

PROCEEDINGS of
THE 8TH ANNUAL
INTERNATIONAL
CONFERENCE 2018
ON SOCIAL SCIENCES

Connecting the world through innovation
and sustainable development

September 12-14, 2018
Banda Aceh, Indonesia





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**The Annual International Conference 2018
Syiah Kuala University**

**“Connecting the World through Innovation and
Sustainable Development”**

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Welcome Speech from the Rector of Syiah Kuala University —

Assalamualaikum Wa Rahmatullahi Wa Barakatuh,

In the name of Allah, the Most Beneficent and the Most Merciful, may peace, mercy, and blessings of Allah be upon you.

Dear colleagues, professors, lecturers, researchers, ladies and gentlemen. On behalf of Syiah Kuala University, it is a great pleasure to welcome you to the 8th Annual International Conference (AIC) on Social Sciences 2018. Moreover, I is also an honor welcome our keynote speaker Dr. Evan Lau from University Malaysia Sarawak, Malaysia, and our invited speaker, Dr. M. Shabri Abd. Majid from Syiah Kuala University, Indonesia.

I am optimistic that the 8th AIC on Social Sciences 2018 is able to accomplish its goals in addressing critical research priorities in social sciences, as well as information and knowledge gaps in global and specific regions. This event gathers academicians, researchers, and practitioners from all over the world to discuss and share important societal challenges, social and sciences contributions and capacities, and make recommendations for future research, practice and policy for a sustainable development.

Sustainability is a strategy that drives long-term growth and effectiveness in development, either in the social sciences, science and engineering, and health and sciences fields. Therefore, encompassing technology with the society is crucial for attaining long-term sustainable development because it bears the largest potential for improvement. In this era, the digital revolution creates both new opportunities and challenges for the humankind. Society is required to transform and adapt to the new environment and situation. However, not all of us can adapt and embrace the changes. Many are left behind, and there are also those who do not receive the opportunities offered by the digital revolution. We believe that that technology, innovation and societies can facilitate sustainable development. For that matter, all academicians, researchers, and practitioners should focus their research on helping countries and people to sustain their development. Corresponding to this matter, the theme of the conference this year is “Connecting the world through innovation and sustainable development”. This conference envelops a wide range of interesting topics related to all theoretical and practical aspects in social sciences, but not limited to Economics, Business & Management, Art, Law & History, and Education & Language.

I would also like to take this opportunity to express my deep appreciation to the Advisory Board, Organizing Committee, International Scientific Committee, institutions, companies, and volunteers for their efforts to make this conference happen, and many others who have generously given help in the process. Although we try our finest to be professional, on behalf

of Syiah Kuala University, please accept our sincere apologies should there be inconveniences that occur before, during, or after the event. I hope everyone have interesting and stimulating discussions in these couple of days. I sincerely pray that this conference is a great success not only as a platform to share knowledge and experience, but also as a chance to begin continuous and productive cooperation and friendships.

May God bless us all with good health to have a great and prosperous time at the conference, and I hope you enjoy your stay in Banda Aceh!

Best Regards,

Prof. Dr. Ir. Samsul Rizal, M.Eng.
Rector of Syiah Kuala University

Welcome Speech from the General Chair

Assalamualaikum Wa Rahmatullahi Wa Barakatuh,

On behalf of the organizing committees, I would like to welcome all of you to Banda Aceh, Indonesia for the 8th Annual International Conference on Social Sciences as a part of the 2018 Annual International Conference (AIC) Syiah Kuala University. The AIC is an annual international conference carried out regularly by Syiah Kuala University since 2011. The past seven conferences held in the past seven years have achieved great success, making this series prestigious and influential to academicians, researchers and practitioners.

Under the theme of “*Connecting the world through innovation and sustainable development*“, this conference features a rich program, including Syiah Kuala University Innovation Expo 2018, a keynote speech delivered by Dr. Evan Lau from University Malaysia Sarawak, Malaysia, and our invited speaker, Dr. M. Shabri Abd. Majid from Syiah Kuala University, Indonesia. The 8th AIC on Social Sciences 2018 offers a special opportunity to bring together professors, researchers and scholars around the globe to deliver innovative research results and latest trends and development in the fields of social sciences.

The selected papers in this conference will have the opportunities to be published in The International Journal of Language Studies (IJLS) (indexed in SciVerse SCOPUS), and Journal of Finance and Banking and Al Ta’lim Journal (both Nationally Accredited by the Ministry of Research, Technology and Higher Education/Ristek DIKTI). The conference has received 44 submitted papers from Indonesia, Germany, and Russia and have been accepted by the committees for presentation and to be included in the proceedings. These papers on various topics are divided into 10 parallel sessions in the conference. To all members of the organizing committees, the international scientific committees, the reviewers, and the collaboration partners, we would like to thank all of them for their tremendous efforts to organize this conference successfully.

We look forward to having a successful conference, and we hope that all attendees enjoy and benefit from this conference.

Best Regards,

Dr. Heru Fahlevi
General Chair

Keynote Speaker

Social Economics: Empowering Statistical Analysis

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Socioeconomics study refers to the use of economics theory/idea in the setting of society. More importantly, economists look at the contemporary behavioral interactions of individuals, groups and society as a whole. With this setting at hand, the current presentation summarized the collection of quantitative research papers that focus on crime, deterrence, fertility and suicide especially with the focus on Malaysia.



Evan Lau serves as the Associate Professor and Managing Editor for International Journal of Business and Society (IJBS) in Faculty of Economics and Business, Universiti Malaysia Sarawak (UNIMAS). He was the Deputy Dean for Research and Postgraduate at Faculty of Economics and Business from 2016–2017 and the Director of Centre for Business, Economics and Finance Forecasting (BEffore), UNIMAS from 2013–2016. He visited the Faculty of Economics, University of Cambridge from October 2013–April 2014. Evan speaks at numerous international conferences in countries like Indonesia, UAE, Sri Lanka, Italy and Malaysia. Besides, he also an active workshop instructor. He provides lectures, consultations and supervisions to students and received positive evaluations from both undergraduates and postgraduates. He often shares his life story and research findings in class. As today, his journal articles publications stand at 88 and he has 86 research papers published as chapters in books, conference proceedings, working papers, newsletters and newspaper articles. His excellence in research has brought him several award winnings includes Young Researcher Award in UNIMAS, Excellent Service Award, research medals from Research Expos, best papers and Highest Impact Journal Paper Award. To date, he has 60 post-graduate students under his supervision. He has examined 44 postgraduate thesis and 136 undergraduate research projects. As an active researcher, he has been awarded a total of 27 research grants. He was listed among the Top 10% economists in Malaysia in 2008 and the Top 12% in Asia in 2012 by the Research Papers in Economics (RePEc) database. He is among the highly cited authors in UNIMAS. Apart from the academia journey, he joined numbers of running events and enjoy travelling around the world.



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