CONFERENCE PROCEEDINGS

Malaysia Indonesia International Conference on Economics, Management and Accounting (MIICEMA) 2016

Hosted by Faculty of Economics and Business, University of Jambi
24 – 25 October 2016

The Strategy For Improving Competitiveness to win the ASEAN Economic Community (AEC)

Conference Proceedings

Malaysia Indonesia International Conference on Economics, Management and Accounting (MIICEMA) 2016

The Strategy For Improving Competitiveness to win the ASEAN Economic Community (AEC)

Editors:

Dr. Junaidi, SE, M.Si
Prof. Dr. Johannes, SE, MS
Dr. Syahmardi Yacob, SE, MBA
Dr. Tona Aurora Lubis, SE, MS
Dr. Sri Rahayu, SE, M.Si, Ak, CA

Faculty of Economics and Business, University of Jambi

Conference Proceedings
Malaysia Indonesia International Conference on Economics, Management and Accounting (MIICEMA) 2016

The Strategy For Improving Competitiveness to win the ASEAN Economic Community (AEC)

ISBN: 978-602-98081-4-8

Editors
Dr. Junaidi, SE, M.Si
Prof. Dr. Johannes, SE, MS
Dr. Syahmardi Yacob, SE, MBA
Dr. Tona Aurora Lubis, SE, MS
Dr. Sri Rahayu, SE, M.Si, Ak, CA

Cover design and Layout
Junaidi

Publisher
Faculty of Economics and Business, University of Jambi
Jalan Raya Jambi-Ma.Bulian KM.15 Kampus Mendalo Darat, Jambi, Indonesia
Telp. 0741-583317

First Published, December 2016

All right reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior permission of the publisher

CONFERENCE COMMITEE

Patron

Prof. Johny Najwan, SH, MH. Ph.D
Drs. Amril, ME

Advisor

Prof. Dr. H. Syamsurijal Tan, SE, MA
Prof. Dr. H. Amri Amir, SE,M.Si
Prof. Dr. Drs. H. Aulia Tasman, M.Sc
Prof. Dr. H.M. Rachmad R, SE, M.Si
Zulkfili, SE,MS

Organising Commitee

Dr. Junaidi, SE, M.Si (Chairperson)
Radja Syarah Patricia, SE, M.Sc (Secretary)
Reka Maiyarni, SE, M.Si. Ak (Secretariat)

Dr. Johannes, SE, M.Si
Drs. H. Edward, MM
Dr. Syahmardi Yacob, SE, MBA
Dr. Shopia Amin, SE, M.Si
Dr. Syahmardi Yacob, SE, MBA
Dr. Tona Aurora Lubis, SE, M.Si
Dr. Sri Rahayu, SE, M.Si, Ak, CA
Dr. Haryadi, SE, MMS
Dr. Ilham Wahyudi, SE, M.Si
Dr. Arman Delis, SE, ME
Dr. Hj. Zulfanetti, SE, M.Si
Dr. Asep Machpuddin, SE, MM
Dr. H. Zamzami, SE, M.Si
Dr. Syaparuddin, SE, M.Si
Dr. Syafri, SE, M.Si
Dr. H. Afrizal, SE, M.Si, Ak.CA
Dr. H. Mukhzarudfa, SE, M.Si
Dr. Syafri, SE, M.Si
Drs. Yulmardi, MS
Mohammad Ichsan, SE, M.Si
Wirmie Eka Putra, SE, M.Si
Etik Umiyati, SE, M.Si
Ade Titi Nifita, SE, MM
Erni Achmad, SE, M.Si
Parmadi, SE, ME

Siti Hodijah, SE, M.Si
Dwi Kurniawan, SE, M.Si
Drs. Jefri Marzal, M.Sc, P.Hd
Dearmi Artis, SE, M.Sc
Drs. H. Mulyadi Raf, MBS
Drs. H. Agus Syarif, MBS
Paulina Lubis, SE, M.EI
Dra. Erida, M.Si
Dra. Sumarni, MM
Drs. H. Purwaka Hari Prihanto, M.Si
Eddy Firza, SE, M.Acc, Ak
Eko Prasetyo, SE, M.Sc. Ak.CA
Kamadie Sumanda Syafis, SE, M.Acc, Ak.CA
Johannes Vyn Amzar, SE, M.Sc
Liona Efrina, SE
Nur Budi Utama, SE, MM
Farida, SE
Ahmed Riza Fahlevi, SH
Singki Oktaviani, SE
Drs. H. Hendri Leonardo
Nurlia Eriska Riyanda Guntari, SP
Azlia Daratulaila Syam, SE
Raden Nazaruddin
Syapriadi
Jatmiko Budi Santoso

Secretariat:

Faculty of Economics and Business, University of Jambi, Kampus Mendalo Darat, Jambi, Indonesia
Telp. 0741-583317 e-mail: miicema2016@unja.ac.id

FOREWORD

The Malaysia Indonesia International Conference on Economics, Management and Accounting (MIICEMA) is an annual international conference that gathers academics and practitioners from Malaysia, Indonesia and around the World to facilitate the presentation and sharing of research findings particularly in the areas of economics and management.

Numerous benefits have been achieved from the sharing of knowledge and building of working relationships through presentations of working papers after the organisation of 16 series of the conference. The conference has become an important platform for academics to share information regarding current issues and new economic and business challenges prevalent in both South East Asia and globally.

As a continuation of the memorandum of understanding between Universiti Kebangsaan Malaysia, Universitas Syiah Kuala, Institut Pertanian Bogor, Universitas Muhammadiyah Surakarta and Universitas Bengkulu as the founding institutions of MIICEMA, 2016 is witnessing once again the organising of the 17th MIICEMA. Following the tradition of the long-established friendship, the honour of becoming the main organiser and host to the 17th MIICEMA has now been transferred to University of Jambi, Jambi through the Faculty of Economics and Business.

Through the organising of the conference, the research findings that will be presented by academics in various fields such as economics, management and accounting will surely become guides and models for other academics in developing the branches of knowledge and for the industry in managing and strengthening their businesses.

The chosen theme for this year MIICEMA is ” The Strategy For Improving Competitiveness to win the ASEAN Economic Community (AEC) ″. Global economic climate has been undergoing shocks that adversely affecting government and business organisations. The economic turmoil has been considered by few as the worst in the century that prudent and solid business strategies must make accurate market interpretation of both opportunities and constraints. With this in mind, the 17th MIICEMA aims to provide a platform for both academicians and practitioners to sit together and elaborate on these challenges.

The goals and objectives of this international conference are as follows:

- to become a platform for academics in the South East Asia to share latest research findings on economic, management and accounting issues.
- to identify emerging economic and business challenges prevalent in South East Asia and around the world amidst the 2016 economic turmoil.
- to gather input on new opportunities in the domain of business within the contexts of South East Asia and global amidst the 2016 economic turmoil.
- to sustain research collaborations that produce high impact outputs.
- to elevate the status of MIICEMA member institutions through presentation of internationally-recognised research results.

Following the phenomenal successes of the previous conferences, MIICEMA will be proudly brought to you again this October by University of Jambi, Jambi, Indonesia. This year MIICEMA will be organised in conjunction with the Seminar and Annual Meeting of the Western Division of Economics Institutions Cooperation. This is an annual event involving 27 state universities and several private universities that offer Economics programmes in Indonesia. In 2016, the Western Division of Economics Institutions Cooperation meeting will be hosted by the Faculty of Economics and Business, University of Jambi, Jambi, which will also serve as the main organizer of MIICEMA 2016.

This year MIICEMA highlights the current issue facing economies in the region thorugh a theme of ” The Strategy For Improving Competitiveness to win the ASEAN Economic Community (AEC) ″. This theme is to be supported with few key tracks; Microeconomics, Macroeconomics, Monetary Economics, Public Economics, Regional and Urban Economics, International Economics, Natural Resource Economics, Industrial Economics, Labor Economics, Development Studies, Business, Management and Organization, Marketing, Finance, Human Resources, Financial Accounting, Managerial and Behavioral Accounting, Auditing, Accounting Information Systems, Public Sector Accounting, Social and Environmental Accounting, Islamic Economics, and other related areas.

This collection doest not include the totality of the papers presented at the conference, as not all contributors submitted their written papers for publication.

Dr. Junaidi, SE, M.Si
Conference Chair

WELCOMING SPEECH
DEAN OF THE FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITY OF JAMBI

I would like to welcome all participants to the 17th Malaysia Indonesia International Conference on Economics, Management and Accounting (MIICEMA) in Jambi, Indonesia. It is truly an honor and a privilege for Faculty of Economics and Business, University of Jambi to host this International conference.

