

## Staff Handbook

Name	<i>Dr. Ir. Suci Paramitasari Syahlani, M.M., IPM., ASEAN Eng.</i>		
Post	<i>Animal Breeding and Statistics</i>		
Academic career	<i>Professional Engineering (IPM)</i>	<i>Universitas Gadjah Mada</i>	<i>2018</i>
	<i>Doctorate (Economics Science-Management)</i>	<i>Universitas Gadjah Mada</i>	<i>2006</i>
	<i>Graduate degree (Management)</i>	<i>Universitas Gadjah Mada</i>	<i>1990</i>
	<i>Undergraduate degree (Animal Science)</i>	<i>Universitas Gadjah Mada</i>	<i>1989</i>
Employment	<i>Associate Professor</i>	<i>Universitas Gadjah Mada</i>	<i>2012-present</i>
	<i>Assistant Professor</i>	<i>Universitas Gadjah Mada</i>	<i>2009-2012</i>
Research and development projects over the last 5 years	<p><i>Research projects:</i></p> <ol style="list-style-type: none"> <li><i>1. Investigating the Impact of the Covid-19 Pandemic on the Business Climate of Laying Chicken Farming in the Special Region of Yogyakarta (2020)</i>  <i>Source of funds: Thematic Grant for Laboratory of the Faculty of Animal Science UGM</i></li> <li><i>2. Study of Technology Acceptance Models in the Use of Social Media as a Survival Strategy for MSMEs for Processing Livestock Products during the Covid-19 Pandemic (2020)</i>  <i>Source of funds: Postgraduate Research Grants, Faculty of Animal Science, UGM</i></li> <li><i>3. Study of Customer Loyalty in the Poultry Industry Business Market (2019)</i>  <i>Source of funds: Thematic Research Grants for the Faculty of Animal Science UGM</i></li> <li><i>4. Consumption Behavior and Food Preferences for Animal Products in Metropolitan and Non Metropolitan Urban Household Consumers (2018)</i>  <i>Source of funds: Competency-Based Research (PBK), Ristekdikti</i></li> <li><i>5. Characteristics and Effectiveness of PO, Simpo and Limpo Beef Cattle Breeding Businesses on People's Livestock in the Special Region of Yogyakarta (2017)</i>  <i>Source of funds: Thematic Laboratory of Fak. UGM</i></li> <li><i>6. A Comparative and Competitive Study of Laying Chicken Farms in the Household Scale of the Sidomoyo Layer Chicken Farmer</i></li> </ol>		

