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START

BUSINES



# POWERED THE TECHNOLOGY DOMINATE BUSINESS

ACITYA

BUSINESS CREATIVITY TECHNOLOGY





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# PROLOG



# Technology for Business

I is unavoidable; the use of technology nowadays is already spread in every area of activity. How easy it is for people to shop books from the USA only by clicking their gadget, while sitting on the sofa. Or, to find luxurious dishes by browsing the internet. Or, if they want to talk with relatives who live overseas, they only have to click.

The facilitation offered by technology becomes a booster for many sectors to improve their performance. Now we can see governmental sector that issues many applications, such as *Lembaga Pengadaan Sistem Elektronik (LPSE), e-budgeting,* etc. The good technologies are provided to make service easier and faster. It is also applied in economy sectors, by the presence of technology, it is very helpful to improve our economy. By the development of e-commerce, it also helps to improve young entrepreneurs to market their products. Government also supports the use of technology for economics and business through some regulations that make technology easier to apply.

Being in the corridor of Information and Communication Technology (ICT), Telkom University (Tel-U) also tries to create strengths in the use of technology for business purposes. Some results of research in this institution are already headed to the effort of producing products with good market value, so it is one of innovative strategies to improve business and economy.

The use of technology for business is meant to be performed. The existed technology should be used to maximize business activity. Not only that, government is now developing many researches to accommodate all sectors. Through research grants scheme from *Kemenristekdikti* (the Ministry of Research, Technology and Higher Education), government aims to produce new innovations that can be applied in many sectors. It is because of the belief that only by technology in every sector, including business, the process can be done faster, easier, and cheaper.

Of course this step will face many complications, however, if other countries are able to face it, why not Indonesia? �





# Tel-U Ready for the New Scheme

4



elkom University (Tel-U), as one of external research grant awardees, should be ready to face new external research scheme, whether it is ready or not. Especially when it is based on research performance, this campus has achieved the prime cluster for two years in a row. Tel-U is able to reach the prime cluster because of its hard works in improving the quality and quantity of the research.

This year, *Dikti* releases a list of new grouping for higher education based on research performance from about 4,000 higher education institutions in Indonesia. Tel-U is also ready, minimum, to maintain the position in prime cluster. Optimism of Tel-U is perceived by aspects scored by *Dikti*.



# PROJECTION

It is revealed by Director of Research and Community service department of Tel-U, Dr. Palti Marulitua Sitorus. "We are optimistic, in the next grouping, Tel-U can be in the prime position. The optimism comes from our research resource that is already huge and strong. Besides, from reporting administration, we always try to make it orderly.

There are four aspects of assessment from *Dikti* that can map higher education institution performance based on its research, they are; research resource, research management, research output, and *revenue generating*. So far, Tel-U performance always gets better score at research resource, and *revenue generating* are taken from results of the research.

Exclusively now, there is a change of the grant scheme that is funded by *Kemenristekdikti*. It adds Tel-U's motivation to improve its research. Not only bigger fund, but also broaden the research scope.

"Researchers at Tel-U are motivated to do research,

since funds that can be gained is also bigger. At this moment, there are 14 schemes for external research grant from *Dikti*, also grants from *Kemenristek* that is separated from one from *Dikti*. For the three schemes from *Kemenristek*, this time, institutionally, we prioritize technical sector, since the area of the research that we have is technique," Palti, continued.

By reference to Management Contract (KM) of Tel-U for 2016, the target is fairly high. For example, 200 researches, 200 international publications, and 120 intellectual properties in all types.

Nowadays, there are around 70% of Tel-U target has been fulfilled. For instance; 490 internal and external researches, Scopusindexed publication that are accumulated to 260 publications, publication score outside of Scopus is 1,200, eight international conference, and 40 external research proposals.

Tel-U has prepared itself in facing new scheme, especially



for external research grant from Kemenristekdikti. PPM unit has gathered the Kelompok Keahlian (KK/specialty group) at Tel-U, especially in technical sector to prepare themselves. Besides. Tel-U is now planning some cooperation with some higher educations' Lembaga Penelitian dan Pengabdian Masyarakat (LPPM/Research and Community Service Division) in Bandung. Another thing that has been done by Tel-U is hilirisasi program for some research results, so it can be commercialized with Bandung Techno Park (BTP).

"We hope, the research can be commercialized from upper course to lower course, so it can produce some money and increase non tuition fee. So far, our research is helped by BTP, since it is impossible for Tel-U to make direct research commercialization. Some research that have identified in Technology Readiness Level (TRL) 5 is already in BTP. There are 3 researches from 2-targeted research that are funded. We keep encourage it, so there will be more research that can be commercialized," Palti explained.

Tel-U hard work in improving research is in line with government's effort in developing that sector since research holds important role in enhancing economy and competitiveness of the nation. However, in reality, the picture of Indonesian research is still far from perfect. It is even not better than our neighbouring countries.

# Inadequate Higher Education Competence

Ideally, when we are talking about competence, each higher education institution should have its distinguish field that can be a reference for many people. However, it is still hard to do in Indonesia. There is only little higher education institution that has adequate competence in specific field. It is not surprising that there are many problems in this country that cannot be solved. It is because there are only few researches that is focused on the field that appropriate with higher education competence.

Ths is one of the reasons for *Kemenristekdikti*to add the number of research scheme in 2016. One of reasons is to broaden the field, especially in socio-humaniora field that is very complicated. It is mentioned by Chair of *Direktorat Riset dan Pengabdian Masyarakat (DRPM) Kemenristekdikti*, Prof. Dr. Okky Karna Radjasa, M.Si.

"Why do we add the scheme? First, it is related to hilirisasi and commercialization policy from Dikti, it is aimed for the research for not stopping in the level of publication, report or patent. Second, the research is encouraged to industry so it will be able to solve problems that occur in community. Third, there are many areas that are not accommodated by the previous scheme, such as socio-humaniora that is not facilitated in research. For example, children homicide case or sexualabuse in children. We demand these cases are analysed academically, not only a talk in so-

# PROJECTION

cial media. Or it is creative industry and art culture that receive not enough funds, so we make a scheme for creation and art. For community service, there is a new scheme, namely IPTEK for independent village and IPTEK for territory need, so the research suitable for community. *Lastly*, this new scheme is adapted with *Rencana Induk Riset Nasional* (RIRN/National Research Main Plan) year 2015 – 2040 that consist of 10 sectors," Okky explained.

In 2016, Kemenristekdikti allocates IDR.2.1 Trillion for research funding. This fund is bigger than the previous year that only IDR.1.63 trillion. This addition is considered proper, according to Okky, since the target of research result is increased to 18,000 from the last target of 15,000 research. However, the condition or research in Indonesia is not improving significantly. The competitiveness of our country is still left behind the other coutries.

"So far, Indonesia only wins the market size. For research, publication, and patent, it is still left behind Malaysia. Though, actually, research list of some research institution in Malaysia so far is still unclear. Why it is said unclear? It is because there are many Indonesian academicians who moveto Malaysia," he accused.

Nonetheless, the influence of a country's economic strength from research point of view is very much determined by So far, Indonesia only wins the market size. For research, publication, and patent, it is still left behind Malaysia. Though, actually, research list of some research institution in Malaysia so far is still unclear. Why it is said unclear? It is because there are many Indonesian academicians who move to Malaysia."

the number of researcher and research fund. While based on data from UNESCO Institutes for Statistics, for national science and technology resource, there is correlation between resource of researchers and economic strength. Based on UNESCO data, South Korea, that has advanced research, has 8,000 researchers per one million citizens. Singapore, 7,000 researchers per one million citizens. Malaysia about 2,590 researchers per one million citizens. While Indonesia is only 1,071 researchers per one million citizens.

As mentioned earlier, economic strength influences *Pendapatan Domestik Bruto (PDB/* Bruto Domestic income) of a country. R&D Indonesia is still dominated by low technology industry. While high technology industry research, it is declining for Indonesia.

One of the solutions for research problem in Indonesia, according to Okky, is by mapping the higher education research "so, from 4,000 higher education institutions in Indonesia, the sectors of expertise should be mapped. It is impossible for one higher education institution to master every sector in one time. Today, Kemenristekdikti only relies on Sistem Informasi Penelitian dan Pengabdian kepada Masyarakat (Simlitabmas/ research and community service information system) as data source. The truth is, there are eight mapping parameter for higher education research, there are: research main plan, Scopus, International Journal, Accredited Journal, teks or learning material, usable technology, intellectual property, and prototype model. Next year, Kemenristekdikti is going to launch Indonesian Citation Index (ICI) as a comparator to Scopus. The plan is, each journal is going to index each other. It is part of exercise before the best research enters Scopus-indexed Journal." Okky clarified.

The 10 priority sectors that become the focus in RIRN year 2015 – 2040 are food sustainability, creation and utilization of new and renewed energy, technology improvement of health and medicine, the development of transportation technology and management, Information and Communication Technology, the development of national defence and security, advance material, maritime, disaster-overcome management, and social humaniora –culture and art – education. Each sector consists of three to four superior researches.

Through the addition of grant scheme for external research of Kemenristekdik*ti*year 2016, Okky wished that there is a change in research in Indonesia. "I wish, Indonesian can be a host in its own country. Firstly, research becomes something obligatory in Indonesia. So, enormous fund is absolutely needed for research sector. There will be no innovation without research. Secondly, for Indonesian market, I want it to be filled with the creation of Indonesian youngsters, notother countries'. Lastly, I want researcher becomes on of promising professions in this country. If it is compared with other countries, nowadays, researcher in Indonesia does not count it as a promising profession.

Prof. Dr. Okky Karna Radjasa, M.Si



# Analyze the Inside of a Fruit using **ECVT**

Fruits are good for our body, because it contains many vitamins. However, there are many people are deceived by the look of the fruit itself. Many people find the fruit sour, or the texture of the fruit is squashy, though, the outside look of the fruit is good.

he same cases are often found in fruits that are exported overseas. Some countries, such as: Japan and China still reject imported fruit from Indonesia, it is considered not hygienic and contaminated by fly that it is probably proliferate in their country and damage their fruit commodity, whereas, export number of fruit commodity from Indonesia is high. So far, Indonesia only holds on Mutual Recognition Agreement (MRA) with some countries for fruit export commodity.



#### **EXTERNAL FUND RESEARCH** 2016 BATCH 1

# SCHOOL OF ELECTRICAL ENGINEERING

Major

**Bachelor of Electrical Engineering** 

Title

Design and Implementation of **Guaranteed Cost Control In DC** Motor Reaction Wheel to Support the Development of Nano Satellites at the University of Telkom

- Researcher Team Dr. Erwin Susanto, S.T., M.T. Dr. Ir. Heroe Wijanto, M.T. Ig. Prasetya Dwi Wibawa, S.T., M.T.
- Research Group **Electronic systems**
- Fund IDR 50,000,000
- Scheme **Goverment Grant Research 2016** (New proposals)
- Major
- **Bachelor of Electrical Engineering** Title

**Multiband Spectrum Sensing Cognitive Radio Based On Multiple Testing Procedures with Random** Sample Size

- Researcher Team Dr. Ing. Fiky Yosef Suratman Dr. Erwin Susanto, S.T., M.T. Ratri Dwi Atmaja, S.T., M. T.
- Research Group Electronic systems
- Fund IDR 50,000,000
- Scheme **Goverment Grant Research 2016** (New proposals)

Export number is high, but it is probably rejected for the unguaranteed fruit condition. For this reason, it is considered important to make a research that can create a tool to picture inside part of fruit (fruit scanning system). It should be able to see the inside part of the fruit without destructing the outer part (non destructive test). Some research has been conducted to see the inside part of the fruit. such as: ultrasonic technology, acoustic wave, highfrequency electromagnetic waves, and impedance spectrometrytechnology that is cheap and simple. However, the recent research still only produce data of the surface in the form of graphic to picture acidity level and ripeness of the fruit. It is not yet picture the 3D form of the fruit.

Fully inspired by Dr. Warsito Taruno research, who successfully found brain and breast cancer healing tools by using Electrical Capacitance *Volume Tomography* (ECVT) technology, a research to see the image of inside part of fruit is done by using ECVT. The imaging of inside part of fruit using ECVT has never been done before.

This technology is considered cheap, because it uses low voltage energy. It only needs about 5-12 volt. it is far difference if it is compared to other tomography technology, such as MRI or CT-scan. the inside part of the object.

#### **ECVT and Cancer Cure**

ECVT technology is a method to decide distribution of *permivitas* involumetric way from object located in the interior that is equipped with censor by using capacitance

ence from electricity area to get permivitas in an area of measurement. Every changes of electricity potential in a pair of censor electrode that covers specific area will result capacitance data. By certain image reconstruction, capacitance data is recon-



structed, so it results 3D image that picture object *permivity*.

