



INTERNATIONAL SEMINAR 2015

**Integrated View To International Development:
Society Empowerment Through Psychology
and Education Approach**

PROCEEDING

Held by an affiliation of :



INTERNATIONAL SEMINAR 2015
Integrated View To International Development

Society Empowerment Through Psychology and Education Approach

PROCEEDING

HEAD

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Organized By:

Direcorate of Development and Cooperation

University of Mercu Buana Yogyakarta

FOREWORD

This proceeding was arranged based on the International Seminar on Society Empowerment through Multidimensional Approach: an Integrated View to International Development. The Seminar was held by University of Mercu Buana Yogyakarta (UMBY). It was also a realization of MoU between UMBY with foreign universities such as Budapest Business School (Hungary) and Lyceum of the Philippines University (the Philippines).

The Seminar was 2-day seminar with plenary session on the first day during which the prominent speakers from Indonesia and other countries such as Australia, the Philippines and Hungary had give the presentations. Parallel session was held at the end of the first day and on the second day during which about 51 papers had presented. The purpose of the seminar is strengthening the academic partnership among higher education institutions from Indonesia and other countries especially those who was participated in this seminar, and bridging closer collaboration between educational and non-educational institutions.

The purpose of arranging this proceeding is to deliver the ideas and research finding was presented in the seminar into the broader society. This effort is in order to make many discussion about variative and integrated ways to empower the society. According to the purpose of this seminar, we hope the proceeding can make harmoniously together in empowering society to meet the international development, and achieve the goals of international development. We realize that this proceeding still need many improvement to be better. So that we ask for any suggestion. We wish this proceeding will give benefit for all concerning to the better world development.

Yogyakarta, January 18, 2016

Editors

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HEAD OF COMMITTEE SPEECH

Dear participants,

On behalf of the International Seminar Committee, I am very pleased to welcome you to the International Seminar on Society Empowerment through Multidimensional Approach: an Integrated View to International Development.

The Seminar is organized by the International Seminar Committee of University of Mercu Buana Yogyakarta (UMBY) in coordination with APTISI V Yogyakarta. It is also a realization of MoU between UMBY with foreign universities such as Budapest Business School (Hungary) and Lyceum of the Philippines University (the Philippines).

The Seminar is 2-day seminar with plenary session on the first day during which the prominent speakers from Indonesia and other countries such as Australia, the Philippines and Hungaria will give their presentations. Parallel session will be held at the end of the first day and on the second day during which about 51 papers will be presented.

The purpose of the seminar is strengtening the academic partnership among higher education institutions from Indonesia and other countries especially those are participating in this seminar, bridging closer collaboration between educational and non-educational instituions to harmoniuosly together in empowering society to meet the international development, and formulating and providing an integrated approach or strategy in empowering society to achieve the goals of international development.

The seminar is held in Yogyakarta. Yogyakarta is well known as a city of education and a city of tourism as well. The seminar participants can enjoy the specific nuance of the city after participating in the seminar. I sincerely look forward to sharing some wonderful and fruitful seminar days with you. It will be my great pleasure to host you together with UMBY team.

Dr. Ir. Bambang Nugroho, M.P.

RECTOR SPEECH

UNIVERSITY OF MERCU BUANA YOGYAKARTA

Assalamu alaikum warohmatullaahi wa barokaatuuh,

Praise goes to the most merciful God Allah SWT for the blessings of life and knowledge for us to gather in this meaningful occasion.

To start with I would like to warmly welcome

1. Sri Sultan Hamengkubuwono X, Governor of Yogyakarta Special Province
2. Prof. Haryono Suyono, Damandiri Foundation
3. Eva SÁNDOR-KRISZT, the Rector of Budapest Business School, Hungary and Prof. Judit Hidasi, Director for International Relations
4. Dr. Jose Ma S.E. Gonzales and Dr. Siegfred L. Manaois, Lyceum of the Phillippines University, Manila
5. Peter Craven, Australia Indonesia Business Council
6. Dr. Bambang Supriyadi, KOPERTIS V Yogyakarta
7. Dr. Kasiyarno, APTISI V Yogyakarta
8. Rectors or leaders of invited universities and higher education institutions
9. All distinguished guests and participants to Inna Garuda Hotel Yogyakarta.

It is a great pleasure to have you all with us today.

Ladies and Gentlemen.

The International Seminar of “Society Empowerment through Multidimensional Approach: an Integrated View to International Development” is a cooperation between University of Mercu Buana Yogyakarta (UMBY), Budapest Business School (BBS, Hungary), Lyceum of the Philippines University (LPU, the Philippines), and supported by APTISI V Yogyakarta and Australia Indonesia Business Council.

This event is a reflection of UMBY’s commitment to always escalates education quality and accomodates more and more opportunities in academic

collaborations and is a UMBY's awareness and concern in empowering society that is very important in facing upcoming international development.

Society empowerment is a concept of economic development summarizing social values and illustrating a new paradigm of development as a people-centered, participatory, empowering, and sustainable. Development ideas focusing on society empowerment is important to understand as a transformation process in social relationship, economy, culture, and politic. Structural changes should be a natural process toward improving and increasing social capacity building.

The question is how could the developed dan developing countries move forward collaboratively and appropriately in addressing international development and empowering their societies to achieve the development goals in a harmony ? Therefore I believe this International Seminar will be able to present an interesting discussion on the aforementioned topic, with a prominent speakers from Indonesia, Hungary, the Philippines and Australia, giving a contribution to formulating an integrated approach or strategy to achieve the international development goals. In this wonderful opportunity I would like to congratulate the International Seminar Committee for organizing this seminar. May it will support UMBY's effort to become an international university in the near future.

Finally, once again I would like to convey a warmest welcome to all the distinguished guests and participants of the International seminar. UMBY is giving the best to assist you in everyway, therefore please enjoy our hospitality and have a delightful experience in the seminar.

Wassalamu alaikum warohmatullaahi wa barokaatuuh.

Dr. Alimatus Sahrah, M.Si., M.M.

**COMMITTEE OF INTERNATIONAL SEMINAR 2015 -
UNIVERSITY OF MERCU BUANA YOGYAKARTA**

**“SOCIETY EMPOWERMENT THROUGH MULTIDIMENSIONAL
APPROACH: AN INTEGRATED VIEW TO INTERNATIONAL
DEVELOPMENT”**

- A. Condescent** : Rector UMB Yogya
(Dr. Alimatus Sahrah, M.Si, MM)
- B. Responsible Persons** : 1. Rector UMB Yogya
(Dr. Alimatus Sahrah, M.Si, MM)
2. Vice Rector I (Dr. Ir. Wisnu Adi Yulianto, MP)
3. Vice Rector Bidang II (Hasim As'ari, SE, MM)
- C. Head of Committee** : Director of Cooperation and Development
(Dr. Ir. Bambang Nugroho, MP)
- D. Vice Head** : Vice Director of Cooperation and Development
(Audita Nuvriasari, SE, MM)
- E. Treasury** : 1. Endang Sri Utami, SE, M.Si, Ak
2. Brigita Hari Mulyani, Amd
- F. General Secretariat**
- Coordinator : Ranni Merli Safitri, ST, M.Si
 - Registry : 1. CH. Lilis Suryani, S.TP, MP
2. Novia, M.Psi
3. Ermi Rachmawati

- Public Relation : 1. Niken Puspitasari, SIP, MA
2. Sowanya Andi Prahara, S.Psi, MA
3. Esang Suspranggono
- IT : 1. Agus Sidiq Purnomo, S.Kom, M.Eng
2. Imam Suharjo, ST,M.Eng
3. David Nugroho, A.md
4. Ristalia Dwi Utami, S.Kom

G. Plenary

- Koordinator : Dr. Ir. CH. Wariyah, MP
- Sub Theme 1 : 1. Dr. Kamsih Astuti, M.Si
2. Dr. Dra. Hermayawati, S.Pd, MPd
- Sub Theme 2 : 1. Drs. Raswan Udjang, M.Si
2. Tutut Dewi Astuti, SE, M.Si, Ak
- Sub Theme 3 : 1. Prof. Dr. Ir. Dwiwati Pujimulyani, MP
2. Ir. Wafit Dinarto, M.Si
- Sub Theme 4 : 1. Supatman, ST, MT
2. Anief Fauzan Rozi, S.Kom, M.Eng
3. Rosalia Prismarini, S.Sos

Notes:

- Sub Theme 1 : Psychological and educational approach to society empowerment.
- Sub Theme 2 : Economic development and Strengthening enterpreneurs in society empowerment.
- Sub Theme 3 : Agriculture revitalization to achieve food sovereignty and society empowerment.

- Sub Theme 4 : Society empowerment through technological approach.

H. Procceding

- Coordinator : Awan Santosa, SE, M.Sc
- Staff : 1. Dr. Triana Noor Edwina DS, S.Psi, M.Si
2. Rina Dwiarti, SE, M.Si
3. Indah Susilawati, ST, M.Eng
4. Restu Arini, S.Pd. M.Pd
5. Mamilisti susiati, Drh, MP
6. Kristina Andryani, S.Sos, M.I.Kom

I. General Supporting

- Coordinator : Santi Esterilta P, Psikolog, M.Si
- Transportation and Equipment : 1. Sunardi
2. Tugiyat
- Studentship : 1. Martinus Budiantara, SE, M.Si, Ak
2. Nur Fachmi Budi Setyawan, M.Si
- Ceremony : 1. Asep Rokhyadi Permana S, SE, M.Si
2. Elysa Hartati, S.Pd, M.Pd
3. Widarta, SE
- Receiving Guest : 1. Ir. Warmanti Mildaryani, MP
2. Sri Suswati
- Logistic : 1. Dra. Sumiyati
2. Dorothea Ari
3. Ngatiyah

- Connecting Guest : 1. Agus Slamet, S.TP, MP
2. Agustinus Hari Setyawan, S.Pd, MA
- City Tour : 1. Reny Yuniasanti, S.Psi., M.Psi.
2. Nuryadi, S.Pd., M.Pd.

