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Dear Delegates,

As editors and on behalf of the organizing committee, it is our absolute pleasure to welcome your research into the conference proceedings of the 8th International conference on New Paradigms in Social Sciences, Humanities and Culture (NPSHC – 2023).

A total of 20 competitive papers/abstracts were submitted from research entities and industries, which made a representation from different countries.

The review process has been stringent and only quality papersare included in the proceedings. The review policywas stringently followed. A total of 10 papers finally made it into these proceedings for publication, making a success rate of 50%.

Session chairs and field experts proactively commented and gave suggestions for improvement in the papers. Networking and Penal discussion sessions were helpful to delegates in enhancing their knowledge about new directions and methods of research in their respective fields.

We are sure that the quality of the papers adheres to the required standards befittinga leading academic conference.We feel proud to be a part of the conferences and proceedings, so should you be to be a part of it.Finally, to the authors, please accept our congratulations for all your hard work and papers published here.

Best regards,

Clara EviCitraningtyas,
Lulu Setiawati
Nidhi Bansal

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Research papers

NPSHC -2023

UNDERSTANDING INDONESIA'S MENTAL HEALTH CRISIS: CHALLENGES AND RESPONSES

Dr. Clara Moningka
Universitas Pembangunan Jaya

"Mental health is a state of well-being in which every individual realizes their potential, can cope with the normal stresses of life, can work productively and fruitfully, and can contribute to their community (World Health Organisation)"

1. Introduction

Mental health is usually associated with a physical well-being or being in good shape, but it also encompasses emotional stability. Good mental health allows us to connect with others, function well in our daily lives, handle tough situations, and grow personally. Mental health is a complex continuum, ranging from severe distress to an ideal state of happiness and wellness. While most people with good mental health experience joy, even those in deep emotional pain can sometimes find mindfulness.

Mental health problems escalated throughout the COVID-19 pandemic. The pandemic brought sudden and significant changes, leaving many feeling powerless across various facets of life—from economics to communication and social interactions. People experienced disruptions in their business and jobs, but on the other hand, it also allowed new business opportunities to come. Moreover, since the pandemic people have become very reliant on technology to communicate with each other. Even though the distance and boundaries were exceeded, the dependency and addiction to technology were increased. With the uncertain condition the pandemic has given, people also become afraid and anxious about facing the future.

Post-pandemic, many anticipated that life would return to normal, only to find emerging new habits or cultures. Economic conditions for some remained stagnant or worsened. Companies' dependency on technology led to efficiency and caused many employees to be laid off.

Additionally, social media's pervasive presence gave rise to new issues. There has been an increase in problematic behavior such as social comparison and self-deception on social media, and even anxiety because of social media. Social media has become a new social platform—it provides a place for expression, a space where boundaries blurred, allowing unrestricted sharing.

2. The Importance of Adolescent Mental Health

Mental health matters for everyone at any stage of their life. However, certain groups are more prone to mental health issues, especially those dwelling in poverty, exposed to violence, or have limited access to mental health services. This vulnerability often affects specific generations more than others.

The Z generation or "Zoomers" and younger cohorts encounter distinct mental health challenges, often exacerbated by factors such as poverty, exposure to violence, and restricted access to mental health services. Growing up in an era of rapid changes, anxiety, and uncertainties, the Z Generation and younger cohorts navigate their formative years immersed in technology, where social media and the internet play pivotal roles as their primary social environments. While technology offers connectivity and information, it also presents risks like cyberbullying and the pressure to maintain an idealized online persona. Additionally, the ease of self-diagnosis due to the abundance of information just a click away contributes to the vulnerability of these generations.

This generation is often labeled as "fragile," with terms like "snowflakes" or "strawberry generation". However, such labels often oversimplify the complex mental health challenges they face. It is essential to recognize the need for empathy and understanding in discussing mental health with nuance. Efforts to address mental health in these generations should encompass promoting awareness, increasing access to mental health services, encouraging healthy technology use, fostering community support, and building resilience. Recognizing the interdependence of these factors is pivotal in creating a more supportive environment for the mental well-being of the Z Generation and younger individuals.

Mental health is important because it can affect all aspects of an individual's life, especially for children or adolescents with mental health issues. These challenges can impede their future prospects, including socio-economic aspects, hindering their ability to secure employment or sustain a livelihood. Particularly for those from marginalized families, achieving upward mobility and an improved standard of living become elusive, leading to additional complications.

Data from the Ministry of Home Affairs in December 2022 revealed Indonesia's population exceeding 270 million people dominated by the young generation aged 10-19 years old, amounting to 46.2 million individuals. The real concern is mental disorders and emotional instability increase among this younger generation. Basic Health Research (Riskesdas) in 2018 indicated that over 19 million people above 15 years old experienced mental and emotional disorders, and more than 12 million facing depression (Rokom, 2021, 2023). This data underscores that Indonesia is facing a crisis in mental health. The latest Indonesia Nasional Adolescent Mental Health Survey in 2022 reported that around 1 in 20 adolescents or 5.5% of adolescent aged 10-17 were diagnosed with a mental disorder within the last year, and categorized as people with a mental disorder (Orang Dengan Gangguan Jiwa/ODGJ). Additionally, one-third of the adolescent population is classified as individuals with mental health issues (Orang Dengan Masalah Kejiwaan).

This current situation raises concerns as the younger generation is the future of the nation and often referred to as the "golden generation". Addressing adolescent mental health requires specific considerations:

1. Demographic Significance

This age bracket is taking a large portion of the population, and is considered a working/active population compared to the dependent groups, representing a demographic dividend according to the.

2. Critical/important phase of development

Adolescence stands as a pivotal phase in human development, marked by unique physical, social emotional, and cognitive characteristics. Adolescents have their own way of thinking about their surroundings. They perceive themselves as the focal point, believing that the world revolves around them. They also have egocentric beliefs, that other people watch and pay attention to their appearance or behavior (imaginary audience). Adolescents also experience personal fable feeling that others cannot comprehend their experiences.

3. Significant burden of disease

According to the WHO Report in 2018, Adolescents bear a substantial proportion of the population's illness and injury burden. During this phase, various health-related behaviors significantly impact their future, affecting their lifestyle, achievement, and subsequent phases of development, even influencing their decendants' well-being.

3. Determinants of adolescent mental health

The current young generation exhibits a strong connection to technology and demonstrates increased awareness of their mental well-being. Technological advancements have broadened access to information on various mental health issues. However, this reliance on technology presents drawbacks, including self-diagnosis, exposure to misleading information, and challenges in seeking help due to societal stigma. Moreover, parents, engrossed in their work, maybe less attuned to their child's mental health concerns, often dismissing them as typical teenage issues. Research focusing on adverse childhood to 245 adolescents in South Tangerang indicates concerning findings. Around 39% of respondents experienced parent or adult insults and swearing at them, while 31% felt a lack of parental love or attachment. These experiences can affect their mental well-being as adults (Moningka & Simanjuntak, 2023). Although the scope of this research remains limited, it suggests that parental or caregiver attachment significantly influences a child's development. Social media's prevalence exposes teenagers to mental health risks, fostering frequent social comparison and self-deception, contributing to heightened anxiety, stress, and depression.

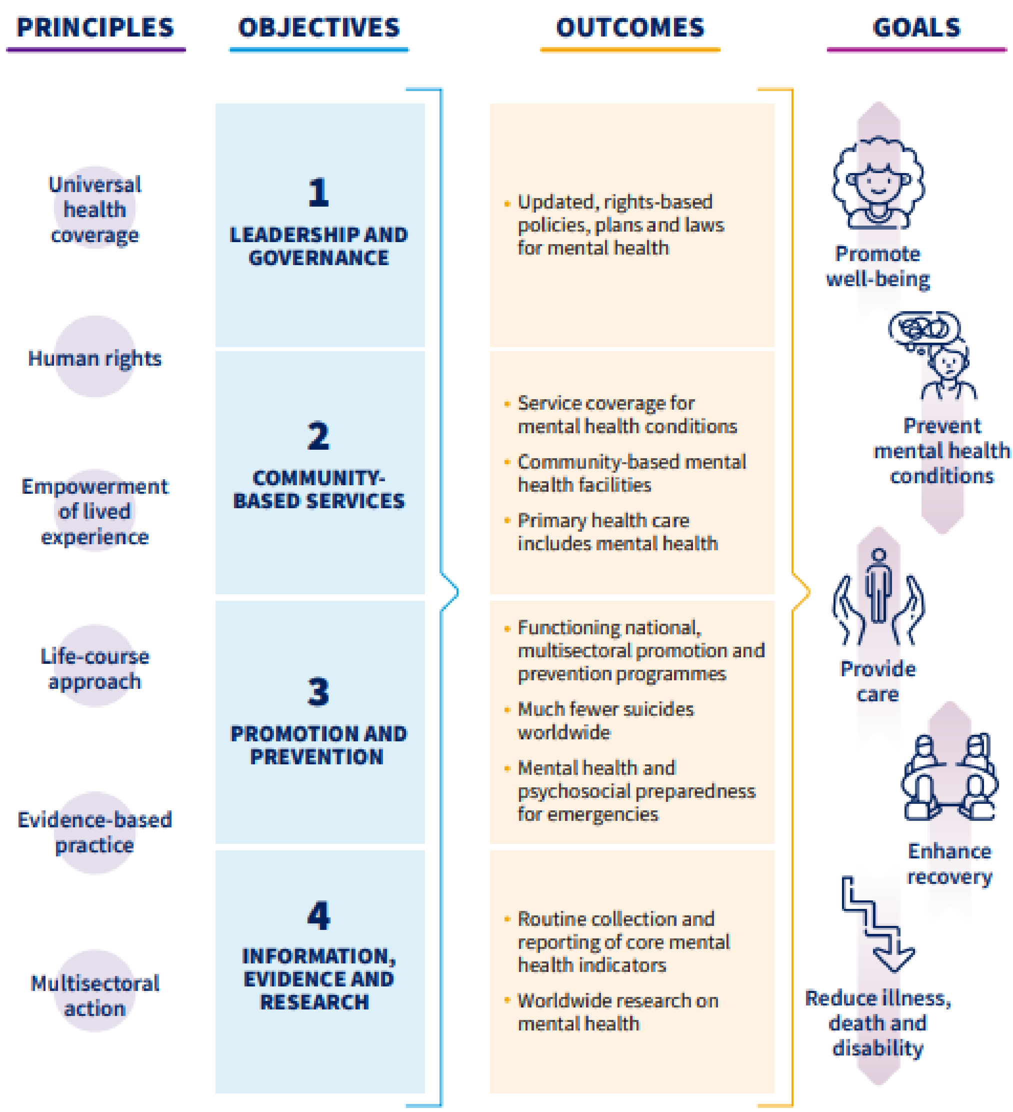
Education plays a crucial role in adolescent health and intergeneration impact. The issues of out-of-school adolescent remains an unresolved phenomenon in Indonesia. Biro Pusat Statistik (BPS) noted that the school dropout rate in Indonesia continues to increase from 2019 to 2022. The rate increases from lower levels to higher levels, and it happens not solely due to economic issues. WHO reports slow progress in reducing the number of out-of-school adolescents in certain regions, including Indonesia. Factors like early marriage, particularly for girls, contribute to reduced school attendance. According to Kondirolli and Sunder's research (2022), an additional year of education correlates with decreased symptoms related to depression and anxiety. Better-educated individuals tend to exhibit less severe symptoms, especially among women and rural residents. The research also predicts that education on mental well-being significantly influences physical health, health-related behavior, knowledge, and women's empowerment.

4. Promotion and prevention of Mental Health Problems

In addressing mental health problems, the World Health Organization (WHO) has devised strategic methods for promotion and prevention. By 2030, the global priority aims to reduce the suicide rate. WHO's LIVE LIFE program focuses on four interventions: (1) limiting access to means of suicide; (2) responsible media reporting on suicide-related matters; (3)

fostering social and emotional skills, especially among adolescents; and (4) early intervention for vulnerable individuals

Figure 1: A visual summary of the Comprehensive mental health action plan by WHO 2013–2030



Source: WHO (2021)

Children and adolescents thrive supportive environments. The World Health Organization (WHO) promotes strategies in these settings, emphasizing policies that uphold and safeguard mental health, such as laws addressing sexual violence crimes (e.g., the law on sexual violence crimes or "Undang-undang tindak pindana kekerasan seksual/UU TPKS"). Additionally, WHO encourages nurturing care, anti-bullying initiatives, enhancements in environmental quality, and social-emotional learning programs within schools. There are also initiatives aimed at enhancing workplace environments, including supportive labor regulations, mental health training for managers, and interventions for employees.

On an individual level, our role in tackling mental health concerns involves a foundational action—caring for our environment. This extends beyond physical surroundings to encompass the social context. Developing empathy plays a pivotal role in extending support to those grappling with mental health challenges or individuals at risk. Unfortunately, the prevalence of social media, the internet, and our fast-paced lifestyles often impedes genuine connections with others. There's a widespread belief that social media constitutes our environment, overshadowing the understanding that authentic communication and relationships require intentional nurturing.

Cregg and Cheavens (2023) conducted an experimental study on kindness, social acts, and reappraisals to enhance well-being. Their findings revealed that acts of kindness and social engagement are more effective in boosting happiness than therapy for individuals dealing with depression or anxiety. Consider the story of Don Ritchie from Watsons Bay, Australia, who approached people contemplating suicide at the edge of a precipice known for such incidents. Ritchie greeted them with a smile, asking, "Is there something I could do to help you?" He'd tap their shoulder and invite them for a cup of tea. Over 50 years, he saved numerous lives, estimated at around 500, according to official tallies. His story deeply touched humanity and urged us all to reconsider the potency of kindness and the essence of being a compassionate neighbor.

In conclusion, I encourage everyone to prioritize caring for each other and the environments we inhabit. Fostering empathy and promoting kindness in the face of adversity are crucial. Small acts of kindness possess the potential to ignite positive transformations. It's imperative to stop stigmatizing, discriminating against, or marginalizing others, while refraining from spreading unnecessary anxiety. By embodying these principles, we can serve as exemplary figures for future generations, contributing to the establishment of a more compassionate world for all to thrive in.

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FORMS OF VIOLENCE IN UNHEALTHY MARITAL RELATIONSHIP: A QUALITATIVE CONTENT ANALYSIS OF THE FILM "SELESAI"

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Abstract

Violence can occur in unhealthy relationships, generally as a result of a lack of mutual support and theexistence of power and dominance. Given the data on domestic violence in Indonesia, and films as a representationof the situations that occur in society, this paper aims to present the forms of violence, especially psychologicalviolence, in film "Selesai". This study uses the qualitative content analysis approach.

According to the findings, forms of violence were portrayed in 52% of the entire period of 77 minutesand 28 scenes, or 54% of the total 50 scenes. The data found that psychological violence dominated the film'sviolence, accounting for 82% of the total. Physical violence was found in 18% of the cases, whereas sexual andfinancial violence were not observed. In the film, the husband was the primary perpetrator of both physical andpsychological violence against his wife. This implies an imbalance of power dominance in the marriage, whichmay mirror societal conditions.

Keywords: Violence in Marriage, Content Analysis, Film “Selesai”, Communication.

1.Introduction

The film "Selesai" (Finished in English) exposes forms of violence in unhealthy marriages. The plot follows the marriage of Broto (Gading Marten) and Ayu (ArielTatum), which is on the verge of collapse. Ayu discovers that her husband is having an affairwith a woman named Anya (Anya Geraldine). Ayu decides to sue for divorce since she can nolonger handle the affair. However, just as she is ready to leave the house, her mother-in-law,Sri Wedari (Marini), unexpectedly appears. Ayu is close to her mother-in-law, so she stays athome and pretends everything is normal. Broto, on the other hand, is worried because Anyacontinues phoning him. He is afraid of being held accountable for the affair, so he tricks Ayuinto believing she is the one cheating. The confrontation begins here, as both Ayu and Brotobegin to lie and blame one other. Violence was used, and this destructive behaviour eventuallyends their relationship.

One of the distinguishing features of dysfunctional relationships is violence. A lack ofmutual support, as well as the prevalence of control and dominance, characterise unhealthyrelationships. Violence may take many forms, including physical violence, psychological,sexual, and financial (Ali, et.al., 2023). The elements that contribute to violence in relationshipsare numerous and diverse. Personality characteristics, reliance, and sexual desire are examplesof internal influences. Environmental influences, adultery, dishonesty, and jealousy areexamples of external factors.

The film "Selesai" is a depiction of the violence that may occur in unhealthymarriages. The film raises awareness about the issue of domestic violence and serves as acautionary tale about the dangers of toxic relationship. Films are not only a popular form of entertainment, but can also be used to share various concepts, ideas, and effects. Film is onepowerful medium that can be used to capture and reflect the reality of society. According toSobur (in Sari et al., 2019), films should be able to capture the growing and developing life ofsociety and project it into a work. Films are more impactful than other media because theauditory and visual elements work well together to keep viewers engaged and help themremember the film. Thus, the film "Selesai" can have a significant effect on the public'sunderstanding of violence in marriages. By watching the film, viewers can gain a deeperunderstanding of the causes and consequences of violence in relationships. It is a powerful andimportant medium that can help to raise awareness of violence in the household. The film is avaluable resource for individuals, families, and communities.

Indonesia has troubling data on violence, particularly in relationships. According toAzhari (2022), 40-70% of women will re-enter lethal relationships by the year 2022. InCATAHU 2020, the National Commission on Violence Against Women recorded 1,309incidents of interpersonal violence, many of which occurred in married partnerships. Apartfrom women experiencing psychological violence in a marriage, psychological violenceagainst children is also often found. There were 338,496 cases of gender-based violence againstwomen and 14,517 cases of violence against children occurring throughout 2021 (HukumOnline, 2022). Victims are frequently trapped by a lack of awareness regarding interpersonalviolence. In "Selesai," Ayu is subjected to psychological torture. Male infidelity correspondswith the film's portrayal, according to broad sociological polls (2010-2016). With 40%confessing infidelity, Indonesia ranks second in Asian cheating incidents (justdatingin accurate.co). Ayu's divorce request in the film reflects Kata Data's 2020 Indonesian divorcestatistics, which show 291.677 instances, largely due to conflicts.

The purpose of this study is to identify the forms of violence in an unhealthy marriagerelationship between the main characters of Broto and Ayu in the film "Selesai". Byhighlighting the forms of violence depicted in the film, such as physical, emotional, verbal, orpsychological abuse, public can become more informed about the different facets of domesticviolence. This knowledge can contribute to preventing and addressing such issues in real-liferelationships.

2.Literature Review

Violence is a form of aggressive behaviour that causes suffering and even hurts other people. Victimsof violence are usually experienced by women in their personal relationships. Thus, it can be understoodthat the result of violence itself is the existence of victims. Various causes of violence can influenceperpetrators to commit acts of violence, both physical and mental (Pattiradjawane, Wijono, & Engel,2019).

