Educational Research to Endorse Productive and Innovative Generation in the 21st Century

16-17 October 2017
Ball Room Grand Mercure Hotel, Medan - Indonesia

Organized by:
Post Graduate School
State University of Medan
North Sumatera, Indonesia
Proceedings of The 2nd Annual International Seminar on Transformative Education and Educational Leadership (AISTEEL 2017)

“Educational Research to Endorse Productive and Innovation Generation in The 21th Century”

Grand Mercure Hotel, Medan City, North Sumatera, Indonesia
October 16-17, 2017

Editorial Board

Editorial-in-Chief
Dr. Juniastel Rajagukguk, M.Si (State University of Medan, Unimed)

Deputy Editor
Dr. Saronom Silaban, M.Pd (State University of Medan, Unimed)

International Advisory Board / Scientific Committee
Prof. Dr. Kala Saravanamuthu (University of Newcastle, Australia)
Prof. Arjen EJ Wals (University of Gothenburg, Sweden)
Prof. Dr. Bornok Sinaga, M.Pd (Unimed, Indonesia)
Prof. Dr. Aytekin Isman (Sakarya University, Turkey)
Prof. Peter Charles Taylor, Ph.D., Med., B.Sc., Dip.Ed (Murdoch University, Australia)
Prof. Dr. Mukhlas Samani, Ph.D (Indonesia)
Prof. Dr. Jailani bin Md. Yunos (University Tun Hussein on Malaysia)
Prof. Dr. Nurahimah Mohd. Yusuf (UTM, Malaysia)
Assoc. Prof. Dr Pedro Isaias (University of Queensland, Australia)
Assoc. Prof. Elisabeth Taylor, Ph.D (Murdoch University, Australia)
Dr. Bambang Sumintono, M.Ed (Universiti Malaya, Malaysia)
Dr. Isma Widyaty, M.Pd (UPI, Indonesia)
Prof. Dr. Syahrul R, M.Pd (UNP, Indonesia)
Prof. Amrin Saragih, MA., Ph.D (Unimed, Indonesia)
Assoc. Prof. Ade Gafar Abdullah, M.Si (Universitas Pendidikan Indonesia)
Eng. Asep Bayu Dani Nandiyanto (Universitas Pendidikan Indonesia)
Prof. Dr. Hartono, M.Pd (Universitas Negeri Semarang)

Please cite the proceeding as “Proceeding of the First Annual International Seminar on Transformative Education and Educational Leadership Vol. 2” with the following abbreviation: Proc. Aist., 2
Preface

The 2nd Annual International Seminar on Transformative Education and Educational Leadership (AISTEEL with web link is http://aisteel2017.unimed.ac.id/) was held on October 16-17, 2017 in Medan City, Indonesia. This conference was organized by Postgraduate School, State University of Medan (Unimed) and is the routine agenda at Unimed now. The Second Annual International Seminar on Transformative Education and Educational Leadership’ is realized this year with various presenters, researchers, lecturers and students from universities both in and out of North Sumatera participate in the theme of which is “Educational Research to Endorse Productive and Innovative Generation in the 21st Century.”

2nd AISTEEL is the annual international seminar with main aim is to discuss of recent research special for Transformative Education and Education Leadership. Several topics like: Teachers Education Model, Research Global Issue in Education, Mathematics and Science Education, Social, Language Education, Vocational Education, Curriculum, Economic, History and Management Education have been discussed at the 2nd AISTEEL 2017. 2nd AISTEEL international seminar provided experts’ view on transformative education and educational leadership as well as curriculum article presentation. There were five keynote speakers have been came Professor Keiichiro Yoshinaga, Dr. Bambang Sumintono, Dr. Sitti Maesuri Patahuddin, and Dr. Yulia Rahmawaty. The organizer had been use online submission system to receive all abstract, full paper and also communication with authors. All of information include with comment of reviewer can be cheked real time by author.

Chairperson

Dr. Rahmad Husein, M.Ed
Welcoming Speech of Director of Postgraduate School State University of Medan

The Second Annual International Seminar on Transformative Education and Educational Leadership (AISTEEL)

The honorable,
- Rector of State University of Medan, Prof. Dr. Syawal Gultom, M.Pd.
- Vice Rectors of UNIMED
- Professor Keiichiro Yoshinaga, PhD, Institute of Liberal Arts and Science, Kanazawa University – Japan
- Dr. Bambang Sumintono, M.Ed., University Malaya – Malaysia
- Dr. Sitti Maesuri Patahuddin, Faculty of Education, Science, Technology and Mathematics, University of Canberra – Australia
- Yuli Rahmawati, Chemistry Education Program, Universitas Negeri Jakarta
- Deans of Faculties of Education, Languages and Arts, Social Sciences, Natural Sciences and Mathematics, Engineering, Sports Sciences, and Economics
- Vice Directors of Postgraduate School of UNIMED
- All speakers, lecturers, researchers, students, and participants

Good Morning

Welcome the honorable guests speakers Professor Keiichiro Yoshinaga, Dr. Bambang Sumintono, Dr. Sitti Maesuri Patahuddin, Assoc. Prof. Emilia Zulmira de FAN, and other speakers, lecturers and students from outside and inside Unimed to this international seminar which is the routine agenda at Postgraduate program of Unimed now. I’m glad that ‘The Second Annual International Seminar on Transformative Education and Educational Leadership’ is realized this year with various presenters, lecturers and students from universities both in and out of North Sumatera and participate in the theme of which is “Educational Research to Endorse Productive and Innovative Generation in the 21st Century.”