SCHEDULE OF INTERNATIONAL SEMINAR

**INNA GARUDA HOTEL, YOGYAKARTA
NOVEMBER 26-27, 2015**

First Day, 26 November 2015

Schedule	Session	Theme & Presenters
8.00 – 8.45	Re-registration	
8.45 – 9.00	Welcoming dance	Naviri, Dance of Pudiastuti
9.00 – 9.10	Opening speech	Welcome & opening speech by the Rector, University of Mercu Buana Yogyakarta
9.10 - 9.20	Welcome speech	APTISI
9.20 – 9.30	Welcome speech	KOPERTIS V YOGYAKARTA
9.30 – 10.00	Keynote speech 1	Governor of Yogyakarta Province (ASEK I)
10.00 – 10.30	Keynote speech 2	Prof. Haryono Suyono
10.30 – 10.45	Coffee break	
10.45 – 11.45	1 st Session	Dr. Judit HIDASI/ Dr. Éva Sándor-Kriszt (Budapest Business School, Hungaria)
11.45 – 12.45	2 nd Session	DR. SIEGFRED L. MANAOIS (Lyceum of the Philippines University, Philippines)
12.45 - 13.45	Lunch break	Media partner
13.45 – 14.45	3 rd session	Peter Craven (Australia Indonesia Business Council)
14.45 – 15.00	Coffee break	
15.00 – 16.30	Parallel session 1	

Day 1 A

Time : 14.00-16.00
Venue : Ballroom
Moderator : Dr. Triana Noor Edwina, M.Si
Petugas Ruang : Aldi, Riri, Jefri

No	Name	Tittle	Group
1	Asina Christina Rosito	The Correlation Between Peer Social Support And Self-Regulated Learning	Psychology/ Education
2	Ati Kusmawati	Cognitive Piaget In Learning Motivation To Adolescence Tunalaras Delinquent	Psychology/ Education
3	Gunarhadi	Needs assesment of educational services For children with disabilities in inclusive schools in municipality of surakarta	Psychology/ Education
4	Nurul Hidayah	The Model of School Satisfaction in Junior High School Students	Psychology/ Education
5	Petrus Ana Andung	Gender relations in mass media (gender discriminative discourse of news on violence against women in “pos kupang.com”)	Psychology/ Education
6	Clara r.p. Ajisuksmo	Education For The Disadvantaged Children In Indonesia	Psychology/ Education
7	Fany Rifqoh	The Role Of School And Methods To Manage Slow Learners Students	Psychology/ Education

Day 1 B

Time : 14.00-16.00
Venue : Ballroom
Moderator : Prof Dwiwati Pujimulyani. MP
Petugas Ruang : Resti, Fenti, Arvina

No	Name	Title	Group
1	Eri Yusnita Arvianti	Youth Interest On Transformation Farmer Agricultural Sector In District Ponorogo	Agriculture
2	Bayu Kanetro	Community Empowerment Of Kaliorejo Kulonprogo Special Region Of Yogyakarta For Developing Oyek Into Artificial Rice As Staple Food	Agriculture
3	Yunida Sofiana	Economic Challenges Versus Creative Design (Case Study In Banjarharjo Village, Bantul, Yogyakarta)	Economics and Business
4	Khoirul Hikmah, SE, M.Si	Advantages And Limitations Of Antecedents Effect Against Company For Investment Opportunities Set And Influence On Funding Policy In Agency Theory Perspective	Economics and Business
5	Kurnia Martikasari	The Evaluation Of Financial Performance For Economic Sustainability In Credit Union	Economics and Business
6	Ria Arafiah	The Expert Systems Prevention Of Epidemic Dengue Hemorrhagic Fever Based Community Development	Economics/ Information System
7	Alimuddin/Fatah Sulaiman	Early Warning System Analysis Of Accident Due To Weather Conditions Flood Parameters Of Temperature On The Rail Scale Laboratory	Information System
8	Alimuddin	Design Of Automation Control System Parameter Humidity Fertigation Aeroponics System In Caisim	

Day 2 Sesi I A

Time : 08.15-09.45
Venue : Kalasan
Moderator : Dr. Ir. Wisnu Adi Yulianto, MP
Petugas ruang : Wawan, Lova, Ami, Indra

No	Name	Tittle	Group
1	Dumasari Tri Septin Muji Rahayu	Strategic Marketing Design Of Creative Souvenir Processed By Coconut Waste According To Market Trend	Agriculture
2	Imam Santosa	Empowerment of Peasant Through The Development of Ecotechnopreneurship Behavior in Managing Mix Farming (Based Social Capital)	Agriculture
3	Wiwik Widyo Widjanti	Effects Of Settlement Potential And Problem Toward Settlement Development Strategy In Coastal Marine Probolinggo East Java	Agriculture
4	Yushardi	Mango Farmers Increasing Competences Development Through Media Green House At Studio Learning Activities Situbondo	Agriculture
5	Tintin Febrianti	Social functioning as strategy for fishermen's empowerment Case in coastal areas at district of tasikmalaya	Agriculture
6	Eri Yusnita Arvianti	Youth Interest On Transformation Farmer Agricultural Sector In District Ponorogo	Agriculture

Day 2 Sesi I B

Time : 08.15-09.45
Venue : Sambisari
Moderator : Santi Esterlita Purnamasari, S.Psi, M.Psi, Psikolog
Petugas : Sakti, Aldi, Fenti, Arvina

No	Name	Title	Group
1	Said Alhadi	The Role Of Education To Improving Human Resources	Psychology/ Education
2	Triana Noor Edwina	Construct Husband's Support, Indigenous Psychology Approach	Psychology
3	Alimatus Sahrah/Ranni Merli Savitri	Destination image of yogyakarta and Student's subjective well-being (swb)	Psychology/ Education
4	Wahyu Kuncoro	The Justice Judgement Model In Participation Of Disaster Mitigation Program	Psychology
5	Sri Muliati Abdullah	Identification of ideal softskill profile and youth's softskill development strategy for job success Through society empowerment	Psychology
6	Reny Yuniasanti	Job Satisfaction on Academic staff Viewed from Co-workers Social Support at the University of Mercu Buana Yogyakarta	Psychology
7	Novina Suprobo	The role of passion for teaching to promote teachers' adaptive outcomes: A perspective of teachers in Indonesia	Psychology

Day 2 Sesi I C

Time : 08.15-09.45
Venue : Prambanan
Moderator : Gumirlang Wicaksono, S.E., MBA.
Petugas : Resti, Kelvin, Riri, Ajat

No	Name	Title	Group
1	Muhammad Suliswanto	Acceleration Strategy in Achieving Millennium Development Goals (MDGs) through Human Resources Planning Based on Local Economy Potencies (The Application on Regencies/ Cities in East Java)	Economics and Business
2	Ni Wayan Sri Astiti	Model Through The Empowerment Of Women In Household Industrial District Abang Karangasem	Economics and Business
3	Nujmatul Laily	Relationship Between Moral Development And Ethical Judgement: Evidence From East Java	Economics and Business
4	Polniwati Salim	The Application Of Toraja Ornament Into Interior Furniture In Efforts To Strengthen Efforts Local Culture And Entrepreneurship In Jakarta	Economics and Business
5	Dr. sri pujinin gsih	Emancipatory Accounting: University Accounting Alternative Preventing Education Commercialization	Economics and Business
6	Awan Santosa	Performance Evaluation of Science and Technology for Export Product Program of Goat Leather and Vinile Handcraft in Bantul Regency	Economics and Business

Day 2 Sesi II A

Time : 10.00-11.30
Venue : Kalasan
Moderator : Indah Susilawati, ST., M.Eng.
Petugas Ruang : Wawan, Lova, Ami, Indra

No	Name	Title	Group
1	Anif Fatma Chawa	Ongoing Communication and Assistance of Mining Company's Community Development Programs	Communication
2	Herdianto	Electric Light Control System Using Computer Network Based On Module Usb-Relay	Information Technology
3	Martinus Budiantara		Economics and Business
4	Nuryadi	Implementation Of Creative Problem Solving (Cps) With Figure Tools For Improving Student Achievement In Mathematics Learning Smp N 2 Godean Class Viii	Mathematic/ Education
5	Marleni, M.Pd	Entrepreneurship Development of Woman Handycrafter in West Sumatera	Economics and Business
6	Dasrizal		

Day 2 Sesi II B

Time : 10.00-11.30
Venue : Sambisari
Moderator : Sowanya Adi Prahara, S.Psi., M.A.
Petugas ruang : Sakti, Aldi, Arvina, Fenti

