

PROGRAM BOOK

THE 3RD HUMBOLDT KOLLEG IN INDONESIA

International Collaboration of
ASEAN Researchers

**The Rise of ASEAN
and Strategic Partnership in
Understanding the Complexity
and Collective Phenomena in
Emergent Societies**

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Contents

Foreword from the Director of Research and Community Services, Ministry of Research, Technology and Higher Education of Indonesia	7
Message from the Alexander von Humboldt (AvH) Foundation	8
Foreword from the Chairperson	10
Putri Duyung Ancol Map	12
Program	13
Keynote Speakers	19
Urban Development: A Perspective Komara Djaja	21
Eco-Cities and Green Building - Prospects For Developing Sustainable Cities of The Future Bernhard Mueller	22
How Human Our Future Urban Living Will Be? The Infrastructure of Care in Urban Development Gunawan Tjahjono	23
Teaching Urban Health at Global Level: Opportunities and Challenges Sonia Diaz Monsalve	24
Vitamin A Deficiency and Excess in Urban Society: The Double Burden Sherry A. Tanumihardjo	25
Urban Transformations: Sustainable Urban Development Towards Resource Efficiency, Quality of Life and Resilience Sigrun Kabisch	26
The Dysfunctionality of Higher Education in the Post-Industrial World Ludwig Streit	27
Urban Economics	29
Financial Prospect of the Waste to Energy Application in Solving the Most Problematic Solid Waste Management in Indonesia Mohajit	31
Impact of Urban Agriculture on Urban Economy in Bangladesh Masum Ahmad	32
Sustainable Development Approach to Residential Planning in the Rapid Growth Urban Area: A Case Study in Singosari District, Malang Region, East Java Arief Rachmansyah, Lusiana Halim, and Soemarno	33
Persistence Analysis of Inflation in Indonesia Wily Julitawaty	34
Business Development Strategies Using SWOT and QSPM: Case Study of Milk Cooperative in Bogor District, Indonesia Abel Gandhi and Shinta Dewi Kurniawati	35
The Impact of Urban Agriculture of Medicinal Plant on Improving Household Economies in Metropolitan Jakarta Darmawan L. Cahya, Listyani Wijayanti, Raldi H. Koestoer, and Misri Gozan	36

Impact of Bus Rapid Transit as Public Transportation System in Sunway and Subang Townships for Malaysia's Urban Mobility Deprizon Syamsunur, Mohd Muhaimeen Ridwan Wong, Muhammad Nazri Borhan and Ali Sobhanmanesh	37
4DCAD in Project Planning and Budgeting of the New Urban Infrastructure for the Phitsanulok Central Park, Thailand Kumpon Subsomboon, Boonsong Tantane, Suchanya Saratai and Panu Buranajarukorn	38
Predictions Economic Losses of Coastal Resources in Tuban District Due to Climate Change Marita Ika Joesidawati, Suntoyo and Wahyudi	39
Architectural Services Using Information Service Oriented Architecture in Emergent Societies Jarot S. Suroso and Denny Aputra	40
Regional Planning for Aggregate Mining in Fast Growing Countries. The Case of Vietnam Paulina Schiappacasse	41
Opportunity to Operating City Prosperity Index for Indonesian Municipal Development Planning Process I Nyoman Suluh Wijaya, Ashfa Achmad and Desianna Sinukaban	42
Startups and the City: A Perspective of A Young Technology Business Incubator Jinky B. Bornaes, John Del Rosario, Marlo Novino, and Julieta Bokingo	43
Creative Product and Social Media: The Role of Local Community and Institution Participation in Urban Economy Johannes Hamonangan Siregar and Teddy Mohamad Darajat	44
The Importance of Sustainability Reporting to Business Sustainability Irma Paramita Sofia	45
Beyond Artifacts: Switching from Conventional to Sharia Financial Product in Urban Context Dion Dewa Barata	46
City Planning, Architecture and Infrastructure	47
People Participation in Developing Urban Dense Old City of Surabaya Case Study: Kembang Jepun Area Bambang Soemardiono	49
Integration of Historical Places in New Urban Development: A Case Study of Phitsanulok, Thailand Nattika Navapan and Kornicha Oonprai	50
Understanding the Existence of Historical Old Building in Post-Colonial Era as Historical Attachment. Case Study: Jakarta Old Town Area Ari Widyati Purwantiastining, Kemas Ridwan Kurniawan	51
Risk Assessment of Piling Works for Mass Rapid Transit (MRT) Construction Project Asmalia Che Ahmad, Izatul Faritta Mohd Kamal, Nik Nur Khairunnisa Nik Mohamed Ainul Azman, Muhamad Fazreen Niza Shah Ismail	52
Understanding the Activities of the Pedestrian in Bandar Lampung, Indonesia Fritz Akhmad Nuzir, Haris Murwadi	53
Translating Renewable Energy Target Into Urban Action Planning Hasmina Tari Mokui	54
On Stochastic Modelling of Weather Phenomena Impacting Southeast Asian Countries Christopher C. Bernido, Wilson I. Barredo, and M. Victoria Carpio-Bernido	55
Seismic Microzonation for Urban Planning and Vulnerability Assessment of Non-Engineered Structure in Earthquake Prone Area, Padang, Indonesia Rusnardi Rahmat Putra	56
Geopolymer Concrete as A Green Material for Sustainable Urban Infrastructure - Research Findings and Future Prospects Monita Olivia, Gunawan Wibisono, and Hamid Nikraz	57