	<p><i>Group, Pajangan District, Bantul Regency (Member of 5 Researchers) (2016)</i></p> <p><i>Source of funds: Thematic Grants for Laboratory of the Faculty of Animal Science UGM</i></p> <p>7. <i>Consumption Behavior and Food Preferences for Livestock Products in Metropolitan Urban Household Consumers in Non-Metropolitan (Members of 4 Researchers) (2016)</i></p> <p><i>Source of funds: Higher Education Competency Grants</i></p> <p><i>Community service over the last 5 years:</i></p> <p>1. <i>Assistance in the Preparation of AD ART and Work Plan 2019-2024 National Laying Pinsar (2020)</i></p> <p><i>Source of funds: National Laying Pinsar</i></p> <p>2. <i>Improving the Health of Laying Chicken Farms Based on Three-Zone Biosecurity as a Business Climate Change Adaptation Strategy for the Impact of the Covid-19 Pandemic in Gunungkidul Regency, Yogyakarta (2020)</i></p> <p><i>Source of funds: DKPM UGM</i></p> <p>3. <i>Collective-Earning Business Management and Value Chain: Strategy to Build Value Chains for MSMEs 2020 Sheep Indonesia Foundation Technical Guidebook: Laying Chicken Farm Biosecurity (2020)</i></p> <p><i>Source of funds: DPKM UGM</i></p> <p>4. <i>Increased Knowledge and Understanding of Three-Zone Biosecurity-Based Livestock Maintenance on Small-Scale Layer Farms in Gunungkidul Regency, Special Region of Yogyakarta (2020)</i></p> <p><i>Source of funds: Thematic Grant for Laboratory Service Faculty of Animal Science UGM</i></p> <p>5. <i>Animal Science Business Management Training for Small Business Breeders Batch 1 (2020)</i></p> <p><i>Source of funds: Faculty of Animal Science in collaboration with Indonesia Australia Red Meat and Cattle Partnership</i></p> <p>6. <i>Assistance in Strengthening Beef Cattle Agribusiness at the Cattle Group of Sidomakmur Cangkringan Sleman Yogyakarta (2019)</i></p> <p><i>Source of funds: Faculty of Animal Science Universitas Gadjah Mada</i></p> <p>7. <i>Nutrition Education Improving the Nutrition of School Snacks</i></p>
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	<p><i>Through Various Dairy Processes to Increase Milk Consumption in Elementary Schools in Yogyakarta Municipality (2018)</i></p> <p><i>Source of funds: Thematic Service Grants Laboratory Faculty of Animal Science UGM</i></p> <p>8. <i>Laying Poultry "Institutional and Business". Free Lecture Materials For You Our Farmers Serve (2018)</i></p> <p><i>Source of funds: Faculty of Animal Science UGM</i></p> <p>9. <i>Assistance in the Implementation of Agribusiness Accounting Recording Systems for Small and Medium Enterprises to Improve Business Performance (2017)</i></p> <p><i>Source of funds: Thematic Grants from the Faculty of Laboratories. UGM</i></p> <p>10. <i>Assistance in Utilization by Product for the Etawah Akursari Crossbreed Goat Group in Samigaluh Kulonprogo (2016)</i></p> <p><i>Source of funds: Thematic Grants for the Faculty of Animal Science</i></p> <p>11. <i>Counseling on the Analysis of Advantages of Making Compost and Liquid Fertilizer, Fertilizer Packaging, and Environmental Economic Values of Integrated Agricultural Systems Through Data Collection on Plant-Livestock Potentials in the Akursari Livestock Group, Dusun Tegalsari, Ngargosari Village, Samigaluh District, Kulon Progo Regency (2016)</i></p> <p><i>Source of funds: Faculty of Animal Science UGM</i></p> <p>12. <i>Counseling on the Utilization of PE Goat Manure for Composting and Liquid Fertilizer at the Akursari Cattle Group, Tegalsari Hamlet, Ngargosari Village, Samigaluh District, Kulon Progo Regency (2016)</i></p> <p><i>Source of funds: Faculty of Animal Science UGM</i></p>
Industry collaborations over the last 5 years	-
Patents and proprietary rights	-
Important publications over the last 5 years	<p><i>Total number of publications: 40</i></p> <p>1. <i>The Role of Community to Encourage Micro, Small, and Medium Enterprises in Marketing Digital Adoption Behaviour (Adellina Sedy Widyaswara, Suci Paramitasari Syahlani, Fransiskus Trisakti Haryadi) (2022)</i></p> <p><i>Publisher: "Advances in Biological Sciences Research, Volume 18. Proceedings of the 9th International Seminar on Tropical</i></p>

*Animal Production (ISTAP 2021)*. Publication Date: 24 February 2022. ISBN: 978-94-6239-542-8; ISSN: 2468-5747. <https://doi.org/10.2991/absr.k.220207.062>. Published by: Atlantis Press International B.V. URL Proceeding: <https://www.atlantipress.com/proceedings/istap-21/articles> <https://www.atlantipress.com/proceedings/istap-21/125970765>"

2. *Consumer purchasing behavior: An empirical study of livestock products food (Muzayyanah, M.A.U., Syahlani, S.P., Dewi, N.H.U., Wahyuni, E.) (2021)*