Ladies and Gentlemen,

In this second seminar exels the first one related to the administration by online and the publication index by either Thomson Reuters or Google Scholar. By the new policy on student’s publication, postgraduate program really matches the system, particularly for the students who will sit in the oral defence examination. Through the seminar, the postgraduate students improve their article journal writing and it is proved by many articles are submitted by the students.

The plenary speakers coming from 15 provinces in Indonesia will present topics covering multi disciplines. They will contribute a lot of inspiring inputs and new knowledge on current trending educational research topics all over the world. The expectation is that all potential lecturers will share their research findings to educational scientists and researchers as well for improving their teaching process and quality. Thus, this will contribute to the next young generation researchers to produce innovative research findings in education and educational leadership contexts.

This second seminar continues the promotion of the first sequel ‘Developing Future Teachers’ Education Model. Therefore, the propose of this second seminar on the transformative education and educational leadership research will trigger the young professional lecturers and educators to compete in the invention of innovative educational teaching and learning strategies, techniques and leadership.

I hope that the scientific attitude and skills through research will promote Unimed to be a well-known university which persists to be developed and excelled in the future.

Thank you the Rector of Unimed who always supports us in organizing the seminar. Thank you all guest and plenary speakers. Special thanks to both steering and organizing committee who have well-coordinated and colaborated in actualizing the seminar.

Director of Postgraduate Unimed

Prof. Dr. Bornok Sinaga, M.Pd
## TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Effect of Using Collaborative Learning Strategy on The Student’s Achievement in Writing Descriptive Text</td>
<td>1</td>
</tr>
<tr>
<td>Nursyah Handayani</td>
<td></td>
</tr>
<tr>
<td>The Development of Multicultural Based Teaching Materials on the Observation Report Text for Senior High School Student</td>
<td>5</td>
</tr>
<tr>
<td>Nurhasanah Permata Sari Sembiring, Khairil Ansari, Mutsyuhiito Solin</td>
<td></td>
</tr>
<tr>
<td>The Power Behind Advertisement</td>
<td>10</td>
</tr>
<tr>
<td>Endang Larasati</td>
<td></td>
</tr>
<tr>
<td>The Effect of Using Audio Visual Media on Student’s Vocabulary Mastery</td>
<td>13</td>
</tr>
<tr>
<td>Resti Citra Dewi</td>
<td></td>
</tr>
<tr>
<td>Ideational Taxonomic Relation of Hata Pangupa in Tapanuli Selatan Wedding Ceremony</td>
<td>17</td>
</tr>
<tr>
<td>Mutia Nasution</td>
<td></td>
</tr>
<tr>
<td>Pal’s Leadership Style and Teacher’s Performance of Islamic Junior High State School (MTsN) Hamparan Perak Deliserdang Distric</td>
<td>21</td>
</tr>
<tr>
<td>Nurmalia, Maria Ulfa Handayani, Denny Khairani, Desi Prawita</td>
<td></td>
</tr>
<tr>
<td>The Influence of Work Motivation on Teacher’s Job Performance of Vocational High School in Medan</td>
<td>24</td>
</tr>
<tr>
<td>Darmawati, Sri Melfayetti, Selamat Triono Ahmad</td>
<td></td>
</tr>
<tr>
<td>Error Analysis by Using Tenses of Senior High School</td>
<td>28</td>
</tr>
<tr>
<td>Hariyanto</td>
<td></td>
</tr>
<tr>
<td>The Traditional Custom and Ceremonial Tradition in Suku Anak Dalam Language</td>
<td>32</td>
</tr>
<tr>
<td>Putri Ayu Lestari</td>
<td></td>
</tr>
<tr>
<td>The Impact of Internet Marketing on Success of Women Micro, Small and Medium Enterprises Innovation as Intervening Variable</td>
<td>36</td>
</tr>
<tr>
<td>Fivi Rahmatus Sofiyah, Ami Dilmam</td>
<td></td>
</tr>
<tr>
<td>The Effect of Cooperative Integrated Reading and Composition (CIRC) Technique on Students Reading Comprehension</td>
<td>40</td>
</tr>
<tr>
<td>Linda Efrina Nasution</td>
<td></td>
</tr>
<tr>
<td>Translation Shifts in Translating Didong from Gayonese in to Bahasa Indonesia</td>
<td>44</td>
</tr>
<tr>
<td>Wike Yurida</td>
<td></td>
</tr>
<tr>
<td>The Effect of Team Assisted Individualization (TAI) Strategy on Student’s Reading Comprehension</td>
<td>48</td>
</tr>
<tr>
<td>Khairuni Syafitri</td>
<td></td>
</tr>
<tr>
<td>The Effect of Organizational Culture on Working Disciplines of Madrasah Ibtidaiyah Head Master in Deliserdang</td>
<td>53</td>
</tr>
<tr>
<td>Muhammad Rifai ‘i, Syfaruddin Siahaan, Siman Nurhadi</td>
<td></td>
</tr>
<tr>
<td>Student’s Achievement on Reading Comprehension in Narrative Text by Using Think Pair Share Technique (TPS) at SMPN 1 Lubuk Pakam</td>
<td>58</td>
</tr>
<tr>
<td>Eprima Lestari Hutabarat</td>
<td></td>
</tr>
<tr>
<td>Ideational Taxonomic Relations of Hobar on Parpokatan Orja of South Tapanuli</td>
<td>63</td>
</tr>
<tr>
<td>Novria Grathuyanuani</td>
<td></td>
</tr>
<tr>
<td>The Effect of Using Task Based Learning Method on the Student’s Achievement in Reading Comprehension</td>
<td>69</td>
</tr>
<tr>
<td>Nilam Ulami Siregar</td>
<td></td>
</tr>
<tr>
<td>Relationship of Initiation Structure and Consideration with Effectiveness Leadership</td>
<td>72</td>
</tr>
<tr>
<td>Wanti Simanjuntak, Syaiful Sagala</td>
<td></td>
</tr>
<tr>
<td>The Effect of Storytelling Method on Students Writing Narrative Text Ability at the Eleventh Grade Students of MAN Panyabungan</td>
<td>77</td>
</tr>
<tr>
<td>Armita Novriiana Rambe</td>
<td></td>
</tr>
</tbody>
</table>
The Implementation of Curriculum 2013 in Vocational High School 4 Takengon....................... 80
Zainal Arifin, Herbert C.B. Manalu, Rini Deliana, Fitri Ariyanti

