

SURAT TUGAS

Nomor: 49-R/UNTAR/PENELITIAN/VIII/2023

Rektor Universitas Tarumanagara, dengan ini menugaskan kepada saudara:

1. **MAITRI WIDYA MUTIARA, S.Ds., M.M.**
2. **AGUSTINUS PURNA IRAWAN, Prof., Dr., Ir., M.T., M.T., M.M. IPU., A.E.**
3. **EDDY SUPRIYATNA, Drs., M.Hum., Dr.**

Untuk melaksanakan kegiatan penelitian/publikasi ilmiah dengan data sebagai berikut:

Judul	: DESIGN MANAGEMENT IN TODAY'S BUSINESS: A REVIEW
Nama Media	: International Journal of Application on Economics and Business (IJAEB)
Penerbit	: Lembaga Penelitian dan Pengabdian kepada Masyarakat Universitas Tarumanagara
Volume/Tahun	: 1/2/2023
URL Repository	: https://journal.untar.ac.id/index.php/ijaeb/article/view/25593

Demikian Surat Tugas ini dibuat, untuk dilaksanakan dengan sebaik-baiknya dan melaporkan hasil penugasan tersebut kepada Rektor Universitas Tarumanagara

19 Agustus 2023

Rektor



Prof. Dr. Ir. AGUSTINUS PURNA IRAWAN

Print Security : 0e0f1030700eedd617724476ef99cced

Disclaimer: Surat ini dicetak dari Sistem Layanan Informasi Terpadu Universitas Tarumanagara dan dinyatakan sah secara hukum.

Lembaga

- Pembelajaran
- Kemahasiswaan dan Alumni
- Penelitian & Pengabdian Kepada Masyarakat
- Penjaminan Mutu dan Sumber Daya
- Sistem Informasi dan Database

Fakultas

- Ekonomi dan Bisnis
- Hukum
- Teknik
- Kedokteran
- Psikologi
- Teknologi Informasi
- Seni Rupa dan Desain
- Ilmu Komunikasi
- Program Pascasarjana



Home (<https://journal.untar.ac.id/index.php/ijaeb/index>)

/ Archives (<https://journal.untar.ac.id/index.php/ijaeb/issue/archive>)

/ Vol. 1 No. 2 (2023): May 2023



Published: 2023-05-20



Articles


FACTORS AFFECTING FINANCIAL PERFORMANCE IN THE INFRASTRUCTURE INDUSTRY IN INDONESIA (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25526>)

Erica Erica, Hendro Lukman

1-14

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25526/15305>)

|  Abstract views: 133 |  Download :194



 <https://doi.org/10.24912/ijaeb.v1i2.1-14> (<https://doi.org/10.24912/ijaeb.v1i2.1-14>)


THE EFFECT OF COMMUNICATION, SELF-EFFICACY AND POWER ON THE COMMITMENT OF EMPLOYEES (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25529>)

Mei le, Haris Maupa, Madris Madris

15-23

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25529/15306>)

|  Abstract views: 89 |  Download :33



 <https://doi.org/10.24912/ijaeb.v1i2.15-23> (<https://doi.org/10.24912/ijaeb.v1i2.15-23>)


FACTORS AFFECTING DIVIDEND POLICY ON LQ45 INDEX COMPANIES ON THE INDONESIA STOCK EXCHANGE (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25532>)

Janice Ardelia, Hendro Lukman

24-35

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25532/15307>)

|  Abstract views: 77 |  Download :92

 <https://doi.org/10.24912/ijaeb.v1i2.24-35> (<https://doi.org/10.24912/ijaeb.v1i2.24-35>)


MEASUREMENT OF ACCEPTANCE OF ONLINE ATTENDANCE SYSTEM WITH TECHNOLOGY ACCEPTANCE MODEL APPROACH: CASE IN DIRECTORATE GENERAL OF CHRISTIAN COMMUNITY, MINISTRY OF RELIGIOUS AFFAIRS OF THE REPUBLIC INDONESIA (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25536>)

Rahel Susana, Hendro Lukman

36-44

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25536/15312>)

|  Abstract views: 40 |  Download :81



 <https://doi.org/10.24912/ijaeb.v1i2.36-44> (<https://doi.org/10.24912/ijaeb.v1i2.36-44>)


THE ROLE OF OWNERSHIP CONCENTRATION AS MODERATION ON BIOLOGICAL ASSET INTENSITY, COMPANY SIZE, AND FIRM GROWTH ON BIOLOGICAL ASSET DISCLOSURE IN AGRICULTURAL INDUSTRY IN INDONESIA (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25537>)

Rosalia Rezensky, Hendro Lukman

45-56

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25537/15320>)

|  Abstract views: 93 |  Download :81



 <https://doi.org/10.24912/ijaeb.v1i2.45-56> (<https://doi.org/10.24912/ijaeb.v1i2.45-56>)


THE ROLE OF MANAGERIAL OWNERSHIP AS MODERATION ON FACTORS AFFECTING DEBT POLICY IN COMPANIES WITH LARGE MARKET CAPITALIZATION IN INDONESIA (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25538>)

Windy Windy, Hendro Lukman

57-68

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25538/15322>)



|  Abstract views: 61 |  Download :68


 <https://doi.org/10.24912/ijaeb.v1i2.57-68> (<https://doi.org/10.24912/ijaeb.v1i2.57-68>)

**THE EFFECT OF ENTREPRENEURIAL ORIENTATION ON CLOTHING-LINE SMES
PERFORMANCE IN TANAH ABANG DURING COVID-19 PANDEMIC**
(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25539>)

Louis Utama
69-78

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25539/15323>)



|  Abstract views: 71 |  Download :83


 <https://doi.org/10.24912/ijaeb.v1i2.69-78> (<https://doi.org/10.24912/ijaeb.v1i2.69-78>)

**THE INFLUENCE OF ENTREPRENEURIAL ORIENTATION ON SME'S PERFORMANCE
THROUGH ENTREPRENEURIAL COMPETENCY IN PASAR JAMBI**
(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25553>)

Christine Riante, Louis Utama
79-89

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25553/15331>)

|  Abstract views: 138 |  Download :136


 <https://doi.org/10.24912/ijaeb.v1i2.79-89> (<https://doi.org/10.24912/ijaeb.v1i2.79-89>)

**ENTREPRENEURIAL ORIENTATION AFFECTS BUSINESS PERFORMANCE: A PERSPECTIVE
FROM WOODCRAFTS MSMES IN JAKARTA**
(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25549>)

Nicholas Zia, Louis Utama
90-102

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25549/15329>)



|  Abstract views: 66 |  Download :67


 <https://doi.org/10.24912/ijaeb.v1i2.90-102> (<https://doi.org/10.24912/ijaeb.v1i2.90-102>)

**THE IMPACT OF ENTREPRENEURIAL ORIENTATION ON BUSINESS PERFORMANCE
THROUGH ENTREPRENEURIAL COMPETENCY AS MEDIATION VARIABLE: A STUDY ON SMES
IN CULINARY SECTOR IN JAKARTA**
(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25568>)

Yosafat Raymond, Frangky Selamat
103-111

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25568/15334>)



|  Abstract views: 69 |  Download :122


 <https://doi.org/10.24912/ijaeb.v1i2.103-111> (<https://doi.org/10.24912/ijaeb.v1i2.103-111>)

**THE EFFECTS OF ENTREPRENEURIAL ROLE MODEL, ENTREPRENEURIAL EDUCATION, AND
INDIVIDUAL ENTREPRENEURIAL ORIENTATION DIMENSIONS ON ENTREPRENEURIAL
INTENTION AMONG THE STUDENTS OF A FACULTY OF ECONOMICS AND BUSINESS IN
JAKARTA** (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25552>)

Febrianne Clarissa Cahyadi, Frangky Selamat
112-122

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25552/15333>)



|  Abstract views: 143 |  Download :141


 <https://doi.org/10.24912/ijaeb.v1i2.112-122> (<https://doi.org/10.24912/ijaeb.v1i2.112-122>)

FACTORS AFFECTING FIRM VALUE THROUGH CAPITAL STRUCTURE AS A MEDIATION VARIABLE (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25573>)

Amelia Huanency, Henryanto Wijaya
123-138

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25573/15337>)



|  Abstract views: 73 |  Download :69


 <https://doi.org/10.24912/ijaeb.v1i2.123-138> (<https://doi.org/10.24912/ijaeb.v1i2.123-138>)

ANALYSIS OF FACTORS AFFECTING THE FINANCIAL PERFORMANCE OF BANKING COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25575>)

Syntia Firdaus, Linda Santioso
139-149

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25575/15338>)



|  Abstract views: 115 |  Download :110


 <https://doi.org/10.24912/ijaeb.v1i2.139-149> (<https://doi.org/10.24912/ijaeb.v1i2.139-149>)

FACTORS AFFECTING FIRM VALUE WITH DIVIDEND POLICY AS MODERATING VARIABLE (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25579>)

Belinda Belinda, Sofia Prima Dewi
150-161

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25579/15339>)



|  Abstract views: 97 |  Download :178


 <https://doi.org/10.24912/ijaeb.v1i2.150-161> (<https://doi.org/10.24912/ijaeb.v1i2.150-161>)

ANALYSIS OF FACTORS AFFECTING UNDERPRICING IN COMPANIES CONDUCTING INITIAL PUBLIC OFFERINGS (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25582>)

Calista Sanko Sunarko, Rosmita Rasyid
162-176

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25582/15345>)

|  Abstract views: 82 |  Download :99


 <https://doi.org/10.24912/ijaeb.v1i2.162-176> (<https://doi.org/10.24912/ijaeb.v1i2.162-176>)

FACTORS INFLUENCING LOCAL BEAUTY PRODUCT REPURCHASE INTENTION (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25589>)

Helen Veronica, Keni Keni
177-185

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25589/15347>)



|  Abstract views: 97 |  Download :119


 <https://doi.org/10.24912/ijaeb.v1i2.177-185> (<https://doi.org/10.24912/ijaeb.v1i2.177-185>)

THE EFFECT OF SOCIAL MEDIA FOR CUSTOMER RELATIONSHIP MANAGEMENT ON SME'S PERFORMANCE WITH SOCIAL COMPETENCE AND SALES INTENSITY AS MODERATING VARIABLES (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25590>)

Bernardus Aldy Satyagraha, Lydiawati Soelaiman
186-193

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25590/15352>)



|  Abstract views: 112 |  Download :97


 <https://doi.org/10.24912/ijaeb.v1i2.186-193> (<https://doi.org/10.24912/ijaeb.v1i2.186-193>)

