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3rd ImCoSS

THE THIRD INTERNATIONAL MULTIDISCIPLINARY
CONFERENCE ON SOCIAL SCIENCES

5 - 7 JUNE 2015

BANDAR LAMPUNG UNIVERSITY
INDONESIA

PROCEEDINGS

Hosted by :

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3rd IMCoSS 2015

**THE THIRD INTERNATIONAL MULTIDISCIPLINARY
CONFERENCE ON SOCIAL SCIENCES**

5, 6 June 2015

Bandar Lampung University (UBL)
Lampung, Indonesia

PROCEEDINGS

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PREFACE

The Activities of the International Conference are in line and very appropriate with the vision and mission of Bandar Lampung University (UBL) to promote training and education as well as research in these areas.

On behalf of the **The Third International Multidisciplinary Conference on Social Sciences (The 3rd IMCoSS) 2015** organizing committee, we are very pleased with the very good response especially from the keynote speaker and from the participants. It is noteworthy to point out that about 112 technical papers were received for this conference.

I would like to express my deepest gratitude to the International Advisory Board members, sponsor and also to all keynote speakers and all participants. I am also grateful to all organizing committee and all of the reviewers who contribute to the high standard of the conference. Also I would like to express my deepest gratitude to the Rector of Bandar Lampung University (UBL) who give us endless support to these activities, so that the conference can be administrated on time

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Table Of Content

Preface.....	ii
International Advisory Board	iii
Steering Committee.....	iv
Organizing Committee	vi
Table of Content	viii
Keynote Speaker :	
1. Cultural Tourism and Trade in Indigenous People's Art and Craft: A Gap Analysis of International Legal Treatise and National Legislation – Ida Madieha bt. Abdul Ghani Azmi	I-1
2. Contrasting Islamic Leadership Styles (An Empirical Study Of Muslim Majority And Minority Countries) - Khaliq Ahmad	I-10
Paper Presenter :	
ECONOMICS :	
1. An Analysis of The Influence of Aggregate Expenditure Regional Gross Domestic Product Growth In The Lampung Province – H.M.A. Subing	II-1
2. Effect on The Quality of Passenger Satisfaction (Study in Radin Inten II Airport South Lampung) – Ardansyah and Stefanny Ellena Rushlan	II-7
3. Factors That Affect Longevity Of Business Relationships – Margaretha Pink Berlianto and Innocentius Bernarto.....	II-12
4. Millennials Green Culture: The Opportunity And Challenge (A Case Study Of Higher Education Student) - Ika Suhartanti Darmo	II-21
5. Preferences Prospective Students In Choosing The Study Program (University X In Bandar Lampung) - Indriati Agustina Gultom and Wahyu Pamungkas	II-29
6. The Effect Of Growth, Profitability And Liquidity To Bond Rating Of The Banking Firms Listed On The Indonesian Stock Exchange (Period 2009- 2013) - Syamsu Rizal and Winda Sutanti	II-34
7. The Influences Of Investment On Regional Gross Domestic Product (RGDP) In Lampung - Habiburrahman	II-42
8. The Influences Of Bank Product Socialization And Electronic Payment System Quality On Intention To Use E-Money In Indonesia - Cynthia Jonathan, Rina Erlanda and Zainal Arifin Hidayat	II-46
9. The Influence Of Inflation, GDP Growth, Size, Leverage, And Profitability Towards Stock Price On Property And Real Estate Companies Listed In	

