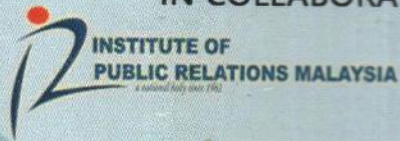


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# ASEAN UNIVERSITY CONFERENCE ON PUBLIC RELATIONS AND COMMUNICATION **2019**

FACING THE IR 4.0 CHALLENGES: CREATING INNOVATIVE LEADERS,  
COMMUNICATION EXPERTS AND PROFESSIONAL THINKERS

**26-28 APRIL 2019**  
**EDC HOTELS AND RESORTS**

**UNIVERSITI UTARA MALAYSIA**





3.45 – 4.00 pm	TEA BREAK / REFRESHMENTS
<p><b>PARALLEL SESSION 3A</b>  <b>4.00 PM – 5.30 PM</b>  <b>Angsana 1</b></p>	<p style="text-align: center;"><b>Theme: New Media &amp; Public Relations</b>  <b>Moderator: Mrs. Vera Wijayanti</b></p> <ol style="list-style-type: none"> <li>1. <b>ID 84 - The New Media in Facing Industrial Revolution 4.0</b>  Maisarah Binti Ahmad Faisal (Universiti Utara Malaysia)</li> <li>2. <b>ID 85 - The Consequences of Using Social Media in Embracing The New Era of IR 4.0</b>  Fatin Najwa Binti Mohd Ruslan (University Utara Malaysia)</li> <li>3. <b>ID 92, 93, 94, 95 - Case Study of Lion Air JT-610 Aircraft Accident</b>  Annisa Febriyana Saraswati, Arindya Mega Viranty, Muhammad Diponegoro &amp; M. Ghozali Moenawar (Universitas Al Azhar Indonesia)</li> <li>4. <b>ID 97 - Public Relation Strategy of Sidoarjo Tourism Department to Promote Tourism Destination on IR 4.0</b>  Gizca Wahyu Febryningrum (University of Muhammadiyah Sidoarjo)</li> <li>5. <b>ID 105, 106 - The 'Energy of Asia': Public Relations Efforts to Promote the 18th Asian Games Jakarta-Palembang 2018</b>  Maria Regina (Universiti Utara Malaysia) &amp; Mohammad Shihab (President University, Indonesia)</li> </ol>
<p><b>PARALLEL SESSION 3B</b>  <b>4.00 PM – 5.30 PM</b>  <b>Alamanda</b></p>	<p style="text-align: center;"><b>Theme: Intercultural Communication &amp; Political Communication</b>  <b>Moderator: Mrs. Gusmia Arianti</b></p> <ol style="list-style-type: none"> <li>1. <b>ID 7, 8, 9 - The Effect of Cross Culture and Communication among Students attaining Harmony to create Inspiration and Innovation</b>  Surya Irama Ramadan, Rasyifa Rusharijanto &amp; Fahira Novanra (State University of Jakarta- Indonesia)</li> <li>2. <b>ID 78, 79, 80, 81 - The Influence of The South Korean Brand Nation Toward The Visit Interest of Indonesian (Study Case of The Event Korea Festival 2018)</b>  Afifah A'limah, Afifah Chairunnisa, Salsabiil Aurellia Alini Putri &amp; Gusmia Arianti (Azhar University Indonesia)</li> <li>3. <b>ID 96 - Intercultural Communication Competence: Educating Students for Global Networking, Industry Revolution 4.0 Malaysia</b>  Vivekananthi A/P Rethnakumar (Universiti Utara Malaysia)</li> <li>4. <b>ID 22, 23, 24 - The Used of Signs in Communication Strategy in Indonesia's Election Campaigns 2019 (Study Case the Differences in Using of Sign in Indonesia's Election Campaigns 2019).</b>  Lukman Hakim, Khairunnisa Rosdiani &amp; Jessica Lea Alexander (State University of Jakarta – Indonesia)</li> <li>5. <b>ID 73, 74, 75, 76 - The Influence of Personal Branding on The Interest of New Voters in The 2019 Presidential Election (Studies on The Incumbent Candidate Joko Widodo)</b>  Akmalia Ramadhana, Dhiya Ayu Fadila, Oktavelia Afdarizka &amp; Edoardo Irfan (Al Azhar University Indonesia)</li> </ol>

opportunities for communication specialists in receiving higher demands in employment. Finally, what are the new and important requirements for communication students and communication specialist to have in staying relevant in facing the Industrial Revolution 4.0.

**Keywords:** Industry 4.0, Communication, opportunities and requirements

**ID 78, 79, 80, 81 - The Influence of The South Korean Brand Nation Toward The Visit Interest of Indonesian (Study Case of The Event Korea Festival 2018)**

**Afifah A'limah, Afifah Chairunnisa, Salsabiil Aurellia Alini Putri & Gusmia Arianti** (Azhar University Indonesia)

Promotion carried out by South Korea through its advertisements, drama, and music (K-Pop) by utilizing social media has encouraged the development of K-Wave in several countries, especially Indonesia. Promotions are carried out in order to build a unique image in people's perceptions, so that they need to do Nation Branding. Nation Branding conducted aims to develop, eliminate, change, or maintain the existing image of South Korea. This research aims to analyze the influence of the South Korean brand nation on the interest of Indonesian people to visit the country. The data collection method used is a survey of one hundred respondents to the Korea Festival 2018 visitors who are followers of @kcc.id instagram. The results of the study are that the South Korean brand nation contributed a significant positive influence on the interest Indonesian people on visiting South Korea. The factors that influence visitors; as following first, Tourism, Cities in South Korea have infrastructure that supports tourism; second, Export brands, South Korea has attractive local products; and lastly, Culture and heritage, music from the South Korean country is interesting.

**Keywords:** brand nation, interest in visiting

**ID 82 - Analysis of Effectiveness of Marketing Mix (7p) Communication Strategy on Selling Products (Snacks) A Case Study in As-Syarif Store 1 Situbondo Regency**

**Abi Kusairi** (Universitas Ibrahimy - Indonesia)

Marketing mix is one of the factors that influence on the success of a product. Marketing mix includes products, prices, place, and promotions plus physical evidence, people and process. This research aims to identify factors that has influence on sales of snacks based on marketing mix (7P) criteria and compose the priority improvement to increase sales volume based on the factors that influence. This reseach uses quantitative method, main data collection use questionnaires and purposive sampling technique where the samples are customer who have bought snacks in As-Syarif store 1 Situbondo regency at least once a month with a sample size are 100 respondent. Data analysis used in this research is multiple linier regression with marketing mix (7P) as independent variables (X) and sales volume as dependent variable (Y). Based on this research, it was found that marketing mix simultaneously had positive significant effect on sales volume. And then partially, four out seven marketing mix variables have positive significant effect on sales volume there are price, place/distribution, promotion, and process/services with price as the most influential variable. After the data is analyzed, it can be seen that in general marketing implementation the marketing mix of As-Syarif store 1 Situbondo regency is already in a fairly good stage and needs to be improved again.

**Keywords:** Effectiveness, marketing mix

**ID 84 - The New Media in Facing Industrial Revolution 4.0**

**Maisarah Binti Ahmad Faisal** (Universiti Utara Malaysia)

In occurrence of Industrial Revolution, it plays an impact to towards the growth and future of the world. Today, the 4th revolution has become us, bringing a new phenomenon to technical change and socioeconomic impact. Business firms is adapting to these changes and taking up challenges to increase their productivity. Let's narrow down the impact of Revolution 4.0 in the media areas. For



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