Marta (in Pattiradjawane, Wijono, & Engel, 2019) identifies four forms of violence: physical, mental,sexual, and financial. According to Budi (2017), physical violence involves attacks on the body,resulting in injuries like slapping, grabbing, kicking, and throwing things. Yani (2020) identifiespsychological violence as victimizing behavior that undermines confidence, stifles expression, andinduces trauma through actions like raising one's tone, cursing, manipulation, and intimidation. Sexualviolence, according to Poerwandri (in Yani, 2020), involves degrading, hurtful sexual acts such astouching, harassment, forced intercourse, and threats. Financial violence involves exploiting victimsfinancially by coercion or blackmail, forcing hard work, seizing property, or demanding the victimcover the abuser's living expenses (Poerwandri in Yani, 2020).

Article 7 of Law No. 23 of 2004 concerning the Elimination of Domestic Violence states thatpsychological violence is an act that results in fear, loss of self-confidence, loss of ability to act, a feelingof helplessness, and/or severe psychological suffering for a person. Acts of psychological violence aregenerally difficult to see. A person who is a victim often does not realize that he is a victim.

According to Hukum Online (2022), action that can be regarded as psychological violence are asfollows:

1. There are statements made with swearing, anger, insults, negative labels, and derogatory bodyattitudes.
2. The actions often pressure, humiliate, degrade, limit, or control the victim to comply with theperpetrator's demands.
3. The actions cause fear, loss of self-confidence, loss of ability to act, and a feeling ofhelplessness.

Films, as an audiovisual mass medium, communicate social or moral messages to target audiences.They mirror the transformation of civilization and can resonate with viewers' perspectives, generatinga strong connection both during and after viewing. Filmgoers anticipate educated and innovative worksthat provide alternative viewpoints on societal problems, such as Adriani's infidelity (in Dila, 2022).

Films use emotional connection, visual contrast, audience contact, and inspire change (Javandala in Nor& Rachman, 2019). They cover a wide range of genres, including action, drama, science fiction, horror,humour, and romance. According to Pratista (2017), films are made up of narrative and cinematicaspects; the former pushes the tale, while the latter, which includes *mise en scene*, cinematography,editing, and sound, interlinks constantly.

3.Research Method

This study uses the content analysis method, which is essentially a way of coding statements or writingsthrough the construction of categories. According to Neuman (in Dilla, 2022), content analysis is atechnique for examining information, or content, in written or symbolic form. Research on contentanalysis is used especially for descriptive research.

This study uses qualitative content analysis, in which this study used scenes from the film "Selesai" thatshow the depiction of forms of violence as the object to be studied. Qualitative content analysis is anempirical research method, in which data collection is based on text in the context of communicationand is analyzed using the sequence of content analysis (Drisko & Maschi, 2016). The data analysis unitused in this research is the scenes of the film that depict violence (Yin, in Febriyanisa, 2021).

Coder 1 (the researcher) and coder 2 were used in the study, with the latter satisfying specifiedrequirements such as having seen "Selesai," having done qualitative content analysis, and understandingviolent forms stated in Literature Review. The Holsti formula was used to compare their codingoutcomes in reliability testing (Nili, et.al., 2017). The reliability coefficient (CR) goes from 0 to 1; avalue greater than 0.7 (70%) shows dependability. According to Eriyanto (in Ananda, 2017), adependability of 0.7 or greater suggests a reliable measurement instrument. The reliability test, using23 indicators across 4 violence categories by Marta (Pattiradjawane, Wijono, & Engel, 2019), revealeda perfect reliability coefficient of 1

(100%) between coders 1 and 2. Exceeding the minimum thresholdof 0.7 (70%), this confirms the instrument's reliability.

a. Discussion and Analysis

Data on the duration of violence in the film "Selesai" shows that violent scenes account for 52%of the overall time, surpassing non-violent parts at 48%. The film lasts 1 hour and 17 minutes (77minutes), with violent scenes lasting 40 minutes and 1 second and non-violent portions lasting 36minutes and 59 seconds.

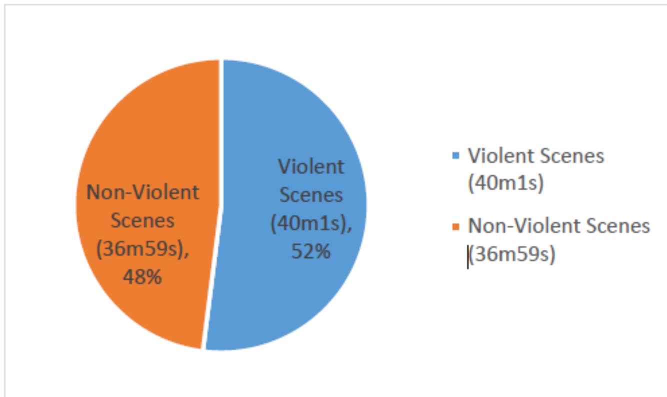

Figure 1: Duration of Violent/Non-Violent Scenes

The data on Figure 1 demonstrates the prevalence of various types of violence inunhealthy marital relationships in the film, as calculated using the formula (total duration of violencedivided by total duration x 100). Thus, "Selesai" is distinguished as a film with a predominance ofviolent scenes.In terms of the number of scenes, data from the scenes in film "Selesai" shows that around 28out of 50 of the scenes (56%) contain violence. In contrast, 22 scenes out of 50 scenes (34%) depictnon-violent features.

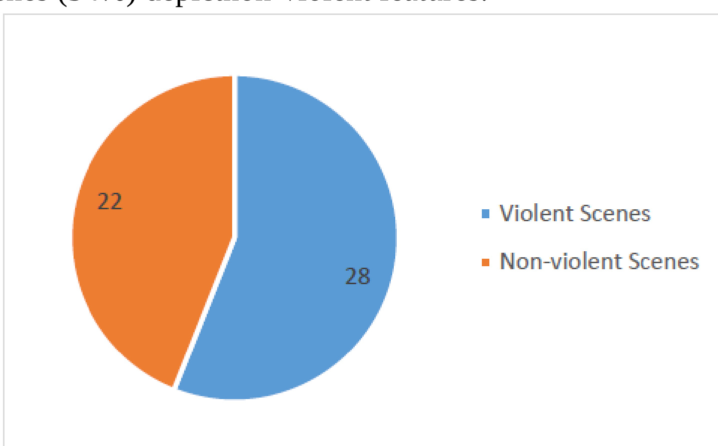

Figure 2: Number of Violent/Non-Violent Scenes

This data confirms the film's depiction of multiple kinds of violence, as well as its predominance of violent sequences inside unstable relationships. It adds to this evidence by highlighting "Selesai" as a suitable research subject because to its representation of violent themes.

Obtained through an agreement between coders, 28 violent scenes were found. The scenes then classified into four groups, although only two were found in the film. The chart below shows that Physical Violence accounted for 18% of the situations and Psychological Violence accounted for 82%.

Table 1. Violence Category Scenes in the Film "Selesai"

No.	Category	Quantity	Percentage (%)
1.	Physical Violence	5	18%
2.	Psychological Violence	23	82%
3.	Sexual Violence	0	0
4.	Financial Violence	0	0
Total		28	100%

The table above breaks down scene categories displaying different kinds of violence in the film "Selesai." It divides violent incidents into four categories: physical violence, psychological violence, sexual violence, and financial violence. Physical violence is shown in 18% of the scenarios, accounting for a lower proportion of the total number of scenes examined. Psychological Violence, on the other hand, dominates the depiction, accounting for an astounding 82% of the scenes. This sharp difference shows that the film prioritises depicting mental hostility, psychological pain, or emotional injury above depicting physical conflicts or violent deeds.

The absence of scenes involving sexual or financial violence in the film is interesting. This omission might indicate purposeful narrative decisions, such as focusing on certain themes or avoiding depicting specific types of violence. In Indonesia, the taboo around sexual topics is an important cultural feature, including media representation such as films. The absence of scenes portraying sexualviolence or other sexual themes in the film "Selesai" might be related to the larger cultural taboosurrounding discussions about sex and sexuality in Indonesia. The nation still has a selective culturalenvironment in which sex talks, particularly in public or popular media such as films. This culturalnorm may cause self-censorship and limit in depicting sexual themes or concerns in Indonesian mediaand entertainment, especially films. Filmmakers frequently tread cautiously on these lines in order toavoid controversy, censure, or criticism from social and religious organisations. The absence of scenesillustrating Financial Violence or any serious representation of financial concerns within marriages canalso be attributed to a cultural aversion to openly discussing money matters, particularly within theframework of marriage.

Overall, the chart emphasises the prevalence of psychological and emotional violence shownin "Selesai," showing an intentional focus on the psychological components of aggressiveness andconflict as opposed to physical or other kinds of violence. This focus might represent the film's narrativedirection, thematic themes, or social criticism on the consequences of mental aggressiveness vs physicalaggression. In the context of Indonesia, the focus on psychological violence over physical violence ina film may be an intentional choice motivated by a desire to raise awareness and spark debate about thefrequently neglected but significant issue of psychological aggression.

In the film, physical violence is directed both at Broto and at Ayu. Broto's physicalviolence towards Ayu lasts 2 minutes and 18 seconds, and includes yelling, throwing a suitcase,grabbing and pushing Ayu. Ayu's physical violence towards Broto, on the other hand, lasts 1 minuteand 16 seconds and includes Ayu tossing a panty with 'Anya' written on it to Broto, Ayu throwing apillow and bolster to Broto, and Ayu slapping Broto.

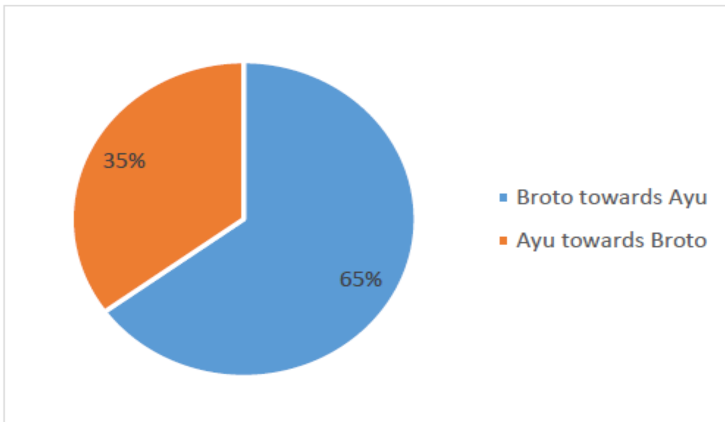

Figure 3: Percentage of Physical Violence

Figure 3 depicts the percentage of physical violence committed by the couple. Thedisproportionate portrayal of physical violence in the film, where 65% of the violence comes from thehusband against the wife and 35% comes from the woman towards the husband, represents an extremepower imbalance within the relationship dynamic. This disparity in physical aggressiveness frequentlyreflects cultural standards and established gender roles, with the spouse seen as the dominating figure,exercising power through force or intimidation. The larger incidence of violence committed byhusbands against wives may highlight structural concerns such as patriarchy, in which males aretraditionally perceived as having more power and employing violent tactics to retain that dominancewithin partnerships.

In terms of psychological violence, Broto and Ayu are both targets of psychological violence.Broto's psychological abuse to Ayu lasts 23 minutes and 24 seconds (58.5%) and involves blackmail,cursing, wrath, insults, negative labels, and degrading body views. Ayu's psychological assault towardsBroto, on the other hand, lasts 13 minutes and 3 seconds (41.5%) and consists of Ayu ridiculing andshouting at Broto.

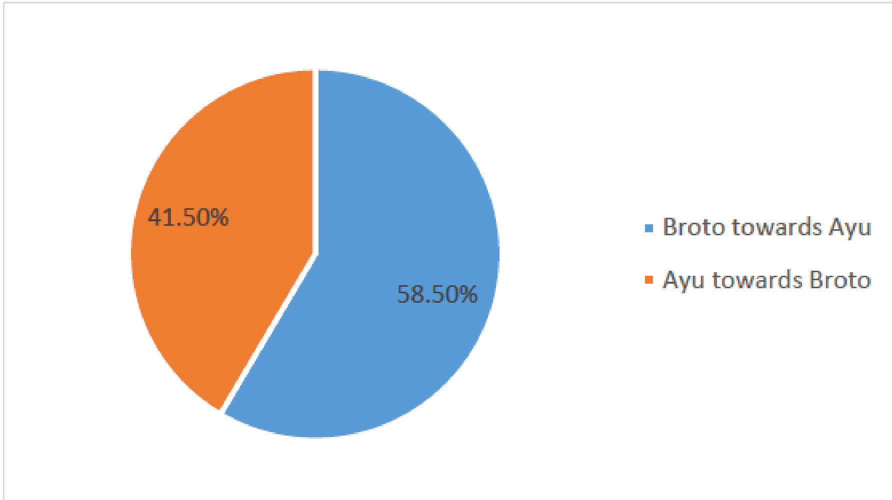

Figure 4: Percentage of Psychological Violence

Figure 4 depicts the couple's proportion of psychological violence. The discrepancy indepicting psychological violence between spouses raises issues regarding the portrayal of gender-basedpsychological abuse and its possible influence on audience views. It may promote the perception thatmales are more likely to engage in emotionally abusive behaviour in relationships, hence normalisingsuch behaviour. Furthermore, it can lead to the idea that emotional abuse from women is less severe orinfluential, weakening the severity of psychological violence regardless of the gender of the offender.

Examining the film's disproportionate representation of psychological violence reveals biggersocial concerns around gender roles, power differentials, and emotional abuse within intimaterelationships. It sparks debate on the importance of more balanced and nuances depictions of emotionaldynamics in films in order to challenge stereotypes and create a greater awareness of the complexities ofpsychological violence in relationships.

4.Conclusion

The research centres on violence forms confirmed by the coders in a marital relationship of thefilm "Selesai." The focus is Broto and Ayu's unhealthy relationship, detailing physical andpsychological violence, their scene frequency, and character involvement. In a total duration of 77minutes, 40 minutes 1 second contain violent scenes while 36 minutes 59 seconds do not. Thisestablishes "Selesai" as predominantly portraying violence in unhealthy marital relationships betweenBroto and Ayu. Among 50 scenes, 28 depict violence, predominantly psychological. Physical violenceis limited to 5 scenes (18%), psychological violence to 23 scenes (82%), with no sexual or financialviolence. The husband was the dominant perpetrator of both physical and psychologicalviolence against his wife throughout the film. This suggests a power imbalance in the marriage, whichmay reflect social realities.

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SERVICE QUALITY AS A MEASURE OF MOSQUE CUSTOMER SATISFACTION

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Abstract
Upon this having a purpose is do research for reviewing analyse from service that determines the satisfaction of the congregation because service quality in a mosque will be influential in determining the satisfaction that will be felt by the worshipers who come. The research method used in this study is to use the regression analysis method. The population of this study were visitors to mosques in Tangerang in the period February to May 2023. Determination of the sample of this study is to use some technique where the researcher determines the criteria regarding respondents who can be selected to be sampled in this study. The results of the research that have been carried out can be concluded that there is an influence of the indicators of service quality on the satisfaction of the mosque congregation simultaneously. However, from the results of partial research, indicators of physical appearance, responsiveness, and assurance have no influence on the satisfaction of mosque congregations in Tangerang City.

Keywords: Service quality, customer satisfaction

1. Introduction

Mosque economic empowerment is a very strategic programmed for the development of government plans to improve people's welfare. Mosque is a place to bring together people from various circles who must maximize it as a means. To do the economic empowerment so the management of the mosque must think beyond the imagination so can create a new innovation for the community. This needs to be reviewed because there are mosques whose funds are a lot but also growing without the specific target that they want to achieve, but there are some of the mosques who’s having a smaller budget but aggressively enter people's economic development (Utama, Fitrandasari, & Arifin, 2018).

To empower the economy system using the mosque as the controller, it can be realised by utilising zakat, infaq, sadaqah, waqf, and another kind of fundraising through the mosque. The economic foundation based on the community is must be done immediately because it can make change for the economic conditions for the people surrounding the mosque who needs it the most and it can make a stronger community towards the stronger economy (Istan, 2017).

The important role of the mosque in economic empowerment requires congregants who regularly carry out activities at the mosque. In deciding the congregation to worship at the masjib based on personal preferences such as provided by mosque for providing the people whose going to do a worship in the mosque with the services or any other facilities. Some of the mosques must be having a different kind of situation and condition to give an encourage and reward for the congregants and the worshipper to come to the mosque. The main or the primary objectives of providing a good service that conducted by the mosque management is to ensure continuity of the operation budget that came from them in term of funding the mosque daily activities for the concretion and worshipper. There are various cases where mosques are less visited by worshippers because of the bad or not good quality of services provided by mosque managers. Therefore, service quality is an important factor to ensure the congregation's satisfaction with the place of worship.(Haryono, Wahyuni, & Fahreza, 2021).

According to(Ganesan, Pitchay, & Mydin, 2020) many cases have been reported regarding worship activities in mosques that should receive a lot of privilege to repair and to give so it can be provided. Some of the true and usually happens at the mosque are there a poor maintenance from the mosque facilities where the facilities can break down at any time, so it can be very danger for the people that came to the mosque.Mosque as a special place for worshippers to seek tranquility, may it unfortunate where the worshipper place is experiencing problems in maintenance. The services that all provided in the mosque, a conducive environment and better management of the mosque will have an effect on the high attendance of worshippers and the worshippers will be going to mosque continually, daily, weekly, and monthly and be able to make more donations. This is going to be made a good condition in a long term for the mosque. Conversely, worshippers will feel dissatisfied with mosque services when mosque administrators fail to meet worshippers' expectations.(Sapri, 2016).

Some of the research that already have been made regarding on service quality towards the customer satisfaction of the mosque congregation from (Ganesan, Pitchay, & Mydin, 2020) the three constructs namely tangibility, assurance, and empathy had a positive and significant effect on congregation satisfaction. Meanwhile, there is a mediating effect of satisfaction on the relationship between tangible, assurance and empathy aspects of congregation loyalty to visit the mosque. Another research conduct by (Santoso & Alawiyah, 2021) IPA (important performance analysis) method analysis are having a three service attributes included in Quadrant I, meaning that there are three service attributes that must be prioritised for improvement, because the performance of service attributes is less than satisfactory to customers and is considered important by customers. So that these results imply that Bank Syariah Indonesia must always pay attention and improve all attributes that are considered lacking and still need improvement, so as to increase customer satisfaction in terms of service. The last research was conducted by (Kasdi & Saifudin, 2019) where The main object of the research was for examining the effect of sharia service quality, Islamic values and destination image on loyalty with visitor satisfaction as an intervening variable, a study on the Demak Great Mosque tour. The results of this study state that the results of this study indicate that sharia service quality has no effect on loyalty.

