



UNIVERSITAS PENDIDIKAN INDONESIA

Sertifikat

NOMOR : B-1477 /UN40.LP/DL/2021

Diberikan kepada :

Dr. Hasanuddin, M.Si.

Atas partisipasinya sebagai Nara Sumber dalam acara

***International Webinar: "Strategi Kolaborasi Pengembangan Jejaring Industri
Ekowisata Berbasis Budaya dan Pendidikan Seni"***

Yang dilaksanakan pada tanggal, 21 Oktober 2021.

Bandung, 21 Oktober 2021.

Ketua LPPM UPI,



Prof. Dr. Dadang Sunendar, M.Hum.
NIP 196310241988031003

NO	MATERIAL	LESSON HOURS	KEYNOTE SPEAKER/SPEAKER
1.	Budi dan Budaya dalam Ilmu Sosial	1	Prof. Dato' Dr. Ahmad Murad Merican "Profesor Sejarah Sosial dan Intelektual, Institut Pemikiran dan Tamadun Islam, Universiti Islam Antarabangsa Malaysia (ISTAC-IIUM)"
2.	Local Communities' Perception of Sustainable Rural Tourism Development Impact and Their Support for Future Tourism Development	1	Assoc. Prof. Dr. Mohd Hafiz Mohd Hanafiah "Timbalan Dekan (Penyelidikan dan Jaringan Industri) Universiti Teknologi of MARA"
3.	<i>Techno-preneurship</i> in Cultural Arts Inheritance (Case Study : Indonesia – Malaysia)	1	Dr. Yuliawan Kasmahidayat, M.Si. "Lecturer in Dance Education Program, FPSD UPI & Head of EKKIP LPPM UPI"
4.	Aesthetic and Ethics : Value Standars for Cultural-based Ecotourism Exotic Development	1	Dr. Hasanuddin, M.Si. "Lecturer in Cultural Studies Program, FIB, Andalas University"
JUMLAH		4	



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,
RISET, DAN TEKNOLOGI
UNIVERSITAS PENDIDIKAN INDONESIA
LEMBAGA PENELITIAN DAN PENGABDIAN KEPADA MASYARAKAT
Jalan Dr. Setiabudhi Nomor 229 Bandung 40154
Laman www.upi.edu Email : sekuniv_upi@upi.edu

Nomor : B-1443 /UN40.LP/TU/2021
Lampiran : 1 (satu) berkas
Hal : Permohonan Menjadi Nara sumber

Yth. **Bapak Dr. Hasanuddin, M.Si.**

Dosen Program Studi Kajian Budaya, FIB, Universitas Andalas
di
Tempat

Dengan hormat,

Sehubungan akan dilaksanakannya kegiatan *International Webinar* dengan tema “**Strategi Kolaborasi Pengembangan Jejaring Industri Ekowisata Berbasis Budaya dan Pendidikan Seni**”, yang diselenggarakan oleh Pusat Kajian dan Pengembangan Ekonomi Kreatif, Kewirausahaan, dan Industri Pariwisata LPPM Universitas Pendidikan Indonesia, dengan ini kami mohon kesediaan Bapak untuk menjadi nara sumber pada kegiatan tersebut. Adapun penyelenggaraan kegiatan webinar ini melalui Aplikasi *Zoom Meeting* yang akan dilaksanakan pada:

Hari/tanggal : Kamis, 21 Oktober 2021
Waktu : Pukul 08.00 s.d selesai
Media : Aplikasi *Zoom Meeting*
Meeting ID : 822 2359 8020
Passcode : 835536

Demikian permohonan ini kami sampaikan. Atas perhatian dan kerjasama yang baik kami ucapkan terima kasih.

Bandung, 13 Oktober 2021

Ketua,



Prof. Dr. Dadang Sunendar, M.Hum.
NIP 196310241988031003

Tembusan :
Sekretaris LPPM.