THE EFFECT OF FOREIGN OWNERSHIP ON THE FINANCIAL PERFORMANCE OF MANUFACTURING COMPANIES (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25595>)

Fanny Andriani Setiawan, Herni Kurniawati
194-206

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25595/15354>)



|  Abstract views: 97 |  Download :89


 <https://doi.org/10.24912/ijaeb.v1i2.194-206> (<https://doi.org/10.24912/ijaeb.v1i2.194-206>)

AN EMPIRICAL STUDY OF THE FACTORS THAT INFLUENCE FINANCIAL DISTRESS (A CASE ON MINING INDUSTRY IN INDONESIA) (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25642>)

Nicole Daniella, Hendro Lukman
207-215

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25642/15401>)



|  Abstract views: 50 |  Download :49


 <https://doi.org/10.24912/ijaeb.v1i2.207-215> (<https://doi.org/10.24912/ijaeb.v1i2.207-215>)

BEHAVIORAL INTENTION TO USE DIGITAL WALLETS IN INDONESIA (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25643>)

Caecelia Cynthia Limanan, Keni Keni
216-227

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25643/15402>)

|  Abstract views: 107 |  Download :107



 <https://doi.org/10.24912/ijaeb.v1i2.216-227> (<https://doi.org/10.24912/ijaeb.v1i2.216-227>)


ANALYSIS OF THE CAUSES OF COMPANY PERFORMANCE IN FAMILY COMPANIES IN THE MANUFACTURING INDUSTRY

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25646>)

Elisa Elisa, Hadi Cahyadi
228-236

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25646/15403>)



|  Abstract views: 37 |  Download :51


 <https://doi.org/10.24912/ijaeb.v1i2.228-236> (<https://doi.org/10.24912/ijaeb.v1i2.228-236>)

THE EFFECT OF PROFITABILITY, COMPANY SIZE, AND MANAGERIAL OWNERSHIP ON DEBT POLICY (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25648>)

Meli Septiani, Sri Daryanti
237-247

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25648/15405>)



|  Abstract views: 70 |  Download :78


 <https://doi.org/10.24912/ijaeb.v1i2.237-247> (<https://doi.org/10.24912/ijaeb.v1i2.237-247>)

THE EFFECT OF FINANCIAL RATIOS ON PROFIT GROWTH AMONG MANUFACTURING COMPANIES (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25650>)

Albert Ernest Hung, Viriany Viriany
248-256

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25650/15407>)



|  Abstract views: 160 |  Download :126


 <https://doi.org/10.24912/ijaeb.v1i2.248-256> (<https://doi.org/10.24912/ijaeb.v1i2.248-256>)

THE EFFECT OF LEVERAGE, LIQUIDITY, AND FIRM SIZE ON DIVIDEND POLICY (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25651>)

Maria Goretti Angela, Sri Daryanti
257-265

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25651/15409>)



|  Abstract views: 55 |  Download :100


 <https://doi.org/10.24912/ijaeb.v1i2.257-265> (<https://doi.org/10.24912/ijaeb.v1i2.257-265>)

THE IMPACT OF COVID-19 ON STOCK MARKET RETURNS (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25652>)

Jessica Jessica, Yanti Yanti
266-275

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25652/15410>)



|  Abstract views: 50 |  Download :73


 <https://doi.org/10.24912/ijaeb.v1i2.266-275> (<https://doi.org/10.24912/ijaeb.v1i2.266-275>)

FINANCIAL, NON-FINANCIAL, AND MACRO-ECONOMIC FACTORS THAT AFFECT THE FIRST DAY PROFIT RATE WHEN CONDUCTING INITIAL PUBLIC OFFERING (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25662>)

Ruth Pranadipta, Khairina Natsir
276-289

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25662/15413>)



|  Abstract views: 74 |  Download :64


 <https://doi.org/10.24912/ijaeb.v1i2.276-289> (<https://doi.org/10.24912/ijaeb.v1i2.276-289>)

FINANCIAL PERFORMANCE ANALYSIS OF PUBLIC HOSPITALS BEFORE AND DURING THE COVID-19 PANDEMIC (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25664>)

Fritzie A. Rexana, Indra Widjaja
290-299

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25664/15415>)



|  Abstract views: 124 |  Download :242


 <https://doi.org/10.24912/ijaeb.v1i2.290-299> (<https://doi.org/10.24912/ijaeb.v1i2.290-299>)

THE EFFECT OF JOB MOTIVATION AND ORGANIZATIONAL COMMITMENT ON EMPLOYEE SATISFACTION (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25667>)

Viny Angellika, Ronnie Resdianto Masman
300-309

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25667/15418>)



|  Abstract views: 85 |  Download :80


 <https://doi.org/10.24912/ijaeb.v1i2.300-309> (<https://doi.org/10.24912/ijaeb.v1i2.300-309>)

THE IMPACT OF IMPLEMENTING THE DIGITAL TECHNOLOGY INNOVATION ON BANKING PERFORMANCE IN INDONESIA (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25669>)

Selvi Dharsono, Agus Zainul Arifin
310-316

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25669/15419>)



|  Abstract views: 82 |  Download :64


 <https://doi.org/10.24912/ijaeb.v1i2.310-316> (<https://doi.org/10.24912/ijaeb.v1i2.310-316>)

THE INFLUENCE OF INFLATION, CRUDE OIL PRICES, AND THE RAMADAN EFFECT ON STOCK RETURN (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25670>)

Eviana Marvina Supardi, Rosmita Rasyid
317-326

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25670/15420>)



|  Abstract views: 37 |  Download :52


 <https://doi.org/10.24912/ijaeb.v1i2.317-326> (<https://doi.org/10.24912/ijaeb.v1i2.317-326>)

THE EFFECT OF ATTITUDE ON ENTREPRENEURIAL INTENTION AMONG STUDENTS IN SOUTH TANGERANG (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25671>)

Angel Veronica Samjuannita, Ida Puspitowati
327-336

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25671/15421>)



|  Abstract views: 73 |  Download :185


 <https://doi.org/10.24912/ijaeb.v1i2.327-336> (<https://doi.org/10.24912/ijaeb.v1i2.327-336>)

COMPARATIVE ANALYSIS OF FINANCIAL PERFORMANCE BEFORE AND DURING COVID-19 PANDEMIC (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25676>)

Kelly Surya, Rousilita Suhendah
337-348

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25676/15423>)



|  Abstract views: 149 |  Download :129


 <https://doi.org/10.24912/ijaeb.v1i2.337-348> (<https://doi.org/10.24912/ijaeb.v1i2.337-348>)

FACTORS AFFECTING CAPITAL STRUCTURE: A STUDY AMONG MANUFACTURING COMPANIES OF CONSUMER GOODS IN INDONESIA (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25683>)

Nita Anggraini, Thio Lie Sha
349-360

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25683/15429>)



|  Abstract views: 64 |  Download :76


 <https://doi.org/10.24912/ijaeb.v1i2.349-360> (<https://doi.org/10.24912/ijaeb.v1i2.349-360>)

DETERMINANTS OF CASH HOLDINGS MODERATED BY FIRM SIZE (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25697>)

Henny Wirianata, Viriany Viriany
361-375

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25697/15442>)



|  Abstract views: 111 |  Download :72


 <https://doi.org/10.24912/ijaeb.v1i2.361-375> (<https://doi.org/10.24912/ijaeb.v1i2.361-375>)

THE IMPACT OF FIRM SIZE, ACCOUNTING CONSERVATISM ON EARNINGS QUALITY MODERATED BY INDEPENDENT COMMISSIONER (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25698>)

Rini Tri Hastuti, Lusiana Lusiana
376-385

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25698/15444>)

|  Abstract views: 108 |  Download :88

 <https://doi.org/10.24912/ijaeb.v1i2.376-385> (<https://doi.org/10.24912/ijaeb.v1i2.376-385>)



THE IMPLEMENTATION OF TECHNOLOGY ACCEPTANCE MODEL IN ANALYZING ATTITUDES TOWARD THE ADOPTION OF FINTECH

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25699>)

Khairina Natsir, Agus Zainul Arifin, Herie Darmawan

386-400

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25699/15445>)

|  Abstract views: 101 |  Download :101

 <https://doi.org/10.24912/ijaeb.v1i2.386-400> (<https://doi.org/10.24912/ijaeb.v1i2.386-400>)



THE EFFECT OF ENTREPRENEURIAL SELF-EFFICACY, ENTREPRENEURIAL ATTITUDES AND THE USE OF SOCIAL MEDIA ON SMES PERFORMANCE


(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25700>)

Fadillah Akbar Suheryanto, Mei le

401-409

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25700/15446>)

|  Abstract views: 60 |  Download :82

 <https://doi.org/10.24912/ijaeb.v1i2.401-409> (<https://doi.org/10.24912/ijaeb.v1i2.401-409>)



FOREIGN INVESTOR AND MARKET VOLATILITY: EVIDENCE ON INDONESIA STOCK MARKET


(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25701>)

Michelle Kristian, Stevanus Adiwena, Yohanes Bayu Laksana

410-418

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25701/15447>)

|  Abstract views: 74 |  Download :61

 <https://doi.org/10.24912/ijaeb.v1i2.410-418> (<https://doi.org/10.24912/ijaeb.v1i2.410-418>)



STOCK MARKET REACTION TO WHO'S COVID-19 ANNOUNCEMENT IN ASEAN-5 REGION

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25702>)

Felice Meryn, Elsa Imelda

419-428

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25702/15448>)

|  Abstract views: 50 |  Download :53

 <https://doi.org/10.24912/ijaeb.v1i2.419-428> (<https://doi.org/10.24912/ijaeb.v1i2.419-428>)



COMPARATIVE ANALYSIS OF CASH-DRIVEN RESILIENCE DURING THE COVID-19 PANDEMIC


(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25703>)

Tania Liliani Troj, Elsa Imelda

429-441

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25703/15449>)

|  Abstract views: 51 |  Download :57



 <https://doi.org/10.24912/ijaeb.v1i2.429-441> (<https://doi.org/10.24912/ijaeb.v1i2.429-441>)


THE INFLUENCE OF DIVIDEND POLICY, FIRM SIZE, CAPITAL STRUCTURE, AND CSR ON BANKING COMPANIES' VALUE

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25640>)

Henryanto Wijaya, Andy Andy, Levina Febrianty, Christopher Elihu Billy Morgan
442-450

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25640/15400>)

|  Abstract views: 138 |  Download :107



 <https://doi.org/10.24912/ijaeb.v1i2.442-450> (<https://doi.org/10.24912/ijaeb.v1i2.442-450>)


