

# PROCEEDING

*How Innovation could Improve the Performance  
and Productivity in Entrepreneurship?*



BUSINESS SCHOOL  **UPH**  
UNIVERSITAS PELITA HARAPAN

Universitas Pelita Harapan  
Thursday, March 17<sup>th</sup>, 2016

**IConENT 2016**  
International Conference on Entrepreneurship

# **IConEnt 2016**

## **International Conference on Entrepreneurship**

March 17<sup>th</sup>, 2016  
Universitas Pelita Harapan

## **PROCEEDINGS**

Organized by:



Universitas Pelita Harapan (UPH)  
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**“How Innovation Could Improve the Performance and Productivity in Entrepreneurship?”**  
Business School  
Universitas Pelita Harapan

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## **FOREWORD FROM THE RECTOR**

As rector of Universitas Pelita Harapan, I thereby express my deep satisfaction to have you as presenters and participants on the International Conference on Entrepreneurship 2016. I also express my most sincere gratifications for your special effort made to be together today.

As host, I am deeply pleased to sincerely and warmly welcome our keynote speakers, Prof. Ranjan Das, Ph.D and Prof. Hanno Roberts, Ph.D. The presence of our keynote speakers pertaining to delivery topics about Entrepreneurship with the theme “How Innovation could Improve the Performance and Productivity in Entrepreneurship?” give us new insights about the contribution of Entrepreneurship to enhance economic development in many countries, particularly in Indonesia. The economic success greatly depends on the quality of academics. Business School as one of our faculties had previously pay attention to this.

In my view, IConEnt 2016 is a good opportunity for us to express our future collaborations, at institutional levels and serves of the same purpose, to be useful as possible for the society and the nation. I am convinced that we, as the host of IConEnt 2016, will be able to meet the expectations of every participant. We express our thanks and we unsure each of you to get new insights and international networking in the field of scientific research and academic education.

Thus, I would like to congratulate you again for your participation at the International Conference on Entrepreneurship 2016 by Business School Universitas Pelita Harapan!

**Dr. (Hon) Jonathan L. Parapak, M.Eng.Sc.**  
Rector

## **FOREWORD FROM THE CONFERENCE CHAIR**

We welcome you to International Conference on Entrepreneurship (IConEnt) held on March 17, 2016 in Universitas Pelita Harapan, Tangerang, Indonesia. Entrepreneurship as one of the important parts of the economic determines the future of a nation's economy. Entrepreneurship is the process of identifying, developing, and bringing a vision to life. The vision may be an innovative idea, an opportunity, and a better way to run things. Various examples of the role entrepreneurship play an important role in the economy, including the strengthening of economic growth, improving productivity, creating innovations in the field of technology and products / services, create jobs, as well as change and simplify market competition. A country that has a lot of entrepreneurial sector will contribute to high economic growth and economic development.

IConEnt 2016 is hosted by Business School UPH. The IConEnt-2016 will focus on "How Innovation could improve the Performance and Productivity in Entrepreneurship?". The conference aims to provide opportunities to exchange research ideas and produce new insights. This opportunity also could be used as a way to broaden international network.

The distinguished keynote speakers of IConEnt 2016 are Prof. Ranjan Das, Ph.D and Prof. Hanno Roberts, Ph.D. The conference accepted 104 papers. The authors of submitted papers come from 44 institutions in Indonesia, 18 institutions in 11 countries all over the world, and 2 companies in Indonesia made the conference truly international in scope. The 104 abstracts that were presented on the conference day formed the heart of the conference and provided ample opportunity for discussion. The abstracts were split almost equally between Entrepreneurship several sub-topics such as marketing, human resource management, finance and economics.

We would like to express our gratitude to the members of the Steering Committee and the Organizing Committee, and the external reviewers for their hard work in reviewing submissions. The conference would not be possible without the excellent papers contributed by authors. We thank all the authors for their contributions and their participation in IConEnt 2016.