SUSUNAN ACARA

WAKTU	KEGIATAN	DURASI	PENGISI ACARA
07.30 – 08.00	Registrasi dan Penayangan Display Seluruh Pengisi Acara	30 menit	Operator
08.00 – 08.05	Pembukaan	5 menit	MC : Gisel Tanjung Oktarina, M.Pd.
08.05 – 08.10	Pembacaan Do'a	5 menit	Dr. Syaifullah Syam, M.Si
08.10 – 08.15	Indonesia Raya	5 menit	Operator, MC
08.15 – 08.20	Sambutan Kapus EKKIP	5 menit	Dr. Yuliawan Kasmahidayat, M.Si.
08.20 – 08.30	Sambutan sekaligus Pembukaan	10 menit	Prof. Dr. Dadang Sunendar, M.Hum.
08.30 – 08.40	Opening Art	10 menit	HIMASTAR, MC, Operator
08.40 – 08.45	Pembacaan CV Moderator	5 menit	MC : Gisel Tanjung Oktarina, M.Pd.
08.45 – 08.50	Pembacaan CV Keynote Speaker	5 menit	Moderator : Dr. Rita Milyartini, M.Si.
08.50 – 09.30	Pemaparan Materi Keynote Speaker	40 menit	Prof. Dato' Dr. Ahmad Murad Merican (Institut Antarabangsa Pemikiran dan Tamadun Islam (ISTAC-IIUM), Universiti Islam Antarabangsa Malaysia)
09.40 – 11.00	Pematerian Narasumber	80 menit	<ol style="list-style-type: none"> 1. Dr. Yuliawan Kasmahidayat, M.Si. (Dosen Pendidikan Seni Tari FPSD dan Kepala Pusat Kajian EKKIP LPPM UPI) 2. Assoc. Prof. Dr. Mohd Hafiz Mohd Hanafiah, CHIA (Timbalan Dekan – Penyelidikan dan Jaringan Industri, Universiti Teknologi MARA) 3. Dr. Hasanuddin, M.Si. (Dosen Prodi Kajian Budaya, FIB, Universitas Andalas)
11.00 – 11.45	Tanya Jawab	45 menit	Moderator, Narasumber, dan Peserta
11.45 – 11.50	Foto Penutupan	5 menit	
11.50 – 12.00	Penutupan		MC



Lembar Kesediaan

Saya yang bertanda tangan dibawah ini :

Nama :

Instansi :

Menyatakan (Bersedia/Tidak Bersedia) menjadi Narasumber pada Kegiatan Webinar dengan tema “Strategi Kolaborasi Pengembangan Jejaring Industri Ekowisata Berbasis Budaya dan Pendidikan Seni” yang akan diselenggarakan pada hari Kamis, 21 Oktober 2021, pukul 07.30 – 12.00 WIB dan diselenggarakan secara virtual oleh LPPM UPI.

Demikian surat ini, untuk digunakan sebagaimana seharusnya

Hormat Kami

Catatan : Lembar kesediaan ini mohon dikirimkan kembali ke Whatsapp 088222034631 / herumahmud@upi.edu dengan menyertakan dokumen berikut (untuk kelengkapan administrasi)

1. Curriculum Vitae
2. KTP/Identitas
3. NPWP (Nomor Wajib Pajak)
4. Nomor Rekening Bank
5. Materi Khusus Narasumber (Fullpaper dan Slide Presentasi)

Mohon dikirimkan paling lambat tanggal 19 Oktober 2021.



**AESTHETICS AND ETHICS VALUE STANDARDS FOR CULTURAL-BASED
ECOTOURISM EXCOTIC DEVELOPMENT**

Hasanuddin Hasanuddin, Yuliawan Kasmahidayat, Mohd Hafiz Mohd Hanafiah

Program Studi Sastra Minangkabau dan Kajian Budaya

Fakultas Ilmu Budaya Universitas Andalas 2021

WHAT ARE TOURISTS LOOKING FOR?

WHAT FOR?

- For recreation
- For relaxation
- For environmental education
- For healthy/ mental healthy
- For character building
- For crime prevention
- For moral education
- For economic purposes
- Etc.

Something to see
Something to do
Something to buy

TOURISTS ATTRACTION



Three elements of tourism products:

- Attractions
- Amenities
- Accessibilities

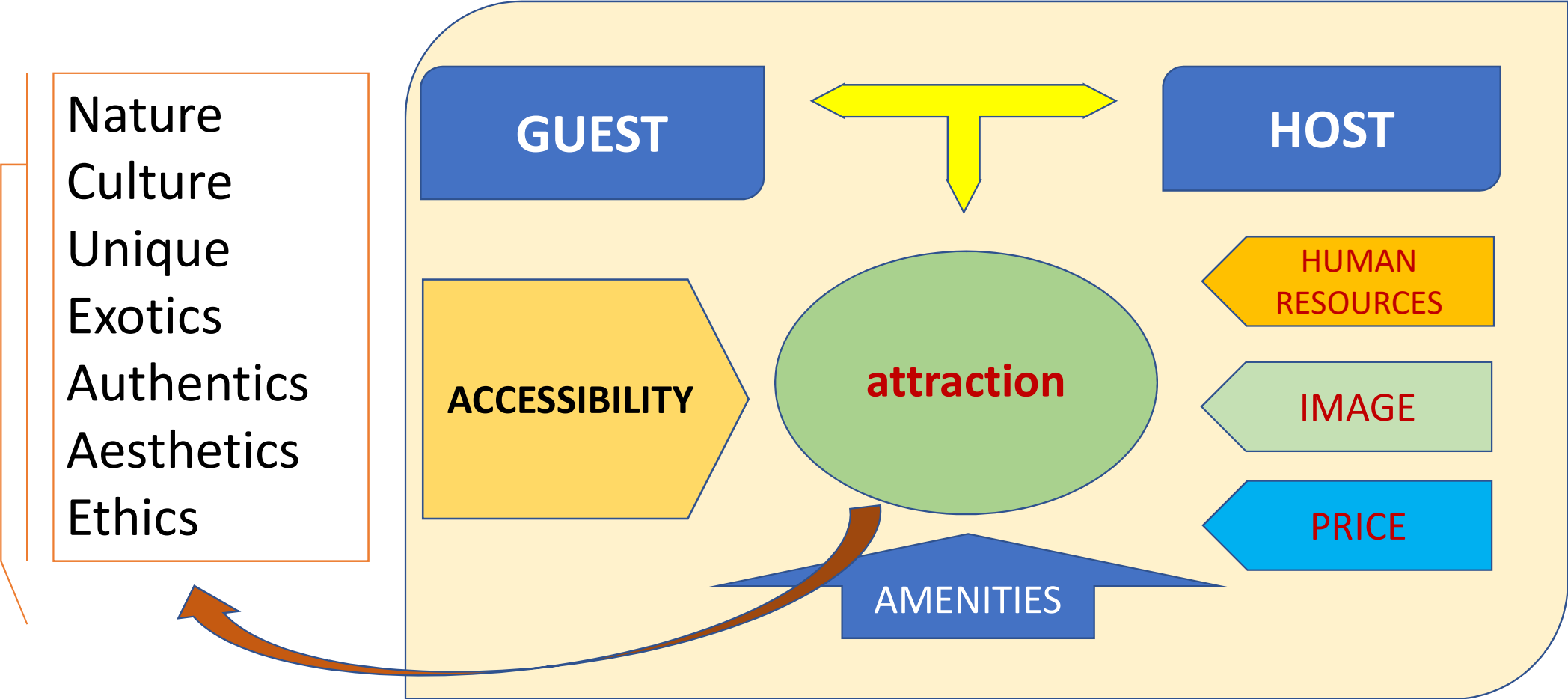
Tourism Product Features

Tourist Product Features:

- Cannot be moved
- No need for intermediaries to achieve satisfaction
- Cannot be hoarded/saved
- Strongly influenced by non-economic factors
- Cannot be tasted
- Very dependent on the human factor
- Have a high risk in investment
- Do not have objective standards in assessing product quality