This technology is found by Dr. Warsito Taruno who has completed his undergraduate to doctoral study in Japan. Coming back to Indonesia, he found *Centre of Tomography Research Laboratory* (CTECH Labs) Edwar Technology, the centre of research and the first 4D tomography system production in the world.

For his finding, he was wanted by some well-known oil corporations from the USA. It is because his scanning technology is able to defeat the ability of CT-Scan and MRI. He worked with some world-level research institution. such as: Ohio State University, Nanyang University of Singapura, National Natural

used based on ECVT principle is used to check cancer or tumour of the breast or brain cancer. For breast cancer. the tool consists of censor in the shape of breast, and it has 24 electrodes. The censor design and number of electrode used will influence image sharpness that is produced. The exterior of the censor is analogue signal that can be received by Data Acquisition System (DAS) and continued to computer and processed to create 3D image. Tool to detect breast and brain cancer is principally the same, but the shape is like a helmet.

ECVT. Tools that are

# Successful Image of Fruit

For a research of this fruit image, re-

EXTERNAL FUND RESEARCH 2016 BATCH 1\_\_\_\_\_

# SCHOOL OF ELECTRICAL ENGINEERING

Major

Bachelor of Physics Engineering Title

Ion Binding Material Synthesis

Using Natural Zeolite and Clay Seawater Desalination As Media

- Researcher Team Edy Wibowo, S.Si., M.Sc.
- Research Group
   Instrumentation Engineering and Energy
- Fund
  - IDR 42,000,000
- Scheme
   Goverment Grant Research 2016 (New proposals)
- Major

Bachelor of Physics EngineeringTitle

Development of TiO2-Based Solar Cells With Metal Copper deposition Fix Method Using Current and Voltage Pulse Electroplating

- Researcher Team Mamat Rokhmat, S.Si., M.T.
- Research Group
   Instrumentation Engineering and Energy
- Fund
- IDR 47,500,000
- Scheme
   Goverment Grant Research 2016 (New proposals)

Science Laboratory of Japan (RIKEN), Universiti Kebangsaan Malaysia, and NASA.

CTECH Labs in Indonesia itself develops a tool to detect and used as therapy tool for breast cancer and brain cancer by using searchers are incorporation with CTECH Labs Edwar Technology in providing facilities and expert help in ECVT. The former objective of this research is to find out the success of inner image of fruit and produce prototype of

*fruit scanning system*. The first attempt, fruits that are used as objects are orange and mango, since these two commodities are highly exported from Indonesia.

Based on result of electricity characteristic measurement in the form of capacitance data on orange and mango, the fruits are in different condition. Generally, capacitance value decreases when frequency is increased. The measurement uses Meter RCL in the frequency of 100 Hz – 100 KHz, shows that the difference between some conditions of fruits is quite small.

While during the measurement using the signal of generator *andosiloskop* with frequency of 1 MHz and the frequency range is 1 – 5 MHz, capacity difference between fruit condition is clearly seen. From this case, it can be summarized that capacitance difference is shown clearly in high frequency, so DAS ECVT is needed to be designed in high frequency.

In the application of ECVT

multi channel using censor tube that consists of 32 electrodes, the picture produced shows that there is only the outer part of the fruit, so it is difficult to differentiate the condition of each fruit. It is because the hollow space between tube and the fruit is too large. Further research, it is important to make a censor that is able to wrap the fruit from the inside, so the inside part of the fruit can be seen clearly. Algorithm used for picture reconstruction in this research is Linear Back Projection (LBP).

The prototype of this fruit scanner can only picture the fruit one by one. So, this tool still can not be used for export need because it would not be effective. For that reason, it is important to make further research to produce tool design that can be used to image large number of fruits at the same time. Moreover, for export need, fruit commodity shipped must be packed in big packages. So, it is important to design a tool for *fruit scanning* 

# Profile of Chief of Researcher

**RD.** ROHMAT Saedudin, S.T., M.T., was born in Tasikmalaya, April 28, 1976. After he graduated from S1 *Teknik Telekomunikasi at Universitas Indonesia (UI)* in 1999, Rohmat continued his study for master degree(S2)*Teknik Telekomunikasi* 

at Institut Teknologi Bandung (ITB), he took Sistem Informasi Telekomunikasi consentration and graduated in 2005. Since he joined at Telkom University (Tel-U) in 2000, Rohmat has already done some researches, such as: Hibah Penelitian Dosen Muda (Young Lecturer Researcher Grant) Hibah Penelitian Kemitraan (Corporate Research Grant), Hibah Penelitian Bersaing (Competitive Research Grant).

Now, Rohmat hold a position as vice of Dean II for Human Resources and Facility in *Fakultas* Rekayasa Industri (FRI) Tel-U. To improve his competency in informatics system, Rohmat is now continuing his study for Doctoral Degree (S3) in Fakultas Sains Komputer and Teknologi Maklumat (FSKTM/Fakulty of Computer Science and Information Technology) Universiti Tun Hussein Onn Malaysia (UTHM) in the area of Soft Computing and Data Mining (SCDM).



The Schematic System of ECVT : a) Sensor, b) DAS, c) PC.

system that is able to make scan the fruits thoroughly. In some experiments, image result is very much influenced by the persistence of size and distance. Fruits that are pictured should be fully covered. If the design of the tool can not cover the fruit, the result will be failed. Even if it is good quality fruit, if it is not pictured comprehensively, the result will be different.

This research has been published in *Soft Computing and Data Mining* (SCDM) Journal, Universiti Tun Hussein Onn Malaysia (UTHM) that is ISI from Springer indexed, and also is presented in The  $2^{nd}$  International Conference on Soft Computing and Data Mining August 18 - 20, 2016.

#### Cited from a research:

"Penerapan Teknologi ECVT (Electrical Capacitance Volume Tomography) untuk Menampilkan Citra Isi Buah dalam Rangka Pemeriksaan Buah Guna Kepentingan Ekspor" by Rd. Rohmat Saedudin, S.T., M.T. ; Riza Agustiansyah, S.T., M.Kom. ; Mardiyanto Wiyogo, S.T. ; Agus Setiawan, S.T.

#### EXTERNAL FUND RESEARCH 2016 BATCH 1

# SCHOOL OF ELECTRICAL ENGINEERING

Major

Bachelor of Telecomunication Engineering

Title

Network Congestion Control OpenFlow-based SDN for Tactical Military Communications Systems Researcher Team

- Sofia Naning Hertiana, S.T., M.T. Ir. Burhanuddin Dirgantoro, M.T. Ida Wahidah, S.T., M.T.
- Research Group
   Networking and Multimedia
   (JARMULMED)
- Fund IDR 50,000,000
- Scheme
   Goverment Grant Research 2016 (New proposals)
- Major

Bachelor of Electrical Engineering
Title

Wireless ECG 12 Lead for Cardiac Patient Monitoring Distributed

- Researcher Team Achmad Rizal, S.T., M.T. Sugondo Hadiyoso, S.T., M.T. Suci Aulia, S.T., M.T.
- Research Group Electronic systems
- Fund
- IDR 50,000,000
- Scheme Goverment Grant Research 2016 (Last Year Proposals)



# Non Static Business with Business Incubator

The emergence of Go-Jek, Lazada, and several new startups lately shows that it is not difficult to develop business as well as to be an entrepreneur. What makes it unique is that many of the start-ups started their business from Usaha Kecil Menengah (UKM) or Small and Medium Enterpriseor so called SME can actually gain a high profit. In several other fields, the number of SMEs continues to be on the rise and they are able to grow. However, is itindeed not difficult to develop entrepreneurship? S everal studies show that entrepreneurship is able to support the economy condition of a nation if the number of entrepreneur can reach 2 % of the total population. The power of entrepreneurship of those which commonly still belong to SME has been proven when most countries hit by economic crisis in 1998 and 2008. Compared to big companies, SMEs were actually stronger, particularly those supported by high local content.

Recently, the number of entrepreneurs in Indonesia has only reached 1.65% of the totalpopulation. It is different from Malaysia of which the total number of its entrepreneur has reached the point of 5% of its total population. In fact, Indonesia has a far higher population size.



#### EXTERNAL FUND RESEARCH 2016 BATCH 1

# SCHOOL OF ELECTRICAL ENGINEERING

Major

**Bachelor of Electrical Engineering** 

Title

IPTV Network-Based Broadband Network Homeplug AV PLC

- Researcher Team Dr. Ir. Basuki Rahmat, M.T. Muhammad Iqbal, S.T., M.M. Ratna Mayasari, S.T., M.T.
- Research Group
   Networking and Multimedia
   (JARMULMED) / Electronic systems
- Fund IDR 50,000,000
- Scheme

Goverment Grant Research 2016 (Last Year Proposals)

#### Major

Bachelor of Electrical Engineering
Title

- Wireless Charging System for Automatic Vehicle (Automated Vehicle Guidance)
- Researcher Team Sigit Yuwono, S.T., M.Sc., Ph.D. Angga Rusdinar, S.T., M.T., PhD. Zulfi, S.T., M.T.
- Research Group
- Electronic systems
- Fund
- IDR 50,000,000
- Goverment Grant Research 2016 (Last Year Proposals)

One of the determining factors for the development of entrepreneurship, especially those which still belong to SME, is the existence of business incubator. It is what then underlies this study, i.e. what kind of business incubator that Indonesia should havewhich can develop entrepreneurship, especially the one with Information and Communication Technology (ICT) basis?

The practice of business incubator as to improve the quality of SME has probably long existed. However, it has not been runpurposefully and not focused as has been conducted by a number of developed countries. Consequently, the development of SME in Indonesia is as not fast as in other countries. This study then tries to find the case comparison pertaining to the business incubators which are assigned to assist SMEs, particularly that of ICT based entrepreneurship or so called technopreneur, in Indonesia and Netherland.It is to find the model for the development of entrepreneurship appropri-



ate for Indonesia, as well as to find how business incubators can carry their duties well.

This study tries to compare as well as to study Bandung Techno Park (BTP) as the incubator that belongs to Tel-U and the oneofTwente, Netherland, i.e. Kennuspark. Kennispark as a business incubator has actually been more advanced, in terms of development of ideas to be proceeded into products, business incubation process as well as funding and investment.

#### EXTERNAL FUND RESEARCH 2016 BATCH 1

# SCHOOL OF ELECTRICAL ENGINEERING

# Kennispark, Role Model on the Development of Business Incubator

Why does. in this study,Kennispark become one of the instruments used for the comparison and development of the study pertaining to the development of business incubator? It is because the University of Twente has been known as a university relatively expert in behavior. social studies as well as other humanities. Furthermore, the university has been known as one of The Most Entrepreneurial Universities in Netherland.

Kennispark is a business park created by the University of Twente in the city of Enschede, Netherland. Kennispark has been succeed in creating the atmosphere of entrepreneuship in the area and has produced not less than 800 successful entrepreneurs in the university. Therefore, Kennispark will be the framework for the development of business incubator for Indonesia in this study.

Considering that Kennispark has a better business incubator management system, there are many elements that can be taken as a lesson for business incubator in Indonesia, especially in developing technopreneurship which still belongs to start-up.

In its first year, this study tried to find the influence of *Information and Communication Technology* (ICT) in developing SME or entrepreneurship. This study uses *Technology Entrepreneurship* Model from Edward Elgar, asbothBTP andKennisparkare business incubatorscreated by the universities they belong to.

A business incubator in universities is commonly created by the academicians (lecturers and students) where it initially comes from their ideas that may further be applied as to produce a product and released to the market.

Tel-U, for instance, has Brainstat as a product derived from the students' idea for Imagine Cup competition. The application can actually be implemented into a value product. It is similar to what happen atKennispark in Netherland. Moreover, Kennispark has incubated a business when it is still in the form of ideas. However, most of the products at BTP have already been in the form of prototypes which are only a few steps to be marketed.

The strength of Kennispark is in the terms of business incubator management. Besides academicians, alumni have also been involved and focused. Besides, the funding and investment for start up have already met the needs by the involvement of angel capitalist (investor).Furthermore, the ecosystem for business incubator has already been created.The last, the involvement of stakeholder, including government, may support the regulation.

The lesson we can take from business incubators in Indonesia is that in order to ensure the potential investor (angel capitalist), the ideas to be proceeded into product are the ones that have value and they are good in accordance with the market review as well as agood in terms of product, and if they are marketed, they will have prospective consumers.It is not difficult to find angel capitalist since a good angel capitalistis able to realize that the fund invested can be Major
 Master of Electronics
 Communication

Title

Implementation Purnarupa Adaptive Modulation and Coding and Adaptive Resource Block on Broadband Wireless Technology Researcher Team

Dr. Ir. Rina Pudji Astuti, M.T. Dr. Arfianto Fahmi, S.T., M.T. Linda Meylani, S.T., M.T.