*Publisher: IOP Conference Series: Earth and Environmental Science, 2021, 686(1), 012011*

3. *Consumer preference of processed food products: Study on livestock products (Muzayyanah, M.A.U., Syahlani, S.P., Dewi, N.H.U.) (2021)*

*Publisher: IOP Conference Series: Earth and Environmental Science, 2021, 662(1), 012012*

4. *Consumer perception on selecting marketplace for livestock products food (Muzayyanah, M.A.U., Putra, A.R.S., Syahlani, S.P., Dewi, N.H.U.) (2021)*

*Publisher: IOP Conference Series: Earth and Environmental Science, 2021, 637(1), 012054*

5. *Integration of importance-performance analysis into testing of the relationship between hospital service performance, satisfaction and loyalty with PLS-SEM approach (Pribadi, P., Kristina, S.A., Syahlani, S.P., Satibi, S.) (2020)*

*Publisher: International Journal of Research in Pharmaceutical Sciences, 2020, 11(4), pp. 6164–6173*

6. *The Social Profile, Constraints, and Its Impact on Swine Herd Size in Tra Vinh Province, Vietnam (Qui, N.H., Guntoro, B., Syahlani, S.P.) (2020)*

*Publisher: Tropical Animal Science Journal, 2020, 43(4), pp. 385–390*

7. *Value chain analysis and benefit distribution of pig industry in vietnam (Nguyen, Q.H., Guntoro, B., Syahlani, S.P., Linh, N.T.) (2020)*

*Publisher: Uncertain Supply Chain Management, 2020, 8(4), pp. 685–692*

8. *Persepsi Umkm Terhadap Pemanfaatan E-Commerce e-SIATIK (ternakitik.com) di Kabupaten Brebes (SN Utami, NA Ramdhan, SP Syahlani, R Widiati) (2020)*