THE INFLUENCE OF PROFITABILITY, FINANCIAL LEVERAGE AND FREE CASH INFLOW ON CATERING DIVIDENDS AMONG MANUFACTURING COMPANIES LISTED IN INDONESIA STOCK EXCHANGE DURING 2017-2020 PERIOD

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25639>)

I Gede Adiputra, Herman Ruslim
451-464

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25639/15399>)

|  Abstract views: 62 |  Download :73



 <https://doi.org/10.24912/ijaeb.v1i2.451-464> (<https://doi.org/10.24912/ijaeb.v1i2.451-464>)


THE IMPACT OF LIQUIDITY, PROFITABILITY, AND ACTIVITY ON SHARES RETURN WITH DIVIDEND POLICY AS CONTROLLING VARIABLE

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25638>)

Rini Tri Hastuti, Richard Andrew, M. Bintang P.
465-472

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25638/15398>)

|  Abstract views: 51 |  Download :60



 <https://doi.org/10.24912/ijaeb.v1i2.465-472> (<https://doi.org/10.24912/ijaeb.v1i2.465-472>)


INDONESIAN STOCK MARKET REACTION BEFORE AND AFTER THE ANNOUNCEMENT OF FIRST COVID-19 CASE

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25637>)

Felia Ananda Wijaya, Elsa Imelda
473-483

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25637/15397>)

|  Abstract views: 59 |  Download :76



 <https://doi.org/10.24912/ijaeb.v1i2.473-483> (<https://doi.org/10.24912/ijaeb.v1i2.473-483>)


THE IMPACT OF COVID-19, MARKET CAPITALIZATION, STOCK TRADING VOLUME, AND LARGE-SCALE SOCIAL RESTRICTIONS ON STOCK RETURNS

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25636>)

Tasya Novia Tanjaya, Rousilita Suhendah
484-497

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25636/15396>)



|  Abstract views: 62 |  Download :74


 <https://doi.org/10.24912/ijaeb.v1i2.484-497> (<https://doi.org/10.24912/ijaeb.v1i2.484-497>)

ANALYSIS OF DIFFERENCE IN STOCK PRICE, MARKET CAPITALIZATION, AND TRADING VOLUME ACTIVITY BEFORE AND DURING COVID-19 (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25635>)

Louis Vigo Suramin, Rousilita Suhendah
498-508

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25635/15395>)



|  Abstract views: 58 |  Download :100


 <https://doi.org/10.24912/ijaeb.v1i2.498-508> (<https://doi.org/10.24912/ijaeb.v1i2.498-508>)

FINANCIAL PERFORMANCE COMPARATIVE ANALYSIS BETWEEN CONSUMER GOODS AND REAL-ESTATE COMPANIES BEFORE AND DURING THE COVID-19 PANDEMIC (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25634>)

Geraldo Erlan Latie, Rousilita Suhendah
509-520

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25634/15392>)



|  Abstract views: 71 |  Download :73


 <https://doi.org/10.24912/ijaeb.v1i2.509-520> (<https://doi.org/10.24912/ijaeb.v1i2.509-520>)

THE IMPACT OF CAR, CREDIT RISK, ROA, LDR, AND OWNERSHIP STRUCTURE TOWARDS FINANCIAL DISTRESS (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25633>)

Jennifer Margaretha, Jennifer Margaretha, Henryanto Wijaya
521-531

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25633/15391>)

|  Abstract views: 71 |  Download :83


 <https://doi.org/10.24912/ijaeb.v1i2.521-531> (<https://doi.org/10.24912/ijaeb.v1i2.521-531>)

PROBING DETERMINANTS OF UNIVERSITY ACADEMICIANS' KNOWLEDGE SHARING INTENTION (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25632>)

Tay Lee Chin, Tan Fee Yean, Hon-Wei Leow
532-542

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25632/15390>)

|  Abstract views: 44 |  Download :93


 <https://doi.org/10.24912/ijaeb.v1i2.532-542> (<https://doi.org/10.24912/ijaeb.v1i2.532-542>)

THE EQUALIZATION OF PERIODIC VAT RETURN AND ANNUAL TAX RETURN OF CV. LAJ FOR THE YEAR OF 2020 (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25631>)

Elvini Lukman, Purnamawati Helen Widjaja
543-556

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25631/15389>)



|  Abstract views: 48 |  Download :65


 <https://doi.org/10.24912/ijaeb.v1i2.543-556> (<https://doi.org/10.24912/ijaeb.v1i2.543-556>)

THE EFFECT OF WORKING CAPITAL MANAGEMENT ON COMPANY FINANCIAL PERFORMANCE (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25630>)

Rorlen Rorlen, Halim Putera Siswanto, Margarita Ekadjaja, Ariel Krisnaputra
557-565

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25630/15388>)



|  Abstract views: 81 |  Download :163


 <https://doi.org/10.24912/ijaeb.v1i2.557-565> (<https://doi.org/10.24912/ijaeb.v1i2.557-565>)

HEALTHY ME: INNOVATIVE SOLUTIONS THROUGH HEALTHY FAST-FOOD INNOVATION (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25629>)

Yenita Yenita, Septihani Michella Wijaya
566-575

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25629/15387>)



|  Abstract views: 90 |  Download :127


 <https://doi.org/10.24912/ijaeb.v1i2.566-575> (<https://doi.org/10.24912/ijaeb.v1i2.566-575>)

THE EFFECT OF BRAND PROMINENCE AND MUSIC INVOLVEMENT ON BRAND RECALL IN MUSIC VIDEO (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25628>)

Irenia Binardi Wijaya, Cokki Cokki
576-585

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25628/15386>)



|  Abstract views: 92 |  Download :91


 <https://doi.org/10.24912/ijaeb.v1i2.576-585> (<https://doi.org/10.24912/ijaeb.v1i2.576-585>)

THE EFFECT OF OMNI-CHANNEL CHANNELS ON CUSTOMER SATISFACTION IN RETAIL FASHION IN INDONESIA (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25626>)

Nofi Wahyuni, Kurniawati Kurniawati
586-598

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25626/15385>)



|  Abstract views: 130 |  Download :301


 <https://doi.org/10.24912/ijaeb.v1i2.586-598> (<https://doi.org/10.24912/ijaeb.v1i2.586-598>)

THE URGENCY OF ADAPTING THE E-TAX SYSTEM TO TAX COMPLIANCE: INTEGRATION OF SATISFACTION LEVELS (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25625>)

Kezia Grace, Karyn Olivia, Yenni Mangoting
599-608

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25625/15384>)

|  Abstract views: 155 |  Download :222



 <https://doi.org/10.24912/ijaeb.v1i2.599-608> (<https://doi.org/10.24912/ijaeb.v1i2.599-608>)


THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY AND TAX AVOIDANCE ON FIRM VALUE MODERATED BY PROFITABILITY

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25624>)

Anisa Amalia, Yuniarwati Yuniarwati
609-617

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25624/15383>)

|  Abstract views: 147 |  Download :151



 <https://doi.org/10.24912/ijaeb.v1i2.609-617> (<https://doi.org/10.24912/ijaeb.v1i2.609-617>)


DEVELOPMENT OF PROPERTY AND REAL ESTATE COMPANIES: Z-SCORE METHOD APPROACH

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25623>)

Yuniarwati Yuniarwati , Yusi Yusianto
618-626

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25623/15476>)

|  Abstract views: 43 |  Download :64



 <https://doi.org/10.24912/ijaeb.v1i2.618-626> (<https://doi.org/10.24912/ijaeb.v1i2.618-626>)


THE EFFECTS OF SOCIAL MEDIA MARKETING FUNCTIONALITIES ON CONSUMER DECISION-MAKING: THE MODERATING ROLE OF TRUST AND EMOTIONAL INTELLIGENCE

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25622>)

Amy Yeo Chu May, Ling Wei Hong, Jeffton Low Boon Tiong
627-641

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25622/15381>)

|  Abstract views: 159 |  Download :229



 <https://doi.org/10.24912/ijaeb.v1i2.627-641> (<https://doi.org/10.24912/ijaeb.v1i2.627-641>)


HELPERKU: INNOVATIVE E-COMMERCE APPLICATIONS AS BUSINESS SOLUTIONS FOR PEOPLE WITH DISABILITIES

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25621>)

Yenita Yenita, Septihani Michella Wijaya
642-650

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25621/15380>)

|  Abstract views: 64 |  Download :82



 <https://doi.org/10.24912/ijaeb.v1i2.642-650> (<https://doi.org/10.24912/ijaeb.v1i2.642-650>)


BRAND EXPERIENCE, ATTITUDE, AND LOYALTY IN BRAND EQUITY FASHION LUXURY BRAND

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25620>)

Esti Mulya Fanandaru, Kurniawati Kurniawati, Nofi Wahyuni, Yunita Septiani
651-669

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25620/15379>)



|  Abstract views: 291 |  Download :395


 <https://doi.org/10.24912/ijaeb.v1i2.651-669> (<https://doi.org/10.24912/ijaeb.v1i2.651-669>)

THE EFFECT OF TAX PLANNING ON TAX AVOIDANCE WITH TAX AGGRESSIVENESS AS A
MODERATOR IN THE PERIOD BEFORE AND AFTER THE TAX AMNESTY
(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25619>)

Felicia Claudianita, Estralita Trisnawati, Herlina Budiono
670-680

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25619/15378>)



|  Abstract views: 121 |  Download :130


 <https://doi.org/10.24912/ijaeb.v1i2.670-680> (<https://doi.org/10.24912/ijaeb.v1i2.670-680>)

DETERMINANTS OF CSR DISCLOSURE MODERATED BY THE ROLE OF GOOD CORPORATE
GOVERNANCE (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25618>)

Herlin Tundjung Setijaningsih, Inneke Kurniawan
681-694

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25618/15377>)



|  Abstract views: 124 |  Download :106


 <https://doi.org/10.24912/ijaeb.v1i2.681-694> (<https://doi.org/10.24912/ijaeb.v1i2.681-694>)

BUILDING THE REPUTATION OF PRIVATE UNIVERSITIES BASED ON LECTURER AND
STUDENT RESEARCH PERFORMANCE
(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25617>)

Paula Tjatoerwidya Anggarina, Agustinus Purna Irawan, Fransisca Iriani Roesmala Dewi, Mario Devotyasto
695-704

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25617/15376>)



|  Abstract views: 86 |  Download :83


 <https://doi.org/10.24912/ijaeb.v1i2.695-704> (<https://doi.org/10.24912/ijaeb.v1i2.695-704>)