Indonesia Stock Exchange Period 2005-2013 - Herry Gunawan Soedarsa and Prita Rizky Arika	II-50
10. The Influence Of Investment Opportunity Set (IOS) And Profitability Towards Stock Return On Property And Real Estate Firms In Indonesia Stock Exchange - Grace Ruth Benedicta, Herlina Lusmeida	II-57
11. The Influence Of Prosperity And Finacial Performance With Respect To Equalization Funds Of The Government District/City In All Southern Sumatra Regions - Rosmiati Tarmizi, Khairudin and Felisya Fransisca	II-66
26. The Influence of The Financial Performance and Macroeconomic Factors To Stock Return - Angrita Denziana, Haninun, and Hepiana Patmarina.....	II-73
27. The Economical Analysis Of Mechanization In Land Preparation For Plantation - M.C. Tri Atmodjo	II-81
28. The Performance of Undiversified Portfolio In Indonesia Stock Exchange - Budi Frensidy	II-84
29. An Analysis of Fast Improvement Program of Human Resources for Employee Satisfaction of PT. PLN (Persero), Bandar Lampung Power Sector - Sapmaya Wulan and Kiki Keshia	II-89
30. Engineering Model of Economic Institution Insugarcane Agribusiness Partnership (Case Study on Sugar Cane Agribusiness Partnership between Farmers Cooperative and Sugar Factory in Way Kanan Regency of Lampung Province-Indonesia) – Syahril Daud and Adrina Yustitia	II-97

LAW :

1. Analysis Of Convict's Rights In Judicial Review Of Narcotics Criminal Case - Yulianto	III-1
2. Comparison Of Authority Of The Conditional Court In India And Thailand In Judicial Review – Indah Satria	III-4
3. Criminal Law Policy As An Effort Of Overcoming Crime Towards Protected Animals - Benny Karya Limantara and Bambang Hartono	III-9
4. Decentralization Evaluation in Indonesia : The Dynamics of Relation Central Government and Local Government - Dewi Nurhalimah	III-15
5. Denial Of Labor Rights By Liberal Legal Regime In The Outsourcing System - Cornelius C.G, Desi Rohayati and Ricco Andreas	III-20
6. Design Of The Special / Special For Inclusion In The System Of The Republic Of Indonesia By Constitution Of The Republic Of Indonesia 1945 - Baharudin.....	III-22
7. Dilemma of State Sovereignty Protecting the Homeland Indonesia (Studies Agrarian Constitution) - FX. Sumarja	III-27
8. From State Sovereignty To People Sovereignty: The Development of State Control Doctrine in Indonesia Constitutional Court Decision - Utia Meylina	III-32

9. Law Function As Instrument To Build a Stability of Moral Economy in Globalization Era - Hieronymus Soerjatisnanta and M Farid Al-Rianto	III-36
10. The Analysis Of Criminal Liability For Crimes Perpetrators Of The Crime Of Human Trafficking – Dharma Saputra	III-45
11. The Death Penalty: Pancasila, With Efforts To Eradicated Drugs - Anggun Ariena R. and Ade Oktariatas Ky	III-48
12. The Existence of Government Regulation in Liew of Law or Peraturan Pemerintah Pengganti Undang-Undang (Perppu) in Legal Systems of the Republic of Indonesia - Rifandy Ritonga	III-53
13. The Fulfilment Of The Right To Health Services Through Control Of Ombudsman Functions In The Region - Agus Triono	III-57
14. The Tort Of Multimodal TransportatioAgreement - Dio Adewastia Fajaranu	III-64
15. Uprising Of Village Democracy: Challenge And Opportunities For Village - James Reinaldo Rumpia	III-70
16. Comparative Law of Cartels between Indonesia and Japan (Review of Act No. 5 of 1999 concerning Prohibition of Monopolistic Practices and Unfair Business Competition and the Act Concerning Prohibition of Private Monopoly and Maintenance of Fair Trade" (Act No. 54 of 14 April 1947)) - Recca Ayu Hapsari	III-77
17. The Role Of Adat Community As The Part Of Normative Systems In Paser - Melisa Safitri	III-83

SOCIAL SCIENCE :

1. An Using E-CRM To Improve Market Value Companies (Research Study at EF Bandar Lampung) - Ruri Koesliandana, Arnes Y. Vandika, and Dina Ika Wahyuningsih	IV-1
2. Analysis Of The Quality Of Public Health Field – Siti Masitoh	IV-4
3. Charges Of Indonesia Labor / Workers Against Proper Living Needs That Can Meet The Minimum Wage – Agustuti Handayani	IV-13
4. Community Response On Changes Regional Head Election System (Study On Environmental Public Housing Way Kandis Bandar Lampung) - Wawan Hernawan and Mutia Ravenska.....	IV-16
5. Compensation Policy Implementation Of Fuel Oil, In The District Konawe, Southeast Sulawesi Province (Study on Implementation of Direct Cash Assistance) – Malik and Noning Verawati	IV-21
6. Crowd Funding, Social Entrepreneurship and Sustainable Development - Hery Wibowo.....	IV-29
7. Euphoria and Social Media Related to Organizational Effectiveness, Based on Gangnam Style Case - Astadi Pangarso and Cut Irna Setiawati	IV-32