**Dr. Sabrina O. Sihombing S.E., M.Bus**  
IConEnt 2016 Conference Chair

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# KEYNOTE SPEAKER 1



## Prof. Ranjan Das, Ph.D

Chairman – The Strategy Academy, and  
Professor of Strategy, Innovation, Entrepreneurship and Leadership\*\*\*

\*\*\*Associated with: IIM Calcutta [1994 onwards], The Strategy Academy [2008 onwards], IIM Ranchi [Visiting: 2014-15], IIM Trichy [Visiting: 2014-15], Indian School of Business, Hyderabad [Visiting: 2008-09], Hong Kong University of Science and Technology, Hong Kong [Visiting: 2005-06], Peking University, Jakarta [EMBA 2015-16], Haigazian College, Beirut, Lebanon [Visiting: 1979-80]

### Qualification

- Doctorate [Fellow] in Management with specialization in Strategic Management from Indian Institute of Management Ahmedabad (IIMA);
- Master of Science [Applied Mathematics] from Calcutta University

### Experience

**Prof Ranjan Das**, Chairman – The Strategy Academy, and Professor of Strategy, Innovation, Entrepreneurship and Leadership, has a total 40 years of experience comprising

- 20 years in industry** during which Prof Das had held such senior positions as General Manager of an MNC and Managing Director of a Joint Sector Company in India
- 20 years in teaching, training, research and consulting** as a Professor of Strategic Management at **IIM Calcutta**
- 7 years** [beginning January 2008 and overlapping with the assignment with IIM Calcutta] as an **Academic and Social Entrepreneur** engaged in setting up **India's FIRST and only one 100% LIVE DIGITAL Academy** named The Strategy Academy [TSA]

Prof Das had written 6 books and many articles and case studies. He is an independent director of a couple of companies in India and advises many companies in India and overseas in the areas of Strategy, Innovation, Entrepreneurship and Leadership

Prof Das's current teaching, research and consulting focus areas are:

- Industry and Competitive Analysis,
- Industry Evolution,
- Business Model Innovation,

- Competitive and Growth Strategy,
- Strategic Repositioning, Corporate Restructuring and M&A,
- Strategic Risk Management,
- Strategy Execution,
- Organizational Transformation and Management of Change,
- Strategic Leadership, and
- Institution Building

Prof Ranjan Das's principal mission is to assist individuals and organizations in developing their strategies to achieve SUCCESS in whatever fields they are in or shall be in. As a part of this mission, that aims to reach out to people and organizations who are denied opportunities to excel, Prof Das has been working for many years on his core priority of developing a real-time, low cost, universally accessible and highly convenient to use technology enabled and two way interactive learning and capability building process [including development of the underlying delivery platform] that combines the features of time tested traditional brick and mortar model with location-independent features of e-learning model.

Backed by his last 11 years of specific experience in this field, Prof Das is convinced that such a new generation Learning and Development [L&D] process that ensures the following features [called **6Cs**] viz.

- CUSTOMIZED-CONTENT:** Design of CUSTOMIZED CONTENT [including preparation of reading materials and cases], based on content research in client-defined areas, industry-specific and benchmarked internationally.
- CLASS-CAPACITY:** For any batch, class size is scalable and faculty conducted LIVE sessions can be accessed Universally from ANYWHERE
- CAPABILITY-ASSESSMENT:** Measuring the extent of specific skills actually acquired by each participant relative to specific standards, his/her ability to apply such skills and associated changes in his/her behavior effected
- CONVENIENCE:** High Convenience in learning and acquiring required capabilities:
  - o Ability to attend faculty conducted 100% LIVE sessions from ANYWHERE in India and the World[ i.e. live content from the faculty is universally accessible]
  - o Faculty conducted 100% LIVE sessions are REAL-TIME and TWO WAY INTERACTIVE
  - o RECORDINGS of all faculty conducted 100% LIVE sessions can be accessed on Anytime-Anywhere basis
- CARBON-REDUCING:** Opportunity to deliver all L&D programs as GREEN Programs [since there will be no burning of fuel to reach any training venue and there will be no use of any paper] and hence such L&D programs will not leave any unwanted carbon footprints anywhere.
- COST:** Opportunity to reduce effective cost of L&D per participant to less than half of traditional delivery and yet ensure the triple advantages of Customized-Content, Capability-Assessment and Convenience

is now a reality and shall soon be reaching the point of inflection that will have the potential to disrupt progressively the traditional brick and mortar delivery as well as much hyped 100% pre-recorded e-learning method of education delivery