- Research Group transmission Telecommunications (TRANSTEL)
- Fund IDR 50.000.000
- Scheme Goverment Grant Research 2016 (Last Year Proposals)
- Major
   Bachelor of Telecomunication
   Engineering
- Title

Implementation of Text Steganography with DCT Yang Compressed and Encrypted With LZW-RSA On Android

- Researcher Team Iwan Iwut Tritoasmoro, S.T., M.T. Gelar Budiman, S.T., M.T. Ledya Novamizanti, S.Si., M.T.
- Research Group
   Signal Processing Information (PSI)
- Fund IDR 50,000,000
- Scheme
   Goverment Grant Research 2016 (Last Year Proposals)

returned or not. Meanwhile, if SMEs or start upsborrow some loan from bank, for investation, they shall return the loan.

In general, there are three phases in business incubator at Kennispark, i.e pre incubation, incubation and graduation.Pre incubation involves the preparation of ideas or the prototype to be incubated. The nextphase is incubation. Similar to a premature infant, start upsare involved in the business incubator in the hope of a better life. It involves an intensive care, so that after the incubation. it will live an improved life. The last step is graduation. It is where the SMEs, after incubation, will be released so that they can survive and market their products.It is expected that when an SME coming to the graduation step it will have investor and be ready to sell product. Accordingly, the length of incubation process depends on the condition of SME

Tel-U itself, through BTP, recently has already had several product prototypes that have been incubated, including garbage incinerator, vehicle detector at the parking gate, which has already been implemented in the university area which is also used as the display before the release.

# Business in Indonesia Has Not Had Its Focus

One of the strenghts of business incubator in Netherland is the focus in managing SMEsthat will be involved in

# Profile of Chief of Researcher

IR. DodieTricahyono, MM., Ph.Dis a lecturer and researcher at Telkom University (Tel-U) since 1995 (d/h STMB /IM Telkom). He was born in Kisaran, 8 March 1967 and has a competence in Strategic Management, Innovative Corporate Culture, Platform Strategy & Business Model, sertaOperation & Service Management.

After accomplishing his bachelor degree at at the faculty of Planology Engineering of Institut-Teknologi Bandung (ITB) in 1992, he has ever worked as a Junior Consultant at PT Konetel Sarana Gunain 1993-1994. In that company, he conducted project Telkom 4. After being a lecturer, he continued his study to the Magisterof Management program at FEB Tel-U (d/h MBA Telkom).

He is good at English, Malay, and Sundanese and has ever been assigned for several structural positions at Tel-U, including the Head of Study Programof S1 Business Management Telecommunications and Informatics (MBTI), Director Secretary of PPM, and the Manager of Student Affairs.

He is also the Dean of Faculty of Economics and Business (FEB) Tel-U. He has finished his doctoral study at School of Management UniversitiSains Malaysia in 2014. Recently, he is active as a reviewer in several journals and international conference.





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incubation. Furthermore, the focus in developing business is also taken by technopreneurs in Netherland while in fact the condition and situation of SME in Netherland and Indonesia is not far different. Many start up businesses use similar application. Even, the business players come from the similar range of age, i.e. between 17 – 25.

It is for this focus that cannot be conducted by a number of SMEs being incubated in Indonesian business incubator. One of the weaknesses of SMEpractitioner or start up in Indonesia is lack of focus and the desire to try new things. Consequently, while they have not been fully into one thing, their focus has changedinto another thing that wasting energy. The second is the establishment on ecosystem supporting entrepreneurbusiness is not as good as that in Netherland where the government and other stakeholdrrs have known the importance of SME or entrepreneurship. Besides, the environtment for investatiion in Netherland is also controlled by the government different from that in Indonesia which fully depends on the market.

In the first year, the research hadgained some results that include the discovery of indicator set for the framework in technopreneur development model. It implemented Elgar Model on Technological Entrepreneurship (Technopreneur) wihchwould then be developed by proposing other stakeholder components which also play an important part in business incubator, including community.

In the second year, the study focused on SME practitionerthat is also expected to create a local design model for the new business incubator study. It is because each country has its own cases. A localbased studywill encourage then another studies. This study is also expected to be a solution for business incubator so it can run more effectively.

#### EXTERNAL FUND RESEARCH 2016 BATCH 1

# SCHOOL OF ELECTRICAL ENGINEERING

Major

Bachelor of Telecomunication Engineering

Title

Accompanied Learning Tool Development Interactive Media Program Using Adobe Flash and Powerpoint to Improve Outcomes Learning Algorithms and Programming On University Students Telkom Bandung

- Researcher Team Hurianti Vidyaningtyas, S.T., M. T. Leanna Vidya Yovita, S.T., M.T. Ratna Mayasari, S.T., M.T.
- Research Group transmission Telecommunications (TRANSTEL)
- Fund IDR 75.000.000
- Scheme Goverment Grant Research 2016 (Last Year Proposals)
- Major

Bachelor of Physics Engineering
Title

Exploring the MoS2 Based Photodetector

- Researcher Team
   Dr. Ismudiati Puri Handayani
   Dr. Arramel (National University of Singapore)
   Dr. Memoria Rosi
- Research Group
   Electronic systems
- Fund IDR 38.000.000
- Scheme
- Science & Technology Research Grant (Indonesia Toray Science Foundation - ITSF)

A brief summary of a study entitled

"Toward a Frameworks for ICT-Based Entrepreneurs Development : Case Study of Incubator Business in Netherland – Netherland" by Ir. Dodie Tricahyono, MM., Ph.D; Lia Yuldinawati, S.T., MM ; Dini Turipanam Alamanda, Stp., MSM ; and Grisna Anggadwita, S.T., MSM.

(B) Size

**bild** 

# Kelom Kasep When Kelom No Longer Only Belong to Women

Fashionists, especially females, must have known and have probably ever used kelom geulis. This Tasikmalayan wooden high heel sandal has actually often been chosen as footwear by females for either casual or formal occasion. Besides unique, it is also comfortable and sturdy. Kelom geulis will make theusers more beautifrul and graceful as well astaller.

#### EXTERNAL FUND RESEARCH 2016 BATCH 1

# SCHOOL OF COMPUTING

Major

**Bachelor of Computational Science** 

Title

Algorithm Implementation of Soft Computing On Mobile Device for Forecasting Planting Calendar Period (Case Study: Kab.Bandung) Researcher Team

- Presearcher Team Dr. Deni Saepudin, S.Si., M.Si. Fhira Nhita, S.T., M.T. Danang Triantoro Murdiansyah, S.Si., M.T.
- Research Group
   Modeling and Computational
   Experiment (MCE)
- Fund IDR 50,000,000

Scheme Goverment Grant Research 2016 (New Proposals)

Major

Bachelor of Computational Science

Follicles Automatic Detection Application Development to Support Detection Based PCOS ultrasound image

Researcher Team
 Jondri, M.Si.
 Dr. Adiwijaya, S.Si., M.Si.

Dr. Maman Abdurohman, S.T., M.T.

- Research Group
   Modeling and Computational
   Experiment (MCE)
- Fund IDR 50,000,000
- Scheme
   Goverment Grant Research 2016 (New Proposals)

which elomgeulis means pretty sandals has even become an export commodity to neighboring countries in Southeast Asia, Japan, Africa, Middle East, Panama, Korea and a part of Europe. Its unique design, carved motif, and sometimes with embroidery, batik and a uniqueTasikmalayan painting, make kelomgeulis more interesting. Furthermore, it is made manually by hands (handmade).

This creative industry which has been developed for years keeps growing in terms of market segmentand so does the number of SMEinvloved. However, in terms of design and model, this product has not changed much and tends to be similar among craftsmen. The craftsmen are still using old patterns in their production process.

To makekelomgeulis, first, cut mahogany and form it into soles. After that,shave the wood by a blade and dry it under the sun. The dried wood is then smoothed by a grinder so that the wood grain becomes

#### obvious.

The material for this kelom is then painted by basic paint as to remove the woodpores. It is then repainted through spraying and dried. After it is dry, the material is then shaped so that it looks more attractive. It is then equipped with a lace as the anklestrap. Various kinds of laces are madespecial for kelomgeulis. The selling for the ready use kelom geulis can reach 3,000 pairs per month.

Besides selling a ready to use kelomgeulis with the ready pattern and model, the craftsmen in Tasikmalaya also export the semiraw material for kelom. In the export target country, the materials are commonly changed into high heel sandals or shoes. The materials are certainly sold by a lower price compared to the ready use kelomgeulis. The design also depends on the producers so that sometimes it looses the uniqe of kelom.

The education level of the craftsmen of this Tasikmalayan kelom geulis is various. Accordingly, they have not thought about the innovation onkelomgeulis and also for



#### EXTERNAL FUND RESEARCH 2016 BATCH 1

## SCHOOL OF COMPUTING

the marketing, as to anticipate the tight competition in market.

Joining Program Pengabdian Masyarakat (Community Service Program), the researcher was then interested in exploring kelomgeulis as to develop the innovation strategy and marketing. One of the innovation strategies developped in this study is creatinga new design as an innovation from kelomgeulis.

The new design is what is called as "kelomkasep". It isto develop a differentiation in kelomindustry so that is not monotonous. Furthermore, it is also aimed at widening the market which was initially made only for females; it can recently be used by males.

# Kelom Kasep for Market Differentiation

The idea to make kelom special for males has actually gained appreciation from the Tasikmalayan craftsmen and SMEs focused inkelom. It is because that the plan for the creation ofkelom-

Joining Program Pengabdian Masyarakat (Community Service Program). the researcher was then interested in exploring kelomgeulis as to develop the innovation strategy and marketing. One of the innovation strategies developped in this study is creatinga new design as an innovation from kelomgeulis.

kasep has passed a study, i.e. the study on the production process. Therefore, the design of kelomkasep to a certain extent is not too intricate and the production process is not lengthy.

In a day, a kelomcraftsman can make 200-250 pairs of kelomgeulis. For kelomkasep, the 5-8 step process can be cut into 3 step process, so that the production cost can be lower. With a lower production cost, the selling price can compete with kelomgeulis.

It not only helps the production process but also cuts the production cost. The design process may becomean innovation in the development of the distinct Tasikmalayan kelom. The segmentation focus on male can make the SME as a pioneer in the innovation as well as make a path for the craftsmen as to find a solution pertaining to their love on design, especially the design for kelom. However, the kelomkasep cannot be marketed yet since it is still waiting for the registration process for the industry design and trademark to *Ditjen* Hak Kekayaan Intelektual (HKI) or Directorate General of Intellectual Property Rights.

Major

**Bachelor of Computational Science** 

Title

Stain-based Optimal Algorithm for Solving scheduling f Problem on Graf Random Structure

- Researcher Team
   Dr. Adiwijaya, S.Si., M.Si.
   Bayu Erfianto, S.Si., M.Sc.
   Dr. Maman Abdurohman, S.T., M.T.
- Research Group
   Modeling and Computational
   Experiment (MCE)
- Fund IDR 60,000,000
- Scheme Goverment Grant Research 2016 (New Proposals)
- Major

Bachelor of Informatics Engineering
Title

Upwelling Problem Solutions Freshwater Fisheries Based Wireless Sensor Network

- Researcher Team Bayu Erfianto, S.Si., M.Sc. Novian Anggis Suwastika, S.T., M.T. Sidik Prabowo, S.T., M.T.
- Research Group Telematics (Tele)
- Fund
  - IDR 50,000,000
- Scheme
   Goverment Grant Research 2016 (New Proposals)

However, the design for kelomkasep itself is different from kelomgeulis. While kelomgeulis emphasizes the grace of a woman, kelomkasep should accentuate the masculinity of a man. Therefore, the designs are made to be minimalist by only emphasizing the wood fiber of the kelom. If it is painted, it should be only varnished by basic colors as dark chocolate, chocolate or the original color of wood. The wood commonly used is mahogany as it is easy to dry and has a fair wood fiber while the width is limited to 6-7 cm. If it is thinner, it would be fragile in the middle part.

As to design kelomkasep, the researcher uses emotional approach. There are three factors influencing the design for a product, including visceral, behavioral, and reflective factors. Accordingly, what factor may trigger a man to buy a product, i.e.kelom in this ccase? Is it taste, need, or his self concept? If, for instance, a man has aself concept as a rocker, he will apply his rocker concept to the products he buys, including footwear or sandals.

In general, males are in fact interested in kelomgeulis, as it is unique and studry, and it also has a good structure. To the present time, it can be seen that men often accompany women to buy kelom or buy it as a present. Therefore, if there is a kelomkasep that can be used by a man, and SME can facilitate it, it will then be a prospective market segment.

