CONFERENCE BOOK OF
ABSTRACT PROCEEDING

AN

**Venue: Ibis Styles Ambassador Seoul Myeongdong
Seoul, South Korea
Date: November 14-15, 2019**

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Book of Abstracts Proceedings

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- Social and Community Studies
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CONFERENCE CHAIR MESSAGE

Dr. Vincent W Ho

"International Conference of Akademika Nusa Internasional " is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences, business and economics, applied sciences, engineering and technology, health and medical sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let's get over all sorts of discrimination and take a look at the wider picture. Let's work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.
Dr. Vincent W Ho
Conference Chair
Email: info@anissh.com

CONFERENCE SCHEDULE

ANISSH-2019

Venue: Ibis Styles Ambassador Seoul Myeongdong, Seoul, South Korea

Time: Registration & Kit Distribution (09:00 am - 09:10 am)
Day: Thursday
Date: November 14, 2019

Venue: Room 1

09:10 am - 09:30 am	Introduction of Participants
09:30 am - 09:40 am	Inauguration and Opening address
09:40 am - 10:00 am	Grand Networking Session

Tea/Coffee Break (10:00 - 10:30 am)

DAY 01 Thursday (November 14, 2019)

Presentation Session (10:30 am - 01:00 pm)

Venue: Room 1

Paper ID	Manuscript Title	Preseter Name
Track A: Business, Management, Economics, Social Sciences and Humanities		
RSELE-NOV-108	Diversity and cohesive living management in Cameroon towns and cities through the lenses of Nancy Fraser	Chah Longku Elvis
RSELE-NOV-105	Inequality Of Economic Growth Between Region In Indonesia: Hard Infrastructure Or Soft Infrastructure?	Mohammad Kemal Taufiqurrahman
SBTM-119-ANI101	The Commodification of Luck in Promotional Texts of Beauty Products and Travel Services "	Piyaporn Punkasirikul
SBTM-119-ANI102	Thai Society Beliefs in Online Newspaper	Wirat
SBTM-119-ANI103	Motherhood in dairy product advertising discourse	Thinnawat
SBTM-119-ANI104	Language Strategies Used in Presenting the Concepts of Success in the Book Entitled Samong Settthi Written by Khunkhao Sindhusen Khaejornbut	Karakoon
SBTM-119-ANI105	The Use of Address Terms for His Majesty the King in Tertiary Education Speech Contest in Honor of His Majesty King Bhumipol Adulyadej The Great	Suphakkhathat
SBTM-119-ANI106	Figure of Speech in the Translation of the Book Series of Common Knowledge about China*	Bilyu Yang
SBTM-119-ANI109	Do positive reviews of the previous generation products benefit next generation	Yan Shi
SBTM-119-ANI110	Price and Volatility Analysis of Bitcoin Using News and Investors Sentiment	Zheshi Chen
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SEO-2119-101E	Predicting The Aggregate Technical, Commercial And Collection Losses In Nigeria Power Distribution Station Using Artificial Neural Network	Ganiyat Oyindamola Owolabi
EIBA-Nov19-KR101	Influence of ZnO-Nanoparticle Photocatalysts on Polypropylene Composite Materials	Ampawan Prasert
EIBA-Nov19-KR102	Meso-substituted Donor-acceptor Metalloporphyrins: Band Gap Energy, Density of States, and Electronic Absorption Spectra Properties	Lala Adetia Marlina

Lunch Break (12:00 pm 01:00 pm)
Closing Ceremony

Conference Day 02 (November 15, 2019)

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself.

