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Journal:	Procedia - Social and Behavioral Sciences
Our reference	SBSPRO16173
PII:	S1877-0428(14)01977-6
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Proceedings of the 15th International Symposium on Management (Insyma, 2018), March 01, 2018, Amphur Muang Chonburi, Thailand. Editors: Werner R. Murhadi; Noviaty Kresna D.; Dudi Anadya

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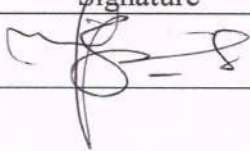
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	<i>Activities</i>	<i>Notes</i>
7:15-8.00	Registration	
8.00-8.20	Opening Ceremony Conference at Main Hall: <ul style="list-style-type: none"> welcoming dance by Burapha welcoming speeches from Burapha and Ubaya 	Welcoming spechs from: Ubaya: Rector of University of Surabaya: Mr. Prof. Joniarto Parung. Burapha: President of Burapha University: Mr. Prof. Somnuk Theerakulpisut.
8.20-9.20	keynotes speakers Presentation	Moderator: Dr. Deddy Marciano (University of Surabaya) Keynotes speakers: 1. Mr. Tony Shou-wang Kuo, PhD (Shih Chien University, Taiwan). 2. Mr. Bactiar Mohamad, Ph.D (University North Malaysia, Malaysia) 3. Mr. Sanya Saengboon (Al Meroz Hotel - The leading halal hotel, Bangkok). 4. Mr. Jony Oktavian Haryanto (President University, Indonesia)
9.20-9.40	Give thanks to sponsor Co-Host and all the Keynotes speakers	Co host from Tokai University, Shih Chen University, Accounting Departement, Faculty of business and economics, University of Surabaya and Burapha University.
9:40-10:00	Coffee-break	In front Main Hall
10:00-12:00	Panel Sessions	There are 4 rooms Moderator Room 1, 2, 3 and Main Hall Each presentation has 5 minutes and some minutes for discussion. The sequence presentation for each session. (attachment file)
12:00-13:30	Lunch in front of Main Hall	Lunch and prayer time
13:30-16:00	Panel Sessions	Moderator Room 1, 2, 3 and Main Hall

		Each presentation has 5 minutes and some minutes for discussion. The sequence presentation for each session. (attachment file)
16:00-16:30	<ul style="list-style-type: none"> • Announcement best paper • Closing Ceremony • Announcement Insyma 16th 	
16:30-20:00	Gala Dinner at Burapha campus	



PANEL SESSIONS

MAIN HALL (1st SESSION: 10.00 – 12.00)

TOPIC: CROSS CULTURE MANAGEMENT AND ENTREPRENEURSHIP

No	Title	Author
1	[ABS-30] The Internationalization of Chinese State-Owned Enterprise: Implications of Guanxi Diplomacy in Latin America	Adolfo Y. S. WU Dr. YIN SHI WU
2	[ABS-129] Cycling: Do the Health Benefits of Cycling Outweigh the Risks in Bangkok?	Dr. David Seale
3	[ABS-130] Legal Problems concerning the Seizure of Farm Land in Civil Justice Process	P. Tabauttanon
4	[ABS-138] Developing a causal model of game addiction and stealing behavior among undergraduate students	T. Numkhan & W. Kulachai
5	[ABS-126] Cultural Sustainability And Kinship Mode Of Production Amidst Global Economy	Levita Duhaylungsod, PhD Anthropology
6	[ABS-142] Cross Cultural Management in the Higher Educational Institutions	Tony Sowang Kuo
7	[ABS-19] The Key Challenges To Utilize Innovative Opportunities Of Small And Medium Sized Enterprises In Surabaya, Indonesia	Prita Ayu Kusumawardhany
8	[ABS-38] Social Capital, Tiered Entrepreneurship Training, And Agro-Tourism Development Model Of Kampung Salak Bojonegoro	Noviaty Kresna Darmasetiawan
9	[ABS-52] Participatory Action Learning System In Maximizing Entrepreneurship Capacity	Devi Rachmasari
10	[ABS-54] Social Enterprise: Actor Network Approach	Aluisius Hery Pratono, Suyanto, Deddy Marciano
11	[ABS-64] Innovation Strategy For Startup Business: A Case Study Using Business Model Canvas	Eddo Natalion Wijaya Putra

ROOM 1(1st SESSION: 10.00 – 12.00)