No	Name	Tittle	Group
1	Alimatus Sahrah	Effectiveness Of Social Support Training Custodian To Enhancing Subjective Well Being Prisoners At Penitentiary Class Ii.A Yogyakarta	Psychology
2	Kamsih Astuti	The Social Cognitive Model Of Smoking Initiation Prevention In Adolescents	Psychology
3	Komsi Koranti	Analysis Strategy Problem-Focused Coping And Emotion-Focused Coping In Women Victims Of Domestic Violence In Jakarta	Psychology/ Education
4	Santi Esterlita Purnamasari	Attitude of Premarital Sexual Behavior, Sexual Knowledge And Control of Premarital Sexual Behavior On Junior High School Students In Yogyakarta	Psychology
5	Ranni Merli Safitri	Brand Image And Service Quality As Predictors Of Brand Loyalty Of Students	Psychology
6	Achmad Fauzan	Upaya Meningkatkan Niat Beli Konsumen Ditinjau Dari Kredibilitas Selebriti, Citra Visual dan Verbal Iklan	Psychology

Day 2 Sesi II C

Time : 10.00-11.30

Venue : Prambanan

Moderator : Awan Santosa, S.E, M.Sc

Petugas ruang: Resti, Kelvin, Riri, Ajat

No	Name	Tittle	Group
1	Audita Nuvriasari	The Influence Of Competitive Advantage Strategy To Smes Performance	Economics and Business
2	Gumirlang Wicaksono	Assessing The Implementation Of Transnational Strategy A Case Of Accor Indonesia	Economics and Business
3	Herminawaty Abubakar, Dr	Answering The Needs Of The Company With Transformation Organizations	Economics and Business
4	Ignatius Oki Dewa Brata	Leverage, Profitability, And Size Influence Of Corporate Dividend Policy	Economics and Business
5	Bambang Nugroho	Empowering Vegetable Farmers Through Broadening Marketing Access: A Case In Kaliangkrik, Magelang	Agriculture

KEYNOTE SPEAKER

Equitable Development Related To MDGs in DIY

HAMENGKU BUWONO X

Assalamu'alaikum warohmatullahi wabarokatuh

The honorable, Rector of Univesity of Mercu Buana Yogyakarta,

The speakers, participants, and all audience.

Thanks to Allah swt who has been giving us blessing and mercies so we can be here together in good condition and happy situation.

On behalf of the Local Government of Yogyakarta Special Province, we welcome this international seminar held by University of Mercu Buana Yogyakarta (UMBY) with the theme of SOCIETY EMPOWERMENT THROUGH MULTIDIMENSIONAL APPROACH: AN INTEGRATED VIEW TO INTERNATIONAL DEVELOPMENT. We belief that this today's activity is a reflection of UMBY's commitment and participation in reaching Millenium Development Goals (MDGs) signed by United Nations. In this wonderful opportunity, we would like to appreciate all participants both from Indonesia and abroad because your attendance is a clear evidence of our commitment to realize the MDGs.

The Millennium Development Goals (MDGs) are the eight international development goals that were established following the Millennium Summit of the United Nations in 2000, following the adoption of the United Nations Millennium Declaration. All 189 United Nations member states at the time, committed to help achieve the following Millennium Development Goals by 2015: (1)To eradicate extreme poverty and hunger, (2) To achieve universal primary education, (3) To promote gender equality and empower women, (4) To reduce child mortality, (5) To improve maternal health, (6) To combat HIV/AIDS, malaria, and other diseases, (7) To ensure environmental sustainability, and (8) To develop a global partnership for development.

There are several important things should be given more serious attention related to MDGs:

Firstly, although United Nations is actively involved in realizing MDGs, MDGs are not UN's goals but are goal and responsibility of all countries participated in the Millenium Summit.

Secondly, seven of the eight goals have been quantified as the targets with clearly scheduled time of achievement so that enabling objectively measuring and progress reporting with internationally camparable indicators. Thirdly, the goals of MDGs are interconnected. Fourthly, UN supported global effort in monitoring progress, increasing attention, pushing action and research as intelectual base for policy reformation, capacity building, and resource mobilization needed to reach all the targets.

Fively, 18 targets and more than 40 related indicators were decided to reach during the period of 1990 to 2015 evaluated every five years. And the last, in spite of the fact that MDGs are global commitment, local values of every countries should be more accomodated to facilitate MDGs realization.

Basically, MDGs are the result of a common struggle and agreement between developed and developing countries. Developing countries such as Indonesia have an obligation to achieve MDGs including monitoring activities, meanwhile developed countries should help and give support in achieving every goal and target of MDGs.

As a signatory country of MDGs declaration, Indonesia has a commitment to realize MDGs as an integrated part of national development program because essentially all target and goal of MDGs has been in line with our development program. In Indonesia, people prosperity is measured with various indicators such as increasing people income, improving education and helth level, increasing appropriate housing with comfortable and safe environment, increasing access to available resources, open employment for all people, and free from poverty and hunger.

Based on central governmentnt policy of Presidential Instruction No. 1/2010 about Acceleration of National Development Implementation 2010, and

Presidential Instruction No.3/2010 about Equitable Development Program related to MDGs, Local Government of Yogyakarta Special Province (DIY) issued Governor Regulation No. 56/2011 about Local Action Plan (RAD/Rencana Aksi Daerah) of MDGs achievement. RAD is an effort of central and local synergy in a process of planning, budgeting, implementing, monitoring, and evaluating acceleration program of MDGs achievement.

Acceleration effort of MDGs target achievement has been actually done through various activities in every working unit, not only by government bureaucracy, but also supported by private sectors, higher education institutions, non-governmental organizations, and all society elements. In this case, approach model or society empowerment innovation is very important. For example, Central Government launched National Program of Society Empowerment (PNPM) Mandiri Perkotaan dan Perdesaan in 2007 to effectively reduce poverty and create new employment by reformulating the mechanism of reducing poverty by involving society elements starting from planning, implementing, monitoring, and evaluating.

Referring to the achievement report of RAD MDGs DIY of the first semester 2015, DIY has been successful in achieving several MDGs targets. As the next agenda after 2015, a new concept of Sustainable Development Goals (SDGs) will be developed to accommodate every changes after 2015-MDGs.

In this wonderful opportunity, I would like to invite all participants to use this forum to share ideas and opinions to solve and face various problems and challenges related to MDGs target achievement at the level of local, national, regional, and global. Finally, my Allah swt always give us His guidance. Amin. Thank you so much.

Wassalamu alaikum warohmatullahi wabaro kaatuh.

Yogyakarta, November 26,2015

Governor of Yogyakarta Special Province

HAMENGKU BUWONO X

INTENSIFICATION OF SUSTAINABLE DEVELOPMENT GOALS (SDGS) TO END POVERTY IN INDONESIA

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Abstract

There is a strategic urgency to put in place policies which take advantage of the demographic dividend for most countries. The first is the increased labour supply. This benefit is dependent on the ability of the economy to absorb and productively employ the extra workers. The second mechanism is the increase in savings. As the number of dependents decreases individuals can save more. The third mechanism is human capital. Decreases in fertility rates result in healthier women and fewer economic pressures at home. The fourth mechanism for growth is the increasing domestic demand brought about by the increasing GDP per capita and the decreasing dependency ratio.

Two kinds of integrated policy are; first, intervention should be directed to the poor. Second, middle and high socio economic group must help to encourage the poor. The urgency to put in place appropriate policies is magnified by the reality that what follows the “demographic dividend” is a time when the dependency ratio begins to increase again. The other important is To make sure all poor families, especially young and fertile couples, to participate in local social and economic activities and encourage poor families to undergo training for participating in local economic activities.

Keywords: SDGs, Poverty, Pro-poor development

SPEAKER

THE IMPACT OF INTERNATIONALIZATION OF HIGHER EDUCATION ON SUSTAINABLE DEVELOPMENT – IN THE EASTERN EUROPEAN CONTEXT

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Abstract

There is widespread recognition that international education brings benefits to the economic, social and commercial interests of countries. It is thought that the harmonisation of institutional and national internationalisation strategies will bring positive results in the sustainable development of societies. In the case of institutions of higher education, such activities are considered to be of significant advantage, for instance, in attracting students internationally by offering international study programmes and ultimately by improving the employment opportunities of students both at home and abroad. The contribution will take a double perspective on the theme of internationalisation strategies for higher education institutions. First, it will look at different concepts and approaches to internationalisation strategies and at ways to design them.

Second, it will address issues around the implementation of such strategies. The contribution will address its theme from both a global and a European, in particular an Eastern European perspective. Sub-chapters of the contribution include mainstreaming of internationalisation as a strategic approach, branding a nation by internationalizing its higher education programmes, improving internationalisation strategies by adopting new forms, ways and possibilities of technology. Likewise, we will look at particular challenges, and how to overcome them, such as integrating

foreign students, teaching in English, incentivising short-term mobility of students and staff, and international marketing and student recruitment.

Keywords: internationalisation, student recruitment, Eastern-European perspective, curriculum design

1. Different concepts and approaches to internationalisation strategies

In the first decades of the 21st century internationalization has become more and more important in the strategy of higher education institutions. Components of internationalization like international orientation, mobility activities, receiving international students and the export of the institutions' teaching and research products play significant roles in the mission of higher education institutions. Recognition and reputation of higher education institutions is measured recently with their position in global rankings and classifications. Internationalization is always a crucial point in the evaluation. The globalized world requires international activities, because we have to prepare students who are able to think globally – and if required – act locally. Internationalization has become part of the quality culture of each particular institution.

There have occurred several changes in higher education in recent decades world over that due to their intensity, impact and effects, might as well be labeled as paradigm shifts:

- Higher education (HE) has changed from the privilege of a rich and talented few to an option of development for many ambitious youth and has become available to a diverse and – in some countries even to a – mass audience. Participation in higher education is set to rise further.
- Due to the achievements and penetration of information technology knowledge and information have entered into easy reach to anyone interested.

