

ICOHETECH

PROCEEDING 2023

4th INTERNATIONAL CONFERENCE OF HEALTH, SCIENCE AND TECHNOLOGY

“Opportunities and Challenges of Artificial Intelligence
in Developing Innovation to Support Digital Transformation”

September 23, 2023
Surakarta, Indonesia



Organizer :



INDONUSA



www.ichotech.udb.ac.id



ichotech@udb.ac.id

**Proceeding of
The 4th International Conference of Health,
Science and Technology**

***“Opportunities and Challenges of Artificial Intelligence in
Developing Innovations to Support Digital
Transformation”***



4th International Conference of Health, Science and Technology 2023

Surakarta, Indonesia, September, 23rd 2023

Publisher:

**LPPM Universitas Duta Bangsa Surakarta
Indonesia**

Proceeding of
The 4th International Conference of Health,
Science and Technology
“Opportunities and Challenges of Artificial Intelligence in
Developing Innovations to Support Digital Transformation”

Steering Committee:

Dr. Singgih Purnomo, MM

Tominanto, S. Kom., M. Cs

Organizing Committee:

Head of Organizer : Riska Rosita, SKM., MPH

Secretary : Yunita Wisda Tumarta Arif, S.Kom., M.Kom
Safina Callistamalva Arindrajaya, SH

Treasurer : Brilliant Nur Diansari, S.T., M.T.

IT Support : Sopingi, S. Kom., M. Kom

Nurchim, S.Kom., M.Kom

Arvian Sofyan Majid, S.Kom

Secretariat division : Dr. Rina Arum Prastyanti, S.H., M.H

Winarti, S.Hum., M.A

Ratini Setyowati, S.Pd., MA

Agung Suryadi, S.Kom., M.Kom

Agustina Sri Rahayu, S.Kom., M.Kom

Triana, S.Kom, M. Kom

Intan Otaviani, S.Kom., M.Kom

Devi Pramita Sari, SKM., M.Kes

Aditya Kurniawan, A.Md.PK., SKM.

Nibras Fa'iq Muhammad, S.Kom., M.Kom.

Agus Suyatno, MM.

Retna Dewi Lestari, S.P., M.Si

Zeni Widiastuti, A.Md

Innes Elita Fahma, S.Pd

Dimas Anjar S., S.Kom

Sri Handayani, S.Sn

Proceeding of The 4th International Conference of Health, Science and Technology

“Opportunities and Challenges of Artificial Intelligence in Developing Innovations to Support Digital Transformation”

Editorial Board:

Prof. Nguyen Minh Duc (Van Hien University, Vietnam)
Prof. Dr. Abdul Razak (University of Kuala Lumpur, Malaysia)
Prof. Dr. Muhtadi, M. Sc (Universitas Muhammadiyah Surakarta, Indonesia).
Dr. Ida Sugiarti, S. Kep, Ners, M. H. Kes (Poltekkes Kemenkes Tasikmalaya, Indonesia).
Dr. Ir. Muhammad Hasbi, M. Kom (STMIK Sinar Nusantara, Indonesia)
Dr. Nur Rokhman (Universitas Gadjah Mada, Indonesia).
Dr. Zaenal Sugiyanto, dr., M. Kes (Universitas Dian Nuswantoro, Indonesia).
Dr. Singgih Purnomo, MM (Universitas Duta Bangsa Surakarta, Indonesia)
dr. Khabib Alia Akhmad, SE., MM (Universitas Duta Bangsa Surakarta, Indonesia)
Dr. Rina Arum Prastyanti, SH., MH (Universitas Duta Bangsa Surakarta, Indonesia)
Ir. Suci Wulandari (Politeknik Indonusa Surakarta, Indonesia)
Ratna Susanti, S. S., M. Pd (Politeknik Indonusa Surakarta, Indonesia)

Publisher:

LPPM Universitas Duta Bangsa Surakarta
Indonesia

Editorial Staff:

Jl. Bhayangkara No 55, Surakarta, Indonesia 57154
Telp. +62 271-719552, Fax. +62 271-713758
Web : <http://icohetech.udb.ac.id/>
Email : icohetech@udb.ac.id

<https://ojs.udb.ac.id/index.php/icohetech>

e ISSN 2962-634X

4th Publication on September 2023

© 2023. All rights reserved.