TOPIC: STRATEGIC MANAGEMENT AND MARKETING MANAGEMENT

No	Title	Author
1	[ABS-28] Building Destination Branding On Southern Coastal Corridor Between Vietnam And Cambodia	Nghia Le
2	[ABS-103] “Developing Hochiminh City To Be The City Of Affection, Modernized, And Quality Living” In Context Of Asean Community-Vision 2025 – Perspective Of Urban Anthropology.	<u>Prof. Phan Thi Hong Xuan</u>
3	[ABS-141] Corporate Communication and Strategic Management: History, Operational Concept and Integration	B. Mohamad & H.A. Bakar
4	[ABS-24] Business Strategy: A Study on Cost Stickiness Behavior	Permata Ayu Widyasari
5	[ABS-29] A study on impact and effectiveness of scent used for promotion of products and services with low affinity for scent	1. Jun Kumamoto 2. Adi P. Tedjakusuma
6	[ABS-131] Consumer Behavior In Accordance With Sufficiency Economy Philosophy Of University Students In The Eastern Region	Dr. K. Rugchoochip
7	[ABS-132] A Study on the Impacts of Smartphone Addiction	Dr. N. Sinsomsack
8	[ABS-136] ESCI Model Strategies of Private Universities in Thailand toward Sustainable Loyalty in P.R.C	Youkai Song(1), Dr. M.L Duminda Jayaranjan(2), Lin Na(3)
9	[ABS-137] A study of drinking behavior among undergraduate students in Chonburi	P. Torsak & W. Kulachai
10	[ABS-143] Face-to- face is the most effective media for communication over socialmedia	Svenja Arabella Hallerberg, Madawala Liyanage Duminda Jayaranjan & Sumaia Farzana
11	[ABS-144] The influence of Hallyu, packaging and subjective norms towards buying intention on culture adaption in Etude House	Y. Aldelina & J.O.Haryanto

ROOM 2 (1st SESSION: 10.00 – 12.00)

TOPIC: Finance

No	Title	Author
1	[ABS-7] Managerial Overconfident And Firm Financing Decision: An Indonesian Case	Werner R. Murhadi
2	[ABS-13] Testing Of Fama & French Five Factor Model For Lq-45 Index In The Indonesian Stock Market Period 2013-2015	Randy Kennardi, Putu Anom Mahadwartha, Liliana Inggrit Wijaya
3	[ABS-14] Analysis of Working Capital Management of Industry Practices in Indonesia	Lukas Purwoto, Caecilia Wahyu Estining Rahayu
4	[ABS-15] Trust is Needed in Economic Development	Lukas Purwoto, Diah Utari BR
5	[ABS-26] Demography Factors, Financial Risk Tolerance, and Retail Investors	Bertha S. Sutejo, Yohanes K. N. Pranata, Putu A. Mahadwartha,
6	[ABS-32] Management's Shio And Ownership To Firm Performance	Rico Tedyono and Putu Anom Mahadwartha
7	[ABS-33] Primbon Effect Testing On Indonesian Stock Market: Intraday Analysis	Sidarta Hermin and Putu Anom Mahadwartha
8	[ABS-34] The Influence of Good Corporate Governance to Financial Distress: An Indonesian Case The Influence of Good Corporate Governance to Financial Distress: An Indonesian Case	Felicia Tanugara, Werner R. Murhadi, Bertha Silvia Sutejo
9	[ABS-35] The Effect Of Corporate Governance On Capital Structure In Non-Financial Sector Company In Bei Period 2011-2015	Giovani Anggasta S Werner Ria Murhadi, Arif Herlambang
10	[ABS-37] Factors Determinant Of Buffer Capital Empirical Study On Islamic Rural Banking In Indonesia	Sutrisno
11	[ABS-81] Determinants of Bank Performance in Indonesia: evidence Rural Banks in Pekanbaru City	Dr. hamdi agustin
12	[ABS-127] Influence of Financial Attitude, Financial Behavior, Financial capability on Financial Satisfaction	Agus Zainul Arifin

ROOM 3 (1st SESSION: 10.00 – 12.00)

TOPIC: Service Management, Operation Management, Finance, Strategic Management and Marketing Management