Different from women who pay more attention to a product model, men tend to pay attention to the quality and structure. If, in the past time, men are considered not to be consumptive, especially for fashion, recently, a higher number of men are open and dare to experiment on what they wear. In the past time, men are adequate with shirt, t shirt, jeans and shoes.Recently, they are more selective in choosing their apparel and accessories that may support and represent their personal-

The presence of kelomkasep is expected to make the users more confident or masculine. Kelomkasep itself is suitable for informal or casual event, since males tend

# Profile of Chief of Researcher

ASEP Sufyan M.A., S.Ds., M.Sn. is a permanent lecturer at Fakultas Industri Kreatif (FIK) or the Faculty of Creative Industries of Telkom University (Tel-U) since 2012. Asep has taught since 2009 at Sekolah Tinggi Ilmu Seni dan Ilmu Desain (STISI) which was then changed into STISI Telkom that was then rechanged into FIK Tel-U.

After finishing his bachelor degree on Product Design in 2008 at STISI, Asep continued his master degree on Pengkajian Seni dan Penciptaan Seni (the Study of Arts and Its Creation) at Sekolah Tinggi Seni Indonesia (STSI) (now Institut Seni dan Budaya Indonesia – ISBI) and finished in 2014.

Asep Sufyan, M.A., S.Ds., M.Sn.

However, since 2007 to the present time, Asep has been active as a consultant for jewelry design for several jewelry industries in Bandung. Even, he has his own brand, i.e. "smart Brand Jewelry" of which the customized jewelry products have been marketed to his customers in Japan and Dubai. �



to choose shoes for formal occasion. Recently, there are 14 designs of kelomkasep whichemphasize the wood structure fiber that may still characterize it as a kelom but suit with the masculine style.

The result of the study can be taken as recommendation for the craftsmen and producers of kelom that can further be used to develop their market segmentation. Furthermore, the SMEshave not been united under an official association so that they work solitarily. If, for instance, one of theSMEsmakes a new product design, it is common for the other SMEs to follow it.

By the development in the design, it is expected that there will be oneSME that can be the trendsetter for other SMEs and craftsmen. In the future, by the marketing development strategy, kelomkasep can be a promising export commodity as kelomgeulis.

In the future, the researcher is going to make a book on the history of the development of Tasikmalayankelom. It is because that to the present time, there are still no book discussing kelomgeulis comprehensively, instead of articles.

A summary of the study entitled: "Perancangan KelomKasep (Strategi Differensiasi dalam Mengeksplorasi Bentuk Desain Kelom Geulis Ciri Khas Tasikmalaya)" or (The Design Process of KelomKasep (Differentiation Strategy in Exploring the Design of Tasikmalayan Kelom Geulis) by Asep Sufyan M.A., S.Ds., M.Sn ; Terbit Setya P, ST, M.D

#### EXTERNAL FUND RESEARCH 2016 BATCH 1

## SCHOOL OF COMPUTING

Major
 Bachelor of Informatics Engineering
 Title

Graph Data Analytic Based on Paralel Computing Platform

Researcher Team
 Kemas Rahmat Saleh Wiharja, S.T.,
 M.Eng.
 Izzatul Ummah, S.T., M.T.

Anisa Herdiani, S.T., M.T.

- Research Group
   System Information and Data
   Engineering (SIDE)
- Fund IDR 50,000,000
- Scheme
   Goverment Grant Research 2016 (New Proposals)
- Major
   Master of In
- Master of Informatics Engineering
  Title
- Single Authentication: Exposing Tampering Artifacts of Splined Image
- Researcher Team
   Rimba Whidiana Ciptasari, S.Si.,
   M.T., Ph.D.
   Rita Rismala, S.T., M.T.
- Research Group Intelligence, Computing and Multimedia (ICM)
- Fund IDR 50,000,000
- Scheme
   Goverment Grant Research 2016 (New Proposals)

# TOTAL RESEARCH FROM INTERNAL FUND 2016 BATCH 1

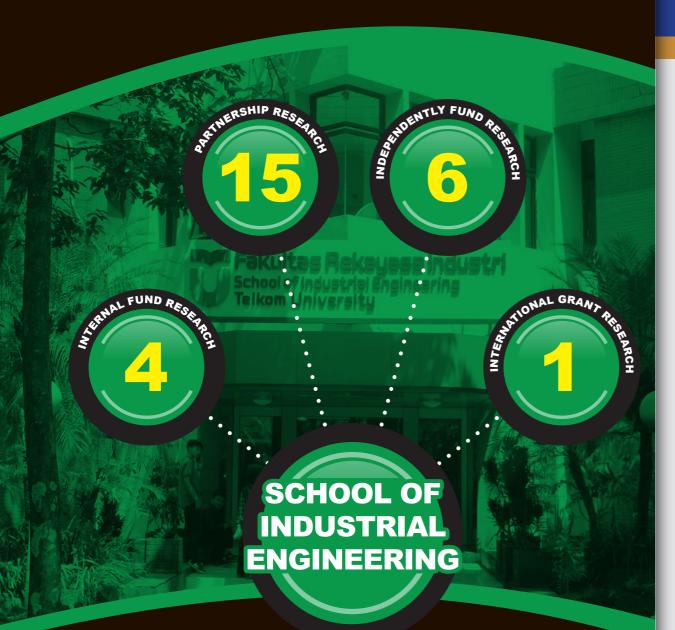


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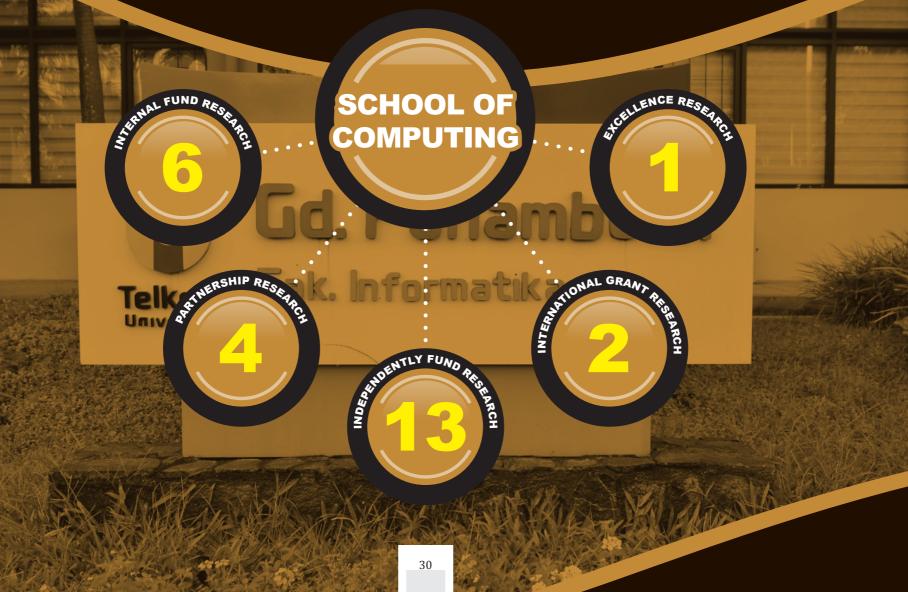


# EXTERNAL FUND RESEARCH 2016 BATCH 1

# **SCHOOL OF COMPUTING**

- Major
   Master of Informatics Engineering
- Title
   Overcoming weakness Id
   Authentication Schemes Based On
   Smart Card
- Researcher Team
   Ir. Ari Moesriami Barmawi, M.Sc.,
   Ph.D.
   Fazmah Arif Yulianto, S.T., M.T.
- Dr. Ing. Fiky Yosef Suratman
   Research Group
   Intelligence, Computing and
   Multimedia (ICM)
- Fund IDR 100,000,000
- Scheme
   Goverment Grant Research 2016 (New Proposals)
- Major
- Bachelor of Computational Science
- Title
   Determination These Public
   Transportation Systems
- Researcher Team
   Sri Suryani Prasetyowati, S.Si., M.Si.
   Izzatul Ummah, S.T., M.T.
   2. Drs. Mahmud Imrona, M.T.
- Research Group Modeling and Computational Experiment (MCE)
- Fund IDR 50,000,000
- Scheme
   Goverment Grant Research 2016 (Advanced Proposals)

# TOTAL RESEARCH FROM INTERNAL FUND 2016 BATCH 1



#### EXTERNAL FUND RESEARCH 2016 BATCH 1

# **SCHOOL OF COMPUTING**

- Major Bachelor of Computational Science
- Title

Godunov method for the road network with the Transition Phase

- Researcher Team Erwin Budi Setiawan, S.Si., M.T. Rian Febrian Umbara, S.Si., M.Si. Dede Tarwidi, S.Si., M.Si., M.Sc.
- Research Group
   Modeling and Computational
   Experiment (MCE)
- Fund
   IDR 50,000,000
- Scheme Goverment Grant Research 2016 (Last Year Proposals)
- Major
- Bachelor of Computational Science Title
- Analysis of High Performance Computing Approach for High Complexity Computational Issues Case Study: Travelling Salesman Problem with Genetic Algorithm
- Researcher Team Yuliant Sibaroni, S.Si., M.T. Fitriyani, S.Si., M.T. Fhira Nhita, S.T., M.T.
- Research Group
   Modeling and Computational
   Experiment (MCE)
- Fund IDR 50,000,000
- Scheme
   Goverment Grant Research 2016 (Last Year Proposals)

# SCHOOL OF ECONOMICS & BUSINESS

ERSHIP RES

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ONAL GRAN

INTERNAS

# TOTAL RESEARCH FROM INTERNAL FUND 2016 BATCH 1

Grand GRANA

# SCHOOL OF COMMUNICATIONS AND BUSINESS

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SCHOOL OF CREATIVE INDUSTRIES

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cultas Komunikasi dan I School of Communication and Bu Telkom University

# EXTERNAL FUND RESEARCH 2016 BATCH 1

# SCHOOL OF COMPUTING

Major
 Bachelor of Informatics Engineering
 Title

Study and Application of Process Mining in Business Process Audit

- Researcher Team Angelina Prima Kurniati, S.T., M.T. Gede Agung Ary Wisudiawan, S.Kom., M.T. Guntur Prabawa Kusuma, S.T., M.T.
- Research Group
   System Information and Data
- Engineering (SIDE)
  Fund

IDR 50,000,000 Scheme

Goverment Grant Research 2016 (Last Year Proposals)

Major

Master of Informatics Engineering
Title

Expansion Method Perfomance Factor Analysis (PFA) To Predict Knowledge Group In Collaborative Learning

- Researcher Team
   Dade Nurjanah, S.T., M.T., Ph.D.
   Hetti Hidayati, S.Kom., M.T.
- Research Group Intelligence,Computing and Multimedia (ICM)
- Fund IDR 50,000,000
- Scheme
   Goverment Grant Research 2016 (Last Year Proposals)

# SCHOOL OF APPLIED SCIENCE

AL FUND RESE

NTLY FUND

Ella Jauvani Sagala, S. Psi., M.Sc.Psikolog

# From Sharing Researching Knowledge to Being Cited

For some people, humans are interesting subject for a study. Their dynamic trait is challenging and has its own interest. Many aspects can be studied from a human, particularly ones relates to behavior and its context as a social creature. Even, the study on human from time to time may be different since there will always be changes in terms of behavior. The topicis the passion of a researcher and lecturer of Telkom University (Tel-U), Ella Jauvani Sagala, S.Psi., M.Sc. Having a background in psychology, Ella is used to be being adaptive with human resources. Even, thanks to a number of her studies on human resources, she was noted as one of the lectures with a high number of studies and books at Tel-U.

"The main dutiesfor lecturers are three points: teaching, researching and conducting community service.Among the three things, what I like most are teaching and researching that I can train my ability in transferring knowledge. Therefore, I do not take a role in structural position so that I can have my time to research. Since research may take time," said her.

Ella is quite surprised when she knows that she becomes one of the researchers whose books are cited most by people. It is because that, besides her studies, her books are also often taken as reference in making an article. She said that there are some of her books that have been taken as the main text books in human resources. Some of her books which are often taken as reference including "Manajemen Sumber Daya Manusia dari Teori ke Praktik", "*Performance Appraisa*1: Sistem yang Tepat untuk Menilai Kinerja Karyawan & Meningkatkan Daya Saing Perusahaan", et cetera.

The book I wrote collaborated with other writersis probably considered as the most comprehensive reference for human resources management in Indonesia. Some of foreigners have also cited my research and book. Some of my students also use my book as reference. They said that 'fortunately, they are supervised by the writer.' By writing a book, I can elaborate my teaching knowledge by using my book," she added.

# Starting from the Research under YPT

Ella was graduated from the magister of Business Psychology at Westminster University, England. Initially, she was placed at YayasanPendidikan Telkom (YPT) in September 2011. Though she applied for lecturer position, she was placed at Career and Development Center (CDC) Unit for 5 months.

