

1ST UPI ICSE

International Conference on Sociology Education

Theme:

Education for Sustainability Development and Empowering Community

Date: 12 October 2015

Venues: Auditorium of *Gedung Nu'man Somantri*

Faculty of Social Science Education (*FPIPS*) Universitas Pendidikan Indonesia
(Indonesia University of Education)

Bandung – Indonesia

Co-organizers:

Graduate and Postgraduate
Sociology Education Study Program
Faculty of Social Science Education
and School of Postgraduate Studies

Publication by:

Atlantis Press and CPCI-SSH Thomson Reuters



SCHEDULE

The 1st UPI International Conference on Sociology Education

Monday, 12 October 2015

NO	Time	The Event	Responsible
1	07.00-08.00	Speakers, Delegates and Participants Registration	OC
2	08.00-08.45	Opening <ul style="list-style-type: none"> - Sing the national anthem Indonesia Raya - Speech by Technical Chair of UPI ICSE 2015 - Speech by Dean Faculty of Social Science Education - Speech by Vice Rector for Academic and Student Affairs Universitas Pendidikan Indonesia - Pray 	OC
	08.45 – 09.00	Break	OC
4	09.00 – 12.10	Speakers: <ol style="list-style-type: none"> 1. Assoc. Prof. Beth L Goldstein, (University of Kentucky, US) 2. Prof. Makoto Ito (Tokyo Metropolitan University, Japan) 3. Prof. Dr. Dasim Budimansyah, M.Si (Universitas Pendidikan Indonesia, Indonesia) 	
5	12.10 – 13.00	Break	OC
6	13.00 – 15.00	Parallel Session 1	OC
7	15.00 – 15.30	Break	OC
8	15.30 – 18.00	Parallel Session 2	OC

ROOM I

MODERATOR : Dr. Vina Adriani

PERSON IN CHARGE : Adit

TIME : 13.00 – 15.00 Parallel Session 1

15.00 – 15.30 Break

15.30 – 18.00 Parallel Session 2

(8 Minutes each presentation, 7 minutes for Question and Answers)

NO	NAME	INSTITUTION	PAPER
1	<i>Yohanes Bahari</i>	Teacher Training and Education Faculty of Tanjungpura University	Conflict Resolution Based On Tionghoa Ethnic Customs In Pontianak West Kalimantan
2	<i>Agus Purnomo; Neni Wahyuningtyas; Nurul Ratnawati</i>	Faculty of Social Sciences - State University of Malang	Study of Gender in Adaptation Strategies Post Kelud Eruption 2014
3	<i>Damajanti Kusuma Dewi</i>	Universitas Negeri Surabaya	Improving Critical Thinking in Academic Writing Through Portfolio in Higher Education
4	<i>Ridwan Effendi</i>	Universitas Pendidikan Indonesia	Social Order Learning Through Social Experiments
5	<i>Sulsalman Moita; Lilik Rita Handayani</i>	Universitas Haluoleo	The Reconstruction of Gender in Politics
6	<i>M Yahya A,Amas; Runik M</i>	Telkom University	The Role Actualization of Society and National Organization in Law and Politic Education
7	<i>Linda Elida</i>	Sociology Department, Faculty of Political and Social Science, University of Sumatera Utara	Quality of Life Youth Dropout Bourdiue Social Analysis on Youth Dropout Case Period 2008 - 2012 in Kelurahan Kenanga, Kecamatan Percut Sei Tuan, Deli Serdang, Sumatera Utara.
8	<i>Tendy Y. Ramadin</i>	Institut Teknologi Bandung	(Visual Signs) Communication Within Façade of Public Environment of Architecture, The Science of Semiotic Usage in Advertisements and Consumer's Perception
9	<i>Muji Gunarto</i>	Bina Darma University Palembang	An Analysis on The Positioning of Private Higher Education Institution in Palembang Based on Fields of Science
10	<i>Ahmad Yani; Rosita</i>	Universitas Pendidikan Indonesia	Parents's Rights of Having Curriculum Information in Their Children Education Process
11	<i>Ika Pasca Himawati</i>	University of Bengkulu	Socio-Economic Dimensions of Women in A Coastal Area: Ecofeminism Transformative Review

12	<i>Muryanti; Ekawati Sri Wahyuni; Rilus Kinseng; Aida Vitayala Hubeis</i>	Bogor Agricultural Institute	Stereotype Domestic Helper (PRT) in Work Relation at Yogyakarta
13	<i>Jas Laile Jaafar; Muhamad Saiful Haq Hussin; Salinah Jaafar; Yoo Fei</i>	University of Malaya, Kuala Lumpur	An Exploratory Study on Online Malay Social Identity as Reflected in Facebook Comments
14	<i>Ikma Citra Ranteallo; Imanuella R. Andilolo</i>	Udayana University; University of Mataram	“Share What and How You Cook at Home!”: Uncovering Social Identity
15	<i>Hapsari Dwiningtyas Sulistyani</i>	Communication Department, Diponegoro University	Listening to Marginalized Womens Expressions of Anger (A Communication Study on The Use of Women’s Language for Resistance in The Prostitution Boarding Quarter at Sunan Kuning, Semarang)
16	<i>Boni Agusta; Tendy Y. Ramadin</i>	Faculty of Art and Design, Bandung Institute of Technology	The Influence of Infographic on Exhibition Space Towards The Level of Interest, Understanding, and Visitors Behavior (Case Study : Educational Exhibition on Implementation of Nuclear Power Plant Project)
17	<i>Budi Hermawan</i>	Universitas Pendidikan Indonesia	Multimodality in The Curriculum in Indonesia: What Is It? What Does it Mean for Literacy Education in Indonesia and How Should We Appropriately Respond to It?

ROOM II

MODERATOR : Dr. Vanessa Gaffar
 PERSON IN CHARGE : Bintoro
 TIME : 13.00 – 15.00 Parallel Session 1
 15.00 – 15.30 Break
 15.30 – 18.00 Parallel Session 2

(8 Minutes each presentation, 7 minutes for Question and Answers)