8. Financial Management In Public And Private Junior High Schools -
Suwandi and SoewitoIV-40
9. Gender Mainstreaming In Glasses of Public Administration at Banten
Province - Ipah Ema JumiatiIV-47
10. Impact From Social Media To Social Life -
Eka Imama N, Ade Kurniawan, Yoga Dwi Goesty D.S, and Arnes Y. VandikaIV-56
11. Implementation of Public Private Partnership in The Management Market
RAU (Rau Trade Center) In Serang City - RahmawatiIV-59
12. The Values Of Democracy In The Implementation Local Political Agenda
In Kendari - Jamal BakeIV-67
13. Evaluation Of Health Services Regional Public Hospital Besemah in Pagar
Alam City of South Sumatra -
Yuslainiwati, Budiman Rusli, Josy Adiwisastra, and Sinta NingrumIV-77
14. The Impact Of It Social Network Path In The Students Of Community -
Arnes Yuli VandikaIV-82
15. The Development of Women's Participation in Political Life -
Azima DimiyatiIV-86

EDUCATION :

1. An Analysis of Students' Gramatical Error in Using Passive Voice at Grade
Ten of SMA Persada Bandar Lampung 2014 - Ildhias Pratiwi Putri..... V-1
2. An Error Analysis of Speaking Present Tense on English Conversation on
Program of PRO 2 Radio Bandar Lampung – Maryana Pandawa V-5
3. Developing Students' Writing Skill by Diary Writing Habit -
Fatima A. Putri, Bery Salatar, and Susanto..... V-8
4. Discourse Analysis Of Gettysburg Address -Yanuaris Yanu Darmawan V-11
5. Error Analysis of SMA Pangudi Luhur Bandar Lampung Students'
Translation in Using Meaning-Based Translation. – Kefas Ajie Bhekti V-18
6. Improving Students Affective Domain Through Asian Parliamentary
Debate Technique – Purwanto V-24
7. Online Authentic Materials For Learning English - AgniaMuti, Ezra
Setiawan, and Ida Oktaviani V-36
8. Politeness Strategies As Persuasive Tool In Magazine Advertisements
Circulated In Lombok Tourism Spots – Lalu Abdul Khalik and Diah
Supatmiwat V-39
9. Simple Past Tense Of The First Grade Students Of SMP Negeri 1 Seputih
Banyak In Academic Year Of 2014/2015 - Qory Fahrnis Firdaus V-47
10. Supporting Learners' Autonomy Through Distance Language Learning -
Dameria Magdalena S V-51

11. Teaching Poetry in ELT Classrooms: Some Challenges and Solutions - Bastian Sugandi and Husnaini	V-54
12. Teaching Vocabulary By Using Hypnoteaching To Second Semester Students Of Bandar Lampung University - Fransiska Anggun Arumsari	V-58
13. The Application Of Brainstorming To Improve Student's Writing Skill - Ita Brasilia Nurhasanah, Ria Martin, and Rizky Amalia	V-65
14. The Application Of Using Letter Land Technique Towards Students Vocabulary Mastery - Budianto, Elis Munawaroh, Fitri Anggraini, and Yuni Arifah	V-68
15. The Application of Quiz Team Technique to Improve Students' Understanding on Simple Present Tense at Grade Seven at SMPN 26 Bandar Lampung – Rosdawati	V-71
16. The Art Of Seduction Of Giacomo Casanova An Analysis Of "The Story Of My Life" - Helta Anggia	V-75
17. The Effect Of The Application Of The News Presentation Towards Students' Speaking Ability Of Grade Eleven At SMK Negeri 1 Seputih Agung - Risdiana Yusuf	V-78
18. The Effect Of The Teacher's Feedback Approach Towards Students' Descrptive Writing Skill At Grade Tenth Of SMK Bhakti Utama Bandar Lampung - Nila Kurnijanti	V-83
19. The Improvement Of Students' Vocabulary Achievement By Using Direct Method Of SMP Wiyatama Bandar Lampung - Putri Nurhayani	V-85
20. The Influence Of Lampungnese Ethnicity Accent On Dialect A To Lampungnese Students' Pronunciation Ability At English Education Study Program - Anggi Okta Dinata	V-88
21. The Influence of Using Scrambled Pictures to Improve Students' Ability in Writing Narrative Text of Eleventh Grade Students of SMK Bhakti Utama Bandar Lampung - Novita Uswatun Khasanah	V-91
22. The Use of Letterland Method in Teaching Reading at Early Year Level to Pre-School Students in an Informal Education in Bandar Lampung - Alfiana Rochmah	V-94
23. TheInfluence of Using Short Video Towards the Students' Speaking Skill at Grade VII of SMPN 22 Bandar Lampung - Dita Oktapiana	V-101