Conference Programme
The 4th of International Conference Health, Science and Technology
Universitas Duta Bangsa Surakarta, Indonesia
September, 23rd 2023

NO	TIME	EVENT
1	07.55 – 08.00	Opening Ceremony
2	08.00 – 08.10	Singing Indonesia National Anthem: Indonesia Raya
3	08.10 – 08.15	Profile Video Universitas Duta Bangsa Surakarta
4	08.15 – 08.20	Prayer
5	08.20 – 08.25	Report of the Chairman of the 4 th ICOHETECH Committee 2023
6	08.25 – 08.30	Honorary Speech and Opening Conference of Rector Universitas Duta Bangsa Surakarta
7	08.30 – 09.15	Keynote Speaker: Dr. Truong Hoang Vinh Faculty of Information Technology, Ho Chi Minh City Open University, Vietnam Topic : <i>Artificial Intelligence in Health Innovations</i>
8	09.15 – 10.00	Keynote Speaker: Dr. Sayuri Egaravanda, S.Kom., M.Eng Dinas Komunikasi dan Informatika Daerah Istimewa Yogyakarta Topic : <i>Artificial Intelligence to Support Digital Transformation</i>
9	10.00 – 10.45	Keynote Speaker: Ts. Dr, Husna Sarirah Husin Universiti Kuala Lumpur, Malaysia. Topic : <i>Opportunities Artificial Intelligence for Digital Business</i>
10	10.45 – 11.25	Discussion Session
11	11.25 – 11.30	Closing Ceremony
12	11.30 – 12.45	Lunch Break
13	12.45 – 15.30	Parallel Session: Presenter
14	15.30 – 16.00	Closing of Parallel Session

Proceeding of The 4th International Conference of Health, Science and Technology

“Opportunities and Challenges of Artificial Intelligence in Developing Innovations to Support Digital Transformation”

Preface

ALWAYS MOVING, ALWAYS THE BEST

MOVING is our spirit, Universitas Duta Bangsa Surakarta who means Mandiri (independence), Inovatif (Innovation and Creative), Visioner (Visionary), Beriman (faithfulness to God), and Global Oriented.

It gives me great pleasure to welcome you all to Solo Indonesia, the spirit of Java, Java Cultural center in this country. This day is the fourth time Universitas Duta Bangsa Surakarta has had the International Conference of Health, Science and Technology (ICOHETECH). This year's ICOHETECH theme is Opportunities and Challenges of Artificial Intelligence in Developing Innovations to Support Digital Transformation motivates us all to remain enthusiastic about innovation by using digital technology to bring about significant changes in various aspects of life so that needs can be met more quickly, easy, and also practical.

I would like to thank all the keynote speakers, presenters, participants who all came from 5 (four) countries including Indonesia, Vietnam, Malaysia, Timor Leste and India so that today's conference felt very special, there were 59 (fifty-nine) presenters and 675 (six hundred and seventy five) conference participants. I am believe that we all have the enthusiasm to innovate, strive, work harder to develop knowledge in the fields of Health and Medicine, Health Information Technology, Science, Engineering, Information Technology and Digital Business. I think this is the main purpose of this meeting. Thus, let's keep join ICOHETECH by participating again next year.

Dr. Singgih Purnomo, MM

Rector of Universitas Duta Bangsa Surakarta

Proceeding of The 4th International Conference of Health, Science and Technology

“Opportunities and Challenges of Artificial Intelligence in Developing Innovations to Support Digital Transformation”

Preface

Let's give thanks to Allah for the hybrid event 4th International Conference of Health, Science and Technology (ICOHETECH) in 2023, hosted by the Department of Research and Community Service, Universitas Duta Bangsa Surakarta in collaboration with the POLITEKNIK INDONUSA.

As we know, the use of artificial intelligence (AI) can provide many benefits for humans, such as helping to solve complex problems, increasing efficiency and productivity in various areas of life, and helping in making decisions. Of course, this right really supports digital transformation in all sectors, such as government, industry, economy, education, health, business, and others. Digital transformation can simplify operational processes to be more effective. So the purpose of this conference is to improve our ability as human resources in responding to digital transformation by utilizing AI. Therefore, this conference has the theme “Opportunities and Challenges of Artificial Intelligence in Developing Innovations to Support Digital Transformation”

Today's international conference was attended by students, lecturers, and researchers from Malaysia, India, Vietnam, and Timor Leste. The number of conference participants was six hundred seventy-five people online and offline. In addition to the conference, we also held a call for papers for researchers to present after the conference. Their total is 59 (fifty-nine) presenters in a hybrid manner. The topic areas to be discussed are *Health and Medicine, Health Information Technology, Science, Engineering, Information Technology, and Digital Business*.