2. Literature Review

Intangible is the main course of the service so that can make the result into an activity the output is described as an activity, then the service owned by an organisation is usually provided to meet the needs of the community such as the State Civil Service or Health Services. Service is one of the factors used as an assessor to predict the achievement of an organisation in business and markets to achieve competitive advantage.(Ganesan, Pitchay, & Mydin, 2020).

Service quality is a service that can be described as an intangible and differentiated process so that services cannot be stored as an object or inventory. In addition, services also cannot be used as a tool for ownership but then there is a process of production, distribution and consumption simultaneously. The most important thing is where every process always involves customers. This is very important in the service process because at the time of creation the customer is also involved in its creation and the quality of the service is felt directly by the customer according to Kotler in the service process (Berliana & Zulestiana, 2020).

According to (Ganesan, Pitchay, & Mydin, 2020) the construct form the Service Quality are focusing on five dimension:

1. Reliability is the ability of organisation members to respond quickly and responsively to problems experienced within the organisation.
2. Physical evidence is the ability of organisation members to respond quickly and responsively to problems experienced within the organisation.
3. Responsiveness is the ability of organisation members to respond quickly and responsively to problems experienced in the organisation.
4. Assurance is the ability of members of the organisation to provide services that have been agreed upon so that confidence will be formed from members of the organisation.
5. Empathy is the ability of organisation members to understand the needs of stakeholders in order to provide a sense of comfort.

According from (Kotler & Keller, 2019) satisfaction is an expression of feelings that arise after an activity that compares what has been achieved or to what extent the product produced is able to match expectations to obtain satisfaction or dissatisfaction which is described as a feeling of pleasure or a feeling of disappointment. More specifically, customer satisfaction is an evaluation of the buyer, where alternatives indicate that satisfaction is a level where a person has been able to compare the results he gets when consuming a product or service.

From the explanation above, it can be concluded that customer satisfaction is a point where the expectations of the customer meet for the product or service he consumes whether it is in accordance or not with the expectations he has measured or determined before consuming the product or service.(Kotler & Keller, 2019) said that are some of factors for customer satisfaction, they are:

1. Expectation suitability is something that is desired in accordance with what is provided by service or product providers. Even in the suitability of these expectations, sometimes it is able to exceed the expectations desired by the customer himself.
2. The intention to make a return visit is an activity given by the customer to carry out a return visit activity due to several factors that the customer feels when the customer consumes a product or service that has been provided previously by the product or service provider.
3. The desire to provide recommendations to the closest family or friends for products or services that have been used by customers because these customers have felt extraordinary benefits after the customer consumes the product or service provided by the product or service provider.

3. Problem Definition

From the background of the above problems, the researcher intends to conduct a study with the aim of seeing the effect of the quality of services provided by the Mosque Welfare Board (DKM) on the satisfaction of users of the mosque's house of worship. This research aims to examine the congregation who worship at mosques in Tangerang city in the period January 2023 to April 2023. The research objects in this study are mosques in the city of Tangerang.

4. Method of Analysis

According to (Sugiyono, 2018) a study if it consists of using certain statistical methods and the results are in the form of numbers for the results for study. Research design in this quantitative descriptive research design, which provides an overview of the results of data processing conducted by researchers. In this study using a population that has certain characteristics where the population in this study is all mosque worshipers who have performed worship at mosques in Tangerang City. After determining the population, the sample in this study must also be determined as for determining the sample size of this study using the hair method because the population is unknown or infinite.

This research will use multiple regression techniques, namely to test whether or not there is an influence of several dimensions of service quality on the dimensions of satisfaction of mosque congregations who have worshiped at mosques in Tangerang city. The author uses a questionnaire to obtain primary data which is then processed using SPSS.

5. Results and Discussion

This research gathered from 100 respondents where they are mosque worshippers who worship at mosques in Tangerang City. The characteristics of this study are that all respondents are male and always regularly worship at mosques in Tangerang City.

This research is using of the 5 indicators of service quality, there are only 2 indicators that affect the satisfaction of mosque congregations in Tangerang City. These indicators are reliability and empathy, while the other 3 indicators, namely physical appearance, responsiveness and assurance, have no effect on congregation satisfaction. However, if all indicators are combined, it will create customer satisfaction that is formed simultaneously and from the results of this study it is also said that 83% of mosque congregation satisfaction can be formed from the quality of service provided by the Mosque welfare council (DKM) to its congregation.

Based on the results of this study, mosques in Tangerang City should pay attention to 2 main factors of service quality, namely reliability where the DKM of mosques in Tangerang City must prepare cleaners, parking attendants and mosque officers who help worshipers. Then the activities carried out at the mosque are always on time, the supporting equipment for activities at the mosque always functions normally, and must provide mosque officers on duty such as imams or preachers who are experts in their fields. From the empathy indicator factor, the DKM mosque in Tangerang City must prepare and train its officers to be able to always apologise when something goes wrong, Mosque officers are able to pay individual attention to the congregation, Mosque Officers prioritise the safety and comfort of the Congregation, the services provided by Mosque Officers do not distinguish the social status and friendship of the Congregation, and Mosque Officers always apply smile, greeting and welcome to the congregation. The things mentioned above must always exist and be given training to all officers at the Mosque so that it can consistently run in maintaining the quality of service at the Mosque in Tangerang City.

6. Conclusion

There are two indicators that affect the satisfaction of mosque congregations in Tangerang City, namely the reliability indicator and the empathy indicator. This should be a concern of the mosque management, namely to always be able to provide officers who are always ready to help worshipers, activities at the mosque must be structured and able to provide mosque officers who are reliable in their fields. It is recommended that this research in the future can be added to other variables, namely the loyalty variable so that it is carried out on the object of a particular mosque so that the research results are more focused and not widened.

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DISCOURSE OF K-POP INVOLVEMENT IN INDONESIAN POLITICAL CAMPAIGN

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Abstract

Indonesia will hold its first simultaneous election for executives and legislative in 2024. To attract voters, political parties and individual candidates are using popular entertainment, such as K-Pop. The use of K-Pop in Indonesian political campaigns is a relatively new phenomenon, and that there is a lack of research on the topic. This paper examines the discourse within the K-Pop fandom regarding the involvement of K-Pop idols in Indonesian political campaigns. It focuses on various opinions among K-Pop fans about the attempts made by parties, using political campaign regulations as the ethical and legal perspectives. The paper will be conducted using qualitative methods, such as interviews with Indonesian K-Pop fans. This paper will analyze, how do Indonesian K-Pop fans perceive the involvement of K-Pop idols in Indonesian political campaigns. We hope to find the discourse within the K-Pop fandom concerning the mentioned matter.

Keywords: Indonesia, Election, 2024, K-Pop, Ethics

1.INTRODUCTION

Korean popular culture began its fame in Indonesia since 2000s (Jeong et al., 2017). It all began with the spread of Korean dramas, such as Endless Love and Winter Sonata, in the early 2000s. Since then, Indonesians have become avid fans of Korean music, fashion, and reality shows (Ramadhani & Linadi, 2020). One study found that Indonesian consumers generally have a positive perception of Korean popular culture, including dramas, K-pop, fashion, and food (Lee et al., 2020)..

In Indonesia, the development of internet connection contributed to the widespread of K-Pop fandoms. Usually, they used the term 'bias' to define their favoritism to idols. K-pop idols are multi-talented stars who can sing, act, endorse products, model, and advertise (Wang, 2022). Since there are market to please in using K-Pop idols, it is no longer difficult to see K-Pop idols' face to endorse various Indonesian local's brands. Indonesia holds a substantial K-Pop fanbase, ranking third globally in 2020 (Belinda, 2023).

Trend to market products using K-Pop idols influence, also followed by political sphere. The term political marketing suit its current condition in Indonesia's situation. Salamah (2015) argued that liberalization and consumerism are inseparable things, thus the result of democratization in political environment.The condition open the possibility for any political actors, such as parties or candidate to market them selves and gain votes from their "Political Consumers" (Novianty, 2018).In 2024, Indonesia will hold an election where the president, vice president, and members of the DPR and DPD will be electedonthesameday(Rundengan2022). Towards the event, parties and individual candidates are trying their best to attract voters or their political consumers. The biggest voters are coming from Generation Y and Z, ruling up to 56% among total voters (Muhamad, 2023). To cater to the generation's liking, parties, especially are trying to persuade them with popular entertainment, namely K-Pop.The involvement of K-Pop in Indonesian political campaigns has become a trending topic in recent months (Dianti, 2023; Faiz, 2022; Dirgantara, 2023). As Indonesia prepares for its 2024 general election, political parties and individual candidates are increasingly looking to K-Pop to attract voters, especially the young and tech-savvy Generation Y and Z demographic. As the recent research found that Indonesian K-Pop enthusiasts come from age 10 - 39 (Lee et al., 2020).K-Pop entanglement in the political campaigns have various point of views. Based on article written by Dianti (2023), when a politician in Indonesia recently announced plans to invitetheK-pop groupBTS to campaign forhim in theupcoming election. The announcement sparked mixed reactions.Fans who criticized the plan argued that it was an attempt to exploit BTS' popularity for political gain. They also said that BTS is a Korean group and that it would be inappropriate for them to be involved in Indonesian politics. The announcement has highlighted the growing popularity of K-pop in Indonesia and the potential for K-pop idols to be used for political purposes.

The initial in-depth article chose Generation Y or Millenials as the informants (Dianti, 2023). Where they strongly oppose to the idea of K-Pop involvement in Indonesian politics. Millenials are those born between 1981 and 1996 (Rauch, 2019). Therefore, it is interesting to find, what are the Z thinking, since there is no initial or further information regarding theGeneration Z perception towards K-Pop involvement in Indonesian political sphere. Since the dominating voters in 2024 election is Y and Z. Generation Z is the group of people born after Millennials and before Generation Alpha (June, 2021). Researchers and the media generally agreethat Generation Z was born in the mid-to-late 1990s and the early 2010s. For most of them, the 2024 election is going to be their first experience to vote.

There is actually specific regulation regarding political campaign conduct and boundaries. It can be found in Regulation on Election Communication of theRepublic of Indonesia Number 23 of 2018 on Elections. This regulation was issued bythe Indonesian Election Commission(KPU).Itregulatestheuseofcommunication media, including print, broadcast, and online media, for election purposes. The regulation aims to ensure that election communication is conducted in a fair and transparent manner, and that it does not violate the rights of voters. The regulation covers a wide range of topics, including types of communication media that can be used for election purposes; rules for using communication media for election purposes;procedures for reporting electioncommunication;andpenaltiesfor

violating the regulation (Peraturan Komisi Pemilihan Umum Nomor 3 Tahun 2022 Tentang Tahapan Dan Jadwal Penyelenggaraan PemilihanUmumTahun2024,2022). The regulation is an important part of the Indonesian electoral process. It helps to ensure that elections are conducted in a fair and democratic manner.

The involvement of K-Popin Indonesian political campaign sisa complex and controversial topic. While some people see it as a way to engage young people in politics and make the electoral process more inclusive, others worry that it could lead to the commercialization of politics or the exploitation of K-Pop idols.

Generation Z is the largest voting bloc in Indonesia, and their perceptions of K-Pop involvement in political campaigns will be crucial in determining the outcome of the 2024 election. This paper will examine the discourse surrounding K-Pop involvement in Indonesian political campaigns, with a focus on the perceptions of GenerationZfans. Byunderstanding the perspectives of GenerationZfans, thispaper will contribute to a better understanding of the potential impact of K-Pop on Indonesian politics.

2. LITERATURE REVIEW

2.1 Political Marketing inIndonesia

Ever since the reformation era back in 1998, political dynamic in Indonesia is fast changing. Political parties and politicians freely approaching their supporter. Their attempt to gain support from civilians can be acknowledged as political marketing. Salamah (2015) argues that liberalization and consumerism are closely intertwined. Consumerism empowers individuals to make choices in the marketplace, including in the political arena. This gives rise to "political consumers" who choose political parties based on the availability of programs that address issues such as healthcare, education, and public transportation.For Salamah in Novianty (2022) Political marketing is the study of how political entities communicate with their environment and each other in order to shape their public image and influence their constituents.Political marketing is the application of marketing principles and techniquesto political campaigns (Salamah, 2015).). Key considerations in political marketing encompass various elements, including activity, party, candidates affiliated with the party,marketingconcepts,voters,connectionswithimage,reputation,and leadership, as well as policy formulation and output (Maryani, 2018).One of the way to market the political party in Indonesia involves prominent figures, such as celebrity. In Indonesia, celebrity are not only used for the sake of campaign only, but also to spread the party brand. They are actively being a member and candidates to run on legislative election. The endorsement of political parties by celebrity can offer significant advantages for the parties involved. Celebrity often have adevoted fan base and a wide reach, making them powerful influencers(Annam, 2023). When celebrity publicly express their support for a particular party, their fans are more likely to follow suit, leading to a potential increase in the party's voter base.Based on research conducted in 2014, people who were less concerned about politics were more easily persuaded to choose a party if the advertisement used celebrity endorser.Asforthosewho aremoreinterested about politics, theyaremore likely to choose parties advertised by expertsandceleb-expert endorsers(Nisa,2014). Therefore, there is a significant impact to include celebrity as part of parties political marketing.

In conclusion, Indonesia's political landscape has embraced political marketing, influenced by consumerism and driven by "political consumers." Political marketing involves shaping public image and influencing constituents through communication. Celebrities play asignificant role, leveraging theirinfluenceto shape political views and expand voter bases.

2.2 K-Pop Involvement InIndonesian PoliticalMarketing

Celebrities with large based of followers could come from various field. Globalization also take part to introduce celebrities around the world. This phenomenon is what happens with K-Pop.K-Pop, originating in South Korea, is renowned for its strategic use of music videos in marketing. Initially confined to Korea, its global influence surged in the early 2000s, propelled by digital media platforms like YouTube (Kim, 2017). The products of South Korea's entertainment industry, particularly in music like K-pop, have effectively entered Southeast Asia also, with Indonesia standing out as a crucial market(Gustietal.,2022).Indonesianconsumers,particularlyamongmillennialsand Generation Z, exhibit a notable demand for Korean entertainment, particularly in the form of music . The cultural impact of the Korean wave, or hallyu, has left its markon psychology and innovation, contributing to its flourishing presence in Indonesia. The mutual influence between fans and Korean content, consumed through K-pop music, initiates a political marketing strategy involving K-Pop to attract the prospective voters.K-Pop fans range from various economical classes and educations are also aware and vocal about their political stances. In United States of America, back to 2020 elections, it was found that K-pop fans, especially followers of BTS, have showcase dtheir global impact byactivelyengaginginpoliticalandsocialmovements (Youn, 2023). For instance, they strategically booked tickets for a Donald Trumprally but chose not to attend, resulting in a sparsely populated venue. Amid the unrest following George Floyd's death, BTS and their fanbase, the BTS Army, collectively donated $1 million to Black Lives Matter (Youn, 2023).In Indonesia,K-Popfansinvolvementinpoliticscanbeseenin theratification ofOmnibus Lawissue.AstudyobservedtheactivitiesofK-PoppersinIndonesia during the contentious passage of the law. The findings reveal that Indonesian K- Poppers effectively leverage their role as citizens to express political opinions (Fadillah et al., 2022). They actively engage in political discourse by creating hashtags,mobilizingK-Popcommunities, and extending support to activistsopposing the Omnibus Law.

In Indonesia, K-Pop fans in Indonesia are in the age range of 10-15 years old with a percentage of 9.3%, 20-25 years old with a percentage of 40.7%, 15-20 years old with a percentage of 38.1%, while 25 years old and above the percentage range of 11.9% (Nata et al., 2022). Age 13 – 25 years are considered to be Generation Z. Because Generation Z are the people born between 1995 and 2010 (Mahapatra et al., 2022). Generation Z position in today's political landscapes in Indonesia isconsidered crucial. Surveyed by Indonesian Election Commission (KPU), they have 46,8 million votes in their hands, and for some, the general election 2024 is going to be their first time to vote. The results of the Kompas R & D survey for the January 2023 period noted that only a few respondents of the Generation Z group intended to abstain (not vote) in the 2024 General Election (Election). Reporting from Kompas Daily, Monday (2/27/2023), only 0.6 percent of Generation Z respondents intend to abstain from voting in the upcoming election. Thus, the Kompas R & D survey noted that the Generation Z votergroup tendsnot to want to be partof agroupthat is antipatheticto the election process (Nugraheny, 2023). Therefore, there seems to be potential for relatively maintained enthusiasm from Generation Z to vote in the 2024 elections.The interest and number of Generation Z in Indonesian political scenes are also thereason it isimportant to attract them. Toattract, K-Pop involvement becomes one of the strategy. The Indonesian Solidarity Party (PSI) and Gerindra are notable examples, employing tactics such as ticket giveaways for Blackpink's BORN PINK tour (Belinda, 2023). The National Mandate Party (PAN) also embraced K-Pop, hosting the "Birukan Langit Indonesia" event featuring Astro and local artists during their national working meeting. Nevertheless, the proposal by presidential candidate Ganjar Pranowo and Surakarta Mayor Gibran Rakabuming Raka to hold a K-Pop concert for political appeal faced criticism (Suhenda, 2023).

In conclusion, the influence of K-Pop transcends entertainment and extends into the realm of politics, especially in countries like Indonesia where its impact on the youth, particularly Generation Z, is profound. The strategic integration of K-Pop by political parties acknowledges its immense youth appeal, turning it into both a cultural phenomenon and a political tool. As the 2024 general election nears, thefocus on Generation Z, avid K-Pop enthusiasts and potential voters, highlights the need for youth-centric strategies. Indonesia's intersection of K-Pop and politics showcases a shifting landscape where cultural phenomena shape political narratives and engage the electorate.

3 PROBLEM DEFINITION

This paper examines the discourse surrounding K-Pop involvement in Indonesian political campaigns. The aim is to see how the fans in Generation Z is perceiving K-Pop involvement in Indonesia political campaign. The focuses are increasing involvement of K-pop in Indonesian political campaigns has raised concerns about the potential for K-pop to influence voters' decisions in ways that are not transparent or accountable.

4 METHOD OF ANALYSIS

This research, adopting a constructivist paradigm and a qualitative methodology, explores the perspectives of Indonesian Generation Z, ardent K-Pop fans poised for their inaugural voting experience in the 2024 general election. Through semi-structured interviews, the study delves into their unique viewpoints, emphasizing their subjective realities, attitudes, and motivations. The intentional selection of informants, long-engaged K-Pop enthusiasts predating 2022, ensures a contextual understanding of their intersection of K-Pop fandom and political awareness as they approach voting. Thematic coding and pattern recognition in qualitative analysis aim to unveil insightful connections between K-Pop fandom and political engagement among Indonesian Generation Z voters.