One of her duties was to be a member of a research team in the research project of YayasanPendidikan Telkom (YPT) that would amalgamate the four educational intitutions into Tel-U. Prior to the amalgamation into Tel-U, YPT had already conducted several studies to its students pertaining to the influence of collaboration in active teaching method. The study was conducted as to find out what would happen to the students of the four institutions if they wereunited under the same university as wel as what



#### EXTERNAL FUND RESEARCH 2016 BATCH 1

# SCHOOL OF ECONOMICS AND BUSINESS

Major

Bachelor of Management Business Technology and Informatics

Title

Model Marketing Activities Political Decision-Making Voters Starter In local elections at Regency / City Year 2015 Based on Government Regulation No. 1 of 2014

Researcher Team Dr. Achmad Manshur Ali Suyanto, MBA.

Runik Machfiroh, S.Pd., M.Pd.

- Research Group ICT Based Management (IBM)
- Fund IDR 50,000,000

Scheme

Goverment Grant Research 2016 (New Proposals)

Major

Bachelor of Management Business Technology and Informatics

Title

Business Process Design Supply Chain Management for Small and Medium Business Center Sablon Using Model SCOR (Supply Chain Operations Reference)

- Researcher Team
   Dodie Tricahyono, Ir., M.M., Ph.D.
   Herry Irawan, M.M., M.T.
   Ratih Hendayani, S.T., M.M.
- Research Group
   Strategy, Entrepreneurship and
   Economics (SEE)
- Fund

IDR 50,000,000

Scheme

Goverment Grant Research 2016 (Advanced Proposals)

# INSPIRATION

teaching method needed by the students coming from different learning cultures.

This project is to find out the conventional teaching method used previously as to be integrated and collaborated that would then be better. At that time, my research focus was only onFakultasEkonomidanBisnis (d/h IM Telkom-red) or the Faculty of Economy and **Business and Fakultas Industri** Kreatif or the Faculty of Creative Industry (d/h STISI-red). In the beginning there were indeed pro and cons pertaining to the amalgamation. Pertaining to collaboration teaching method, it is actually easier to be realized by young lectures. Some senior lecturers, especially who came from corporate have their own teaching styles which is influenced by corporate that tend to focus on best practice. However, there are also some senior lecturers who are willing to learn, particularly on how to teachtheories. Universities should be balance in the teaching of best practice and the theories," said this Batak-Padangnese woman. The 3 semester research isan experimental study focused on the teaching learning process in 52 classes. Along with six other lectures from different experties including marketing, statistiscs, manamagement, etc, she did the study, i.e. by combinging qualitative and quantitative methods. The result is either reported to the management of YPT or submittedto a Scopus indexed journal.

Her study concludes that: when students learn, especially the freshmen at Tel-U, they should be equipped with hardskill and softskill knowledge. Therefore, the students can improve their abilities in socialization and communication, as well asbe wisetoward different cultures in each faculty which may influence the students.

"Studying about human, especially university students, is unique.Their age is in range of 16-18. If they are taken as teenagers, it may be too old, if they are taken as an adult, it is not the time. The challenge is how to prepare their mood. The study is conducted naturally as what happen in



the field; however, we should also explain to the subject of the research and develop a common a perception among the lecturers with different competence as well as for the research in the field," said this human resource lecturer. Though she is not active as a psychologist, Ella belongs to HimpunanPsikologi Indonesia (HIMPSI), since she has ever taught psychology in a university in Pekanbaru, Riau. Besides,



she also often works as business consultant for several companies in recruiting new personnels. However, Ella is not yet interested in having a carier in industry. It is because it is quite difficult for her to manage her time.

Instead, being a lecturer may be more flexible in terms of time. "I like teaching, since sharing knowledge pleased me. Being a lecturer is more flexible in terms of timeinstead of working for a company. For the recent years, I have become a consultant in the recruitment process for several companies. Besides, I have not had an opportunity to apply my knowledge in psychology yet. However, a number of students supervised by me sometimes shareabout their problemsin facing professional world. I take it as a sharing, she said.

Pertaining to the future research, Ella is not too ambitious. She only wants her study to involve the management of human resources, particulary that of students in facing competiton in global world. Besides, today Indonesia faces MasyarakatEkonomiAsean (MEA) or so called ASEAN Economic Community.

Furthermore, considering a big number of foreigners citing her writings, Ella expects that in the future she can make another book about human resources which is also translated into other language. "Nowadays, we cannot differ human based on where she comes since global human resource has been started. Therefore, in the future I want to study on the challenge towards global competition," closed Ella.◆

#### EXTERNAL FUND RESEARCH 2016 BATCH 1

#### SCHOOL OF ECONOMICS AND BUSINESS

#### Major

Bachelor of Management Business Technology and Informatics

Title

Capacity Planning and Site Selection Cell tower in CAPEX Efficiency by Using Optimization Methods (Studies in Telecommunications Operator Indonesia West Java)

- Researcher Team
   Dr. Drs. Palti Mt. Sitorus, M.M.
   Anisah Firli, S.MB., M.M.
   Sri Widiyanesti, S.T., M.M.
- Research Group Finance & Accounting Studies (FAS)
- Fund

IDR 50,000,000

- Scheme Goverment Grant Research 2016 (New Proposals)
- Major

Bachelor of Management Business Technology and Informatics

Title

Design of Intellectual Capital Measurement Model to improve the Competitiveness of SMEs in Indonesia (Case Study 7 Sentra Industrial Bandung)

- Researcher Team Ratri Wahyuningtyas, S.T., M.M. Yuhana Astuti, S.Si., S.E., M.T., M.Agr. Grisna Anggadwita, S.T., M.S.M.
- Research Group
   Strategy, Entrepreneurship and Economics (SEE)
- Fund
  - IDR 50,000,000
- Scheme

Goverment Grant Research 2016 (New Proposals)





## ProMark Journal

# Writing Accommodation for Marketing Lecturers

The rapidity of science growth makes academics society must always improve their compentencies. Besides doing research, they should sharp their academic writing skill. Writing academic research becomes the most effective way for the researchers to deliver their idea and thought to the world Similarly, Telkom University (Tel-U) has been thinking about this for a long time. Various media were made to accommodate the results of the research faculty. One of them is through internal journal publications.

Of course, not all printed research can be published directly to Scorpus Indexed International Journal. For that reason, Tel-U launches its own internal journals which are able to accommodate the result of the research. In fact, it is possible that Tel-U journals can be used as references for external parties.

One of the journals that has been managed for a long time in Tel-U is ProMark. The Journal which is published every four months has been made before Tel-U existed. ProMark was

#### EXTERNAL FUND RESEARCH 2016 BATCH 1

#### SCHOOL OF ECONOMICS AND BUSINESS

#### Major

Bachelor of Management Business Technology and Informatics

Title

Development of Open Source e-SCM As Data Management Integration for SMEs Farmers Market Fish in a pestle and mortar Bandung

- Researcher Team Yudi Priyadi, S.T., M.T. Jurry Hatammimi, S.E., M.M.
- Research Group ICT Based Management (IBM)
- Fund IDR 50,000,000
- Scheme Goverment Grant Research 2016 (New Proposals)

#### Major

Bachelor of Management Business Technology and Informatics

Title

Effect of Work-Life Balance Of Organizational Citizenship Behavior (Organization Citizenship Behavior) with Variable Mediator Job Satisfaction and Organizational Commitment On Employee Hospitality in Bandung

- Researcher Team Dr. Arif Partono Prasetio, M.M., CPHR
- Research Group
   Strategy, Entrepreneurship and
   Economics (SEE)
- Fund
- IDR 48,500,000
  - Goverment Grant Research 2016 (New Proposals)

#### REFERENCE

founded in 2009, at the Telkom Institute of Management (IM Telkom).

According to the Managing Editor and founder of ProMark, Sampurno Wibowo, M.Si, Pro-Mark initially presented as the actualization media of the lecturers. "ProMark was dedicated for D3 Studies Program Management Marketing. The original idea of this journal was that the journal provided not for this study program only, because at that time the D3 Marketing Management which was under the Faculty of Business Administration and Finance (FABK), which also has two other schools, the Accounting Department and Administration. So, ProMark shaped to be a forum for researchers and lecturers actualize their research results in the journal, "said Community Services Manager Tel-U

The existence of ProMark at that time was positively welcomed by lecturers' society because they were able to publish their research periodically. Furthermore, in 2010 until 2011, ProMark once launched derivative publisher named ProMark Pamungkas. This Publisher is more serial and it reviews many research seminar activities, thought and opinion of lecturers. When IM Telkom finally joined in becoming Tel-U in 2013, The ProMark journal still publishes and it is owned by D3 Marketing Management School. However, its existance is changed since the school covered it join the Applied Science Faculty (FIT).

"Recently, ProMark more provides information and marketing writing than others writings. This is relevant with the D3 Marketing Management School and its purposes in marketing field," the former head school of D3 Marketing Management continued.

Sampurno admitted, that is not easy to run Journal. It is not like magazines, the journal content has strict criterias. The accepted writing must be based on the real research result of either the lecturers or researcher of academic society. While, there are many ProMark organizers are busy as lecturers, researchers, and structural position holders in Tel-U.

"Jurnal organizing was not so easy. The most difficult was



about time management, because many the journal organizers were lectures, lecturers, researcher, and structural position holders. The main point was the way we could still survive to accomplish publishing target, though. Besides, we still committed to specific missions in it," stated Sampurno.

At present, ProMark Journal has already had International Standard Serial Number (ISSN). Meanwhile, to be accredited nationally, ProMark jounal is working on it. The problem is that there are many things should be improved to get national accreditation.

"We were trying to have it based on the regulations. However we still had time management problem. It wss difficult for us to stimulate the lecturers to send their writing material on time," Sampurno continued.

It is true that ProMark has not been accredited nationally, but, this publisher has good goals.

First, as an accommodation for lecturers and researcher to actualize their

# J

thoughts in Marketning Management field in general without finding out another accommodation out side of Tel-U.

Second, publishing a journal is an obligation for academic society. Third, this journal can be used a resource or a reference for lecturers, students who are doing their final project, and also other peole who want to know everything about marketing.

Because of that, Sampurno hopes. ProMark can still work its journal in accordance with the first goal of the establishment. "Today, Tel-U is providing a new platform, that is, e-journal. I hopes, ProMark could be either citation or reference place for many students and researchers. Then, it could stimulate lecturers to be more productive in writing. At last, we hope, ProMark could be a free plagiarism jounal. However, it does not make it become an exclusive journal. Because it could make people difficult to send their writing to the journal. I hope, ProMark welcome lectures who want to publish their writings on ProMark. It does not make them burden and afraid of plagiarism issue," he ends his statement.◆

#### EXTERNAL FUND RESEARCH 2016 BATCH 1

#### SCHOOL OF ECONOMICS AND BUSINESS

Major

Bachelor of Management Business Technology and Informatics

- Title
  - Against Innovation Factors Influence Gadget Adoption Among Lecturer at Telkom University
- Researcher Team
   Indira Rachmawati, S.T., M.S.M.
   Khairani Ratnasari Siregar, M.T.
   Farah Alfanur, S.Si., MSM., M.Eng.
- Research Group ICT Based Management (IBM)
- Fund IDR 50,000,000
- Scheme Goverment Grant Research 2016 (Last Year Proposals)
- Major

Bachelor of Management Business Technology and Informatics

Title

Measuring Instant Messenger Application Adoption by Using Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) (A Comparative Study Between Indonesia and Malaysia Customers) Researcher Team

Dra. Indrawati, M.M., Ph.D. Dr. Maya Ariyanti, S.E., M.M.

- Research Group ICT Based Management (IBM)
- Fund IDR 150,000,000
- Scheme
   Goverment Grant Research 2016 (Last Year Proposals)



### Broadcasting Laboratory

# Change into Local TV? *Why Not!*

One of the intellectual richness that is owned by Telkom University (Tel-U) is many creations created in the form of films and television programs. The unique things that there are several of them are created by students who are come from communication school. It is because the school facilitates its students to create their creativity in their laboratories provided.

> ne of the laboratories having complete facilities is Broadcasting Laboratory. The laboratory under Communication and Bussiness Faculty existed in accordance with Communication School was established in 2008 when the school was organized by Telkom Management Institution.

#### EXTERNAL FUND RESEARCH 2016 BATCH 1

#### SCHOOL OF COMMUNICATIONS AND BUSINESS

- Major
  - Bachelor of Business Administration
- Title
  - Actualization of Social Organizations, Society, and The National Education Law, Politics and the Nation Character Development
- Researcher Team
   Dr. M. Yahya Arwiyah, S.H., M.Hum.
   Dr. Achmad Manshur Ali Suyanto, MBA.
  - Runik Machfiroh, S.Pd., M.Pd.
- Fund IDR 50,000,000
- Scheme
   Goverment Grant Research 2016 (Last Year Proposals)

## SCHOOL OF APPLIED SCIENCE

Major

Diploma of Telecomunication Engineering

Title

Hydro Power Station Close-Loop System Using On-Grid Scale In Housing With Wireless Monitoring Systems

- Researcher Team
   Ir. Agus Ganda Permana, M.T.
   Hafidudin, S.T., M.T.
   Dadan Nur Ramadan, S.Pd., M.T.
- Fund IDR 50.000.000
- Scheme
   Goverment Grant Research 2016 (New Proposals)

#### LABORATORY

To support learning activity, especially student training activity, broadcasting laboratory is effective. This laboratory organizes to other laboratories, there are radio and television broadcasting laboratory including film maker.