Best Regards,

Riska Rosita, SKM., MPH
Chair of the 4th ICOHETECH's Committee

TABLE OF CONTENT

	Pages
<i>PERCEPTUAL ANALYSIS OF ETHICAL FACEBOOK MARKETING</i>	1-13
Ritika Sharma, School of Management Studies, Punjabi University, Patiala	
<i>THE EFFECET OF STRESS AND PRODUCTIVITY DUE TO TRAFFIC CONGESTION AMONG WORKERS IN KUALA LUMPUR</i>	14-19
Iiyas Syafiq D.R, Ahmas Buqhari ,Onery Andy	
<i>SALES TRANSACTION DATA EVALUATION INFORMATION SYSTEM USING CLUSTERING MODEL</i>	20-24
Eko Purwanto, Farahwahida binti Mohd, Zalizah Awong Long, Singgih Purnomo	
<i>AN ANALYSIS USING OWAS METHOD FOR IMPROVING EMPLOYEE WORK POSTURE IN OMAH KANDANG SMES</i>	25-31
Brillian Nur Diansari, Fery Wisnu Saputro, Anjab Mu'aafii, Anthony Tegar Cahyo	
<i>FACTORS ASSOCIATED WITH HYPERTENSION: RESULTS FROM THE INDONESIAN FAMILY LIFE SURVEY-5 IN 2014</i>	32-41
Rahayuningrum IO, Probandari AN, Widyaningsih V, Sumardiyono S	
<i>ABILITY INTEGRATE DIGITAL TECHNOLOGY BY HEALTH PROFESIONALS DURING THE TEAHING AND LEARNING PROCES IN THE ERA OF GLOBALIZATION: A INTEGRATED RIVIEW</i>	42-48
Domingos Soares, Marni, Lissa McKenna , Ferry Efendi, Ahsan, Nelson Martin, Sebastio Perreira, Edinha da Silva Pinto Baptista	
<i>SPYWARE AS BARRIER TO E-MARKETING: AN EMPIRICAL STUDY</i>	49-64
Dr. Satinder Kumar , Rohit Kumar Dubey	
<i>ANTIOXIDANT PROPERTY ON VARIOUS LEAF MATURITY OF PIPER SARMENTOSUM</i>	65-71
*Ilyas Syafiq D.R., Nabilah Ghazali, Aptika Dewi, Mega Jelita	
<i>THE USE OF CODE-MIXING BY THE CASTER IN PUBG MOBILE TOURNAMENT "PMPL SEA FINALS SEASON 2"</i>	72-79
Rahmaditya Khadifa Abdul Rozzaq Wijaya, Aris Hidayatullah, Ginarsiwi Mayangseto	

PREDICTION AND PREVENTION OF DISEASE DIAGNOSIS DELAY USING DATA MINING METHODS IN HEALTHCARE QUALITY MANAGEMENT	80-86
Joni Maulindar, Juvinal Ximenes Guterres, Riska Rosita	
THE ASSOCIATION OF THE LEVEL OF DISCOMFORT AND WORKSTATION DESIGN AMONG DESK JOB WORKERS IN THE TELECOMMUNICATION INDUSTRY	87-92
Ilyas Syafiq D.R, Siti Hajar N.Z, Onery Andy	
EMPIRICAL ANALYSIS FOR REGULATORY FRAMEWORK OF E-COMMERCE	93-108
Amandeep Kaur	
ANALYSIS OF STRATEGY DEVELOPMENT OF LAYING CHICKEN LIVESTOCK BUSINESS IN NGAWI DISTRICT	109-114
Dimas Priyambodo, Rahmawati Setiyani, Restie Novitaningrum	
ANALYSIS OF THE USE OF SOCIAL MEDIA AS A HOTEL CULINARY TREND PROMOTION MEDIA FOR GEN Z	115-123
Wahyu Tri Hastiningsih, A.Anditha Sari	
TACTICAL ANALYSIS OF INDONESIAN NATIONAL FOOTBALL TEAM USING FP-TREE ALGORITHM	124-130
Luki Ardiantoro, Ronny M. Akbar, Yanuarini Nur S.	
DIGITAL COMMUNICATION'S ROLE IN SHAPING INDONESIAN THRIFT CULTURE: A LITERATURE REVIEW	131-139
Nourmalihah Tsaqif Kusindriyanti, Albert Muhammad Isrun Naini, Prahastiwi Utari	
ANALYSIS OF KEBON SIMBAH HYDROPONIC POSITIONING IN SURAKARTA CITY	140-143
Raka Eka Saputra, Rahmawati Setiyani, Bimoseno Sepfrian	
ASSESSMENT OF INDUSTRIAL SUSTAINABILITY IN THE HERBAL AND MEDICINE SECTOR	144-150
Febrina Agustri, Normalita Destyarini, Diana Novira, Fertilio Dwyanto	
ACTIVITY OF INHIBITING THE GROWTH OF STAPHYLOCOCCUS AUREUS ATCC 25923 LEAVES OF DURI SPINACH (AMARANTHUS SPINOSUS LINN.) USING THE MACERATION METHOD	151-159
Anna Fitriawati, Vera Fuji Lestari, Anita Dwi S	
RELATIONSHIP OF ATTITUDE, KNOWLEDGE AND FAMILY SUPPORT FACTORS TO CHI-SQUARE TEST-BASED HYPERTENSION CONTROL EFFORTS	160-169