## KEYNOTE SPEAKER 2



**Prof. Hanno Roberts, Ph.D**

### Personal Details

Name : Henri Johan Eduard Roberts (alias Hanno)

Nationality : Netherlands

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### Present Position

1999-present Full professor in Management Accounting and Control, Norwegian School of Business, Oslo, Norway (tenured from June 1999)

1997-1999 Associate Professor in Management Accounting and Control, Norwegian School of Business, Oslo, Norway (tenured September 1997 til June 1999)

1996-1997 Associate Professor in Management Accounting and Control, Norwegian School of Business, Oslo, Norway (non-tenured)

### Educational background

1993 Ph.D. degree, Faculty of Economics and Business Administration/University of Maastricht, The Netherlands. Title of thesis: *Accountability and Responsibility: the influence of organisation design on management accounting*.

1986 M.B.A., Rotterdam School of Management, The Netherlands

1983 B.A. in Business Economics, Erasmus University, Rotterdam, The Netherlands

### Previous Positions

2010-2011 Visiting full professor, Nanyang Business School/Nanyang Technological University, Singapore, hosted by the Dept. of Accounting, as part of the (then existing) MBA program collaboration (Assoc. Professor Lai Hong Chung).

2003 Sabbatical at the Autonomous University of Madrid, Spain, hosted by Dept. of Organization Studies and Accounting (Prof. Leandro Cañibano).

1999-2000 Örebro University, Sweden, hosted by Dept of Accounting (Assoc. Professor Ole Westin)

1992-1996 Visiting full professor (non-tenured) in Accounting and Financial Economics, Universidad Carlos III de Madrid, Spain.

1986-1992 Assistant Professor (non-tenured), Dept. of Accounting, Faculty of Economics and Business Administration, University of Maastricht, The Netherlands.  
Job description: Ph.D. research and teaching. The Ph.D. research took place within the larger framework of the government financed program on Technological Development and Innovation [in Dutch: 'Technologische Ontwikkeling en Innovatie'] which is located in the Maastricht Economic Research Institute on Innovation and Technology (MERIT). Teaching: management accounting (all levels) and business administration (undergraduate and graduate levels).

1986 Employee of the Chamber of Commerce for Rotterdam. Job content: Investigating the technology multiplier effects of heavy industry on the subcontracting industries in the Rotterdam port area.

1985 Employee Total Quality Control team, Koninklijke Brink/Molyn Verffabrieken (Royal Brink/Molyn Paint Industries), Groot-Ammers, The Netherlands. Job content: Introducing an total quality management system.

**Other Engagements:**

Instituto de Empresa Business School, Spain (MBA 1995-1996), University of Vaasa, Finland (MSc in Accounting 1998-2000), Groupe HEC, France (MBA 2001), HHL - Graduate School of Management Leipzig, Germany (MBA 2001, 2002, 2003, EMBA 2006, 2007), IEDE – Institute for Executive Development (Spain; 2003-2004), DEUSTO-ESTE Business School, San Sebastian (Spain: 2005), Universidad del Pacifico, Lima (Peru: 2006), University of Seville, Spain, under the EU-SOCRATES program (October-December 2009), Nanyang Business School/Nanyang Technological University, Singapore (MBA program 2010-2011), External Lecturer

*Instituto de Estudios Cajasol*, Seville, Spain (EMBA program 2011), Payap University, Chiang Mai, Thailand (MBA program 2011-2013), Singapore Management University (MBA program 2012-onward).