According to the broadcasting laboratory laboran, Dimas Satrio Wijaksono, S. Sos., M. Si, the activities in this laboratory can be conducted not only by students training but also by lecturers who are doing their research or public service in multimedia and broadcast field. Besides, there are three active student communities in this broadcasting laboratory.

First, Ikom Channel Community focusing its activity in students television broadcast. Second, Ready Radio as radio lover community. The last is Kofi or photography community.

"The students who join a community often do tournament such as photography competition, film maker competition, radio advertising jingle competition, etc. Meanwhile, Ikom Channel and Ready Radio purely they only focus on their students' hobby and intenstion on broadcast field. Broadcasting Laboratory is usually used for producing a film, television, and on air radio." Dimas explains.





"The use of broadcasting laboratory is set based on students' requisite practice schedule. Usually, in a week, the laboratory is only used for practice and three times for community activities. The rest week, it is used by laboran to monitor and maintain the broadcast equipment and tools. Sometime, there are several equipment and tools need to be reset after it is used by the students to avoid the damaged.

Several important things are able to be used id Broadcasting Laboratory to produce films, television and radio broadcast are a visual mixer, an audio mixer, five broadcast cameras, an editing computer, a green screen, lighting lamps, an LED, etc. Lecturers and students' creations from Broadcasting Laboratory have been registerd in copy right are documenter film "Ngampung", television comedy program "Kayaknya Berita", film documenter "Dibalik Kilang", Kabayan Chicago", dan "Longser Gaul", " Dunia Twitter", "Ride The Life", "Mamat on The Street", serta program televise "Cari Tahu" episode "Magic Mushroom."

Meanwhile to research and lectures' service activities, the Broadcasting Laboratory also facilitates them, for providing tools to produce many creation such as film, television program, advertising, seminar and workshop activities including documentation of activities.

Even so, Dimas admits that broadcast technology continuously grows from time to time. For that reason, besides the learning of technical side in broadcast world is needed, providing the newest technologies of broadcast tools is still required.

"At the beginning I came here, there were many people who did not know how to use the tools in Broadcsting Laboratory. I, even had basic skill to operate the tools in the laboratory, must learn many things.

#### EXTERNAL FUND RESEARCH 2016 BATCH 1

### SCHOOL OF APPLIED SCIENCE

Major

Diploma of Telecomunication Engineering

Title

High Availability Network System Based on Open Flow Software Defined Network

- Researcher Team Indrarini Dyah Irawati, S.T., M.T. Sugondo Hadiyoso, S.T., M.T. Yuli Sun Hariyani, S.T., M.T.
- Research Group
   Installation, Operation and
   Maintenance of Telecommunication (IOMT)
   Fund
- IDR 50,000,000
- Scheme
   Goverment Grant Research 2016 (New Proposals)

Major

Diploma of Computer Engineer
Title

Markers Parking With Ultrasonic Sensor Utilizing Alternative Energy Solar Panels

Researcher Team

Giva Andriana Mutiara, S.T., M.T. Anak Agung Gde Agung, S.T., M.M. Rini Handayani, S.T., M.T.

- Research Group
   Embedded and Network System (ENS)
- Fund IDR 50,000,000
- Scheme

Goverment Grant Research 2016 (Advanced Proposals)

#### LABORATORY

It was because the technology development always changes from time to time. Because of that I learn it auto didactic from a tutorial or Youtube," he continues.

The use of Broadcasting Laboratory for students practice is usually started in semester three. To create television program such as talkshow or news usually is conducted more often in the laboratory

studio, because there are several tools that are not able to be used out door. In addition, the making of documentary film, the shooting must be processed out door.

Until today, several student community programs, that are active in Broadcasting Laboratory, still run. For instance Ikom Channer and Ready Radio programs can still be enjoyed in Youtube

and Line streaming. It is because, Broadcasting Laboratory until today has not been equipped by broadcast net.

"This Campus is not able to push the students to organize their program in Ikom Channel and Ready Radio like professional society, because their first goal join this campus is to learn. Obviously, if students' consistency is rather questioned and it tends to be difficult to direct them, because they do this only for their hobby and intention," Dimas says.

For that reason, Dimas hopes, for the future, Tel-U is able to facilitate Broadcasting Laboratory by providing broadcast net for television and radio. "At least there is

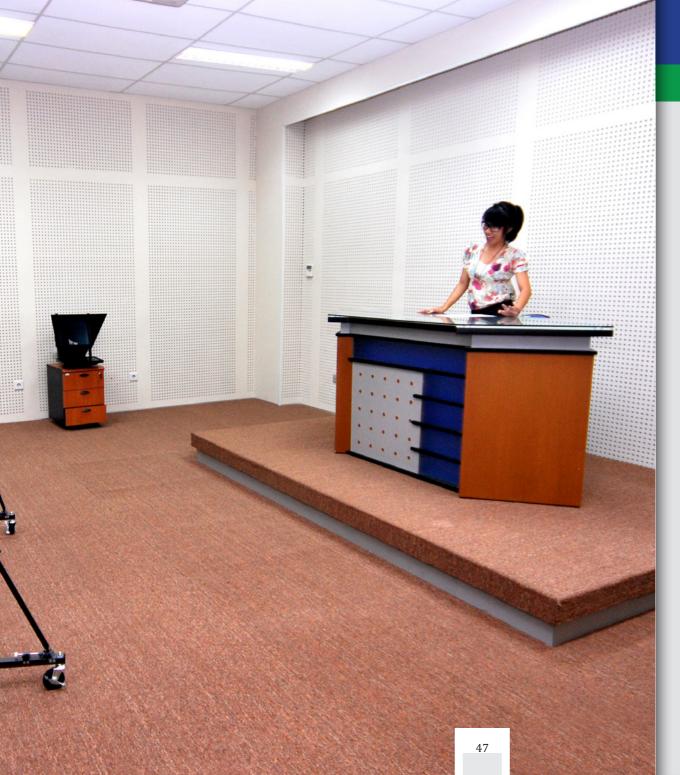


5 km radius from the Campus. We can guarantee if Broadcasting Laboratory has it, the quality content and its broadcast will be the same as the local television quality for the future. Even more, the tools we have here are not very different from the several tools which are had by local television. We still need

broadcast which can reach

support from many sides. Probably, there should be a little pressure for those who will organize it. For example, the students who are active in this program can be contracted by giving them fee then, they will be more active and want to commit with the job," Dimas says.◆





#### EXTERNAL FUND RESEARCH 2016 BATCH 1

## SCHOOL OF APPLIED SCIENCE

- Major
   Diploma of Infomatics Management
   Title
   Design and Utilization of
   Educational Games "Indonesia
- Tribes" As a Means to Play And Learning for Students Kindergarten
  Researcher Team
  Pikir Wisnu Wijayanto, S.E., S.Pd. Ing., M.Hum.
  - Yahdi Siradj, S.T., M.T.
  - Simon Siregar, S.Si., M.T.
- Research Group
   Accounting information system (SIA)
- Fund
- IDR 50,000,000
- Scheme
   Goverment Grant Research 2016 (Last Year Proposals)

#### ACTUAL

# Scheme for Covering Many Fields



The development of a nation can be seen from the many innovation resulted and applied in the real world. The existence of various kind of innovation can be only reach from several research conducted. However doing research is not as easy as we talk especially in this country. There are many problems faced by Indonesian reseach world, specifically in academic institution (University level) **B** very year, the government launches regulation relate to the research schema for universities funded by the government. In every year, the government also plans a budget for research expenditure in university which is organized by the Ministry of Technology Research and High Education.

But, the final result of the research achievement in Indonesia is not significant. It is because there are many science fields that have not been accommodated by research schemas funded by the Ministry. Because of that, every year there will be research schema adjustment from the government, especially for university, it is hope that it can cover more fields. In 2016, the researchers in universities are happier. It is because the of research and public service institute of high education and technology ministry add more research scheme that will be subsidized. Of course it will be an opportunity for the university level to add more its research that will be subsidized by high education directorate. However, this addition should be followed by quality improvement and research quantity in all universities level, due to the research condition in Indonesia is left behind away by its neighbor nations. This situation is uncovered by the chief of high education and technology ministry, Prof. Dr. Okky Karna Radjasa, M.Si in the Lecture quality improvement workshop for Internal and external reviewer in university (Reviewer TOT) which was held on Tuesday(10/6) in Aston Primera Hotel, Bandung. According to Okky, today Indonesian Researchers is more `little than Malaysian from the number of research, intenational publication, and also the copy right patented. This can be read from Global Competitiveness Index (GCI) pada World Economic



#### ACTUAL

Forum (WEF). Indonesian was in the 37 rank from 144 countries in 2015. Indonesian position is in phase 2, efficacy driven, with 30 other developing countries. Meanwhile Malaysia is succeed to be in transition phase 2 two phase 3 with 19 other countries.

"Indoneisa is only great in market size, The readiness of Indonesian technology is in no. 85. If it wants to be applied in industrial level, Indonesia Technology Readyness Level (TRL). From 12 indicators of competitive level, Indonesia is still weak in some points," says Okky.

Okky's explanation entitled "The Research Policy in Supporting Competitive Power and National Authority" is shocking Indonesian's research world which is still far from the perfection. However, the need to improve Indonesia research quality and quantity push related institutions and high education level school to keep doing self correction. It is because, the research in a nation very influences a nation's economy power.

In 12 nation power competitive indicators, Indonesia is still very weak. Especially in the availability of newest technology, technology transfer and FDI, the availability

Left to Right: Dr. Adi Pancoro ; Dr. M. Yahya Arwiyah, SH., M.Hum ; Dr. Palti Marulitua Sitorus, MM ; Nanik Tri Mulyani.

of scientist and engineer, and also the innovation capacity is low.

According to Okky, the the weakness of Global Innovation Index in Indonesia is caused by the weakness of institution fundamental (political environment, regulator environment, business environment), human capital and research (education, tertiary education, R&D), infrastructure (ICT, general infrastructure, ecology continually), market sophistication (credit, investment, trade, competition), business sophisticatin (worker knowledge, innovation linkage, innovation absorption), knowledge and technology output (knowledge creation, knowledge impat, knowledge diffusion) and also creative output (intangible asset, creative goods and services, online creativity).

Okky also explains a number of govern-

ment regulation relates to the change research schema of the Ministry of Technology Research and High Education's grant in 2016. "The purpose of this activity is to give the perception similarity and as the supplied for High Education national reviewer. Previously, we have just closed down the up load of researcher chosen and funded by High Education Institution to 2016 Schema. In orde to have the same perception and all reviewers know and understand information relate to the extended schema in this year. Next, through this workshop, we also inform everything relates to the newest policy from the Ministry of Technology Research and High Education for research field," Okky clarifies.

It is different from the previous year, the Ministry of Technology Research and High Education issues three schemas in 2016



for university external research which will funded by High Education Institusion. There are, basic research, applied product research, and capacity improvement research. From these schemas, each will be divided into several kinds of research.

First, basic research is divided into Fundamental Research, Cooperative, Foreign Affair, and International Publication, and they are competency based.

Second, applied product research has eight schemas. There are, National Strategic Research, Humaniora Social and Educaton, Creation and Art Presentation, Masterplan, Rapidity and Widen Indonesia Economy Development, University's Outstanding Program, Outstanding Research of University Level and Industry, and also Outstanding Program of National Strategy.

Third, Capacity Improvement Research ha four small schemas. There are, Postgraduate Research team, Doctoral Dissertation, Magister Education to be Doctoral and then Outstanding Graduate and Doctoral Graduate.

Okky admints, the picture of research and development in Indonesia is still poor if it is viewed from researcher's condition, budget, and infrastructure. However, it does not mean that there is no hope to change.

Then, some newest government policies on research field is delivered in this workshop. For among others, The National Research Master Plan (RIRN), Ministry Regulaton on TRL, Goods and Services Regulation Revision. Patent Law Revision, Law No. 18 Revision in 2002 about RIRN Hierarchy, incentive and sanction, programs and other activities. The change of government policies connect to research is to improve productivities and research relevancies and improvement to reach the target achievement in year 2016. To year 2016 there are achievement indicators from the government.