EUPHORIA AND SOCIAL MEDIA RELATED TO ORGANIZATIONAL EFFECTIVENESS BASED ON GANGNAM STYLE CASE

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ABSTRACT: *Social media is part of the information communication technology (ICT) which is important in human life currently. Social media is important because it play a role in the fulfillment of human needs, especially when associated with humans that was created as social creatures. As social creatures, humans build organizations to meet their needs to interact, communicate, collaborate and agree on a goal. In organizations, the organizational effectiveness has an important role in fulfilling the organization purposes. The presence of euphoria phenomenon may provide an explanation linkage between euphoria and organizational effectiveness. This study is a descriptive study, which aims to explain how social media is used as a media to convey the euphoria that contributes to the organizational effectiveness based on gangnam style case. The research method used to collect and analyze secondary data from the related literature study with the research journals. This research is expected to be the basis for future research which can be done empirically and contextually in term of social media that convey euphoria and contribute to organizational effectiveness.*

Keywords: Social Media; Euphoria; Organization Effectiveness

1. INTRODUCTION

Information and Communication Technology (ICT) define as a generic term referring to technologies that are used for collecting, storing, editing and passing on (communicating) information in various forms [1]. Today, the term ICT is defined as skills and tools to study, design, develop, implement, support or manage the computer-based information systems, particularly software and hardware applications [2]. The term ICT has been used by academics since 1980s [3,4]. ICT which in recent times has experienced a phenomenal growth both as an industry and in applications may be characterized by the use of computers, the Internet, cellular phones, e-business or commerce, video-conferencing, etc [5]. In the organizational context, ICT refers to a broad range of computer-based digital systems from transaction and information processing to wired and wireless communication media, connected through internal intranet or external Internet and wireless networks [6].

There are two major categories of ICT social impact, positive and negative. Positive social impact of the use of ICT within the organization is expected to contribute to the organizational effectiveness. The positive impact of ICT on a variety of measures of firm performance (productivity) [7-12]. ICT such as computer terminals, e-mail and the Internet and their applications have become the major drivers of innovation, growth and social change [13]. ICT's social impact has seven domains there are: Participation and Policy Making; Education; Work; Consumption; Health; Community and Family; Creation and Distributed Innovation [14]. ICT also

gives impact on economic growth and on firm performance [15].

ICT have an impact on every aspect of human life [16,17]. ICT's important purpose is to improve the quality of human life [18,19]. ICT makes humans are easier to fulfill their needs; therefore ICT must be driven by human needs [20]. Human needs can be seen from organization perspective. From the organizational point of view, the definition of organization begins from the human existence which in order of human remains (physical life on earth) then there are important needs to be fulfilled. Humans are social creatures, there are some important human needs can only be fulfilled by their fellow. Human is a social creature, consequently, to meet then needs of individual and social life goals and reach their organizational relations, needs communication and interaction with others [21,22]. Therefore organization arise and define as social unity (entity) that consciously coordinated, with a limitation that can be identified, which works on the basis of continuously relative to fulfill a common goal and or group of goals [23,24].