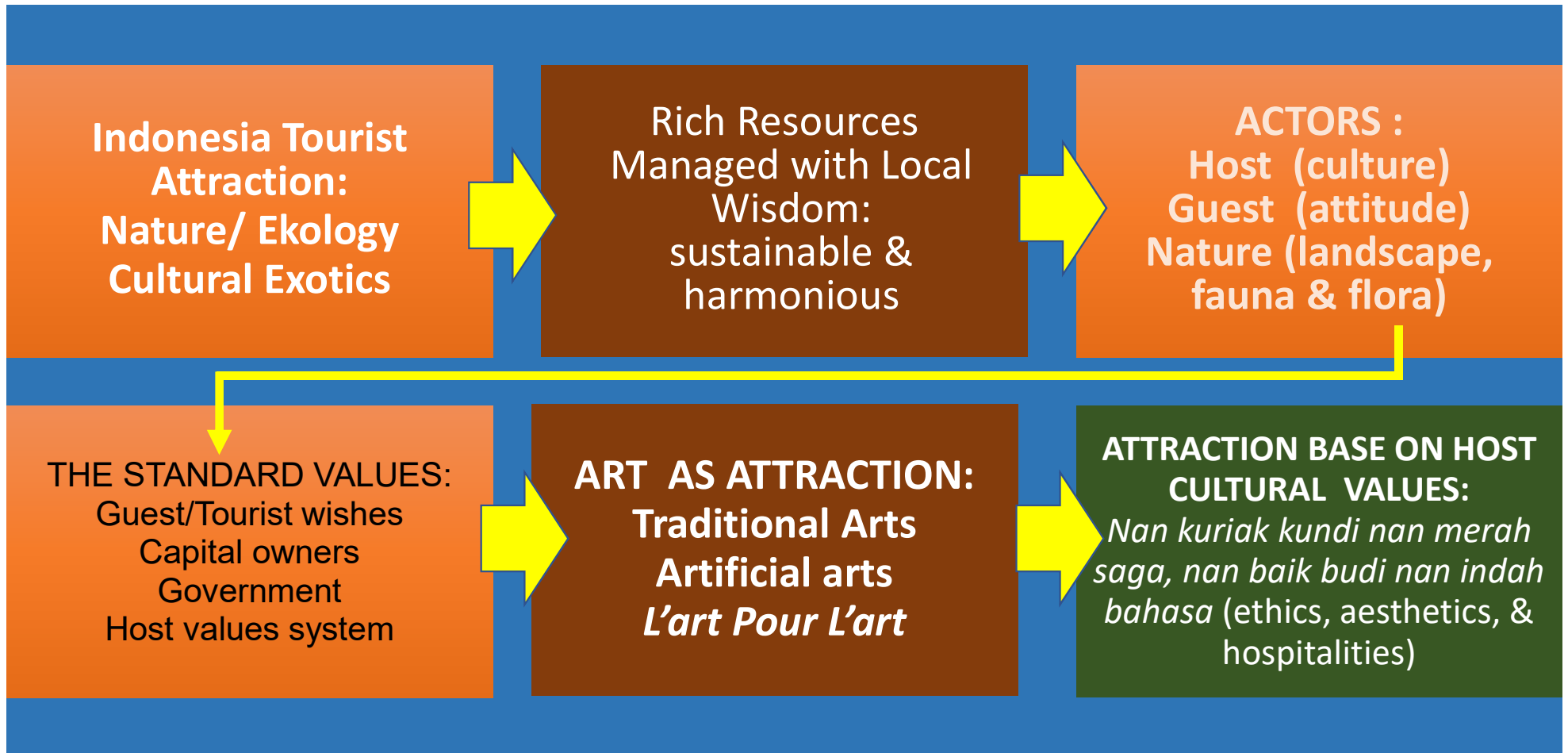
TOURIST ATTRACTION



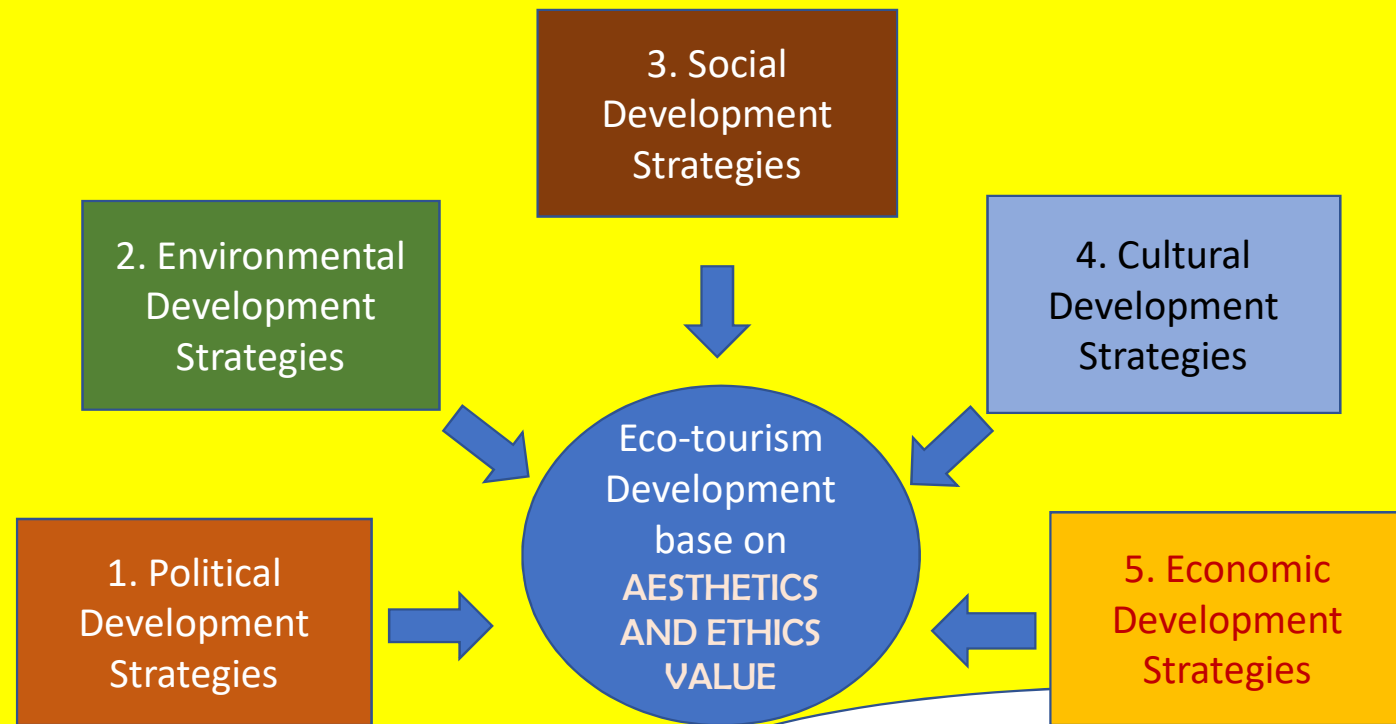