NO	NAME	INSTITUTION	PAPER
1	<i>Dr. Idi; Dr. Ayuning; Dr. Diani</i>	University of Sultan Ageng Tirtayasa and National Institution of Public Administration (NIPA-LAN Jakarta and Bandung)	The Implementation of Improving Creativity and Innovativity of Cimahi Municipality's Human Resource Policy
2	<i>Djoko Hartoyo; A. Harsono Soeparjo; Abimanyu T. Alamsyah; Arie Herlambang</i>	Universitas Pendidikan Indonesia	The Aspect of Social, Economic, Cultural and Public Health After Ten Years of Mining Closure Activities at Buyat Bay, Minahasa, North Sulawesi
3	<i>Endah Yanuarti; David F. Treagust</i>	Curtin University	Reflective Teaching Practice: Teachers' Perspectives in an Indonesia Context
4	<i>Danang Tandyonomanu</i>	Universitas Negeri Surabaya	Space and Students Classroom Behavior in Elementary School
5	<i>Nor Hayati Ramlan; Zuraidah Abdullah</i>	University of Malaya	Development of Competency Standard Model for Civil Engineering Technology Teacher in Vocational College, Ministry of Education, Malaysia Using SEM Amos Graphic
6	<i>Aan Komariah</i>	Universitas Pendidikan Indonesia	Transformational Leadership, School Climate, and Teacher's-Teaching Performance on School Productivity
7	<i>Achmad Hidir</i>	Departement of Sociology, Faculty of Politic and Social Sciences, University of Riau	Health Belief Model in The Medication System Effort of Coastal Communities in Rokan Hilir Regency
8	<i>Vanessa Gaffar; Cindy Agustina Krishna Gautama</i>	Universitas Pendidikan Indonesia	Hallyu Wave Syndrome: Does Country of Origin Matters?
9	<i>Mardiana</i>	Universitas Muhammadiyah Lampung	Text Analysis Philosophy Foundation of Curriculum 2013 Based on Constructivism Perspective
10	<i>Dr. Ratih Hurriyati; Lisnawati</i>	Universitas Pendidikan Indonesia	The Effect of National Identity, Cosmopolitanism and Ethnocentrism on Purchase Behavior of Domestic and Foreign Products

11	<i>Dr. Craig Cook</i>	Universitas Pelita Harapan	Loving Your Global Neighbor: Donor Organizations and Meaning Making During Times of Natural Disaster
12	<i>Mochamad Syaichudin</i>	University State of Malang	Cooperation Skills Upgrading Secondary High School Students in Social Studies With Used Learning Strategy Type Jigsaw
13	<i>Nazrina Zuryani</i>	Udayana University Bali	Multidisciplinary Text Books Of 1) Population & Tax And 2) Political Parties Accountability: The Case of Competence Grant from Ditbinlitabmas
14	<i>Fransiskus Samong</i>	Universitas Pendidikan Indonesia	The Character Building in Schools Through The Process of Strengthening School Culture
15	<i>Drajat Tri Kartono, Ahmad Zuber, Atik Catur Budi</i>	Sebelas Maret University Surakarta, Indonesia	National Identity Formation Within Local-Global Interaction and Socio-Cultural Crisis: A Study on Impact of Globalization Toward National Identity Formation Among People in The Center of International Tourism District, International Migration Villages and Industrial Cities of Indonesia
16	<i>Ahmad Bukhori Muslim</i>	Universitas Pendidikan Indonesia	Identity, Language and Social Cohesion: Car Plate Number Preference Among Indonesian Diaspora
17	<i>Christine Pheeney</i>	Universitas Pendidikan Indonesia	Revitalising Cooperative Values in Indonesian Educators for a Professional Learning Community

ROOM III

MODERATOR : Saepul Anwar, Q.Ces.,S.Pd.I.,M.Ag

PERSON IN CHARGE : M. Apriyanto

TIME : 13.00 – 15.00 Parallel Session 1

15.00 – 15.30 Break

15.30 – 18.00 Parallel Session 2

(8 Minutes each presentation, 7 minutes for Question and Answers)

NO	NAME	INSTITUTION	PAPER
1	<i>Saepul Anwar</i>	Universitas Pendidikan Indonesia	Tolerance Education Through Religious Education in School
2	<i>Dr. Agus Zaenul Fitri, M.Pd</i>	The State of Islamic Institute of Tulungagung/ IAIN Tulungagung	A Comparative Study on Quality Assurance System Between The Islamic State University (PTAIN) and The State University (PTU)
3	<i>Sovia Mas Ayu</i>	IAIN Raden Intan Lampung	Concept of Islam Kaffah in Islamic Education Curriculum
4	<i>Dr. Yulia Tri Samiha. M.Pd; Muhammad Isnaini, S.Ag. M.Pd.</i>	UIN Raden Fatah Palembang	Community-Based Education in Reviews Critical Education (an Education Social Studies)
5	<i>Samsuri; Mukhamad Murdiono</i>	Civic Education Department, Faculty of Social Sciences, Yogyakarta State University	Islamic Values Within The Context of Multicultural Citizenship in Madrasah Aliyah, Yogyakarta, Indonesia
6	<i>Hamsah</i>	Universitas Pendidikan Indonesia	Reactualization Culture “Siri Na Pacce” in Education Based Local Genius
7	<i>M Arief Ramdhany</i>	Universitas Pendidikan Indonesia	Intensification Of Madrasa Culture And Community Participation: Efforts To Manage The Developmental Change
8	<i>Anik Susanti</i>	Brawijaya University	Multicultural Educations In Tengger
9	<i>Aas Nurasyiah; A. Jajang W. Mahri; Suci Aprilliani Utami; Rida Rosida; Neni Sri Wulandari</i>	Universitas Pendidikan Indonesia	Slamic Financial Inclusion Contribution to The Empowerment and Development of Informal Sector
10	<i>Viena Rusmiati Hasanah; Jajat S Ardiwinata; Elih Sudiapermana</i>	Universitas Pendidikan Indonesia	Analysis of Determinant Factors Forming The Character of Youth in Religious Values Based Training (Exploration Study in Pesantren Daarut Tauhiid SSG Training, Bandung Indonesia)
11	<i>Nursalam</i>	Universitas Muhammadiyah Makassar Fakultas Keguruan dan Ilmu Pendidikan	Resistance Value of Traditional Kajang Community (Sociological Studyin Kajang Bulukumba)

12	<i>A. Jauhar Fuad</i>	Students of State University of Malang	Class Debate How to Increased Capacity Critical Thinking?
13	<i>Encep Syarief Nurdin; Titing Kartika</i>	Universitas Pendidikan Indonesia; STIEPAR YAPARI-AKTRIPA Bandung	The Role of Culture and Tourism Board in Facing The Challenges of Tourism Professionals in Asean Economic Community
14	<i>Elis Mediawati</i>	Universitas Pendidikan Indonesia	The Quality of Financial Reporting: Sharia Supervisory Board Role in Zakat Management Organization
15	<i>Prayoga Bestari</i>	Universitas Pendidikan Indonesia	The Policy Arrangement of Taxation Management Agency in West Java Province
16	<i>Pratina Ikhtiyarini</i>	Sampoerna Academy Boarding School	Trust and Risk in the Relationship of Migrant Workers and Brokers: Case Study in Adipala Cilacap and Sampung Ponorogo
17	<i>Abdurrohman, M.Si; Dr. Nurun Sholeh</i>	Hamzanwadi Selong College of Teacher Training and Education	Festival Religion (Case Study on The Prophet Muhammad's Birthday Celebration in East Lombok NTB)
18	<i>Tendy Y. Ramadin; Boni Augusta</i>	Human and Interior Environment Research Group, Faculty of Visual Art and Design, Institut Teknologi Bandung, Indonesia	The Influence of Infographic on Exhibition Space Towards Visual Perception and Visitors Behavior (Case Study: Educational Exhibition on Implementation of Nuclear Power Plant Project in Indonesia)