The Difference of Mathematical Problem Solving Ability by Using Student Teams Achievement Division (STAD) and Direct Instruction on System Linear Equation Two Variable in Grade VIII SMP Negeri 11 Medan.......................................................... 84
Faradilla Bafaqih, Ceecep Nandar

The Influence of Problem-Based Learning and Every One is A Teacher Here Models on Higher Order Thinking Skills in Environmental Pollution Topics........................................................................ 89
Kurnia Putra, Hasruddin, Ahmad Rafiqi Tantawi

The Effect of Applying Task Based Learning (TBL) Approach on The Student’s Ability in Writing Descriptive Paragraph.......................................................... 94
Vijay Khana

Teacher’s Language Style in English Course Class.................................................................. 98
Dyan Yosephin Hutagalung

Differences Between Students Mark Taught With Co-Operative Learning Model Type TGT With Guess The Words Media Compared With Students Mark Taught With Co-Operative Learning Models With Words Square Media in Hydrocarbon Subject.................................................................. 101
Hariani Siregar, Gulmah Sugiharti

Language Used by Male and Female of Darul Ilmi Murni.................................................................. 107
Syakri Hidayati

The Use of Journal Writing in Improving Student’s Writing Skill of Recount Text.................. 110
Muhammad Ilham Adha

Teacher and Student Perceptions Toward Practical Implementation Obstacles at Learning Chemistry.................................................................. 114
Sepra Pajar, Ramlan Sibalan, Zainuddin Muchtar

The Analysis of the Implementation and Problems of Lab Work on Chemistry Learning........... 120
Elvira Lastri, Iis Siti Jahro, Marham Sitorus

The Implementation of Using Library Card and ICT Based Library Service System in Increasing Reading Interest of Primary School Students at Tanjung Gading of Batu Bara Regency ............... 125
Suci Amalia, Asih Menanti

Project Based Learning Tools Development on Alcohol and Ether Materials at Natural Science Faculty State University of Medan.......................................................... 132
Nadia Armina Ramad, Jamalam Purba

The Development of Teaching Material to Write Explanation Text Based on Mind Map............. 138
Pienti Mala Ningsih Manalu, Biner Ambarita, Rosmawaty Harahap

Improvement of Student Learning Outcome Using Model of Collaborative Based Lesson Study with Student’s Worksheet on Materials Hydrolysis.................................................. 141
Agus Muliaman, Laila Majnun Hutagaol

The Application of Comic Learning Media to Improve Student’s Achievement on Reduction and Oxidation Reaction Topic.......................................................... 146
Anggi Desviana Siregar, Rini, Herdini

The Application of Cooperative Learning Round Robin to Improves Student Learning Achievement on the Subject of Electrolyte-Nonelectrolyte and Redoxin Class X SMAN 1 Seberida.............................. 150
Nora Santi, Betty Holiwarni, Johni Azmi

The Effect of Combination Cooperative Learning Models Toward Learning Result.................. 154
Sapnita Idamarna Daulay