Evaluating The Design Framework of Mosques as Community Center in the Urban Fabric of Kuala Lumpur, Malaysia	58
Nangkula Utaberta and Nayeem Asif	
Community Traffic Movements Analysis of Urban Areas (Study Cases of SMUN 11 and SMPN 3 Areas of Makassar)	59
Qadriathi Dg Bau and Irsyad Dahri	
Exploring the Occupational Safety and Health Cost Typologies in the Construction of Malaysian Urban Rail Infrastructure Projects	60
Izatul Farrita Mohd Kamar, Asmalia Che Ahmad, Mohamad Mohd Derus, Nik Nur Khairunnisa Nik Mohd Ainul Azman	
Towards A Development of An Engaging, Inclusive, and Meaningful Urban Park in Phitsanulok, Thailand	61
Suthat Yiemwattana, Sasima Charoenkit	
Compressive Strength, Porosity and Microstructural Analysis of Cement Composites With Micro- and Nano-Metakaolin	62
Steve Wilben Macquarie Supit, Rilya Rumbayan, and Adriana Ticoalu	
Mapping Public Perception Towards the Implementation of Islamic Sharia Laws in Aceh	63
Abdul Manan	
Expert Advisory System for Urban Green Mobility Scheme: South East Asia Experiences	65
Resdiansyah, Riza Atiq O.K Rahmat, and Amiruddin Ismail	
Development of Web-Based Systems for Employee Attendance in Urban Area	66
Johannes Hamonangan Siregar and Willy andika	
Reading Political Insinuation in Urban Forms: Saving the Sinking Jakarta through Giant Sea Wall Project	67
Eka Permanasari	
Service Performance Analysis on Shuttle Bus Stop Based on the Customers' Perception, Case of Trans Bintaro, South Tangerang	68
Fredy Jhon Philip S. and Eka Permanasari	
Using android Application as An Urban Lifestyle in Designing Structural Reinforced Concrete Section (Case Study Conbeam ST)	69
Agustinus Agus Setiawan and Sienna Stanley	
Configuring Educational Facilities Services Pattern in Traditional Cities (Case Study: Yogyakarta & Surakarta City)	70
Deni Agus Setyono and Denny Dwi Cahyono	
Urban Health and Society	71
Promoting Urban Health Communities and Reducing Fungicide Use through the Use of Rainforest Fungal Endophytes for the Control of Fusarium Wilt of Banana Tropical Race 4 in the Philippines	73
Cecily G. Puig and Christian Joseph R. Cumagun	
Improving Urban Nutritional and Health Status: Obstacles, Challenges, and Opportunities	74
Ignasius Radix A.P. Jati	
Spatial Correlation of Landscape Contexture and Dengue Cases in Sumenep District	75
Chairul Maulidi and Retti Nurlaili	
Implementation Procedure of Clinical Pathway Elective Type Cesarean Surgery With Heavy Complications. Case Study of Plasenta Previa Diseases and Its Effect Towards the Length of Stay in Undata Hospital Central Sulawesi Indonesia	76
Sitti Rahmawati, Ali Ghufroon Mukti, Mohammad Hakimi, Indra Bastian, Ronny Rivani	
Insights Into Urban Informal Workers in Indonesia: Health Insurance Coverage and Access to Health Care	77
Budi Aji, Arih Diyening Itiasari, Siti Masfiah, Julita Hendartini and Laksono Trisnantoro	