From the definition of organization can be concluded that the existence of organization have purposes and fulfillment i.e. organization effectiveness. Organization effectiveness reflects organization purposes and the effectiveness of capacity utilization of valuable resources for the environment for business opinion continuity practice. Organizational effectiveness is the extent to which an organization realize its goals for the existence of the organization according to various criteria [25,26]. Organizational effectiveness criteria are:

Tabel 1: Organization Effectiveness Criteria

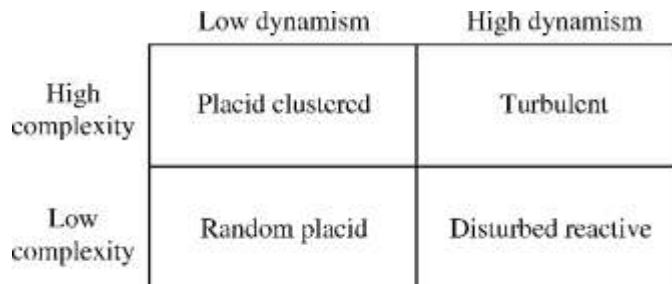
1. Overall Effectiveness	11. Motivation	21. Information and Communication Management
2. Productivity	12. Morale	22. Readiness
3. Efficiency	13. Control	23. Environmental Useless
4. Profit	14. Conclit/ Solidarity	24. External Evaluation
5. Quality Accident	15. Flexibility	25. Stability
6. Accident	16. Plan and Goal Set	26. Human Capital Value
7. Growth	17. Consensus About Goals	27. Shared Participation and Influence
8. Absence	18. Internalization of Organizational Goals	28. Emphasis on Training and Development
9. Turnover	19. Managerial Interpersonal Skills	29. Emphasis on Performance
10. Work Satisfaction	20. Managerial Skills	

[27]

In organizational studies, there is the role of the environment & technology [23]. If associated with technology in organizational study, definition technology from the perspective of the system (input, process, and output) refers to information, tools, techniques and processes required to transform inputs into outputs [23]. Then ICT is part of the organization studies. ICT impacts change and progress and efficiency of every organization [28]. ICT is more valuable asset in any organization and can be considered so important for organizations to dramatically increase their growth [29]. There was a significant positive relationship between the use of

ICT and organizational effectiveness [30]. ICT involves the use of shared information to improve organizational effectiveness [31]. ICT purpose to improve organizational effectiveness or the human condition [32].

Related to the environment, organizations must adapt to theirs environment in order to maintain or improve its effectiveness [23]. There is a link between environment uncertainty and organizational effectiveness, that any attempt to minimize the effects of environmental uncertainty [33]. Changes in organizational environments are categorized into 4 parts:



Source: Emery and Trist (1965)

Figure 1. Organization Environment Types [34]

Of the four types of environmental changes above, the type of turbulent environments tend to be dynamic and relative in accordance with the current organizational context [35]. If related to technology, the type of change in turbulent environments, it is necessary to ICT can anticipate and prepare for the organization so that the organization becomes more flexible.

Recently, a part of ICT that is emerging to improving the organizational effectiveness (both private and public sector) is social media technologies. The Federal Web Managers Council states social media as such are umbrella term that encompasses the various activities that integrate technology, social interaction and content creation [36]. Social media define as websites and online tools that facilitate interactions between users by providing those opportunities to share information, opinions and interest [37]. People also have the opportunity to participate in conversations and dialogue through a common virtual medium [38]. These forms are blogs, wiki, photos and

video sharing, podcast, social networking, mash ups and virtual worlds. Social media so famous and has unique characteristics that delivers substantive value of openness, high participation and wide sharing [39]. That advantage also strengthen the reason that social media use in the public and private sector is considered by technological innovation and transforming agent [40].

Wikipedia and Wikispaces are the variety of tools and technologies that called as collaborative projects. WordPress is an example of blogs. Twitter is the form of microblogs. Youtube is popular content communities; while Facebook is social networking sites (SNS). Second Life is mentioned as virtual social worlds and other internet-based platforms that accommodate some creations and exchanges [41]. SNS and Twitter are majority used to share anything about phenomenon then become euphoria and be the central role in global marketplace [42]. Youtube,

Google and Facebook are some of the most-visited Internet access [43].