The Maintenance of Hokkien Among Chinese Speakers in Stabat........................................... 159
Widya Ningsih

Effect of Blended Learning Model and Learning Style to Civic Education Learning Results in Class VII in Junior High School Panca Budi Medan.................................................................. 164
Madina Qudsia Labis, Reh Bungana Br.Perangin-angin, Mursid

EFL Student’s Uses of Um as Fillers in Speaking.......................................................... 169
Eka Riana
The Influence of Role Playing Method and Self Concept of Social Skills of 5-6 Years Old Child
Rabiah Hanum Hasibuan, Anita Yuw, Yusnadi

172

The Effect of Learning Approach and Personality Type Towards Learning Outcomes
Dwoh Dinda Sari, Julaga Situmorang, Buzmin Gunghi

178

The Effect of Learning Models and Critical Thingking Skills on Social Science Learning Outcomes
Juriah Siregar, Julaga Situmorang, Baharuddin

183

The Effect of Suggestopedia Method on Student’s Achievement in Vocabulary
Heppy Yersin Digiha Purba

188

Application of Active Learning Strategy Type Everyone is A Teacher Here (ETH) to Increase Student Activity and Learning Outcomes in Chemistry on Salt Hydrolysis
Wila Fajrina, Darra Utari Ningsih, Sri Adelila Sari, Habibati

193

The Effect of Learning Strategy and Type of Personality on Student’s Achievement in Economic Science
Dewi Shara Dalimunthe

198

Development of Learning Tools Based on Realistic Mathematics Education of Ethnomatematics Nuances to Improve Mathematical Communication Skill Students in Junior High School 2 Percut Seiutuan
Rizqi Jamiah, Edi Syahputra, Kns. M. Amin Fauzi

202

The Impact of Cooperative Learning Strategy and Learning Interest Toward the Learning Result of Second Year of Senior High School Students in 2016/2017
Riswan Sianturi, Abdul Maun Sibuea, Edward Purba

208

The Development of Flash Program as a Media of Chemistry Learning on Chemical Equilibrium
Leni Khotimah Harahap, Albinus Silalali, Iis Siti Jahro

210

The Ethnic Mandailing Tradition of Courtship (Markusip) and Revitalization Efforts in the Formation of the Character Youth
Riadi Syafatua Siregar, Ratih Baiduri, Robert Sibarani

214

The Effect of Education on Unemployment Rate in Indonesia
Rahmat Putra Ahmad Hasibuan, Dede Ruslan, Fitrawaty

218

Development of Explanatory Text Materials Based on Problem Solving in Senior High School
Pematangsiantar

222

Learning Model of Strengthening Vocational Life Skills With Enterpreneurship Knowledge to Improve Student Learning Outcomes
Husni Wadi Tanjung

226

A Critical Discourse Analysis Wardah Halal Beauty Advertisements
Ayu Lestari Siregar, Mei Lastri E.F. Butar-Butar

229

Influence of Creative Problem Solving (CPS) Mathematics Learning Model to Mathematical Problem Solving and Self Efficacy Students of SMA Negeri 3 Binjai
Nurcahaya Hutayos, Martua Manullang, Ani Minarni

232

Differences in Mathematics Problems Solving Students With Implementing Learning Model Think Pair Square and Group Investigation in Junior High Schools
Abdul Halim, Edy Surya

236

The Acquisition of Nouns and Verbs of Mandalingnese by Two-Year-Old Mandaling Children
Marwah, Amrin Saragih, Sri Minda Murni

240

Utilization of ICT Learning in Senior High School Teladan Medan

244

Tengku Salwa Miranti

250

The Effect of Cooperative Learning Model Based Interactive Media and Interpersonal Communication on Student’s Achievement
Catur Ayu Wialandari, Efendi Napitupulu, Keysar Panjaitan

248

Developing of Learning Material Based on Problem Based Learning to Increase Student’s Mathematical Reasoning Ability and Self-Efficacy in Grade X SMA Negeri 1 Medan
Anggi Paramita Daulay, Dian Armanto, Waminton R

253
Efforts to in Crease A Motivation to Learning Math Using “Program” Learning Model
Linda Sari, Edi Syahputra.................................................. 257

The Efrod of Improving Mathematics Learning Outcome on Quadrilateral and Triangle Matter by
Using Gradually Exercise Strategy with The Assistance of Image Media
Ady Putra, KMS. Muhammad Amin Fauzi, Yulita Moliq.................................................. 261

The Difference on Students’ Mathematical Creative Thinking Ability Between Realistic Approach
with Conventional in The State Madrasah Tsanawiyah 2 of Medan
Susanna Romaria Harahap, Mathew of Student at Junior High School........................................... 264

Developing Learning Materials Using Realistic Mathematics Education to Increase Junior High
School Students’ Mathematical Disposition and Connection Ability
Siska Lestari, Zul Amry, Hasratuddin.................................................. 269

Developing Learning Materials Using Problem Based Learning to Increase Senior High School
Student’s Mathematical Disposition and Representation Ability
Zulaili, Indra Maipita.................................................. 275