Siapa
menonton
siapa?

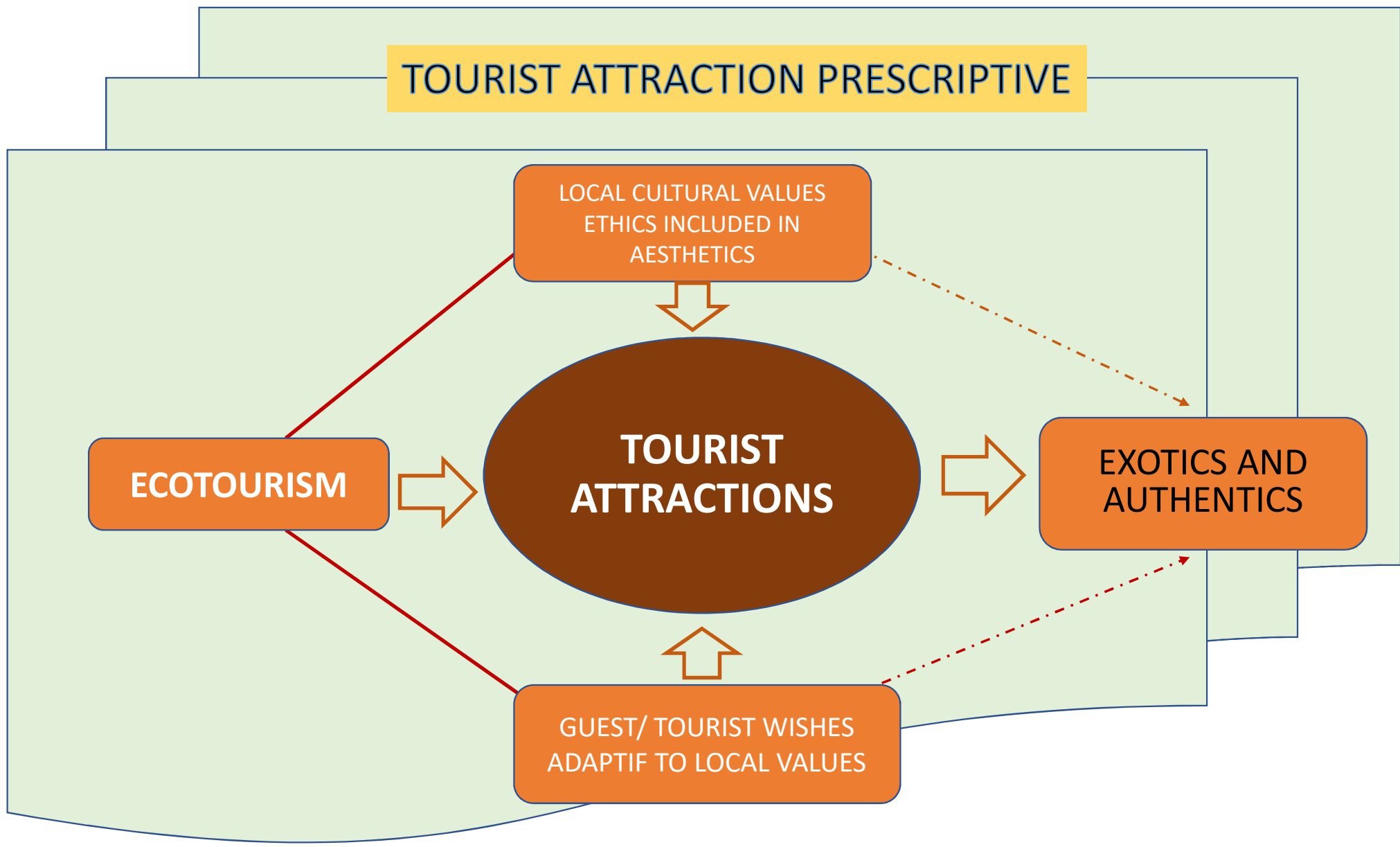
INDONESIAN ECOTOURISM PROBLEMS:



VALUES STRENGTHENING FOR ECOTOURISM DEVELOPMENT



TOURIST ATTRACTION PRESCRIPTIVE



ECOTOURISM

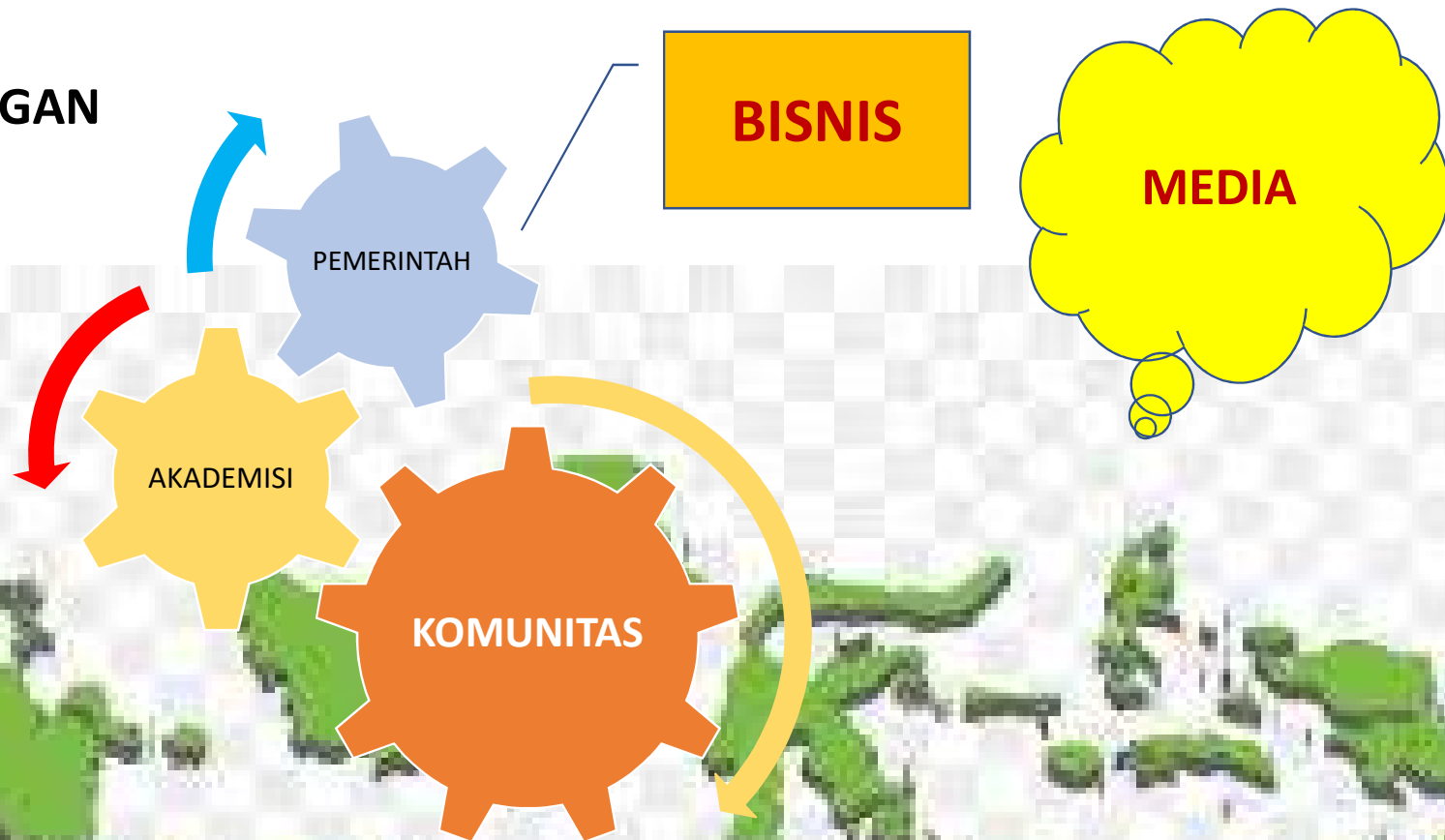
LOCAL CULTURAL VALUES
ETHICS INCLUDED IN
AESTHETICS