ROOM IV

MODERATOR : Fitri Rahmafitria, S.P.,M.Si

PERSON IN CHARGE : Suryadi

TIME : 13.00 – 15.00 Parallel Session 1

15.00 – 15.30 Break

15.30 – 18.00 Parallel Session 2

(8 Minutes each presentation, 7 minutes for Question and Answers)

NO	NAME	INSTITUTION	PAPER
1	<i>S.W. Herieningsih; Nurist Surayya; Tandiyo Pradekso</i>	Communication Department, Diponegoro University	Television Habit and Children Perceived Reality, What the Evidences Show?
2	<i>Thriwaty Arsal</i>	Faculty of Social Science, Semarang State University	Family Roles in Selecting Suitable Candidate for a Marriage for The Daughters Who are Indonesian Citizens of Arab Descent in Semarang Tengah District, Semarang
3	<i>Rahesli Humsonaa; Mahendra Wijayaa; Sri Yuliana Jefta Leiboa</i>	Universitas Sebelas Maret	Understanding of Teenager User of Prostitution about Values of Local Wisdom in Social Relations (Study in Surakarta)
4	<i>Fitri Ramdhani Harahap</i>	University Of Bangka Belitung	Small Scale Mining in Belinyu District, Bangka Regency, Bangka Belitung Province, Indonesia
5	<i>Maksud Hakim</i>	STIE Yapti Jeneponto	Transformation of Fishermen Community: from Deterministic to Rational- Instrumental Culture
6	<i>Iwan Setiawan; Sumardjo; Arif Satria; Prabowo Tjitropranoto; AC Tridakusumah</i>	Universitas Padjadjaran	Brain Gain Dynamics Model in Agricultural and Rural Development
7	<i>Endang Purwaningsih; Yohanes Bahari; Fatmawati</i>	Universitas Tanjungpura	Developing Local Advantage and Self Potential Character Base Teaching Learning Model to Prevent Human Trafficking in West Kalimantan Borders
8	<i>Susanti Kurniawati</i>	Universitas Pendidikan Indonesia	Determination of Academic Culture Supporting Studeny Achievement in Higher Education
9	<i>Sri Yuliani; Rahesli Humsona; Rina Herlina Haryanti</i>	Faculty of Social and Political Sciences Sebelas Maret University Surakarta Indonesia	Participation of Surakarta Children Forum in Development Planning Deliberation: Between Bureaucratic Formalism and Human Governance
10	<i>Fitri Rahmafitria; Ghoitsa Rohmah Nurazizah</i>	Manajemen Resort & Leisure, Universitas Pendidikan Indonesia	Community Based Tourism: A Study Between Knowledge (Insight) and Community Participation in Preserve The

			Environment, Case Study: Nature Based Tourism Area in Ciwidey, West Java
11	<i>Dr. Nana Supriatna, M.Ed.</i>	Universitas Pendidikan Indonesia	Local Wisdom in Constructing Students' Ecoliteracy Through Ethnopedagogy and Ecopedagogy
12	<i>Annisa Ciptagustia</i>	Management Program Study, Universitas Pendidikan Indonesia	Talent Management to Competitive Advantage Rattan Furniture Industry: A Case of Cirebon, Indonesia
13	<i>Dianni Risda</i>	Universitas Pendidikan Indonesia	Case Study of Sending Indonesian Nurse-and Careworker-Candidates: Recent Trends from Multi-Culturalization of Japanese Society
14	<i>Vina Salviana Darvina S; Wahyudi</i>	University of Muhammadiyah Malang Indonesia	The Integrative-Participative Model of Political Education of Political Parties Toward Human Security
15	<i>Triyono Lukmantoro</i>	Jurusan Ilmu Komunikasi FISIP Universitas Diponegoro Semarang	Rhetoric of Quipping's Two President Candidates: Semiotics Analysis to Tempo.co News Coverage on Political Struggle of Prabowo-Jokowi in Presidential Election 2014
16	<i>Tri Indri Hardini</i>	Universitas Pendidikan Indonesia	A Cross-Cultural Analysis of Transnational Marriage: Franco-Indonesian Marriage Case
17	<i>Danang Tandyonomanu; Damajanti Kusuma Dewi; Irena Yolanita Maureen</i>	Department of Communication Science of State University of Surabaya; Department of Psychology of State University of Surabaya, Doctoral Student of State University of Malang; Department of Educational Technology of State University of Surabaya	Designing Project-Based Learning Modules for Enhancing Higher Order Thinking Skills
18	<i>Lili Somantri; Nandi</i>	Universitas Pendidikan Indonesia	Mapping of Urban Community Wellbeing Using Remote Sensing Technology

ROOM V

MODERATOR : Vidi Sukmayadi,S.S.,M.Si
 PERSON IN CHARGE : Irwan Sofyan
 TIME : 13.00 – 15.00 Parallel Session 1
 15.00 – 15.30 Break
 15.30 – 18.00 Parallel Session 2

(8 Minutes each presentation, 7 minutes for Question and Answers)

NO	NAME	INSTITUTION	PAPER
1	<i>Siti Ina Savira</i>	Universitas Negeri Surabaya	When Social Justice is at Stake of Global Competition: Between Quality and Equality
2	<i>Leni Winarni</i>	Universitas Sebelas Maret; Universitas Gadjah Mada	Alert Communities as Social Movement to Counter Radicalism in Indonesia
3	<i>Dr. Lili Adi Wibowo, Mm; Judi Januarita Pratiwi Ekaputri, S.Par</i>	Universitas Pendidikan Indonesia	Customer Delight Strategy in Hotel Industry
4	<i>Dr. Dadang Sundawa</i>	Universitas Pendidikan Indonesia	Fostering Democratic Intelligence of Young Citizens Through The Implementation of Civic Education Classroom as Democratic Laboratory
5	<i>Indhar Wahyu Wira Harjo</i>	Department of Sociology Universitas Brawijaya	Wayang Durangpo: Amusing as Well Critiquing
6	<i>Vidi Sukmayadi</i>	Universitas Pendidikan Indonesia	Cultivating Agents of Social Media Literacy Through Service Learning
7	<i>Nur Hadi</i>	Universitas Negeri Malang	Bringing Back The Identity of Kasada Ceremony in The Middle of State Religious Penetration to The Tengger Community
8	<i>Sri Kusumo Habsari</i>	Sebelas Maret University	Masculinity as Spectacle in Indonesian Cook Shows
9	<i>Bagja Waluya; Heri P. Dyah Setiorini</i>	Universitas Pendidikan Indonesia	Analysis of Factors Socio-Cultural Change in The Local Community Area Tourism
10	<i>Gitasiswhara</i>	Universitas Pendidikan Indonesia	The Analysis of Product Quality of Small Medium Enterprise Restaurants in Bandung City
11	<i>Naili Farida; Agus Naryoso; Ahyar Yuniawan</i>	Diponegoro University	Model of Relationship Marketing and E-Commerce to Improve Marketing Performance of Batik Small-Middle Enterprises
12	<i>Tarma; Uswatun Hasanah; Dimas Teguh P</i>	Home Economic Education Department Or Family Welfare Education Department, Faculty	Adolescents Satisfaction Perspective on Quality of Family Life: Research on Indonesia Overseas Worker in Plantation Sector Industry in Malaysia