5.RESULTS AND DISCUSSION

In examining the perspectives of four individuals within the K-Pop fandom, each representing a distinct facet of Generation Z, this study sheds light on their knowledge and ethical considerations concerning political engagement and the potential participation of K-Pop in Indonesian political campaigns. The research findings also intricately unravel a multifaceted tapestry of hardcore-ness within the expansive K-Pop fandom. This diverse range of engagement spans from casual news updates to profound commitments, manifested through extensive concert attendance and merchandise purchases. An integral aspect of this hardcore fandom lies in the depth of financial investment, with heightened dedication visibly marked by greater expenditures. We believe that financial commitment as K-Pop fans may subside their answers.As we delve into the narratives of four distinct interviewees, each offering a uniqueperspectiveontheintersectionof K-Popfandomandpoliticalengagement,we gain valuable insights into the complex dynamics that shape the behaviors and attitudes of Generation Z enthusiasts.Najwa, an EXOL since 2017, emerges as a representative of a moderate level of engagement within the K-Pop fandom. Her primary involvement revolves around immersingherselfinK-Popmusic,servingasadedicatedcontentwatcher.Witha moderate understanding of Indonesian politics, Najwa actively engages with political marketing content, further discussing these topics with her friends. Importantly, her perspective leans towards the ethical inclusion of K-Pop in political campaigns. Najwa emphasizes the transactional nature of celebrity endorsement, making a clear distinction between such endorsements and the act of voting.

Bridging into the next perspective, Michael, a Blink since 2018, engages with K-Pop through content watching and staying informed via news updates. Despite a limited grasp of political intricacies, he acknowledges the impending election. However, Michael deems it unethical to intertwine K-Pop with Indonesian political campaigns. His rationale centers around the Korean identity of K-Pop, a viewpoint that he believes lacks alignment with the spirit of nationalism. Michael's perspective introduces an ethical dimension, drawing a connection between cultural identity and political engagement within the context of K-Pop.

Transitioning to Vania, a Carats fan since 2018, we encounter an individual with a more comprehensive and avid participation in the K-Pop fandom. Engagingnot only in news updates but also in content watching, concert attendance, and merchandise purchases, Vania offers a nuanced view on K-Pop's potential involvement in political campaigns. While she accepts the idea, she perceives the association as somewhat unnatural. Importantly, Vania underscores the ethicality of celebrity endorsements within political campaigns. Her perspective introduces a layer of consideration related to the perceived alignment and appropriateness of K-Pop's involvement in political narratives.

Finally, Erika, aligning with both Army and Blink fandoms since 2020, represents an individual deeply engaged in content consumption, merch buying, and actively voting for her idols. Despite her limited political knowledge, Erika questions the rationale behind political participation. Notably, she finds it unethical to integrate K-Pop into political campaigns, drawing a clear line between entertainment and political tools. However, she maintains that it is ethical to invite celebrities, provided the purpose is transparent. Erika's perspective adds another layer of ethical consideration, focusing on the clarity of purpose and intention behind involving celebrities in political campaigns.Collectively, these varied perspectives underscore the intricate relationship between K-Pop fandom and political engagement. They reflect a spectrum of ethical considerations and varying levels of political awareness within the Generation Z demographic. This nuanced exploration provides valuable insights into the potential convergence of K-Pop and political campaigns in Indonesia, showcasing the complex dynamics between cultural phenomena, fandom dedication, and political narratives. As we navigate the discourse, it becomes increasingly evident that the intersection of K-Popandpoliticsposesintricatechallengesandopportunities,requiringcarefulconsideration of ethical dimensions and the unique socio-political landscape of Indonesia.

The diverse perspectives revealed in the interviews showcase the multifaceted natureofthe relationship betweenK-Pop fandom andpoliticalengagement withinthe Generation Z demographic. Najwa's moderate level of engagement, centered around music consumption and content watching, illuminates the nuanced position of fans who actively discuss political marketing content while emphasizing the ethical separation of celebrity endorsements and the voting process. Michael's ethical concerns, rooted in K-Pop's Korean identity, introduce a layer of cultural sensitivity that some fans associate with political engagement. Vania's comprehensive participation in the K-Pop fandom, coupled with her acceptance of the idea of K-Pop in political campaigns, underscores the need for careful alignment and perceived appropriateness.Erika's distinctperspective, questioningtherationalebehindpolitical participation while advocating for transparency in celebrity involvement, emphasizes the importance of clear intentions in political campaigns. It is also important to highlight that none of them notice the Regulation on Election Communication of the Republicof IndonesiaNumber23of2018onElections.Thus, makingthemoblivious to official rules in deciding their extent of answer.

This array of perspectives collectively underscores the intricate dynamics shaping the relationship between K-Pop and political narratives in Indonesia. The varying levels of political awareness and ethical considerations among Generation Z enthusiasts highlight the complexity of engaging this demographic through cultural phenomena like K-Pop. The interviews shed light on the potential convergence of K- Pop and political campaigns, revealing challenges and opportunities that necessitate a nuanced approach. As the discourse unfolds, it is evident that the intersection of K- Pop and politics requires careful consideration of ethical dimensions, cultural sensitivities, and the unique socio-political landscape of Indonesia. Navigating this intersection presents opportunities to engage Generation Z voters effectively, but it demands a thoughtful and culturally sensitive approach to avoid unintended consequencesandfoster meaningfulconnections betweentherealmsofentertainment and politics.

6.CONCLUSION

In conclusion, this study delves into the intricate relationship between K-Pop fandom and political engagement in Indonesia's Generation Z. Examining perspectives from individuals reveals insights into their political knowledge, ethical considerations,andthepotentialroleofK-Popincampaigns.Theresearch uncoversa diverse range of hardcore engagement within the fandom, marked by financial investment. Perspectives from Najwa, Michael, Vania, and Erika emphasize ethical considerations,culturalsensitivity,andthealignmentofK-Popwithpoliticalnarratives. However, the lack of awareness of official regulations highlights a crucial gap. Navigating the intersection of K-Pop and politics requires careful consideration of ethical dimensions, cultural sensitivities, and Indonesia's socio-political landscape, presenting opportunities for effective engagement with Generation Z voters.

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THE EFFECT OF WORKING FAMILY CONFLICT AND WORKLOAD ON JOB PERFORMANCEOF STUDENTS WHO WORK IN INDONESIA

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Abstract

The current state of human resources environment in Indonesia is the background of this research. Human resources are undergoing changes in a variety of ways, including increasing need of education with the higher rate of tuition fee forcing individual to work while study at the same time. Emphasising on work-life balance and employee welfare, this study is going to answer whether there is an effect of the multiple role conflict to employee’s job performance, that further enhances company's success. The author conducted study on the effects of workload, and dual role conflict on performance, with job stress acting as an intermediary variable. 120 students who are working and attending employee programmes at Gading Serpong's private universities will be the subject of the study.

Keywords: Dual Role Conflict, Work load, Work Stress, Job Performance.

1. Introduction

High school graduates make up the majority of the working population in DKI Jakarta based on their degree of education. The total amounted to 1.3 million people, or 27.51% of all working-age residents in the capital city. Next, there are 1.03 million graduates from vocational schools that are employed in DKI Jakarta. The percentage of the capital city's entire working population reached 21.88%. According to the aforementioned data, there are still a significant number of people who choose to start working after high school before going on to college. Today's academics and professionals are concerned about how to draw the line between job and life. This interest has been found to be fueled by a number of variables, including shifts in the labour market's demographic makeup, shifts in the volume and pace of employment, and increases in working hours (Helmle, 2019). Gading Serpong, which is the demographic this study focuses on, is bordered by a lot of big businesses, thus there is a lot of labour demand there. Employees are encouraged to take advantage of employee classes provided by private institutions in Gading Serpong for career development needs by working while learning as a result of economic circumstances and educational requirements.

According to researcher’s survey (2023). Gading Serpong has six campuses, six of them, offers an employee class programme that allows students to work while also taking classes. According to Muhson and Mardelina's (2017) research findings, there are many reasons why students choose to work and study at the same time. The primary justification has to do with money, namely with earning money to support the family financially while also paying for education and other necessities. Other reasons include looking for experiences outside of lectures, pursuing hobbies, wishing to live independently so as to not be dependent on other people or parents, and a variety of other reasons.Students who work part-time are motivated by financial difficulties, spending their leisure time, living independently, and seeking experience, according to Daulay (2009:1) in Muhson and Mardelina, (2017).

Companies should invest heavily in employee performance research since it can help them understand how to encourage and enable their workforce to perform better. By this research, it is expected that companies can develop plans to boost employee performance and accomplish their objectives by knowing how these elements affect employee performance. This study examines how role conflict, workload, and work stress play a variety of roles in affecting employee performance in the workplace. Work stress also serves as a mediating variable in this study.

2. Literature Review

2.1. Work Family Conflict (Dual Role)

Work-family conflict is a type of role conflict where the demands of the roles of work and family are incompatible in many ways. This typically happens when a person tries to fulfil the requirements of a role at work and their ability to do so influences that effort, or vice versa, where their ability to do so influences their ability to fulfil the requirements of their family, or vice versa (Frone in Ahmad Hilmi, 2014). The ability to meet expectations under pressure from an excessive workload and time, such as work that must be completed quickly and deadlines, affects a person's ability to fulfil role demands in the family, whereas family demands relate to the amount of time required to perform home chores. According to Sandroto, Oktorina, and Mula (2010), Higgins and Duxbury (1992) identified four ways that roles at work can conflict with roles in the family: (1) Work can lessen the intensity of family time; (2) Physical and emotional exhaustion after work; (3) Having to finish work quickly every day; and (4) The work holiday schedule does not coincide with the holiday schedules of other family members.

Ahmad Hilmi (2014) summarised the findings of Smith et al. (2004), Greenhaus et al (2002), and Netemeyer et al (2006) as follows: (1) Conflicts between work and family obligations, (2) Time management issues between work and family., (3) Work obligations prevent you from doing things you'd like to do at home; (4) work pressure makes it challenging to meet family needs; (5) obligations at work frequently interfere with plans made with family members; (6) long work hours mean less time for family; (7) emotional factors in one area interfere with other areas; and (8) excessive job or career demands lead to neglect of responsibilities at home.

The types of role conflict that people face are as follows, according to Gibson et al. in Rhicardus (2011) divided into two which is time based conflict (time problem). This conflict arises when the time needed by an individual is insufficient, leaving little time for himself. The second is the conflict based on strain (family issues). This conflict frequently arises as a result of the fact that different people define roles in accordance with various sets of expectations, rendering it hard for the person filling that job to fulfil it. This may occur if specific responsibilities are difficult, especially in the context of the family.

In Utaminingsih (2017: 49), Greenhaus and Beutell divide dual roles into 3 (three) dimensions, namely:

a. Conflict that is time-based, namely conflict brought on by time constraint, wherein the time available is used to perform some roles, making it harder to fulfil others.
b. Conflict that results from stress, pressure, or role confusion due to one role interfering with another (pressure from work and family).
c. Conflict that is focused on behaviour, specifically the challenge of altering behaviour as a result of changing roles.

2.2. Workload

Workload is a collection of tasks or obligations that an employee must be able to fulfil in accordance with the duties assigned to them by the employer. The amount of time needed by an employee or group of employees to perform tasks that are carried out under typical circumstances is analysed by Kurnia as workload, according to Irawati (2017: 52). Workload, as defined by Health Law No. 36 of 2009, is the sum of the work and time that an organisational unit or position is required to complete.It is important to make efforts to balance work capacity, work load, and work environment in order to achieve maximum work output. Every worker can work in a healthy manner without putting himself or the community at risk.

Gibson (2009) and Chandra (2017) state that the following factors affect workload:
A tight deadline. Generally speaking, meeting a deadline in some circumstances can actually enhance motivation and result in great work performance, but when it causes numerous errors or health issues, time pressure can sometimes turn into an excessive workload. Someone is diminished.

A work schedule or the hours worked The amount of time required to complete tasks influences the experience of job expectations, which is one of the elements that lead to stress in the workplace. This has to do with balancing time spent with job and family, particularly if both a husband and a wife work. The typical workweek consists of eight hours per day.

a. Role confusion and conflict role. Conflict, role ambiguity, or all three can affect how much work is actually being done. This may present a threat or a challenge.
b. Worker health and performance might be impacted by noise. Workers who operate in noisy environments may find it more difficult to do their tasks effectively. This might interfere with their attention and obstruct the completion of their activities, which can add to their workload.
c. Information overload: When employees enter and take in a lot of information at once, the workload may increase. Workers must individually adjust to the variety of technology and the use of advanced work facilities. The worker's learning process and any ensuing health implications could be impacted by the complexity of the information they acquire, each of which has varied repercussions.
d. Extreme temperatures or heat exhaustion. Risky working conditions like high interior temperatures also have an effect on health, similar to how noise does. This is particularly true if there is no safety equipment and the condition persists for a long time.
e. Repetitive action. Many jobs require repetitive bodily actions, such as workers who use computers and spend most of their time typing, or assembly line workers who have to operate machines with the same procedures every time or where there is a lot of repetition of movements, which will result in a feeling of boredom, a sense of monotony. This can

ultimately result in reduced attention and potentially harm if personnel fail to act appropriately in an emergency. Ergonomic aspects in workplace layout.

f. Responsibility. Each type of responsibility can be a workload for some people. Different types of responsibility have different functions as stressors. The results show that responsibility for people creates work-related stress. Conversely, the more responsibility for goods, the lower the indicator of work-related stress.

According to Tarwaka (2014:131), workload is a collection of tasks that a member of an organisational unit or a person in a particular role must do within a predetermined time frame. Workload includes the following 3 indicators:

a. The time load indicates how much time is available for organising and carrying out monitoring chores.
b. The amount of mental work required to complete a task, also known as the mental effort load.
c. Psychological stress load, which reflects the degree of uncertainty and frustration in the workplace.

2.3. Work Stress

Every person has the ability to experience and feel work-related stress. For those who experience it, work stress can either have negative or positive effects or boost performance. Work stress, according to Mangkunegara (2017:157), is the strain that employees feel while they go about their daily tasks. Stress in the workplace is a growingly serious issue for employees, businesses, and society, according to Hamali (2018:241). In today's economic climate, where employees are subjected to overwork, uncomfortable working conditions, low levels of job satisfaction, and a lack of autonomy, stress in the workplace is a growing worry. According to Siagian (2012), work stress is a state of tension that has an impact on a person's emotions, mental clarity, and physical health. When stress is not adequately managed, a person frequently finds it difficult to interact constructively with their surroundings, both at work and outside of it. According to the above-mentioned experts' opinions, work stress is a serious issue wherein a person's tension and conditions are a result of the demands placed on them by their jobs and influence their thought process, emotions, and conditions in a way that can prevent them from performing their work.

2.4. Job Performance

Mangkunegara (2009) in Chandra (2017) believes that employee performance is the result of work in terms of quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him. According to Sedarmayanti (2009:50), performance is translated as performance, which also means work performance, work implementation, work achievements or work results/work performance/work appearance. Performance has a close relationship with productivity issues because it is an indicator in determining how efforts are made to achieve a high level of productivity in an organization. In any relation to this, efforts to improves performance in an organization are important.

According to Nurjaya (2021), the following indicators can be used to gauge employee performance: (1) The quantity of work completed, or the total amount of labour performed as evidenced by an employee's performance over a specified period of time in carrying out their obligations and responsibilities, (2) The quality of the job outcomes, specifically any type of unit of measurement for quality that can be described in terms of numbers or other numerical equivalents, (3) Effectiveness, or using different resource tasks intelligently and economically. (4) Workplace discipline, including adherence to all laws and regulations, (5) Initiative, or the capacity to choose and act morally without prompting; the capacity to determine what needs to be done about something around; the capacity to continue going forward despite conditions that are increasingly challenging; (6) Accuracy, or the degree to which the findings of work measurement are appropriate, indicating whether or not the work has reached the purpose, (7) Leadership, which is the process through which a leader influences or sets an example for his followers in an effort to accomplish organisational goals, (8) One of the qualities of people that is very tough to practise is honesty. (9) Creativity, namely the mental process that results in the development or generation of ideas.

3. Problem Definition and Formulation

H1: It is suspected that dual role conflict (work family conflict) influences work stress.
H2: It is suspected that workload has an effect on work stress
H3: It is suspected that job stress has an influence on performance
H4: It is suspected that dual roles (work family conflict) influences performance
H5: It is suspected that workload influences performance

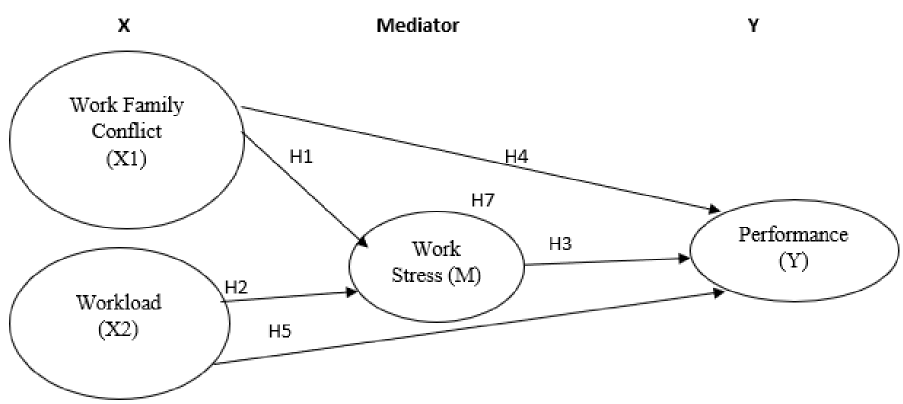

Figure 1: Research Model

4. Method of Analysis

In this study (study of students at employee class at a private university in Gading Serpong), the author employed a quantitative research methodology to ascertain the impact of dual role conflict (work family conflict) and work load on performance with work stress as an intervening variable. All students who attended the employee class programme comprised the study's population. Because sampling in this study is restricted to specific types of people who can provide the desired information, either because they are the only ones who have it or they meet a number of criteria set by the researcher, Purposive Sampling (Judgement Sampling) was used to select the sample (Sekaran & Bogie, 2016). The criteria for respondents in this study are respondents who are employed while enrolled in an employee class programme at a private tertiary institution in Gading Serpong. This way, the respondents have first-hand experience and knowledge of the research topic.

Data analysis, according to Sugiyono (2017), is a step after all the respondents' data have been gathered. Grouping data based on variables and respondent type, tabulating data based on variables from all respondents, presenting data from each variable studied, performing calculations to address the formulation of the problem, and performing calculations to test the hypotheses that have been put forth are all activities in data analysis. SEM analysis is the data analysis technique applied in this study.