Food, Space, and Urban Communities in Urban Spatial Context Olga Nauli Komala and Evawani Ellisa	78
Examples of Development and Application of Bioprocess Technology for Soil Remediation and Waste/Wastewater Treatment in Indonesia Muhammad Abdul Kholiq	79
Unemployment, Lack of Bridging Social Capital and HIV-Risk Behaviours among Male Injecting Drug Users in Makassar, Indonesia Sudirman Nasir	80
Anti-Aging Cosmetics With Curcumin Analogs as Active Substance in Asean Urban Society Ritmaleni and Mimiek Murrukmihadi	81
Detecting Visus Based on Computer Vision Process Teady Matius Surya Mulyana and Henny Hartono	82
Biologically Active Compounds from Vietnamese Medicinal Plants and Their Application Dang Ngoc Quang, Le Thi Khanh Linh, Le Thi Phuong Hoa, Tran Cong So, Nguyen Thi Phuong Thanh, Hoang Thi Nhung, Phong Thi Thanh Huyen, Pham Thi Thu Thuy, Pham Huu Dien	83
Review: Investigation Outbreak of Avian Influenza in Flores Island, East Nusa Tenggara Annytha Detha	84
Immunogenicity Test of Recombinant FIM-C S. Typhi Protein As Typhoid Vaccine Candidate on Wistar Rat to Increase the Quality of Urban Health in Indonesia Muktiningsih Nurjayadi, Inna Ratna Kartika, Nurasiah, Kurnia Agustini	85
Removal of Some Metals by Using the Prepared Alumina and Boron Doped Alumina Nanofibers for Waste Water Treatment Myat Myat Thaw	86
Nuclear Science and Technology for Urban Communities: Cyclotron Produced Radionuclides for Cancer Studies Imam Kambali, Kardinah, Hari Suryanto	87
Development of Triaxial Test Apparatus for Soil Testing Purpose in Soil Mechanics Laboratory – Institut Teknologi Bandung Hasbullah Nawir, Dayu Apoji and Bagus Eko Prasetyo	88
Evaluation of Liquid Biofertilizer Using Organic Market Waste as Substrate Tarzan Sembiring and Lies Sriwuryandari	89
A Study of Density and Land Use in Urban Area Ida Bagus Ilham Malik and Bart J. Dewancker	90
Screening and Potential Analysis of Eastern Sumatra Seashore Mangrove Plants as Antimalarial Agent Muhaimin, andita Utami, Riski Dwimalida Putri, and Josephine Elizabeth Siregar	91
Phylogenetic Framework of Philippine Herbal Plants Inferred From MATK and TRNH-PSBA Barcode Sequence Jay Edneil C. Olivar and Grecebio Jonathan D. Alejandro	92
A Toxicological Analysis of Phthalates from Dust Samples Obtained in Selected Philippine Light Rail Transit Stations Arnold V. Hallare I, Jan Luis Anton C. Chan, Bea Maria Sarah P. Tan, and Allan Patrick G. Macabeo	93
Analysis on Water Quality Assessment on Spirulina Growth in Natural Lakes At Sagaing Region in Myanmar Myat Myat Thaw, San Tun Aung, and May Yu Khine	94
Malaria Eradication in Bintan Resorts: Implications from 20 Years of Integrated Strategy Ranan Samanya, Raymond Yeow Hock Lai, Surateman Bin Wasim, Catharine Kartika Winata, Baiq Rahmawati Febriana, Herna Rizki Wahyuni, Sulfian Sulfikar, Kian Siong, Resti Rahayu, Ray Manaek Sebastian L. Tobing, and Pie	95
Why Should We Change? (Study Case of Organizational Change in Indonesian National Mass Media Company) Yulius Fransisco Angkawijaya and Bertina Sjabadhyni	96