TRACK A

BUSINESS, ECONOMICS SOCIAL SCIENCES AND HUMANITIES

The Commodification of Luck in Promotional Texts of Beauty Products and Travel Services "

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The objectives of this study are (1) to investigate the persuasive strategies on the Facebook Pages of Thai companies selling beauty products and hotel and travel services, and (2) to disclose how those strategies perpetuate certain Thai social values. The data of this are 2 posts on Facebook Pages of the companies of beauty products and 2 posts from hotel and travel service during January-August 2019. Five persuasive strategies were employed in these posts: lexical choices, simile, rhetorical questions, intertextuality, and visual cues. The analysis of these strategies revealed that these posts help perpetuate the belief in auspicious belief in Thai culture. These persuasive strategies are beneficial for the companies and services in creating more market shares since the posts encompass a large group of target customers, people born under the 12-star sign, people born on each day of a week, and people born on Chinese Zodiac, and the belief of Feng shui. These strategies were also employed to be certain that all kinds of the products and services can be sold.

Thai Society Beliefs in Online Newspaper

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The objective of this paper was to study the beliefs in Thai society from online news since January - June 2019. Based on qualitative research, the data used for this paper were 8 online newspapers, Thairath Dailynews Matichon Komchadluek Banmuang Khaosod Naewna Thaipost, and the data presentation was analytical research.

The results of the study found that social news presents about the belief in fortune in the hope of getting riches from the lottery is found to be the most. Followed by news about praying for the healing and recovery, belief in ghosts or supernatural, religious beliefs and rituals to ask for things to happen as needed. The beliefs reflect that Thai society still lack of knowledge and understanding in economics, natural science, as well as access to public health and medical. This may be due to the educational system, economic problems, poverty, transportation and critical thinking to solve problems.

Motherhood in Dairy Product Advertising Discourse

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The objective of this research was to study the motherhood through the dairy product advertising discourse in Ruk Luke Magazine. The data were derived from 28 advertising scripts directly communicating the business of childrens dairy products, and the dairy products for mothers who are getting pregnant and breastfeeding in Ruk Luke Magazine published from January 2015 to December 2016. The research results revealed that 2 linguistic strategies were used in the dairy product advertising discourse in Ruk Luke Magazine to create ideology as follows: (1) verbal strategy and (2) nonverbal strategy. Such linguistic strategies play a role in the motherhood ideology construction as follows. A mother is an important and suitable person for child rearing. A good mother is the one who knows how to prepare herself for self-care. A mother has to seek knowledge and keep herself up to date. In addition, a mother must raise her children the best

Language Strategies Used in Presenting the Concepts of Success in the Book Entitled Samong Settthi Written by Khunkhao Sindhusen Khaejornbut

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Keywords: Language Strategies, Discourse, Concepts of Success

This article aims to study the language strategies used in presenting the concepts of success in the book entitled Samong Settthi written by Khunkhao Sindhusen Khaejornbut. Only verbal language strategies were studied, and data used for the analysis were from this book. Samong Settthi is a book in the Bestseller category, and its essence aims to encourage in creation of success, wealth, and richness for readers. The findings revealed that there were 6 strategies used in presenting the concepts of success: 1) use of rhetorical question, 2) use of metaphor, 3) use of directive speech acts, 4) use of presupposition, 5) lexical choices, and 6) use of intertextuality. Also, there were 4 concepts of success found in this book: 1) wealth and richness leading to success, 2) learning inside the classroom being unable to become successful, 3) achieving financial independence, and 4) moral leading to happy and successful life.

The Use of Address Terms for His Majesty the King in Tertiary Education Speech Contest in Honor of His Majesty King Bhumipol Adulyadej The Great

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Keywords: Address Term, His Majesty the King, Speech

The objective of this research work is to study on the address terms for His Majesty the King from the Tertiary Education Speech Contest in Honor of His Majesty King Bhumibol Adulyadej The Great in the preparation stage of each ceremony. The number of the studied speeches is 65. The findings from the study indicate that the address terms for His Majesty the King can be divided into 2 types, namely, the terms that directly address the royal name of His Majesty the King and the address terms that are pronouns. The aforementioned address terms have objectives of praising and honoring His Majesty the King. In addition, the address terms also reflect the opinions that Thai people have towards His Majesty King Bhumibol Adulyadej The Great as Dhammaraja (the King of Righteousness), a God-like King, the Father of the Land, the King of Development, and the Wiseman of the Land. All of the aforementioned address terms partly depict His Majesty as the Great King who cannot be replaced by any other king in the present era.