I have no doubt in my mind, that this conference will be a worthwhile experience. We have an opportunity to learn each other from some of the best experts in different decipline. Hence I hope after the conference finished, we are enriched with a better understanding of contemporary issues in economics and business in South East Asia. Furhtermore, as the member of MIICEMA, we can enrich the network for some important aspects such as publication a student exchange.

I would like to express our sincere gratitude and appreciation to many individuals for their invaluable input to make succes this conference. I would also like to extend a special thank you to our Institutions' partners for their support to organize this event successfully.

So, I wish you have a pleasant International Conference and enjoy your stay in Jambi.

Drs. H. Amril, ME
Dean of the Faculty of Economics and Business
University of Jambi

WELCOMING SPEECH RECTOR OF UNIVERSITY OF JAMBI

I extend my warm welcome to all of the distinguished speakers and participants of the 17th Malaysia Indonesia International Conference on Economics, Management and Accounting (MIICEMA) which held by Faculty of Economics and Business, in October 24-25, 2016.

As a Rector of University of Jambi, I am pleased to witness the 17th MIICEMA, it provides a unique opportunity for scholars, experts, researchers, to assemble and share ideas on critical issues and trends in economics and business. Furthermore, I hope this conference could develop the valuable network and international collaboration amongst universities in Indonesia and Malaysia, as well as to facilitate publications of research by Indonesia and Malaysia scholars in international journal.

I congratulate the Dean of Economics and Business, the chairman of the conference, all the renowned speakers and delegates for their participation that makes this conference possible. I welcome you all to University of Jambi.

As a part of the provincial cultural promotion, we hope you enjoy the entire traditional and unique cultural atmosphere. I urge you also to enjoy the beautiful of Muaro Jambi temple and Gentala Arsy Bridge. Muaro Jambi Temple as it has been revealed is the place of Buddhism taught not only for the ancient of Indonesian but for South Asia Countries.

Last but not least, we thank you to every person both that comes from internal and external organization who makes this conference conducted. Finally, I hope God bless you all as long as you follow the conference.

Prof. H. Johni Najwan, SH, MH, Ph.D
Rector of University of Jambi

This page is intentionally left blank

CONTENTS

FOREWORD ..... **i**

WELCOMING SPEECH DEAN OF THE FACULTY OF ECONOMICS AND BUSINESS UNIVERSITY OF JAMBI ..... **ii**

WELCOMING SPEECH RECTOR OF UNIVERSITY OF JAMBI ..... **iii**

CONTENTS ..... **v**

MANAGEMENT

MAPPING A TRUE SUPPLY NETWORK STRUCTURE: AN IMPLICATION TO THE PRACTICE OF SUPPLY CHAIN MANAGEMENT **3**
Lokhman Hakim Osman[a]; [*]Azhar Ahmad

ATTRIBUTION THEORY PERSPECTIVE TO OBSERVE THE IMPACT OF CULTURE TOWARD SERVICE FAILURE: IT'S IMPLICATION ON SERVICE INDUSTRY **21**
Lizar Alfansi; Effed Darta Hadi; Ferry Tema Atmaja

THE CHARACTERISTICS OF THE ENTREPRENEUR AND THE DESIRE TO BECOME ENTREPRENEURS AMONG UNDERGRADUATE STUDENTS **29**
Ahmad Mardalis; Imron Rosyadi

THE EFFECT OF BRAND ASSOCIATIONS TOWARD BRAND EQUITY AND BRAND LOYALTY AS INTERVENING VARIABLE OF HONDA MOTORCYCLE IN JAMBI CITY **37**
Anaseputri Jamira*, Ade Oktavia**, Junaidi***

EFFECT OF REWARD MANAGEMENT ON JOB SATISFACTION **45**
Azman Ismail[1], AnisAnisah Abdullah[2], NurIzzaty Mohamad[3]

ANTECEDENTS OF TOURIST SATISFACTION AND ITS IMPACT ON LOYALTY TO A PARTICULAR DESTINATION **51**
Effed Darta Hadi, Fachri Eka Saputra

MONETARY POLICY AND MACROECONOMIC RESPONSES: SVAR STUDY OF EGYPT **59**
Mohamed AseelShokr; Zulkefly Abdul Karim; Mohd. Azlan Shah Zaidi

THE STRATEGY FOR IMPROVING COMPETITIVENESS TO WIN THE ASEAN ECONOMIC COMMUNITY (AEC) USING THE ECONOMIC LANDSCAPE (CASE STUDY OF JAMBI PROVINCE) **73**
Budi Kurniawan[1], Susiawati Kristiarini[2]

E-RETAILING: CONSUMER MOTIVATION TO SHOP IN INDONESIA AND THAILAND **79**
Seprianti Eka Putri

STRATEGY MODEL OF OPTIMAZING FOR MINIMARKET RETAIL BUSINESS PERFORMANCE: STUDY IN JAKARTA AND BANDUNG, INDONESIA **95**
Syahmardi Yacob*, Sucherly**, Diana Sari**, AsepMulyana**

RURAL INDUSTRIAL MANAGEMENT: THE IMPLEMENTATION OF SIMPLE-BASED TECHNOLOGY IN SUPPORTING THE ECONOMIC RESILIENCE AS PERCEIVED BENEFITS **101**
Slamet Widodo, Effed Darta Hadi, M Abduh, Berto Usman

FACTORS INFLUENCING INTERNET USAGE AMONG WOMEN ENTREPRENEURS **113**
Muhaini I.; Azhar Ahmad

THE SHARIA BANKING PERFORMANCE BASED ON ISLAMIC INDICES IN THE ASEAN COUNTRIES **121**
Wiyadi[1], Sayekti Endah Retno Meilani [2], Rina Trisnawati[3], Wahyu Pramesti[4]

PERFORMANCE OF ISLAMIC INDICES: RISK ADJUSTED RETURNS OF *SHARIA* COMPLIANT STOCKS (STUDY ON JAKARTA ISLAMIC INDEX AND DOW JONES ISLAMIC TURKEY FOR THE YEARS 2010-2014) **129**
Ade Banani, MMS[1] ; Nur Afni Hidayatun[2]

HOW SPOUSAL SUPPORT AND WORK-FAMILY BALANCE CAN INFLUENCE TO CAREER SUCCESS? **141**
Shofia Amin

KNOWLEDGE MANAGEMENT, STRATEGIC THINKING AND SUSTAINABLE COMPETITIVE ADVANTAGE IN SMALL ECONOMIC ENTERPRISE BATIK BASUREK INDUSTRY AT BENGKULU CITY **149**
Praningrum; Muhartini Salim

UNDERSTANDING HOW SMEs CREATIVE INDUSTRIES CAN IMPROVE INNOVATION PERFORMANCE **157**
Fachri Eka Saputra, Sularsih Anggarawati, Ferry Tema Atmaja,

THE ROLE OF STRATEGIC IMPLEMENTATION OF CORPORATE SOCIAL RESPONSBILITY AS SUSTAINABLE DEVELOPTMENT STRATEGIC CONSIDERATION FOR BASIC SITUATION MANAGEMEN DECISIONS MAKING IN BUSINESS COMPETITION ASEAN ECONOMIC COMMUNITY (AEC) (A QUALITATIVE STUDY AT PAMOR GANDA CRUMB RUBBER LTD) **165**
Nila Aprila, Fenny Marietza, Riski Rian Nainggolan

CAN BALANCED SCORECARD BE APPLIED TO ANALYZE THE MISSIONS OF LOCAL GOVERNMENT? DOUBLE CASES OF INDONESIAN LOCAL GOVERNMENT MISSIONS **177**
Agung Riyardi*; Sri Wahjuni**; Latifah***; Widojono***

PERCEPTION ON JUSTICE, TRUST AND TAX COMPLIANCE BEHAVIOUR IN MALAYSIA **187**
Sellywati Mohd Faizal*,Mohd Rizal Palil, Ruhanita Maelah, Rosiati Ramli**

STRATEGIES FOR INCREASING THE COMPETITIVENESS OF SMEs IN THE PROVINCE OF YOGYAKARTA SPECIAL REGION ENTERING THE ASEAN ECONOMIC COMMUNITY **197**
Aftoni Sutanto[*], Alia Ariesanti[**]

ASSESSING SERVICE QUALITY LEVEL: A STUDY ON THE LIGHT RAIL TRANSIT (LRT) **203**
Mhd Suhaimi Ahmad; Mohd Daud Ismail; Nor Farisha Omar

COMMERCE ETHICS of MUHAMMAD PBUH' AND UNIVERSAL VALUES IN ERA OF PROPHET HOOD **213**
Suwandi; Muhammad Hakimi Mohd Shafiai ; Wan Nasyrudin Wan Abdullah