		Of Engineering, State University Of Jakarta	
13	<i>Miftahul Aliyah; Dr. Sapriya, M.Ed; Prof. Dr. Dadang Supardan M.Pd; Dr. Cecep Darmawan, M.Si</i>	Universitas Pendidikan Indonesia	“Actualization of Thought in The Development of Indonesian Nationalism Civil Society (Phenomenological Study of The Struggle Moh. Natsir in The Development of The Citizenship Values)”
14	<i>M Yahya A,AMA S; Runik M</i>	Lecture and Reseacher of Telkom University	The Role Actualization of Society and National Organization in Law and Politic Education
15	<i>Ridwan Purnama</i>	Universitas Pendidikan Indonesia	The Study of Juridical-Sociological Behavior Deviates Street Vendors in The City of Bandung
16	<i>Nashriyah, Ace Suryadi, Khairiah Syahabuddin</i>	Universitas Pendidikan Indonesia	Promoting Gender Sensitivity in English Language Teaching: A Survey on Students’ Perspectives (A Study at English Department of UIN Ar-Raniry)
17	<i>Surya Prahara; Nilda Elfemi; Dian Kurnia Anggreta</i>	STKIP PGRI of Sumatera Barat	Empowering The Role of “Ninik Mamak” and Traditional Institution (KAN) for The Resolution of "Tanah Ulayat” Conflict in West Sumatera

ROOM VI

MODERATOR : Dr.rer.nat. Nandi, M.T.,M.Sc

PERSON IN CHARGE : Ardi Maulana N

TIME : 13.00 – 15.00 Parallel Session 1

15.00 – 15.30 Break

15.30 – 18.00 Parallel Session 2

(8 Minutes each presentation, 7 minutes for Question and Answers)

NO	NAME	INSTITUTION	PAPER
1	<i>Alfira Sofia; Budi Supriatono Purnomo; R.Nelly Nur Apandi; Rozmita Dewi Yuniarti</i>	Accounting Department, Faculty of Economics and Business Education, Universitas Pendidikan Indonesia	Development of Sustainability Reporting Guidelines for Indonesian Local Governments
2	<i>Dika Supyandi; Yayat Sukayat; Ahmad Choibar Tridakusumah</i>	Department of Socio-Economics of Agriculture, Faculty of Agriculture, Universitas Padjadjaran	Organic Rice Farmer Adaptation Dynamics Toward Structured Market (Case Study in Bandung Regency, West Java)
3	<i>Subhanudin Husen; Yadi Ruyadi; Siti Komariah; Siti Nurbayani</i>	Universitas Pendidikan Indonesia	Establishing Social Capital Among People Living With HIV/AIDS (PLWH)
4	<i>Bagus Haryono</i>	Sebelas Maret University	Procedural Democracy: The Ideology Penetration of Materialism on The Pancasila
5	<i>Lorina Siregar Sudjiman</i>	Universitas Pendidikan Indonesia	Impact of Financial and Non-Financial Variables on Underpricing, Initial Returns and Stock Returns After The Ipo at The Companies Listed on The Bej, Indonesia
6	<i>Dessy Adriani; Elisa Wildayana</i>	Program Studi Agribisnis Fakultas Pertanian Universitas Sriwijaya	Integration of Goods Market and Labor Market at Education Perspectives in Indonesian Agricultural Sector
7	<i>Fansuri Munawar</i>	DIM Universitas Pendidikan Indonesia, Bandung dan FBM Universitas Widyatama, Bandung	IT Co-Creation, Innovation Capability And Marketing Performance in Software Industry: A Conceptual Framework
8	<i>Ujang Muhyidin</i>	Universitas Pendidikan Indonesia	Higher Education Marketing Mix: Decisions Students in Choosing Private Universities in West Java

9	<i>Heny Hendrayati; Dhaifina Ramadita Ghaisani</i>	Universitas Pendidikan Indonesia	The Effect of Personal Selling Toward The Decision to Use Service @wifi.id PT. TELKOM Indonesia (Survey in User Service @wifi.id in Taman Pasupati Bandung)
10	<i>Mokh Adib Sultan; Rofi Rofaida; Chairul Furqon</i>	Universitas Pendidikan Indonesia	Supply Chain Management Analysis At Perum Bulog Bandung
11	<i>Tjahjono Djatmiko; Aldi</i>	Universitas Pendidikan Indonesia; Universitas Telkom	The Impact of Brand Image, Brand Trust Towards Brand Loyalty of Indosat Telecommunication Operator Customer in Bandung
12	<i>Anggaunitakiranantika</i>	Department of Sociology, Social Science Faculty State University of Malang	Awakening Through Career Woman: Social Capital for Javanese Migrant Worker on Southeast Asia
13	<i>Ahmad C. Tridakusumah; Dika Supyandi; Yayat Sukayat</i>	Department of Socio-Economics of Agriculture, Faculty of Agriculture, Universitas Padjadjaran	Social Identity, Ethnicity and Internal Mobility in Indonesia
14	<i>Rusnaini</i>	Universitas Sebelas Maret	Political Discourse of Democracy and Citizenship in Local Autonomy Policy (A Case Study on Daerah Istimewa Yogyakarta)
15	<i>Machmud Al Rasyid</i>	FKIP-UNS	Legal Politics of Constitutional Court in Judicial Review (A Sociological Approach)
16	<i>Sudarmo</i>	Program Study of Public Administration, Faculty of Social and Political Science, Sebelas Maret University	Social Capital in Dealing with Neo-Patrimonial Governance of Street Vendors: Lessons from Semarang Municipality and Wonogiri District of Central Java, Indonesia
17	<i>Nandi</i>	Universitas Pendidikan Indonesia	Green Open Space as Social Space

ROOM VII

MODERATOR : Rini Andari,S.Pd.,M.M

PERSON IN CHARGE : Bilhuda Romadonal Jamil

TIME : 13.00 – 15.00 Parallel Session 1

15.00 – 15.30 Break

15.30 – 18.00 Parallel Session 2

(8 Minutes each presentation, 7 minutes for Question and Answers)