# CONFERENCE SCHEDULE

## International Conference on Entrepreneurship (IConEnt-2016)

Business School – Universitas Pelita Harapan (UPH)

Thursday, March 17<sup>th</sup>, 2016

Time	Venue	Event
07.00 – 08.00	D 501	Registration
08.00 – 08.30	D 501	Welcoming and Opening Speech
08.30 – 09.00	D 501	Keynote Speech I by Prof. Ranjan Das
09.00 – 09.30	D 501	Keynote Speech II by Prof. Hanno Roberts, Ph.D
09.30 – 10.00	D 501	Question & Answer
10.00 – 12.00	F Building	Panel Discussion 1
12.00 – 13.00	Olympic Swimming Pool UPH	Lunch
13.00 – 16.00	F Building	Panel Discussion 2
16.00 – 16.30	F 702	Best Paper Award and Closing

## MAPS OF UNIVERSITAS PELITA HARAPAN

### CAMPUS MAP DIRECTORY

Building A	Books & Beyond Bookstore
B	Drop Point
C	Building B
D	Building C
E	Building D
F	Building E
G	Building F

  

1	VIP Grand Stand
2	Drop Point
3	Building B
4	Building C
5	Building D
6	Building E
7	Building F



## LIST OF INSTITUTIONS

National Institution (Indonesia)

<b>No.</b>	<b>Institution Name</b>
1.	Andalas University, Padang
2.	ASM Bina Insani Bekasi
3.	Bakrie University, Jakarta
4.	Bangka Belitung University
5.	Bhayangkara Jaya University, Jakarta
6.	Bosowa University of Makassar
7.	Ciputra University, Surabaya
8.	Hasanuddin University, Makassar
9.	Institut Teknologi Bandung
10.	KALBIS Institute, Jakarta
11.	Muhammadiyah Jakarta University
12.	Muhammadiyah University of Malang
13.	Mulawarman University, Samarinda
14.	Musamus University, Merauke
15.	Polytechnic of Sriwijaya
16.	Sekolah Tinggi Ilmu Ekonomi Y.A.I
17.	Soegijapranata Catholic University, Semarang
18.	STIE 'YPPI' Rembang
19.	STIE Kesatuan, Bogor
20.	STMIK AKAKOM, Daerah Istimewa Yogyakarta
21.	Swiss German University, Tangerang
22.	Telkom University, Bandung
23.	Universitas 17 Agustus 1945 Semarang
24.	Universitas Bina Nusantara, Jakarta
25.	Universitas Darwan Ali, Kalimantan Tengah
26.	Universitas Dharma Andalas, Padang
27.	Universitas Esa Unggul, Jakarta
28.	Universitas Gunadarma, Jakarta
29.	Universitas Indonesia
30.	Universitas Katolik Indonesia Atma Jaya, Jakarta
31.	Universitas Krisnadwipayana, Jakarta
32.	Universitas Mataram
33.	Universitas Methodist Indonesia, Medan
34.	Universitas Negeri Jakarta
35.	Universitas Negeri Makassar
36.	Universitas Padjajaran, Bandung
37.	Universitas Pelita Harapan, Tangerang
38.	Universitas Saburai, Lampung
39.	Universitas Sahid Jakarta
40.	Universitas Tarumanagara, Jakarta
41.	University of Palangka Raya
42.	University of Sam Ratulangi, Manado
43.	Widyatama University, Bandung

## International Institution

No.	Institution Name
1.	Andhra University, India
2.	Bangkok Thonburi University, Bangkok
3.	Charles Darwin University, Australia
4.	Hidayatullah National Law University, India
5.	International Open College, Kuala Lumpur, Malaysia
6.	Islamic Aazad University, Dezful, Iran
7.	JK Lakshmi pat University, Jaipur, India
8.	Kolej University Polythec MARA, Kuala Lumpur, Malaysia
9.	National Kaohsiung Normal University, Pingtung Country, Taiwan
10.	National Sun Yat-sen University, Taiwan
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16.	University of Santo Tomas, Philippines
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18.	University of Westminster, UK

## Company

No.	Company Name
1.	House of Minahasa Batik, Sulawesi Utara
2.	Lumina Learning Indonesia