CALLING FOR KNOWLEDGE, STRONG INTENTION (NIAT), PRACTICAL WISDOM AND BUSINESS PERFORMANCE: ISLAMIC PERSPECTIVE **227**
Nur Adillah Binti Abdul Rahman; Noor Hasni Binti Juhdi (DBA)

THE EFFECT OF LIQUIDITY, PROFITABILITY AND DIVIDEND POLICY ON FINANCING DECISIONS ON BANKING COMPANIES LISTED IN INDONESIA STOCK EXCHANGE (IDX) WITH CONSIDERATION OF THE COMPANY'S GROWTH AS MODERATING VARIABLE **233**
Ahmad Nur Budi Utama

THE EFFECT OF OWNERSHIP AND MANAGEMENT STRUCTURE ON FINANCIAL PERFORMANCE **241**
Iskandar [1)], Tona Aurora Lubis [2)]

REVIEW OF PERSONAL AND INTERPERSONAL MOTIVATIONS ON BEHAVIORAL INTENTIONS OF NON-DECEPTIVE CONSUMER: THE ROLE OF M-O-A MODEL **245**
Musnaini [1)], Asrini[2)]

MODEL OF ENERGY CONSUMPTION AND COST EFFICIENCY OF FISHERMAN'S CATCH IN JAMBI PROVINCE

Tona Aurora Lubis [1)], Muhammad Safri [2)], Zulkifli [1)]

THE INFLUENCE OF SERVICE RECOVERY ON BRAND IMAGE OF PUBLIC SERVICE COMPANY : A LITERATURE REVIEW **255**
Nasta Trilakshmi

EFFECT OF OWNERSHIP STRUCTURE AND MANAGEMENT STRUCTURE OF THE FIRM VALUE **263**
Zulkifli [1)], Tona Aurora Lubis [2)]

POSITIONING STRATEGY AND ITS RELATIONSHIP WITH FINAL DECISION OF PRIVATE UNIVERSITY IN JAMBI PROVINCE **267**
Indra Budaya

THE INFLUENCE OF BRAND PROMINENCE ON CONSUMER ATTITUDE AND PURCHASE INTENTION OF LUXURY FAKE PRODUCTS **277**
Mulyadi Raf*; Musnaini**

THE PSYCHOLOGICAL CONTRACT IN IMPROVING ORGANIZATIONAL CITIZENSHIP BEHAVIOR (OCB) AND THE ATTITUDE OF EMPLOYEES AS MEDIATOR VARIABLES (STUDY OF COMPARISON ON STATE-OWNED ENTERPRISES, REGIONAL-OWNED ENTERPRISES AND PRIVATE STATE-OWNED ENTERPRISESIN JAMBI PROVINCE) **283**
Sry Rosita

ANALYSIS OF INTELECTUAL CAPITAL, THE VALUE OF THE COMPANY TO FINANCIAL PERFORMANCE OF COMPANY (EMPIRICAL STUDY ON MANUFACTURING COMPANY IN BEI) **291**
Iwan Eka Putra

STRATEGY OF DIFFERENTIATION COMPETITIVENESS OF ISLAMIC BANGKING: A LITERATURE REVIEW **299**
Anzu Elvira ZaharaTobing

SPREADING MISINFORMATION IN SOCIAL MEDIA: A CASE IN A RENOWNED PUBLIC UNIVERSITY **299**
Mohd Dzul Azzwan; Norma Mat Jusoh

THE ANALYSIS OF AGRICULTURAL EXTENSION OFFICERS' COMPETENCE IN THE PROVINCE OF JAMBI **305**
Edison

HUMAN RESOURCE DEVELOPMENT OF LECTURER FROM THE WEST AND ISLAMIC PERSPECTIVES IN THE EFFORTS TO INCREASE THE COMPETITIVENESS OF ISLAMIC HIGHER EDUCATION (PTKI) **311**
Dicki Hartanto

ROLE OF A SOCIAL MARKETING CAMPAIGN ON THE DECISION OF THE COMMUNITY TO PAY ZAKAT THROUGH INSTITUTE OF AMIL ZAKAT **319**
Sigit Indrawijaya

ECONOMICS

OPPORTUNITIES AND CHALLENGES OF TAX AMNESTY (ISLAMIC POLITICAL ECONOMIC ANALYSIS) **327**
Muhammad Sholahuddin

ANALYSIS OF RICE CONSUMPTION AND RICE IMPORT IN INDONESIA **331**
Nanik Istianingsih, Rd. Ade T. Anjaya

THE ROLE OF SOCIAL CAPITAL ON THE LEVEL OF HOUSEHOLD EXPENDITURE IN JAMBI PROVINCE (STUDY OF URBAN AREAS) **337**
Dadang Hardiwan

MONEY ILLUSION EFFECT REDENOMINATION RUPIAH **343**
Evan Stiawan

DETERMINANTS AND EXPORT COMPETIVENESS OF COFFEE: COMPARISON BETWEEN INDONESIA AND VIET NAM **349**
Zulkarnain Ishak

THE INFLUENCE OF ECONOMIC GROWTH AND ORIGINAL REGIONAL INCOME IN INDONESIA DURING THE PERIOD 2007 - 2014 ..... **357**
Deny Eko Purwanto; Pahrul Rozi

THE STATE OF LOCAL GOVERNMENT EFFICIENCY IN SUMATRA, INDONESIA **365**
Roosemarina A. Rambe

MODEL FOR THE DEVELOPMENT OF PLANTATION-BASED GROWTH POLES VILLAGE **377**
Junaidi; Amri Amir; Hardiani

ESTIMATION AND ASSESSMENT OF LAND AND BUILDING TAX BASE OF RURAL URBAN SECTOR (PBB P2) AS A LOCAL TAX IN THE DISTRICT MUARO JAMBI **385**
Halimah; Zamzami

STUDY OF FACTORS AFFECTING DEMAND FOR CREDIT AGRICULTURAL SECTOR AND CONTRIBUTION AGRICULTURAL SECTOR TO ECONOMY PROVINCE OF JAMBI **395**
Saidin Nainggolan

THE EFFECT OF ECONOMIC GROWTH AND THE LEVEL OF WAGES OF IN-MIGRATION JAMBI CITY **401**
Yulmardi

IMPACT ANALYSIS TITLED HUMAN DEVELOPMENT INDEX (HDI) ON POVERTY AND ECONOMIC GROWTH IN THE DISTRICT/ TOWN OF JAMBI PROVINCE **407**
Ardi Afrizal

EFFECT GDP, INTERST RATE, INFLATION TO FDI ASEAN (5) **415**
Handri

CONTRIBUTION OF FARM NON FOOD CROPS SUB SECTOR ON JAMBI PROVINCE ECONOMY **423**
Yanuar Fitri

THE EFFET OF FINANCIAL INCLUSION ON BANK EFFICIENCY IN A DUAL-BANKING SYSTEM **429**
Juzaili Juhari; Mariani Abdul-Majid

ANALYSIS OF MICRO, SMALL AND MEDIUM CREDITS AND ITS INFLUENCE ON AN EMPLOYMENT IN MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN THE PROVINCE OF JAMBI **441**
Etik Umiyati

ANALYSIS OF INDUSTRIALIZATION AND ECONOMIC GROWTH IN JAMBI PROVINCE **449**
Erni Achmad

MODEL ANALYSIS FOR ANNUAL CROP PRODUCTION EFFICIENCY **457**
Kuswanto

ECONOMIC GROWTH, POVERTY, INCOME INEQUALITY AND UNEMPLOYMENT (STUDY IN ALL PROVINCES IN INDONESIA) **465**
Zulgani [1]; Syaparuddin [2]

FOREIGN DIRECT INVESTMENT IN INDONESIA AND ITS ROLE TO ECONOMIC GROWTH (Vector Auto Regression Model Approach) **471**
Siti Hodijah

ANALYSIS OF REGIONAL ECONOMIC GROWTH IN KERINCISEBLAT NATIONAL PARK (CASE STUDY KERINCI DISTRICT IN JAMBI) **479**
Adi Putra

PREVALENCE FERTILITY WHICH CAUSED THE ECONOMIC AND SOCIAL CONDITIONS (SPATIAL ANALYSIS BY GEOGRAPHIC WEIGHTED LOGISTICS REGRESSION) **489**
Fauzi Darwas

THE INFLUENCE OF CREDIT BANKING, INVESMENT, EXPORT AND GOVERNMENT SPENDING ON ECONOMICS GROWTH IN INDONESIA **497**
Hasminidiarty

CONTRIBUTION OF AGRICULTURE SECTOR TOWARD GDP AND ELASTICITY OF LABOR ABSORPTION IN EAST TANJUNG JABUNG **507**
Indria Mayesti

DETERMINANT OF ECONOMIC GROWTH IN JAMBI (DEMAND APPROACH) **513**
Irmanelly

EFFECTIVE EMPOWERMENT OF PEASANT FOOD **517**
Navarin Karim

DEVELOPMENT MODEL FOR MARITIME TOURISM POTENSIL RELATED WITH THE PEOPLE COASTAL ECONOMY IN GORONTALO PROVINCE **521**
Irawati Abdul; Irina Popoi; Zainudin Antuli

MAIZE PROCESSING PRODUCTION DEVELOPMENT AS THE ECONOMIC DRIVEN OF PEOPLE IN GORONTALO PROVINCE **531**
Amir Halid; Mohammad Ikbal Bahuwa; Zainudin Antuli; Irawati Abdul.