5. Result and Discussions

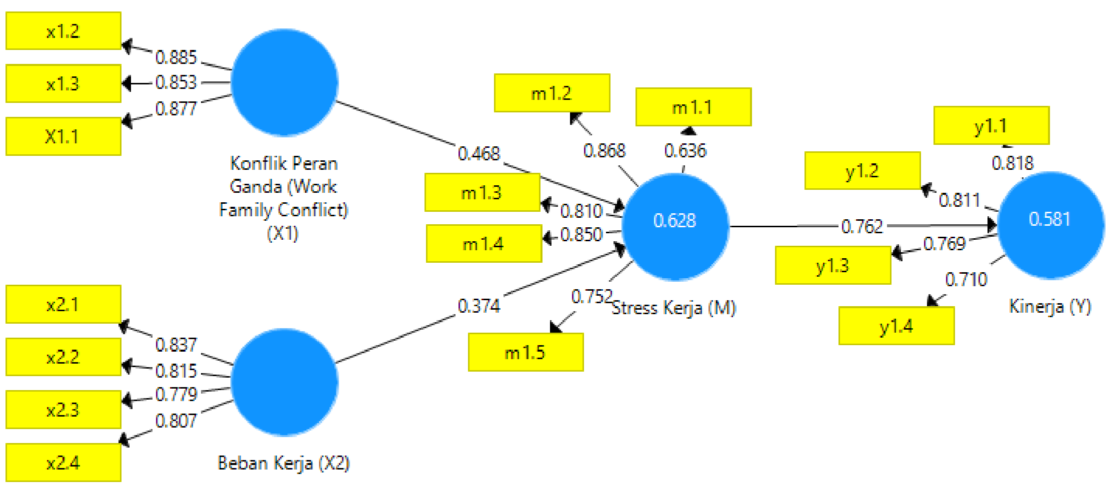

Figure 2: Struktural Test

The work stress variable's R2 value is 0.628, and R2 at This indicates that the independent factors (Multiple Role Conflict and Workload) may account for 62.8% of changes in the mediator variable (Work Stress), whilst external influences can account for the remaining 37.2% of changes in the mediator variable (Job Stress). And for the Performance variable, the R2 value is 0.581, indicating that 58.1% of changes in the dependent variable (Performance) can be attributed to the mediator variable (Work stress), with the remaining changes in the dependent variable (Performance) being accounted for by variables outside the model (41.9%).

Table 1: Hypotheses Test Resul And Bootstraps Result

	Path Coefficients	**β**	***t statistic***	***p values***	**Accepted / Rejected**
H1	Work Family Conflict -> Work Stress	0.468	6.158	0.000	Accepted
H2	Workload> Work Stress	0.374	4.385	0.000	Accepted
H3	Work Stress -> Performance	0.762	22.383	0.000	Accepted
H4	Work Family Conflict-> Performance	0.357	5.797	0.000	Accepted
H5	Workload -> Performance	0.285	4.206	0.000	Accepted

According to table, there is a substantial correlation between job stress and dual role conflict, with a t-statistic of 6.158>0.468. The direction of the association between dual role conflict and work stress is positive since B is positive, or 0.000. With t-statistics 4.385>0.374, the association between workload and productivity is significant. The association between workload and work stress is positive, as indicated by the fact that the value, which is positive and equal to 0.000, is positive. Table also demonstrates that there is a substantial correlation between workload and performance, with a t-statistic of 4.206>0.285. The relationship between workload and performance is positive, as indicated by the fact that the value, which is positive and equal to 0.000, is positive. With a t-statistic of 22.383>0.762, the association between work stress and performance is substantial. The number is positive, 0.000, showing that the link between motivation and performance is going in the right way.

Job stress is influenced by dual role conflict (H1 is accepted). This indicates that job stress is positively impacted by dual role conflict. Stress is influenced by workload, hence (H2) is accepted. This indicates that workload has a beneficial effect on workplace stress. Performance is impacted by job stress (H3 is acknowledged). This proves that work-related stress affects performance in a constructive way. Finally, Workload effects performance (H5 is accepted), indicating that performance has a positive influence on workload (H4 is accepted), which is how dual role conflict influences performance. This indicates that workload affects performance in a favourable way.

The influence of dual role conflict / work family conflict and workload on performance is mediated by the work stress variable, where the values are 0.642 and 0.762 and the total effect or path multiplication result (a x b) is 0.489. Thus, it can be inferred that motivation serves as a mediator in this study, with the results of multiplying complete mediation paths.

This study is helpful for businesses or institutions of higher education who have put in place a policy allowing students to work while they are enrolled in classes. This study focuses on a variety of effects that dual role conflict, workload, and work stress can have on employees who are juggling one or more tasks at once, such as being a student and an employment. The more role and individual has brought more stress and lessen the performance. Through this research, the university should consider to implement more strategy of creating simpler way of studying so that the students could focus on learning but at the same times also have a good performance at work. Lessen class meeting for employee class is suggested, and can be substitute by paper work or independent study activities.

6. Conclusion

The variables used in this study are solely those related to dual role conflict, workload, work stress, and performance, and the research subject is restricted to employee class students who have roles as students, employees, and family members. More research on specific strategy and its implication is necessary. More thorough respondent typology based on age and gender will be another beneficial input as different genders has their different responsibility and conflict of interest also different priority dealing about work and family conflict. Will the usage of technology able to help this issue and being inserted into another intervening variables besides the job stress as nowadays education is simplified a lot by the help of technology.

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MARKET BASKET ANALYSIS IN DESIGN RETAIL BUSINESS LAYOUT (ANALYSIS USING SYNTHETIC DATA)

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Abstract

This research aims to get an overview of the associations between product items offered to customers, in this case food products, from synthetic data originating from the Kagel.com site, which describes snack product data for 50 product items, and as many as 2500 transactions. Rules are formed from the results of calculating Support and Confidence values . Customer behavior in shopping can be seen from the composition of Antecedent and Consequent. If item A is found in a transaction or basket, there is a strong tendency for item B to occur in the same transaction. Here Item A is the antecedent or premise of the rule and item B is the consequence or conclusion of the rule. Which will then become the basis for designing a good layout . The results of calculations and interpretation show that the calculation of association rules which is formed from the results of support and confidence calculations , describes transaction behavior by customers in shopping which is reflected in the antecedent and consequent values , where if the product items are purchased, potatoes and pasta products (Antecedent) will also bought cake products (Concequent). In this way, it will provide information in the form of very valuable input in arranging the layout of products that have association rules in the form of high antecedents and consequences and have a close relationship.

Keywords: Market Basket Analysis (MBA) , Layout , Retail Business

1. Background

Market Basket Analysis (MBA) can direct and assist in providing information or calculation results that can be used as a basis for designing and determining the layout of various business activities. Market Basket Analysis, abbreviated to MBA , regularly uses data mining techniques as a data source in its analysis techniques. [1]. Market Basket Analysis (MBA) can describe the relationship between various product items in data mining (Data Based/Data Mining). In addition, market basket analysis (MBA) aims to find purchasing patterns and product associations from customer transaction data [2]. For this reason, market basket analysis (MBA) is an analytical system that plays an important role in retail markets such as supermarkets, which is useful in arranging goods, designing sales promotions and providing discounts aimed at different customer segments in order to increase customer satisfaction, which ultimately will increase sales. [3]. Apart from retail businesses such as supermarkets, it is also used in marketplace platforms which collect and store data from customer activities which are then processed and analyzed in order to determine customer purchasing behavior precisely. The use of market basket analysis (MBA), which analyzes data based/data mining, can help improve marketing activities such as product placement, cross-selling, or customer retention.[4], in addition it can also provide excellent insight for management in terms of cross-selling, up-selling and new product integration tasks [1]. Efforts to identify and classify market segments can provide a careful determination for marketing and sales managers, which provides a series of very important assumptions between customers and their data. In the current era of Big Data, it is expected that data will tell us about consumers and their relationship to purchasing, resulting in the use of MBA in determining the possible probability of purchasing behavior for each segment[5]. The results of MBA calculations can be directed to developing layout strategies in retail markets such as mini markets, supermarkets, department stores, hypermarts and retail stores (markets), in manufacturers, where the layout of factory facilities is required in an integrated manner from all the factors involved. influences the production process into one large organization and the layout itself is the spatial layout within the factory[6]. Layout is strategic because it can provide convenience for customers in shopping, ease in arranging equipment in the manufacturer, as well as setting up layouts in the service sector. Apart from that, one of the factors that is very important for a company is layout planning to design production facilities so as not to disrupt production activities[7]. Apart from that, the layout for the shop or store layout can influence the emotional state of customers. The customer's emotional state consists of feelings of pleasure and feelings that can arouse desires, whether they arise psychologically or a sudden (impulsive) desire to make a purchase[8]. If customers need a long time or have to go around looking for a product, it will reduce their comfort in shopping, especially if the type and number of products they want to buy are quite large and the locations of the products they want to buy are far apart, then the shopping time will take longer and boring[9]. Arranging the layout in a retail business will certainly make it easier for customers to shop and is expected to provide customer satisfaction. The size of retail businesses varies, especially in terms of space utilization for placing goods. Based on the 2021 Retail Ranking report released by YouGov (https://goodstats.id/article/), showing the ten retailers with the highest consumer value in Indonesia during 2021, there are the ten (10) largest retailers in Indonesia. Every retailer has their ways and strategies for managing various outlet displays and product layouts so that it creates an easy and attractive impression when viewing and searching for a product that you want to consume. Thus, it becomes interesting to study the use of Market Basket Analysis (MBA) in determining association rules by calculating the Support and Confidence values which are then followed by calculating antecedents and consequences in looking at the closeness of goods purchased by customers, so that retail market managers can design or determine the product layout . For this reason, the research problem that can be raised is how to calculate association rules in the form of support and consequence and antecedent and consequence?; How can the results of MBA calculations be the basis for determining the layout of a retail business, in this case the use of synthetic data from the food retail business?

2. Key Concept

2.1.Market Basket Analysis (MBA)

Market Basket Analysis (MBA) is a data mining technique that uses frequency pattern mining algorithms to find patterns of co-occurrence among items that are frequently purchased together. It is commonly used in retail and e-commerce businesses to generate association rules that describe relationships between different items, and to make recommendations to customers based on their previous purchases. MBA is a powerful tool for identifying co-occurrence patterns and generating insights that can improve sales and marketing strategies. [10]. Market Basket Analysis (MBA) is a data mining technique or method used to analyze goods or items in one or more shopping baskets owned by consumers at any one time[11]. Then, market basket analysis is a data mining method that focuses on finding purchasing patterns by extracting associations or co-occurrences from store transactional data. Market basket analysis determines the products purchased together and to rearrange the layout of the supermarket, and also to design promotional campaigns in such a way that product purchases can be increased[12]. The story of the association between beer products and Diapers in urban analysis circles is legendary. There are many variations of this story, but the basic idea is that supermarkets found that customers who bought diapers were also more likely to buy beer. The beer and diaper relationship heralds an unusual, unknown and unique nugget to learn from supermarket purchase transaction data. How do supermarkets determine relationships between existing products? Answer: Data mining, in particular, association analysis[13]. Market Basket Analysis (MBA) uses a priori algorithm to understand patterns or general descriptions of the purchasing process for an item so that for example there are items X, Y and Z and consumers have purchased items X and Y, then the probability that consumers will also purchase item Z is 50%, This image is processed in a system that already has a list of sales transactions so that it can determine which items should be stored close together on the shelves or support other item layout decisions[14]. According to Gregorius Setya Budhi & Felicia Soedianto in[11], Market Basket Analysis (MBA) is an analysis method carried out on customer behavior in shopping at a supermarket by finding associations and relationships between various items placed by customers in the store. shopping basket. Specifically, MBA aims to find out what items (several types of goods) are often purchased simultaneously by customers. It further explains association rules which relate to linkage rules and are divided into supporting values. (support) and certainty value (confidence). Then the very large and existing data is converted into information which is known as data mining[11]. MBA is a technique of finding relationships between pairs of products purchased together and uncovering interesting cross-selling of two related product groups[9].

2.2.Layout

Layout (Layout) is one of the strategies of the retail business to make it easier and provide a sense of comfort when shopping in the store. Layout is one of the key decisions that determines long-term operating efficiency. Layout has strategic implications because it sets the organization's competitive priorities in terms of capacity, processes, flexibility, and costs, as well as quality of work life, customer contact and image[15]. Layout is the 'layout' of an operation or process meaning how resource transformations are positioned relative to each other and how various tasks are allocated to resource transformations. The layout of an operation or process means how its transforming resources are positioned relative to each other and how its various tasks are allocated to these transforming resources)[16]. Then according to Sushil and Starr, layout is the physical arrangement of facilities in a manufacturing factory or service facility[17]. According to R. Cox & P. Brittain in Deswitha Arvinci Stiefi [8] that Store layout is the arrangement and allocation of permanent gondola furniture (fixtures), temporary furniture (fittings), equipment (equipment), merchandise, aisles and non-sale areas such as inspection areas and fitting rooms . Layout is seen as the process of determining the need for space, and about using details to prepare the arrangement. A layout is the physical arrangement of operations (or departments) created from the various processes and puts them in tangible form. For organizational purposes, processes tend to be clustered together into operations or departments. layout The physical arrangement of operations (or departments) relative to each other[18]. The retail layout is unique in that it can provide a sense of comfort and convenience for customers when shopping in the store and of course can create loyalty where customers can return to shop at this retail store. Layout is defined as the arrangement of selling and non-selling sections, aisles, display shelves, and displays of goods and tools that are interconnected and become integrated elements in the building structure [19]. Layout Strategy Decisions (The Strategic Importance of Layout Decisions), According to Jay Heizer et al, the aim of layout strategy is to develop an effective and efficient layout that will meet the company's competitiveness requirements[15]. Layout design should consider how to achieve the following: Utilization of space, equipment and people, Improved flow of information, materials and people, Improved employee morale and safer working conditions, Improved customer/client interactions and Flexibility. Layout Type (Type Layout), Layout classification can be classified into several categories including[20][12][21], Process layout, Product layout, Combination layout, Fixed position layout and Group layout. Then most practical layouts come from only four types of layout. basic layout, as follows[16]: fixed position layout, functional layout, cell layout and product (line) layout. An effective layout facilitates the flow of materials, people and information within and between areas. To achieve this goal, various approaches have been developed, including[15]: office layout, retail layout, warehouse layout, fixed position layout, process-oriented layout, work cell layout and product oriented location. According to Triyono, in[22], the layout consists of: Gridiron Layout, Modified Grid Layout, Free Flow Layout, Boutique Layout and Guided Shoppers Flow layout.

2.3. Retail

Retail business is a business run by a group of people or an individual, trading various consumer products which are daily necessities, which are operated both traditionally and modernly[23]. Then Retail is defined as an important link in the process of distributing goods and is and is the final link in a distribution process. The retail industry is an industry that sells products and services that have been given added value to meet the needs of individuals, families, groups or end users[24]. Retail is a business activity that seeks to market goods and services to final consumers for personal use or household needs[25]. Retailing is a retail sales process that includes all activities involving the sale of goods and services to end-level consumers for use for their own personal needs. Retail Function: As for the function of retail[23], in simple terms of retail functions is to sell goods to final consumers for consumption. If detailed, retail has the function of : Providing various goods/services, storing inventory, dividing goods into smaller sizes for retail, providing added value to goods, controlling prices, controlling the distribution of goods to the public.

3. Research methods

3.1.The type of approach

In this research is a quantitative research approach, namely the traditional method because this method has been used for a long time so it has become a tradition as a method for research; This method is also called a positivistic method because it is based on the philosophy of positivism and also this method is a scientific/scientific method because it meets scientific principles, namely, concrete/empirical, objective, measurable, rational, and systematic and finally this method is called quantitative because the data in research in the form of numbers and analysis using statistics [26] . Quantitative research is a type of research that produces new findings that can be achieved (obtained) using statistical procedures or other means of quantification (measurement)[27]. Then a sample is taken which is part of the population and has certain characteristics or conditions that will be studied. Where the data source comes from Kagel.com because retail stores such as Hypermart, Lotte did not give permission to carry out research directly, so synthetic data was used , but did not reduce the technique in calculating MBA.

3.2.Analysis Technique

Market Based Analysis: Association Rules (A/R; Associative Rules), in this case using two parameters, among others[11] :

a. Support is the percentage combination of product items in data based; and

b. Certainty Value (Confidence) is a value to determine the strength of the relationship between items in the association rules.

4. Research Results

This research experienced problems in collecting primary data from customers for MBA analysis due to not being given permission to research at one of the retailers we were targeting. To overcome this so that the objectives of this research can still be achieved, synthetic data is used. The synthetic data referred to is real data from retail businesses that is published on internet sites and is open for uploading and use in analysis. Then synthetic data was obtained which was then used in this research, and then the synthetic data was generated using the Python programming language for 2500 transactions with a total of 50 items. The following are the steps used in Python with the code used to generate transaction data. Rules are formed from the results of calculating Support and Confidence values . Customer behavior in shopping can be seen from the composition of Antecedent and Consequent . If item A is found in a transaction or basket, there is a strong tendency for item B to occur in the same transaction. Here Item A is the antecedent or premise of the rule and item B is the consequence or conclusion of the rule. From the table it can be seen that potatoes, pasta, cakes, snacks, oil, almonds, soda soft drinks, candy, ice cream, tea, potato cakes, bananas and several other items always have association rules in the form of support and confidence. where the antecedent states that if you buy potatoes and pasta it will be followed by the consequent, namely you will also buy cake with a fairly high lift value and so on for a total of 38 transaction sequences.

Looking at the antecedent and consequent , several products, including fruit, snacks, drinks and cakes, have a high and close association or relationship which is indicated by the lift value. The lift value shows the level of strength of the rule over random events from antecedents and consequences based on their respective supports. If the lift value is greater than one, it shows that there is a benefit from the rule and if the lift value is higher or higher, it shows the level of strength of the association.

Thus, the layout of product items or product bundling shown in the antecedent, namely transactions from customers, will be followed by transactions from other items in the form of consequences. This can make it easier for customers to choose and determine which product items to buy and not make customers tired when shopping. Layout of products that match the antecedents and consequences with a large lift value means customers will have a lot of time to look at other products that are not suitable. Of course this will provide customer satisfaction and ultimately will provide or create customer loyalty.

5. Conclusions

Market Basket Analysis (MBA) calculations , and layout, several conclusions can be put forward as follows: first , Association Rule in the form of antecedent and consequence has a high lift value, so the relationship between antecedent and consequent can be said has high closeness; Association Rule with a combination of item sets, it can be seen that product items have antecedents and consequences with high lift values so that retail management must pay attention to these product items in terms of layout . where these products need to be placed close together and within reach of customers so that customers do not need a long time to determine which products to buy in accordance with association rules.

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DIFFERENCES IN SMARTPHONE ADDICTION BETWEEN MALE AND FEMALE ADOLESCENTS

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Abstract

The number of smartphone users has been rapidly increasing because smartphones are not only used as communication devices but also as means to seek entertainment and information. Data shows that 80% of smartphone users in Indonesia are teenagers. Unfortunately, excessive smartphone usage can lead to negative consequences, one of which is smartphone addiction. There are differences in emotional aspects between teenage boys and girls that can lead to differences in smartphone addiction between them. This research was conducted to determine whether there is a difference in smartphone addiction between male and female adolescents. The research used a non-experimental research strategy with a differential research design. A total of 100 teenagers (50 girls and 50 boys) who lived in South Jakarta, aged 10-24 years, and owning smartphones participated in the study. The results indicate that there is a difference in smartphone addiction between male and female adolescents, where female having a higher level of addiction.