**PROFESSION ETHICS IN MARKETING :**  
**A REVIEW OF THE CASE IN ORDER TO THE FORMATION OF**  
**A CODE OF ETHICS IN MARKETING**  
**(CASE STUDY : INDOMIE IN TAIWAN)**

**P. C. Happy Darmawan <sup>1)</sup>**

**Ian Nurpatria Suryawan <sup>2)</sup>**

Email : ian.nurpatria@uph.edu

***Abstract :*** *Profession is an inevitability or the thing consciously and absolute be lived by every person or individual in terms of the work connected with certain standard of competence that has been set previously by professional associations concerned through the professional code of ethics that have been agreed jointly .Research method used to get the data derived from the study of literature derived from literature available and internet regarding a code of ethics profession accompanied by violation evidence that has been done .*

***Keyword :*** *Code of Conduct, Conflict of Interest.*

## **INTRODUCTION**

Profession is a particular jobs demanding very particular certain and experience. For standard operating procedure, each individual certainly adhering to a standard a particular procedure arranged through cooperation over their.

Agoes suggested (2011:196) there is a special purpose of any organization profession in developing competence of its members sustainably to do control behavior its members guided by code of conduct agreed together, so that the members can run their presence in.

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<sup>1)</sup> Business School, Universitas Tarumanagara, Jakarta

<sup>2)</sup> Business School, Universitas Pelita Harapan, Karawaci

In order to, any violation of code of conduct profession expressed as misuse / deviation to norm set and accepted by a group of professional which directs or guide to their members how to do and and ensuring the quality of these profession that in the community. (<http://pelangianggita.blogspot.co.id/2012/>).

## **LITERATURE REVIEW**

### **Business Ethics and Professions**

Profession (<https://id.wikipedia.org/wiki/Profession>, 2015) is a loan word from a word in the English language ' profess ', which in Greek is ' Επαγγελία ', which means: The promise to fulfill the obligation to perform a specific task permanently.

Keraf (2011) tells us that there are business ethics principles as follows : Firstly, The principle of autonomy is the attitude and the human capacity to take decisions and act based on his awareness of what he thought good to do. Second, The principle of honesty. There are three scope of business activities that can be shown clearly that businesses will not survive long and successful if not based upon honesty. First, be honest in the fulfillment of the terms of the agreement and contracts. Second, the honesty in the supply of goods or services with the quality and the price is comparable. Third, be honest in the internal working relationships within an enterprise. Third, The principle of fairness, namely demand that everyone be treated equally in accordance with the rules of a fair and rational, objective criteria, and be accountable. Fourth, The principle of mutual benefit (*mutual benefit principle*) that demanded that the business is run in a way that benefits all parties. Fifth, The principle of moral integrity is believed to be the internal demands of the business person or company in order to have to run a business while maintaining the good name of leader/staff as well as his company.

For the sake of keeping the existence of the business ethics, there are a few things to note, namely (<http://pelangianggita.blogspot.co.id/2012/>) : Firstly, Self-control. Second, The development of social responsibility (*social responsibility*). Third, Maintaining identity and not easily swayed by the rapid development of information and technology. Fourth, Create a healthy competition. Fifth, Implementing the concept of sustainable development. Sixth, Avoid the 5 k nature (Katabelece, Kongkalikong, Connections, Collusion, and the Commission). Seventh, Able

to state the true it's true. Eight, Fostering mutual trust between the strong and the entrepreneur entrepreneurs down. Ninth, Consequently, and consistent with the rules of the game agreed upon together. Tenth, Menumbuhkembangkan consciousness and the sense of belonging to what has been agreed upon. Eleventh, Need for some business ethics that is poured in a positive law in the form of legislation.

### **Code Of Ethics Of The Profession**

Code of ethics of the profession, according to Joseph (2010) is the moral rules, or guidelines of behaviour that helps personal action in a particular situation. In this case, certain rules need to be in any professional organizations so that those members who are members of the Organization of the profession can be orderly and not detrimental to society. According to Sukardi (2007) in Joseph (2010) there is a difference between a code of conduct to the law, namely: (1) the question of sanctions, (2) the scope of the power, practice, or outreach, (3) manufacturing procedures, (4) formalities and batiniah attitude.