	<p><i>Publisher: AGRISAINTEFIKA: Jurnal Ilmu-Ilmu Pertanian 4 (2), 161-169</i></p> <p>9. <i>Analisis Pengeluaran Pangan Untuk Produk Daging (Studi Kasus Pada Rumah Tangga Di Provinsi Daerah Istimewa Yogyakarta (Parastuti Safitri Dewi, Mujtahidah Anggriani Ummul Muzayyanah, Suci Paramitasari Syahlani) (2020)</i></p> <p><i>Publisher: Prosiding Seminar Nasional: Sekolah Tinggi Penyusunan Pertanian (STPP) Magelang, 208-214</i></p> <p>10. <i>Development and Validation of Indonesia Hospital Service Performance Measurement Questionnaire (IHSPMQ): A Pilot Study in Yogyakarta (Satibi, Susi Ari Kristina, Suci Paramitasari Syahlani) (2020)</i></p> <p><i>Publisher: International Medical Journal, Volume 25(4), 2020: 2121-2128.</i></p> <p>11. <i>Health Improvement of Layer Farming Based on Three-Zone Biosecurity as Business Climate Change Adaptation Strategy As an Impact of the Covid-19 Pandemic in Gunungkidul Regency, Yogyakarta (Syahlani, S.P., F.T. Haryadi, M.H. Wibowo, N.M. A. K. Dewi) (2020)</i></p> <p><i>Publisher: Programme Book The 2nd International Conference on Community Engagement and Education for Sustainable Development (ICCEESD) 2020. Yogyakarta 24-25 November 2020, page; 68-69</i></p> <p>12. <i>Good manufacturing practices implementation and microbiological quality of meat at the slaughterhouses in the Province of Bangka Belitung Islands (Suryanto, E., Syahlani, S.P., Airuni, M.) (2019)</i></p> <p><i>Publisher: IOP Conference Series: Earth and Environmental Science, 2019, 387(1), 012114</i></p> <p>13. <i>The empirical test of pharmacist-patient relationship model in hospital pharmacy practice: indonesia context (Pribadi, P., Kristina, S.A., Syahlani, S.P., Satibi) (2019)</i></p> <p><i>Publisher: Research Journal of Pharmacy and Technology, 2019, 12(10), pp. 4623–4627</i></p> <p>14. <i>The role of education in social media adoption of small and medium livestock-based food enterprises (Syahlani, S.P., Haryadi, F.T., Abdillah, W., Widyaswara, A.S.) (2019)</i></p> <p><i>Publisher: IOP Conference Series: Earth and Environmental Science, 2019, 387(1), 012049</i></p> <p>15. <i>Customer loyalty factors of small scale farmers in purchasing</i></p>
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	<p>poultry feed (Syahlani, S.P., Setyawan, A.A., Anggriani, M., Muzayyanah, U.) (2019)</p> <p><i>Publisher: WSEAS Transactions on Business and Economics, 2019, 16, pp. 379–392, 43</i></p> <p>16. <i>Performance and economic incentives of cow-calf operation crossbred in the smallholder cattle in Yogyakarta-Indonesia (Widiati, R., Nurtini, S., Kusumastuti, T.A., Syahlani, S.P., Muzayyanah, M.A.U.) (2019)</i></p> <p><i>Publisher: International Journal of Business and Society, 2019, 20(1), pp. 417–431</i></p> <p>17. <i>The empirical test of pharmacist-patient relationship model in hospital pharmacy practice: Indonesia context (P Pribadi, SA Kristina, SP Syahlani) (2019)</i></p> <p><i>Publisher: Research Journal of Pharmacy and Technology 12 (10), 4623-4627</i></p> <p>18. <i>Study of Animal-Based Food Product Labeling use (CP Wibowo, SP Syahlani, S Nurtini) (2019)</i></p> <p><i>Publisher: Buletin Peternakan 43 (2): 151-156</i></p> <p>19. <i>Analysis of the Implementation of Ettawa Crossbred Goat Manure Treatment in the District Kulonprogo Yogyakarta, Indonesia (TA Kusumastuti, R Widiati, S Nurtini, SP Syahlani, MAU Muzayyanah) (2019)</i></p> <p><i>Publisher: KnE Life Sciences, 326–332</i></p> <p>20. <i>Performance and Economic Incentives Cow Calf Operation of Three Cattle Crossbreeds at Smallholder Farmers in Yogyakarta Indonesia (Rini Widiati, Sudi Nurtini Tri Anggraeni Kusumastuti, Suci Paramitasari Syahlani, Mujtahidah Anggriani Ummul Muzayanah) (2018)</i></p> <p><i>Publisher: Book of Abstract : The International Food Science and Agrotechnology Conference 2018 (IFOSAC), 7 – 9 Agustus 2018, Terengganu, Malaysia. pp. 87</i></p> <p>21. <i>Performance and Economic Incentives Cow Calf Operation of Three Cattle Crossbreeds at Smallholder Farmers in Yogyakarta Indonesia (Widiati, R., Nurtini, S., Kusumastuti, T.A., Syahlani, S.P &amp; Muzayanah, M.A.U.) (2018)</i></p> <p><i>Publisher: E-Proceedings 18th AAAP Congress 2018, 1-5 Aug. 2018, Kuching, Malaysia. pp. 185</i></p> <p>22. <i>Analisis Konsumsi Kalori dan Daging Sapi dan Ayam : Studi Kasus pada Rumah Tangga di Yogyakarta (Mujtahidah Anggriani</i></p>
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*Ummul M, Suci Paramitasari Syahlani) (2018)*

*Publisher: Jurnal Kebijakan Pembangunan Peternakan Vol. 1 No. 1 Halaman 35-41. <http://persepsi.org/>*

23. *Penerapan Technology Accaptane Model dalam Analisis Sikap dan Niat Penggunaan Media Sosial untuk Promosi Pangan Produk Peternakan (Adellina Sendy Widyaswara, Suci Paramitasari Syahlani, dan F. Trisakti Haryadi) (2018)*