Figure of Speech in the Translation of the Book Series of Common Knowledge about China*

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Keywords: Figure of Speech, Translation, Chinese, Thai

Figure of speech is figurative language in the form of a single word or phrase to be effective in thinking, understanding, imagining and conveying emotions for better understanding the author's writing intention. The words of figure of speech usually organized in difference ways instead of straight forward telling. Whats more, figures of speech particularly well to literature and poetry. This research is a documentary research, aims to study figure of speech usage in translating Chinese to Thai in the book series of Common Knowledge about China which published by Higher Education Press in 2007. The results of the study noted that 7 types of figure of speech are found in Thai language which as a translation language of the book series as following: 1) simile 2) personification 3) paradox 4) allusion 5) reduplication 6) rhetorical question and 7) onomatopoeia. Furthermore, figure of speech usage can make the language beautiful and profound, help readers imagine images or create images in their hearts, as well as stimulate readers' thoughts to think deeply and feel impressive

Do Positive Reviews of the Previous Generation Products Benefit Next Generation

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Keywords: Positive Reviews, Sales Volumes of Next Generation Product, Time Interval, Price Growth Rate

Our research examines the relationship between positive reviews of previous generation products and sales volumes of next generation products in two situations. We find that the positive reviews of previous generation products have an inverted U-shaped relations with the sales volumes of the next generation products when the time interval between two generational products is short. Further, we reveal that this relations is positive when time interval between two generations of products is long. Moreover, there is an inverted-U-shaped relationship between positive reviews of previous generation products and sales volumes of next generation products when price growth rate of next generation product is low and a positive relationship when price growth rate of next generation product is high. We test our hypotheses using online sales data of China mobile market. Our empirical analysis contributes to the research of multi-generational products and online reviews.

Diversity and cohesive living management in Cameroon towns and cities through the lenses of Nancy Fraser

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Keywords: Cities, Living together, Diversity and Nancy Fraser

The Constitution of the Republic of Cameroon, 1961 recognizes the richness of the countrys social and cultural diversities and is committed to advancing it. The Constitution asserts the believe that: Cameroon belongs to all who live in it, united in our diversity. This constitutional ideal should be seen as a mandate that must be promoted by Cameroons three spheres of government national, regional and local governments (about 281 municipalities/Ethnic groups). In line with the constitutional principles of cooperative governance, all three spheres of government have a duty to realize the well-being of the people of Cameroon. Municipalities have constitutionally protected legislative and executive powers to govern local communities and realize their developmental mandate and goals. Cameroon cities (governed by municipalities) are considered a melting pot for racial, religious and ethnic diversity. In addition to immigrants from different countries across the world, Cameroons major cities are said to accommodate 50- 60% of the interprovincial migration that takes place in the country. According to the United Nations 2017 International Migration Report, foreign migrants make up 14.1% of Africas population which reflects 8.7% in the case of Cameroon according to a local census conducted in October 2017 by the Cameroon Ministry of Territorial administration and decentralization. These projections indicate that if the management of diversity (including intangible cultural heritage) within Cameroon cities is not taken seriously, it can significantly jeopardize their transition to a sustainable future. Constant disrespect and attacks against foreigners and the devastations that come with them attest to this possibility. This paper seeks to interrogate how Cameroon cities can contribute towards managing diversity within their jurisdictions through the lenses of Nancy Frasers theory of justice based on participatory parity. Drawing theoretical insights on the three pillars of her theory (redistribution, recognition, and representation) this paper submit concrete proposals that can assist Cameroon cities and other cities in the globe to better manage diversity within their jurisdictions. It is argued that their legislative and executive powers and functions are adequate to implement some of the measures envisaged in Frasers theory. This paper fits into one of the domains of this Conference; Living standards.

Inequality of Economic Growth Between Region In Indonesia: Hard Infrastructure or Soft Infrastructure?