Alwi Dahlan holds (2005, as quoted Sukardi, 2007:25) in Joseph (2010) that the existence of a code of conduct at least have five benefits : First, Protect a professional engaged in their fields. Second, Protect the public from malpractice by practitioners who are less professional. Third, Encourage healthy competition between practitioners. Fourth, Preventing cheating between colleagues professions. Fifth, Prevent resource information by manipulation.

### **RESEARCH METHODS**

The method in this research is descriptive research analytical method, for the data derived from the analysis of documents in the form of the theory – the theory contained in the libraries either from books or from the internet and then do analysis by enriching information, looking for relationship, compare, find patterns on the basis of the original data (not transformed in the form of numbers), in which the results of the data analysis are transformed in the form of a narrative description (Haryanto (2012) in Tjahyanti (2015:38-39)).

## DISCUSSION OF MARKETING CASE STUDIES (INDOMIE IN TAIWAN)

(Source : <http://indah-widjaya.mhs.narotama.ac.id/2013/10/07>)

The case of Indomie who got the ban for circulating in Taiwan because it referred to contain preservatives dangerous to humans and withdrawn from circulation. Substances contained in instant noodles is methyl parahydroxybenzoate and benzoic acid (benzoic acid). Both of these substances are usually only allowed to be used for making cosmetics, and on Friday (08/10/2010) Taiwan party has decided to withdraw all types of the product Indomie from circulation. In Hong Kong, two famous supermarket as well for a while does not market products of instant noodles.

The case of Indomie now gets the attention of the members of the House Commission IX and will soon call on the head of BPOM Kustantinah. "We will invite BPOM to explain issues related to product Indomie it as soon as will be possible, if possible this Thursday," said the Chairman of the House of Commission IX, Rebecca Tjiptaning, at the Capitol, Senayan, Jakarta, Thursday (12/10/2010). The House of Representatives of Commission IX will ask for information about the case of Indomie can this be terjadai outside the State party, let alone who know in advance will be the presence of harmful substances contained in the product Indomie.

A Dessy Ratnaningtyas, a cosmetic practitioner explains, two substances that are contained in the Indomie namely *methyl parahydroxybenzoate* and *benzoic acid* (benzoic acid) is a preservative that makes the product not quickly rot and durable. Hazardous substances is commonly known by the name of nipagin. In the use of cosmetic products for own consumption is restricted maximum nipagin 0.15%.

Chairman Kustantinah BPOM also justifies the existence of substances harmful to humans in the case of Indomie. Kustantinah explained that the right of instant noodles contain nipagin, who also were in the soy sauce in instant noodle kemasam. but the levels of the chemical that are in still in reasonable limits of instant noodles and safe for consumption, continued Kustantinah.

But when the levels of nipagin exceeded the provision for safe consumption i.e. 250 mg per kilogram and instant noodles to 1000 mg, nipagin per kilogram in foods other than meat, fish and poultry, would be harmful to the body which can lead to vomiting and very risky exposed to cancer.

According to Kustantinah, Indonesia which is a member of the *Codex Alimentarius Commission*, the product Indomie already refer to International requirements regarding the regulation of quality, nutritional and food product safety. While Taiwan is not a member of the Codec. Products marketed in Taiwan Indomie ought to be consumed in Indonesia and because standards between the two countries are different then timbulah the case of Indomie.

## CONCLUSION

Every profession needs to be made a standard code of conduct to prevent the malpractice of the profession, Need for Legislation – Legislation governing the establishment of a standard code of ethics for each profession and its implementation rules containing the draft about how making a code of conduct and Need for a Council of the international code of conduct to prevent the destruction of the good name of the company done by other companies from other countries in its home country (compete in unhealthy) example cases of instant noodles in the country of Taiwan.

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