

Journal The WINNERS

Economic, Business, Management, and Information System Journal

Vol. 21 No. 1 March 2020

Editor in Chief

Arta Moro Sundjaja Bina Nusantara University, Indonesia

Managing Editors

Nico Surantha Bina Nusantara University, Indonesia
Christian Harito Bina Nusantara University, Indonesia

National Editor Board

Dr Dhiresh Kulshrestha	University Rajkot -Gujarat (India), India
Halimin Herjanto	Marist College, United States
Martin Thomas Falk	University of South-Eastern Norway, Norway
Prof. Sangeeta Sahney	Indian Institute of Technology Kharagpur, India
Sivadas Thiruchelvam	Universiti Tenaga Nasional Putrajaya, Malaysia
Yudi Fernando	Universiti Malaysia Pahang, Malaysia
Elia Ardyan	Surakarta Economics College, Indonesia
Hendry Hartono	Bina Nusantara University, Indonesia
Sevenpri Candra	Bina Nusantara University, Indonesia

Language and Layout Editor

Shavira Sarashita Bina Nusantara University, Indonesia
Dina Nurfitria Bina Nusantara University, Indonesia
Eka Yanti Pangputri Bina Nusantara University, Indonesia
Atmawati Bina Nusantara University, Indonesia
Holil Bina Nusantara University, Indonesia

Secretariat

Dewi Novianti Bina Nusantara University, Indonesia

Description

The Winners is a semiannual journal, published in March and September. The Winner focuses on various issues spanning in economics, business, management, and information system through this scientific journal. The Winners has been accredited by DIKTI under the decree number 34/E/KPT/2018 (SINTA 3) and indexed by Academic Research Index (Research BIB), Microsoft Academic Search, Garda Rujukan Digital (Garuda); Bielefeld Academic Search Engine (BASE), World Catalogue (WorldCat) and Google Scholar, and Indonesian Research Repository (Neliti).



Journal The WINNERS

Economic, Business, Management, and Information System Journal

Vol. 21 No. 1 March 2020

CONTENTS

Bernadeta Susilo Martanti; Dassy Astuti Hermanto; Elin Noviyanti; Windy Rizkika Andriany	
Integrated Reporting and Investment: How are They Related?	1-6
Ni Made Adelia Clarita; Shannon Baladewa Zimbalist; Rini Setiowati	
Factors Impacting Customer Attitude toward Buying Halal Cosmetics in Jabodetabek	7-13
William Vincent Setiawan; Vernawati Eva Fitrisna; Fairuz Michellianouva; Celly Septine Mayliza	
Cyberbullying Phenomenon of High School Students: An Exploratory Study in West Kalimantan, Indonesia	15-20
Pauline Henriette Pattyranie Tan	
Trade Integration Indonesia-ASEAN4 in AEC Era: A Case of Wood-based Products	21-26
Meilina Pudjiani; Yusman Syaukat; Tony Irawan	
Optimum Portfolio Analysis of Black-Litterman Model in The Indonesian Stock Exchange on Consumer Goods Industrial Sector	27-33
Surono; Tulus Suryanto; Erike Anggraini	
Comparing Cost Leadership Strategy with Differentiation Strategy towards Firm Performance on Jakarta Islamic Index.....	35-41
Agustinus Winoto; Yosman Bustaman	
Impact of Liquidity, Ownership, Global Financial Crisis and Capital Adequacy Ratio on Indonesian Banking Profitability Period 2007-2016	43-48
Erin Wijayanti; Indah Yuliana	
Risk Profile, Secure Bond, and Bond Rating in Banking Industry	49-57
Levyda; Tri Nur Ismi	
Effective Advertising Location in the Commuter Line: Study Cases in Jakarta and Surrounded Cities in Indonesia	59-66
Paulina Tjandrawibawa	
The Effect of Using Instagram Influencers in Building Conseva's Brand Awareness.....	67-73