NO	NAME	INSTITUTION	PAPER
1	<i>Bachruddin Saleh</i>	Universitas Pendidikan Indonesia	Perceived Value and Customers Satisfaction in Hotel Industry: A Systematic Conceptual Model
2	<i>Sony Sasongko; Grisna Anggadwita</i>	School of Economic and Business, Telkom University, Bandung	Ecopreneurship Implementation for Environment and Economic Sustainability: A Case Study of Small Business in Bandung, Indonesia
3	<i>Rofi Rofaida, SP., M.Si</i>	Universitas Pendidikan Indonesia	Human Resources Planning in The Tourism Sector at Bandung to Increase Industry's Competitiveness
4	<i>A. Jajang W. Mahri; Aas Nurasyiah; Suci Aprilliani Utami; Firmasnyah; Aneu Cakhyaneu</i>	Universitas Pendidikan Indonesia	Baitul Maal Wat Tamwil As an Islamic Financial Inclusion Institution Model Towards a Sustainable Development
5	<i>Hidayat</i>	Faculty Of Social Sciences, State University Of Medan	The Fates of Social Institutions in The Environmental Changes and Modernization Fishing Analysis on The Local Institutions of Fishermen Communities of Two Ecological Types in The East Coast of North Sumatra
6	<i>Kadek Aria Prima Dewi PF; Dasim Budimansyah; Sudardja Adiwikarta.</i>	Universitas Pendidikan Indonesia	Community Based Value Education Model in Developing Environmental Awareness Character for Elementary School Students (A Case Study in Kelurahan Padangsambian Denpasar)
7	<i>Asep Mulyana; A Dasim Budimansyah; Dadang Supardan; Sudardja Adiwikarta</i>	IAIN Cirebon	The Habituation of National Values in School Based on Multicultural Communities (A Case Study ofSMAN 2 Cirebon City)
8	<i>Bastiana</i>	Universitas Negeri Makassar	Students Social Differentiations (Study at PLB Department FIP UNM)
9	<i>Dr. Witarsa, M.Si</i>	FKIP Universitas Tanjungpura Pontianak	The Model of Integrating Culture and Nation Characters Into The School Based Curriculum at The Remote Areas in The Border of Indonesia and Malaysia. (Assessment Development Study Based on Curriculum 2013 at The Junior High Schools in The District of Paloh and Sajingan, Sambas, West Borneo Province)

10	<i>Zandra B. Lid-Ayan; Joselito C. Gutierrez; Christine Joy M. Cuison; Jezza B. De Vera; Clarence D. Dilem; James Mark B. Diwag; Vanessa B. Domingo</i>	Saint Louis University, Baguio City, Philippines	Stressors and Coping Mechanisms of Practice Teachers
11	<i>Dra. Sofiah, M.Si; Dra. Sri Kusumo Habsari M.Hum.Ph.D; Sumardiyono, SKM. M.Kes</i>	Sebelas Maret University	Gender Perspective Strategy of Communication in Policy Implementation of Expanding Maternal and Neonatal Survival in Brebes Regency
12	<i>Neiny Ratmaningsih</i>	Universitas Pendidikan Indonesia	Education as Power for Social Capital
13	<i>Dr. Rina Herlina Haryanti, S.Sos, M.Si; Tiwuk Kusuma Hastuti SS, M.Hum; Dr. Diffah Hanim, M.Si</i>	Gender Research and Development Center Sebelas Maret University	Wali Resti: Education Innovation Based Social Capital and Gender Perspective to Reduce Maternal Mortality (Case Study in Brebes Regency)
14	<i>Lukman Nadjamuddin</i>	Universitas Tadulako	Buol in History: Gold Mine and Border Area
15	<i>Adhi Prasetyo; Ratih Hurriyati; Arif Partono Prasetyo; Rolyana Ferinia; Maylanny Christin</i>	Universitas Pendidikan Indonesia; Universitas Telkom; Universitas Advent Indonesia; Universitas Padjadjaran	The Impact of SNSs Usage on Social Capital and Knowledge Sharing in Organization
16	<i>Sony Sasongko</i>	Universitas Pendidikan Indonesia	SMEC – Strategic Matrix for Evaluation & Controlling Model
17	<i>Titi Fitrianita</i>	Brawijaya University	Embracing Hijab Within Salafi
18	<i>Rini Andari; HP. Diyah Setiyorini</i>	Universitas Pendidikan Indonesia	Analysis Heritage Tourism Product as a Sustainable Urban Tourism

ROOM VIII

MODERATOR : Heri Puspito Diyah Setiyorini, M.M

PERSON IN CHARGE : Dian Wardiana

TIME : 13.00 – 15.00 Parallel Session 1

15.00 – 15.30 Break

15.30 – 18.00 Parallel Session 2

(8 Minutes each presentation, 7 minutes for Question and Answers)

NO	NAME	INSTITUTION	PAPER
1	<i>Taufik Suprihatini</i>	Faculty of Social and Political Sciences: Department of Communication, Diponegoro University	Communication Competence of Lecturers and Self-Concept of Students towards Students' Academic Achievement at Faculty of Social and Political Sciences, Diponegoro University
2	<i>Epon Ningrum</i>	Universitas Pendidikan Indonesia	Local Wisdom-Based Learning Model to Instill an Ethic of The Earth on The Learners
3	<i>Puspita Wulandari; Achmad Hufad; Siti Nurbayani</i>	Universitas Pendidikan Indonesia	Status and Role of Women in Community of Suku Dayak Hindu Budha Bumi Segandhu Indramayu
4	<i>Sulistyarini</i>	Civic Departeman, FKIP Tanjungpura University	Democracy Value Based Inquiry Model Development Towards Enrichment of Critical Thinking Ability in The Study of Civics Education (A Case Study at The State Junior High School 2 Pontianak)
5	<i>Aunurrahman</i>	IKIP-PGRI Pontianak	Character Education in Higher Education: An Example of SFL GBA Practice
6	<i>Sulastri; Dasim Budimansyah; Wahyu Sopandi</i>	Universitas Pendidikan Indonesia	Implementing Value Clarification Technique to Improve Environmental Awareness Among Pre-Service Chemistry Teacher
7	<i>Heri Puspito Diyah Setiyorini</i>	Universitas Pendidikan Indonesia	Edu-Tourism Recreation Park Development in Promoting Education for Sustainable Development Case Study on Agritourism Children Parks in Bandung, Indonesia
8	<i>Fitria Tresnawati, S.Pd; Bachrudin Musthafa, M.A, Ph.D</i>	Universitas Pendidikan Indonesia	Expressive Writing in Minimizing Students Public Speaking Anxiety
9	<i>Puspo Dewi Dirgantari; Agus Rahayu; Disman; Ratih Hurriyati</i>	Universitas Pendidikan Indonesia	Brand Element and Marketing Mix of Educational Services Effect Toward Brand Momentum of Higher Education Institution in West Java
10	<i>Lilik Tahmidaten</i>	PPPPTK PKn & IPS Kementerian Pendidikan & Kebudayaan	Strengthening Learning Process of Sociology in High School : Expectation, Challenges and Current Practice