Keywords: smartphone addiction, adolescence, gender, male and female

1. Introduction

1.1 Smartphone Usage

Nowadays, the most indispensable part in our daily lifes is a smartphone (Parlak et al., 2023). Smartphone users are increasing every year. It was found in 2019, there was an increase in smartphone users in the world of about 5.6% from the previous year to produce a figure of 3.2 billion. Japan alone already controls 27% of the total users worldwide, and China is still at the top of the list for the number of smartphone users (Pusparisa, 2021). Its use in recent years has also grown very rapidly. What was originally just for contacting other individuals who are separated by distance, now even makes information as close as being in the palm of your hand. Helping to reduce stress and anxiety through various entertaining features and facilitate communication makes smartphones an item that has many benefits and brings various conveniences (Sukma, 2019). These benefits can certainly be felt by every individual of various ages, considering that these needs are needed by everyone.

1.2 Smartphone usage in Adolescence

Kaya and Kaya (2020) revealed the results of their survey regarding the position of the age group of smartphone users in the world, especially in Turkey, the most users are occupied by the teenage group. It should be noted beforehand that adolescents are individuals who are in the process of transitioning from children to adulthood. The characteristics of adolescents themselves according to BKKBN are those who are not married and are aged 10-24 years (Diananda, 2019). At that age, a survey also conducted in 2013 found that 80% of smartphone users in Indonesia are teenagers (Deloitte, as cited in Waty & Fourianalistyawati, 2018). Through these findings, it can be seen that teenagers spend the most time using smartphones. One trigger can be seen from age. Namely at that age, most of the adolescence are still in education and need smartphones as a medium to find information and find entertainment. Like the research of Muflih et al., (2017) on adolescence in Yogyakarta, that 121 respondents used their smartphones to play social media and games. In addition, smartphones are also used as a tool for them to communicate and expand relationships. This is in line with Kaya and Kaya (2020) who state that smartphones are believed to shape adolescence' identities and make it easier for them to find friends and carry out various social activities. Jayanti et al., (2023) found that smartphone addiction in adolescents in South Tangerang was classified as moderate, and no differences were found between male and female adolescents.

1.3 Differences in Smartphone Usage among Male and Female Adolescents

From the socialization process carried out in adolescents, it turns out that there are differences between male and female adolescents. This is influenced by the emotional aspects that exist in each gender. Based on previous research by Ratnasari and Suleeman (2017), men tend to choose activities outside the home, while women prefer activities inside the home because for them the home is a warm and comfortable place. These activities in the house are often filled by adolescence to use their smartphones, both to access information to entertain themselves.

Unfortunately, there are not only positive effects that smartphones bring to people's lives, but also negative ones. In addition to reducing stress, it turns out that the use of smartphones can also reduce sleep quality, thereby increasing anxiety, aggression, and disrupting the user's ability to focus (Hasanah et al., 2020). This excessive use of smartphones leads these adolescence to smartphone addiction. Smartphone addiction is defined as a behavior of attachment to a smartphone that causes social problems, such as difficulty in carrying out daily activities to withdraw, and can also cause impulse disorders in a person (Kwon et al., 2013). This will encourage adolescence to focus on the screen they are facing and tend to ignore their surroundings in the real world. Especially for those who spend more time at home.

Related to the explanation above, it is suspected that female adolescents have a higher tendency of smartphone addiction than male adolescents. Apart from the fact that the socialization carried out by female adolescents focuses more on their smartphones, this is also in line with research conducted by (Mulyati & Nrh, 2018) in Semarang which resulted that women have a higher average value of smartphone addiction compared to men.

1.4 Smartphone Usage in South Jakarta

Researchers highlight smartphone addiction behavior that occurs in adolescents in South Jakarta. One of the causes is related to smartphone ownership in South Jakarta. The survey results from Charta Politika Indonesia took samples conducted in three electoral districts (Dapil) for the 2019 Legislative General Election in DKI Jakarta. Dapil I covers East Jakarta, Dapil II covers Central Jakarta and South Jakarta, and Dapil III covers West Jakarta, North Jakarta, and Thousand Islands. It is noted that DKI Jakarta Dapil II has the highest percentage, namely Central Jakarta and South Jakarta, seen from individuals who own smartphones, which is 85.5%, and followed by DKI Jakarta Dapil III with a percentage of 83.5% (Saragih, 2019). The next fact that supports the behavior of smartphone addiction in adolescents in South Jakarta is research which reveals that the area in Indonesia that is the highest area in accessing the internet is in DKI Jakarta, where South Jakarta is one of the cities with the highest percentage in accessing the internet and using smartphones (Lestari & Sulian, 2020). This certainly opens up great opportunities for smartphone addiction behavior in adolescents in South Jakarta. Moreover, through previous research it has been found that there is indeed smartphone addiction behavior in adolescents in this area, as many as 88 out of 207 respondents (Lestari & Sulian, 2020).

2. Literature review

2.1 Definition of smartphone addiction

Smartphone addiction is defined as a behavior that shows an attachment between a smartphone and an individual. This attachment then triggers social problems, ranging from facing difficulties in daily activities and withdrawing from the environment to causing impulse disorders(Kwon et al., 2013). In addition, based on this definition, it can be seen that smartphone addiction makes it difficult for individuals to regulate their impulses to use smartphones and often ignore the surrounding environment because they focus on their smartphones.

2.2 Dimension of smartphone addiction

There are six dimensions of the Smartphone Addiction Scale (SAS), namely daily-life disturbance, positive anticipation, withdrawal, cyberspace-oriented relationship, overuse, and tolerance (Kwon et al., 2013). The daily-life disturbance dimension describes individuals who have difficulty completing work, difficulty concentrating, dizziness or blurred vision, pain in the wrists or back of the neck, and sleep disturbances. The positive anticipation dimension describes individuals who feel happy in relieving their stress by using smartphones and feel empty if there is no smartphone. The withdrawal dimension describes individuals who always feel restless if there is no smartphone, never stop using a smartphone, and become irritated if disturbed when they use a smartphone. The cyberspace-oriented relationship dimension describes individuals who feel that relationships with their friends obtained through smartphones are more intimate than with their friends in the real world. The overuse dimension describes individuals who use smartphones uncontrollably, always carry chargers, and prefer to find information via smartphones rather than asking for help from others. The tolerance dimension describes individuals who always try to control smartphone use but always fail to do so.

2.3 Impacts of smartphone addiction

Smartphone addiction has negative consequences on adolesecents (Kaya & Gunes, 2023). Smartphone addiction has a significant impact on daily life, as many as 75% of individuals say they sleep with their smartphones (Kwon et al., 2013). In addition, smartphones have other impacts such as low sleep quality, anxiety, depression, problems with concentration, and physical pain felt in the neck and wrists (Dermici et al., as cited in Sukma, 2019). Adolescents in Turkey who have high smartphone addiction tend to have poor sleep quality (Parlak et al., 2023).

3. Problem definition/formulation

The researcher proposes a research question, "Are there differences in smartphone addiction behavior between male and female adolescents in South Jakarta?". Researchers also hypotize that there are differences in smartphone addiction behavior between male and female adolescents in South Jakarta.

4. Method of analysis

The strategy used in this research is a non-experimental strategy with differential research design. This strategy is carried out by comparing groups that already exist and are separated based on the characteristics of the participants (Gravetter et al., 2021). In this case, it is by comparing smartphone addiction behavior in male and female adolescents in South Jakarta. Participants were 100 teenagers (50 females and 50 males) who live in South Jakarta, aged 10-24 years, and are teenagers who own or use smartphones. The method used to take participants was quota sampling by distributing online questionnaires to male and female adolescents at various universities and schools in South Jakarta. This study used an instrument in the form of the Smartphone Addiction Scale (SAS) (Kwon et al., 2013). Researchers used independent samples t-test to be able to see differences in smartphone addiction behavior between male and female adolescents in South Jakarta. Data calculation using JASP 0.16.0 software.

5. Results and discussion

Participants were 100 adolescents (50 males and 50 females) living in South Jakarta aged between 10 - 24 years old (*M* = 18.57, *SD* = 3.163). Most of them were university students (66%). Table 1 presents the duration of use and purpose of smartphone use by gender. The duration of smartphone use was equally dominated for more than 5 hours. Based on the usage, participants most often used smartphones to communicate with a total of 49 participants.

Table 1: Frequency of duration and purpose of smartphone usage based on gender (N=100)

	Females (n=50)	**Males (n=50)**	**Total**
Duration of smartphone			
usage	1 (2.0%)	1 (2.0%)	2 (2.0%)
< 1 hours	1 (2.0%)	6 (12.0%)	7 (7.0%)
1-3 hours	12 (24.0%)	11 (22.0%)	23 (23.0%)
3-5 hours	36 (72.0%)	32 (64.0%)	68 (68.0%)
> 5 hours			
Purpose of smartphone			
usage	4 (8.0%)	5 (10.0%)	9 (9/0%)
Studying	24 (48.0%)	25 (50.0%)	49 (49.0%)
Communication	17 (34.0%)	14 (28.0%)	31 (31.0%)
Entertainment	5 (10.0%)	6 (12.0%)	11 (11.0%)
Information seeking			

Table 2 shows there is a significant difference on smartphone addiction between females (*M* = 141.60, *SD*, 25.422) and males (*M* = 113.940, *SD*= 21.518), $t(98) = 5.758$, $p < .001$.

Table 2. Independent sample t-test

	Females		Males		
	M	**SD**	**M**	**SD**	**t**
Smartphone addiction	141.060	25.422	113.940	21.518	5.758***
Dimension					
daily-life disturbance	21.820	5.317	16.980	4.578	4.878***
positive anticipation	31.600	5.584	24.240	5.069	6.901***
withdrawal	25.060	5.419	21.140	5.182	3.697***
cyberspace-oriented relationship	27.460	6.535	22.620	4.772	4.230***
overuse	16.920	2.996	14.520	3.196	3.874***
tolerance	13.320	2.889	10.340	2.608	5.415***

*** $p < 0.001$

Table 2 presents the results of the dimension with the highest results, namely positive anticipation (PA) in both female and male adolescents. Female adolescents scored 42 as the highest score and found in the PA dimension compared to other dimensions, while male adolescents scored 37. The lowest result obtained by male adolescents and female adolescents is in the tolerance (TO) dimension with a score of 18 for female adolescents and 15 for male adolescents.Table 3 shows that the longer the smartphone use, the higher the smartphone addiction, $F = 2.798$, $p < 0.05$.

Tabel 3 Descriptive Statistics of duration of smartphone usage

Duration	n	M	SD
< 1 hour	2	110.500	47.376
1-3 hours	7	110.286	22.134
3-5 hours	23	119.435	18.188
> 5 hours	68	132.500	28.504

$F = 2.798$, $p < .05$

This study found that there are differences in smartphone addiction behavior between female and male adolescents in South Jakarta. This is in line with the results of research by Mulyati and Nrh (2018)that the average value of smartphone addiction in female adolescents higher than male adolescents. The same thing also happened in this study, namely the mean of the total smartphone addiction score in female adolescents was higher than male adolescents.

Based on domicile, South Jakarta, it shows high results in smartphone addiction behavior. This results inline with the research of Lestari and Sulian (2020)that South Jakarta shows smartphone ownership accompanied by high usage. This high smartphone ownership can be seen through a survey conducted by Charta Politika Indonesia that South Jakarta, which is included in the DKI Jakarta II electoral district, has the highest percentage of smartphone ownership, namely 85.5% (Saragih, 2019). The sub-district that also plays an important role in this case is Pesanggrahan Sub-district. Through this research, it was also found that the most participants came from this sub-district, namely

33 participants consisting of 14 men and 19 women. One of the supporters is the fact that Pesanggrahan District ranks second as the sub-district with the highest population in South Jakarta City, which is 228.13 thousand residents.

The researchers found that male and female adolescents have a tendency towards the Positive Anticipation (PA) dimension. This dimension indicates that the use of smartphones is used to relieve stress and a sense of emptiness if someone is not using it (Kwon et al., 2013). In addition, researchers also found the fact that the dimension that received the least score in both male and female adolescents was Tolerance (TO). According to Kwon et al., (2013), this dimension shows the tendency of participants to fail in their efforts to reduce the use of smartphones in life. This does not really show a relationship through the researcher's findings through the data generated, namely the lowest use of smartphones is used for studying, which was chosen by 9 participants (4 female and 5 male adolescents). This means that the teenagers' minimal failure to control their smartphone use as the dimension with the smallest score is not related to the fact that their smartphones are rarely used for studying.

6. Conclusion

Smartphone addiction is a behavior of addiction towards smartphones, where this can complicate a person's life because of the social problems caused. Based on the results, this study concluded that there are differences in smartphone addiction behavior between male and female adolescents in South Jakarta. This difference showed that female adolescents have higher Smartphone Addiction Scale (SAS) scores than male adolescents. These findings are in line with the researcher's previous assumption that there are differences in smartphone addiction behavior between male and female adolescents in South Jakarta.

Nevertheless, this study has some limitations. One of them is the limited generalization of the research results. This is because the study only used convenience sampling. The suggestion for future research is to be able to take samples using random sampling so that the results can be generalized.

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THE EFFECT OF PROFITABILITY, FREE CASH FLOW, AND COMPANY SIZE ON DIVIDEND POLICY WITH GOOD CORPORATE GOVERNANCE AS MODERATION (In Infrastructure Companies Listed on The Indonesia Stock Exchange 2017–2021)

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Abstract

This research was conducted to determine the effect of profitability, free cash flow, and company size on the fluctuating dividend policy with good corporate governance as moderator. This research was conducted at infrastructure companies listed on the IDX in 2017-2021 with a total sample of 21 companies and a total of 85 observational data obtained using a purposive sampling method. This study uses multiple linear analysis techniques and uses the Eviews 12 application to perform data processing. The results of this study state that profitability has a positive effect on dividend policy, free cash flow has no effect on dividend policy, and firm size has a negative effect on dividend policy. In addition, this study also reveals that good corporate governance can moderate the effect of profitability on dividend policy but is unable to moderate the effect of free cash flow and firm size on dividend policy.

Keywords: Profitability, Free Cash Flow, Company Size, Dividend Policy, Good Corporate Governance

1. Introduction

Dividend policy is a decision related to company finances after the company operates and makes a profit. This dividend policy is a very urgent decision because it relates to the interests of several parties at different levels (Dwi Putra & Yusra, 2019). The most important aspect in dividend policy is determining whether profits earned will be distributed to investors or retained as retained earnings and used as a source of investment funding in the future (Dewi et al., 2022).

Apart from that, the dividend policy contains decisions regarding how to distribute dividends. Dividends can be distributed in various forms such as cash, other assets, letters, additional shares, or other evidence stating the company's debt and shares to investors as a proportion of the shares owned by investors (Prastya & Jalil, 2020). The amount of dividends to be distributed will also be stated in the dividend policy. All decisions outlined by the company in its dividend policy must always focus on the company's goal, namely the welfare of its investors. This is because dividend policy is one of the considerations for investors when making investments (Dhaneswara & Haryanto, 2019).

Dividend policy can be measured using the Dividend Payout Ratio (DPR), which is the percentage of profits distributed to investors in the form of cash dividends (Dwi Putra & Yusra, 2019). The following is a table of dividend payout ratios for Indonesian infrastructure companies listed on the Indonesia Stock Exchange for 2017-2021.

One factor that can influence dividend policy is profitability. Profitability is a tool used to measure the effectiveness of company management in generating profits for the company through managing capital and assets owned by the company. Profitability can also be interpreted as net profits that are worth sharing with investors (N. M. D. P. Sari & Wiksuana, 2018). In research conducted by Prastya and Jalil (2020) it is stated that profitability influences dividend policy. This research states that the higher the company's return on equity, the higher the company's ability to distribute dividends to investors.

In this research, researchers used a moderating factor, namely Good Corporate Governance (GCG), where GCG is considered to be a moderator between the influence of profitability, free cash flow and company size on dividend policy. GCG is a basis for companies to be able to create good corporate governance in order to improve company performance, company value, and maintain the company's long-term sustainability. In its implementation, GCG involves the relationship between the board of commissioners, investors, stakeholders and company management. GCG has five principles, each of which must be implemented by companies in order to achieve good corporate governance. The five principles are transparency, accountability, responsibility, independence and fairness. Implementing GCG in this company is very important to build investor confidence so that they want to invest their capital in the company. The reason researchers use GCG as a moderator is because it is still rare to find the use of GCG as a moderator in previous studies so this could be a novelty in this research.

2. Literature review

2.1.Agency Theory

Agency theory is a theory that explains the relationship between investors and company management. This theory was put forward by Jensen and Macking in 1976. In this theory it is stated that the investor is a principal who entrusts his capital to be managed by company management as an agent or in other words, the investor gives authority and power to run the company and make business decisions to management. company. Based on this agency theory, there are three types of assumptions, namely assumptions about basic human nature which prioritizes personal interests, assumptions about organizations that can cause conflict between investors and company management, and assumptions about information where this assumption implies that information is an item that can be sold. buy it (Meidawati et al., 2020).

From the three assumptions that have been explained, it does not rule out the possibility that investors and company management will have conflicts. Bringham and Houston (2011) reveal that asymmetric information can occur between investors and company management, where managers have more information about the company while investors do not, which can make company management act opportunistically to gain personal gain (Safiq & Liasari, 2020). Apart from asymmetric information, there will be an agency conflict where investors want management to optimize their prosperity through distributing dividends on every profit earned by the company while company management is more concerned with reusing these profits for capital in the next period.

2.2.Signaling Theory

Signal theory is a theory that was first put forward by Spence in 1933. Then, based on the existence of asymmetric information between company management and investors, in 1977 Ross developed this theory. In signal theory there are two parties involved, namely company management as the signal giver and investors as the signal recipient. Company management acts as a signal provider because in general company management has more and better information regarding the company than the information held by investors. The signal referred to by this theory is information that tells investors about the condition of the company (Oktaeni, 2021). In 2011 Bringham and Houston explained that signal theory is an action to inform investors about the company's opportunities to investors.

The signals provided can be through financial reports and annual reports to reduce differences in information held by investors and company management. Then investors can assess whether the condition of a company is good or not. Company management can also use information related to the level of profitability, free cash flow, and company size to signal to investors regarding the level of return on their investment, which will generally be assessed through dividend distribution. Dividends are considered to be able to store information (Estuti et al., 2020). Companies that distribute dividends to their investors will be considered to be in good condition. However, companies that do not distribute dividends to their investors will be considered not to be in good condition. Increasing dividend payments to investors will also show improved management performance. This is what makes the company try to distribute dividends stably.