TOURIST
ATTRACTIONS

GUEST/ TOURIST WISHES
ADAPTIF TO LOCAL VALUES

EXOTICS AND
AUTHENTICS

**PENTAHELIX
PENGEMBANGAN
PARIWISATA
INDONESIA**



Terima Kasih





Syaifullah

M Yusuf Sapari

Zidan Ramadan...



andri

View



Yuliawan Kasmahidayat

Unmute Stop Video Security Participants 96 Chat Share Screen Record Breakout Rooms Reactions Leave

Participants (96)

Find a participant

- HH hasanuddin hasa... (Co-host, me)
- S Setiawan (Host)
- YK Yuliawan Kasmahidayat (Co-host)
- AM Ahmad Murad Merican (Co-host)
- HM Heru Mahmud (Co-host)
- RA Rian Andriana LP... (Co-host)
- RM Rita Milyartini (Co-host)
- S Syaifullah (Co-host)
- UT UPI_Gisel T.O.D.P (Co-host)

Invite Mute All

Chat

- From Effy Mulyasari to Everyone: Selamat & Sukses Webinarnya, saya pindah ke YouTube...
- From Non dwishiera to Everyone: izin beralih ke youtube

Who can see your messages? Recording On

To: Everyone Type message here...



Recording Remove Pin Remove Spotlight

WCU UPI PROGRAMS 20... OF THE CREATIVE ECONOMY, TRISM INDUSTRY, LPPM UPI

Participants (95)

- Find a participant
- AN Annida Nur Fadillah Azzahro
 - AS Asmyta Surbakti
 - BS Bandi Sobandi
 - BN Berliani Ninta Tribrata
 - CR Choirunisa Ristanti
 - DR Desi Rahman
 - DK Dewi Karyati
 - DM Dian maryani
 - DT Dinda Tri L_7C
 - DN Dwi Noviyusnita
 - ED Eilen Deliyana
 - EM Eka Marselina Pratiwi
 - ES Elita Sulung Kurnia
 - FF Fanny Fitriasari
 - FA Farid Abdullah
 - FI Felix Imantaka
 - FY Feny Yuliani_7C
 - FL Fernanda Laura Himawan
 - FS Frahma S
 - IA Ica Ayu_7C
 - IR Irma Rachmawati_7C

Unmute Stop Video Security Participants 95 Chat Share Screen Record Breakout Rooms Reactions Leave

			Zidan Ramadan...			M Yusuf Sapari
		1A_Iramayasipa	1A_Agung Sopi...	Adinda Putri Ar...	Khusnul Habiba...	Farid Abdullah
1A_MERY ANNI...	Fanny Fitriasaki	Rian Andriana L...	Setiawan	Jaka Falah	Heru Mahmud	TVUPI
7C_Annastasya r...	Desi Rahman	Adinda Maulida	1A_Lasmini Puri...	Nickova Christia...	Ismi Laila Anugr...	1A Salma Izdiha...
1_A Putri Ameli...	1A_Riza Dwi Saf...	Dian maryani	1A_Dicky Riyaldi	sekar arum	Cawaludin.S	Rizky haeruman...
Sella Azhari Mar...	Amalia Nurfauzi...	Nurul Risma Les...	1A R.Riffa Rabiah	mrl_Salsabila Pu...	1A_Shela dwi A...	1B_MRL_Enjel Ik...
1A_Aqila Fara zeta	Choirunisa Muk...	1A_Anindyajati C	1A_Nur izmi tia...	1A_Hany Handa...	21_Ayu Lestari	Nida Nfz