No	Title	Author
1	[ABS-48] Factors Influencing Travel to Islamic Destinations: an Empirical Analysis of Sunan Ampel Religious Tourism Area, Surabaya	Siti Rahayu
2	[ABS-58] Influence of Destination Attributes to Destination Image of Surabaya City Based on the Perception of Domestic MICE Participants	Fitri Novika Widjaja
3	[ABS-116] Service Quality in Public of Terminal Users in Technical Implementation Unit (UPT) LLAJ East Java	Sukesi
4	[ABS-43] In-flight Magazine as Strategic Marketing Communication to boost tourism in Indonesia – a case study of Lionmag	Adi P. Tedjakusuma
5	[ABS-61] Tourism Education As A Conceptual Age In The University Of Surabaya	Veny Megawati
6	[ABS-72] Analysis the differences between logistics service quality, delivery order, customer satisfaction, and customer loyalty based on individualist and collectivism perception on McDonald's restaurant	Anna Putri Andari, Stefanus Budy Widjaja Subali, Juliani Dyah Trisnawati
7	[ABS-59] The Importance of Corporate Governance to Firm	Mudji Utami, Bertha Silvia Sutejo
8	[ABS-9] Factors In Taxation Policies Issuances	N. Purnomolastu Werner R. Murhadi
9	[ABS-56] The Effect of Financial Ratios and Corporate Governance toward Financial Distress in Nonfinancial Sector Firms Listed in Indonesia Stock Exchange Periods 2012-2016	(1) Endang Ernawati, (2) Samantha Elysia Handojo
10	[ABS-47] Resources orchestration to improve communication with customers Case Study: SMEs Footwear in East Java	Juliani Dyah Trisnawati (a), Muhammad Rosiawan (b)
11	[ABS-8] A Study of Consumer Attitude Toward E-mail Advertising From Online Tour And Travel Agent In Indonesia	Jonathan Kurniawan Halim (a), Silvia Margaretha (b), Christina R. Honantha (c)
12	[ABS-10] Influence Of Usability, Customer Satisfaction, Customer Service And Trust Toward Loyalty Mobile Banking User	Victoria Detra Johannes(a), Indarini(b), Silvia Margaretha(c)

HALL ROOM (2nd SESSION: 13.30 – 16.00)

TOPIC: Marketing Management

No	Title	Author
1	[ABS-23] Developing a Destination Brand in the Context of Regional and National Branding Strategies: A Case Study of Brand Development of Sleman District, Yogyakarta Special Province, Indonesia	Ike Janita Dewi
2	[ABS-29] A study on impact and effectiveness of scent used for promotion of products and services with low affinity for scent	Jun Kumamoto Adi P. Tedjakusuma
3	[ABS-31] The Impact of Eco-Friendly Practices on Green Image and Customer Attitudes: An Investigation in a Canteen at University of Surabaya	Christina Rahardja, Dudi Anandya, Andhy Setyawan
4	[ABS-36] Implementation of Promoting Agritourism Region : A Case Study in Wedi and Tanjungharjo Village, Bojonegoro, East Java, Indonesia	Joseph L. Eko Nugroho
5	[ABS-46] A Message Behind A Smile: How Facial Expressive Displays Supports Communication In Marketing	Farenza Renada F Andhy Setyawan; Dudi Anandya
6	[ABS-55] An Analysis Of Product Types In Moderating The Local Brand Purchasing Processes (Study Of Consumer Behavior In Indonesia)	Djoko Purwanto Amina Sukma Dewi, Budhi Haryanto
7	[ABS-62] The Effect of Service Quality to Customer Satisfaction and Loyalty in Sharia Bank in Yogyakarta	Muchsin Muthohar Gito Suseno
8	[ABS-63] Attracting the intention of local tourist and foreign tourist to consume the leather product Mading Yogyakarta Regency	Rakotoarisoa Maminirina Fenitra, Budhi Haryanto
9	[ABS-79] The Impact of Personal Selling Orientation to Value Creation, Relationship Development, and Customer Satisfaction in Industrial Business	Yuanita Tandwilina Gunadi L. Verina Halim S
10	[ABS-50] Building Local Fashion Brand Equity for Young Consumers	Mega Meliana Dewi, Dudi Anandya, Christina R. Honantha
11	[ABS-101] The Empowerment Of Small Medium Enterprises Manufacturing And Exporting Rattan Products In West Java Province Indonesia: Problems And Solution	Indra Muis and Solikin
12	[ABS-117] Factor Influence the performance of MICE Destination Jakarta	Etty kongrat

ROOM 1 (2nd SESSION: 13.30 – 16.00)

