BECOSS Journal is a national journal, published in January, May, and September, hosted by the Lecturer Resource Center (LRC) of Universitas Bina Nusantara. The journal contents are managed by Faculty of Humanity. BECOSS Journal provides a forum for lecturers, academicians, researchers, practitioners, and students to deliver and share knowledge in the form of empirical and theoretical research articles, case studies, and literature reviews. BECOSS Journal invites any writer to participate in disseminating ideas, concepts, new theories, or science development in the field of computer science, information system, engineering, mathematics and statistics. There is no submission charge or article processing charge for all accepted papers and will be freely available to all readers with worldwide visibility and coverage.

Focus and Scope
BECOSS Journal invites academicians and professionals to write their ideas, concepts, new theories, or science development in the field of business, management, marketing, accounting, economic, communication, tourism, design, animation, media, language, education, and psychology. Manuscripts in Bahasa must have an abstract and title in English with similar content.
# TABLE OF CONTENTS

1. **Patti Betina E. Chan & Maria Joan P. Barlis**  
   Relationship Among Ethical Leadership, Ethical Climate, and Service-Oriented Organizational Citizenship Behavior in The Hospitality Industry  
   85-99

2. **War War & Maria Joan P. Barlis**  
   101-114

3. **Desyra Sukma Dewanthi**  
   Effective Branding of Pepsodent’s Social Responsibility Marketing Campaign for Younger Generation  
   115-126

4. **Shelvy Kurniawan, Farras Ammar Bamumin, & Kevin Novaldi Kusnandar**  
   The Effect of Toxic Workplace Environment on Employee Performance Mediated by Employee Engagement and Work Stress Among F&B Employees in Jakarta  
   127-136

5. **Oktaffiana & Budi Sulaeman**  
   Hubungan Self-Regulated Learning dengan Goal Orientation pada Mahasiswa Universitas X di Masa Pandemi  
   137-146

6. **Deni Lubis, Siti Maryam, & Qoriatul Hasanah**  
   The Relation Between Islamic Business Ethics and The Performance of Traders in The Traditional Market of Cipanas  
   147-158

7. **Aisyah Azzahra & Muhamad Nanang Suprayogi**  
   Gambaran Tingkat Stress Orang Tua Siswa Taman Kanak-Kanak Selama Pembelajaran Daring di Masa Pandemi COVID-19  
   159-166