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Find a participant

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- AM Ahmad Murad Merican (Co-host)
- C Cawaludin.S (Co-host)
- HM Heru Mahmud (Co-host)
- JF Jaka Falah (Co-host)
- RA Rian Andriana LP... (Co-host)
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- Fernanda Laura Himawan
- Frahma S
- Ica Ayu_7C

Invite Mute All

Leave

Unmute Stop Video Security Participants 95 Chat Share Screen Record Breakout Rooms Reactions



Recording



SPECIAL FOR UPI's 67th Anniversary

"COLLABORATIVE STRATEGY FOR DEVELOPING INDUSTRIAL NETWORKS BASED ON CULTURE"



WCU UPI PROGRAMS 2021

Participants (101)

Find a participant

- HH hasanuddin hasa... (Co-host, me)
- S Setiawan (Host)
- RM Rita Milyartini (Co-host)
- AM Ahmad Murad Merican (Co-host)
- C Cawaludin.S (Co-host)
- HM Heru Mahmud (Co-host)
- JF Jaka Falah (Co-host)
- RA Rian Andriana LP... (Co-host)
- UT UPI_Gisel T.O.D.P (Co-host)
- YK Yuliawan Kasmahidayat (Co-host)
- 1P 1_A Putri Amelia Lisdayanti
- 1R 1A R.Riffa Rabiah
- 1S 1A Salma Izdihar Nabilah
- 1S 1A_Agung Sopiyyulloh
- 1K 1A_Alifa Kamila Zahra
- 1C 1A_Anindyajati C
- 1F 1A_Aqila Fara zeta
- 1R 1A_Dicky Riyaldi
- 1D 1A_Elvira Diva Fahlevi Yahdi
- 1H 1A_Hany Handayani
- 1 1A_Iramayasipa

Invite Mute All

UPI_Gisel T.O.D.P

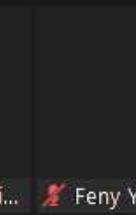
andri

Sri Hastuti

Setiawan

Rian Andriana L...







INTERNATIONAL WEBINAR SERIES 3

In Collaboration between
Universitas Pendidikan Indonesia, Universitas Andalas,
Universiti Teknologi MARA, and Universiti Islam Antarabangsa Malaysia

SPECIAL FOR UPI's 67th DIES NATALIS

“COLLABORATIVE STRATEGY FOR DEVELOPING ECOTOURISM INDUSTRY NETWORKS BASED ON CULTURE AND ARTS EDUCATION”

OPENING SPEECH :



Prof. Dr. Dadang Sunendar, M.Hum
Head of LPPM UPI

KEYNOTE SPEAKER :



Prof. Dato' Dr. Ahmad Murad Merican
Profesor Sejarah Sosial dan Intelektual,
Institut Pemikiran dan Tamadun Islam,
Universiti Islam Antarabangsa Malaysia
(ISTAC-IIUM)

“Budi dan Budaya dalam Ilmu Sosial”

Thursday, 21st October 2021
08.00 - 12.00 A.M

SPEAKERS :

Assoc. Prof.
Dr. Mohd Hafiz Mohd Hanafiah



Dr. Yuliawan Kasmahidayat, M.Si
Lecturer in Dance Education Program, FPSD, UPI
Head of EKKIP LPPM UPI
**“Techno-preneurship in Cultural Arts Inheritance
(Case Study: Indonesia – Malaysia)”**

Dr. Hasanuddin, M.Si.
Lecturer in Cultural Studies Program,
FIB, Andalas University
**“Aesthetics and Ethics: Value Standards for
Cultural-based Ecotourism Exotic Development”**

Timbalan Dekan (Penyelidikan dan Jaringan Industri)
Universiti Teknologi MARA
**“Local Communities' Perception of
Sustainable Rural Tourism Development Impact and
Their Support for Future Tourism Development”**



MODERATOR :
Dr. Rita Milyartini, M.Si.



MC :
Gisel Tanjung, M.Pd.

[Bit.ly/WEBINARWCUSERIES3](https://bit.ly/WEBINARWCUSERIES3)

088222034631 (Heru M)