- Internationalization has elevated from an “option-factor” to a “must-factor”.
- Amidst technological and scientific developments higher education is expected to play a critical role in lifelong learning.
- In countries facing demographic and economic changes higher education is playing a decisive role in maintaining economic and environmental sustainability.

As a consequence, with globalization on the rise, three important notions emerge that cannot be disregarded:

- higher education is also becoming global;
- nevertheless diversification of educational services (programs, profiles, and demands) is evolving;
- competitiveness (especially in maintaining and enhancing quality) is playing an increasingly important role in higher education.

The first global university ranking was launched by Shanghai Jiaotong University in 2003. In the past 12 years, not only have pioneers like *ARWU* (Shanghai Jiaotong ranking), *THE* and *QS* stayed in the scene of (global) higher education, we have also seen many more rankings, global and national, entered the ranking arena. As of 2014, ten global rankings were identified, with *US News & World Report's Best Global Universities* being the latest addition. The proliferation of global and national university rankings implies that higher education institutions (HEIs) can no longer turn a blind eye to rankings and within that to internationalisation. In one way or another, HEIs have to either make use of rankings or minimise the damage caused by others using rankings to outshine them at home or abroad. Rankings can be used as information tools, but rankings are increasingly also used as marketing tools. Many higher education institutions by now must have had their own experience in responding to global rankings, either proactively or reactively, but one of the most efficient ways definitely being to enhance their internationalisation impact.

2. Dimensions and indicators of internationalization

In order to make the internationalization of higher education institutions comprehensive, different expert teams have elaborated various schemes and proposals. They are common in treating the areas (dimensions) and measures (indicators) of internationalization separately, but in a contextual interrelation. The dimensions are usually overlapped, but they are different in focus and details. What are the most important internationalization areas?

- university leadership for internationalization (mission statement, promotion and publicity, budget, leadership positions, promotion and tenure, student recruitment),
- internationalization strategic plan (goals, objectives, inputs, activities, timelines and targets),
- institutionalization of international education (committees, accountability structures),
- infrastructure (professional units and staff)(international students and scholars, study abroad, international exchanges, projects, grants, contracts),
- internationalized curriculum (international majors, international minors, international courses, languages, scholarships and awards, resources),
- international students and scholars (international student recruitment, international student support, integration of university students into university life),
- study abroad (academic study abroad, work and tourism abroad, specialized academic study abroad, study abroad requirements, exchange agreements, student support),
- faculty involvement in international activities (faculty support, exchange agreements, international grants and contracts),
- campus life / co-curricular programs (campus life offices, student organizations, campus programs),

- monitoring the process (performance assessment process, performance indicators).

In a timely shift in the higher education strategy, in many countries of Eastern Europe more focus has been and will be put in the future on internationalization of higher education institutions. This is indeed a wise and much overdue reappraisal of the higher education policy in these countries. This is the ethos, and this is the idea that has to be instilled in the society, in educational decision makers, and last but not least in institutional management.

3. Internationalisation of Higher Education: Moving beyond mobility

Internationalization of higher education is an important priority for many governments, for university leaders and other higher education stakeholders. It has been on the European agenda for many years and has led the members of the EHEA (European Higher Education Area) to develop policy, research and related services in support of institutional efforts in internationalization. This is a frequent theme of national and international conferences, and each time with the ambition to gain new insights into the internationalization of higher education and inspire new strategies, initiatives and projects. The expectations with regard to the benefits of internationalization are continuously expanding, as is the range of activities carried out in the name of internationalisation.

At the same time, institutional, national and regional policies remain highly focused on only one aspect of the process – *mobility*. Such a singular focus can overshadow numerous other ways that internationalisation can improve: the quality of the different dimensions of higher education, including curriculum, research, campus life, management, etc. Indeed, no matter how much international student mobility flows may increase in the future, it is unlikely that they will ever include all learners in higher

education. Thus it is likely that the impact with the greatest potential weight lies with the 'other' aspects/activities that promote internationalisation.

- What are the alternatives to mobility when pursuing internationalisation?
- How does internationalisation change the student experience?
- Is internationalisation changing knowledge and know-how?
- How is it improving the quality of higher education?
- How can internationalization help overcome disparities and inequalities?

4. Issues around the implementation of internationalisation strategies in European and in Eastern European perspective

What is the most striking transformation that has taken place in European education in the last half century? The information and communications revolution and the changes brought to teaching and learning methods are strong contenders, while internationalisation and student mobility in education have also expanded education's horizons.

4.1 Embedded mobility

There are 4.5 million international students moving across the globe, and out of them some 2 million in Europe. Increasing the international mobility of students has been a core concern of governments and higher education institutions for decades. In 2009, European ministers of education set the ambitious target of 20% outbound mobility, to be reached by 2020. Some European countries have even higher aspirations: Germany and Austria both aim for 50% of outgoing mobility. Many believe that such goals cannot be attained unless 'mobility windows' will systematically be integrated into curricula, i.e. that mobility becomes structurally 'embedded'. The two most prominent forms of 'embedded mobility' are joint and double degree programmes,

offered by two - or more - higher education institutions in two different countries.

With the increase of student and faculty mobility between continents, intercultural issues affecting the educational domain, like: classroom environment, academic culture, administrative culture, language use, challenges of multilingualism, ethical and moral issues, political correctness (in behavior, in communication and in language) etc. are on the rise. As stated by Powell and Andersen (1994: 322), “culture provides us with a heritage and a set of expectations about educational settings”. If these expectations – not only concerning settings, but - concerning the whole educational process itself are not met, then those affected become disappointed or frustrated. Disorientation comes from a feeling of loss – why not do it the way we always have? But ways that function well in one particular setting might prove less effective in a different setting. Awareness should be raised with respect to the ways in which people’s worldviews affect their learning, understanding, production, and interaction. Neglecting differences in mental programming – and for that matter in communication – might lead to low effectiveness. A better understanding of the differences might also help to avoid frustrations arising from misunderstandings.

4.2 Linguistic quality issues

English-medium instruction (EMI) has become a systemic feature in many European countries, particularly at the Master level. Even though the growth curve now shows signs of flattening, the number of English-taught programmes (ETPs) in Europe has seen a very steep rise in the last 15 years. Are ETPs an advisable means to attract international students who would not dare to study in the domestic language, or are those critics right who view them as a form of tuition where students who do not understand English are taught by staff who do not speak it? In other words: is English medium tuition a blessing or a curse?

At the same time, it is also true, that the lack of a minimum proficiency in the local language isolates international students outside of the classroom. This issue has consistently been identified as the biggest language challenge for foreign students in their mobility study period abroad.

In intercultural encounters, it may often be the use of English, with the assumption that the same language is being spoken by all, which leads to misunderstandings. There is ample evidence, in fact, that the use of English as a *lingua franca* often conceals the underlying culture-based concepts, which may be utterly incompatible.

5. Mainstreaming of internationalisation as a strategic approach

The Conference Report of the UNESCO World Conference on Education for Sustainable Development (ESD), held in Aichi-Nagoya, Japan, 10-12 November 2014, has been released. Three main outcomes are discussed: launch of the final report on the DESD ‘Shaping the Future We Want’; adoption of the Aichi-Nagoya Declaration on ESD; and Launch of the Global Action Programme (GAP) on ESD.

It provides an overview of the main discussions before summarizing the strategies for expanding the impact of ESD according to the five Priority Action Areas of the Global Action Programme:

- Advancing policies;
- Transforming learning and training environments;
- Building capacities of educators and trainers;
- Empowering and mobilizing youth;
- Accelerating sustainable solutions at local level.

On the European level, with the implementation of the Bologna Process across the 47 countries of the European Higher Education Area (EHEA), attempts have been made to offer highly-valued open fora for

stakeholders in higher education to exchange knowledge and views on hot topics in the field. On the one hand conferences, discussion events and symposia are regularly held to provide an interactive platform for HEI practitioners, ranking providers, independent researchers, and higher education consultants to exchange the latest information and diverse views on all matters related to issues of internationalisation and of global education. These events not only provide useful information, reflection and analysis, but also ample opportunities for discussion, peer learning, and networking, including reviewing and discussing with university leaders and stakeholders their self-assessment reports on internationalization and comment and advise on possible future developments. Together with Ecorys, an European research and consultancy company, *European Association for International Education (EAIE)* conducted a study of the state of internationalisation in the European Higher Education Area (EHEA) from practitioners' perspectives. *The EAIE Barometer: Internationalisation in Europe* focuses on: The current state of affairs regarding internationalisation in EHEA countries; Key developments and challenges in the field; and Skills and knowledge needed by the staff involved in international education.

<http://eaie.informz.net/z/cjUucD9taT00MjgxNzQxJnA9MSZ1PTc3NjA0NDk4OCZsaT0yNjk0MDA3Nw/index.html>

On the other, electronic resources help orientation and knowledge transfer with respect to higher education issues, out of which we highlight two.

The Eurydice Network's task is to provide reliable information on, and comprehensive analyses of, European education systems and policies. The network drafts descriptions of national education systems, comparative studies devoted to specific topics, indicators and statistics. Through its work, Eurydice aims to promote understanding, cooperation, trust and mobility at European and international levels. All Eurydice publications are available free of charge on the Eurydice website.

https://webgate.ec.europa.eu/fpfis/mwikis/eurydice/index.php/Main_Page

The network consists of national units located in European countries and is co-ordinated by the EU Education, Audiovisual and Culture Executive Agency.