Dewi Khairani, Muluyo, Izwita Dewi
The Effect of Question Students Have Strategy on The Result of Students Learning in Mathematics...
Yuliani Aruan, Edi Syahputra.................................................. 281

Analysis of Academic Supervision Competence and Managerial Supervision in Improving the
Performance of Vocational High School Supervisors in Langsa City
Muhammad Hendra, Saut Purba, Mian Siahaan.................................................. 284

The Use in Active Learning Strategy of Learning Starts with a Question Type in the Mathematics
Learning
Jeni Putria Efif, Ani Minami, Pardomuan Sitompul.................................................. 289

Improving the Ability to Learn Math by Using Rubu’ al-Mujayyab Media
Muhammad Hidayat, Edi Syahputra, E. Elvis Napitupulu.................................................. 293

The Impact of Education Cost and Government Spending the Interest Rate of Bank Indonesia
Subtitle
Julika Rahma Siagian, Dede Ruslan, Arwansyah.................................................. 297

The Implementation of Problem Based Learning Models to Improve Mathematical Problem Solving
Ability of Students on Arithmetic Materials in Class VII Junior High School
Elidar Tanjung, Izwita Dewi, Mulyono.................................................. 301

The Effect of Learning Strategies to Trial By Jury in Participation Math Student of
Junior High School
Rizka Putri Rahayu, Ani Minami, Zul Amry.................................................. 305

The Differences Between The Effect of Realistic Mathematics Learning Approach to Conventional
Learning with The Students Mathematics Learning Outcomes in Junior High School of 38 Medan
Grade VII
Diahir Tanjung, Izwita Dewi, Mulyono.................................................. 309

The Effect of Value National Exam Standards at Learning Achievement of Students at Senior High
School
Nurdiana Fahmi, Bornok Sinaga, W. Rajagukguk.................................................. 312

The Effect of Open Unemployment Rate and Level of Vocational High Education to Poverty in North
Sumatera Province
Zulaili, Indra Maipita.................................................. 315

The Application of Cooperative Learning of Think-Pair-Share (TPS) Type to Increase the Students’
Ability of Problem-Solving
Mudrighah Fadhilah Siregar, Zul Amry, Syafari.................................................. 320

The Relationship Between Metacognitive With the Results of Learning Outcomes on the Fungi Topic
Elizabeth, Herbert Sipahutar, Syahmi Edi.................................................. 324

Comparison of DNA Isolation Methods from Economically Valuable Plants in Indonesia
Chairiyani Rizka, Fauziyah Harahap, Syahmi Edi.................................................. 327

Development of Learning Device Based on Realistic Approach to Improve Problem Solving Ability
Mathemath of Student at Junior High School
Susanna Romaria Harahap.................................................. 333
Efforts to Improve Understanding and Use Concept of Additive Fractions and Reduction Using Media Comics on Model Cooperative Learning Type Student Team Achievement Division (STAD)...... 339
Ratu Natalia Perangin-angin, Sahat Siahaan

The Effect of Cooperative Learning Type Games Teams Tournament (TGT) of Mathematics Learning Outcomes in the Fractions Matter....................................................................................... 342
Ansori Hasibuan, Asmin Panjaitan, Asrin Lubis

Development of Authentic Mathematics Assessment in Application of Problem Based Learning Model to Improve Problem Solving Ability and Understanding of Student Mathematics Concept at Namorambe Secondary Private Middle School Junior High.................................................................... 347
Kartika Sari, Asmin, Bornok Sinaga

The Increasing of Student’s Mathematics Problem Solving Ability and Learning Motivation Through Problem Based Learning Model................................................................................................. 351
Ridha Maulida

Dialect of Batakinese Language Used by Senior High School Students’................................................................. 358
Rafika Nur Rahman

The Effectiveness of Tandur Method of Improving Students’ Learning Ability in Junior High School............................... 362
Rahimatal Islam Elmujahidah, Mulyono, H. Banjarnahor

The Effect of Reciprocal Teaching Approach to Student Achievement on Ecosystem Topic in Junior High School............................................................................................................................... 365
Nilawati, Nurtika Dewi

Improvement of Student Learning Result by Using Cooperative Learning Model of Teams Games Tournament Type on Algebra Fuction Limit..................................................................................... 367
Rismalyah Manalu, E. Elvis Napitupulu, Martua Manullang

Noun Phrase of Culture Articles in The Jakarta Post........................................................................................................ 371
Misdiana

Application of Cooperative Learning Model Type Think Pair Share for Improved Communication........ 374
Nurhasanah

Implementation Model of School Policy in Constructing Behavior of Troubled Students................................. 378
Khairtati Purnama Nasution, H. Syaiful Sagala

Efforts to Improving Creativity and Mathematics Learning Outcomes of Students With SPLET Strategy.............................................................................................................................. 382
Antoni

The Influence of Physical Education in Establishment of Self Esteem........................................................................ 386
Yustinus Tarigan, Tarzyat Nugraha