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Keywords: Inequality, Hard Infrastructure, Soft Infrastructure, Economic Growth

Infrastructure is one of the inputs that could affect the growth of a region. The difference in infrastructure development between regions is an obstacle for Indonesia in the rise of economic growth, which will be directly proportional to the increase of inequality between regions. In this study, infrastructure is divided into 2: hard infrastructures, where there are electrification variables, access to water and road access, and soft infrastructure, explained through variables of life expectancy, literacy rates, and school enrolment rates. This study is conducted using the Ordinary Least Square analysis techniques to explain the growth-inequality between regions using the Williamson Index. Principal component analysis (PCA) is applied in this study to define hard infrastructure variables and soft infrastructure. The results of this study show that the development of hard infrastructure and soft infrastructure in various regions in Indonesia has reduced the number of inequality in various regions in Indonesia.

Price and Volatility Analysis of Bitcoin Using News and Investors Sentiment

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Keywords: Bitcoin, Price and Volatility, Machine Learning, News and Sentiment

The platform Biniuniu has become a valuable aggregation source of investor and media sentiment. This paper presents an evaluation of news sentiment as a useful metric for predicting financial markets, specifically the bitcoin price, and volatility. The news associated with the bitcoin are tracked in order to determine if the investors sentiment and media hype contained within those tweets reflects the price and volatility of Bitcoin. The sentiment of news is categorised as having a positive, negative or neutral opinion of Bitcoin using machine learning techniques and on actual price changes one day in the future at the same time. Time series analysis is performed which reveals that there is a positive correlation between the news sentiment and the bitcoin price and volatility. We further conduct price prediction using machine learning algorithm, and sentiment is an important metric. The model was able to correctly predict, the days with the largest percent increases and percent decreases in price for bitcoin.

TRACK B

ENGINEERING, TECHNOLOGY, COMPUTER AND APPLIED SCIENCES

Influence of ZnO Nanoparticles on PP Composite Materials for Photocatalytic Application

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Keywords: Nanocomposite Polypropylene, Zinc oxide, Photocatalysis, Antibacterial

Upgrading of materials to increase in excellent properties has been attempted to apply in various applications. One of the interesting challenges is the materials by adding metal oxide to form nano composited photocatalysts. As a result of composite materials that have new properties or good properties than obtained material. In this research, ZnO nanoparticles were used to composite PP and form the ZnO/PP nanocomposite materials. The melt mixing technique was used to prepare these materials. The influence of ZnO/PP was investigated on their morphology, mechanical and chemical properties, Methylene blue degradation, and antibacterial. The result of SEM could confirm the dispersion of ZnO nanoparticles and a few agglomerated. In addition, It was found that ZnO improved mechanical and chemical properties only 0.5ZnO/PP. However, ZnO nanoparticles increase with methylene blue degradation and antibacterial increase. As exposure to daylight result shows that the light is the important factor cause the properties of the nanocomposite materials for 24 weeks. The E.coli that represent bacterial in this research exhibit an increase of antibacterial when they were in the light and dark condition.

Predicting The Aggregate Technical, Commercial And Collection Losses In Nigeria Power Distribution Station Using Artificial Neural Network

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Keywords: Artificial Neural Network (ANN), Alyuda Forecaster Distribution Station Simulation

A model was developed using Artificial Neural Networks (ANNs) software to accurately predict the ATC & C losses for the eleven distribution stations in Nigeria power sector. The ATC & C losses for each of the distribution stations were used as the input data and the total losses experienced in the whole country for a period of January 2015 to February 2019 was used as the output data inside the ANN model. The NashSutcliff Model Efficiency Coefficient (NSE) was used to analyze the difference between the experimental and the simulated results, in order to determine the predictive power of the ANN software. The results obtained revealed the variables that affect the ATC &C losses through a sensitivity analysis graph. The measured ATC &C losses agreed well with the predicted ATC &C losses, which signifies that the model has very high accuracy and can be used for predictions based on the computed R2 and NSE values for the training and validation samples.

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