European University Association (EUA) has launched the *Trends 2015* report, which presents the universities' perceptions of the changes that have taken place in European higher education over the past five years, particularly in relation to learning and teaching. Based on survey responses of 451 higher education institutions from 46 countries (48 higher education systems), the report outlines the changing context in which higher education institutions operate.

http://www.eua.be/Libraries/Publications_homepage_list/EUA_Trends_2015_web.sflb.ashx

6. Branding a nation by internationalizing its higher education programmes

The main rationale behind this initiative is to support and facilitate the internationalisation of higher education of a particular country by initiating and deepening cooperation with foreign higher education institutions and achieving knowledge exchange by means of student and faculty mobility, by means of knowledge transfer via joint research and by means of sharing best practices. Exposure to international experience will result in an improved knowledge of the other country's culture, which promotes understanding and economic and political cooperation between countries and its people. The area of research and development is one of the main incentives for the corporate world to support joint projects. Many higher education programmes are already subsidized by corporate actors, which not only support the success of the students on the labour market but also aide the implementation of the results of the research, which constitutes an important part of the institutions' revenues.

The internationalization of higher education will also enable the formation an international community, which will create a strong potential of

personal contacts among the alumni of the institutions, attracting more international and talented students to enjoy the benefits of studying abroad.

In Hungary attempts have been made recently to broaden the dimensions of international education by offering foreign students scholarships for a full-time degree study. The scheme is called: *Stipendium Hungaricum* – Scholarship Programme for Foreign Students. Hungary's primary intention is to further strengthen the regional policy and to enhance a global opening. With these aim in mind, the Hungarian Government announced the policy of „Global Opening”. As part of the Policy, we are proud to introduce the *Stipendium Hungaricum* Hungarian Scholarship Programme, offered to students of the partner countries of Hungary.

6.1 Aims

1. *Economic Development*

In order to achieve the long-term economic goals of the policy, the Hungarian Government seeks to improve the international, scientific, economic and educational relations with the partner countries and encourage their most outstanding students to continue their studies in the Hungarian higher education. The outcome is going to be the exact opposite of a brain-drain: the partner countries mutually benefit from the cooperation, as students bring home from Hungary the knowledge, know-how, best practices, knowledge of the culture, the language and personal contacts. After the successful completion of their studies, the scholars would go home and contribute to the strengthening of their country's economy, providing the possibility of future partnerships for Hungary.

2. *Cultural Diplomacy*

The relationship between individual people will result in an improved knowledge of the other's culture, which promotes understanding and economic and political cooperation between the two countries.

3. International Relations in the Education

Beyond the cultural diplomatic relations, the result of fruitful cooperation will be the expansion of economic, research and scientific collaboration, as well as the promotion and internationalization of outstanding Hungarian higher education institutions on the widest scale possible, helping them to become internationally recognised knowledge centres and further enhance the international relations with bilateral educational, exchange and research agreements, establishing direct contacts between the higher educational institutions.

4. Research and Development

The area of research and development is one of the main incentives for the corporate world to support joint projects. Many practical Hungarian higher education programmes are already subsidized by corporate actor, which not only supports the success of the students on the labour market but also aides the implementation of the results of the research, which constitutes an important part of the institutions' revenues. The solid financial background promotes the invitation of foreign and Hungarian academics to hold unique or special courses, student mobility, excellence recognition, talent management, a supply of teachers and researchers and the popularization of science.

My University of Applied sciences, the Budapest Business School is also among the national universities who receive in great number incoming Stipendium Scholarship recipients. It is a clear strategy of our university of Applied sciences, the BBS, to exploit the possibilities of a practice-oriented and practice-driven higher education, which involves flexible forms of international educational experience, cooperation with international enterprises, development of self-study methods supported by educational technology.

One of the four major objectives of the 2012 International Development Plan (IDP) of BBS is that it will provide “a study environment of international character and quality”: increasing

mobility, launching additional foreign language courses, developing foreign-language-taught study programmes, organising joint projects with international partners with the use of ICT.

The existing extensive ties with international academic partners in the field of business management provide a solid basis for implementing the IDP (there are several dual degree programmes and recognised courses taught in foreign languages already).

The strategy demonstrates the commitment of BBS to formalise an organizational framework necessary for effective and efficient international teaching, research and related activities. The IDP refers more than 200 times to the different forms of international goals and tasks. It emphasises the internationalisation opportunities in the following fields:

- Participation in international R&D projects
- Increasing degree and credit mobility (in-coming and out-going)
- Promoting mobility of lecturers
- Expanding programmes and courses delivered in foreign languages
- Membership in international organisations (as EUA)
- Attending and hosting international conferences
- Establishing partnership with international companies, business organisations.

The systematic approach to internationalisation has been clearly recognised by the management of BBS. This is evident from the fact that BBS was the very first Hungarian higher education institution that undertook an internationalisation review. The auditing delegation upon completing their visit found the internationalization performance of BBS outstanding.

6.2 Perspectives from a European angle

Before drawing conclusions let me shortly inform you on the impact that the introduction of the Bologna process had on higher education in Eastern European countries. Most countries in the sphere of Soviet influence after the fall of Communism, inherited an extremely centralised system of higher education combined with the rigidity of a dual system splitting higher education institutions into two disparate and incompatible parts: colleges and universities. This system used in the former Soviet bloc was different from the British and American systems; furthermore the educational systems elsewhere in Western Europe also showed considerable diversity. The introduction of the Bologna process since 1999 when it was first signed has ultimately resulted in the creation of the European Higher Education Area, aimed to restore the unity of European higher education. Ever since those early days, work marked by regular ministerial meetings followed by Declarations every other year has been going on. The ideas formulated in the Bologna Declaration seemed to be very attractive, most European countries participate in the Bologna Process. Even distant countries, like Kazakhstan joined the Bologna Process this year, and thus became the 47th member-country of the European Higher Education Area.

The endeavour to unite the system of higher education in Europe was made in the interest of the students. And there was nothing new about that: the European Higher Education Area didn't have to be built up from scratch – it had a long history starting in the Middle Ages. European universities have always been more or less international institutions of higher education: foreign students liked to visit these centres of learning. There were relatively short periods, such as times of political instability or war, when it was more difficult to travel and when contacts between higher education institutions were more complicated to establish and maintain.

Today, fortunately for us, cooperation between higher education institutions has become crucial to the development, in some cases even survival, of a university or college. With the rapid technical development that we are witnessing today, cooperation is becoming increasingly simpler. Easy, fast and relatively cheap travel was only one driver that promoted cooperation between higher education institutions. Another important factor was technical development in communication. The advent of computers and the internet meant that even existing frontiers crumbled. In such an environment it became quite anachronistic to stick exclusively to old and local only teaching systems and methods.

The number of higher education institutions has also dramatically increased; actually, since its inception, higher education has been expanding at an exponential rate. In the 12th century there was only one university in Europe: the Bologna University founded in 1158. The 13th century saw the establishment of about 20, the 14th 25, and the 15th 30 universities on our continent. In the following century, during the European Renaissance, the number of universities doubled. But these numbers look quite insignificant compared to the number of higher educational institutions in Europe and on other continents in the 21st century. According to *The Ranking Web of World Universities*, in January 2010 there were 17 716 universities in the world.

We are all aware of the fact that, with all its benefits, this means increasing competition between higher education institutions. In order to remain competitive today, higher education institutions have to offer adequate services to students and maintain high standards of education. That is the common interest of students and academics alike, and this is an advantage of a shrinking world: student mobility is a much smaller problem than it used to be. We can quote impressive numbers of student mobility. For example: 90 per cent of the higher education institutions of 31 countries participate in Erasmus programs aimed at student and staff exchange.

Modernization concepts of higher education emphasize the importance of the students' sociability and tolerance. Thus more attention should be paid to development and introduction of methods and courses to form cultural and international relations in their learning.

Techniques and methods should be worked out :

- To help institutions and administration become more sensitive towards the different needs of people of diverse cultural backgrounds
- To increase the intercultural literacy of the host-society and its members
- To enhance local and international community involvement in collaborative projects and community activities.

Governments and businesses benefit significantly from globally aware citizens and in developing this literacy education can play a prominent role.

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Dr. Judit Hidasi, Ph.D. in Applied Linguistics and Habilitation in Intercultural Communication. Her area of interest is the development of intercultural competence, business communication, educational management and the internationalisation of higher education.

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TRANSFORMING OUR WORLD, THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT: THE CASE FOR PRIVATE BUSINESS

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Abstract

The Sustainable Development Goals (SDGs), officially known as Transforming our world: the 2030 Agenda for Sustainable Development, are an intergovernmental set of aspiration Goals with 169 targets. The Goals are contained in paragraph 51 United Nations Resolution A/RES/70/1 of 25 September 2015. The new SDGs go much further than the MDGs (the Millenium Development Goals), addressing the root causes of poverty and the universal need for development that works for all people. We are meeting at a time of immense challenges to sustainable development. The challenges are continuing poverty of our billions citizens, rising inequalities within and among countries, enormous disparities of opportunity, wealth and power, gender inequality, unemployment, particularly youth unemployment, global health threats, more frequent and intense natural disasters, spiralling conflict, violent extremism, terrorism and related humanitarian crises and forced displacement of people threaten to reverse much of the development progress made in recent decades, and also natural resource depletion and adverse impacts of environmental degradation, including desertification, drought, land degradation, freshwater scarcity and loss of biodiversity.