11	<i>Bistari</i>	Universitas Tanjungpura	Improved Students Mathematics Connection Through Local Wisdom of Malay Sambas Ethnic Gay in Different Faces
12	<i>Ridzky Firmansyah Fahmi</i>	-	Gay in Different Faces
13	<i>Emas Sumiati; Achmad Hufad</i>	Universitas Pendidikan Indonesia	Study of Indigenous Peoples Empowerment Model in Cireundeu Village
14	<i>Aries Susanty; Nia Budi Puspitasari; Purnawan Adi; Diva</i>	Industrial Engineering, Diponegoro University	Calculation the Effect of Nominal Limit to the Availability of Facilities and Paramedics Needed with the System Dynamics Methodology
15	<i>Argyo Demartoto; RB. Soemanto; Siti Zunariyah</i>	Department of Sociology, Faculty of Social and Political Sciences, Sebelas Maret University	Supporting and Inhibiting Factors in The Structured Peer Network among Housewives in Coping with HIV/AIDS in Surakarta Indonesia
16	<i>Harifuddin Halim; Rasyidah Zainuddin; Fauziah Zainuddin</i>	Universitas Pejuang RI Makassar; Universitas 45 Makassar; IAIN Palopo	Sociological Perspective of Jamaah Tabligh Group's Religion Actions in Solving The Human Problem
17	<i>Dra. Sri Yuliani, M.Si; Dra. Rahesli Humsona, M.Si; Dr. Rina Herlina Haryanti, S.Sos, M.Si</i>	Faculty of Social and Political Science Sebelas Maret University	Surakarta Childrens Forum : Democracy Education Strategy to Build Bridging Social Capital (Case Study in Surakarta)
18	<i>Mien Ratoe Oedjoe; Beatriks N. Bunga</i>	Department of Early Childhood Education Science and Education Faculty, University of Nusa Cendana	Model of East Nusa Tenggara Traditional Games as a Learning Media for Young Children with Mental Retardation

ROOM IX

MODERATOR : Dr. Yanti Shantini
 PERSON IN CHARGE : Oki Anggara
 TIME : 13.00 – 15.00 Parallel Session 1
 15.00 – 15.30 Break
 15.30 – 18.00 Parallel Session 2

(8 Minutes each presentation, 7 minutes for Question and Answers)

NO	NAME	INSTITUTION	PAPER
1	<i>Meta Arief; Umar Faruk; Leni Yulianti</i>	Universitas Pendidikan Indonesia	The Profile and Implementation of Accounting Sciences Affective Aspects on Lecturer of LPTK
2	<i>Kokom St. Komariah</i>	General Education/Value	Taawun Value in the Development Program of Inclusive Education (Case Study on SDN Putraco Indah)
3	<i>Tati Abas; Yoyoh Jubaedah; Nenden Rani Rinekasari</i>	Universitas Pendidikan Indonesia	Model of Family Life Education Based on Family's Sustainability
4	<i>Rizki Muhammad Ramdhan</i>	Padjadjaran University	Efforts of Principal in Eradicate Irregularities Through Student Program 10 Habituation Morals Noble in SMP Negeri 1 Pabuaran Sukabumi Regency
5	<i>Slamet Thohari; Ucca Arawindha</i>	Departement of Sociology, Faculty of Social and Political Science, Brawijaya University	Inclusive Education Policy in East Java
6	<i>Moh Yasir Alimi</i>	Semarang State University	Doing and Communicating Religion on the Web
7	<i>Asep Sudarsyah</i>	Universitas Pendidikan Indonesia	Preliminary Study of Knowledge Improvement for Professional Practice Through Collaborative-Reflective Supervision
8	<i>Sukardi; Lalu Ali Wardana</i>	The Faculty of Teacher Training and Education, University of Mataram, Indonesia	The Study of Service Quality and Competitiveness of Secondary Education (high school) in West Sumbawa, Indonesia
9	<i>Rumyati</i>	IAIM Metro Lampung	Automatic Test Assembly (ATA) for Parallel Test Based on The IRT Information Function from The Item Bank of Math
10	<i>Dr. Iim Siti Masyitoh, M.Si.</i>	Universitas Pendidikan Indonesia	Etnopedagogi as Efforts Searches Identity of Nation Become Part of National Culture
11	<i>Muhammad Ihsan Mattalitti; Sitti Rahma Mamun</i>	Universitas Muhammadiyah Kendari	Analysis of Livelihoods Security of Three Farmer Communities at Nickel Mining Area in South Konawe Regency

12	<i>Endis Firdaus</i>	Universitas Pendidikan Indonesia	The Thinking of Democratic Leadership in Moslem's Perspective in Indonesian Experience
13	<i>Yanti Shantini, Elih Sudiapermana</i>	Universitas Pendidikan Indonesia	Policy Review in Nonformal and Informal Education Institution Into Professional Education Services for Community
14	<i>Candra C</i>	Universitas Pendidikan Indonesia	The Role of Civic Education in Forming Global Citizen in Elementary School
15	<i>Sri Marhanah, MM & Erry Sukriah, MSE</i>	Universitas Pendidikan Indonesia	Development Pattern of Creative Economy Based Rural Tourism In Cikole Village, West Bandung Regency
16	<i>Ihat Hatimah; Jajat S. Ardiwinata; Yanti Shantini</i>	Universitas Pendidikan Indonesia	Analysis Study of Curriculum in Nonformal Education Institution to Increase Self Learning for Student
17	<i>Judi Januarita Pratiwi Ekaputri, S.Par; Dr. Lili Adi Wibowo, MM.</i>	Universitas Pendidikan Indonesia	Strategy Customer Delight in Hotel
18	<i>Rosita, M.A.</i>	Universitas Pendidikan Indonesia	Gaining Leisure in The Pursuit of Leisure

ROOM X

MODERATOR : M. Iqbal, S.Pd.,M.Si
PERSON IN CHARGE : Yogi Setiawan
TIME : 13.00 – 15.00 Parallel Session 1
15.00 – 15.30 Break
15.30 – 18.00 Parallel Session 2

(8 Minutes each presentation, 7 minutes for Question and Answers)

NO	NAME	INSTITUTION	PAPER
1	<i>Dr. Cecep Darmawan Syaifullah, M, Si; Leni Anggraeni, M.Pd</i>	Universitas Pendidikan Indonesia	Development of Civic Engagement for Empowering The Potential Students Through Student Entrepreneurship Program
2	<i>Yusuf Suharto</i>	Geography Department, Faculty of Social Science, State University of Malang (UM)	Validation of Thesis of Undergraduate Student of Geography Education Department, Faculty of Social Science, State University of Malang
3	<i>Iwan Setiawan</i>	Universitas Pendidikan Indonesia	Socio- Economic Aspect as Challenge for Environmental Development in Indonesia
4	<i>Dr. Rahmat, M.Si</i>	Universitas Pendidikan Indonesia	The Development Emphathy Character Through Social-Cultural Citizenship Movement (Study in Senior High School Muthahhari Bandung)
5	<i>Yan Indra Siregar; Ibrahim</i>	Pendidikan Kepelatihan Olahraga (PKO) FIK UNIMED	Development Models Hockey Games 25
6	<i>Ida Rohayani</i>	Teacher of Civic Education and Sociology at SMAN 3 Bandung	Interferring Parents and School Engage Young Citizens' participation
7	<i>Rini Triastuti</i>	Postgradutes Universitas Pendidikan Indonesia	The Impact of Information and Communication Technology (ICT) and The Challenge for Civic Education
8	<i>Irena Y. Maureen; Damajanti K. Dewi; Danang Tandyonomanu</i>	Educational Technology Department, Faculty of Educational Sciences; Psychology Department, Faculty of Educational Sciences; Communication Department, Faculty of Social Sciences	Strategies in Enhancing Higher Order Thinking Skills through Project Based Learning Modules
9	<i>Topik Hidayat; Hertien Surtikanti; Mochamad Ali</i>	Universitas Pendidikan Indonesia	Ethnobotanical Knowledge of Local People in Baduy Traditional Village