Aditya Kurniawan, Liss Dyah Dewi Arini

EFFECTIVENESS OF THE KANGAROO METHOD AS A TREATMENT FOR LOW BIRTH WEIGHT BABY (LBWB) 170-177

Darah Ifalahma, Catur Setyorini, Muslihatun Zulfa Rosyidah

178-184

FP GROWTH ALGORITHM MODELING FOR PRODUCT INVENTORY ANALYSIS

Dwi Hartanti, Vihi Atina

LITERATURE REVIEW: THE EFFECT OF SUSTAINABILITY ACCOUNTING ON COMPANY PERFORMANCE 185-190

Erna Chotidjah Suhatmi, Agus Suyatno, Della Restiana, Desya Puspita Sari

AUTOMATIC DIABETES DETECTION SYSTEM USING PCA AND FUZZY K-NN 191-196

Ery Permana Yudha, Eko Purwanto, Ratna Puspita Indah

EMPIRICAL STUDY OF BRAND REGISTRATION AWARENESS BY UMKM 197-205

Normalita Destyarini, Nadila Dwi Rahmawati, Miftia Nur Annisa

OVERVIEW OF THE MEDICAL RECORDS DEPARTMENT STAFF REQUIREMENT BASED ON HEALTHCARE WORKLOAD ANALYSIS METHOD AT UNIVERSITAS SEBELAS MARET HOSPITAL SUKOHARJO IN 2023 206-219

Nopita Cahyaningrum, Fitria Ika Wulandari, Arif Zaenal Abidin, Agita Nur Afitri

ANALYSIS OF THE ROLE OF RESERVATION SYSTEMS IN IMPROVING CUSTOMER EXPERIENCE IN THE SALON AND SPA INDUSTRY: LITERATURE REVIEW 220-228

Hanifah Permatasari, Eko Purwanto, Triyono

DEVELOPMENT OF A TECHNOLOGY-BASED ANIMAL ELECTRONIC MEDICAL RECORD INFORMATION SYSTEM FOR ANIMAL HEALTH SERVICES 229-236

Dwi Iskandar, Emma Ismawatie, Muhammad Nur Ibrahim

ANTIHYPERURESEMIA ACTIVITY OF ETHANOL EXTRACTS AND FRACTIONS OF NIPAH LEAF FRONDS (NYPA FRUTICANS. WURMB) 237-243

Danang Raharjo, Anita Dwi S, Muhammad Aminulloh

ANALYSIS EFFICIENCY OF IRRIGATED RICE FARMING IN WONOSARI DISTRICT 244-248

Bimoseno Sepfrian, Indah Wahyu Utami, Garnet Filemon Waluyono, Nafisan Arsa Nugralisty

PROFIT ANALYSIS OF BROILER CHICKEN BUSINESS INDEPENDENT PATTERN AND PARTNERSHIP IN KLATEN REGENCY

249-254

Ahmad Fauzi, Retna Dewi Lestari

THE INFLUENCE OF JOB CONFLICT AND JOB STRESS ON TEACHER PERFORMANCE (STUDY ON MUTIARA BUNDA KINDERGARTEN TEACHERS KARANGANYAR REGENCY)