THE IMPLEMENTATION OF STRATEGIC MANAGEMENT TO IMPROVE FAMILY BUSINESS
PERFORMANCE (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25615>)

Dedy Rochimat, Agustinus Purna Irawan, Eko Suhartanto, Andriew Lim
705-714

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25615/15375>)



|  Abstract views: 151 |  Download :160


 <https://doi.org/10.24912/ijaeb.v1i2.705-714> (<https://doi.org/10.24912/ijaeb.v1i2.705-714>)

DETERMINANTS OF STOCK RETURN IN CONSUMER NON-CYCLICALS' COMPANIES LISTED ON IDX (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25614>)

Siti Hafsa Abdurachman, Sofia Prima Dewi
715-726

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25614/15374>)



|  Abstract views: 62 |  Download :76


 <https://doi.org/10.24912/ijaeb.v1i2.715-726> (<https://doi.org/10.24912/ijaeb.v1i2.715-726>)

COMPARATIVE STUDY ON THE FINANCIAL PERFORMANCE OF INDONESIAN COMMERCIAL BANKS DUE TO THE CORONA VIRUS OUTBREAK (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25612>)

Khairina Natsir, Agus Zainul Arifin, Sutomo Purwoto
727-735

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25612/15373>)



|  Abstract views: 58 |  Download :74


 <https://doi.org/10.24912/ijaeb.v1i2.727-735> (<https://doi.org/10.24912/ijaeb.v1i2.727-735>)

ANALYSIS AND STRATEGY FOR PROVIDING CLEAN WATER TO THE SURROUNDING COMMUNITY IN THE MUARA ANGKE AREA (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25611>)

Septihani Michella Wijaya, Angely Olivia Putri, Andi Wijaya
736-744

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25611/15372>)



|  Abstract views: 112 |  Download :199


 <https://doi.org/10.24912/ijaeb.v1i2.736-744> (<https://doi.org/10.24912/ijaeb.v1i2.736-744>)

BUSINESS FEASIBILITY STUDY ON THE DEVELOPMENT OF THE LOCAL FASHION INDUSTRY THROUGH TECHNOLOGY INNOVATION USING KITA LOKAL (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25610>)

Septihani Michella Wijaya, Chiara Rizka Yukianti, Livia Johan, Andi Wijaya
745-757

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25610/15371>)



|  Abstract views: 103 |  Download :141


 <https://doi.org/10.24912/ijaeb.v1i2.745-757> (<https://doi.org/10.24912/ijaeb.v1i2.745-757>)

DETERMINANT FACTORS AFFECTING THE VALUE OF MANUFACTURING COMPANIES LISTED ON THE IDX DURING 2018-2020 (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25609>)

Tiara Christie, Liana Susanto
758-771

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25609/15370>)

|  Abstract views: 90 |  Download :78

 <https://doi.org/10.24912/ijaeb.v1i2.758-771> (<https://doi.org/10.24912/ijaeb.v1i2.758-771>)



THE IMPACT OF FIRM GROWTH, PROFITABILITY, AND FIRM AGE ON DEBT POLICY USING FIRM SIZE AS MODERATOR VARIABLE


(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25608>)

Noviana Margaretha, Viriany Viriany

772-780

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25608/15369>)

|  Abstract views: 124 |  Download :177



 <https://doi.org/10.24912/ijaeb.v1i2.772-780> (<https://doi.org/10.24912/ijaeb.v1i2.772-780>)


UNDERSTANDING THE DYNAMICS OF ENTREPRENEURIAL PASSION IN ENTREPRENEURSHIP STUDENTS (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25607>)

Enrita Atlansyah, Kartika Nuringsih

781-792

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25607/15368>)

|  Abstract views: 62 |  Download :122

 <https://doi.org/10.24912/ijaeb.v1i2.781-792> (<https://doi.org/10.24912/ijaeb.v1i2.781-792>)



UNDERSTANDING SUSTAINABLE ENTREPRENEURSHIP STUDY THROUGH BIBLIOMETRIC ANALYSIS (GROUNDED THEORY)

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25606>)

Kartika Nuringsih, Nuryasman M. N, Haris Maupa, Otto R. Payangan

793-804

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25606/15367>)

|  Abstract views: 109 |  Download :153



 <https://doi.org/10.24912/ijaeb.v1i2.793-804> (<https://doi.org/10.24912/ijaeb.v1i2.793-804>)


WISDOM APPRECIATION IN SUSTAINABLE MANAGEMENT THOUGHT: AS GROUNDED THEORY (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25605>)

Kartika Nuringsih, Herlina Budiono, Haris Maupa, Muhammad Idrus Taba

805-813

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25605/15366>)

|  Abstract views: 69 |  Download :55



 <https://doi.org/10.24912/ijaeb.v1i2.805-813> (<https://doi.org/10.24912/ijaeb.v1i2.805-813>)


FACTORS AFFECTING FINANCIAL DISTRESS IN MANUFACTURING COMPANIES LISTED ON THE IDX (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25604>)

Agusti Fransisca Salim, Yanti Yanti

814-827

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25604/15365>)

|  Abstract views: 120 |  Download :127

 <https://doi.org/10.24912/ijaeb.v1i2.814-827> (<https://doi.org/10.24912/ijaeb.v1i2.814-827>)

FACTORS AFFECTING THE STOCK PRICES OF MANUFACTURING COMPANIES LISTED ON THE IDX BEFORE AND DURING THE COVID-19 PANDEMIC


(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25603>)

Audrey Audrey, Yanti Yanti

828-844

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25603/15364>)

|  Abstract views: 40 |  Download :58

 <https://doi.org/10.24912/ijaeb.v1i2.828-844> (<https://doi.org/10.24912/ijaeb.v1i2.828-844>)



FACTORS AFFECT STOCK PRICES ON MANUFACTURING COMPANIES LISTED ON IDX BEFORE AND DURING COVID-19 PANDEMIC


(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25601>)

Tia Talia Tirtadjaya, Yanti Yanti

845-860

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25601/15362>)

|  Abstract views: 37 |  Download :63

 <https://doi.org/10.24912/ijaeb.v1i2.845-860> (<https://doi.org/10.24912/ijaeb.v1i2.845-860>)


FACTORS AFFECTING FINANCIAL DISTRESS IN MANUFACTURING COMPANIES LISTED ON IDX


(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25600>)

Putri Rahayuningtyas, Yanti Yanti

861-870

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25600/15360>)

|  Abstract views: 64 |  Download :159

 <https://doi.org/10.24912/ijaeb.v1i2.861-870> (<https://doi.org/10.24912/ijaeb.v1i2.861-870>)



FACTORS THAT AFFECT FIRM VALUE IN MANUFACTURING FIRMS


(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25598>)

Rhenaldi Natanael Kurniawan, Merry Susanti

871-879

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25598/15359>)

|  Abstract views: 69 |  Download :107



 <https://doi.org/10.24912/ijaeb.v1i2.871-879> (<https://doi.org/10.24912/ijaeb.v1i2.871-879>)


DO HEDONISM LIFESTYLE AND FINANCIAL LITERACY AFFECT TO STUDENT'S PERSONAL FINANCIAL MANAGEMENT?

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25596>)

Noven Yana, Ignatius Roni Setyawan
880-888

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25596/15356>)

|  Abstract views: 151 |  Download :183



 <https://doi.org/10.24912/ijaeb.v1i2.880-888> (<https://doi.org/10.24912/ijaeb.v1i2.880-888>)


DESIGN MANAGEMENT IN TODAY'S BUSINESS: A REVIEW

(<https://journal.untar.ac.id/index.php/ijaeb/article/view/25593>)

Maitri Widya Mutiara, Agustinus Purna Irawan, Eddy Supriyatna Marizar
889-898

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25593/15353>)

|  Abstract views: 103 |  Download :83

 <https://doi.org/10.24912/ijaeb.v1i2.889-898> (<https://doi.org/10.24912/ijaeb.v1i2.889-898>)

TOOLS

use APA style, download here



([https://cs1.mendeley.com/styleInfo/?](https://cs1.mendeley.com/styleInfo/?styleId=http%3A%2F%2Fwww.zotero.org%2Fstyles%2Fapa)

[styleId=http%3A%2F%2Fwww.zotero.org%2Fstyles%2Fapa](http%3A%2F%2Fwww.zotero.org%2Fstyles%2Fapa))

Template



(https://docs.google.com/document/d/1h39XGU5_5eMJAXhKGSvEGVhpxMrxwRCF/edit?usp=share_link&oid=112826885138839568747&rtpof=true&sd=true)

PROFILE MENU

Contact

Editorial Team (</index.php/ijaeb/about/editorialTeam>)

Focus and Scope (</index.php/ijaeb/about#focusAndScope>)

Indexing



(<https://statcounter.com/p12907097/summary/>)

View My Stats (<https://statcounter.com/p12844469/?guest=1>)

ISSN

ISSN 2987-1972



(<https://issn.brin.go.id/terbit/detail/20230426411707807>)

ISSN PUSAT NASIONAL ISSN INDONESIA (<https://issn.brin.go.id/terbit/detail/20230426411707807>)

Indexed by :



([https://scholar.google.com/citations?hl=id&user=UuFn-](https://scholar.google.com/citations?hl=id&user=UuFn-joAAAAJ&view_op=list_works&authuser=2&gmla=AOV7GLMmf1WMkuBiJJMC0LiHJEROH-c_rOjP_5mNgA2HCGL6-7p0men-j8wm22Zu3MGLdhGHqGsTFvVj60JgtCV4)

[joAAAAJ&view_op=list_works&authuser=2&gmla=AOV7GLMmf1WMkuBiJJMC0LiHJEROH-c_rOjP_5mNgA2HCGL6-7p0men-j8wm22Zu3MGLdhGHqGsTFvVj60JgtCV4](https://scholar.google.com/citations?hl=id&user=UuFn-joAAAAJ&view_op=list_works&authuser=2&gmla=AOV7GLMmf1WMkuBiJJMC0LiHJEROH-c_rOjP_5mNgA2HCGL6-7p0men-j8wm22Zu3MGLdhGHqGsTFvVj60JgtCV4))



([https://www.mendeley.com/profiles/jurnal-muara-ilmu-ekonomi-](https://www.mendeley.com/profiles/jurnal-muara-ilmu-ekonomi-dan/publications/)

[dan/publications/](https://www.mendeley.com/profiles/jurnal-muara-ilmu-ekonomi-dan/publications/))




([https://app.dimensions.ai/discover/publication?](https://app.dimensions.ai/discover/publication?search_mode=content&search_text=10.24912%2Fijaeb&search_type=kws&search_field=text_search)

