KEMENTERIAN PERDAGANGAN **REPUBLIK INDONESI** 

The Proceeding of the

International

l Conferer

and

Call for Paper on Trade

MINISTRY OF TRADE

These are the proceedings of the 1st International Conference and Call for Paper on Trade A new Paradigm in Trade Governance increase Domestic Efficiency and to Strengthen Global Competitiveness

ISSN: 2598-8166

Trade Analysis and Development Agency Ministry of Trade Republic of Indonesia



## A New Paradigm in Trade Governance to Increase Domestic Efficiency and to Strengthen Global Competitiveness

The Proceeding of The International Conference and Call for Paper on Trade 5<sup>th</sup> - 6<sup>th</sup> September 2017

THE INTERNATIONAL CONFERENCE AND CALL FOR PAPER ON TRADE "A NEW PARADIGM IN TRADE GOVERNANCE TO INCREASE DOMESTIC EFFICIENCY AND TO STRENGTHEN GLOBAL COMPETITIVENESS"

Jakarta, 5-6 September 2017

## **ORGANIZING COMMITTEE:**

Dr. Kasan, Ministry of Trade, Indonesia Supardjo, MM, Ministry of Trade, Indonesia Puspita Dewi, MH, Ministry of Tade, Indonesia

## SCIENTIFIC COMMITTEE:

Prof. Abuzar Asra, Statistic Indonesia, Indonesia Prof. Achmad Suryana, Ministry of Agriculture, Indonesia Prof. Rina Oktaviani, Bogor Agricultural University, Indonesia Prof. Vu Minh Khuong, National University of Singapore, Singapore Achmad Shauki, Ph.D, Australia Indonesia Partnership for Economic Governance, Australia Arianto A. Patunru, Ph.D, Australian National University, Australia Chedtha Intaravitak, Ph.D, Thailand Development Research Institute, Thailand Ernawati Munadi, Ph.D, Australia Indonesia Partnership for Economic Governance, Australia Feryanto, MSi, Bogor Agricultural University, Indonesia Fithra Faisal Hastiadi, Ph.D, University of Indonesia, Indonesia Kiki Verico Ph.D, University of Indonesia, Indonesia Dr. Maddaremmeng A.P, University of Indonesia, Indonesia Ngov Penghuy, Ph.D, Nagoya University, Japan Novia Budi Parwanto, Ph.D, Statistic Indonesia, Indonesia Ramonette B. Serafica, Ph.D, Philippine Institute for Development Studies, Philippine Dr. Wayan R. Susila, APU, Center for Agriculture and People Support, Indonesia Zamroni Salim, Ph.D, Indonesian Institute of Sciences, Indonesia

> Trade Analysis and Development Agency Ministry of Trade, Republic of Indonesia 2017

Zettehin Miheet

THE IMPLEMENTATION OF CROWDFUNDING-BASED OVOB PROGRAM: AN IMPROVEMENT EFFORT OF GLOBAL COMPETITIVENESS IN MSME OF INDONESIA Asep Setiawan, Rizki Hamdani	161-172
STRATEGY TO INCREASE THE COMPETITIVENESS OF SMEs AND THEIR INTEGRATION INTO GLOBAL VALUE CHAIN Restia Christianty, Ratnaningsih Hidayati	173-188
ECO-FRIENDLY GLOBAL VALUE CHAIN: HOW INDONESIAN SMEs EXPAND THEIR BUSINESS WHILE MAINTAINING SUSTAINABLE DEVELOPMENT Rizki Rahmadini Nurika, Ridha Amaliyah	189-206
THE EFFECT OF INDONESIA SMEs PARTICIPATION IN GLOBAL VALUE CHAIN TO ENHANCE COMPETITIVENESS Anang Hidayat, Mauludin Hidayat, Tommy Hendrix	207-238
IMPACT OF ONLINE TRANSPORTATION PHENOMENA AGAINST THE TRADE MOBILITY EFFICIENCY IN JAKARTA Adhitya Saputra Subargung	239-256
STUDY ON THE IMPACT OF ICT DEVELOPMENT AND GOVERNMENT EXPENDITURE FOR ICT ON INDONESIAN ECONOMIC GROWTH Neli Agustina, Setia Pramana	257-272
SECURE E-COMMERCE (SEC) TRUSTMARK CERTIFICATION TO IMPROVE CUSTOMER'S TRUST ON ONLINE SHOPPING IN INDONESIA Ika Yuni Wulansari	273-292
INFORMATION AND COMMUNICATION TECHNOLOGIES FOR WOMEN'S BUSINESS: PROSPECT AND POTENTIAL IN INDONESIA Isyfi'afiani	293-306
FACEBOOK ADS AS PROMOTIONAL TOOLS FOR MICRO, SMALL, MEDIUM ENTERPRISE Wicaksono Febriantoro	307-322
CONSTRUCTION OF NON-PENAL EFFORTS TO PREVENT CYBER CRIME ON E-COMMERCE Nikmah Rosidah, Chaidir Ali	323-332
INTEGRATED INFORMATION SYSTEM TO INCREASE EFFICIENCY AND COMPETITIVENESS SMALL AND MEDIUM- SIZEDENTERPRISES (SMEs) Dwi Ismiyaningsih, Eva Violeta	333-348
Divisioniyaningoni, Eva violeta	

Dwi Ismiyaningsih, Eva Violeta