

3rd ICGSS INTERNATIONAL CONFERENCE of Graduate School on Sustainability

Contemporary Studies on Sustainable Development

September 22-23, 2018

Graduate School Building, University of Merdeka Malang
Terusan Raya Dieng 59 Malang, East Java, Indonesia

1 NO POVERTY

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);

3 CALL FOR PAPER

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;
- Innovation for Decent Work; SME; Creative Industry; Entrepreneurship.
- Sustainability in Accounting;
- Corporate Governance & Corporate Social Responsibility.

KEYNOTE SPEAKERS



Prof. Madya Dr. Mohd. Zin Bin Kandar
Universiti Teknologi Malaysia
Johor Bahru, Malaysia



Professor Lorne Cummings
Macquarie University,
Australia



Professor Hasan Fauzi
Sebelas Maret University
Surakarta, Indonesia



Professor Respati Wikantiyoso
Universitas of Merdeka Malang
Indonesia



Professor Nunuy Nur Afiah
The Indonesian Institute of
Accountants-Accounting Lecturer
Compartment (IAI-KApd)

INVITED SPEAKERS

IMPORTANT DATES

Deadline for Full Paper Submission : September 2nd, 2018
Notification of Paper Acceptance : September 10th, 2018
Deadline for Registration : September 17th, 2018

CONFERENCE FEE

Presenter

- Indonesian Presenter : IDR. 500.000,-
- International Presenter : USD 100

Participant

- Indonesian Participant : IDR. 200.000,-
- International Participant : USD 15



more info:

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HANDICRAFT PRODUCT DESIGN FOR MICRO AND SMALL ENTERPRISE IN MALANG TOURISM

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ABSTRACT

Malang City has 77,778 MSMEs 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 the design of 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 handcrafters of Malang handcrafters association. The research has produced the handicraft product designs for MSMEs 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; color; unique and dynamic impression; functional aspect of the product; easy to carry; and 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 handcrafters produce the crafts with almost similar motifs. As the example are the wooden crafts