[search_mode=content&search_text=10.24912%2Fijaeb&search_type=kws&search_field=text_search](https://app.dimensions.ai/discover/publication?search_mode=content&search_text=10.24912%2Fijaeb&search_type=kws&search_field=text_search))



(<https://portal.issn.org/resource/ISSN/2987-1972>)

 (<https://garuda.kemdikbud.go.id/journal/view/31672>)



(<https://journals.indexcopernicus.com/search/details?id=128371&lang=en>)



(<http://untar.ac.id/>)

UNTAR
Universitas Tarumanagara

Graduate Program of Universitas Tarumanagara

Platform & workflow by OJS / PKP

(<https://journal.untar.ac.id/index.php/ijaeb/about/aboutThisPublishingSystem>)



Home (<https://journal.untar.ac.id/index.php/ijaeb/index>) / Editorial Team

Editorial Team

Editor in Chief

Hetty Karunia Tunjungsari 

(mailto:%68%65%74%74%79@%66%65.%75%6e%74%61%72.%61%63.%69%64)

Universitas Tarumanagara, Indonesia



(<https://scholar.google.co.id/citations?user=4KKYicUAAAAJ&hl=id&oi=ao>)




([http://sinta2.ristekdikti.go.id/authors/detail?](http://sinta2.ristekdikti.go.id/authors/detail?id=5995723&view=overview)

id=5995723&view=overview)




(https://www.researchgate.net/profile/Hetty_Tunjungsari)

Executive Editor

Linda Linchin Lin  (mailto:%68%65%74%74%79@%66%65.%75%6e%74%61%72.%61%63.%69%64)

Kunshan University, Taiwan

Lai Yin Ling  (<https://newinti.edu.my/campuses/inti-international-university/>)

INTI International University, Malaysia


Managing Editor

Cokki Cokki  (<http://dosen.untar.ac.id/dosen/detail-JmJmYmJJ-ind.html>)

Universitas Tarumanagara, Indonesia


Teoh Ai Ping  (<https://gsb.usm.my/personnel/assoc-prof-ts-dr-teoh-ai-ping/>)

Universiti Sains Malaysia, Malaysia

Masmira Kurniawati  (<https://feb.unair.ac.id/tentang-feb-unair/profil-dosen/staf-pengajar-manajemen/6419-dr-masmira-kurniawati-se-m-si.html>)

Airlangga University, Indonesia

Section Editor

Galuh Mira Saktiana  (<http://dosen.untar.ac.id/dosen/detail-JmJJmmJ-ind.html>)

Universitas Tarumanagara, Indonesia

Halim Putera Siswanto  (<http://dosen.untar.ac.id/dosen/detail-JmJmymmJ-ind.html>)

Universitas Tarumanagara, Indonesia

TOOLS

use APA style, download here



([https://cs1.mendeley.com/styleInfo/?](https://cs1.mendeley.com/styleInfo/?styleId=http%3A%2F%2Fwww.zotero.org%2Fstyles%2Fapa)

[styleId=http%3A%2F%2Fwww.zotero.org%2Fstyles%2Fapa](https://cs1.mendeley.com/styleInfo/?styleId=http%3A%2F%2Fwww.zotero.org%2Fstyles%2Fapa))

Template



(https://docs.google.com/document/d/1h39XGU5_5eMJAXhKGSvEGVhpxMrxwRCF/edit?usp=share_link&ouid=112826885138839568747&rtpof=true&sd=true)

PROFILE MENU

Contact

Editorial Team (</index.php/ijaeb/about/editorialTeam>)

Focus and Scope (</index.php/ijaeb/about#focusAndScope>)

Indexing



(<https://statcounter.com/p12907097/summary/>)

View My Stats (<https://statcounter.com/p12844469/?guest=1>)

ISSN

ISSN 2987-1972



(https://issn.brin.go.id/terbit/detail/20230426411707807)

ISSN PUSAT NASIONAL ISSN INDONESIA (https://issn.brin.go.id/terbit/detail/20230426411707807)

Indexed by :



(https://scholar.google.com/citations?hl=id&user=UuFn-

joAAAAJ&view_op=list_works&authuser=2&gmla=AOV7GLMmf1WMkuBiJJMC0LiHjEROH-c_rOjP_5mNgA2HCGL6-7p0men-j8wm22Zu3MGLdhGHqGsTFvVj60JgtCV4)



(https://www.mendeley.com/profiles/jurnal-muara-ilmu-ekonomi-

dan/publications/)



(https://app.dimensions.ai/discover/publication?

search_mode=content&search_text=10.24912%2Fijaeb&search_type=kws&search_field=text_search)



(https://portal.issn.org/resource/ISSN/2987-1972)



(https://garuda.kemdikbud.go.id/journal/view/31672)



(https://journals.indexcopernicus.com/search/details?id=128371&lang=en)



(http://untar.ac.id/)

UNTAR
Universitas Tarumanagara

Graduate Program of Universitas Tarumanagara

Platform & workflow by OJS / PKP

(<https://journal.untar.ac.id/index.php/ijaeb/about/aboutThisPublishingSystem>)



Peer-Reviewer

Peer-Reviewer

Keni Keni

Universitas Tarumanagara, Indonesia

Joana Jaya

INTI International University, Malaysia

Hetty Karunia Tunjungsari

Universitas Tarumanagara, Indonesia

Lanie M. Santos

De La Salle Lipa, Phillippines

Sharayu Bhakare

Symbiosis College of Arts and Commerce, India

Lin Tian

Shanghai University, China

TOOLS

use APA style, download here



([https://cs1.mendeley.com/styleInfo/?](https://cs1.mendeley.com/styleInfo/?styleId=http%3A%2F%2Fwww.zotero.org%2Fstyles%2Fapa)

[styleId=http%3A%2F%2Fwww.zotero.org%2Fstyles%2Fapa](http%3A%2F%2Fwww.zotero.org%2Fstyles%2Fapa))

Template



(https://docs.google.com/document/d/1h39XGU5_5eMJAXhKGSvEGVhpxMrxwRCF/edit?usp=share_link&oid=112826885138839568747&rtpof=true&sd=true)

PROFILE MENU

Contact

Editorial Team (/index.php/ijaeb/about/editorialTeam)

Focus and Scope (/index.php/ijaeb/about#focusAndScope)

Indexing



(<https://statcounter.com/p12907097/summary/>)

View My Stats (<https://statcounter.com/p12844469/?guest=1>)

ISSN



(<https://issn.brin.go.id/terbit/detail/20230426411707807>)

ISSN PUSAT NASIONAL ISSN INDONESIA (<https://issn.brin.go.id/terbit/detail/20230426411707807>)

Indexed by :



([https://scholar.google.com/citations?hl=id&user=UuFn-](https://scholar.google.com/citations?hl=id&user=UuFn-joAAAAJ&view_op=list_works&authuser=2&gmla=AOV7GLMmf1WMkuBiJJMC0LiHjEROH-c_rOjP_5mNgA2HCGL6-7p0men-j8wm22Zu3MGLdhGHqGsTFvVj60JgtCV4)

[joAAAAJ&view_op=list_works&authuser=2&gmla=AOV7GLMmf1WMkuBiJJMC0LiHjEROH-c_rOjP_5mNgA2HCGL6-7p0men-j8wm22Zu3MGLdhGHqGsTFvVj60JgtCV4](https://scholar.google.com/citations?hl=id&user=UuFn-joAAAAJ&view_op=list_works&authuser=2&gmla=AOV7GLMmf1WMkuBiJJMC0LiHjEROH-c_rOjP_5mNgA2HCGL6-7p0men-j8wm22Zu3MGLdhGHqGsTFvVj60JgtCV4))



([https://www.mendeley.com/profiles/jurnal-muara-ilmu-ekonomi-](https://www.mendeley.com/profiles/jurnal-muara-ilmu-ekonomi-dan/publications/)

[dan/publications/](https://www.mendeley.com/profiles/jurnal-muara-ilmu-ekonomi-dan/publications/))




([https://app.dimensions.ai/discover/publication?](https://app.dimensions.ai/discover/publication?search_mode=content&search_text=10.24912%2Fijaeb&search_type=kws&search_field=text_search)

[search_mode=content&search_text=10.24912%2Fijaeb&search_type=kws&search_field=text_search](https://app.dimensions.ai/discover/publication?search_mode=content&search_text=10.24912%2Fijaeb&search_type=kws&search_field=text_search))



(<https://portal.issn.org/resource/ISSN/2987-1972>)

 (<https://garuda.kemdikbud.go.id/journal/view/31672>)



(<https://journals.indexcopernicus.com/search/details?id=128371&lang=en>)



(<http://untar.ac.id/>)

Graduate Program of Universitas Tarumanagara

Platform & workflow by OJS / PKP

(<https://journal.untar.ac.id/index.php/ijaeb/about/aboutThisPublishingSystem>)



Home (<https://journal.untar.ac.id/index.php/ijaeb/index>)

/ Archives (<https://journal.untar.ac.id/index.php/ijaeb/issue/archive>)

/ Vol. 1 No. 2 (2023): May 2023 (<https://journal.untar.ac.id/index.php/ijaeb/issue/view/640>)

/ Articles

DESIGN MANAGEMENT IN TODAY'S BUSINESS: A REVIEW



**INTERNATIONAL JOURNAL OF
APPLICATION ON ECONOMICS AND
BUSINESS**

IJAEB

**INTERNATIONAL JOURNAL OF
APPLICATION ON ECONOMICS AND
BUSINESS**

IJAEB

Graduate Program of Universitas Tarumanagara

Address:
Graduate Program of Universitas Tarumanagara
Universitas Tarumanagara
Kampus 1, Jl. Letjen S. Parman No. 1
Jakarta 11440, Indonesia



VOL. 1 NO. 2
MAY 2023

(<https://journal.untar.ac.id/index.php/ijaeb/issue/view/640>)

PDF (<https://journal.untar.ac.id/index.php/ijaeb/article/view/25593/15353>)

Published: Aug 6, 2023

DOI: <https://doi.org/10.24912/ijaeb.v1i2.889-898> (<https://doi.org/10.24912/ijaeb.v1i2.889-898>)

Keywords:

design design management strategic management

Maitri Widya Mutiara

Interior Design Study Program, Faculty of Art and Design, Universitas Tarumanagara

Agustinus Purna Irawan

Doctoral Program of Management, Universitas Tarumanagara

Eddy Supriyatna Marizar

Doctoral Program of Management, Universitas Tarumanagara

Abstract

Design is a part of business that cannot be separated from human life today. From business products to service industries, design has been used as part of improving competitive advantage or finding solutions to problems faced. Design can no longer be seen as just an aesthetic companion, but has broader role to play. With the design industry is currently quite in demand, it can be seen in the development of fields in the field of design or jobs that require design. For this reason, design management is indispensable. Management and design are complementary fields in the process. In this initial study research, the researcher wanted to prove the assumption of design management in the business industry, as well as to get an initial model of Design Management. This research is qualitative research by conducting desk-research and a multi-disciplinary approach, which are design and management, through the study of management functions, management strategies, the design process becomes a reference in this research, to become a starting point for Design Management research. The main activity of this research is a literature study of previous research that resulted in an initial model of Design Management.