The Improvement of Dance Art Learning Achievement for Deaf Students Through Total Communication Application (Gesture/Signal) in Sekolah Luar Biasa (SLB) - E Negeri Pembina Tingkat Provinsi Sumatera Utara............................................................................................................. 390
Siti Maryam

Innovation of Media Video Compact Disc Instructional Pencak Silat for High School................................................................. 393
Marli Perangin-angin, Imran Akhmad, Agung Sunarno

Achievement Strategy of the Indonesian National Qualification Framework Based Curriculum
Generic Description of Sport Education Postgraduate Program Universitas Negeri Medan........................................ 397
Muhammad Supriadi Siregar, Nurhayati Simatupang, Albadi Sininggga

The Effect of Teaching Styles and Motor Ability as The Result of Study Dribbling Football........................................ 401
Muhammad Fajar Doli Siregar

Semantic Analysis of English Loan Words in Indonesian Electronic Paper (Analisa)......................................................... 404
Putri Nurul Rahmadani Siregar

Analysis of Empowerment of Competence Sinergity on Optimization of Education System.............................................. 408
Rameyanti Tampubolon

Inquiry-Based Video Learning Media For Overcoming Student Learning Difficulty (Case Study at State Junior High School 3 Lubuk Pakam Deliserdang District)............................................................................. 412
Megawati
The Development of Mathematics Learning Tool Oriented on Problem Based Learning to Enhance Mathematics Problem Solving Ability and Self Efficacy

Solawati Nainggolan, Mulyono, Hasratuddin

The Effectiveness of Contextual Inquiry-Based Worksheet on the Matter of Fungi on Food Towards Students’ Higher-Order Thinking and Science Process Skills of Biology Education

Nurjamiah Siregar, Hasruddin, Syahmi Edi

The Function of Limits Mastery on Mathematics Learning Achievement in Derivative Subject at the Eleventh Grade of Madrasah Aliyah Yayasan Pendidikan Karya Setia Padangsidimpuan

Hasna Dewi Ritonga

Effect of Education Level, Income, Inflation on Community Consumption Pattern in North Sumatera Province

Nelly Hutajulu, Fitrawaty, M.Fitri Rahmadana

Application of Problem Based Learning Model Assisted by Cabri Software to Improve Problem Solving Ability of Mathematics Students

Ahmad Darmawan, Edi Syahputra, Kms. M. Amin Fauzi

Optimization of Academic Supervision Competence of High School Supervisor in Karo Regency with Critical Events Model (CEM)

Karyawan Keliat, Yasaratodo Wau, Irsan

The Concept of Physics Learning Media Based Computer Animation

Ratna Tanjung, Mukhtar, Efendi Napitupulu

Cultivating Children’s Critical Attitude with Educational Philosophy

Daulat Saragi
The Impact of Internet Marketing on Success of Women Micro, Small and Medium Enterprises and Innovation as Intervening Variable  
Case Study: Business Women In Medan City

Fivi Rahmatus Sofiyah  
Management Department  
Faculty Of Economic  
University of Sumatra Utara  
Medan, Indonesia  
Corresponding Author: fivirahmatus2017@yahoo.com

Ami Dilham  
Management Department  
Faculty Of Economic  
University of Sumatra Utara  
Medan, Indonesia

**Abstract**— This study aims to see the role of Micro, Small and Medium Enterprises (MSMEs) in Medan City faces the challenges related to business development, especially in the utilization of the internet as a medium of modern marketing communication for women. This research uses associative and quantitative approach, using primary and secondary data. Data collection technique is done by interview, and observation with data analysis using path analysis, the results of this study indicate that there is a direct influence of internet marketing variables to variables women MSMEs success of 0.312 while the indirect influence of variables internet marketing to variables women MSMEs success of 0.467 so that the influence of internet marketing variables to variables women MSMEs success is indirect influence (0.467 > 0.312). It can be concluded that the variables of innovation mediate or as an intervening variable between internet marketing variables to the success variable of Women MSMEs.

**Keywords**— internet marketing; women MSMEs; success

I. INTRODUCTION

The contribution of MSMEs in the National Economy is undoubtedly primarily in employment. The success of MSMEs in Indonesia, in it cannot be separated from the participation of women. [1] Totally, the percentage of working women was 47.91 %. Percentage of women working in urban area is 44.74 %, while in rural area is 51.10%. Meanwhile, the percentage of total women as open unemployment was 3.48 %, where the percentage of unemployed women in urban area was 3.93 % and in rural area was 3.02 %. Another challenge faced by women entrepreneurs is how to improve capability and entrepreneurship. Competition among MSMEs will usually encourage them to move more rigorously in improving their products. Competition is not only what is produced, but also what they add to their products, so that the product has the added power that can make consumers interested. A business must have the ability to create added value to its products. It can be done through increased innovation in products and services offered. The ability to innovate the weakness and satisfaction with what has been obtained to be a factor that makes the ability to compete power produced products are not strong enough.

