattern of marketing strategy of community enterprise product, Nakhon Cowboy, Bangkok Noi.



From the above figure, one of the most important factors in marketing strategy is pricing that should be set in accordance with size, style and type of product. The local raw materials were used in the production. There was

cost control on labor and capital. The production took place inside the community. Product's quality met with consumers' demand. Product design was appropriate with the type of product. The community could produce the product in a large quantity. The products enjoyed the local wisdom and the production processes were based on sufficiency economy philosophy. The products were sold in the community as well as through various markets. The products were attractive, delicate and modernized, at the same time, product logo was acceptable. There were persuading selling atmosphere, technological selling method via websites, convenient selling location, product development was identified with product uniqueness, products were met with international commercial standard, product knowledge, product label, clear price tag, price negotiation, product sampling, environmental revitalization together with the production process, friendly environmental product, specified production standard, and production control.

Discussion

The research on "Marketing Strategy of Community Enterprise Product, Nakhon Cowboy, Bangkok Noi" found that the producers/sellers should improve production factors in terms of the product in which it was in line with the study of Sittawat Munsethvit (2005) on "The development of marketing tactics that are suitable with the OTOP product, Yala province, in accordance with the sufficiency economy philosophy," 5 dimensions, 16 indicators that were 1.1) product tactics that includes standard, unity, focus and allure, 1.2) price tactics that includes fairness, 1.3) distribution tactics that includes convenience and safety, 1.4) promotion tactics that includes pleasure, presentation, various public relations and warm welcome, 1.5) personnel tactics that includes knowledge acquirement, non-greedy, economical, sincere and environmental consciousness [4]. This research was also in congruence with the work of Weerasak Pokgati (2005) on "Marketing factors for the export of dried longan in the north region of Thailand under Thai-China free trade zone" in which it discovered that product and distribution factors were given the highest priority, price and promotional factors were at a high level. The resources control was at 57.00 percent, the amount of product produced was at 49.10 percent, and the products were sold outside the community was at 44.30 percent (Pokkati, W., 2005). The work of Tanu Hornumchai (2012, abstract) on "The study of marketing strategy of Thai exporter of plastic products in ASEAN +6," indicated that most of the exporters gave product factor the highest consideration, followed by promotion, price, and distribution channels.

The study of Supalak Rattanasriman (2012, abstract) had objectives to 1) study marketing strategy in term of activity affecting the perception of consumers for beverage products, and 2) find out the pattern of marketing strategy in term of activity affecting consumers' buying-decision toward

beverage products of Singha Corporation in Bangkok metropolitan area. This research was a quantitative research that focused on the relationship of 2 variables that are marketing strategy in terms of activity and the buying decision. The sample was males and females, aged between 20-40 years old, and residing in Bangkok. The research found that most of the sample was females, aged between 20-30 year old, married, holding bachelor degree, having an average monthly income of 15,000-25,000 baht. The people were interested in company's activity at the average of 3.43, with the standard deviation of 0.16. The regular behavior was in the form of house-keeping with the average of 4.27, and followed by internet browsing, cooking, and resting respectively. For buying-decision, the data showed that participation in company's activity had the greatest impact, followed by entertaining and sports activity, while corporate social responsibility (CSR) and contesting activity had moderate impact on buying decision (Rattanarungsriman, S., 2012).

Suggestion

For research application

1. The producers/sellers should give the highest consideration on pricing strategy since it has the greatest impact on buying decision
2. The producers/sellers should improve the quality of product, the product must be modernized and suitable.
3. The producers/sellers should organize much more of promotional activity including price consideration and distribution channels.
4. There should be a conservation and promotion of local wisdom.
5. There should be a cooperation among government, private, and people or being known as Pracharat (government, private and public) in the attempt to produce and to set the price.

For future research

1. There should be a research on marketing strategy for community enterprise products in Bangkok metropolis and its peripheral and in other provinces.
2. The future research should be conducted in a way that includes all of the marketing mix, say, product, price, place (distribution), and promotion.
3. There should be a research on manual for marketing activity for the producers/sellers of community enterprise products.
4. There should be a research on cooperation network at provincial, regional and national levels.
5. There should be a research on agricultural products, agricultural processing products, and handicraft.

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FUTURE EVENTS

January 8-9, 2018

Korea International Conference on Emerging Trends in Business, Economic
and Social Science Studies (KIBES)

<http://www.kibes.researchsynergy.org/>

January 18-19, 2018

Singapore International Conference on Management, Business, Economic,
and Social Science (SIMBES)

<http://www.simbes.researchsynergy.org/>

January 22-23, 2018

Hong Kong International Conference on Business, Social Science and
Management Studies for Sustainable Innovation (HIBSSI)

<http://www.hibssi.researchsynergy.org/>

January 29-30, 2018

Japan International Conference on Business, Management Studies and
Social Science (JIBUMS)

<http://www.jibums.researchsynergy.org/>

February 15-16, 2018

Singapore International Conference on Marketing, Management Science
and Business Theory and Practice (SIMBUT)

<http://www.simbut.researchsynergy.org/>

February 5-6, 2018

Korea International Conference on Business, Management and Social
Science: Theory, Current Issues and Research (KIMTIR)

<http://www.kimtir.researchsynergy.org/>

February 19-20, 2018

Hongkong International Conference on International Business, Economic
Studies and Humanities (HIBESH)

<http://www.hibesh.researchsynergy.org/>

February 26-27, 2018

Japan International Conference on Global Business Practice and Theory,
Management Studies and Social Science (JIGMES)

<http://www.jigmes.researchsynergy.org/>