BUDGET DEFICIT AND POLICY ANALYSIS IN THE PROVINCE OF JAMBI **545**
Junaidi

FISCAL DECENTRALIZATION AND TRADE BETWEEN PROVINCES IN SUMATRA: AN APPROACH GRAVITY MODEL **555**
Khabri

PERCEIVED SOCIO-ECONOMIC IMPACTS OF COAL FUELLED STEAM POWER PLANT PROPOSED TO ESTABLISH IN PULAU BAAI, BENGKULU, INDONESIA **565**
Muhamad Abduh; Benardin

THE EFFECT OF LOCAL FINANCIAL PERFORMANCE ON CAPITAL EXPENDITURE IN THE JAMBI PROVINCE GOVERNMENT **565**
Yolanda; Zulfanetti

INDONESIA'S EXPORT-IMPORT ANALYSIS: GRANGER CAUSALITY APPROACH **566**
Syaparuddin

ACCOUNTING

IMPLEMENTATION OF PARTICIPATORY BUDGETING, TRANSPARANCY, ACCOUNTABILITY AND PERFORMANCE-BASED BUDGETING TO THE PERFORMANCE OF LOCAL GOVERNMENT UNIT **569**
Baihaqi, Dri Asmawanti S

THE INFLUENCE OF THE QUALITY OF HUMAN RESOURCES AND THE IMPLEMENTATION OF THE REGIONAL FINANCIAL ACCOUNTING ON THE QUALITY OF FINANCIAL REPORTS OF REGIONAL TASKFORCE WITH A SYSTEM OF INTERNAL CONTROL THE GOVERNMENT AS VARIABLE INTERVENING **579**
Shylvia Andriani[1)], Sri Rahayu[2)], Iskandar Sam[2)]

INTELLECTUAL CAPITAL, FIRM VALUE AND FINANCIAL PERFORMANCE **589**
Aida Irsyahma; Nikmah

PERFORMANCE-BASED BUDGET, CLARITY OF OBJECTIVES, BUDGET REPORTING SYSTEM, OBSERVANCE OF LAWS AND REGULATIONS, AND PERFORMANCE ACCOUNTABILITY OF GOVERNMENT AGENCIES **599**
Dri Asmawanti S, Baihaqi, Irawan Sahadi

THE EFFECT OF GOOD CORPORATE GOVERNANCE (GCG) ON FINANCIAL PERFORMANCE AND THE IMPLICATIONS ON FIRM VALUE **609**
Khairiyani[1)], Sri Rahayu[2)]

ANALYSIS IMPLEMENTATION OF GOVERNMENT ACCOUNTING STANDARS BASED OF ACCRUAL IN OFFICE OF ASSETS MANAGEMENT AND REGIONAL FINANCIAL..... **619**
Khairul Pahmi, Sri Rahayu, Misni Erwati

THE ANALYSIS OF TURNOVER INTENTION FACTORS AGAINST ACCOUNTANTS (EMPIRICAL STUDY ON FINANCING COMPANY IN BENGKULU CITY)..... **627**
Nurjoni Amiruddin, Madani Hatta, Zahrah Indah Ferina

THE MODERATING ROLE OF FIRM SPECIFIC FACTORS ON THE INFLUENCE OF ENTERPRISE AND CREDIT RISK MANAGEMENT ON FIRM PERFORMANCE OF INDONESIAN BANKING COMPANIES..... **635**
Saiful, Mentari Arizka

THE POLICY FOR SUSTAINABILITY REPORTING OF INDONESIA'S HIGHER EDUCATIONAL INSTITUTIONS **647**
Alia Ariesanti

THE EFFECT OF ACCOUNTABILITY AND TRANSPARENCY OF THE LOCAL GOVERNMENT FINANCIAL STATEMENTS QUALITY (LKPD) AND THE IMPLICATIONS OF FINANCIAL PERFORMANCE BENGKULU PROVINCIAL GOVERNMENT..... **653**
Nurna Aziza, Effed Darta Hadi, Hendri Marulitua Hutapea*, Andi Agus**

SYNERGIZING *MANACIKA* IN THE STRATEGIC MANAGEMENT ACCOUNTING: SOLUTION FOR THE STIGMA OF COOPERATION? **665**
Made Susilawati[1*], Unti Ludigdo[2], Gugus Irianto[3], Zaki Baridwan[4]

THE EFFECTS OF OWNERSHIP STRUCTURE AND FIRM CHARACTERISTICS TO PERFORMANCE AND RISK: THE ROLE OF THE QUALITY OF CORPORATE GOVERNANCE VARIABLE **673**
Triyono; Fatchan Achyani

EFFECT OF INCENTIVE EXECUTIVE, CORPORATE RISK AND CORPORATE GOVERNANCE ON TAX AVOIDANCE..... **683**
Pratana P. Midiastuty, Eddy Suranta, Rama Pramudya Kusuma

MAPPING THE REGULATIONS AND POLICY ON THE IMPLEMENTATION OF ACCRUAL ACCOUNTING IN INDONESIA AND JAMBI MUNICIPALITY **693**
Yudi[1)*] Made Sudarma[2)] Ali Djamhuri[2)] Zaki Baridwan[2)]

THE INFLUENCE OF GOVERNMENT AUDITOR'S KNOWLEDGE, ABILITY, AND SKILL TOWARDS THE EFFECTIVENESS OF AUDIT INVESTIGATION PROCESS ON FRAUD DETECTION IN INDONESIA..... **703**
Fitri Habiba Mahmuda*; Fachruzzaman**

RELATIONSHIP BETWEEN THE ACHIEVEMENT OF ECONOMIC GROWTH WITH DIFFERENT QUALITY OF FINANCIAL STATEMENTS AND DISTRICT/CITY IN SOUTHERN SUMATRA (SUMBAGSEL) **713**
Intan Purnama Sari; Fachruzzaman

ANTECEDENTS OF ENTERPRISE RISK MANAGEMENT (ERM) IMPLEMENTATION AND ITS CONSEQUENCE TO INDONESIAN BANKS' CREDIT RISK..... **721**
Husaini*; Saiful**

THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY, CORPORATE GOVERNANCE, AUDIT QUALITY, AND LEVERAGE ON INCOME SMOOTHING (EMPIRICAL STUDY ON MINING COMPANIES LISTED IN INDONESIAN STOCK EXCHANGE) **731**
Rini Indriani; Nur'aini

INDIVIDUAL CAPACITY AND USE OF ACCOUNTING INFORMATION IN MAKING FINANCIAL STATEMENTS IN SMALL BUSINESS IN BENGKULU **741**
Isma Coryanata

ROLE OF THE INTERNAL AUDITOR GOVERNMENT TO REALIZE THE LOCAL GOVERNMENT NET **761**
Rahayu; Sri Rahayu

THE PERCEPTION OF NEW ACCOUNTANTS ABOUT SUSTAINABILITY REPORTING (Study at University of Bengkulu)..... **769**
Fenny Marietza; Nila Aprila; Nidya Lestari

THE EFFECT OF SHAREHOLDING, PROFITABILITY, LEVERAGE, FIRM SIZE AND INDEPENDENT COMMISSIONER ON TAX AVOIDANCE: TESTING IN GROUP AND NON GROUP FIRM **777**
Eddy Suranta; Pratana Puspa Midiastuty; Afrizal Saputra

EFFECT VOLATILITY OF COMPREHENSIVE INCOME AND FAIR VALUE APPLICATIONS TO RETURN AND VOLATILITY OF SHARE PRICE (STUDIES IN THE BANKING COMPANY LISTED ON THE INDONESIAN STOCK EXCHANGE)..... **777**
Madani Hatta; Naeyza Islamey Ningrum

MAIZE PROCESSING PRODUCTION DEVELOPMENT AS THE ECONOMIC DRIVEN OF PEOPLE IN GORONTALO PROVINCE

Amir Halid; Mohammad Ikbal Bahuwa; Zainudin Antuli; Irawati Abdul.