Meanwhile, almost 15 years ago, the MDGs were agreed but the progress has been uneven, particularly in Africa, least developed countries (LDC), landlocked developing countries and small island developing States, and some of the 8 X Millennium Development Goals remain off-track. However, there is also a time of immense opportunity, such as greatly increasing access to education, the spread of information and communications technology,

great global interconnectedness that is potential to accelerate human progress, to bridge the digital divide and to develop knowledge societies, as does scientific and technological innovation across areas as diverse as medicine and energy. For more specific countries, Indonesia and Australia, the new agenda focused on business is very important to build strong economic foundations. The agendas are sustained, inclusive and sustainable economic growth that is essential for prosperity, working together to build dynamic, sustainable, innovative and people-centred economies, promoting youth employment and women's economic empowerment, in particular, and decent work for all, standing to benefit from having a healthy and well-educated workforce with the knowledge and skills needed for productive and fulfilling work and full participation in society. strengthening the productive capacities of least developed countries in all sectors, adopting policies which increase productive capacities, productivity and productive employment, financial inclusion, sustainable agriculture, pastoralist and fisheries development, sustainable industrial development, universal access to affordable, reliable, sustainable and modern energy services, sustainable transport systems; and quality and resilient infrastructure.

DESTINATION IMAGE OF YOGYAKARTA AND STUDENT'S SUBJECTIVE WELL-BEING (SWB)

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Abstract

This research was conducted to support the vision of the city of Yogyakarta in the Long Term Development Plan document in 2005 - 2025 which launched the "city of Yogyakarta as the City of Quality Education, Culture-Based Tourism and Services Center, which has the Environmental point of view". The purpose of this study was to determine (1) picture of Destination Image of students to the city of Yogyakarta, (2) the level of SWB students who were studying in Yogyakarta, and (3) the correlation between Destination Image of the city of Yogyakarta and SWB students who are studying in Yogyakarta. Data collection for research use DI scale and SWB scale. Subjects numbered 133 students of first and second semester at University Mercu Buana of Yogyakarta, which consists of 68 women and 65 men. Statistical analysis used was descriptive and inferential statistical analysis (product moment correlation technique). The results showed that (1) the two highest DI is plenty of choice Higher Education in Yogyakarta (mean = 5.47), and the quality of education in Yogyakarta was good (mean = 5.44), while the two lowest DI, is Life Yogyakarta fun (mean = 4.11) and local transportation in Yogyakarta is adequate (mean = 3.87). (2) The student's SWB is in the category of moderate (mean = 2.35). (3) the product moment correlation coefficient DI with SWB was 0.22 ($p < 0.01$). Discussion about the

benefits of this research in order as a reference for the purposes of tourism programs and new admissions program.

Keywords: Subjective Well-Being, Destination Image, and the city of Yogyakarta

A. Introduction

The beginning of each new school year, Yogyakarta attended by thousands of new residents who come from almost all over the country of Indonesia and foreign countries. This is because Yogyakarta is a place known as the city of education, so it is natural that many high school graduates are dreaming can enjoy the learning process in Yogyakarta. Yogyakarta in addition known as the city of education is also known as the city of Yogyakarta tourism because many attractions are favored by migrants from Indonesia and abroad. Therefore, efforts to make the prospective students from outside Yogyakarta come and study in Yogyakarta is also an effort to increase the number of tourists visiting Yogyakarta. Students from outside Yogyakarta can also be categorized as tourists with a long stay in Yogyakarta is not only a matter of days, but a few years for them taking courses in Yogyakarta. An effort to increase the number of tourists visiting Yogyakarta is necessary to disukseskan because it includes succeed Vision launched by the city of Yogyakarta in the document Long-Term Development Plan 2005-2025, the "city of Yogyakarta as the City of Quality Education, Culture-Based Tourism and Services Center, which has Environmental point of view".

To support the vision of Yogyakarta, an important point that needs to be studied is to know why the students, especially from outside the city of Yogyakarta want to go to college in the city of Yogyakarta. The research looked at it from efforts to improve the Subjective Well Being (SWB) students both from Yogyakarta or from outside Yogyakarta. Because of the high SWB someone would indicate a good quality of life as well. According

to Diener (1998), Carr (2004) and Phillips (2008), individuals who have a high quality of life will feel the happiness, well-being and satisfaction in life.

In the context of the tourism business, customer satisfaction can be aligned with SWB a person, who has always been considered as an important goal. This is because some studies have shown that a satisfied customer will buy more and then have a destination loyalty (Bramwell 1998; Oppermann 2000; Pritchard and Howard 1997). The level of loyalty of the tourists to a tourist spot shows the intensity to come back in the same place, and their willingness to recommend to others to visit the site (Oppermann 2000). Tourist experience of the service or services provided, goods purchased, or resources of others, may cause the traveler wants to repeat his visit to the tourist attractions, and willingly inform friends and family to visit the tourist place. Recommendations given by people who have visited a tourist spot is a source of reliable information for potential tourists. Therefore, it can be predicted that the Destination Image (DI) someone would affect SWBnya as asserted by Chon (1990, 1992), Echtner and Ritchie (1991), Baloglu and McCleary (1999a), Milman and Pizan (1995), Bigne, Sanchez, and Sanchez (2001), that can not be diungkiri that DI effect on the subjective perception of tourists, the consequences of his behavior and ultimately will affect the choice of sites to be visited.

This study aims to answer the question: Is there a correlation between Destination Image Yogyakarta with SWB students studying in Yogyakarta? If this research can prove the existence of such a correlation, the need for efforts to increase the Destination Image Yogyakarta in the eyes of all the people of Indonesia and the world, so that the students happy and then chose to study in Yogyakarta can have a high SWB. Because of the high SWB related to student satisfaction with his destination. This is what will make these students will be happy to disseminate information about the city of Yogyakarta and invite their friend and family to come to Yogyakarta.

Destination image is very important for the success and sustainability of the tourism life of a country or a city, because the perception of

the destination image associated with decision making and selling goods and services of tourism (Jenkins, 1999; Tasci and Gartner, 2007a). DI also useful for monitoring either the level or change the image held by the market destinations such as the monitoring of this person's example, managers can measure the effectiveness of advertising on the target market, or to determine whether to hold a major event can increase market awareness of the destinations. Because of the important role tourism destination image, national tourism organizations must track overview possessed by potential visitors from abroad. Tracking and analysis of market segmentation that will be used to design the advertising campaign for a destination (Batchelor, 1999).

A destination must be able to manage his image systematically, because the picture of destination that forms a response of residents, visitors and business people to the destination. It is important for tourism marketers in today to see the destination image as factors that have a major influence for investors, new residents and visitors. If an investor has chosen a site, then the site will be a part of the image to be projected by the investor to consumers. For example French perfume, Russian caviar, Belgian chocolate, Chilean wine, and Columbian coffee are the elements that contribute to the imaging of each country (Gertner and Kotler, 2004).

DI of the visitors or new residents is very important, because by recognizing the image of the tourists it will be known also about anything that may affect the individual's subjective perception. It is as it was concluded by del Bosque and San Martín (2008) in his research that image to a destination previously imagined affect expectations and tourist loyalty. In addition, expectations and satisfaction of emotional support, which has a significant influence on behavioral intentions. Thus it is easy to predict that the DI would affect SWB someone. When it is known, any image that can make a have positive and negative feelings, then the marketing strategy becomes easier to steer the development of tourism. Therefore, efforts to develop a tourist area can not be separated from efforts to enhance the good image of the city.

The specific objectives of this research there are three parts, the first section aims to describe Destination Image of students to the city of Yogyakarta, the second part to determine the level of SWB students who were studying in Yogyakarta, and the third part to determine the relationship between Destination Image Yogyakarta and SWB students who was studying in Yogyakarta.

Subjective Well-Being (SWB) is a topic that is frequently discussed by experts in the past twenty years. According to Diener (1984) notion of SWB can be categorized in three groups: first SWB is defined as something that is outside the individual, such as chastity, virtue, and wisdom. Subjective definition of welfare is not an individual but a norm embraced by culture. Feeling of subjective well-being is determined by how the norms that apply to most people in a society, so that happiness according Tatarkietwict (1976) was a success because it has been able to meet the standard-specific standards set by society. The second view is triggered by the scientists questions about what can cause an individual to evaluate himself in a state of positive or comfortable? SWB definition is associated with a feeling of satisfaction with the life that has been set forth. Shin & Jhonson (in Diener, 1984) defines happiness as a global assessment of the quality of one's life according to the chosen criteria. The third view of happiness is derived from an understanding of everyday situations, namely that defines happiness or SWB as a more positive feeling appears to happen in her life than negative feelings. This definition emphasizes the experience to a positive or negative feelings he had ever experienced so far.

In this study, Subjective Well-Being defined as a construct that reflects one's understanding of the assessment of life itself. These assessments are cognitive, such as to satisfaction with life, and affective form of individual emotional experience be happy or not happy (as happy and depression). Subjective well-being or SWB is a positive factor and not just the absence of negative factors alone (Park, 2004).

As stated by Diener (1984), the notion of SWB is characterized by three things: one about the subjective notion. This is according to Cambell (1976) is something that is individual, not objective as wisdom, health, comfort normative. This may be in contact with SWB, but it is not a part thereof. Both SWB characterized by positive measurement, so that SWB is not just measured by the absence of negative feelings in a person alone. Third, the measurement of SWB should include global measurement of all aspects of a person's life. Veenhoven (1993) argues that the judgment as a whole, such as satisfaction with life, is very important in assessing or measuring SWB, because it reflects the philosophy of the good life. In this case it may be measured in most aspects of life, but it should be a measurement that is integrated into all aspects of life. Likewise, in terms of measurement time can be limited few weeks months or years, but in principle should be that a person believed to be a feeling of overall life time aspects (Diener, 1994; Myers & Diener, 1995; Zullig et al., 2005).

