3rd ICGSS INTERNATIONAL CONFERENCE of Graduate School on Sustainability

Contemporary Studies on Sustainable Development

September 22-23, 2018
6 Graduate School Building, University of Medaneka Malang, Terusan Boyo Dieng So Malang, East Java, Indonesia

CALL FOR PAPER

The exploration of sustainable development issues is still very open, especially at the regional level. These issues inspired Unmer Graduate Program in a sustainable manner to develop research and teaching. The conference is based on the belief that there are a large number of contemporary studies that are interdisciplinary and in the form of regional case studies in different countries. We need a range of inputs that will be the foundation for the specific study of environmental engineering, sustainable cities, and natural resource management.

The special themes we prepare are based on several issues in economics, and the field of architecture in order to explore the possibilities of interdisciplinary characters. Authors are invited to submit their papers with the following subthemes (but not limited to):

Subthemes of Natural Sciences
- Architecture for Sustainable Cities and Communities.
- Architecture for Resilient Infrastructure and Sustainable Industrialization.
- Architecture for Affordable and Clean Energy
- Environmental Engineering for Clean Water and Sanitation.

Subthemes of Economic
- Decent Work and Economic Growth for Economic Sustainability at Global Competition from Development of Tourism, Entrepreneurship, Small and Medium Enterprises.
- Industry Innovation and Infrastructure Supported by Development of Accounting: Banking; Capital Market; Tourism Production and Consumption; Business Management; Marketing; HRM; Institutions.
- Innovation for Decent Work; SMEs; Creative Industry; Entrepreneurship.
- Sustainability in Accounting.
- Corporate Governance & Corporate Social Responsibility.

KEYNOTE SPEAKERS

Professor Dr. Yuni Arini, Universitas Indonesia, Indonesia
Professor Dr. Khairullah, Universitas Muhammadiyah Malang, Indonesia
Professor Dr. Norlida Ahmad, Universitas Comenius, Indonesia
Professor Dr. Yunus, Universitas Indonesia, Indonesia

INVITED SPEAKERS

Professor Dr. Iwan Karim, Universitas Indonesia, Indonesia
Professor Dr. Faisal, Universitas Negeri Jakarta, Indonesia
Professor Dr. Yuni Arini, Universitas Indonesia, Indonesia
Professor Dr. Khairullah, Universitas Muhammadiyah Malang, Indonesia
Professor Dr. Norlida Ahmad, Universitas Comenius, Indonesia
Professor Dr. Yunus, Universitas Indonesia, Indonesia

IMPORTANT DATES

Deadline for Full Paper Submission: September 27th, 2018
Notification of Paper Acceptance: September 10th, 2018
Deadline for Registration: September 17th, 2018

CONFERENCE FEE

Presenter:
- Indonesian Presenter: IDR 300,000
- International Presenter: USD 190

Participant:
- Indonesian Participant: IDR 200,000
- International Participant: USD 15

more info: website: pasu.unmer.ac.id/en/tentangannounced email: conference@unmer.ac.id contact person: phone: +6281931691922/13904453011
HANDICRAFT PRODUCT DESIGN FOR MICRO AND SMALL ENTERPRISE IN MALANG TOURISM

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ABSTRACT
Malang City has 77,778 MSEs and 141,906 workers in various business sectors, one of which is a Handicraft. Micro and small enterprises in this city are known to have good and quality products, but there are still many of these MSEs who still have to struggle in designing their products. The existing problem is that there has not been handicraft product design special for micro and small enterprises in Malang Tourism. The method used in this study was focus group discussion activity which was done with the handicrafters of Malang handicrafters association. The research has produced the handicraft product design for MSE in this city. The designs are the use of the word Malang on the product; use of the picture of the town's monument; picture of lion's head and lotus as symbol of the town; beautiful shape; unique and dynamic impression; functional aspect of the product; easy to carry; at light.

Keywords: focus group discussion; handicraft; MSEs; product design

1. INTRODUCTION
In Malang tourism, society respects each other and they are open for new things. This also happens in the development of handicrafts in the town with the developing design. The business doers of micro and small industry (MSEs) also respect the difference in the designs of handicrafts and they are open to new designs. Therefore, this study is important to do to bring the city symbol such as lotus, lion, and town monument as the motif handicraft design for the MSEs.

1.1. The Product of Wooden Craft in Malang Nowadays
Nowadays, the field of design and home accessories production and wooden handicraft products in Malang does not have something special. This is because the design of the wooden product is still too common and that is why the handicrafters produce the crafts with almost similar motifs. As the example are the wooden crafts...