TOPIC: Business Management

No	Title	Author
1	[ABS-11] Communicating Dark Tourism Through The Tourist Experience	Erna Andajani
2	[ABS-12] THE IMPACT OF HEURISTICS AND BIASES IN THE APPLICATION OF PROFESSIONAL JUDGMENT BY INTERNAL AUDITORS IN THE STAGE OF FIELDWORK	Jonathan Tanone, Senny Harindahyani
3	[ABS-16] Guest Supplies Pressures to Environment: a Hotel Case Study	Ida Bagus Made Wiyasha and I Nyoman Sudiksa
4	[ABS-20] The influence of system characteristic and individual differences of the acceptance of e-learning system in accounting department, business and economics faculty university of surabaya	Adhicipta Raharja Wirawan
5	[ABS-25] System Of Rice Intensification (Sri) Organic Rice As Efforts To Improve Welfare Of Farmers	Herry Maridjo, Y.M.V. Mudayaen dan A. Tri Prihantoro
6	[ABS-89] Do Local Suppliers and Local Buyers Benefited from Foreign Direct Investment?: Evidence from Indonesia	Suyanto; Yenny Sugiarti
7	[ABS-17]The impacts of lowering room rate to room departmental profit: A case study of Alla hotel in Bali.	Ida Bagus Made Wiyasha
8	[ABS-124] Soft Loan Program for Credit Union: a Fruitful or a Useless Program?	Ria Sandra Alimbudiono
9	[ABS-128] Educational management via Professional Learning Community	Prof. Jiraporn Chano
10	[ABS-140] “Still Me”: Human Involvement in Management Accounting	Ms. Riesanti Edie wijaya
11	[ABS-133] Model Analysis of Service Satisfaction as the Modulator between Service Quality and Decision-Making Behavior in Using Low-Cost Airlines	Dr. S. Ramanust .

ROOM 2 (2nd SESSION: 13.30 – 16.00)

TOPIC: Human Resources and Operation Management

No	Title	Author
1	[ABS-5] The Influence Of Intrinsic And Extrinsic Factors On The Job Satisfaction Of The Internal Auditors Of The State Islamic Universities In Indonesia	Suhartono, Gagaring Pagalung, Grace T. Pontoh
2	[ABS-44] Communication Strategies In Improving Agricultural Society's Value And Participation	Noviaty Kresna D Lanny Kusuma Widjaja
3	[ABS-60] Intention to Turnover: An Examination on IT Professionals in Hospital	Siska Ariani Didik Setyawan Rudy Januar
4	[ABS-68] A Conceptual Review In Relationship Between Abusive Supervision And Performance: The Role Of Gender On Short-Term And Long-Term	Edi Cahyono Budhi Haryanto
5	[ABS-74] Investigating Among Commitment, Spirituality and Performance in Workplace	Utik Bidayati, Adi Hardianto
6	[ABS-75] The Existence of HR Employability to Energize the Power of Competitive Advantages of Aqiqah Nurul Hayat, Surabaya	Johny Rusdiyanto Elsy Tandelilin
7	[ABS-99] The Effect Of Human Resources, Corporate Governance, Internal Control Towards Performance Regional Owned Enterprises In The Province Of Riau Indonesia	Azwirman Efi Susanti Desy Mardianty
8	[ABS-115] Organization, Unit, and Team Engagement in Higher Education Context	Sugeng Listyo Prabowo
9	[ABS-134] The Relationship between Internal Communication, Employee Participation, Job Satisfaction, and Employee Performance	Dr. W. Kulachai
10	[ABS-5] The Influence Of Intrinsic And Extrinsic Factors On The Job Satisfaction Of The Internal Auditors Of The State Islamic Universities In Indonesia	Suhartono, Gagaring Pagalung, Grace T. Pontoh
11	[ABS-42] "Wonderful Indonesia" Country Marketing Campaign – How Visible Indonesia as a tourism Destination really is in Europe?	Slavomir Rudenko Adi P. Tedjakusuma

ROOM 3 (2nd SESSION: 13.30 – 16.00)