Social media channels now become a central role in global information flows. These flows form the basis of new method that calls as Social Distribution [44], and 'spreadable media' to describe the way how content travel through social media [45]. Indeed, informal networks through social media have long functioned as part of global cultural distribution and drive euphoria which came from emotional attachment [44].

The emotional attachment in decision making to like or dislike in term of something can be explained by abnormal psychology [46]. Showers (1985) address that mood is the determinant of motivation. Positive mood has increased motivation, vice versa [47]. It concludes that mood state has significant influence on self motivation in an event/something, for instance

music artist concert, football competition and other phenomena. The mood also impact on the motivation process [48]. Based on the literature of abnormal psychology, the euphoria on something/event can trigger the mood mania [47]. Then, the mood mania will disorder the irrationality in decision making and creating seasonality in the market [47]. As addition, euphoria is the feeling of great happiness and excitement [49].

This paper aimed to show the linkage in general (based on theoretical study and discussion of the gangnam case) that euphoria and social media contribute to organization effectiveness.

2. MATERIALS AND METHOD

The framework presented as the description of linkage of social media, euphoria and organizational effectiveness in Figure 2 below:

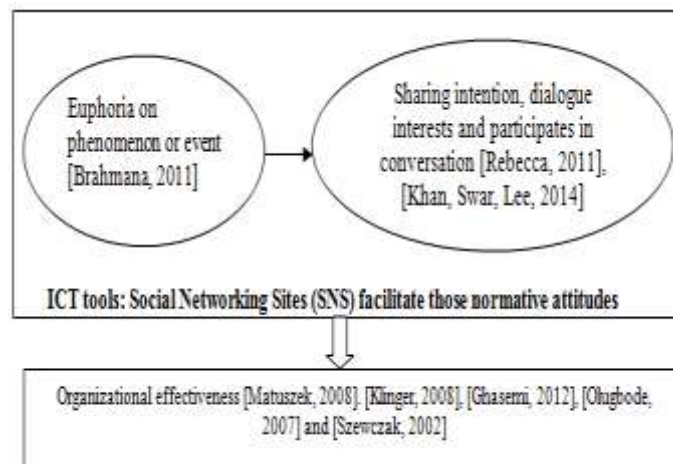


Figure 2. Framework of Thinking [28-32,38,39,50]

The research paper is a descriptive study. The data used in this paper is a secondary data (research journals related to social media, euphoria, and organizational effectiveness). In this paper major journals chosen in the three disciplines that have the closest research which focus to ICT and related to euphoria and organizational effectiveness. Secondary data were analyzed to known that social media can be used as a media to convey euphoria in order to fulfill organizational effectiveness, by taking a judgmental example phenomenon of artist and cultural products from Korea that researched by Jung and Shim in 2014. As the justification, that ICT and social media on organizations are widely adopting social media tools [51].

3. DISCUSSION

Discussion about Gangnam Style case style chosen because it includes a fairly new phenomenon of particular song which gives global impact. This case also associates with euphoria, social media and organization effectiveness. This Gangnam Style creates a large euphoria through social media so that this case direct towards to Community, Creation and Distributed Innovation, in term of culture product.

a. Psy Presented Gangnam Style for Global Market Shortly

Jung and Shim (2014) researched about the phenomenon of K-Pop that happen in the world, include in Indonesia in 2000 [42]. But, one of the well-known male artists, named Psy, released his debut which covered by particular dance 'Gangnam Style'. Since that video of Gangnam Style on Youtube on 15 July 2012, it became the most-liked video ever on Youtube [52]. Moreover, without crafted any local promotion, Gangnam Style has also achieved the number one position on may international music market, for instance in European and America on iTunes charts. In UK, Psy became the number one British single who became the first Korean singer that topped that chart [53]. Whereas, in US, the song remained at the number two in the Billboard 100 for seven consecutive weeks [54]. This euphoria on Gangnam Style indicates how social media and active users distribute the culture products of YG Entertainment easily and rapidly with the large marketplace (YG Entertainment is one of the top three artist entertainment company in South Korea: SM Entertainment, YG Entertainment and JYP Entertainment) [55].

