



RUNDOWN PROGRAM
INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES, HUMANITIES, ECONOMICS AND LAW
(ICONSHEL)
PPC BALLROOM GRAND INNA PADANG, 5 – 6 SEPTEMBER 2018

Time	Event
Wednesday, 5 September 2018	
09.00 – 10.00	Registration
10.00 – 10.30	Opening Ceremony <ul style="list-style-type: none"> National Anthem "Indonesia Raya" Greeting from the Organizing Committee Welcome Speech from and opening by Rector Universitas Andalas Pray
10.30 – 10.45	Coffee break
	Plenary Session I
10.45 – 12.00	1. Prof. Dr. Robert Faff (University of Queensland), "Islamic Finance and Pitching Research" 2. Prof. Dr. Afrizal, MA (Universitas Andalas) "Development, Conflict and Human Rights"
	Moderator: Hafiz Rahman, S.E, MSBS, Ph.D
12.00 – 13.30	Lunch Break
	Parallel Session
13.30 – 15.30	Session I
15.30 – 16.00	Coffee Break
16.00 – 18.00	Session II
Thursday, 6 September 2018	
09.00 – 10.00	Plenary Session II
	1. Prof. Dr. Lyn Parker (University of Western Australia) "Indonesian Families: At Risk and Vulnerable?"
	Moderator: Dra. Diah Tyahaya Iman, M.A, Ph.D
10.00 – 10.15	Coffee Break
10.15 – 12.00	Plenary Session III
	1. Prof. Dr. Mikihiko Moriyama (Nanzan University) "Multilingual Society and Language Policy in Indonesia" 2. Prof. Dr. Song-Seung Won (Hankuk University of Foreign Studies) "Being Korean in Baton? The Cia-Cia's Adoption of the Korean Alphabet and Identity Politics in Decentralized Indonesia"
	Moderator: Dr. Ike Revita, S.S, M.Hum
12.00 – 13.30	Lunch Break
	Parallel Session
13.30 – 15.30	Session III
15.30 – 16.00	Coffee break
16.00 – 18.00	Session IV
18.00	Closing Ceremony

The "Biased" Model Formulation of Critical Attitude of Readers on the Billboards Text in the City of Mecca Terrace: a Semiotics Culture Studies

Sulastrri, Diah Tyahaya Iman, Ronidm

Abstract

The symbol of the city of Mecca terrace is a sealed identification for the city of Padang Panjang in West Sumatra. The symbol is actually abstract, partial and changing. Padang Panjang, an area in the Minangkabau realm is based on *Adat Basandi Syarak and Syarak Bersandi Kitabullah (ABS, BSK)* customary law or beliefs based on religious laws, the religious laws based on the Holy Book, the Quran). The city of Mecca terrace seems to be used as a 're-present' but is 'not represented' by the concept of vague meanings or obscurity. The identity of the town which is marked either directly or indirectly has a "biased" concept and is not fully based on customary law or beliefs based on religious laws, the religious laws based on the Holy Book, the Quran (ABS, BSK).

Usually the "biased" identity phenomenon arises usually during the campaign period (PILKADA) when the community selects government leaders. This paper shows how the community flexibilities in using religious signs and symbols in the campaign texts on the billboards by using cultural semiotic approach.

The packaging of religious symbols was used in a lot of movements and activities of the local people. Political issues on billboards and banners culturally were "religious covered" and hidden strategically in signs and semiotic symbols.

The result of this study concludes that religiously dressed symbols have been used in the concept of "affiliation" on the billboards. This shows that a "biased" identity is achieved through cultural flexibility amidst societies undergoing social changes due to globalization and localized for political purposes. The identity of the self becomes "wriggling" and the influence of another "the other" group is more powerful and influential.

Keywords: Identity, Bias, Semiotics, Customs, Religion

Sulastri, Diah Tyahaya Iman, Ronidm 77

Environmental Ethics in Literature: A Comparative Analysis on American and Indonesian Novels
Eva Najma, Riyani Yadhira..... 78

Threat Language: Cognitive Exploitation in Social Engineering
Handoko, Dwi Anggreni Waskito Putri..... 79

The Meaning of Utterance in Badikia as an Oral Tradition in Padang Pariaman Region
Rahmu Nila Sepni, Irida Rozalima 80

The "Biased" Model Formulation of Critical Attitude of Readers on the Billboards Text in the City of Mecca Terrace: a Semiotics Culture Studies
Sulastrri, Diah Tyahaya Iman, Ronidm..... 81

English Use and Western Cultural Interference in Minangkabau Wedding Ceremony in Padang City
Rina Marnita..... 82

Potentially Missing Lexicon in Minangkabau in Padang
Renivati, Nadra 83

Degradation and Exploitation on Nature and Women: Atwood's Nostalgia in Surfacing
Riyani Yadhira, Ferdinal, Zurmalis..... 84

The Meaning of Utterance in Badikia as an Oral Tradition in Padang Pariaman Region
Rahmu Nila Sepni, Irida Rozalima 85

Darwinian Literary Studies in Review: A New Science-Based Approach to Literature
Gimdo Rizano..... 86

Language Therapy Model for Treating Adult Aphasic Patient
Gusti Sastra, Handoko, Ike Revita, Hendra Permiana..... 87

Being Muslim Immigrants in America: Perseverance, Resistance, and Negotiation of Identity in Ayad Akhtar's "American Dervish"
Rika Handayani..... 88

Organizational Culture, Job Satisfaction, and Performance among Y Generation (A Study on a Multi-Platform Digital Media Company)
Dyah Harjanti, Widjojo Suprpto, Vivian Susanty..... 89

The Effect of Bank Behavior, Financial Literacy on Financial Inclusion and Debt Behavior in Household Consumption
Herispon, Tafid Husni, Elfindri, Harif Amali Rovai 90