*Publisher: Prosiding Simposium Nasional Penelitian dan Pengembangan Peternakan Tropik 2018 "Inovasi Teknologi Peternakan Menyongsong Era Industri 4.0". Fakultas Peternakan Universitas Gadjah Mada, Yogyakarta, 5 November 2018. Hal. 223-227. ISBN: 978-979-1215-33-6*

24. *Analisis Pemosisian Yoghurt Drink Merek Lokal dan Nasional: Studi Empiris Pada Toko Pengecer Plaza Agro (Suci Paramitasari Syahlani, Sudi Nurtini, dan Endang Sulastri) (2018)*

*Publisher: Prosiding Simposium Nasional Penelitian dan Pengembangan Peternakan Tropik 2018 "Inovasi Teknologi Peternakan Menyongsong Era Industri 4.0". Fakultas Peternakan Universitas Gadjah Mada, Yogyakarta, 5 November 2018. Hal. 238-241. ISBN: 978-979-1215-33-6*

25. *Analisis Model Jaringan Sosial Rantai Pemasaran Telur Ayam Ras di Yogyakarta (KR Purba, SP Syahlani, FT Haryadi, S Andarwati, ARS Putra) (2018)*

*Publisher: Jurnal Sain Peternakan Indonesia 13 (3), 295-302*

26. *Livestock Products Food Expenditure Pattern in Indonesia: Estimation Analysis from Repeated Cross-section Data (2017)*

*Publisher: Journal of Advanced Agricultural Technologies, Vol. 4 No. 2, June 2017. Pages: 171-175. Published by: Gyeongsang National University, Korea. pISSN: 2373-423X eISSN: 2301-3737. DOI: 10.19178/joaat. Indexed by: Ulrich's Periodicals Directory, Google Scholar, Crossref, and etc.*

27. *Allocation of Expenditure for Livestock Products Foods in Indonesia: Working-Leser Approach (2017)*

*Publisher: The 7th International Seminar on Tropical Animal Production (ISTAP), September 12-14, 2017, Yogyakarta, Indonesia. Pages: 544-548. ISBN: 978-979-1215-29-9*

28. *Evaluation of Perception and Preference of Milk Consumption Among Elementary School Age Children in Low Income Household (2017)*