"I Want My Children to be Better than Me" A Case Study of Parental Aspiration of Urban Mothers	97
Gita Widya Laksmi Soerjoatmodjo, Supriyanto, and Adriatik Ivanti	
Perception of Social Change and Subjective Well-Being in Urban Society	98
Clara Moningka	
The Urban Fashion Style of Batavia Woman as Culture Hybridity Symbol End of the 19 Century	99
Retno Purwanti and Casande S.	
Environmental Risks in Urban and Regional Development	101
Environmental Study on Heavy Metals Contamination in Roadside Soils and Plants Along Yangon-Bago and Bago-Mawlamyine Highways, Myanmar	103
Kyaw Naing, Moe Thu Zar Lwin, San San Kyu, San San Myint, Win Ma Ma	
Environmental Risk Management Method in Urban and Regional Development	104
Maryono, Sudarno Utomo, and Hadiyanto	
Method Development and Surface Utilization: Monitoring Environment in Urban Society Through Analytical Chemistry	105
Surjani Wonorahardjo	
The Ability of <i>Theobroma cacao</i> Peels As Biosorbent of Hg(II) and Ni(II) Ions	106
Yuli Yetri and Rahmi Hidayati	
MalAdministration in Granting Environmental Permits and Its Impact on Environmental Risks in Indonesia	107
Teguh Kurniawan	
Energy Harvesting of Environment Vibration Using Piezoelectric Materials	108
Pham Manh Thang and N.D. Anh	
Airport Distance From City Center and Its Influence To GHG Emission	109
Ervina Ahyudanari	
Urban Micro-Climate and Quality of Urban Environment: A Precedent of Overcrowded Settlements in Bandung	110
Beta Paramita, Hafiz Nurrahman, and Fahmi Fauzan Devitama	
The Design of Flood and Erosion Mitigation System as the Community Recreation Area	111
K. Nusit, S. Tantane, K. Subsomboon, and S. Leungvichcharoen	
Environmental History of Forests in Myanmar (1826 A.D. -1881 A.D.)	112
Khin Khin Si	
Effects of Solid Waste Management Constituents on Greenhouse Gases Emission Using the Extreme Lattice Mixture Design. Case Study: Composting, Reuse and Recycle Plant in Mataram City, Indonesia	113
Christia Meidiana, Made Wahyu A., and Ismu Rini Dwi Ari	
Municipal Waste Management - Challenge of Urbanization: Lesson Learned from Phitsanulok, Thailand	114
Sarintip Tantane and Suthi Hantrakul	
The Cultural Ethnic Landscape Elements as Urban Greenery in Putrajaya, Malaysia	115
Ahmad Zamil Zakaria	
Urbanizing Southwards: Planning Development Possibilities for Mindanao, the Philippines, in an Integrating Asean Region	116
Jose Edgardo A. Gomez, Jr.	
Coastal Hazard Assessment in Northern Jakarta	117
Farrah Hanifah, Hamzah Latief, Mutiara Rahmat Putri, Muhammad Fadli, and Dominic Oki Ismoyo	
Asean: A Misconstrued Regionalism	118
Bob Sugeng Hadiwinata	
Environmental Risk Because of Radioactive Effect from the Rare Earth Deposit in Namxe Region of Laichau Province, Vietnam	119
Phan Quang Van	