255-259

Agus Suyatno, Erna Chotidjah Suhatmi, M. Muhtarom, Hestuningtyas Adil Sulisty

EPIDEMIC PROGNOSIS: COMPARATIVE PERFORMANCE OF MACHINE LEARNING AND DEEP LEARNING MODELS FOR PREDICTING VIRUS TRANSMISSION DYNAMICS

260-270

Faulinda Ely Nastiti, Shahrulniza Musa, and Eiad Yafi, Marta Ardiyanto

UTILIZATION OF SILICA NANOFUID FOR VEHICLE RADIATOR COOLING SYSTEM

271-280

Arif Surono, Aptika Oktaviana Trisna Dewi

COMPARISON OF HOSPITAL MARKETING TEAM KNOWLEDGE BEFORE AND AFTER ATTENDING CUSTOMER RELATIONSHIP MANAGEMENT (CRM) TRAINING

281-283

Hesty Latifa Noor, Novita Yuliani, Alifah Sari Nugraini

EFFECTIVENESS OF SKIN TRACTION ON PREOPERATIVE PAIN SCALE IN INTERTROCHANTERFRACTURE PATIENTS

284-287

Ikrima Rahmasari, Agung Widiastuti, Adi Buyu Prakoso, Dhiani Budiati

ANALYSIS OF MARKETING CHANNELS AND MARKETING COSTS IN QUAIL EGG FARMING IN BOYOLALI REGENCY

288-293

Ismiati Dwi Rahayu, Retna Dewi Lestari

EVALUATION OF DOCUMENTATION SEQUENCE CAUSES PERINATAL

294-299

Linda Widyaningrum, Zaenal Sugianto, Bagas Setiawan

COST – EFFECTIVENESS ANALYSIS OF USING ANTIDIABETIC IN OUTPATIENT WITH TYPE 2 DIABETES MELLITUS

300-308

Kusumaningtyas Siwi Artini, Tiara Ajeng L, Annisa Kusuma Wardhani

<i>THE EFFECT OF EARLY MOBILIZATION EXERCISE ON THE LEVEL OF INDEPENDENCE ON PATIENTS AFTER POST OPERATIVE FRACTURE FEMUR</i>	309-315
Agung Widiastuti, Ikrima Rahmasari, Dhiani Budiati, Muzaroah Ermawati Ulkhasanah, Annisa Yuli Kartikasari	
<i>FORMULATION AND ACTIVITY TESTS OF ANTI-ACNE TONER ESSENTIAL OIL OF RED BETEL LEAF (PIPER CROCATUM)</i>	316-324
Bangkit Riska Permata, Kharisma Jayak Pratama, Mei Ika Nurul Kotimah	
<i>IMPACT OF DIGITAL TECHNOLOGY ON THE ACCURACY AND RELIABILITY OF INFANT WEIGHT MEASUREMENTS GLOBALLY</i>	325-339
Fitriana Yuni Permana Sari, Winny Setyonugroho	
<i>ANALYSIS OF FACTORS AFFECTING PURCHASING INTENTION ONLINE FOOD DELIVERY</i>	340-351
Annisa Nugraheni Afridhianika, Mohamad Harisudin, Sugiharti Mulya Handayani	
<i>FACTORS AFFECTING PRENATAL DISTRESS IN BANYUMAS REGENCY AREA</i>	352-358
Mariah Ulfah, Munawir Yusuf, Sri Mulyani, Widiyanto	
<i>THE RELATIONSHIP BETWEEN KNOWLEDGE, TRAINING, AND INFRASTRUCTURE ON THE COMPLIANCE OF HEALTH WORKERS IN APPLYING STANDARD PRECAUTIONS IN HOSPITALS</i>	359-365
Nabilatul Fanny, Devi Pramita Sari, Alifah Sari Nugraini	
<i>CONSUMER BEHAVIOR AND DEMAND FOR HYDROPONIC VEGETABLES AT VALE FARM HYDROPONIC</i>	366-372
Shidiq Kurniawan, Rahmawati Setiyani, Bimoseno Sepfrian	
<i>EXISTENCE OF ARTIFICIAL INTELLIGENCE FOR AUTOMATION OF CONTRACT FORMATION BASED ON THEORY CONTRACT LAW</i>	373-379
Rina Arum Prastyanti, Wuthichai Tengpongsthorn	
<i>THE EFFECT OF SLOW DEEP BREATHING ON REDUCING BLOOD PRESSURE IN ADULTS WITH HYPERTENSION</i>	380-388
Musta'in ¹ , Septiyana Indri Wulandari, Tri Yuniarti, Ady Irawan	
<i>IMPLEMENTATION OF FUZZY INFERENCE SYSTEM (FIS) FOR CARDIOVASCULAR DISEASES PREDICTION</i>	389-397
Sri Sumarlinda, Azizah binti Rahmat, Zalizah binti Awang Long, Wiji Lestari	

