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Time	No	Name	Institution	Abstract Title
13.15 – 13.45	1	Ranti Komala Dewi	Politeknik Negeri Padang	STUDENT PERCEPTION IN ENTREPRENEURSHIP EDUCATION IN THE TOURISM SECTOR AT TOURISM DEPARTMENT, POLITEKNIK NEGERI PADANG
	2	Yosi Suryani	Politeknik Negeri Padang	THE TESTING OF NEW TRADITIONAL MARKET LOCATION IN PADANG CITY (CASE STUDY THE LOCATION BETWEEN SIMPANG HARU MARKET AND BANDAR BUAT MARKET)
	3	Nancy Mandey	Politeknik Negeri Manado	MODEL OF INTERNAL MARKETING IN ENHANCING TOURISM BRAND OF NORTH SULAWESI, INDONESIA
	4	Daisy Sundah <i>Hal 04</i>	Politeknik Negeri Manado	THE GREEN INNOVATION OF BUSINESS STRATEGIES IN IMPROVING SME'S BUSINESS OF SMOKED FISH IN NORTH SULAWESI, INDONESIA
	5	Deasy Susana R Ndaparoka	Politeknik Negeri Kupang	MEASUREMENT OF LOCAL GOVERNMENT PERFORMANCE AND IDENTIFICATION OF POTENTIAL RESOURCES FOR REGIONAL INCOME TO IMPROVE REGIONAL ORIGINAL INCOME SUMBA BARAT DISTRICT
13.45 – 14.15	6	Hapsa Usman	Politeknik Negeri Kupang	DEVELOPMENT OF COMMUNITY ECONOMY THROUGH AGRICULTURAL AND MARINE BASED FOOD PROCESSING DIVERSIFICATION IN SUPPORTING TOURISM SECTORS IN PULAU ADONARA FLORES TIMUR REGENCY
	7	Sarmiadi	Politeknik Negeri Padang	POTENTIAL OF EVENT MANDABIAH BANDA KAPALO AS LEADING CULTURE EVENT IN SOLOK SELATAN REGENCY
	8	Selvi Diana Mellinda	Universitas Bandar Lampung	CULTURE APPROACH AS INNOVATION IN DEVELOPMENT OF INFRASTRUCTURE
14.15 – 14.45	9	Awangku Hassanal Bahar Pengiran Bagul	Universiti Malaysia Sabah	THE PATH TO SUSTAINABILITY FOR ECOTOURISM SITES USING SUCCESS INDICATORS

MODEL OF INTERNAL MARKETING IN ENHANCING TOURISM BRAND OF NORTH SULAWESI, INDONESIA

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The restaurant industry in Indonesia has experienced very rapid growth in recent years. Restaurants are increasingly aware of the need to market, develop and promote the restaurant industry as part of tourism products. Currently in North Sulawesi, the internal marketing brand has not been well developed. The results of the 2016 study showed that training and development in restaurants was still low. In addition, employees who work in restaurants only pay attention to their own task areas and are not customer oriented. This has an impact on internal marketing brands that have not been maximized. Therefore, this study aims to analyze the meaning of "internal marketing" according to managers / owners and employees and to analyze the meaning of the relationship "internal marketing" with "brand" restaurants in North Sulawesi according to managers / owners and employees. Quantitative research methods will be used with PLS analysis tools to analyze data. The perception of 181 respondents from the questionnaire obtained the results of the study of the meaning of "internal marketing" according to employees that employees are needed in channeling brand value and employees are internal customers who channel internal brands.