Gorontalo State University

Abstract. The objectives of this research are to 1) explore the profile of maize farmer enterprise in Gorontalo regency; 2) to identify the characteristic of the members of home industry group in Todito village at Pulubala sub-district, and 3) Batudaa sub- district; 4) Economic analysis for maize stick tasted with shrimp from Limboto lake; 5) Economics analysis for Sweat Maize Dodol with used survey method. This research was conducted from August to September 2016 by using descriptive, SWOT and economics analysis. The results shows that 1) Groups of farmers in Dunggala village, Batudaa sub-district consist of 8 groups, 187 members, with 157,3 Ha of maize field. At Pulubala Sub-district has more groups of farmer with 32 groups in Puncak Village with the farming area at 701,21 Ha. Farmers at Toidito outnumber those in the other villages with 705 members; 2) Demography aspect for home industry members: at Toidito village is dominated by women (80%); 3) and demography aspect for home industry at Barakati village is about 100% dominated by women; 4) Economics analysis for home industry for Maize Stick with tasted by Shrimp from limboto Lake is profitable if the in-come reaches above break event Rp 120.000,- if production is over of breakeven point is 11,975 gram and will follow of the price over of breakeven point about Rp 52.500; 5) Economics analysis for home industry for Dodol sweat maize are profitable if the in-come reaches over breakeven point is Rp 170,174, if production surpasses breakeven point 6,90 basket and if the price is over of breakeven point is about 19.550.

Key words: *Processing Maize Production Development and Economic Driven*

INTRODUCTION

Since Gorontalo became a Province on February 12nd 2000, the government has considered agriculture as the entry point of corn that is profitable for exporting. However, it has not been cultivated optimally with the support of technological inputs, without ignoring the aspects of sustainable corn farming.

Corn has many advantages, such as processing to food products, such as corn sticks, corn oil, poultry and fish feed. In addition, corn grain products and corn waste can be processed into variety of products, e.g. ruminant feed, organic fertilizer, charcoal, the basic material of clothes, tablecloth and other unique products.

Based on the survey that the corn seed (yield) in Gorontalo is used only for daily meal are exported to other cities in Indonesia or to another countries. Seed corn (yield) is not processed into products that boost the economic value. The price comparison corn kernels 1 kg Rp. 3,200 if it has been processed into animal feed prices. It is 5 times from the original price if it is not processed. Processing the kernels into a basic ingredient of animal feed will increase the economic value of the product.

The role of the agricultural sector significantly contributes (28%) to the GDP of Gorontalo District, along with the service sectors (23%). Because people in most districts in Gorontalo worked in the agricultural sector of food crops (rice and corn), plantation crops (coconut) and fisheries. The development of maize cultivation in Gorontalo district need to be improved due to the potential and the land size. The steps to solved problem of maize plantations must be in accordance with local characteristics, social, economic and institutional capacities in the community because almost 90% of corn plantation is smallholder agriculture.

Baruwadi (2009) clarifies that household income for farmers from maize farming in Gorontalo reaches 64.03%. This emphasizes proved the high dependence of farmers on corn as a source of household income. In Anonymous (2012) explained that in the last five years, the national corn demand for industrial materials feed, food and beverages increased by ± 10% -15% / year. In 2010, 34,200 tons of maize products in Gorontalo are exported to countries, such as Malaysia, South Korea, Japan, and Philippines. To export, Gorontalo corn production is also absorbed by the local market through between regions amount 104,810 tons of which 88,225 tons Surabaya and Jakarta 16,858 tons.

Friedmann (1990), showed that empowerment is an "alternative development" on the model of development center to growth. Some points that should be addressed in the first place are trusts: first, country is the problem of development showed development of alternatives to eject even against the country; second, could are not wrong and the public is an independent association; Third, community actions had capable and sufficient to realize the alternative development without state interference. Kartasasmita, 2009 claims community empowerment as the development concept on which it originates

from the community. The concept of community empowerment consists the notion of community development (community development) and development focused on the community (community based development).

METHODOLOGY

This research was conducted in the district and sub district Bongomeme, Tibawa, Gorontalo regency and to the research start from January 1 to December 2016. Furthermore, the method of selecting respondents employed several methods in the two groups of respondents (group home and organization groups). The households employed simple random sampling method, while the agency unit used purposive method. Total sample of households take 200 respondents consist of 40 respondents from each sample location. While the organization groups interviewed unit adapted to the number of units existing organization in each country, it is estimated the number of units of organization interviewed about 15-20 organization for each sample location.

The research method will used in the program, activities and output produced for each year of implementation of activities. In early 2016, the output are: 1) Potential of socio-economic household, including institutional corn farmer. 2) Formulation Hierarchical strategy and on the development of government policy on product development of corn processed. 3) Output products and their sales outlets in refined product sales. Meanwhile output in 2017: 1) Control the use of tools / technology products processing corn. 2) Improvement on insight and institutional team work. 3) Developing the ability to access the market. And output in 2018: 1) Products Processed competitive. 2) Model of Institutional Agribusiness Corn. 3) Skills to access market information.

1. Observation
   Observation techniques used to obtain data and information on the resource potential of agriculture to research data and other relevant information.
2. Interview
   Interview was employed to generate the data and information, formulating strategies and empowerment of maize farmer.
3. Questionnaire
   Mechanical questionnaire was employed to collect data and information on the resource potential analysis of maize agriculture based on comparative advantage, competitive and influence to empower farmers through maize product and corn waste into productive economic commodity corn to drive farmers income.
4. Focus Group Discussion (FGD).
   Techniques Focus Group Discussion (FGD) was used to complete the data and research information, during the conduct data collection and information the draft of research reports.

RESULT AND DISCUSSION

Maize Farmer Profile in Gorontalo District

Table 1 reveals the difference in the number of groups in each village. They consist of two groups of farmers of corn, even up to 8 groups of farmers of corn, with an average of 4 groups of crop farmers to every village in the Batudaa village. The groups that exist in each of these villages have the members of the group which is quite diverse and numerous, ranging from 49 members of the group, up to 187 members of the group to the village. Dunggala village district.Batudaa has a number of groups, include 8 corn farmer groups and also the number of group members, include 187 members of farmers of maize compared with other villages in the district Batudaa. The lowest amount of maize farmer groups villages is in Bua and Iluta village which only consisted of two corn farmer groups, while Payunga village has more groups with 49 members. On average, the number of members of maize farmer groups in 8 villages in the district Batudaa is reached 87 people, with total members is 693.

The number of groups and its members the high total compared to other villages in the district Batudaa, corn farmers Dunggala, Pilobuhuta, and Huntu which the corn cultivated is the most wide reached 157.3 Ha; 105.9 Ha; and 103.6 Ha. The smallest corn crop in Bua Village area of 40.1 hectares. The total area of cultivated corn crop in the district. Batudaa can be reached 615.65 Ha; with an average area of arable corn crop is 76.96 hectares for every village in the district Batudaa.

Table 1. Data of Group, Member Total, and Land Area in Subdistrict of Batudaa, Gorontalo District

Number.	Village Name	Total Group of Village	Total of members in Group	Land Area (Ha)
1	Barakati	3	69	62
2	Iluta	2	49	41.5
3	Bua	2	53	40.1
4	Huntu	5	101	103.6
5	Pilobuhuta	5	112	105.9
6	Payunga	3	47	39.75
7	Dunggala	8	187	157.3
8	Ilohungayo	4	75	65.5
Total		**32**	**693**	**615.65**
Average		**4**	**87**	**76.96**

Table 2 showed that the villages in Pulubaladistrict have a lot corn farmer, from 13 to 32 groups in the village. This indicates that the majority of people work in Pulubala District are corn farming. The members in each group in each village to approximately 300 members of the group, even some villages has 500 more members of the group. The high of the village in the district. Pulubala consists of 30 maize farmer groups with a total membership of the second largest group after village Molamahu (563 members). The number of the lowest maize farmer groups is in village Tridarna Maolalahuie, each consisting of 13 corn farmer groups. The number of members of each group are 295 and 318. The average number of members of maize farmer groups in 11 villages in Pulubala district are 462 people, with 5077 members in total.