	<i>Musafat; Ahmad Munandar</i>		
10	<i>Wanajat Kastolani</i>	Universitas Pendidikan Indonesia	Disaster Mitigation Model Development in North Bandung Natural Labeling the Survivors
11	<i>Lutfi Amiruddin</i>	Sociology Department, Faculty of Social and Political Science, Universitas Brawijaya	
12	<i>Iwan Nurhadi</i>	Dept. Sociology Faculty of Social and Political Sciences Brawijaya University	Women Agency and the Confirming of Domestic Domain in Community Based Disaster Management
13	<i>Nani Sutarni; Chaerul Furqon; Lud Noviyanto</i>	Universitas Pendidikan Indonesia	The Influence of Production Layout Strategy Towards Productivity of Production Line Press D at PT. Mitsubishi Kramayudha Motors and Manufacturing I
14	<i>Heri Puspito Diyah Setiyorin; Any Noor; Ina Veronica</i>	Universitas Pendidikan Indonesia; Politeknik Negeri Bandung; Sekolah Tinggi Pariwisata Bandung	Tourists Satisfaction at Community Based Tourist Attractions - The Study of Tourist Satisfaction at Pari Island, Indonesia
15	<i>Ana Andriani</i>	University of Muhammadiyah Purwokerto	"Gempungan Tradition" In Sundanese as Local Wisdom Learning Social Science Education in Primary School Through Socio-Cultural Transformation
16	<i>Lina Aris Ficayuma, S.Pd; Sulaeman Deni Ramdani, S.Pd</i>	Graduate School of Yogyakarta State University	An Innovation of Study Pack: Using a Silent Movie Based on Hots to Improve EFL Literacy and to Build a Character Building of Adult Learners in Sociological Perspective
17	<i>Lina Aris Ficayuma, S.Pd; Sulaeman Deni Ramdani, S.Pd</i>	Graduate School of Yogyakarta State University	How to Design HOTS – Based Writing Materials and Assesmmnt to Establish Local Wisdom For Senior High School Students
18	<i>Muhamad Iqbal</i>	Universitas Pendidikan Indonesia	Academic Skills is a Certain Requirement in The Content of Student Leadership Training

RUANG XI

MODERATOR : Dr. Maulia D. Kembara

PJ :

TIME : 13.00 – 15.00 Parallel Session 1

15.00 – 15.30 Break

15.30 – 18.00 Parallel Session 2

(8 Minutes each presentation, 7 minutes for Question and Answers)

NO	NAME	INSTITUTION	PAPER
1	<i>Gurniwan Kamil Pasya; Heri Puspito Diyah Setiyorini; Rini Andari; Gitasiswhara</i>	Universitas Pendidikan Indonesia	Tourism Development and The Living Strategy of Baduy Community, Banten, Indonesia
2	<i>Achmad Hufad; Jajat S.Ardiwinata Purnomo</i>	Universitas Pendidikan Indonesia	Cultural Survival Model The case of Cireundeu Indigenous People
3	<i>Prof.Dr. Dasim Budimansyah, M.Si</i>	Deputy Director Indonesian Centre for Australian Studies (In-Case) Indonesia University of Education (UPI)	Fundamental Sociological Symptoms as a Source of Occurrence of Turbulence Indonesian Society During the Post-reform
4	<i>Syaifullah, M.Si</i>	Universitas Pendidikan Indonesia	Globalization and Competence Citizens Through Global Citizenship Education
5	<i>Maulia Depriya Kembara; Dasim Budimansyah; Achmad Munandar; Burhanudin Tola</i>	Kandidat Doktor Program Studi Pendidikan Umum SPs UPI; Departemen Pendidikan Kewarganegaraan FPIPS UPI; Departemen Biologi FPMIPA UPI; Universitas Negeri Jakarta.	Scientific Literacy Profile of Student Teachers on Science for All Context
6	<i>Aceng Kosasih</i>	Universitas Pendidikan Indonesi	Inter-Religious Harmony
7	<i>Siti Nurbayani K; Elly Malihah; Mirna Nur Alya A</i>	Universitas Pendidikan Indonesia	Social Responsibilities for Mentally Illness
8	<i>Siti Komariah</i>	Universitas Pendidikan Indonesia	Socio-Cultural Factors of Sexual Violence to The Child in The Area of Sukabumi
9	<i>Wilodati; Dasim Budimansyah; Sudardja Adiwikarta; Yadi Ruyadi</i>	Universitas Pendidikan Indonesia	A Typology of Parenting Dad and Its Effects on The Children Character
10	<i>Mamat Ruhimat</i>	Universitas Pendidikan Indonesia	Society In Facing Disaster Preparedness Landslide

11	<i>Mirna Nur Alia A; Elly Malihah; Siti Nurbayani K</i>	Universitas Pendidikan Indonesia	Study of The Impact of Korean Drama in Indonesia Through The Spread of Moral Values for Young Generation (a Contribution to Indonesian Drama Series)
12	<i>Elly Malihah; Siti Komariah; Siti Nurbayani</i>	Universitas Pendidikan Indonesia	Pedophilia : Is It a Social Crime or Social Deviation?
13	<i>Gurniwan Kamil Pasya; Heri Puspito Diyah Setiyorini; Rini Andari; Gitasiswhara</i>	Universitas Pendidikan Indonesia	Could Tourism Development Act as The Living Strategy for The Indigenous People?

REACTUALIZATION CULTURE “SIRI' NA PACCE” IN EDUCATION BASED LOCAL GENIUS

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Abstrak - The discussion about education based on local wisdom in building a healthy society becomes mental discourse crowded discussed in education and in society generally. The need for education that can give rise to human Indonesia is perceived as moral degradation that continually occur in the generation of this nation and almost brought this nation to destruction. Siri will cultural value 'seemed to lose meaning in the universe. Rampant corruption that has been rooted in the life of the nation started from the bottom level to high state officials, abuse and drug trafficking are increasingly menggurita, fighting between students and various crimes that have eliminated the sense of security of every citizen, are clear evidence of the moral degradation of the nation's generation will be the absence of value-laden siri '(shame).

Education is a process to change the identity of a student for the more advanced. Therefore, the values of local wisdom-based education is a meaning and a precise and accurate measurement to influence and change the quality of the value of education itself. As we have seen that the values of today's education has decreased, this is evidenced by the behavior of learners and those who have higher education tend to forget the norms, rules, etiquette especially unfavorable morality due to the lack of values education especially not culture planting efforts siri '(Shame) in school.

This article will describe the problem and provide solutions to the value of education, especially in Indonesia

Key world: Reactualization, Education, Siri', and Local Genius.

I. INTRODUCTION

Discuss about the local knowledge-based education in building a mental health society becomes discourse crowded to discussed in education and especially

in society. The need for education that can give rise to human Indonesia is perceived as moral degradation that continually, this occur in the generation of this nation and will bring the nation to destruction. Cultural values 'Siri' seemed to lose meaning in the universe. The amount of corruption that has been rooted in this nation's life, starting from the top level to the bottom and up to high state officials, abuse and drug trafficking are increasing, fighting between students and various crimes that have eliminated the sense of security of every citizen, are clear evidence of the moral degradation generation of this nation will be the absence of value-laden 'siri'(shame).