There are 6,229 international publication paper, 1,735 registered patent, 632 R & D prototype up to TRL 6, appropriate industry prototype and then 15 TRL 7. By these indicators, it is hoped the research result can be beneficial and improve people welfare and will be closer to MEA achievement.

Workshop followed by 37 participants, 23 of them are the member of High Education Institution research reviewers for West Java and 14 of them are the number LPPM Chiefs of University level. Representing Telkom University (Tel-U) which is chosen as the committee, the Vice Rector IV of Research and Studentship Field, Dr. H. M. Yahya Arwiyah, S.H., M. H and PPM Director, Dr. Palti Marulitua Sitorus welcome this activity very well.

The point is, the research among universities level usually establish from the joinworkshop together. "We hope the activity will be able to create a new research idea," says Yahya.

Workshop TOT Reviewer is conducted by two speakers who are also Higher Education National Reviewer, namely Dr. Adi Pancoro dan Dr. Ir. Eniman Yunus Syamsuddin.Adi Pancoro presents "Reviewer's Ethic Codes" and "Research's Norms". Meanwhile, Eniman Yunus Syamsuddin explains "Research Management Policies in Campuss". The material provided is under High Education Guidance X edition.❖





KK Strategy, Entrepreneurship and Economics (SEE)

# Sintegrity: Sinergy and Integrity Embodied a Big Creation Together

Facing globalization, all educated people are demanded to improve their self actualization and competencies. including the lecturers. It is not only teaching, but also research and public service are needed to be strengthened in order to improve lectures and institution competitiveness. One of the way is strengthening Expert Group which will be the executor of research activity in a university

ne of the most productive Expert Group in Telkom University (Tel-U) is Expert Group of Strategy, Entrepreneurship and Economics (SEE) which is under Economic and Business Faculty (FEB). It has the most member number, 37 people, SEE Expert Group handles four sub Expert Groups, there are Economics and Policy Study(EPS) sub Expert Group,Start Up and Small Business Development(SSBD) sub Expert Group,Human Capital and Talent Development(HCTD) sub Expert Group,Strategic Management and Decision Making (SMDM)sub Expert Group.

To maximize the research field performande, SEE Expert Group has three important agendas which is conducted regularly. First, Expert Round Table, functions as reseach dissemination place of SEE Expert Group members which presents industrial experts. This activity is scheduled for every two month per sub Expert Group.

Second, Super Bedah or Super Review, is dissemination of SEE sub Expert Group members to all Expert Group members about books, articles or journal. This activity is held every month.

#### RESEARCH GROUP

Last, Coordination Meeting (rakor) held once in a month. This occasion functions to upgrade information of the newest improvement about the target number of research for per lecturer/lecturer's team. research team coordination (progress report), Expert Group Assignment for the members, and to upgrade Expert Group roadmap achievement from member writing. Another agenda is held spontaneous (tentative), but this agenda still follows the science and trias primary duties (tri dharma) of university like training, public service, and project consultation.

According to SEE Expert Group Chief, Dini Turipanam Alamanda, STp., MSM, there are several cooperation conduction relates to the research with foreigners. "There LPPM Telkom University) in the form of case studies, Market Study on Machine to Machine with PT Telkomsel, Designing e-health ecosystem with Healt Fondation (Yakes) Telkom, consulting intern with PT Adani Global, and UKM accompaniment for ICT (Information and Communication Technology) understanding with the government of Bandung City and Bandung District," says Dini.

With this routine agendas, it is normal if SEE Expert Group has detailed objectives for the next five years. The research Roadmap of SEE Expert Group cannot be separated from the research road map of FEB. All Expert Groups in FEB like SEE Expert Group, ICT-based Management (IBM) of Expert Group, and Finance and Accounting Studies (FAS) are directed to participate in giving knowledge contribution to smart city program, especially to Bandung City. The research result can be utilized by all cities having smart city vision.

#### Research Roadmap to Smart City Implementation

For the next five years, SEE Expert Group has already had three phases of research roadmap. First, decomposition (mapping and planning) to period 2016-2017 which emphasizes to smart environment,



smart people, and smart living.

Second, synthesizing (development and lab test) to period 2018-2019. In this periode, the emphasis is to smart mobility, smart governance, smart economy, dan smart living.

The last, utilization (implementation and market test) to period 2020-2021 which emphasizes to smart living.

"The phases mapping is designed based on the discussion taken from many contributors, started from private companies, the government of Bandung City, smar city obeservers, Low Middle Business entrepreneurs (UKM) and other communities in Bandung. The hope is Bandung and other cities can establish smart living which is supported by the people, government, and noble characters communities, so, they can be able to keep every whises they have, that is smart city," explains Dini.

The smart city concept consisting ICT usage understanding to connect, monitor, and control many kinds of resources in a city effectively and efficiently to maximize the public service. There are some characteristics and smart city endorsement factors, there are smart economy (high competitive economy), smart people (human and social resources), smart governance (participation level), smart mobility (transportation and ICT availability), smart environment (natural resources). and smart living (good living quality).

To achieve the roadmap phases, SEE Expert Group maps them through research approach which is appropriate with the roadmap of every member. Then it is broken down into research topics which are conducted as students' final project. All FEB students must take part with the topic given by their lecturers, meanwhile the title development is created by the students. Topics samples every lecturer are always socialized at every corner in FEB and in the students association, so that, students know which lecturer who has the topic enthused as their final project research.

#### KK-Group Membership as The Product Owner

Because of the importance of maintaining the students' final project results in quality, KK SEE in collaboration with Telecommunications Business and Information Technology Management (MBTI) formulate the curriculum in 2016. KK as a product owner offers 9 elective courses to students with some scenarios.

If a student is interested in following professional certification. the student must follow the path of elective courses offered by per Sub of KK. While for those who are not interested, they must take elective courses across from Sub of KK. For example, if students are eager to follow the certification of Certified Human Resource Professional (CPHR), the must followed elective courses are knowledge management, organizational development, and talent management under the Sub KK of HCTD.

In addition to certification, KK SEE cooperating with MBTI Prodi also offers an alternative final project in addition to the thesis, namely the business project (bispro) under Sub KK SSBD agenda. Bispro is a golden opportunity that can be taken by students who already have run businesses. Therefore, a supervisor plays as well as a mentor to the businesses. To succeed these agendas, KK SEE constantly works to improve downline members by encouraging the KK members to obtain a professional certification in accordance with their expertise.

#### Abdimas as Tri Dharma Closing

In carrying out the agenda of community service (abdi*mas*), the member of KK SEE forms teams by selecting one of the outputs of team members researches. As a result, in the implementation of abdimas, KK SEE not only provides training to SMEs as a target community, but also to the government, enterprises, and specific communities. By conducting intensive discussions with members KK. KK SEE has series of Tri Dharma activities related to and consistent with among other. Hence, two things can be done in once.

#### **The Future Expectations**

The year of 2016 was a transitional period for lecturers who already have a roadmap of their researches. Currently,

research roadmaps of the lecturers have been directed by KK, although it has not been 100 percent, because some KK members are still under contract in the previous period.



"Hopefully, every KK SEE member can continue to improve participation in the roadmap performance. Alhamdulillah, now 80 percent of which follows the roadmap. In addition to that, more and more members of KK participate in the study, community service or cooperation that results in non tuition fees. Moreover, they are also capable of being a celebrity professor, so as accelerating the dissemination of knowledge, "said Dini.◆

#### CONFERENCE

**ICOICT 2016** 



# **Big Data** Opportunity Or Threat?

Alvin Toffler forecasts about the information era began start to occur today, including the magnitude of its impact. Now people no longer see the information as tertiary needs anymore, but it has become a primary need. In fact, the data is already so free-flowing information into the public domain. Inevitably, there are threats of the privacy values. his is one of the issues discussed in the panel discussion of 4th International Conference on Information and Communication Technology (ICOICT) 2016 at Papandayan Hotel, Bandung, Wednesday-Friday (25-27 / 5). Titled "Big Data: Buying or Selling Privacy?", This panel discussion was to remind that the confidentiality of data today becomes increasingly vulnerable, because it is more easily broken.

Many people do not realize that he had handed over personal data to the public only for the sake of free services. To that end, this conference is both the event the publication of research results in the field of ICT, and trying to find solutions related to ICT of everyday people.

Activity panel discussion taking place in the last day of ICOICT presented four speakers. Namely, the Advisor to the Minister of Communication and Information, Dr. Danrivanto Budhijanto, the CEO of BliBli.com, Kusumu Martanto, the ITB lecturer, Dr. Budi Rahardjo, and the keynote speaker from the University of Warwick in England, Suzy Moat, Ph.D.

According to Committee Chairman of ICOICT 2016, Yanti Rusmawati, Ph.D, many Indonesian people are willing to provide personal data to the digital world just to get free services or free gift. "According to Suzy Moat, this phenomenon also occurred in the United Kingdom and other countries. For Indonesia, the government representatives (Communications) revealed that the ITE law draft was submitted to Parliament, which later to be followed by rules on data privacy, " She said.

ICOICT annual academic event was held again this year with the theme "Digital Community in Big Data Era". 105 participating papers are noted in the conference that has lasted since 2013. The papers have been selected from 244 papers registered and been through a review process by 140 reviewers from 28 countries. Which are 53 papers from those total papers were affiliated by Tel-U. There were 95 speakers on ICOICT 2016 of approximately 200 participants who came.

According to Yanti, the theme chosen was related to ICT field, but it was close to everyday life. Tehere for, from ICOICT 2016 theme, the committee then divided it into six program tracks in more specific, namely Digital Accessibility, Digital Analytics, Digital Connectivity, Digital Creativity, Digital Security, and Digital Humanities.

Those tracs can be explained one by one. First is the Digital Analytics. It explores data capture, storage, search, sharing, analysis and visualization in the context of Big Data from web digital intelligence analysis to make decisions.

Second is the Digital Connectivity. It explore dis-

semination and generation of information, models and process systems on online social networks, the network infrastructure, as well as its influence on the organization and community.

Third is the Digital Security which includes identity protection (privacy of data, computer systems and network / internet) using tools, assets, and technology in the mobile and online world.

Fourth is the Digital Creativity. It learns the ability to solve problems and create new and useful products in creative fields such as computer games,



#### CONFERENCE

computer graphics and design using computers, interactive systems, art, virtual, and the addition of the reality of the digital environment.

Furthermore, it is Digital Accessibility focusing on the implementation of ICT to obtain service improvement, openness and public access to the social sectors such as economy, education, health, journalism, government, environmental, media and tourism.

The last is Digital Humanities. It combines the methodology of humanitarian and social sciences with computer equipments (such as data visualization, information retrieval, data mining, statistics, text extracting, digital mapping and digital publications) in order to answer research questions, the current paradigm challenges, and a new approach proposal.

Suzy Moat, Ph.D presented as the keynote speaker at the 2016 ICOICT who is also an Associate Professor of Behavioural Science, Warwick Business School, University of Warwick, England. She held a presentation entitled "Sensing and Predicting Human Behavior with the Internet Data".

The second Keynote was Prof. Roberto Montemanni of Delle Molle Institute for Artificial Intelligence (IDSIA) University of Applied Sciences of Southern Swtzerland (SUPSI) Switzerland with an exposure entitled "ICT for Healtcare: Challenges and Solutions".

The third keynote came from Tel-U. It was Ir. Ari Moesriami Barmawi, M.Sc., Ph.D., an Associate Professor of Multimedia Security School of Computing. He presented "Linguistic-based Steganography".

Besides plenarry session, paralell sessions, and panel discussions, there was also a tutorial given to some of the speakers and sponsors. Among other things was Mettina Veenstra tutorial entitled "Connected and Connecting: Public Space in The Smart City". Secondly, the tutorial of Prof. Roberto Montemanni entitled "Optimization Approaches for



the Design of DNA Codes".