Table 2. Data of Group, Member Total, and Land Area in Subdistrict of Pulubala, Gorontalo District

Number.	Village Name	Total Group of Village	Total of members in Group	Land Area (Ha)
1	Pulubala	20	400	427.5
2	Tridarma	13	295	300.93
3	Molalahu	13	318	276
4	Toyidito	25	705	579.5
5	Molamahu	30	584	624.71
6	Bakti	28	529	640.5
7	Pongongaila	21	495	504.5
8	Mulyonegoro	20	405	439
9	Puncak	32	563	701.21
10	Ayumolingo	21	406	435.25
11	Bukit Aren	20	377	391
Total		**243**	**5077**	**5320.1**
Average		**22**	**462**	**483.65**

The village which has the largest corn crop cultivated in the district is located in the village Pulubala with the land area is 701.21 hectares. Bakti and Molamahu are the second and third largest with the area reaches 640.5 Ha and 624.71 Ha respectively. The average cultivation area of villages in Pulubala is 483.65 Ha; with the total area 5320.1 hectares.

People Characteristics to Household Toidito Village Pulubala Sub District

Gender

The tabulated results of the questionnaire related to the characteristics of a people based on gender in Table 3 below:

Table 3. People Characteristics Based on Gender

Number.	Gender	Percentage (%)
1.	Male	20
2.	Femala	80
Total		**100**

Source: Primary data processed, 2016

Table 3 showed that people in the group of households inPulubalaSubdistrictconsist of 20% men and 80% women. These results showed the group of householdsdominated by women.

Age

The tabulated results of the questionnaire related to the characteristics of a people based on agein Table 4 below:

Table 4. People Characteristics Based on Age

Number.	Age (Year)	Percentage (%)
1.	20 – 30	40
2.	31 – 40	20
3.	41 – 50	30
5.	> 50	10
Total		**100**

Source: Primary data processed, 2016

Table 4 showed that the age of the people to the group of households in Pulubalasubdistrict showed diversity, the range from age 20 years old to 50 years old. Most people living in households dominated by 20-30 yearsyears old by 40%, then 41-50 years old by 30%, then 31-40 years old by 20% and the rest was followed by the oldest old people above 50 years old. These results prove that the majority of people who encountered are individuals who are productive padamasa (located in the working lives).

Education Level

The tabulated results of the questionnaire related to the characteristics of a people based on education levelin Table 5 below:

Table 5. People Characteristics Based on Education Level

Number.	Education Level	Presentase (%)
1.	Elementary School/equivalent	50
2.	Junior High School/ equivalent	10
3.	Senior High School/ equivalent	40
4.	D3/S1/S2	0
Total		**100**

Source: Primary data processed, 2016

Table 5 showed that people with the highest education level for elementary school is 50% .Prople with secondary school education level is 10%. Furthermore, people with the highest education level of high school /equivalent at 40%, and for the level of D3 / S1 / S2 no or 0% .From the above results indicate that a majority of the Group of Households dominated by people who have a level of education on elementary school.but it does not affect the productivity of social labor incorporated in the Household in Pulubalasubdistrict.

Side Job

The tabulated results of the questionnaire related to the characteristics of a people based on main job and side jobin Table 6 below:

Table 6. People Characteristics Based on Main Job

Number.	Job	Percentage (%)
1.	Farmer	30
2.	Fisherman	0
3.	Non Farmer	70
Total		100

Source: Primary data processed, 2016

Table 7. People Characteristics Which hasSide Job

Number.	Status	Percentage (%)
1.	Have	70
2.	Does not have	30
Total		100

Source: Primary data processed, 2016

Based on Table 6 and 7 showed that people who work as farmers is 30% and the remaining 70% are people who work not as a farmer (non-agricultural). This showed that the people who joined the group Households in the Pulubalasubdistrict mostly not as farmers, even none of the fishermen.

Residence Status and Length of Stay

The tabulated results of the questionnaire related to the characteristics of a people based on residence status and length of stay in Table 8 below:

Table 8. People Characteristics Based on Residence Status

Number.	Status	Percentage (%)
1.	Local People	100
2.	Immigrants	0
3.	Foreigner	0
Total		100

Source: Primary data processed, 2016

Table 9. People Characteristics Based on Length of Stay

Number.	Status	Percentage (%)
1.	3-5 Years	50
2.	6-10 Years	0
3.	10 Years Above	50
Total		100

Source: Primary data processed, 2016

Based on Table 8 showed that the whole of society incorporated in the Household are local peoples, not immigrants nor foreigners. From Table 9 shows that the majority (50%) of the population lived 3-5 years length of stay, and the majority (50%) again had more than 10 years length of stay.

People Characteristics Households Barakati Village BatudaaSubdistrict

Gender

The tabulated results of the questionnaire related to the characteristics of a people based on gender in Table 10 below:

Table 10. People Characteristics Based on Gender

Number.	Gender	Percentage (%)
1.	Male	0
2.	Female	100
Total		**100**

Source: Primary data processed, 2016

Based on Table 10 showed that all peoples should in the household is a woman that is equal to 100%. It showed a group of households in Batudaa dominated by women, while men do not exist who participated in the group of households.

Age

The tabulated results of the questionnaire related to the characteristics of a people based on age in Table 11 below:

Table 11. People Characteristics Based on Age

Number.	Age (Years)	Percentage (%)
1.	20 – 30	10
2.	31 – 40	50
3.	41 – 50	40
5.	> 50	0
Total		**100**

Based on Table 11 showed that the age of the people who are members of households in Batudaa showed the diversity, from the age of 20 to 50 years old. Most people living in households dominated by people aged 31-40 years old percentage 50%, then people aged 41-50 years old percentage 40%, then the people aged 20-40 years old percentage 10%; and no people over 50 years old and the oldest incorporated in household groups. These results prove that the majority of people who encountered are individuals who are productive padamasa (located in the working lives).

Education Level

The tabulated results of the questionnaire related to the characteristics of a people based onEducation Level in Table 12 below:

Table 12. People Characteristics Based on Education Level

Number.	Education Level	Percentage (%)
1.	Elementary School/equivalent	30
2.	Junior High School/ equivalent	20
3.	Senior High School/ equivalent	50
4.	D3/S1/S2	0
Total		**100**

Source: Primary data processed, 2016

Based on Table 12 showedthat people with the highest education level for elementary school by 30% . Peoples with secondary school education level is only 20%. Furthermore, people with the highest education level of high school / equivalent at 50%, and for the level of D3 / S1 / S2 no or 0%. From the above results show that a majority of the Group of Households in Batudaa dominated by individuals who have a high school education level. These results suggest that in addition to having high labor productivity, the local community has enough knowledge to manage the farm, especially the Group of Households in Batudaa.

Main Job and Side Job

The tabulated results of the questionnaire related to the characteristics of a people based onmain job and side job in Table 13 below:

Table 13. People Characteristics Based on Main Job

Number.	Job	Percentage(%)
1.	Farmer	20
2.	Fisherman	0
3.	Non-Farmer	80
Total		100

Source: Primary data processed, 2016

Table 14. People Characteristics Based on Side Job

Number.	Status	Percentage (%)
1.	Have	40
2.	Does not have	60
Total		100

Source: Primary data processed, 2016

Based on Table 14 showed that people who work as farmers reached 20% and the remaining 80% are people who work not as a farmer (non-agricultural). It showed that the people who are members of the Group of Households in the district. Batudaa mostly not as a farmer, but mostly as office workers, even none of the fishermen. Judging from Table 14 amount 40% of people have a second job, and the remaining 60% do not have a second job. This proves that the people who joined the group Households in the district. Batudaa not just focus on the main job, but still look for other income, especially in the field of agriculture.

Residence Status and Length of Stay

The tabulated results of the questionnaire related to the characteristics of a people based on residence status and length of stay in Table 8 below:

Table 15. People Characteristics Based on Residence Status

Number.	Status	Percentage (%)
1.	Local People	100
2.	Immigrants	0
3.	Foreigner	0
Total		100

Source: Primary data processed, 2016

Table 9. People Characteristics Based on Length of Stay

Number.	Status	Percentage (%)
1.	3-5 Years	100
2.	6-10 Years	0
3.	10 Years Above	0
Total		100

Source: Primary data processed, 2016

Based on Table 16, showed that the majority of the peoples togetherwith the group Households are locals or indigenous peoples, not aimmigrantsor foreigners. According to Table 16, it is showed that the public has long been domiciled for 3-5 Years.