<i>THE ROLE OF THE FARMER WOMEN'S GROUP (KWT) IN INCREASING THE INCOME OF FARMER FAMILIES IN SRAGEN REGENCY</i>	398-406
Retna Dewi Lestari, Intan Lukita Sari, Vinanda Puspita Sari	
<i>AUTOMATIC ICD TO IMPROVE DIAGNOSIS CODING ACCURACY: A LITERATURE STUDY</i>	407-414
Tominanto, Linda Widyaningrum, Arifah Khoirunnisa, Eva Ayu Anggraini	
<i>THE RELATIONSHIP BETWEEN REGULAR ACUPUNCTURE SESSIONS AND DIETARY PATTERN CHANGES IN OBESE PATIENTS</i>	415-422
Raafika Studiviani Dwi Binuko, Tri Agustina	
<i>EFFECT ICT ON E-LEARNING AND SCHOOL BRAND IMAGE</i>	423-434
Reno Moeliasari Widyaningrum, Retno Tanding Suryandaro	
<i>ANALYSIS OF ELECTRONIC BANKING (E-BANKING) USERS IN INDONESIA DURING AND AFTER THE COVID-19 PANDEMIC</i>	435-443
Putri Intan Prastiwi, Umi Hanifah	
<i>LITERATURE REVIEW: EFFECTIVENESS OF HONEY, CURCUMA AND TURMERIC FOR CHILD HEALTH</i>	444-450
Marni Marni, Insanul Firdaus, Wahyuningsih, Domingos Soares, Muhammad Langlang Tahta Raharja, Dessy Nourma Siska Savitri	
<i>IMPLEMENTATION OF ASSOCIATION RULES USING APRIPORI ALGORITHM FOR ANGKRINGAN</i>	451-458
Wiji Lestari, Herliyani Hasanah, Rudi Susanto	
<i>EFFECTIVENESS OF MANALAGI MANGGO LEAF EXTRACT GEL (MANGIFERA INDICA L.) ON CUTTING WOUND HEALING IN MALE RABBITS NEW ZEALAND WHITE</i>	459-467
Niken Luthfiyanti, Anif Mukhtaroh, Isna Nur Khasanah	
<i>THE EFFECT OF HUMAN RESOURCE COMPETENCY TRAINING AND ADMINISTRATIVE SYSTEM FOR PHARMACEUTICAL PERSONNEL CAPABILITY IMPROVEMENT AT UDB MEDIKA PHARMACY</i>	468-472
Tiara Ajeng Listyani, Puguh Ika Listyorini, Khabib Alia Akhmad, Aptika Oktaviana	
<i>OPTIMIZATION OF THE QUEU SYSTEM USING LINE BALANCING METHODS AND FLEXSIM SOFTWARE SIMULATION AT THE SIAGA MEDIKA BANYUMAS HOSPITAL</i>	473-481
Hernawan Karunianto, Febrina Agusti, Ringgo Ismoyo Buwono	

<i>CORRELATION BETWEEN THE ACCURACY OF MEDICAL TERMINOLOGY AND DIAGNOSTIC CODES FOR RESPIRATORY CASES IN HOSPITAL INPATIENTS</i>	482-493
Yeni Tri Utami, Astri sri Wariyanti , Sheilla Susilowati	
<i>DIGITAL MARKETPLACE IN SMES SUSTAINABILITY</i>	494-500
Intan Oktaviani, Triana	
<i>INCREASING SALES WITH THE ROLES OF MARKETING MIX (A STUDY OF THE COSMETICS BUSINESS)</i>	501-508
R.Taufiq Nur Muftiyanto , Indra Hastuti	
<i>THE ROLE OF SOCIAL MEDIA MARKETING ON BRAND AWARENESS AND STUDENT DECISIONS TO CHOOSE UNIVERSITY</i>	509-521
Alfin Yoga Kharisma, Tulus Haryono	
<i>AN ANALYSIS OF SLANG ON TWITTER IN INDONESIA</i>	522-531
Ratini Setyowati, Fourica Yanottama	



ICOHETECH 2023

Surakarta, Indonesia