*Publisher: The 7th International Seminar on Tropical Animal*

	<p><i>Production (ISTAP), September 12-14, 2017, Yogyakarta, Indonesia. Pages: 566-570. ISBN: 978-979-1215-29-9</i></p> <p>29. <i>How much livestock product do Indonesian household consume? Empirical evidence from different-size cities (2017)</i></p> <p><i>Publisher: Program and Abstract Book of the Sixth SAADC Conference, Batu 16 – 19 October 2017 “Wisdom of Using Local Resources for Development of Sustainable Animal Production in Developing Countries”. Batu City, Indonesia. Page: 183</i></p> <p>30. <i>Study of marketing campaign model to increase egg consumption (2017)</i></p> <p><i>Publisher: Program and Abstract Book of the Sixth SAADC Conference, Batu 16 – 19 October 2017 “Wisdom of Using Local Resources for Development of Sustainable Animal Production in Developing Countries”. Batu City, Indonesia. Page: 185</i></p> <p>31. <i>Analisis Keputusan Rumah Tangga dalam Mengkonsumsi Pangan Sumber Protein Hewani Asal Ternak dan Non Ternak: Studi Kasus di Provinsi DI Yogyakarta (2017)</i></p> <p><i>Publisher: Buletin Peternakan Vol. 41 (2): 203-211, Mei 2017 ISSN-0126-4400 E-ISSN-2407-876X DOI: <a href="https://doi.org/10.21059/buletinpeternak.v41i2.18062">https://doi.org/10.21059/buletinpeternak.v41i2.18062</a></i></p> <p>32. <i>Pola Pengeluaran Pangan dan Konsumsi Protein of Daging Sapi dan Daging Ayam: Studi Kasus pada Rumah Tangga di Provinsi DI Yogyakarta (2017)</i></p> <p><i>Publisher: Seminar Nasional Agribisnis IV Tahun 2017 “Potensi dan Peningkatan Nilai Tambah Produk Agribisnis Lokal untuk Kesejahteraan Petani”. Universitas Diponegoro, Semarang, 6 September 2017.</i></p> <p>33. <i>Analisis Investasi Usaha Ayam Ras Petelur Skala Kecil (Studi Kasus di Desa Triwidadi Kecamatan Pajangan Bantul Yogyakarta) (Investment Analysis For Small Scale Layer Chicken Business (Case Study in Triwidadi Village Pajangan Sub District Bantul Yogyakarta) (2017)</i></p> <p><i>Publisher: Buletin Peternakan Vol. 41 (4): 495-504, November 2017 ISSN-0126-4400 E-ISSN-2407-876X. Penerbit: Fakultas Peternakan UGM, Yogyakarta</i></p> <p>34. <i>Profil Pengguna, Preferensi Informasi dan Faktor yang Berperan pada Perilaku Membaca Label Pangan Produk Olahan Peternakan (Author 2 of 3) (2016)</i></p> <p><i>Publisher: Prosiding Simposium Nasional Penelitian dan Pengembangan Peternakan Tropik Tahun 2016. Fakultas</i></p>
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*Peternakan Universitas Gadjah Mada, Yogyakarta. ISBN: 978-979-1215-28-2, hal: 294-301*

35. *Kajian Biaya Produksi Peternakan Ayam Ras Petelur Skala-Rumah Tangga pada Kelompok Peternak Ayam Petelur "Sidomulyo" Pajangan Bantul (Author 3 of 6) (2016)*

*Publisher: Prosiding Simposium Nasional Penelitian dan Pengembangan Peternakan Tropik Tahun 2016. Fakultas Peternakan Universitas Gadjah Mada, Yogyakarta. ISBN: 978-979-1215-28-2, hal: 351-358*

36. *Penerapan Metode Kompetisi untuk Meningkatkan Pengetahuan Peternak dalam Memilih Kambing Perah (Author 6 of 9) (2016)*

*Publisher: Prosiding Simposium Nasional Penelitian dan Pengembangan Peternakan Tropik Tahun 2016. Fakultas Peternakan Universitas Gadjah Mada, Yogyakarta. ISBN: 978-979-1215-28-2, hal: 359-363*

37. *Estimating Consumer's Response to Livestock Products Food Quality: Evidence from Households in Indonesia (Author 2 of 3) (2016)*

*Publisher: Proceedings of The 17th Asian-Australasian Association of Animal Production Societies Animal Science Congress, 22-25 August 2016, Fukuoka Japan*

38. *Livestock Products Food Expenditure Pattern in Indonesia: Estimation Analysis from Repeated Cross-section Data (Author 4 of 5) (2016)*

*Publisher: 7th International Conference on Agriculture and Animal Science (ICAAS 2016), Republic of Korea. 12-14 Oktober 2016*

39. *Market Segmentation of Goat Milk Consumers: An Approach Using Demographic and Behavioral Variables (Author 1 of 2) (2016)*

*Publisher: Proceedings of the 1st UGM International Conference on Tropical Agriculture (ICTA), 25-26 October, 2016. Yogyakarta, Indonesia*

40. *Analysis of The Implementation of Ettawa Crossbred Goat Manure Treatment In The District Kulonprogo Yogyakarta Indonesia (Author 4 of 5) (2016)*

*Publisher: Proceedings of the 1st UGM International Conference on Tropical Agriculture (ICTA), 25-26 October, 2016. Yogyakarta, Indonesia*

Activities in specialist  
bodies over the last 5  
years

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