The Economic Analysis of Limboto lake Shrimp Corn Stik

1. Break Event Point (BEP) Analysis

$$\text{BEP Revenue (Rp)} = \frac{FC}{1 - \frac{VC}{TR}}$$

$$= \frac{96.000}{1 - \frac{61.500}{200.000}}$$

$$= \frac{96.000}{1 - 0,20}$$

$$= \frac{96.000}{0,80}$$

$$\text{BEP Revenue (Rp)} = 120.000$$

$$\text{BEP production (gram)} = \frac{FC}{P - \frac{VC}{Q}}$$

$$= \frac{119.500}{10.000 - \frac{61.500}{3.000}}$$

$$= \frac{119.500}{10.000 - 20,5}$$

$$= \frac{119.500}{9.979,5}$$

$$\text{BEP production (gram)} = 11.975$$

$$\text{BEP}_{price}(Rp) = 52.500$$

$$\text{BEP}_{price}(Rp) = \frac{TC}{Q}$$

$$= \frac{157.500}{3.000}$$

$$\text{BEP}_{price}(Rp) = 52.500$$

b. $BEP_{penerimaan}$= Rp 120.000

The domestic industry would benefit if acceptance is obtained exceeds the limit of USD 120,000 of the BEP, otherwise households industry will losses if the receipts obtained less than the BEP.

c. $BEP_{production}$ = 11.975 Gram

The domestic industry would benefit if production were obtained exceeds the limit BEP is 11.975 Gram domestic industry would not gain benefit if production is less than the BEP.

d. BEP_{price}= Rp. 52.500

The domestic industry would benefit if the price obtained exceeds the limit BEP is Rp. Conversely 52,500 domestic industry would loses its advantage if prices gained less than the BEP. The break event point corn stick curve taste shrimp Limboto Lake, below:

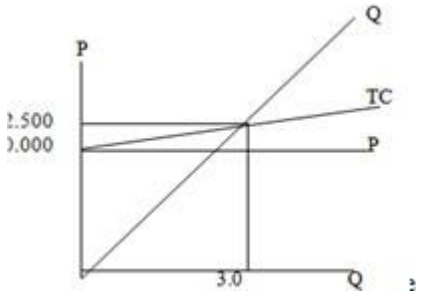


Figure 2. Break Event Point Curve of Limboto Lake Shirmp Corn Stick

Table 17. Limboto Lake Shirmp Corn Stick Variabel Cost

Variabel Cost	Total (Rp)
1 Kg Lokal Corn/Motorokiki	12.000
1 Kg Lake Shrimp	15.000
500 Gr Tapioca Flour	9.000
100 Gr Garlic	5.000
1 Sdm salt	500
250 Gr Sugar	4.000
2 Kg Fried Oil	26.000
Total	61.500

Variable cost is change in proportion to the business activity or the amount of the marginal cost of all units produced. The table reveals that the number of variable Limboto lake shrimp corn stick is Rp. 61,500 with a raw material that is 1 Kg of local corn for Rp. 12,000.

Table 18.Shrimp Corn Stick Fixed Cost.

Fix Cost	Total(Rp)
plastic packaging	11.000
Labor	50.000
Gas	10.000
rental equipment for a grinders /hour	15.000
Electric/hour	10.000
total	96.000

Fixed Cost are the costs that does not depend on the level of goods or services output that produced by the business. The table shows that the total of fixed costs of shrimp corn is Rp. 96,000 which consists of the cost of plastic packaging, labor, gas, rental equipment for a grinders and electric.

Table 19.Shrimp Corn Stick Total Cost

Biaya Total	Total(Rp)
Variabel Cost	61.500
Fix Cost	96.000
Total Cost	157.500

The total cost was the the amount of variable costs and fixed costs. Based on the table the shrimp corn stick total costs is Rp. 157 500.

Table20.Shrimp Corn Stick Revenue

Description	Production	Price	Total
Revenue	3.000 gr	10.000/ 100 gr	300.000

The Revenue is all income received from economic activities without deducting the total production expenditure. Based on the table the shrimp corn stick total revenue is Rp. 300,000

Table 21.Shrimp Corn Stick Profit

Description	Total
Revenue	300.000
Total Cost	157.500
Revenue (1-2)	142.500

Profit is the total revenue after deducting the total cost of production. Based on the table, the shrimp corn stick profit isRp. 142 500.

Economics Analysis of Sweet Corn Dodol

1. Break Event Point (BEP)Analysis

$$\text{BEP Revenue(Rp)} = \frac{FC}{1-\frac{VC}{TR}}$$

$$= \frac{119.500}{1-\frac{78.000}{250.000}}$$

$$= \frac{119.500}{1-0{,}30}$$

$$= \frac{119.500}{0{,}70}$$

$$\text{BEP Revenue (Rp)} = 170.714$$

$$\text{BEP production(bucket)} = \frac{FC}{P-\frac{VC}{Q}}$$

$$= \frac{119.500}{25.000-\frac{78.000}{10}}$$

$$= \frac{119.500}{25.000-7.600}$$

$$= \frac{119.500}{17.300}$$

$$\text{BEP production(bucket)} = 6.90$$

$$\text{BEP price (Rp)} = \frac{}{10} = 19.550$$

d. $BEP_{revenue}$= Rp 170.174

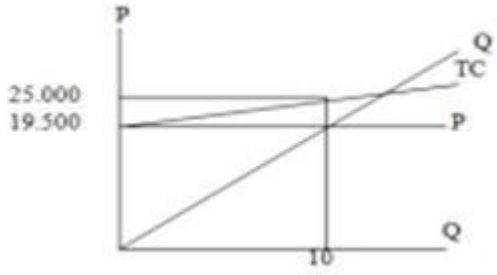
The home industry will get a profit when the revenue more than break event point value Rp. 170.174 otherwise home industry would suffer losses if the revenue obtained less than the break-even point

e. $BEP_{production}$ = 6.90 bucket

The home industry will get a profit when the production is more than break event point value 6.90 bucket, otherwise home industry would suffer losses if the production obtained less than the break-even point

f. BEP_{price}= Rp. 19.550

The home industrywill get a profit when the price is more than break event point value Rp.19.550, otherwise home industrywould suffer losses if the price obtained less than the break-even point. Here is a corn dodol break event point curve



Picture3. ***Corn Dodol break event point curve***

Table 22.Variabel Cost Corn Dodol

Variabel Cost	Total (Rp)
1 Kg Sweet Corn	20.000
500 ml coconut milk	8.000
650 Gr sugar	12.500
300 Gr brown sugar	5.000
2 pack Full Cream milk	7.000
125 Gr butter	4.000
250 Gr Sticky Rice	5.000
1 packFood Colour	500
50 Gr rice	2.000
3 pack Vanila	2.000
Gas	10.000
Total	76.000

Variable costs is the costs that change proportionally to the business activity or the amount of the marginal cost of all units produced. The table above shows that the number of variables corn dodol is Rp. 76,000 based on the main material is 1 kg of sweet corn for Rp. 20,000.

Table23.*Corn Dodol Fixed Cost*

Fix Cost	Total(Rp)
Plastic packaging	10.000
Plastic binding	7.500
Labor	50.000
15 Bucket	52.500
Jumlah	119.500

Fixed Cost are the costs that does not depend on the level of goods or services output that produced by the business. The table shows that the total of fixed costs of corn dodol is Rp. 96,000 which consists of the cost of plastic packaging, Plastic Binding, labor and bucket.

Table24.Total Cost Maize Dodol

Biaya Total	Total(Rp)
Variabel Cost	76.000
Fix Cost	119.500
Total	195.500

The total cost was the the amount of variable costs and fixed costs. Based on the table the corn dodol total costs is Rp. 195.500

Table27.Table Maize Dodol Revenue

Description	Production	Price	Total
Revenue	10 Bucket	25.000/ Bucket	250.000

The Revenue is all income received from economic activities without deducting the total production expenditure. Based on the table the corn dodol total revenue is Rp. 250.000

Table28.Maize Dodol Profit

Description	Total
Revenue	250.000
Total Cost	119.500
Profit (1-2)	130.500

Profit is the total revenue after deducting the total cost of production. Based on the table, the corn dodol profit isRp. 130.500

Factors and Distribution Development Strategy of Maize Products

The way to find out more about the Distribution Development Strategy of Corn Products are identify alternative method how an organizations can use the strength or to use the opportunity to avoid threats and overcome weaknesses. SWOT matrix illustrates how the corn product can match opportunities and threats faced by its internal strengths and weaknesses. This can be seen in the following explanation:

1. Strength

   From the result of data analysis, the advantages that can be utilized for the product development strategy consists of:

   a. Fresh and high quality raw materials such Local Maize (Motoro Kiki) and Limboto Lake Shrimp, Sweet Maize, Brown Sugar and Coconut Milk
   b. Having a good business prospect and environmental-friendly
   c. Promoting supportive working atmosphere between the home industry and managerial team
   d. Taste and quality of products

2. Weakness

   The disadvantages that can hinder the product development strategy are:

   a. Production Volume / supplies
   b. The ineffective of information media
   c. Small area product distribution

3. Opportunity

   The result of the analysis the opportunities that can be used for the product development strategy are:

   a. Good consumer responses
   b. The wide market target for all people
   c. The possibility to develop new product

4. Threats

   Factors that can be considered to address the threats are:

   a. New competitor
   b. Unstable market taste

Table 29.Internal Factors Of Maize Product

No	Internal Factor	Scale	Rating	Score	Description
Kekuatan					
1	Having a good business prospect and environmentally support	0.20	4	0.80	There is good business prospect
2	high quality raw materials of corn product	0.20	4	0.80	Using high quality raw materials
3	Build a good working atmosphere between the home industryand managerial team	0.15	3	0.45	Good teamwork
4	Characteristically taste and quality of products	0.15	3	0.45	having Characteristic products

	Nilai Skor = 2.50

Kelemahan					
1	Production Volume / supplies	0.10	2	0.20	Limited supplies volume
2	Ineffective of product information and price product information	0.10	2	0.20	Ineffective promotion
3	Small area product distribution	0.10	2	0.20	Small area product distribution
	Score = 0.60				
Total		**1**	**20**	**3.10**	

Source: Primary Data After processed, 2016.

