CONTENTS

PREFACE OF THE PROCEEDINGS ................................................................. i
MESSAGE FROM THE CHAIRMAN OF THE KORPRI KOPERTIS REGION IV........ ii

THE ROLE OF UNIVERSITIES IN SOCIETY IS THERE A TRUE SENSE OF SERVING?
VOICES FROM A RECENT DUTCH DEBATE
Teun Wolters ................................................................. 1-10

INTERNATIONALISATION AT WUAS IN THE CONTEXT OF DUTCH HIGHER
EDUCATION
Peter Birdsall ................................................................. 11-16

TOWARD EXCELLENT HIGHER EDUCATION INSTITUTIONS
Abdul Hakim halim .................................................. 17-22

INDONESIAN NATIONAL QUALIFICATIONS FRAMEWORK (INQF) AND THE
AUTONOMY OF NATION
Endang Komara .................................................. 23-28

LEARNING ORGANIZATION AS RESPONSIVE BEHAVIOR TOWARD THE
POLICIES OF HIGHER EDUCATION QUALITY IMPROVEMENT
Hanafiah, Hendi S Muchtar .................................................. 29-42

TRANSFORMATION OF BUSINESS CULTURAL VALUES ON ENTREPRENEURS OF
CHINESE DESCENT ETHNIC IN KUNINGAN (Study of Teaching Materials Enrichment
of Social Studies in SMP)
Pupu Saeful Rahmat .................................................. 43-66

CHARACTER EDUCATION NATION THROUGH CHARACTERS INTERNALIZING
VALUES PANCAJIWA PONPES MODERN
Maskur ................................................................. 67-72

TOTAL QUALITY MANAGEMENT EFFECT ON OPERATING PERFORMANCE
TRANSPORTATION COMPANY OF BUS IN THREE CITY BANDUNG, CIREBON,
AND TASIKMALAYA WEST JAVA PROVINCE
Wien Dyahrini ................................................................. 73-86

STRATEGI IMPLEMENTATION OF TOTAL QUALITY MANAGEMENT IN
EDUCATION INSTITUTIONS
Yasnimar Ilyas ................................................................. 87-92

DYNAMIC OF CATENARY MARINE RISER SYSTEM CAUSED BY WAVE LOAD
AND RAO
Ignatius Sudarsono, Fauzia Mulyawati ................................................................. 93-102
THE DEVELOPMENT OF INNOVATIVE LEARNING MATHEMATICS INSTRUCTIONAL MATERIALS AND EVALUATION INSTRUMENTS MATHEMATICAL HARD SKILLS AND SOFT SKILLS OF STUDENTS
Heris Hendriana, Euis Eti Rohaeti ................................................................. 103-114

AUDIT QUALITY, CORPORATE GOVERNANCE AND FIRM CHARACTERISTICS (SURVEY ON PUBLIC FIRM INDUSTRY SECTORS IN INDONESIA STOCK EXCHANGE)
Deddy Supardi ................................................................................................. 115-130

DRINKING WATER QUALITY DETERMINATION BASED ON COD, TOTAL HARDNESS, AMOUNT OF E.COLI AND COLIFORM PARAMETER IN SOME RESTAURANTS NEAR AIR TAWAR PADANG
Diana Sylvia, Yulizar Yusuf, Bustanul Arifin .................................................. 131-136

THE IMPROVEMENT OF HIGH EDUCATION QUALITY IN INDONESIA THROUGH THE CHARACTER EDUCATION
Ieke Sartika Iriany, Rostiena Pasciana .............................................................. 137-150

CHANGE MANAGEMENT: CONCEPT, APPLICATION, AND ITS RELEVANCE FOR HIGHER EDUCATION MANAGEMENT
Iskandar ........................................................................................................... 151-156

PRESERVATION OF LANGUAGE AND PRINCIPLES OF LOCAL CULTURE BASED MULTICULTURAL EDUCATION IN INDONESIA
Lina Siti Nurwahidah ....................................................................................... 157-162

THE IMPLEMENTATION OF CHARACTERISTICS OF ORGANIZATIONAL CULTURE “SHARING” BASED ON LOCAL WISDOM IN INCREASING HR COMPETENCE IN INDONESIA (FACING ASIAN FUTURE SHOCK 2020)
Mulyaningsih ................................................................................................. 163-172

ALTERNATIVE FOR WATER IRRIGATION PROVISION THROUGH GROUNDWATER IRRIGATION NETWORK (JIAT) SYSTEM
Fauzia Mulyawati, Ig. Sudarsono .................................................................... 173-184

GIVEN THE PERFORMANCE OF BROILER CHICKENS THE FEED FROM WASTE FERMENTED CORN HUSKS THROUGH THE ADDITION OF LACTOBACILLUS ACIDOPHILUS
Ida Ningrumsari, Rd. Budiasih ...................................................................... 185-188

MOBILE BROADBAND SATISFACTION AND LOYALTY ON STUDENT PERCEPTION
R. Okky Satria ............................................................................................... 189-194

MENTAL REVOLUTION AND CURRICULUM 2013
Purwadhi ....................................................................................................... 195-202
STUDENTS ATTITUDE OF ONLINE SHOPPING
Sentot Iskandar .......................................................... 203-206