TOPIC: Finance

No	Title	Author
1	[ABS-40] Analysis Of Optimal Hedge Ratio And Hedging Effectiveness In Taiwan Stock Exchange Capitalization Weighted Stock Index (TAIEX) Futures	Jason Aditya Jahja, Ika Yanuarti Loebiantoro
2	[ABS-45] Interdependency Between Internationalization, Firm Performance And Corporate Governance	Allan Muliyanto, Deddy Marciano
3	[ABS-65] Winner-Loser Anomaly In Stock Return Before And After The Asean Economic Community Enactment	D. Agus Harjito and Yosie Iga Winarko
4	[ABS-80] Stock Investment Analysis, Idiosyncratic Risk And Abnormal Return	Suyanto Florens Natalia Handayani Sibarani
5	[ABS-81] Determinants of Bank Performance in Indonesia: evidence Rural Banks in Pekanbaru City - 18 LEMBAR JADI 6 LEMBAR	Hamdi Agustin, Azmansyah Suyadi
6	[ABS-87] Determinant Factors Affecting The Quality Of Financial Report Of The Regional Government	Grace T. Pontoh, Gagaring Pagalung, Satriani
7	[ABS-97] The Influence of Intellectual Capital on Financial Performance in Sharia Banking Companies with Partial Least Square Approach	Eka Nuraini R Restu Hayati Fitra Yuliandi
8	[ABS-100] Female CEO and Board of Directors to Dividend	Indri Agestya Cania Fitri Ismiyanti
9	[ABS-49] Rural Institutional Phenomenon In Base Sector Development Through The Utilization Of Rural Funds For Increasing Rural Enterprises in the Backward Area of Indonesia (Study on Disadvantage Rurals in Eastern Region of Sumbawa Regency)	Subhan Purwadinata, Agus Suman, Susilo, Asfi Manzilati
10	[ABS-114] The Effect Of Profitability, Company Size And Financial Leverage Toward Income Smoothing Practice In Property And Real Estate Companies Listed In Indonesia Stock Exchange	Yanuar Nugroho Ari Prasetyo
11	[ABS-108] The Influence of Profitability, Financial Risk, Company Value and Ownership Structure on Income Smoothing Practises (Empirical Study on Plantation Companies Registered at the Indonesia Stock Exchange of 2011-2015)	Zulhelmy Kristiani Anjelina Sitompul
12	[ABS-110] Potential Analysis And Community Preferences Marpoyan Damai Pekanbaru District In Choosing Financial Source	Azmansyah Syah

Venue

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2	Bangsaen Heritage Hotel (1,800 – 3,000 Baht/night)	http://www.bs-heritagehotel.com/	Email: contact@bs-heritagehotel.com Tel: +6638 399 899 Fax: +6638 399 890 Mobile: +6695 247 3167
3	S2 Hotel (900 – 2,000 Baht/night)	http://www.s2-hotel.com/	Email: contact@s2-hotel.com , reservation@s2-hotel.com Tel: +6638 381 670 Fax: +6638 381 693 Mobile: +6695 961 1387
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5	The zest hotel (1,500 – 2,500 Baht/night)	http://www.thesezhotel.com/	Email: info@thesezhotel.com Tel: +6638 381 666 Fax: +6638 381 365
6	Tao-Thong Hotel	http://hotel.buu.ac.th/about_en.htm	Email: taothonghotel@gmail.com Tel: +6638 056 666 Fax: +6638 056 683

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For further transportation information and arrangement, please contact: Mr. Touch Khanthaprasit

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Enclosed we send proof of your paper that has been indexed in WoS (Web of Science).

We also invite Mr./Mrs. participation for next event of INSYMA 17 that will be held in Taipei, Taiwan on 13-14 February 2020.

Selected paper will be published by Atlantis Press and submitted to relevant indexation databases such as Scopus, Web of Science, CNKI, Google Scholar, etc.

Thank you and regards,

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**44_Developing a destination brand in the context of regional and national branding.pdf**

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Developing a destination brand in the context of regional and national branding strategies: a case study of brand development of Sleman District, Yogyakarta Special Province, Indonesia

By: Dewi, IJ (Dewi, Ike Janita)^[1]

PROCEEDINGS OF THE 15TH INTERNATIONAL SYMPOSIUM ON MANAGEMENT (INSYMA 2018)

Edited by: Murhadi, WR; Anandya, D; Andajani, E

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Abstract

Developing a destination branding is one of the popular marketing strategies employed by tourism destinations. This paper describes the process of regional brand development of Sleman District, Special Region of Yogyakarta, Indonesia. As a case study, this paper offers perspectives, strategies, and guidelines for developing a regional brand that involves relevant stakeholders. The brand development processes include stakeholders' identification, situation analysis, unique selling points identification, logo and slogan development, and brand implementation strategies. Nowadays, Indonesia has national (that is, tourism brand of Indonesia) and regional brand (that is, the brand of Special Region of Yogyakarta). In such a context, there were risks that the new brand development would conflict with the existing brands and may deliver inconsistent messages to potential visitors of the destination. Therefore, this paper recommends the development of a brand hierarchy of the national-regional-district brands to establish consistency among the brands.

Keywords

Author Keywords: national brand; regional brand; district brand

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