Education is a process to change the identity of a student for the more advanced. Therefore, the values of local wisdom-based education is a meaning and an accurate right size to influence and change the quality of the value of education it self. As we have seen that the values of today's education has decreased, this is evidenced by the behavior of adult learners tend to forget the norms, rules, etiquette especially unfavorable morality due to lack of education values, especially the absence of a culture of planting efforts *siri'*(Shame) in school.

Being a slice entertainment conscience and become its own views of the witness in many media, electronic and print, is associated with the phenomenon of amoral behavior of learners from the level of elementary, junior high, high school and even up *diperguruan* both public and private, faith-based and public , which is increasingly rising. Actions we can observe carefully as lying, cheating, cheating behavior at school, truancy at school hours, do not obey the rules, breaking the norm, *berate inter sesame*, commit acts of sexual harassment, upload photographs not deserve etc. To the degree that the most worrying, worrying and disturbing the parents and the community, even disturbing public order, comfort, peace, and prosperity, and damage to public facilities, such as: stealing, armed robbery/robbery, grab, hit, student brawls, acts of violence, criminal, demonstrations anargis, drunk, and even to murder, and mutilation. In addition, many also among learners who have started using drugs such as drugs. In short this immoral behavior threatens the physical and mental safety of themselves and

others. The actions are performed as if freed from the values and regard it as a form of achievement and pride when immoral practices that not everyone is able to do so. In fact, sometimes some of them should feel embarrassed when not to do so because he considered not follow the trend nowadays. So that the meaning of the value *siri* '(shame) also has undergone a shift in meaning even death.

Seeing this condition, we need a concept and the real action. In this case is how to apply value *Siri* 'in education-based Local Genius. Given, the problems that occur not because of some form of negligence, but because of the absence of embedded value *siri* '(culture of shame) for students in particular and society in general.

II. LOCAL WISDOM-BASED EDUCATION

Local wisdom in a foreign language is often conceived as local policies (local wisdom), local knowledge (local knowledge) or local intelligence (local genius). Local wisdom is an attitude, outlook, and the ability of a community in managing the spiritual and physical environment, which gives to the community resilience and ability to grow in areas where the community is located. In other words, local knowledge is a creative response to the situation of the geographical-geopolitical, historical, and situational locally (Saini KM, 2005).

Local wisdom is the view of life and science and life strategies intangible activities undertaken by local communities in responding to various problems in the fulfillment of their needs (Ministry of Social Affairs, 2006).

Fulfillment system they must include all the elements of life; religion, science, economics, technology, social organization, language and communication, as well as the arts. They have an understanding, programs, activities related to implementation to maintain, improve and develop the elements of the needs and means of fulfillment, with due regard to human resources and natural resources in the vicinity.

Local wisdom born and evolved from generation to generation as if to survive and thrive on its own. It seems there is no science or underlying technology. Education is needed based on local wisdom to pass on these values.

Basically, humans create their cultural and social environment as an adaptation to the physical and biological environment. Habits, practices, and traditions passed down from generation to generation. In turn, or racial group is not aware of where the origin of the policy legacy. The next generation conditioned to accept the 'truth' is about values, abstinence, life, and standards of conduct.

Individuals tend to accept and believe what their culture. We are influenced by the customs and knowledge of the community in which we grew up and lived. We tend to ignore or reject what is contrary to the beliefs.

Examples can we raise in the context of local knowledge-based education, for example, anti-corruption education, where education needs to explore and develop the values of local wisdom. The application of local wisdom in the anti-corruption education is expected to easily understand the notion locals, dangers, and corruption. In addition, they are aware that their ancestors had sublime teachings that truly appreciate the honesty, fairness, and integrity, and high culture of shame and responsibility.

The Bugis, for example, known culture '*siri*'. In life Bugis people, *sirik* 'be an element of principle in themselves. *Siri* 'is the soul, self-esteem and dignity of the Bugis. No value of the most valuable and should be maintained in addition to *siri* ', self-esteem. He became an inspiration every step of the Bugis. Bugis people are willing to sacrifice anything for the sake of *siri* 'in their lives (Hamid Abdullah). Tort is an act that is contrary to the culture *siri* '. Service culture and to do right is the implementation *siri* '. In the Bugis someone called man if it has *siri* '.

Local wisdom that exists in society should be explored, developed, and preserved in order to put people's lives in a variety of activities, including the activities of both formal and non-formal education. The participation of the

various elements in society in taking the initiative and become providers of non-formal education program is a very valuable contribution, which need attention and appreciation.

Various forms of local wisdom which is the carrying capacity for the implementation and development of education in the community:

1. Local knowledge society in the form of written rules about the obligation of learning, such as the obligation to follow the learning activities for citizens are still illiterate.
2. Local wisdom in maintaining harmonious relations among humans, through mutual cooperation activities are made public in a variety of activities.
3. Local knowledge related to art. Certain art has value to generate a sense of togetherness and keteladan and a sense of respect for the leader and elder people, an example of cultural arts '*sinrilik*', arts '*ganrang Bulo*' and '*ma`raga*'.
4. Local wisdom in the suggestion system (not written), but agreed in a meeting attended by the elements in the community, to realize the intelligence of the citizens, such as the obligation of citizens to know to read and write when taking care of Identity Card and Family Card.

III. CONCLUSIONS

Discussion about reactualization value *siri* 'in education based on local wisdom in building a healthy community mental discourse crowded discussed in education and in society generally. The need for education that can give rise to human Indonesia is perceived as moral degradation that continually occur in the generation of this nation and almost brought this nation to destruction. Culture of corruption that seemed to have been rooted in this nation's life starting from village level up to high state officials, abuse and drug trafficking are increasingly menggurita, fighting between students and various crimes that have eliminated the sense of security of every citizen, are clear evidence of the moral degradation of the nation's generation.

Reactualization value *siri* 'in education is an effort in order to help people (students) to inculcate the culture of *siri*' (shame), morals or manners, norms and good ethics in everyday life, forming individual The wise, who understand the values of local wisdom and have the commitment to act consistently and wisely.

Implementation of genius locally based education in the learning process can be done in a way, teachers not only teach but also educate means teachers not only teach the subjects taught, but teachers can educate students through the lessons of moral values in order to not only academic knowledge but also knowledge gained the values of local wisdom in this case the value of the *siri* (shame) and other values. Thus, the teacher does not simply pass on the lesson content that emphasizes the cognitive aspect, but also the affective and psychomotor aspects embodied in a process and application.

Implementation and development of re-actualization of value *siri* 'in education based on local wisdom of cause better and more successful, if it involves all the elements that exist in society. Local wisdom that the rules written or unwritten born of the collective agreement, such as the culture of mutual cooperation, traditional arts, the suggestion to follow education for illiterate people, and the requirement to know to read and write for the people who take care of Identity Card and Family Card, a carrying capacity in education

F. REFERENCES

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