



Table of Contents

<p>Analysis of Factors in Decision Making of Ex-Rubber Farmers Regarding the Conversion of Rubber Plantations to Oil Palm (Case Study in Muara Jalai Village, Kampar Regency) <i>Ardiansyah Hamid, Fajar Aga Wandana</i></p>	1 - 8
<p>Analysis of Personal Branding Implementation by TikTok Live Hosts on Sadojo Snack Sales <i>Ashif Ryandho Akbari, Asep Erik Nugraha, Kusnadi Kusnadi</i></p>	9 - 16
<p>Revitalization Strategy for Traditional Markets Using Market Basket Analysis (AR-MBA) And Service Quality (SERVQUAL) Approaches <i>Muhamad Soleh, Nurul Hidayati, Tri Dedi Pamungkas</i></p>	17 - 26
<p>Workload Analysis in Determining the Optimal Number of Workers with The Work Load Analysis and Work Sampling Approach in Tofu MSMEs <i>Muhammad Reza Alghifari, Nana Rahdiana, Suryadi Suryadi</i></p>	27 - 35
<p>Optimization of Hardness Improvement of Bucket Wheel Excavator (BWE) Trackplate Bushing Material Based on the Taguchi Method <i>Refdinal Latif Hendryanto, Refaldy Yusuf Hendryanto, Amir Arifin</i></p>	36 - 44
<p>Designing Innovative Packaging to Enhance the Appeal of Adifidz Putra's Small and Medium Enterprises Products <i>Indra habibie, Rahmad Akbar, Nurkholis Nurkholis, Dzulhijjah Yetti, Andri Nofiar Am, Adi Febrianton, Tri Kurniaty</i></p>	45 - 54

<p>Evaluation and Design of a Beauty Clinic's Business Model in Bandung Using the Business Model Canvas (BMC) <i>Feyzi Naufal Gumilar, Farda Hasun, Meldi Rendra</i></p>	55 - 65
<p>Implementation of Completely Randomized Design (CRD) using R Software to Evaluate Linear Algebra Learning Systems Pasca the Covid-19 Pandemic <i>Justin Eduardo Simarmata, Debora Chrisinta</i></p>	66 - 74
<p>Use of Data Mining Technology to Identify Narcotics Distribution Patterns <i>Nirwan Moningka, Kusrini Kusrini</i></p>	75 – 82
<p>Product Control Management Information System Using Eoq Method at Toko Herbamart <i>Harun Al Jafar, Fauziah Fauziah, Agus Iskandar</i></p>	83 – 91
<p>Prediction of Anime Rating with Hybrid Artificial Neural Networks and Convolutional Neural Networks <i>M. Nurudduja Al Kautsar, Violita Anggraini, Arif Reza Basirun, Achmad Pratama Rifai</i></p>	92 – 100
<p>Embracing Risk Factors into Product Redesign Model based on DFMA and Concurrent Engineering: A Review for Research Opportunities <i>Anda Iviana Juniani, Tri Andi Setiawan, Sryang Tera Sarena, Pranidiya Ningrum</i></p>	101 – 107
<p>Electric Vehicle Deployment and Sustainable Corporate Practices: Evaluating the Mediating Effect of Climate Change Awareness <i>kadek fajar andika karma</i></p>	108 – 114
<p>Optimal Coordination of Directional Overcurrent Relays Using a Modified Grey Wolf Optimization Algorithm Considering Multiple Characteristic Curves <i>R. Reski Eka Putra, Margo Pujiantara, Muhammad Rivaldi Harjian, Fadhel Putra Winarta, Muhammad Fahreza</i></p>	115 – 124
<p>Measuring Usability using USE Questionnaire in the MyTelkomsel Application <i>Alya Putri Salsabila, Setiady Ibrahim Anwar, Ekky Mulia Lasardi, Amata Fami, Irma RG Barus</i></p>	125 – 131

<p>Detection of Rice Malnutrition Based on Leaf Imagery with the Convolutional Neural Network (CNN) Algorithm <i>Denny Pribadi, Desi Susilawati, Erika Mutiara</i></p>	132 – 141
<p>Design And Building of A Temperature and Humidity Control System For an Oyster Mushroom Cultivation Room Based on Arduino Mega <i>Lalu Tohirul Akhyar, Budi Darmawan, Paniran Paniran</i></p>	142 – 150
<p>Analysis of SMEs Readiness in the Implementation of Internet of Things to Support the Smart City Concept <i>Arini Anesthesia Purba, Janter Sibatuara, Eliyah Acantha Manapa Sampetoding, Yulita Sirinti Pongtambing, Mayati Isabella, Amanda Dwi Wantira, Elizabeth Desfelia Ciciolini Sidabutar</i></p>	151 – 157
<p>Comparative Study of Oil and Gas Products with Manual Formula on a Laboratory Scale in Ensuring Production System Information <i>Calista Aulia Haqi, Maharani Pramesty Aulia Nuha, Mulki Maulana Zaydan, Nadira Annisa Ryanthika, Reo Samtalira Bayu Nugraha, Oksil Verinza</i></p>	158 – 163
<p>Development of Mobile Application for Shoe Washing Services based on Android with Kotlin <i>Shendy Fachrian Maulana, Arif Pramudwiatmoko</i></p>	164 – 173
<p>The Effect of Time and Dose from Gamma Irradiation (Cesium-137) on Protein Levels and Meat Color Index of Cork Fish (Channa Striata) <i>Miftahul Janna, Nurul Fuadi, Jumardin Jumardin, Sahara Sahara, Dwi Febri Isradianti, Serli Hatul Hidayat</i></p>	171 – 181
<p>Design and Optimization of a 1x2 Rectangular Array Antenna with U-Slot for 5G Application at 26 GHz Millimeter Wave <i>Fitri Amillia, Mulyono Mulyono</i></p>	182 – 189
<p>Design and Development of an Off-Grid Solar Power Monitoring System on A 160 Wp PV System at SMPN 04 Tempurejo, Jember Regency <i>Fila Ramadhan, Risse Entikaria Rachmanita, Novangga Adi Mulyono, Warit Abi Nurazaq, Haning Hasbiyati</i></p>	190 – 197

**The Impact of WebQual 4.0 Method Variables on the Quality
service of Education**

Tosty Maylangi Sitorus, Humiras Hardi Purba, Siti Aisyah

198 – 207