2.3.Stakeholder Theory

According to Freeman (1984) in (M. S. Sari & Helmayunita, 2019), stakeholder theory can be defined as any group or individual who can influence or be influenced by the company's operations and activities. Stakeholder theory reveals that a company is not an entity that only operates for its own interests but must provide benefits to its stakeholders, including investors (Hadyarti & Mahsin, 2019). Companies need to maintain the position of stakeholders in the policy framework and decision making to support the achievement of company goals, namely business stability and company guarantees so that the company can operate in the future. Therefore, a company is dependent on support provided by investors. The aim of this theory is to help companies strengthen their relationships with investors (Ramadhan & Handayani, 2020). However, companies also need management within them to be able to manage the company well so that the company can develop sustainably.

2.4.Profitability

Profitability is a ratio that can be used to measure management performance in generating profits for the company. Profitability can also be interpreted as a company's ability to earn profits through sales, investments, cash, assets or capital owned by the company (Mudzakar, 2019). This profitability can be calculated by looking at how much profit a company makes in one period, so it is not uncommon for profitability to be used as a benchmark to determine the effectiveness of management performance in a company. Profitability is closely related to the distribution of dividends to investors which is based on the profits earned by the company. If a company achieves large profitability, the amount of dividends that will be distributed to shareholders will also be greater (Puspitaningtyas et al., 2019).

2.5.Free Cash Flow

Free cash flow is company cash that is available or remaining after investing in fixed assets, working capital and company products as well as paying debts to creditors, where this free cash flow can be distributed to investors in the form of dividends (Suhaimi & Haryono, 2021). Jensen (1986) states that if a company has high free cash flow, it is better to distribute it to investors as dividends, especially if the company has a low probability of growth. This is intended to prevent company management from making excessive and unprofitable investments and to make management focus more on maximizing investor wealth.

2.6.Firm Size

Company size reflects the size of the company and the condition of the company through the total assets owned. Company size can also be a measure of the success of a company. According to Machfoedz in (Wahyuliza et al., 2019b), the basis of company size is to group companies into several sizes such as small, medium and large. In paying dividends, company size is an important factor to be taken into consideration (Mnune & Purbawangsa, 2019). Large companies will generally obtain more stable profits in each period because they are considered to have more ability to use resources effectively and optimally (Prastya & Jalil, 2020). Therefore, companies with a large size can distribute dividends to investors stably. This is different from small companies which tend to allocate their profits as retained earnings to increase assets and capital rather than distributing them to investors. This is what causes small companies to distribute low dividends to investors.

2.7.Dividen

Through dividend policy, investors can evaluate the company by calculating the dividend payout ratio (DPR). Investors can use DPR to assess whether a company's financial condition is good or not and can decide whether they want to continue investing in the company or not. The size of the dividends distributed by the company to investors will also influence investors in making decisions regarding the investment they will make (Meidawati et al., 2020). Therefore, to keep investors from withdrawing their funds from the company, company management must try to maximize dividend distribution.

2.8.Good Corporate Governance

By implementing GCG in a company, it will increase investor confidence because transparency in the company's financial reporting will be guaranteed. Shleifer & Vishny (1986) stated that the implementation of GCG will influence the trust and confidence of capital owners that they will receive rewards commensurate with the funds invested. GCG will help organize and control the company's strategy so that it can help the company achieve one of its goals, namely maximizing investor wealth and prosperity (Pratiwi & Bahari, 2020).

3. Problem definition/formulation

Number	variable	Definition	Indicator	Scale
1	Profitability (X1)	Profitability is a company's ability to generate profits from normal business activities (Wulandari et al., 2019)	$\frac{Net\ Profit}{Total\ Equity}$	Ratio

2	Free Cash Flow (X2)	Positive free cash flow reflects the amount available for business activities after allowance for funding and investment needs to maintain productive capacity at the current level (Sidharta & Nariman, 2021).	$\frac{(\textit{net operating cashflow} - \textit{capital expenditure})}{\textit{Total Assets}}$	Ratio
3	Firm Size (X3)	Company size describes the size of a company based on the total assets owned (Mayanti et al., 2021).	$Size = Ln\ (TotalAset)$	Nominal
4	Dividend (Y)	The dividend payout ratio is about how much profit will be distributed to shareholders to be paid as dividends (Dwi Putra & Yusra, 2019)	$\frac{\textit{Dividends per Share}}{\textit{Earnings per Share}}$	Ratio
5	Good Corporate Governance	Good Corporate Governance is a system implemented to regulate, manage and ensure that the running of a company adheres to 5 principles, namely transparency, accountability, responsibility, independence, and fairness and equality (Lestari et al., 2022)	$\frac{\textit{number of GCG disclosures}}{\textit{Maximum disclosure score}}$	Ratio

4. Method of analysis (Experimental procedure/ Numerical experiments)

4.1.Estimation of Panel Data Regression Models

Data analysis methods are used to determine the influence of profitability, free cash flow, and company size on dividend policy. In this study, the panel data regression model was estimated using three approach models, namely the Common Effect Model (CEM), Fixed Effect Model (FEM), and Random Effect Model (REM).

4.2.Common Effect Model (CEM)

The Common Effect Model (CEM) is a combination of time series and cross section data and does not pay attention to time and individual dimensions so this approach is considered the simplest.

4.3.Fixed Effect Model (FEM)

Fixed Effect Model (FEM) is where differences between individuals can be accommodated from differences in intercepts, where each individual is an unknown parameter. Panel data estimation, Fixed Effects Model uses dummy variable techniques to capture intercept differences between companies. This estimation model is often also called the Least Squares Dummy Variable (LSDV) technique.

4.4.Random Effect Model (REM)

This model can estimate disturbance variables that may be interconnected, both over time and between individuals. The advantage of this model is that it can eliminate heteroscedasticity.

4.5.Classic assumption test

4.5.1. Normality Test

The normality test aims to test the regression model, whether confounding or residual variables have a normal distribution or not. The residual value follows a normal distribution, if this assumption is violated then the statistical test will be invalid for a small number of samples. There are two ways to test normality more accurately, namely with a histogram and the Jarque-Bera test. The basis for decision making used to determine whether this normality test is normally distributed is:

1. Data is normally distributed if the probability value is > 0.05.
2. Data is not normally distributed if the probability value is <0.05.

4.5.2. Multicollinearity Test

Multicollinearity testing was carried out to determine whether the regression model found any correlation between the independent variables. The multicollinearity test in this research will be carried out by looking at the Correlation value. The basis for decision making regarding the multicollinearity test is:

1. If the Correlation value is <0.90, then multicollinearity does not occur.
2. If the Correlation value is > 0.90, then multicollinearity occurs.

4.5.3. Heteroscedasticity Test

The Heteroscedasticity Test aims to test whether the regression model has unequal variances from the residuals of one observation to another, so it is called homoscedasticity and if it is different it is called heteroscedasticity (Ghozali, 2020). A good regression model is one that is homoscedastic or does not have heteroscedasticity. To detect whether there is heteroscedasticity in this study, the Glejser test is used. Basis for decision making

To determine whether there is a heteroscedasticity problem is as follows:

1. If the Probability value is <0.05, then Ho is accepted and Ha is rejected, meaning there is a heteroscedasticity problem.
2. If the Probability value is > 0.05, then Ho is rejected and Ha is accepted, meaning there is no heteroscedasticity problem.

4.5.4. Autocorrelation Test

The autocorrelation test is useful for finding out whether a linear regression model has a strong positive or negative relationship between the data on the research variables (Umar, 2013). A good regression model is one that is free from autocorrelation. This research uses the Durbin Watson test to determine whether or not there is autocorrelation between data on variables. The basis for decision making used is:

1. If d is smaller than dL or greater than (4-dL) then the null hypothesis is rejected, so the results contain autocorrelation.
2. If d lies between dU and (4 – dU), then the null hypothesis is accepted, so the results do not contain autocorrelation.
3. If d lies between dL and dU or between (4-dU) and (4-dL), then it does not provide a definite conclusion.

5. Results and discussion

Based on the results of data testing and discussions regarding the influence of profitability, free cash flow and company size on dividend policy with good corporate governance as a moderator, several conclusions can be drawn as follows.

1. The profitability variable (X1) which is measured using return on equity has a positive influence on the dividend policy of infrastructure companies listed on the Indonesia Stock Exchange in 2017-2021. This is proven by the t test results which show a probability value of 0.0006. Therefore, the higher the profitability of a company, the greater the amount of dividends that will be distributed to investors.
2. The free cash flow variable (X2) has no influence on the dividend policy of infrastructure companies listed on the Indonesia Stock Exchange in 2017-2021. This is proven by the t test results which show a probability value of 0.15. Whatever free cash flow a company has will not affect the amount of dividends that will be distributed to investors. This is because the company will use free cash flow for other purposes first, such as paying off debt and implementing investment policies.
3. The company size variable (X3) has a negative effect on the dividend policy of infrastructure companies listed on the Indonesia Stock Exchange in 2017-2021. This is proven by the t test results which show a probability value of 0.05. The larger the size of the company will not guarantee that the company will also distribute large amounts of dividends to its investors.

4. Independent variables consisting of profitability, free cash flow and company size together influence the dividend policy of infrastructure companies listed on the Indonesia Stock Exchange in 2017-2021. This is proven by the F test results which show the statistical F probability value of 0.001432.
5. The moderating variable good corporate governance can moderate the influence of profitability on dividend policy because it has a probability value of 0.0016 but good corporate governance has no effect on dividend policy. Therefore, in the relationship between profitability and dividend policy, good corporate governance is a pure moderator.
6. The moderating variable good corporate governance cannot moderate the influence of free cash flow on dividend policy because it has a probability value of 0.81 and good corporate governance has no effect on dividend policy. Therefore, in the relationship between free cash flow and dividend policy, good corporate governance is a potential moderator.
7. The moderating variable good corporate governance is unable to moderate the influence of company size on dividend policy and good corporate governance does not have a significant influence on dividend policy. In this way, good corporate governance is included as a potential moderator.

6. Reference

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DIFFERENCES IN SMARTPHONE ADDICTION BETWEEN MALE AND FEMALE COLLEGE STUDENTS

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Abstract

Data shows that college students are active smartphone users with 70.98% of all users in Indonesia. If students use smartphones excessively, it can cause smartphone addiction. Previous studies have found inconsistent results regarding differences in smartphone addiction between male and female college students. The purpose of this study was to determine the differences in smartphone addiction between male and female college students. This study uses non-experimental research design with differential research design. Participants were 100 college students (50 males and 50 females) who live in South Tangerang and are active smartphone users. The results show that there are differences in smartphone addiction between male and female college students, where female students have higher smartphone addiction.

Keywords: smartphone addiction, college students, differential research, male and female

1. Introduction

1.1.Smartphone Users in Indonesia

At present times, smartphones have become an integral part of daily life. This is due to the fact that smartphones have evolved into necessities that facilitate various human activities by making them more convenient. Particularly in the current era of globalization, where technology is advancing rapidly, smartphones have deeply ingrained in daily life. According to the digital marketing research institution Emarketer, estimated that in 2018 the number of active smartphone users in Indonesia exceeded 100 million people. At this quantity, Indonesia is projected to be the fourth-largest country in the world in terms of active smartphone users, following China, India, and the United States (Rahmayani, 2015). A survey on information and communication technology (ICT) usage in Indonesia in 2017 stated that 70.98% of smartphone users are found to be students (Kementerian Komunikasi dan Informatika Republik Indonesia, 2017).

1.2.Smartphone Addiction on Students

With the continuous advancement of communication technology, its significant impact is increasingly pronounced, especially in tandem with the diverse array of activities undertaken by students. Concurrently, the utilization of smartphones among students is an integral and inseparable aspect of their daily lives. Media reports also indicate that individuals are becoming more attached to their smartphones, revealing that a considerable number of users experience undesired addiction to their smartphones (Kwon et al., 2013). As cited from the National Socio-Economic Survey Data in Maharrani (2021), Tangerang Selatan ranks fifth among major cities with the highest smartphone users, accounting for 79.3% in 2019. This reflects an increase of 3.3% from the years 2016 to 2019, wherein the initial percentage stood at 76%.

1.3.Smartphone Addiction on Male and Female Students

The findings of the study by Aras and Torun (2021) revealed a distinction in smartphone addiction behavior between male and female students in Turkey. Notably, female students exhibited a higher score in smartphone addiction behavior, measuring at 30.1, compared to male students at 23.5. In contrast, the research conducted by (Bisen and Deshpande (2016) yielded results contrary to those of Aras and Torun (2021), indicating that smartphone addiction behavior among male students in India was higher than that of female students, with scores of 80 for male students and 75.42 for female students. However, it was found that a study from China reported no significant difference in smartphone addiction behavior between male and female students, with rates of 30.3% for male students and 29.3% for female students (Chen et al., 2017). This aligns with the research conducted by Mawarpury et al. (2020) in the city of Banda Aceh, stating that there is no significant difference in smartphone addiction behavior between males and females. The study concluded average score for smartphone addiction behavior was 39.09 for males and 38.67 for females.

1.4.The Use of Smartphones

According to Chen et al. (2017), activities such as gaming, watching videos, and listening to music are more frequently engaged in by male students through their smartphones. Conversely, female students tend to use smartphones more often for communication and socialization. However, as indicated by Bisen and Deshpande (2016), a substantial portion of applications, such as health, communication, and shopping apps, is more commonly utilized by male students. In contrast, female students are more prone to using entertainment and educational applications.

2. Literature review

2.1.Definition of Smartphone Addiction

According to the World Health Organization (WHO), addiction is defined as an excessive dependence on something that is considered to provide comfort, causing distress when the item is unavailable or absent (Alhazmi et al., 2018). Smartphone addiction is defined as excessive dependency on a smartphone with a lack of self-control, resulting in negative effects for the individual Sarastyo (2019). Additionally, Irnawaty and Agustang (2019) assert that smartphone addiction is a behavior of excessive attachment or dependency on a smartphone, which may subsequently lead to complex issues in the life of a student.

Chiu (2014) explains that smartphone addiction, or addiction to smartphones, is a condition associated with a less severe risk compared to alcohol or substance addiction. Smartphone addiction itself can give rise to various negative impacts on individuals if they lack effective self-control. This aligns with the statement by Lin et al. (2014), indicating that smartphone addiction may manifest when individuals lack proper self-control, consistently feel attached to their smartphones, and experience restlessness and disturbance when not using them. In this study, we use definition by Kwon et al., (2013), where smartphone addiction defined as a behavior wherein individuals become more attached to their smartphones and experience unwanted dependency.

2.2.Dimensions of Smartphone Addiction

According to Kwon et al. (2013), there are six dimensions of smartphone addiction, including: Daily life disturbance, Positive anticipation, Withdrawal, Cyberspace-oriented, Overuse, and Tolerance. The dimension of Daily life disturbance involves a decrease in productivity, both physically and psychologically, due to excessive smartphone use. Subsequently, the Positive anticipation dimension refers to individuals feeling of joy or excitement when using smartphones. The dimension of Withdrawal occurs when someone feels anxious or disturbed when they cannot access their smartphone. Meanwhile, Cyberspace-oriented reflects the perception that social interactions through smartphones are considered more intimate and meaningful. The Overuse dimension pertains to excessive or surpassing limits in smartphone usage. Finally, Tolerance occurs when someone attempts to control smartphone usage but fails to do so.

2.3.Factors of Smartphone Addiction

Studies have shown that there are several kinds of factors, internal, situational, social and external, that contributed to smartphone addiction (Yuwanto, 2010). Internal factors consist of high level of sensation seeking, low self-esteem and low self-control. Situational factors are factors that involve one using smartphones to avoid certain inconveniences such as sadness, loneliness and anxiety. Social factors are divided into two, namely mandatory behaviour (command or encouragement from others) and connected presence (personal desire). Lastly, external factors may come from excessive advertisements showcasing the sophistication of smartphones.

Meena et al. (2021) identified several factors such as loneliness, shyness and social anxiety, which contributed to the addiction of smartphones. The study revealed that there was a strong connection between loneliness and smartphone addiction. On the other hand, results showed a moderation connection for the factor shyness and social anxiety towards smartphone addiction. Other factors that are associated with the tendency of smartphone addiction include internal factors of resilience and academic stress, as well as external factors such parental support and bullying victimisation (Kim, 2021).

2.4.Effects of Smartphone Addiction

Smartphones indeed has proven to provide convenience for their users. However, when their usage becomes excessive to the extent of causing negative impacts on users, it is necessary to reconsider their function. This is particularly relevant for students who extensively use smartphones to facilitate their daily activities. Jamun and Ntelok (2022) explained that excessive smartphone usage leads students to neglect their primary obligation, which is studying. Furthermore, it is elucidated that during lectures and designated study periods, students with addiction to smartphones tend to spend more time on social media and playing games, instead of focusing on their studies. Which may result in a decline on their academic performance.

3. Problem definition/formulation

The researcher proposes the research question, "Is there a difference in smartphone addiction behavior between male and female students in South Tangerang?" The researcher hypothesis is that there are differences in smartphone addiction behavior among male and female students in South Tangerang.

4. Method of analysis

In this research, a non-experimental quantitative strategy is used with the research design of differential research design, as outlined by Gravetter et al., (2021). The researcher refrained from manipulating research variables and solely focused on comparing smartphone addiction behavior among male and female students in South Tangerang.

Participants of this study consisted of 100 students (50 males and 50 females) residing in South Tangerang, who are active smartphone users, and currently enrolled as active university students. Participants were selected through the distribution of online questionnaires to students who met the required criteria.

The Smartphone Addiction Scale (SAS) used in this study originates from Kwon et al. (2013), titled "Development and Validation of Smartphone Addiction Scale," consisting of 33 questions distributed across six sections: Daily-life Disturbance, Positive Anticipation, Withdrawal, Cyberspace-Oriented Relation, Overuse, and Tolerance. There are 5 statements for the Daily-life Disturbance category (e.g., "Missing planned work due to smartphone use"), 8 statements for the Positive Anticipation category ("Feeling tired and lacking adequate sleep due to excessive smartphone use"), 6 statements for the Withdrawal category ("Feeling impatient and fretful when I am not holding my smartphone"), 7 statements for the Cyberspace-Oriented Relation category ("Checking SNS (Social Networking Service) sites like Twitter or Facebook right after waking up"), 4 statements for the Overuse category ("My fully charged battery does not last for one whole day."), and 3 statements for the Tolerance category ("The people around me tell me that I use my smartphone too much."). Participants are required to select from a scale of 1-6 for each question, indicating their response based on their actual circumstances (1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = somewhat agree, 5 = agree, and 6 = strongly agree). The scores from each question are then totaled to assess the overall scale. Higher cumulative scores indicate a higher level of smartphone addiction behavior.