Towards A Framework for Disaster Risk Reduction in Indonesia's Urban Tourism Industry Based on Spatial Information	120
Agustan and Devi Roza Kausar	
Urbanization Influences Heavy Metal Contaminations in Soils and Plants in An Urban Area, the Philippines	121
Ian A. Navarrete	
Estimates of Life-Cycle Global Warming Emissions for Natural Gas Generated Electricity	122
Ravshanjon Khujanov, Uwe Gampe, Shavkat Nurmatov	
Meningo-Encephalitis in Animal Model Infected by Streptococcus Suis Isolated from Pigs and Human in Papua	123
Siti Isrina Oktavia Salasia, M. Wisessa, A. Darsono, G. Annafik	
Strategic Partnership in Urban Research	125
Quality Education for Quality Life: Challenges for A Developing Nation	127
M. Victoria Carpio-Bernido and Christopher C. Bernido	
Asean Locality for Strategic Partnership	128
Welya Roza, Ineng Naini, Ernati	
Building 21 Century Indonesian Teachers' Capacity Through the Integration of Technology Into Classrooms	129
Daniel Ginting	
Potential of Public-Private Partnership in the Development of Bus Rapid Transit (BRT) Project Based on The Development of Transit Oriented Development (TOD)	130
Ade Asmi	
The Professional Identity of Indonesian Photojournalists: Balancing the Paradoxical Tension	131
Gita Widya Laksmi Soerjoatmodjo	

Foreword from the Director of Research and Community Services, Ministry of Research, Technology and Higher Education of Indonesia



*The Excellency Ambassador of Germany to Indonesia, ASEAN and Timor-Leste,
Distinguished Head of Division for Asia the Alexander von Humboldt Foundation,
Distinguished Rector of Universitas Pembangunan Jaya,
Distinguished Humboldt Fellows,
Distinguished national and international scientists and academics, ladies and gentlemen*

The Directorate of Research and Community Services of the Ministry of Research, Technology and Higher Education of the Republic of Indonesia congratulates the Humboldt Ambassador Scientist for Indonesia and the Humboldt Fellows Indonesia to hold the 3rd Humboldt Kolleg in cooperation with the Universitas Pembangunan Jaya (UPJ) and the Pembangunan Jaya Center for Urban Studies.

Sustainable development of cities and society has been the concern of the government of Republic of Indonesia. It is the duty of scientists and academicians to contribute to solve the problem for society through development of science and technology and to open the horizon for further development of frontier research. Now days, networking and collaboration in research are the keys to tackle the 21st century challenges which are multifaceted and required to multidisciplinary and even interdisciplinary approaches.

I, as the Director of Research and Community Services, the Ministry of Research, Technology and Higher Education of Indonesia, am fully support and encourage the idea to organize this multidisciplinary conference. The fellows of the Alexander von Humboldt Foundation are of high reputation both in scientific field and in the position at their institution in ASEAN that is strategic for development of academic atmosphere. The challenge is how to join our forces together to make strong regional and international network to develop science, technology and higher education system. I believe that during this three days' conference, these challenges will be address and discussed by the Humboldt Fellows and other participants.

Once again, the Ministry of Research, Technology and Higher Education of Indonesia (KEMENRISTEKDIKT) congratulates to Humboldt Fellows and all participants for the success of the 3rd Humboldt Kolleg. I wish you all the best and success in building network as well as in the discussion to give contribution to develop science and technology of ASEAN countries.

Sincerely yours,

Prof. Dr. Ocky Karna Radjasa, M.Sc.
*Director of Research and Community Services
Ministry of Research, Technology and Higher Education*

SERVICE PERFORMANCE ANALYSIS ON SHUTTLE BUS STOP BASED ON THE CUSTOMERS' PERCEPTION. CASE STUDY OF TRANS BINTARO, SOUTH TANGERANG

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Shuttle bus is one of the mass transportation modes serving passengers from one point to another in a fast and accurate time. As passengers move from one point to another, a shuttle bus stop is considered to be an important factor which determines customer's satisfaction and needs. This study investigates the service performance of Trans Bintaro shuttle bus stop in South Tangerang based on the users' perception. Using qualitative method, performance is investigated based on the Importance Performance Analysis (IPA) and customer satisfaction is measured based on the Customer Satisfaction Index (CSI). Data are collected through spreading questionnaire to shuttle bus customers to get their perception about the service performance. The study shows that few quality service aspects such as safety, accessibility and security of the bus stop are considered important yet currently provide low service level. Based on the customer satisfaction analysis, accessibility to information plays crucial role at the shuttle bus stop. On the other hand, respondents see other aspects such as sitting and smooking areas are not crucial in determining customer sastisfaction. These findings provide feedback to Bintaro Jaya Town Management in improving the service performance.

Keywords: Bus stop, necessity, customer satisfaction, shuttle bus service.