ISSUE

Vol. 1 No. 2 (2023): May 2023 (<https://journal.untar.ac.id/index.php/ijaeb/issue/view/640>)

SECTION

Articles



(<https://creativecommons.org/licenses/by-nc-sa/4.0/>)

This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License (<https://creativecommons.org/licenses/by-nc-sa/4.0/>).

This journal provides immediate open access to its content on the principle that making research freely available to the public supports a greater global exchange of knowledge.

IJAEB by Graduate Program of Universitas Tarumanagara is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License (<http://creativecommons.org/licenses/by-nc-sa/4.0/>).. Permissions beyond the scope of this license may be available at <https://journal.untar.ac.id/index.php/ijaeb> (<https://journal.untar.ac.id/index.php/ijaeb/index>)

References

I. H. J. J. B. Listyawati, Manajemen, dan Akuntansi, "Peran Penting Promosi dan Desain Produk Dalam Membangun Minat Beli Konsumen," vol. 3, no. 1, 2016.

- T. Brown, *Getting under your skin: Or how design thinking is about more than style* (Change by design: How design thinking transforms organizations inspires innovation). California: HarperCollins, 2009, pp. 13-38.
- M. D. Septian and A. B. Leksono, *Dasar Manajemen Desain*. Malang: Universitas Brawijaya Press, 2018.
- A. E. N. Rizali, "Intelektualitas Dan Kreativitas Desainer Sebagai Peluang Meningkatkan Industri Kreatif," in *Seminar Nasional Envisi: Industri Kreatif*, Surabaya, 2020: Penerbit Universitas Ciputra.
- J. A. Walker and J. Attfield, *Design history and the history of design*. JSTOR, 1989.
- J. Howkins, *The creative economy: How people make money from ideas*. Penguin UK, 2002.
- R. Kilmer and W. O. Kilmer, *Designing interiors*. John Wiley & Sons, 2014.
- K. Best, *Design management: managing design strategy, process and implementation* (no. Query date: 2022-06-09 08:21:01). books.google.com, 2006.
- P. Priyono, T. Chandra, Ed. *Pengantar Manajemen*. Surabaya: Zifatama Publisher, 2007, p. 140.
- D. Wijayanto, *Pengantar manajemen*. Jakarta: Gramedia Pustaka Utama, 2013.
- E. Novianto, *Manajemen Strategis*. Deepublish, 2019.
- F. R. David and F. R. David, *Manajemen strategik: Suatu pendekatan keunggulan bersaing*, 15 ed. Jakarta: Salemba Empat, 2017.
- G. R. Terry, "Principles of Management (5th b.), Homewood Illinois, Richard D. Irwin," ed: Inc, 1968.
- A. Sachari and Y. Y. Sunarya, *Tinjauan Desain*. Bandung: Penerbit Institut Teknologi Bandung, 2000.
- B. Prasetyowibowo, *Manajemen desain*, 979-96807-0-0 ed. Bandung: Penerbit Yayasan Delapan-Sepuluh, 2000, p. 267.
- S. Garner and C. Evans, *Design and designing: a critical introduction*. Berg, 2012.
- M. Carroll, "Stretch, dream, and do-a 21st century design thinking & STEM journey," *Journal of Research in STEM Education*, vol. 1, no. 1, pp. 59-70, 2015.
- C. Nakata and S. C. Bahadir, "Managing design for innovative new products and services," *Journal of Business Strategy*, 2021.
- K. Best, *Design management: managing design strategy, process and implementation*. AVA publishing, 2006.
- R. Sukmanegara, "Definisi Manajemen Desain," ed. Jakarta: Universitas Komputer Indonesia, 2020.
- P. Gorb, "The business of design management," *Design Studies*, vol. 7, no. 2, pp. 106-110, 1986.

TOOLS

use APA style, download here



(<https://cs1.mendeley.com/styleInfo/?>

[styleId=http%3A%2F%2Fwww.zotero.org%2Fstyles%2Fapa](http%3A%2F%2Fwww.zotero.org%2Fstyles%2Fapa))

Template



(https://docs.google.com/document/d/1h39XGU5_5eMJAXhKGSvEGVhpxMrxwRCF/edit?usp=share_link&ouid=112826885138839568747&rtpof=true&sd=true)

PROFILE MENU

Contact

Editorial Team (</index.php/ijaeb/about/editorialTeam>)

Focus and Scope (</index.php/ijaeb/about#focusAndScope>)

Indexing



(<https://statcounter.com/p12907097/summary/>)

View My Stats (<https://statcounter.com/p12844469/?guest=1>)

ISSN



(<https://issn.brin.go.id/terbit/detail/20230426411707807>)

ISSN PUSAT NASIONAL ISSN INDONESIA (<https://issn.brin.go.id/terbit/detail/20230426411707807>)

Indexed by :



([https://scholar.google.com/citations?hl=id&user=UuFn-](https://scholar.google.com/citations?hl=id&user=UuFn-joAAAAJ&view_op=list_works&authuser=2&gmla=AOV7GLMmf1WMkuBiJJMC0LiHjEROH-c_rOjP_5mNgA2HCGL6-7p0men-j8wm22Zu3MGLdhGHqGsTFvVj60JgtCV4)

[joAAAAJ&view_op=list_works&authuser=2&gmla=AOV7GLMmf1WMkuBiJJMC0LiHjEROH-c_rOjP_5mNgA2HCGL6-7p0men-j8wm22Zu3MGLdhGHqGsTFvVj60JgtCV4](https://scholar.google.com/citations?hl=id&user=UuFn-joAAAAJ&view_op=list_works&authuser=2&gmla=AOV7GLMmf1WMkuBiJJMC0LiHjEROH-c_rOjP_5mNgA2HCGL6-7p0men-j8wm22Zu3MGLdhGHqGsTFvVj60JgtCV4))



(<https://www.mendeley.com/profiles/jurnal-muara-ilmu-ekonomi->

[dan/publications/](#)

Dimensions

[https://app.dimensions.ai/discover/publication?](https://app.dimensions.ai/discover/publication?search_mode=content&search_text=10.24912%2Fijaeb&search_type=kws&search_field=text_search)[search_mode=content&search_text=10.24912%2Fijaeb&search_type=kws&search_field=text_search\)](https://app.dimensions.ai/discover/publication?search_mode=content&search_text=10.24912%2Fijaeb&search_type=kws&search_field=text_search)[https://portal.issn.org/resource/ISSN/2987-1972\)](https://portal.issn.org/resource/ISSN/2987-1972)[https://garuda.kemdikbud.go.id/journal/view/31672\)](https://garuda.kemdikbud.go.id/journal/view/31672)[https://journals.indexcopernicus.com/search/details?id=128371&lang=en\)](https://journals.indexcopernicus.com/search/details?id=128371&lang=en)[http://untar.ac.id/\)](http://untar.ac.id/)**UNTAR**
Universitas Tarumanagara

Graduate Program of Universitas Tarumanagara

Platform & workflow by OJS / PKP

[https://journal.untar.ac.id/index.php/ijaeb/about/aboutThisPublishingSystem\)](https://journal.untar.ac.id/index.php/ijaeb/about/aboutThisPublishingSystem)

DESIGN MANAGEMENT IN TODAY'S BUSINESS: A REVIEW

Maitri Widya Mutiara^{1,2*}, Agustinus Purna Irawan¹, Eddy Supriyatna Marizar¹

¹Doctoral Program of Management, Universitas Tarumanagara, Jakarta, Indonesia

²Interior Design Study Program, Faculty of Art and Design, Universitas Tarumanagara, Jakarta, Indonesia

*Email: maitrim@fsrd.untar.ac.id

Submitted: 16-01-2023, Revised: 08-03-2023, Accepted: 03-04-2023

ABSTRACT

Design is a part of business that cannot be separated from human life today. From business products to service industries, design has been used as part of improving competitive advantage or finding solutions to problems faced. Design can no longer be seen as just an aesthetic companion, but has broader role to play. With the design industry is currently quite in demand, it can be seen in the development of fields in the field of design or jobs that require design. For this reason, design management is indispensable. Management and design are complementary fields in the process. In this initial study research, the researcher wanted to prove the assumption of design management in the business industry, as well as to get an initial model of Design Management. This research is qualitative research by conducting desk-research and a multi-disciplinary approach, which are design and management, through the study of management functions, management strategies, the design process becomes a reference in this research, to become a starting point for Design Management research. The main activity of this research is a literature study of previous research that resulted in an initial model of Design Management.

Keywords: design, design management, strategic management

1. INTRODUCTION

The business world is growing rapidly and more companies are being established to produce the same products. Almost every business has competition, both companies that produce products and services. High quality products are the main key to winning the competition and ultimately being able to provide a high level of satisfaction to customers. Customers face a wide range of choices regarding the goods and services they buy. Customers now have much greater and more diverse value requirements. Consumers are heavily influenced by their perceptions of advertising and design in making purchasing decisions on products offered.[1] Design as a part of business nowadays plays an important role in many parts of today's society. Whether in the product industry, or the service industry. Design is constantly undergoing dynamic development to be able to adjust to the needs of the times and the needs of its users, for this reason design is and will always be needed. Design needs to be seen as more than just a style.[2] The results of design in many aspects play a big role as an added value for businesses both large and small scale, in the life of a person and society. This means that the role of design is very broad and diverse. In this case, it also shows the important role of designers, especially as creative people who apply their skills in solving problems, helping to provide solutions in business, through different ways, through work approach and tangible results.

The design industry in practice has its own breadth that is not understood by ordinary people, just like other industries that require technical expertise, the design industry has opportunities in various career stages, various jobs in organizations and in each stage of different projects, but has the same goal of promoting and utilizing the value of design to solve problems in

society. [3] In terms of the creative industry, the field design is a subsector that can support and achieve success in the creative industry field.[4]

According to John A. Walker, design is a specialist activity associated with the industrial revolution, mass production, the modern architectural movement and society as a consumer.[5] Design is a part of the creative industry that cannot be separated from humans. Design is an important part of the contribution of many industries to gain superior competition in cultural expression and entrepreneurship. Design with some proof through creative and innovation has brought a company or product to success.[6] Design can improve the efficient use of objects, space and act as a means to improve communication. The established principles and criteria that determine design success are based on the relationship between human needs and the efficiency of design solutions to meet those needs. [7] This definition will then help to formulate design management in this paper.