The successful of ‘well-managed’ euphoria that support music industry to recognize social media as an important marketing strategy and forming partnership with major social media companies such as Facebook and Youtube. This strategy is the best way to approach potential overseas consumers. YG Entertainment also could continue to thrive by acquiring new media companies or by adopting new technologies, for example through alliance with technology provider such as Apple or Google.

b. Organizational Effectiveness Realized

YG Entertainment as the artist management company uses social media such as Facebook then achieves organizational effectiveness by convey euphoria consist of explained below:

- i. *Productivity.* By linking production process, final products and social media, YG Entertainment can employ large number of talent scouts to find potential starts and establish many dance contest and singing auditions across Korea and in Los Angeles. Social media such Facebook and Youtube convey production punctual border-less.
- ii. *Profit.* YG Entertainment can earn higher profit by promoting product mix and product line from one artist such as Psy, on social media and fandom sites. Besides that, YG Entertainment also can be popular in other countries that facilitate company to create a live music concert. Then this concert music can enlarge profit of YG Entertainment rapidly.

- iii. *Growth.* YG Entertainment can extend its music market internationally and convey Korean pop style cross the state border through social media.
- iv. *Flexibility and Efficiency.* By linking both euphoria culture products-based and social media, YG Entertainment can operate within the existing corporate-led global media environment. Specifically, YG Entertainment demonstrate how the Gangnam Style euphoria signifies the newly emerging transnational cultural distribution paradigm whose international success has been allowed systematic, organic interaction between various industry and audiences groups such as online pop distribution companies, major record companies, K-Pop entertainment companies and youth networks on social media as its targeted consumers. This flexibility and efficiency also defined as easy strategy to achieve circulation products on social media effectively.
- v. *Information and Communication Management.* Social distribution refers to the spread of content through perfect combination in formal and informal networks. These social media technologies enhance its grassroots participation of dynamics and accelerate its speed.
- vi. *Emphasis on Performance.* By using social media technologies, YG Entertainment explore how the social distribution can conceptualized become a mixture of bottom-up grassroots-led approaches and corporate-controlled top-down approaches, adapted by Henry Jenkins’s notion of media convergence that crafted by company.

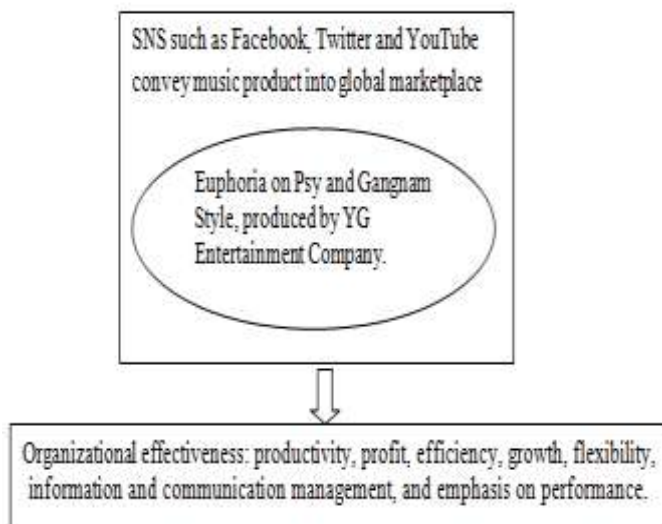


Figure 3. Scheme of linkage of euphoria, social media, organizational effectiveness.

4. CONCLUSION

From the secondary data analysis concluded that social media is appropriate (effective) media to convey the gangnam style euphoria to fulfill organizational effectiveness. A limitation of this paper is the amount of secondary data (only 1 global case) used is still rarely. With the increasing number of secondary data used as a basis for further analysis, the complete conclusions obtained because the

opportunity of organization context gained more, euphoria cases and various kinds of social media increasing time by time. For future research, this paper can be the basis for empirical research to investigate contextually (according to the type and condition of the organization) how to create euphoria through social media effectively and detail in order to increase the organizational effectiveness.

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