Diener, et al. (2003) concluded that Subjective wellbeing (SWB) is an individual evaluation of a situation or a longer period of life and belonging to the past. The evaluation covers the emotional reaction to a situation, mood and assessment of their life, fulfillment, and satisfaction with marriage and job.

Initial measurement tool used to measure SWB is to ask someone about the happiness he felt, and satisfaction with life is going through. Psychometric evaluation of this scale showed adequate validitas. For example Andrews & Withey (1976) found that the global questions about the evaluation of a person's life can describe overall what is perceived by an individual. Validity and reliability scale SWB with multi-item psychometric proved to be higher than the scale with one item only.

In this study, as well as research Diener, Emmons, Larsen, & Griffin, (1985), and Pavot & Diener (1993) using a scale of satisfaction with life as a whole or commonly referred to as the Satisfaction With Life Scale (SWLS). This scale consists of five item that shows on the degree of overall

satisfaction with one's life. Based on this, the individual who has high SWB are individuals who are happy and satisfied with their lives, while individuals who are unhappy and dissatisfied with her life will experience a low SWB. Subjective wellbeing (SWB) is something that is important, because if the individual has this condition, the good quality of life can be achieved (Philips, 2006)

Concept image is a concept of marketing and in particular the orientation of the image or the image of the destination somewhere is a concept used in tourism marketing literature. (Fakeye and Crompton, 1991). Bigné et al. (2001) defines the destination image as a tourist subjective interpretation of reality where she met. Barich and Kotler (1991) described the image as a whole testimony of an individual or group, attitudes and impressions given. This impression may be correct but can also be wrong, real or imagination. Image is a connotation that is given by a person of a thing that maybe this is constrained by the limitations of its physical perception. Therefore, the destination image is very subjective because it is based on the perception of any traveler to a place that he ever go or just never heard (Martín and Rodriguez, 2008).

Crompton (1979) defines the Destination Image (DI) as a set of beliefs, ideas, and impressions of individuals to a place (destination). This is in line what is inferred San Martin and del Bosque (2008) from a number of experts that is based on personal impressions and perceptions, tourists have the power to affect tourism visit to various places. San Martin and del Bosque (2008), in explaining how DI is formed, said that consumer perceptions of a place based on a number of information obtained all the time, selected, elaborated and developed and then given meaning.

Based on his research Echtner and Ritche (1991) showed in Figure 1, that the image of the destination can be based on 'common', functional, and psychological traits, as well as 'unique' features, events, feelings or auras. In other words, on a continuum, the image of an area can be formed from a number of properties to the overall impression destination comparability. For

example, the image to a destination can be judged from the functional characteristics encountered daily, such as costliness price level, infrastructure, types of accommodation, climate DLS. Image of the destination can also be assessed from the consideration of psychological characteristics, such as hospitality, security, pride, and the quality of service perceived by someone, Instead of the continuum to another, the image of the destination can be either trait, events (functional characteristics), or aura (katerakteristik Psychic).

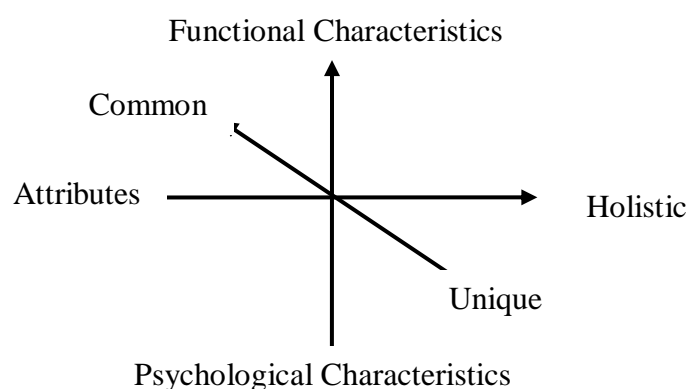


Figure 1: Components of Destination Image (Echtner & Ritchie, 1991)

DI consists of two main components, is DI based on attributes that are overall (holistic), which consists of a functional component, or more concrete (tangible), and which is more psychological, or abstract (Baloglu & McCleary, 1999; Echtner & Ritchie, 2003). Gartner (1993) and White (2004) concluded that DI is formed on the basis of the hierarchy of the components of cognitive, affective, and conative / behavior. Cognitive or perceptual component refers to the belief or knowledge of the destination attribute evaluation (Stepchenkova & Mills, 2010). The usefulness of cognitive component of this is to facilitate the conduct interpretation for destination managers in order to develop positioning strategies remarkable destinations (Chen, 2001). Affective component associated with feelings about a place, people with various motives in judging a destination (Ahmed et al., 2006). For Gartner (1993), the affective component is the value of one's relation to a destination based on motivation-motivation. Based on the two perspectives

above, some studies also included a behavioral component, which is connected with the actions of the individual, the possibility for a visit or a visit back to a particular destination and recommend (Pike & Ryan, 2004; Konecnik & Gartner, 2007; Bigné et al., 2009; Stepchenkova & Mills, 2010).

In this study, the behavioral component is meant voting behavior of Yogyakarta city as a destination to continue their education, and is likely to recommend it to others for the same purposes. Such behavior is a result of evaluation of the cognitive and affective components are formed as a whole (Baloglu & McCleary, 1999; Stepchenkova & Mills, 2010). However, the image may change from time to time and from one person to another (Gallarza et al., 2002).

According to Jenkins (1999), DI problem is whether the researchers could see the whole destination with just a measure based on fragmentation alone. Therefore Echtner & Ritchie (2003) offers a concept in understanding the DI must be seen from adanyasebuah kontinumyang play a crucial role in membentuk citra / image, which is a continuum that stretches from atribut fungsional general (directly observed / measured) to attribute unique functional (ie things that are considered as icon), and the continuum of psychological dari atribut general (abstract attribute) to a unique psychological attributes (typical feelings associated with a place). According Baloglu McCleary (1999) forming the whole image obtained from each of the independent dimension which must be understood as something that is greater than the sum of the cognitive and affective components.

To provide visualization of the formation of DI better, Baloglu and McCleary (1999a) create a framework destination image formation based interactive relationship between DI and personal factors and stimuli (Figure 2). Personal factors are (1) the psychological factors which include the consumer's value, motivation, and personality; (2) social factors that consumers age, marital status and others. Factors stimuli include resources, previous consumer experience, and track distribusi. Apabila two different factors applied to DI, it will create the evaluation of the

different image. Evaluation of perceptual / cognitive based on the belief or knowledge about destinations, while the affective evaluation is based on consumer emotions against DI. Furthermore, perceptual / cognitive evaluation and affective evaluation creates a global or comprehensive DI.

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Schkade and Kahneman (1998) said that external circumstances can determine someone SWB. Environment is also strongly associated with SWB experience, such pollution can affect a person's health condition, in which health is a well-being. In the hospitality and tourism industry customer satisfaction is a topic that is always considered as a very important factor for survival (Gursoy et al., 2007). The products-the products offered in the tourism industry should be understood as destinations including the environment, social interactions, and economics activities. The main product is comprised of various sub products include the transportation of these destinations, food, beverages, defenders' participation in sports activities, shopping at sports stores and clothing, souvenirs and so forth. Similarly, in site selection for new students to continue their studies. DI Yogyakarta as a place of study is also related to facilities in Yogyakarta.

Echtner and Ritchie (1993) defines the tourist products of their reality. According to them a destination is a combination of something real and not nyata. Yuksel and Yuksel (2001) states that "a wide range of positive and negative experiences can occur as a result of the two components or attributes

and the cumulative effect of the most decisive tourists overall evaluation "If a site is analyzed as a company, it can be hypothesized that a tourist resort to be able to manage its resources effectively and efficiently. A destination will be effective if it is able to maximize the level of well being tourists than its competitors with the resources and inputs they have (Cracolici and Nijkamp, 2005). Similarly, Yogyakarta as a place to continue education, if it could provide education systems and resources more effectively and efficiently to the students, then the DI will be higher and lead to satisfaction and positive experiences that will increase SWB students. Conversely, if DI is low then it would lead to dissatisfaction, negative experiences that will lower SWB.

DI of the visitors or new residents (in this case the students) are very important, because by recognizing the image of the tourists it will be known also about anything that may affect the individual's subjective perception. It is as it was concluded by del Bosque and San Martín (2008) in his research that image to a destination previously imagined affect expectations and tourist loyalty. In addition, expectations and satisfaction of emotional support, which has a significant influence on behavioral intentions.

Thus it is easy to predict that the DI would affect SWB someone. DI Yogyakarta that will either create a sense of excitement to choose this city as a place to continue their education, and if the DI line with their expectations will lead to satisfaction. Feelings of pleasure and satisfaction is an indicator that the person has SWB.

B. Methods

Subjects of this study were 150 students from the University of Mercu Buana Yogyakarta, which consists of 80 women and 70 men. Characteristics of the research subjects were aged between 17 years to 25 years, active student status as the first or second semester.