The necessity for each organization intending to use crowd sourcing as a component of the distributed innovation management strategy, to master a few essential processes, including among others, a priori definition of the role and impact of the crowds on the organization's strategy, the understanding of the motivational drivers of participants in the crowd sourcing initiatives, and the use of metrics to evaluate crowd sourcing success [2].

Talking about innovation, globalization is challenges for MSMEs. More important than talking about open and closed innovation in the current context of globalization of market innovation, is helping to understand the learning processes inside and outside companies, how they acquire knowledge, how they organize their resources and capabilities to sustain the business strategy [3].

After the innovation is formed in MSMEs, absolutely, business strategy is required to be strong scientific system of entrepreneurship that will strengthen the base of the market target is needed an online based marketing media that will make the competition more competitive and map the demand
of the community online so that it can determine the pattern of policy more targeted marketing.

Internet as an advertising medium is versatile and this is it where it stands apart from the conventional advertising medium. It is a highly flexible medium that allows you to make changes during the course of the campaign as and when required without incurring much additional cost. This makes internet all the more important in a country like India where the business scenario is highly dynamic and changes with each passing day. Online marketing media allows the user to make changes as and when required to meet the latest demands of the market. The main strength of Internet as an advertising medium is its ability to reach out to a vast audience at one go [4].

Internet marketing phenomenon is internet based marketing where business people can run the functions of marketing through instruments on the internet such as, marketing through internet marketing such as Instagram, Facebook, WhatsApp, You tube so that the authors are interested to examine the impact of Internet Marketing on sales and Impact of innovation on the success of MSMEs that occurred in business women in Medan City.

The external environment cannot remain constant, it is always changed. Thus, it is possible to distinguish an environment with slow changes of parameters and another environment with fast and unpredictable changes. In modern marketing the factor of environmental changes considered in the management of a specific organization has been researched by multiple authors [5].

Innovation is a difficult phenomenon to evaluate. Innovation impacts the firm in a variety of ways. It is difficult to analyze the full impact of innovation because there is no single set of metrics that can capture its full significance. The metrics that have been traditionally used only capture a fraction of the true benefit derived by the firm. In addition, since the circumstances, values, structure and strategies vary greatly between industries and firms within industries, the efficacy of specific metrics fluctuates from application to application [6].

The design of an industrial product is nowadays strictly integrated into the whole process of development and production of the item and there is no longer a sequential distinction between the different phases of concept, design and manufacture, as was common in the past [7].

In recent years, innovation has become the protagonist to economic and social development. In the fight against financial crisis, those enterprises who have innovation and management vitalities show their unique strong advantages as to resist risks, innovation management gradually becomes the central issue of management in academic community and industry community. Based on brand strategy in different period of Haier Group, this paper pointed out its innovation points and positive role in enterprise development [8].

The present development would be a valuable addition to researcher and academicians; and useful theory for practitioners, advertisers, and entrepreneurs. Some of the disadvantages of e-Marketing are dependability on technology, Security, privacy issues, Maintenance costs due to a constantly evolving environment, Higher transparency of pricing and increased price competition, and worldwide competition through globalization [9].

The rapid adoption of internet and related technologies as a promotional tool has made it imperative for firm’s marketing plan. As internet presence is essential for a firm survival, so it has changed the way of doing businesses altogether. In this study, we empirically checked the four dimensions of electronic marketing (electronic mail marketing, web marketing, mobile marketing and marketing through internet) impact on consumer perception to make a buying decision [10].

Additionally, online registration technology automates the process of booking hotel rooms and making travel arrangements. Event planners in the 21st century can easily manage hotel room blocks or let attendees book their own rooms. They can also reduce attendee hotel costs by eliminating the time and hassle of manually matching sleeping rooms [11].

The digital age has already made significant changes to each of the elements of the promotion mix. Companies increasingly see the Internet as an important medium through which advertising messages can be directed towards consumers. In the 21st century, consumers have more control over advertising exposure with web advertising because they can select how much commercial content they wish to view [12].

There were several reasons that prompted small business enterprises owners or managers to set up their own business website. A few small business enterprises decided to set up their business website due to the influence by customers and competitors: MR-Tour (01), MU-Photo (02), MR-Photo (05), and MU-Wedding boutique (03). Other participants: MR-Resort (02), MU-Bakery (01), MR-Snack retailer (03), MR-Food caterer (04) and MU Apparel (05) were influenced by customers who pursued them to have a website [13].

II. METHOD

The type of this research using descriptively quantitative approach with the subject of this study is Women of MSMEs in Medan City with criteria of respondents are:

- The respondents in this study were owners of MSMEs managed by business MSMEs.
- Respondents understood social media.
- Active and capable of using social media objects in this study are all forms of social media utilization conducted by informants in marketing products MSMEs.

The data collected by researchers is based on the information obtained when meeting directly with the informant. Primary data is obtained from the results of observations and interviews on the subject of research.
Secondary data is obtained from the study of literature, references, journals, articles, magazines, internet. It aims to be supporting data related to the research. Data collection techniques include interviews and observation. In analyzing the data in this study used path analysis technique. The path diagram provides explicitly the relationship of causality between variables based on the theory.