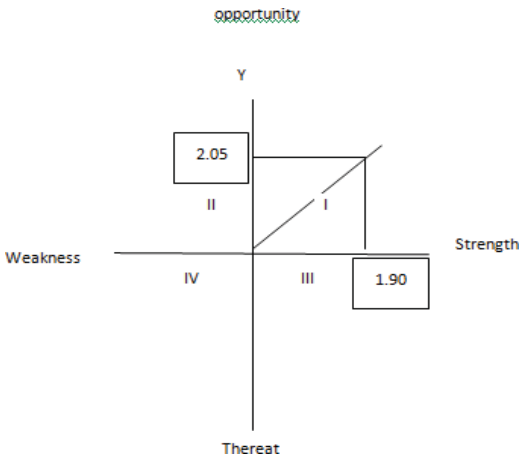
The above table reveals that the total strength value = 2.50. This outnumbers the total weakness value = 0.60, meaning that the strength factor for the distribution product development strategy is outweighed than factors inhibiting the distribution product development strategy

Table 29.External Factors of Corn Product

No	**External factor**	**Scale**	**Rating**	**Score**	**Description**
Opportunity					
1	The wide market target for all people	0.30	4	1.20	Accessible to all levels of consumer
2	Good consumer responses	0.23	3	0.69	consumer has a good responses
3	The possibility to develop new product	0.22	3	0.66	There is a . The possibility to develop new product
	Nilai Skor = 2.55				
Threat					
1	New competitor	0.13	2	0.24	There are New competitors
2	Unstable market taste	0.12	2	0.26	unstability of consumers taste
	Score = 0.50				
Total		**1**	**14**	**3.05**	

Source: Primary Data After processed, 2016.

The above table provides the information regarding total opportunity value at 2.55. This outweighs total threat value = 0.50. This signifies that the opportunity factor for the distribution product development strategy outweighs than a factor of threat as an inhibitor of the distribution product development strategy. The determination of the distribution product development strategy employed SWOT analysis diagram as explained the following figure:



SWOT analysis diagram of distribution product development strategy

Based on the the analysis, it is revealed that the strength outweighs the weakness, generating the X axis in the diagram SWOT. Similarly, the upcoming opportunity outnumbers than the threat and generates the Y axis SWOT diagram. These values signifies that the difference between opportunity and threat is 2:05 while the difference between strength and weakness achieves 1.90.

1. Strength – Opportunity Strategy
   Local Corn (Motoro Kiki) and Limboto Lake Shrimp and the other additional raw materials are of good quality. Similarly, other materials, such as sweet corn, Palm Sugar and Coconut Milk used as the ingredients of Dodol sweet corn are also have the same quality. This indicates the prospects of business and it promotes the environmental-friendly aspect of the new product.
2. Weakness – Opportunity Strategy
   An improvement in volume of production / supply of shrimp corn stick and corn dodol is essential to fulfill the market target. This is by enhancing the effectiveness of product and price information. Open market distribution are needed to meet the demand of consumers.
3. Strength- Treat Strategy
   Maintaining the quality of raw materials, such Local Corn (Motoro Kiki) and Limboto Lake Shrimp is complicated. This allows the competitors to fill such gap and overwhelm one's company.
4. Weakness –Treat Strategy
   An increase in the product and price information of shrimp and corn stick are important to identify market taste development and to compete with others.
   These factors and the development strategy of product distribution of shrimp corn stick.
   Based on the analysis SWOT matrix, factors and strategies of the development of corn productare 1) The high quality of material, (2) has prospects and environmental-friendly, generates the possibility of new product development
   3) characteristics of flavor and quality of products that meets the market target. On the other hand, the factors hindering the development of distribution of corn product, involves (1)increase in the volume of production / inventory to meet the market target (2) increased the promotion of product and price information, and open market distribution are necessary to meet the demands of the consumers.

CONCLUSION

1. Maize Farming Profile in the district of Gorontalo
   Data group, the number of members and the largest maize crop cultivation area is in the district the village Batudaa Dunggala (8 groups), 187 the number of members of the group, and 157.3 ha of arable area corn crop. In Pulubala, the data reveals that largest group is in PuncakDesa (32 groups), for the most members are in the village Toyidito (705 members) and the largest corn crop cultivated area located at Peak Village is an area of 701.21 ha.
2. Characteristics of People In Household group Village Toyidito District of Pulubala
   People who were in the group of households in the District of PulubalaToidito dominance that has the characteristics of sex is dominated by women as much as 80%, for age dominated by the age interval 20-30 years is 40%, for the highest education level is dominated by SD equivalent as many as 50%, for the work is dominated by non-agricultural jobs in as many as 70% while for the duration of the population lived dominated by people who have been domiciled for 3-5 years and 10 years respectively by 50%.
3. Characteristics of People In Household group Village Barakati District of Batudaa
   People who were in the group of households in the District of BatudaaBarakati dominated by women, as much as 100% for the category of gender, for age dominated by the age interval 31-40 years as many as 50%, for the education level of high school dominated by as many as 50% , for the work is

dominated by non-agricultural jobs in the field as much as 80% while for the duration of the population lived dominated by people who have been domiciled for 3-5 years is 50%.

4. Economics analysis of shrimp Maize stick
   Home industry of shrimp corn stick is considered profitable if the revenue outnumbers the break event point value Rp. 120.000, if the production obtained exceeds the limit of break-even point 11.975 grams and if the price obtained exceeds the limit break-even point is Rp. 52,500.
5. Economics analysis of Maize Dodol
   Home industry of corn dodol is profitable if the revenue outnumbers the break event point value Rp 170.174, if the production obtained exceeds the limit break-even point 6.90 bucket, and if the price obtained outreach the limit break-even point Rp. 19.550.
6. Factors and Distribution Development Strategy of Maize Products
   Based on the analysis SWOT matrix, the factors and strategies of the development of maize product distribution are 1) The quality of materials, (2) is of good prospects and environmental-friendly, generating the possibility of development of new product.
   3) flavor and quality of products that suits to the demand of society. On the other hand, the weakness of the factors and strategies of maize product distribution comprise (1) increase in the volume of production / inventory to meet the target of market (2) increasing the promotion of product and price; open market distribution is essential so that the product suits the need of the people.

REFERENCES

Amir Halid 2003, *Analisis Profitabilitas Petani Melalui Pengembangan Jagung Kuning di Kabupaten Gorontalo.Program Pascasarjana.*UNHAS.Makassar.

Efferson J. Norman 1953, *Priciples of Farm Management*, McGraw-hill BOOK COMPNY, INC.

EraniYstika, Ph.D 2010, *Ekonomi Kelmbagaan Kajian Teoritis dan Anilisis Empiris*. PustakaPelajar Yogyakarta.

Fauzi 2014, *Valuasi Ekonomi Dan Penilaian Kerusakan Sumber Daya Alam Dan Lingkungan*, IPB Press, Bogor.

Fadel Muhammad 2008, *Reinventing Local Government, Pengalaman dari Daerah*.PT Elex Media Computindo.KompasGramedia Jakarta.

IdroesAmrizal 2002, *Coconut Statistical YearBook, Asian And Pacific Coconut Community*, Jakarta.

Permadi B. S. 1992, *Analisis Hiraki Proses, PAU-EK-UI Departemen Pendidikan dan Kebudayaan*, Pusat Antar Universitas-Stud iEkonomi, Universitas Indonesia Jakarta.

Suyanto*et al* 2010, RaTA: A Rapid Land Tenure Assessment Manual For Identifying the Nature of Land Tenure conflicts.

Thampan P.K. 2007, *Coconut For Rural Welfare, Proceeding of The International Coconut Summet Kochi India.*Printed at Memphis Printing and Publishing Co., Ernakulam.