Studies on Design Management have not been done much, especially in Indonesia. Researchers on several occasions have visited industries that require design in them, such as the furniture industry, interior design industry, product design industry, businesses that utilize design as added value. Almost all do not understand the context of Design Management, even though it has been implemented. The interrelationship between the fields of management and design has not been widely literated, so generally a 'design manager' has no management background or training or experience until they are placed as a decision-maker in design management.[8] The designer's position in the field is often related to the management of a project. Time management skills, design work management, interdisciplinary cooperation management, resource management and so on, show that design needs to be well managed.

The purpose of this research is an initial study to summarize and analyze the definitions and activities of design, management, and design management itself. As well as being able to find an initial model of the position of design in business and how it is managed, so it can then be studied and researched further.

The research method used is qualitative research by conducting desk-research, with a multi-disciplinary approach, which are management and design.

This rationale involves strategic management, management functions and the design process to be examined so that a model can be applied to the design division.

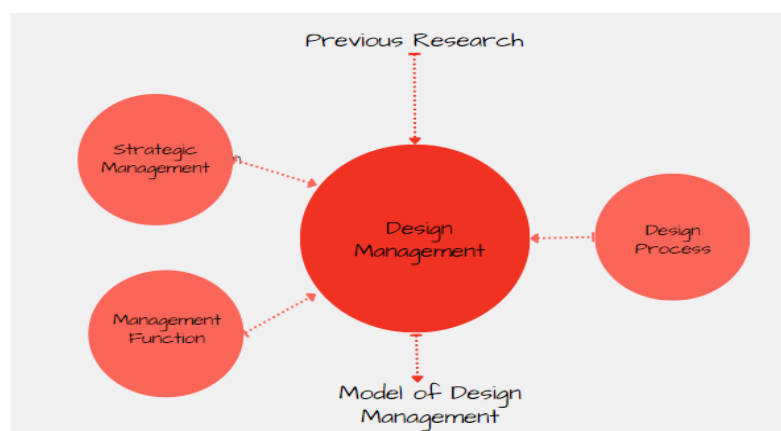


Figure 1. Theoretical Framework of Design Management Review

The Development of Management Science

Throughout the history of human civilization, it is inseparable from the existence of management in its continuity to this day. The demands and developments of the times since the stone age to enter the industrial age 5.0, management skills are needed so that human life lasts and becomes sustainable. The scientific management movement has started since entering the industrial period 1.0, where engineers in the United States and Europe are looking for and developing new ways from managing works to companies. One of them is the role of managers in mobilizing and increasing company productivity. The role of a manager includes wisdom in management and decision making is very important, as well as an understanding of human resources and their reciprocity, so as to create conditions to increase work productivity. [9]

In later developments, around almost in the last century, management has paid more attention to human relations towards employees.[9] This is an answer to the anxiety of the weaknesses in task-oriented management, which results in monotonous and boring works and tends to reduce productivity. In facing of today's increasingly advanced industrial world, as well as increasingly fierce competition, management needs to be more flexible when managing. This becomes good, in many activities that require creativity, but creativity also needs to be managed.

Management

Management according to Stoner, Freeman, and Gilbert (1995) is a process or framework, which involves the guidance and or direction of a group of people towards organizational goals or real goals. Meanwhile, according to Follet, management is the art of getting work done through other people. Management is an activity that in its implementation is managed by managers or organizers (subjects). Management is carried out to achieve certain goals. Inside there are activities that include planning, managing, motivating, dividing works and controlling. [10]

Management is necessary and inseparable from organization, administration and leadership. Humans have a tendency to organize in society. Every organization has a goal of improving public services or in the private sector in order to increase the organization's revenue[11]. Based on these objectives, leadership and administration are needed in its implementation. Over time, an organization will face both internal and external challenges, so strategic management is needed in its implementation. Strategic Management is the art of formulating, implementing and evaluating organizational decisions to achieve the expected goals. The purpose of strategic management is to exploit and create new and different opportunities for tomorrow.[12]. Thus, strategic management is always associated with the process of forming vision-mission and internal-external analysis to produce strategic plans and policies to realize short-term and long-term corporate goals as described in the following chart. After that, it is implemented and then evaluated. This process needs to be done continuously through a continuous control function.

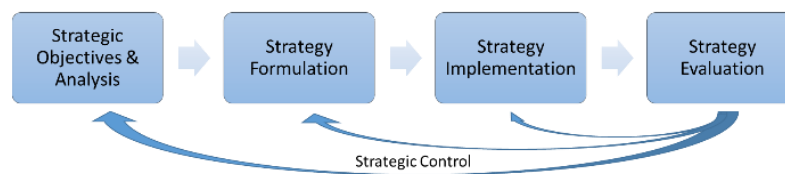


Figure 2. A Comprehensive Model of Strategic Management

In management there are Management Functions which support the running of Strategic Management as previously explained. These functions were proposed by Louis Allen, which consists of 4 basic components, namely: Planning, Organizing, Actuating, and Controlling. [13] In the Management Principles, these 4 activities are related to sustainable management, so that a business has continuity to the business itself and to society.

Design

Design in terminology has been used to refer to a profession or science. In Indonesia, design is a new word to replace the word "rancang/rancangan/merancang". Etymologically, the word 'design' is thought to be derived from the word disegno (Italian), which means drawing[14]. The meaning of "design" itself is evolving to be more rational than just another form of aesthetic art, but also as follows:

Design is problem solving with a clear target (Acher 1965), others describe that Design is action and initiative to change human work (Jones, 1970). Next Bruce Archer reviewed the definition of "design" as follows: Design is a form of human physical and spiritual needs elaborated through various fields of experience, expertise and knowledge that reflect attention to appreciation and adaptation to their surroundings, especially those related to the form, composition, meaning, value, and various purposes of man-made objects (Archer, 1976). Design has long been recognized as an effective tool to improve product competitiveness. Not only enhances beauty through aesthetic elements, but it also enhances the ability to produce technological inventions and innovative ideas aimed at market demand in both services and products.[15]. Design has long been recognized as an effective tool to improve product competitiveness. Not only enhances beauty through aesthetic elements, but it also enhances the ability to produce technological inventions and innovative ideas aimed at market demand in both services and products. The process carried out by a designer is the process of creating new ideas that can solve a problem by using a user-centered approach to think creatively and innovatively according to the needs desired by the user. So that the design process can produce products which are innovative, unique and have a competitive advantage. [4] Daniel H. Pink has placed design in the first place in human intelligence as high concept and high touch (Pink, 2007: 71). Design development and creation are indispensable when market competition is getting tougher. Almost all countries in the world have placed design as a market force in order to compete.

Furthermore, Garner and Evans emphasize that: "A design process is a nonlinear sequence of phases during which different activities are performed. The design methods often depend on the nature of the mandate, and a certain level of flexibility is vital. One of the leading design thinkers of our time, John Christopher Jones, noted 'Methodology should not be a fixed track to a fixed destination, but a conversation about everything that could be made to happen.'"[16]

The scope of design work is very broad, but it covers aspects that need problem solving done through human imagination and creativity. The various design professions known nowadays: Industrial Product Design, Graphic Design, Interior Design, Multimedia Design, Visual Communication Design. These five fields of design are in the realm of fine arts. Which can be different or touch each other in the realm of engineering and design (architecture). The scope of Design work nowadays is increasingly blended with professionals who combine from each of these groups. But in the end, the work by designers aims to solve the problems needed by the market or users.

According to John Heskett (1986) regarding the origins of professional industrial design, that innovation and design ideas related to the creativity of experts have variations in the objectives to be achieved. Design is usually related to the ability to produce technological creations that can describe market demand or even influence the market itself from creativity that is realized in reality. Design and the market are interrelated and closely connected through research and innovation development.

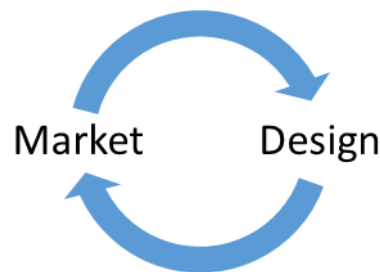


Figure 3. Innovation in Design Circle [15]

Design as a framework is the elaboration of innovation and design ideas which are then developed with market information and existing research into a detail in determining alternative images and design models for production. This means that there is a design process that will consider functional, technical, ergonomic, economic, environmental, socio-cultural and visual aesthetics certainly. [15]

The design process by Maureen Carroll of Stanford University has 5 stages which are as follows in the figure.

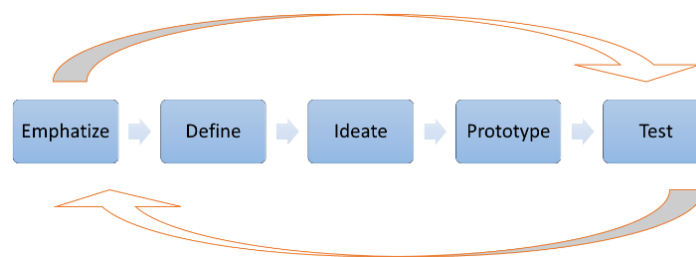


Figure 4. Design Process adaptation from The Stanford University Hasso Plattner Institute of Design [17]

Design is a repeated process to find a solution to a particular problem.[16] In Figure 2 there is a diagram of the design process which consists of 5 stages, as the following:

Empathize. At this stage the designer thinks based on humans as the basis of creation. The activities include: user observation, involving interacting and interviewing users, and being able to position themselves in the user experience.

Define. This stage is the stage of analysis and synthesis of the findings to be adjusted to the needs and desires. The goal is to develop a deep understanding of the user and design for later action. The results of deepening user or market desires are made in the form of design concepts that will be implemented later.

Ideate. This is the third stage which focuses on the realization of ideas through the exploration of many ideas as well as the diversity between them. The result is a sketch of ideas.

Prototype. The prototype stage is the stage of realizing ideas into a physical form that can interact with users. Examples: dummy, mock-up, prototype, etc. that can be seen and touched, generally in the form of 3 dimensions, can be felt in texture.

Test. Test is an opportunity to put the realized prototype to the user so that it can then be evaluated and refined to achieve better results. Evaluation can be tested by a competent organization, tested by humans as users, or market tests through exhibitions or questionnaires to the public.