The researcher sent online messages through social media platforms (Line, WhatsApp, and Instagram) to potential respondents, outlining the required characteristics of respondents. If the respondents agreed, they were directed to complete the questionnaire. The questionnaire included inquiries about gender, place of residence, age, duration of smartphone ownership, smartphone usage, and 33 questions from the Smartphone Addiction Scale. Participants were instructed to answer the questionnaire based on their individual circumstances, and there was no specific time limit imposed for completing the questionnaire.

The average scores of participants' SAS are calculated to serve as a reference for discerning the differences in smartphone addiction behavior between male and female students in South Tangerang. To assess the variance in smartphone addiction behavior between male and female students, the researcher employed an independent t-test. The data processing was facilitated by the JASP 0.15 software.

5. Results and discussion

Table 1 provides an overview of the research participants, including gender, age, duration of smartphone ownership, and smartphone usage. From the table, it is evident that male and female participants are equally represented (50%), with the highest percentage (39%) among participants aged 19 and the lowest percentage (4%) among those aged 23. The data also reveals that the majority of both female and male students have owned smartphones for 5-10 years, comprising 74% of female students and 60% of male students. Regarding smartphone ownership, 100% of female students frequently use smartphones for socializing through social media, while 96% of male students tend to use smartphones for entertainment purposes.

Table 1: Descriptive Statistics of Respondent's Characteristics (*N*=100)

Variable	n (%)
Gender	
Female	50 (50)
Male	50 (50)
Age (y.o)	
18	15 (15)
19	39 (39)
20	20 (20)
21	13 (13)
22	9 (9)
23	4 (4)
Smartphone ownership	
Female	
1 – 5 years	3 (6)
5 – 10 years	37 (74)
>10 years	10 (20)
Male	
1 – 5 years	1 (2)
5 – 10 years	30 (60)
>10 years	19 (38)
Smartphone Usage	
Female	
Gaming	15 (30)
Social Media	50 (100)
Shopping	38 (76)
Communication	33 (66)
Education	37 (74)
Entertainment	48 (96)
Male	
Gaming	43 (86)
Social Media	41 (82)
Shopping	14 (28)
Communication	47 (94)
Education	32 (64)
Entertainment	48 (96)

Table 2 indicates that $p > 0.05$, implying that the data originates from a normal distribution.

Table 2: Test of Normality (Shapiro-Wilk)

	Group	**W**	**p**
Total SAS	Female	0.976	0.415
	Male	0.986	0.821

Note. Significant results suggest a deviation from normality.

Table 3 reveals that $p > 0.05$, implying that the data within each group is homogeneous. Based on results from table 2 and table 3, we can use independent sample t-test.

Table 3: Test of Equality of Variances (Levene's)

	F	**df**	**p**
Total SAS	1.380	1	0.243

Table 4 shows the results of hypothesis testing for the group, which is deemed acceptable. This is attributed to the p-value being less than 0.05, signifying a difference between the two groups.

Table 4: Independent Samples T-Test

	t	**df**	**p**
Total SAS	3.023	98	0.003

Note. Student's t-test.

Table 5 indicates that the smartphone addiction scores in the female student group (M = 131.500, SD = 20.269) are significantly higher compared to the male student group (M = 120.320, SD = 16.521), $t(98) = 3.023$, $p< 0.05$. These findings align with the results of the study by Aras and Torun (2021), which reported the differences in smartphone addiction behavior between male and female students in Turkey. In the study, female students exhibited higher smartphone addiction scores, measuring at 30.1 compared to male students at 23.5.

Table 5: Group Descriptives

	Group	**N**	**Mean**	**SD**	**SE**
Total SAS	Female	50	131.500	20.269	2.866
	Male	50	120.320	16.521	2.336

Table 6 presents the total scores of smartphone addiction for each dimension. Smartphone addiction behavior is divided into six dimensions: Daily-life Disturbance (DL), Positive Anticipation (PA), Withdrawal (WI), Cyberspace-Oriented Relation (COR), Overuse (OV), and Tolerance (TO). The highest scores are observed in the Positive Anticipation category, with female students scoring 47,000 and male students scoring 42,000. In contrast, the lowest scores are found in the Tolerance category, where male and female students have balanced total scores, both amounting to 18,000.

Table 6: Descriptive Statistics per Dimension

Group	**DL**	**PA**	**WI**	**COR**	**OV**	**TO**
Female	29.000	47.000	33.000	31.000	22.000	18.000
Male	28.000	42.000	30.000	29.000	22.000	18.000

The results of the independent t-test in this study on the variance of smartphone addiction behavior among male and female students in South Tangerang indicate that $p < 0.05$, signifying a significant difference between the two groups. Therefore, it can be asserted that the research hypothesis is accepted. This aligns with findings from the study by Aras and Torun (2021), which states that there are differences in smartphone addiction behavior among male and female students in Turkey. The researcher also found that female students have a higher smartphone addiction behavior score, specifically 131.500, compared to male students who scored 120.320. This corresponds with the results of Aras and Torun (2021), indicating that female students have higher smartphone addiction behavior scores, measuring at 30.1 compared to male students at 23.5. However, opposing results were obtained from the study by Bisen and Deshpande (2016), which suggests that smartphone addiction behavior in male students tends to be higher than in female students in India, with scores of 80 for male students and 75.42 for female students.

The researcher additionally observed that all. meaning 100% of female students exhibit a higher tendency to utilize smartphones for socializing through social media. Conversely, 96% of male students manifest a greater inclination to utilize smartphones for entertainment purposes, including watching films, videos, listening to music, and other activities. These outcomes align with the research findings of Chen et al. (2017), which assert that female students are more inclined to utilize smartphones for communication and socialization. Meanwhile, male students tend to use smartphones more for gaming, watching videos, and listening to music.

6. Conclusion

The aim of this study is to investigate the presence or absence of differences in smartphone addiction behavior among male and female students in South Tangerang. The research employs the Smartphone Addiction Scale (SAS) as a measurement tool. The conclusion drawn from this study indicates the existence of differences in smartphone addiction behavior between male and female students in South Tangerang. Given the high prevalence of smartphone addiction behavior among female students in South Tangerang, who tend to use their smartphones more for social media, the researcher suggests that female students strive to achieve a better balance in smartphone usage and increase engagement in real-world activities. Similarly, concerning smartphone addiction behavior among males, often observed in more frequent use for entertainment purposes, the researcher recommends that male students reduce the frequency of smartphone use for gaming and substitute it with more beneficial activities.

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THE INFLUENCE OF TAXATION SOCIALIZATION AND TAX SANCTIONS ON THE COMPLIANCE OF PERSONAL TAXPAYERS WITH TAXPAYER IDENTIFICATION NUMBERAMONG EMPLOYEES OF PT. X TANGERANG

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Abstract

This research aims to examine the impact of tax socialization and tax sanctions on the level of tax reporting compliance, which is a crucial source of national income for national development. In this research, a survey approach was utilized, employing questionnaires as the primary tool for data collection, using a sample of individual taxpayers at PT. X, Tangerang. The findings suggest that both tax socialization and tax sanctions measures play a crucial role in fostering increased adherence to tax reporting among taxpayers. Therefore, this research recommends that the government should enhance tax socialization efforts and implement strict sanctions for tax violations by taxpayers.

Keywords: Tax Sanctions, Taxation Socialization, Reporting Compliance

1. Introduction

The self-assessment tax collection system enables taxpayers to compute, remit, and report their taxes in accordance with the current tax regulations. In this arrangement, the government, represented by the fiscus, assumes a passive role by offering oversight and guidance to assist taxpayers in meeting their tax responsibilities. The general populace, in their capacity as taxpayers, is afforded the opportunity to participate in the tax collection process (Putri et al., 2019). As per Deputy Minister of Finance, Mardyasmo, the compliance rate among non-salaried individuals who pay taxes in Indonesia remains low. This is evident from the meager tax revenues received, particularly from non-salaried taxpayers like entrepreneurs and professionals, signifying that they have not fully honored their tax commitments (Anjanni et al., 2019).[1]

Taxpayer adherence is currently experiencing a notable decline. This decline in adherence can be attributed to insufficient tax reporting, a shortage of tax-related services, and the limited compliance and awareness among taxpayers when it comes to reporting their tax obligations. Non-compliant taxpayers present a substantial challenge as they breach tax legislation concerning the reporting of Article 21 Income Tax. The Omnibus Law establishes the criteria for infractions linked to Article 21 Income Tax reporting, encompassing provisions concerning inadvertent lapses in submission notifications. As per the Omnibus Law Article 113, the final paragraph was modified to become Article 38 of Law No. 28/2007, outlining regulations pertaining to criminal penalties associated with unintentional violations (Nurdin & Noor, 2019).

Employees at PT. X Tangerang frequently exhibit tardiness in reporting Article 21 Income Tax (PPh Pasal 21), particularly those involved in projects. Some of the employees perceive tax reporting, especially filing the annual tax return (SPT), as a challenging task because it necessitates a visit to the tax office. They are unaware that tax reporting can now be done electronically. Additionally, some employees consider personal tax reporting as unimportant, despite the fact that reporting Article 21 Income Tax is indeed significant. Failure to report taxes can lead to penalties imposed on taxpayers. The penalty for taxpayers who fail to report their taxes amounts to Rp. 100,000. The company has undertaken a socialization effort by registering for tax webinars conducted by Mekari and other tax firms.

The percentage of PT. X Tangerang employees who reported E-SPT Article 21 Income Tax late in the years 2020-2022 is presented in Table 1.1 below.

Table 1:Percentage of PT X Tangerang Reporting E-SPT Late

Year	Total Employees	Employees Project (Late report tax)	Employees Office (Late report tax)	Percentage
2020	100	43	10	53%
2021	100	64	5	69%
2022	102	56	2	57%

Refer Table 1, the compliance with personal tax reporting at PT X Tangerang is still low, as evidenced by the number of employees who report their taxes late. Taxpayer compliance can be improved through the imposition of tax sanctions. Laws and regulations have defined the implementation of general tax provisions and procedures, including the penalties that will be imposed if taxpayers fail to fulfill their tax obligations. The execution and imposition of these sanctions can take the form of administrative penalties.

2. Literature Review

2.1. Taxation Socialization

As outlined by Devi and Purba (2019)[4], the concept of taxation socialization involves the endeavors undertaken by the Directorate General of Taxes (DJP) to effectively communicate tax-related information to the general populace, with a specific focus on taxpayers. Taxation socialization represents an active initiative by the DJP aimed at imparting comprehension, disseminating information, and fostering a greater understanding among the public regarding the significance of tax contributions to the nation. This endeavor seeks to elevate taxpayer awareness regarding tax registration, payment procedures, and the accurate reporting of their tax responsibilities in alignment with existing tax legislation.

According to Devi and Purba (2019)[4], the indicators that can be measured are as follows:

1. Socialization is conducted openly and directly,
2. Socialization assists the public, especially taxpayers, in understanding the benefits of taxes for the country,
3. The general public or taxpayers possess comprehension of the relevant tax regulations.
4. Taxpayers have a grasp of the procedures involved in filling out and submitting tax returns (SPT).
5. Taxpayers have knowledge of the deadline for SPT submission.

2.2.Tax Sanctions

Gaol and Sarumaha (2022)[5] argue that Sanctions are consequences or actions applied as punishments to individuals who violate regulations. Regulations or laws are guidelines or directives for individuals to determine what is allowed and what is prohibited in their actions.

According to Pratiwi and Sinaga (2023) Tax sanctions are instituted with the purpose of enhancing taxpayer compliance. Essentially, the imposition of tax sanctions is carried out with the expectation of creating a tax system that is directed towards fostering adherence among taxpayers in fulfilling their obligations.

According to Gaol and Sarumaha (2022)[5], the perspective on tax sanctions can be measured by the following indicators:

1. Criminal sanctions imposed on tax rule violators are sufficiently severe.
2. Administrative sanctions imposed on tax rule violators are very light.
3. Educating taxpayers can be achieved through the implementation of substantial sanctions.
4. Strict tax sanctions should be enforced for offenders without any leniency.
5. The option to negotiate exists in the imposition of penalties for tax violations.

2.3. Tax compliance

As highlighted in the study conducted by Zulhazmi and Kwarto (2019)[3], taxpayer compliance refers to the voluntary and willing adherence to tax obligations without the need for enforcement or penalties. Tax obligations play a crucial role in sustaining government revenue and enhancing individual well-being by utilizing tax funds for infrastructure and public services.

As per Gaol and Sarumaha (2022), taxpayer compliance can be elucidated as the conscientious adherence to the process of furnishing and reporting essential information, ensuring the accurate completion of the tax obligation amount, and making timely tax payments devoid of any coercive measures. In essence, it entails the commitment of taxpayers to fulfill their responsibilities by willingly submitting required data, meticulously completing tax declarations, and ensuring punctual settlement of tax liabilities, all without the necessity of enforcement interventions.

As'ari's (2018)[2] indicators include the following:

1. Adherence to the registration process with the tax office.
2. Adherence to the timely submission of tax returns (SPT).
3. Adherence to precise calculation and payment of taxes.
4. Adherence to the settlement of outstanding tax payments.

3. Previous Research

Novia Devi, Mortigor Afrizal Purba (Vol. 1 No. 2 (2019): Volume 1 No 2 2019)[5] "The Influence of Taxation Socialization and Tax Sanctions on Personal Taxpayer Compliance." The research conducted by Devi and Purba indicates that taxation socialization does not have a significant impact on the compliance of annual tax return reporting for Individual Taxpayers (WPOP), whereas tax sanctions have a positive and significant influence. Both taxation socialization and tax sanctions play a significant role in influencing the compliance of annual tax return reporting for WPOP.

3.1. Research Methods

3.1.1. Population

In this research, the population to be studied consists of employees of PT. X Tangerang, totaling 50 individuals.

3.1.2. Sample

This sample employs a proportional sampling procedure, where a number of individuals will be selected proportionally from the total population of 50 employees at PT. X Tangerang to serve as the research sample. This method allows for a more accurate representation of various groups within the population, ensuring that the research results can better reflect the variations present among these employees.

3.1.3. Variables and Indicators

The dependent variable under consideration is the compliance of taxpayers, with the independent variables being the socialization of taxation and the imposition of tax sanctions. In this study, there exist variables classified as both dependent and independent.

3.1.4. Data Collection Methods

Data collection techniques in this research encompass both primary and secondary data sources. Primary data in this study is obtained from questionnaires filled out by taxpayers, while secondary data comprises information collected or acquired by the researcher from various existing sources (the researcher acting as a secondary source). Secondary data in this research can be sourced from various institutions and entities related to the study, books, reports, journals, and so forth.

3.1.5. Data Analysis Method

The data analysis method employed in this research utilizes Multiple Regression Analysis with hypothesis testing.

3.2. Results and discussion

3.2.1. Research Object Description

PT. X Tangerang is a customizable storage company that will continue to pioneer tailored shelving and pallet rack systems. PT. X Tangerang serves as a distributor of pallet racking from Malaysian and Chinese factories to customers in Indonesia. These racks are primarily utilized for the storage of substantial quantities of goods.

3.2.2. Testing Results

3.2.2.1. Influence Test

Results of the T-Test: Conducting a partial significance test for the Evaluating three independent variables concerning the dependent variable serves the purpose of assessing the individual impact each independent variable has on the dependent variable. The outcomes of the partial t-test conducted in this research are presented in the subsequent table.

Tabel 2: T TestCoefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	30,491	5,144		5,927	000
X1	,261	,126	,286	2,070	,044
X2	,341	,126	,364	2,709	,009

Examining the table provided, it is evident that the variable "taxation socialization" yields a calculated t-value of 2.070, surpassing the critical t-value of 1.984 at a significance level of 0.044, which is below 0.050. Therefore, we can deduce the dismissal of the null hypothesis (Ho) and the affirmation of the alternative hypothesis (Ha), suggesting an influence of taxation socialization on the compliance of individual taxpayers. Hence, both H1 and H2 are affirmed. Similarly, focusing on the data, the variable "tax sanctions" demonstrates a calculated t-value of 2.709, exceeding the critical t-value of 1.984, with a significance level of 0.009, also below 0.05. As a result, the null hypothesis (Ho) is rejected, and the alternative hypothesis (Ha) is embraced, signifying the influence of tax sanctions on the adherence of individual taxpayers.

Results of the F-Test: This testing is conducted to determine whether the independent variables specified in the model collectively exert an influence on the dependent variable. The results of the simultaneous F-test can be observed in the table below.

Tabel 3 : Tabel F TestANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	149,088	2	74,544	5,369	,008
Residual	652,592	47	13,885		
Total	801,680	49			

From the data presented in the table, it is evident that the variables "tax sanctions" and "taxpayer understanding" exhibit a significance level of 0.008, which is below the threshold of 0.05. Additionally, the calculated F-value stands at 5.369, surpassing the critical F-value of 2.800. Consequently, it can be inferred that both taxation socialization and tax sanctions collectively exert an influence on the compliance of individual taxpayers in reporting their personal taxes at PT X Tangerang.

4. Discussion

4.1.1. The Influence of Taxation Socialization (X1) on Tax Reporting Compliance (Y).

Hypothesis testing indicates a significant and positive relationship between Taxation Socialization and Tax Reporting Compliance, as evidenced by the calculated t-value (2.070 > 2.011) and a significance probability of 0.044 (< 0.05). Thus, the null hypothesis (H0) is rejected, indicating a significant relationship between Taxation Socialization and the compliance of individual tax reporting.

4.1.2. The Influence of Tax Sanctions (X2) on Tax Reporting Compliance (Y).

Hypothesis testing reveals a significant and positive relationship between tax sanctions and tax reporting compliance. This is supported by the calculated t-value (2.709 > 2.011) and a significance probability of 0.008 (<0.05). Thus, the null hypothesis (H0) is rejected, indicating a significant relationship between tax sanctions and the compliance of individual tax reporting.

4.1.3. The Simultaneous Influence of Taxation Socialization (X1) and Tax Sanctions (X2) on Tax Reporting Compliance (Y).

The calculated F-value, which is greater than the F-table value (5.369 > 2.800), and the significance level of 0.008, which is lower than 0.05, indicate a significant and positive partial influence on tax reporting compliance between taxation socialization and tax sanctions. Therefore, H0 or the null hypothesis is rejected, and the H3 or alternative hypothesis is accepted because both indicate that taxation socialization and tax sanctions have a positive and significant combined impact on the compliance of personal tax reporting at PT X in Tangerang.

5. Conclusion

From the discussions in the previous chapters and the results of the analysis and discussion regarding the influence of Taxation Socialization and Tax Sanctions on tax reporting compliance, the following conclusions can be drawn:

- Taxation socialization has an impact on tax reporting compliance. With effective socialization, it can address the delay in individual tax reporting.
- Tax sanctions influence tax reporting compliance. With effective tax sanctions, companies can reduce delays in tax reporting and enhance the efficiency of the reporting process.
- The combination of these two factors has a positive and significant impact together on tax compliance and the effectiveness of tax reporting for the company.

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