The primary research data collection method using a scale, because the method of observation and interviews are used only to cross-check the data research. The scale used in this study is the scale SWB In this study, as well as research Diener, Emmons, Larsen, & Griffin, (1985), and Pavot & Diener (1993) using a scale of satisfaction with life as a whole or commonly referred to as Satisfaction With Life Scale (SWLS). This scale consists of five item that shows on the degree of overall satisfaction with one's life. Based on this, the individual who has high SWB are individuals who are happy and satisfied with their lives, while individuals who are unhappy and dissatisfied with her life will experience a low SWB.

In addition to scale SWB, this study also uses a scale DI, the preparation of the scale is based on research Echtner and Ritche (1991) as in Figure 1, that the scale DI is based on three dimensions: the dimension Attribute - Holistic, dimensional functional - psychological, and common - unique.

To obtain data about SWB and DI, the students are expected to respond to the scale SWB has 5 item using a 7 point Likert scale, while and scale DI which has a 12-item by using a 6 point Likert scale, which ranks from Strongly Unmatch (1) up to Strongly Match (6).

From the test results for 105 subjects, obtained a report that the magnitude of item validity correlation obtained from the corrected total items ranged from 0269 to 0711; and the reliability coefficient alpha of 0916, while for the magnitude scale DI reportable item validity ranging from 0485 to 0749; and the reliability coefficient alpha of 0815, The method of data analysis used in this study is a statistical analysis of descriptive and inferential: product moment correlation technique of Carl Pearson.

C. Results and Discussion

Product moment correlation coefficient between DI and SWB was 0,221 ($p < .001$), the hypothesis of this study was accepted. Thus it can be interpreted that there is a relationship between DI with SWB. It can be confirmed from the results of the categorization of subjects grouped under the normal distribution curve in the category of high, medium, and low. Results categorization score of SWB and DI can be seen in Table 1.

Table 10. Categorization Data SWB and DI

	Low	Moderate	High
SWB			
Norms	$X < \mu - 1. O$	$\mu - 1.o \leq X < \mu + 1. o$	$\mu + 1.o \leq X$
Range	$X < 15$	$15 \leq X < 25$	$25 \leq X$
Frequency	19	58	56
Percentage	14.29%	43.6%	42.10%
DI			
Norms	$X < \mu - 1. O$	$\mu - 1.o \leq X < \mu + 1. o$	$\mu + 1.o \leq X$
Range	$X < 132$	$132 \leq X < 220$	$220 \leq X$
Frequency	0	96	37
Percentage	0%	72.18%	27.82%

Note: μ : mean; O: Standard Deviation; X: Score

From Table 1 data description and categorization above shows that of the 133 students involved in this study, it can be reported that the categorization SWB student is 56 students (42%) have the SWB high, 58 students (44%) had SWB medium., And 19 students (14%) had a low SWB. The categorization DI students are 37 students (27.82%) have a high DI, 96 students (72.18%) had moderate DI. And not found a student with a low DI. The results of this categorization are supported mean empirical (SWB = 22.35 and DI = 208.29) is higher than the average hypothetical (SWB = 20 and DI = 176), so that it can be concluded that the majority of students have SWB and DI that are likely to be high, even found students with low DI.

Table 2 below is the result of intercorrelation between the four aspects of DI (FA: Functional Attribute; FH: Functional Holistic; PA: Psychological Attribute; PH: Psychological Holistic) and SWB. From the table it can be

seen that the major product moment correlation coefficient of all aspects of DI and DI totally against SWB was significant ($p < 0.05$).

Table 11. Coefficient of Inter-correlation of Aspects DI and SWB

	FA	FH	PA	PH	IN	SWB
FA	1	,764 **	,724 **	,704 **	,891 **	,204 **
FH	-	1	,764 **	,696 **	,898 **	,175 *
PA	-	-	1	,790 **	,916 **	,246 **
PH	-	, -	-	1	,884 **	,164 *
IN	-	, -	, -	-	1	,221 **
SWB	, -	, -	-	-	-	1

Note: one-tail * $p < 0.05$ ** $p < 0.01$

FA: Functional Attribute; FH: Functional Holistic; PA: Psychological Attribute; PH: Psychological Holistic.

Furthermore, if observed again on the scale DI reported by 133 people against 44-item research subjects, the mean of each itemnya can be seen in Table 3. The 5 of the highest mean item and 5 the lowest mean item that can be seen in Table 4.

Table 12. Average Any item DI in List In ascending

Num Aitem	The mean	Num Aitem	The mean	Num Aitem	The mean	Num Aitem	The mean
DI13	5.47	DI33	5,05	DI42	4.73	DI22	4.51
DI44	5.44	DI27	5,05	DI16	4.70	DI1	4.38
DI6	5.31	DI8	5.03	DI2	4.66	DI29	4.30
DI36	5.28	DI25	4.98	DI38	4.64	DI19	4.29
DI3	5,20	DI35	4.91	DI37	4.62	DI28	4.21
DI12	5.19	DI15	4.91	DI41	4.60	DI11	4.20
DI24	5.17	DI4	4.91	DI20	4.59	DI31	4.18
DI26	5.10	DI43	4.89	DI18	4.59	DI32	4.11
DI7	5.07	DI9	4.80	DI34	4.52	DI21	4.11
The 14	5.06	DI39	4.75	DI17	4.51	DI10	4.11
IN 40	5,05	DI23	4.74	DI30	4.51	DI5	3.87

Table 13. List item 5 item DI Average Highest and Lowest item 5

Num Aitem	Mean	Statement aitem
		Five Top item
DI13	5.47	Universities are many options in Yogyakarta
DI44	5.44	Study in Yogyakarta good quality education
DI6	5.31	Yogyakarta is a popular city
DI36	5.28	I am proud to be studying in Yogyakarta
DI3	5,20	Study in Yogyakarta comfortable
		Five aitem Lowest
DI31	4.18	If possible I would like to stay longer in Yogya
DI32	4.11	Yogyakarta is the city of my memories
DI21	4.11	Study in Yogyakarta because many tourism
DI10	4.11	Yogyakarta adequate local transportation
DI5	3.87	Life in Yogyakarta fun

Thus from Table 3 and Table 4 it can be concluded that the five things that really describe the city of Yogyakarta, according to the first and second semester students, is the image of Yogyakarta as a city that has a lot of options Higher Education (Mean 5.47); Study in Yogyakarta good quality education (Mean 5.44); Yogyakarta is a popular city (Mean 5.31); Study in Yogyakarta boasts (Mean 5.28); Study in Yogyakarta comfortable place (Mean 5,20).

The results showed that the students interested in getting into universities in Yogyakarta mainly due to see more of the High Education, which is considered to have a lot of choice, good quality, popular, proud and comfortable place. They are less see Yogyakarta from the typical life of culture and for the drinks and food were delicious, in addition to its low cost, many places of cultural and historical, good facilities for tourists there, neighborly, unpretentious and relaxed, unique and different from the others, peace and quiet DLLs. Thus it can be suggested in Yogyakarta marketing to prospective students must emphasize the objectives these aspects.

In Table 3 and Table 4 can also be concluded that the negative aspects of the city of Yogyakarta is almost non-existent, as if seen from the average value of each item DI everything is above a value of 4, and there is only one

item that scored 3.87 which is the image of Yogyakarta as a city have a pleasant life. From 4 item with the lowest score of 44 other item can be seen Yogyakarta as a city that wants to live longer (Mean 4,18); Yogyakarta is a city of memories (Mean 4:11); Study in Yogyakarta since it has a lot tourism site (Mean 4:11); Yogyakarta has adequate transportation (Mean 4:11). Thus, if you want to market the city of Yogyakarta to students outside the city of Yogyakarta, preferably both of these should be examined again as the power to do marketing the city of Yogyakarta. It is possible for decision makers in the city of Yogyakarta to regard the images as material introspection and at the same to be remedied.

The main conclusion of this paper is as follows: (1) There is a positive and significant relationship between DI and SWB. This means that individuals who look positively DI Yogyakarta, then it will be high SWB, or otherwise individuals who see DI Yogyakarta as a city that is negative, then the individual SWB will be lower. (2) DI is considered "positive" describes the city of Yogyakarta as having many options Higher Education, Higher Education quality is good, Yogyakarta city popular for college, proud and comfortable place; (3) DI is considered "negative", that is a negative image of the city of Yogyakarta is a nice city. Right here it shows the shortcomings of marketing strategy Yogyakarta to prospective students from outside Yogyakarta. Marketing failed to introduce Yogyakarta them that Yogyakarta is "Be Comfortable" as slogankan city of Yogyakarta so far. This paper presents a significant contribution to the understanding of glasses Image Yogyakarta students, as this may affect the choice of further studies at higher education level in the city of Yogyakarta. This research can help decision makers, planners and marketers in Yogyakarta to develop a marketing strategy for high school graduates and students of university graduates from outside Yogyakarta to continue to want to continue their studies in the city of Yogyakarta. (4) identification of the image given by the students as a preference, and the hope that can help in a more effective position, to market

the city of Yogyakarta. Given the student market segments including youth segment is still very overlooked in the city of Yogyakarta.

As a final conclusion, a clear understanding of the image of tourist potential to Yogyakarta as education and tourism destination is critical to developing successful marketing strategies in promoting and memposisioningkan Yogyakarta as an education destination and tours. Specifically, this study provides a helping hand to policy makers to take the right decision in helping Yogyakarta in order to compete successfully in the attractive segment of potential students from outside Yogyakarta; and also helps to suggest the right action and the right to maintain and renovate, and rediscover a positive image of Yogyakarta, or to reconstruct a weak or negative

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