![Path Analysis Technique](image)

From Fig. 1, it can be explained by the following equation:

\[ Y_1 = \beta_1 X + e_1 \]  

\[ Y_2 = \beta_2 Y_1 + e_2 \]

The explanation of the equations (1) and equation (2) is \( Y_1 \) is Sales, \( \beta_1 \) is the standardized value of internet marketing coefficient, \( e_1 \) is the sales variance that internet marketing can’t explain, \( \beta_2 \) is the standardized value of sales coefficient, and \( e_2 \) is the variance of business success can’t be explained by internet marketing and sales.

From equation (1) would give the value of \( H_2 \), and from equation (2) would give the value of \( H_1 \) and \( H_3 \). From the analysis of the path above it can be formulated the total influence between internet marketing (X) to business success (\( Y_2 \)) as follows direct influence \( X \) to \( Y_2 = p_1 \) and as indirect influence \( X \) to \( Y_1 \) to \( Y_2 = H_2 \times H_1 \) so Total influence Correlation \( X \) to \( Y_2 = H_1 + (H_2 \times H_3) \).

### III. Research Result and Discussions

#### A. Research Result

The indirect effect in the path equation model was internet marketing variable (X) to the success variable of women MSMEs success (Y) of 0.467 then the influence of internet marketing variable (X) to variable of women MSMEs success (Y). Indirect influence (0.467 > 0.312) was innovation mediate variable or as intervening variable between internet marketing variable (X) to variable of Women MSMEs success (Y).

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Nilai</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>t-test</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>F-test</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>Coefficient of determination</td>
<td>0.594</td>
<td>The independent variable accommodates the proportion of dependent variables 59.4%</td>
</tr>
</tbody>
</table>

#### B. Discussions

As the research [2] that the necessity for each organization intending to use crowd sourcing as a component of the distributed innovation management strategy, MSMEs is one of the management actors who needs to improve innovation, globalization is challenges. As the phenomenon in Women MSMEs for using internet, as an advertising medium such as Instagram, Facebook, WhatsApp, is versatile and stands apart from the conventional advertising medium. The progress of them could be seen in North Sumatra and influenced the success and make the innovation for globalization as the research [3] and [4].

Based on the research [5], Internet marketing influenced the success of MSMEs. Thus, it is possible to distinguish an environment with high changes of parameters and another environment with fast changes for North Sumatra phenomenon. Meanwhile, Innovation is a difficult phenomenon to evaluate. With the correlation the [6] that innovation impacted the firm in a variety of ways. As the intervening variable, it could influence the success of women MSMEs. As the evaluation, it is one of the triggering factors to be improved for North Sumatra Development.

Based on t-test, the internet marketing gives the significant result for the success of MSMEs. It means that it made the design of an industrial product is nowadays strictly integrated into the whole process of development and production of the item. It has become the protagonist to economic and social development. In the fight against financial crisis, those enterprises who have innovation and management vitality and are similar to [7] research.

Based on the mark 59.4% for coefficient of determination, would indicate the present development would be a valuable addition to researcher and academicians; and useful theory for practitioners, advertisers, and entrepreneurs. The rapid adoption of internet and related technologies as a promotional tool has made it imperative for firm’s marketing plan. Online registration technology automated the process of marketing and improve the revenue as the key to get success as the research [8], [9] and [10].

As the digital age had already made significant changes to each of the elements of the promotion mix. If it is an effective way to make the good improvement, there was still 40.6% again influencing the success of Women MSMEs such as making registration online [11], inspiration from [12]. There were several reasons that prompted small business enterprises owners or managers to set up their own business website and trying to research [13] other factors for the improvement. The research and development (R & D) can be improved to find...
other variable indications to know the improvement of business women in Medan City.

IV. CONCLUSIONS
From the research result, we can conclude that:
1. Indirect effect contained in the equation model of the path is the internet marketing variables on the success variable of Women MSMEs.
2. Indirect Influence means innovate variable mediate or as intervening variable between variable of internet marketing to variable of women success.
3. The existence of significant between t-test and f-test between internet marketing to the success of women MSMEs.
4. Innovation impacts the firm in a variety of ways. As the intervening variable, it could influence the success of Women MSMEs. As the evaluation, it is one of the triggering factors to be improved for North Sumatra Development.
5. The mark 59.4% for Coefficient of determination will indicate the present development would be a valuable addition to researcher and academicians; and useful theory for practitioners, advertisers, and entrepreneurs.
6. There is still 40.6% again could influence the success of Women MSMEs so that prompted small business enterprises owners or managers to set up their own business website and trying to research other factors for the improvement.

ACKNOWLEDGEMENTS
The author’s research is funded by The Grant Of Research Institute of University of Sumatra Utara, Fiscal Year 2017 Number: 5338 / UN5.1.R / PPM / 2017, Date 22nd May 2017.

REFERENCES