Furthermore, It was the tutorial of the Indonesia Microsoft Platform speciallist Technology, Cahyo Listyanto, entitled "Advance Analytics: Predictive Maintenance". Lastly, Senior Development Manager tutorials from BliBli.com, Siaw Kian Gie, titled "Harnessing the Power of Big Data to Run Data Driven e-Commerce Company" ↔



# **LIST OF PAPER ON JANUARY - JUNE 2016**

#### SCHOOL OF ELECTRICAL ENGINEERING

- Adaptive Control Channel Interval in VANET Based on Mobility Model and Queuing Network Analysis
- Author
   Rendy Munadi
   Doan Perdana
   Asep Mulyana

Publisher Journal of Networks

- Dance Modelling, Learning and Recognition System of Aceh Traditional Dance Based on Hidden Markov Model
- Author Nurfitri Anbarsanti
- Publisher Jurnal Teknologi,Malaysia
- Effect of Magnetic Field Strength on the alignment Q1 of Fe16N2 nanoparticle films
- Author
   Asep Suhendi
   Christina W. Kartikowati
   Rizka Zulhijah
   Takashi Ogi
   Toru Iwaki
   Kikuo Okuyama
   Publisher
- Nanoscale
- Experimental Study Of Thermal Efficiency On Plate-Fin Solar Thermal Collector
   Author

#### Tri Ayodha Ajiwiguna

#### Publisher

ARPN Journal of Engineering and Applied Sciences

- Implementation of Pedestrian Dynamic In Cellular Automata Based Pattern Generation
- Author Purba Daru Kusuma
- Publisher
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## Industrial Design

# Products to be **Recognized Earlier**



INTELLECTUAL

PROPERTY

Some time ago, the Indonesian public had commotion with vermicelli noodles snack packs that are considered exposing too much pornography. Food and Drug Monitoring Agency (BPOM) kept busy with finding out who was the author. After conducting some investigation, it was discovered that the author was a student from Depok who were developing entrepreneurship from campus. Although the products were simple and harmless, but the packaging was considered unethical and disturbing a lot of people. As a result, a product that had sold more than 6,000 packs via this online must be withdrawn from circulation.

he above case is one small example of the urgency of the design of product packaging. Instead of seeking to create a design different from the others, it should end up with the authorities. The design of a product or an industrial design has become one of the important aspects that must be considered and protected in business activities. Because of that, the industrial design will become a reminder of the consumer to a product ever. Therefore, In order to produce the design which is not easily duplicated or recognized others, it should be protected as one of the Intellectual property. The legal basis used for an industrial design refers to Republic Act no. 31 of 2000 and supported by the issuance of Government Regulation No. 1 of 2005 on the implementation of the Act.

Protection of Industrial Design involves the creation of shape, configuration or composition of lines or colors or lines and colors and the combination in the form of 2 or 3 dimensions. Thus providing IMPRESSION Aesthetic and can be realized in two or threedimensional pattern and can be used to produce a product, goods, industrial commodity or handicraft. In summary, the Industrial Design applies to what it is seen in the "surface" of a product. With notes, it must meet the basic principles of first registration of IP protection, which has novelty, involve an inventive step and is industrial applicable. For the academic community, some examples of industrial designs include simple tools, machine design, and packaging.

Industrial Design setting first was known in the 18th century, especially in England when the Industrial Revolution appeared. Industrial design was originally developed in the textile sector and crafts made in bulk. The first Law on Industrial Designs is "The designing and printing of linens, cotton, calicoes and muslin act" about the year of 1787. At that time, the design was only in 2D form. While the industrial design in the form of three-dimensional began to be set through the Sculpture Copyright Act in 1798, although it was still modest only including human and animal models. On March 20, 1883. The Paris Convention for the Protection of Industrial Property (Paris Convention), Article 5 stated that industrial designs must be protected in all member states of the Paris Convention.

Protection of Industrial Design gave a monopoly to the owner of the design of the shape, configuration, pattern or ornamentation certain of a design. Thus, the design law only protects the appearance of the outer shape of a product. Industrial Design Act does not protect the functionality aspects of a design, such as how to manufacture a product, behavior or safety aspects.

#### INTELLECTUAL PROPERTY

Manufacturing, operation and characteristics of certain goods are protected by patent law. Industrial Design is widely used by designers to produce works which pamper the eyes of the audience, because it is on the scope of the outer packaging and the products produced. For example, on bottled drinks, its Design Industry is more describing on colors, composition of lines, images contained on the packaging. While the patent is either more focused on ergonomics (convenience) or failure of a product for its users, or on trade secret information that is more focused on the ingredient (composition of ingredients) contained in the beverage in the bottle.

#### Terms of Design Protection

Industrial Design Rights will only be granted for new industrial design, where the date of filing of the industrial design is not the same as the previous disclosures, although there are some similarities. Previous disclosure means the disclosure of the industrial design before the filing date, before the priority date if the petition is filed with priority rights, or been announced or used in Indonesia and outside Indonesia.

A handling of Industrial Design needs approximately 13 months. As well as the intellectual property, in processing an application for registration of industrial design, there is also an announcement stage (a stage where the design registered is announced to the public, with the aim of obtaining responses from parties who feel they have objected to the design) and Substantive Examination (a stage when the designer meets the examiner of the Directorate General of Intellectual Property (DGIP)). to examine in more detail the

products registered for the particulars necessary for the examiner obtained from the designer). Each of these stages takes approximately three months, and six months.

The Right Holder of Industrial Design has the exclusive





right to exploit his industrial design and to prohibit others who without his consent make, use, sell, import, export and / or distribute the products that are given the right of Industrial Design. Industrial Design Rights granted to the

four parties. First, the designer or a right receiver from the designer. Second, some people if it were more parties designed, unless another agreement. Third, if the industrial design created in an official relation with another party or others based on orders, holders of industrial design rights are parties to, and / or whose service the industrial design is created, unless there are other agreements between the two parties without prejudice to the right of the designer when the use of industrial design is expanded out official relation. Lastly, if the industrial design created in employment relationships or under orders, the person making the industrial design is considered as a designer and holder of industrial design rights, unless another agreement between the two sides.

At the Telkom University (Tel-U), until August 2016 there have been 43 design works that have been registered by Klink Intellectual Property Rights (IPR). Where two Design works of Its Industry have entered the stage of announcements, namely Eyeglasses Casing The.Dev (A00201503668) and Yodero Wallets (A00201503669) registered on December 10, 2015.

The constraints related to Industrial Design in Tel-U lies in the socialization of registration, both in terms of application procedures, as well as necessary administrative requirements which are sometimes not in accordance with the requirements of DGIP the Ministry of Justice and Human Rights. Hopefully, the entire academic community of Tel-U in the future will turn to a better understanding to the importance of registering and protecting their KI, so as to trigger the productivity and innovative creative, for themselves, institutions and society. 🛠

# INTELLECTUAL PROPERTY

SCHOOL OF COMPUTING January - June 2016

Creator / Designer / Inventor / Brand Creator Jondri, M.Si. Intellectual Property Title Program Komputer Game eKomputasi Intellectual property Kind Copy right Certificate No : 077867

Creator / Designer / Inventor / Brand Creator Maria Kania Sabariah Muhammad Maulana Ramadhan Mochammad Chaerurrezky lqbal Muhammad Hilmy An Nabhany Intellectual Property Title Aplikasi Game Heaven Chase Intellectual property Kind Copy right Certificate No : 077871

Creator / Designer / Inventor / Brand Creator Mahmud Imrona, Drs., M.T. Intellectual Property Title Buku Aljabar Linier Dasar edisi Kedua Intellectual property Kind Copy right Certificate No : 077886 Creator / Designer / Inventor / Brand Creator Dr. Adiwijaya Hadary Mallafi Tamami Efendi Ali Murtado Fauzarrohman Dwi Tuti Supantari Muhammad Amrul Ummami Intellectual Property Title Computer Program : Qronis (Iqro Animasi) Intellectual property Kind Copy right Certificate No : 077869

Game berbasis Androic <sup>he</sup>ngenalkan tradisi, adat dan pernikahan di Indonesii Telkom

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2015

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Creator / Designer / Inventor / Brand Creator Ibrahim R. Wildan Faisal N. Gama Siti Intellectual Property Title Program Televisi "Cari Tahu" Episode "Magic Mushroom" Intellectual Property Kind Copy Right Certificate No. 071624

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## **INTELLECTUAL PROPERTY**

SCHOOL OF CREATIVE INDUSTRIES January - June 2016



- Creator / Designer / Inventor / Brand Creator Alfath Dwi Isnanto Nadila Nur Amalia Randi Adi Raharja
- Intellectual Property Title TV'c Kampanye Sosial "throw your cigarette not your time"
- Intellectual Property Kind Copy Right
- Certificate No. : 077882
- Creator / Designer / Inventor / Brand Creator
   Eka Darma Sinta
   Dziky Dharmawan
   Dwiyan Tansal
- Intellectual Property Title Iklan Layanan Masyarakat "Store Your Earphone, Love Your Ears"
- Intellectual Property Kind Copy Right
- Certificate No : 077885
- Creator / Designer / Inventor / Brand Creator Claudya Rey L'Bareint
- Intellectual Property Title
   Gambar Ilustrasi "Si
   Kelingking"
   Intellectual Property Kind
- Copy Right Certificate No : 077881

- Creator / Designer / Inventor / Brand Creator
   Reza Ramadani Firman
   Intellectual Property Title
   Peta Taman Lalu Lintas
   Intellectual Property Kind
   Copy Right
   Certificate No : 077872
- Creator / Designer / Inventor / Brand Creator
   Prilly Alifia
   Rahmatillah Nur Mubariza
- Intellectual Property Title
   Sinematografi "Waspada Air Isi Ulang"
- Intellectual Property Kind Copy Right
- Certificate No : 077884
- Creator / Designer / Inventor / Brand Creator
   Nadhya Yuherlin
- Intellectual Property Title Video Animasi "Tommy Si Anak Manja"
- Intellectual Property Kind Copy Right
- Certificate No : 077884
- Creator / Designer / Inventor / Brand Creator
   Dwi Firda Riyasy
   Intellectual Property Title
   Gambar Poster "Deep Ocean"

- Intellectual Property Kind
   Copy Right
- Certificate No : 077874
- Creator / Designer / Inventor / Brand Creator Faisal Yazrie Golonggom Fajrin Maulany Syams Fajar Chaerul Azhar
- Intellectual Property Title Peta "Infografis Ibadah Haji"
- Intellectual Property Kind Copy Right
- Certificate No: 077873
- Creator / Designer / Inventor / Brand Creator
   Kariza Raidha
- Intellectual Property Title Seni Motif "Haru"
- Intellectual Property Kind Copy Right
- Certificate No : 077875
- Creator / Designer / Inventor / Brand Creator
   Rafita Ulfah Adawiyah
- Intellectual Property Title Seni Motif "Folia"
- Intellectual Property Kind Copy Right Certificate No : 077876

- Creator / Designer / Inventor / Brand Creator
   Rini Rohaeni
- Intellectual Property Title Seni Motif "Auspicious"
- Intellectual Property Kind Copy Right
- Certificate No : 077880
- Creator / Designer / Inventor / Brand Creator
   Ratnasari
- Intellectual Property Title Seni Motif "Peapeach"
- Intellectual Property Kind Copy Right
- Certificate No : 077878
- Creator / Designer / Inventor / Brand Creator
   Antik Larasati
- Intellectual Property Title Seni Motif "Jungju"
- Intellectual Property Kind Copy Right
- Certificate No : 077877
- Creator / Designer / Inventor / Brand Creator Dian Fitrah Hervianti
- Intellectual Property Title Seni Motif "Si-Land"
- Intellectual Property Kind Copy Right
- Certificate No : 077879

### INTELLECTUAL PROPERTY

SCHOOL OF APPLIED SCIENCE JanuarY - JunE 2016

Game Pewayangan Legenda Pertempuran Mahabarata mengingatkan | mengenalkan | Kebudayaan Indonesia

Brand Creator Mela Kania Hag Abdillah Hidayatulloh Faisal Rifai Cahyana, S.T., M.Kom. Bambang Pudjoatmodjo, S.Si., M.T. Intellectual Property Title Aplikasi Terapi Matematika untuk Anak Diskalkulia **"MATDIS (MATEMATIKA DISKALKULIA)**" Intellectual Property Kind Copy Right Certificate No 077870

Creator / Designer / Inventor / Brand Creator Muhammd Lutfi Ibrahim Hazmi Hibatul Hafiz Gilang Fadilana Cahyana, S.T., M.Kom. Intellectual Property Title Game Runner berbasis Mobile yang mengangkat Sejarah Indonesia "Bocah" Intellectual Property Kind Copy Right Certificate No 077868

Creator / Designer / Inventor / Brand Creator Rahmat Hidayat, S.E., M.M. Agus Maolana Hidayat, S.T., M.T. Nellyaningsih, Dra., M.M. Intellectual Property Title Jurnal Ilmiah berjudul "The Role's of Service Quality Dimension and Perceived Values for Increasing Customer Loyalty" Intellectual Property Kind Copy Right Certificate No 075667

Rizza Indah Mega Ma

INFOR

1B

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MALEST ME

V

PEMBIMBING 1 Erda Gustinar Perdana S.T. M.T PEMBIMBING 2 Rizza Indah Mega Mandasari S.Kom, M

Telkom

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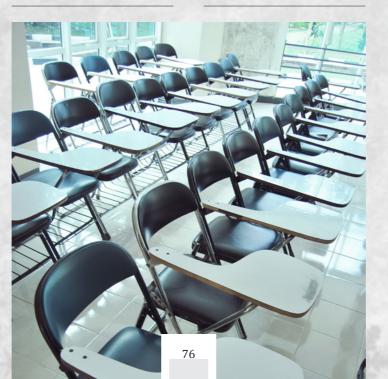
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