ANALYSIS OF CAREER DEVELOPMENT CIVIL SERVANTS CIMAHI CITY
Sri Hastuti, HRM. Juddy Prabowo ........................................ 207-220

THE BEHAVIOR OF ENGINEERING PROFESSION PRACTICES IN CONSTRUCTION INDUSTRY (CASE STUDY IN WEST JAVA PROVENCE)
Tia Sugiri ........................................................................ 221-228

THE USE OF DIGITAL TECHNOLOGY ON DESIGN STUDIO COURSEWORK
Tri Wahyu Handayani .................................................................. 229-240

GREEN PRODUCT INNOVATION STRATEGIES IN THE ATTEMPT TO GAIN COMPETITIVE ADVANTAGE IN INDONESIA
Hasnelly, Tanto Sriyono, Ali M, Eddy Yusuf SP ....................................................... 241-246

BUILDING THE IMAGE OF VOCATIONAL INSTITUTION
Adriza ........................................................................ 247-258

BROADCASTING MEDIA CONSTELATION TO AFFIRM LOCAL AND IDENTITY CULTURE (CASE IN WEST JAVA, INDONESIA)
Atie Rachmiatie ................................................................... 259-272

IDENTIFICATION OF COMPOUND EXTRACT PHYTOL PADINA AUSTRALIS AND TOXICITY TEST
Tri Saptari Haryani, Bina Lohitasari, Triastinarmitiningsih ........................................ 273-280

INSIGHTFUL ENTREPRENEURSHIP EDUCATION DEVELOPMENT
Dety Mulyanti ............................................................... 281-288

MODEL DEVELOPMENT STRATEGY LEARNING SQMT (SQRACT) DIMENSIONS BASED PROCESS FOR ENHANCING COGNITIVE ABILITY TO READ THE SCIENTIFIC DISCOURSE UNDERSTANDING CLASS X SENIOR HIGH SCHOOL
Rina Andriani, Yeti Mulyati .................................................. 289-296

THE IMPLEMENTATION OF COUNSELING COLLABORATIVE BASED LEARNING TO IMPROVE STUDENTS' CREATIVE THINKING ABILITY (A CASE STUDY ON SPECIAL NEEDS EDUCATION STUDENTS IN UNINUS)
Husen Saeful Insan .......................................................... 297-308

THE INFLUENCE OF SERVICE QUALITY TOWARD CUSTOMER SATISFACTION AT REGIONAL WATER SUPPLY ENTERPRISE BANDUNG, WEST JAVA PROVINCE, INDONESIA
R. Taqwaty Firdausijah .......................................................... 309-326
REDDING ANXIETY IN FOREIGN LANGUAGE LEARNING THROUGH GROUP WORK
Lenny Kristianti................................................................. 327-344

THE INFLUENCE OF WORK MOTIVATION TOWARDS EMPLOYEE'S PERFORMANCE IN LAND AGENCY AT THE NATIONAL LAND AGENCY WEST JAVA PROVINCE
Biller Panjaitan ........................................................................ 345-362

SOUVENIR PACKAGING OF WEST JAVA.
Didit Widiatmoko Soewardikoen, Sakina Fathiani........................................ 363-370

THE USE OF MEDIA LEARNING-BASED INFORMATION TECHNOLOGY AND COMMUNICATION TO INCREASE INDEPENDENCE LEARNING ON PLANTS ANATOMY SUBJECT
Oding Sunardi, Lilis Supratman, Indri Yani......................................................................... 371-376

STRATEGY IMPLEMENTATION OF NATIONAL EDUCATION STANDARDS AT THE POTENTIAL JUNIOR HIGH SCHOOL IN BANDUNG
Yusuf Arifin ............................................................................. 377-388

EFFECT OF ACTIVATED CARBON FROM COCONUT SHELL AS AN ADSORBENT IN WATER CONTAMINATED METAL Fe, Mn AND Zn ON THE GROWTH AND WEIGHT OF AFRICAN CATFISH (Clariasgariepinus Burchell)
Sukrido, Dasli Noerdin, Deby Pratiwi Ziliwu...................................................... 389-398

CORRELATION BETWEEN THE MATERNAL AND FETAL/ GESTATIONAL FACTORS AS JUXTAPOSED TO PERINEUM RUPTURES EVENTS/RATES/TRENDS/CASES OF LABORING WOMEN AT “Y” CLINIC IN TANGERANG CITY DURING YEAR 2015
Liza Anggraeni, Ilah Kholilah ........................................................................... 399-414

APPLICATION OF LAPLACE TRANSFORMATION FOR DETERMINING THE FUNCTIONS OF MARGINAL DENSITY FROM COPULA FUNCTION
Ade Kania Ningsih, A.Bachrudin ................................................................. 415-428

MARKETING STRATEGIC TO FACE HYPER COMPETITION OF PRIVATE UNIVERSITY
Bambang Heru, Soleh Suryadi ........................................................................ 429-436

THE CORRELATION BETWEEN MOTHER CHARACTERS TO THE SUCCESS OF EXCLUSIVE BREAST FEEDING
Sumarmi, Ana Haefani, Sofiah KS..................................................................... 437-446

THE QUALITY OF PUBLIC SERVICES IN THE STATE ADMINISTRATION
Rachmat .................................................................................. 447-454