Design is now recognized by companies in a number of industries, both in products and services have used design as a competitive advantage. Because of this, the design business is growing, it can be seen in the recruitment of designers, cooperation with design agencies or design houses to produce new innovations. The reason for this movement according to Hertenstein et al. (20015) is that design is recognized to have contributed greatly to the increase in cash flow, net profit and financial performance.[18]

Design Management

To date, there is no universally agreed definition of "Design Management", much in the same way that the definition of "design" itself is not universally agreed upon. The word "Design" can refer as a noun i.e. the design outcome itself and a verb i.e. the design activity. Looking at design outcomes in products, interiors, buildings, etc., it can be inferred that design projects are managed. However, the management of design projects is only one aspect of Design Management.[19] For this reason, the formulation of Design Management can still be further developed. Because design is a business or as part of a business, which needs management in managing its work.

Important aspects of design management have the following objectives:

1. To understand the strategic goals of an organization and how design can play a role in that organization.
2. Effectively put in place ways and means, tools and methods, team and planning requirements, enthusiasm to achieve the goal.

Design Management starts at the design organization which includes two different levels: at the corporate level and at the project level.[19] At the Corporate level, the existence of a design organization can be linked to corporate needs to visualize the corporate image. Design at the Project Level is tasked with implementing creative products that respond to market desires. Corporations generally have divisions related to creativity, either related to marketing

activities or creative activities for product development. That's where the role of the design division is.

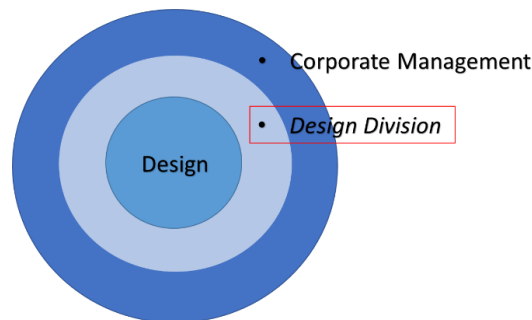


Figure 5. Position/ the Role of Design Management in Company

In this case, Topalian also states that the development of Design Management needs to be developed to include participants that participate in the design problem statement and the size of the project and corporate environment to solve the problem.[19]. Design Management is currently a business discipline that uses project management, process design, strategy management and supply chain engineering to control the creative process, support a culture of creativity, and build structures and organizations for design businesses. [20] The various meanings of design management are classified under five sub fields: office design management, educating designers for management, educating managers for design, design project management and design management organization. [21]

Design Management according to Borja de Mozota in the Design Management book [19] has 2 major objectives:

1. To familiarize managers with the existence of the role of design and designers with management, as well as
2. To develop methods that integrate design into the corporate environment and make design one of the tools that can improve performance in the company.

2. FINDINGS AND DISCUSSIONS

Referring to the theories which have already mentioned, the starting point for design management research will use the 5 stages of the Design Process and the 4 stages of the Strategic Management Process. Which can be seen in the following chart:

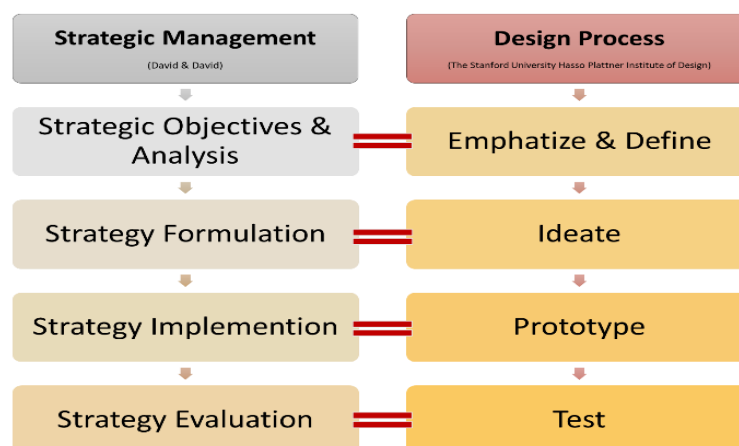


Figure 6. Strategic Management Process vs Design Process

In the chart above, there are similarities between the management process carried out in a business and the process of producing design work.

Based on the results of the review above, the following conclusions are obtained:

Design as part of business nowadays. Design comes in as a supporter of a business related to the visualization of the company's image, product visualization to product development that answers market needs. Design that has a big role in a business needs to be managed properly. It is necessary for a company to understand design as the spearhead to introduce the company or product to the market, on the other hand designers need to understand the management system to be able to understand the company and be able to visualize it. Design in the company is found to be related to marketing, and product development. For this reason, the position of design as illustrated in figure 5.

Design management is needed to be a communication bridge for designers and companies. This can be seen in the following figure:

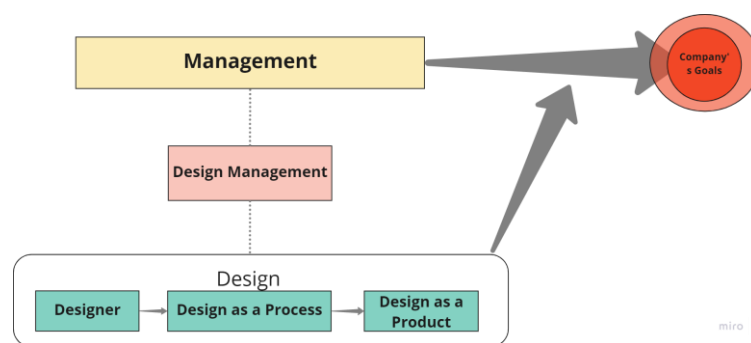


Figure 7. Design position in supporting company's goals

Next can be seen in the following table is a summary of the form of work of the strategic management formulation and design process as follows:

Table 1 Summary of Activity form result of Strategic Management vs Design Process

		Strategic Management			
		Strategic Objectives & Analysis	Strategic Formulation	Strategic Implementation	Strategic Evaluation
Design Process	Emphatize	<ul style="list-style-type: none"> • Identification problem • Identification Market's wants and needs 			
	Define	Design brief			
	Ideate		<ul style="list-style-type: none"> • Sketching • Alternatives design 		
	Prototype			<ul style="list-style-type: none"> • Prototyping • Dummy • Mock up 	
	Test				<ul style="list-style-type: none"> • Product test/Trial • Market test/Exhibition

At the environmental analysis stage and in formulating management strategies, the design process is expressed as an empathy and define process. Which in the process, business actors conduct research related to the market wants and needs, problems faced by the market and then stated in the form of a design strategy in the design brief/design concept. Furthermore, the stage continues by visualizing ideas, making alternatives based on the concepts that have been made. The next stage is the implementation or prototyping stage, making a dummy, or mock-up, so it can be seen the shape, material, appropriateness of the design in accordance with the existing design principles. And finally, testing will be carried out. Testing can be done with variety of methods, for example product trials with tools, product trials by users, market tests through exhibitions to get input from the finished design.

3. CONCLUSIONS

Based on the findings and discussions in the previous discussion, it can be concluded that there is a close relationship between management science and design, in supporting business nowadays. Design as an integral part of business, contributes to answering consumer needs based on the displayed design, consumers are facilitated in making decisions. Design plays a role in the success of a product so that it will increase sales and lead to increased business. For this reason, design as a designer, design as a product, and design as a process need to be managed so these can synergize, and business and design become a unity in a business that is carried out continuously. The end of this desk-research which aims to get a new model that synergizes design and management as novelty. For further research, it can be continued with a description of the initial model that has been obtained.

REFERENCES

- [1] I. H. J. J. B. Listyawati, Manajemen, dan Akuntansi, "Peran Penting Promosi dan Desain Produk Dalam Membangun Minat Beli Konsumen," vol. 3, no. 1, 2016.
- [2] T. Brown, *Getting under your skin: Or how design thinking is about more than style* (Change by design: How design thinking transforms organizations inspires innovation). California: HarperCollins, 2009, pp. 13-38.
- [3] M. D. Septian and A. B. Leksono, *Dasar Manajemen Desain*. Malang: Universitas Brawijaya Press, 2018.
- [4] A. E. N. Rizali, "Intelektualitas Dan Kreativitas Desainer Sebagai Peluang Meningkatkan Industri Kreatif," in *Seminar Nasional Envisi: Industri Kreatif*, Surabaya, 2020: Penerbit Universitas Ciputra.
- [5] J. A. Walker and J. Attfield, *Design history and the history of design*. JSTOR, 1989.
- [6] J. Howkins, *The creative economy: How people make money from ideas*. Penguin UK, 2002.
- [7] R. Kilmer and W. O. Kilmer, *Designing interiors*. John Wiley & Sons, 2014.
- [8] K. Best, *Design management: managing design strategy, process and implementation* (no. Query date: 2022-06-09 08:21:01). books.google.com, 2006.

- [9] P. Priyono, T. Chandra, Ed. *Pengantar Manajemen*. Surabaya: Zifatama Publisher, 2007, p. 140.
- [10] D. Wijayanto, *Pengantar manajemen*. Jakarta: Gramedia Pustaka Utama, 2013.
- [11] E. Novianto, *Manajemen Strategis*. Deepublish, 2019.
- [12] F. R. David and F. R. David, *Manajemen strategik: Suatu pendekatan keunggulan bersaing*, 15 ed. Jakarta: Salemba Empat, 2017.
- [13] G. R. Terry, "Principles of Management (5th b.), Homewood Illinois, Richard D. Irwin," ed: Inc, 1968.
- [14] A. Sachari and Y. Y. Sunarya, *Tinjauan Desain*. Bandung: Penerbit Institut Teknologi Bandung, 2000.
- [15] B. Prasetyowibowo, *Manajemen desain*, 979-96807-0-0 ed. Bandung: Penerbit Yayasan Delapan-Sepuluh, 2000, p. 267.
- [16] S. Garner and C. Evans, *Design and designing: a critical introduction*. Berg, 2012.
- [17] M. Carroll, "Stretch, dream, and do-a 21st century design thinking & STEM journey," *Journal of Research in STEM Education*, vol. 1, no. 1, pp. 59-70, 2015.
- [18] C. Nakata and S. C. Bahadir, "Managing design for innovative new products and services," *Journal of Business Strategy*, 2021.
- [19] K. Best, *Design management: managing design strategy, process and implementation*. AVA publishing, 2006.
- [20] R. Sukmanegara, "Definisi Manajemen Desain," ed. Jakarta: Universitas Komputer Indonesia, 2020.
- [21] P. Gorb, "The business of design management," *Design Studies*, vol. 7, no. 2, pp. 106-110, 1986.