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HASIL PENILAIAN SEJAWAT SEBIDANG ATAU *PEER REVIEW*
KARYA ILMIAH : JURNAL ILMIAH

Judul karya ilmiah (Jurnal)	:	Harmonizing Gender Role in The Process of Commercialization	
Jumlah Penulis	:	3 penulis (Anna Pudianti, **Atiek Suprapti**, Joesron Alie Syahbana)	
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c. Kecukupan dan kemutahiran data/informasi dan metodologi (30%)	11	12	11,5
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Total = 30 (100%)	36,5	36	36,25
Nilai Pengusul (20%)	7,3	7,2	7,25

Semarang, 11-06-2020

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Prof. Dr. Ir. Edi Purwanto, MT
NIP. 19631231199003 1 002
Departemen Arsitektur UNDIP

Reviewer II

Prof. Dr. Ir. Erni Setyowati, MT
NIP. 19631020 199102 1 001
Departemen Arsitektur UNDIP

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b. Ruang lingkup dan kedalaman pembahasan (30%)	12					11
c. Kecukupan dan kemutahiran data/informasi dan metodologi (30%)	12					11
d. Kelengkapan unsur dan kualitas terbitan/jurnal (30%)	12					11,5
Total = (100%)	**40**					36,5
Kontribusi Pengusul (Penulis Kedua)	**8 (20%)**					7,3

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b. Ruang lingkup dan kedalaman bahasan:

c. Kecukupan/kemutakhiran data dan metodologi: Catatan penilaian dalam kertas terpisah

d. Kelengkapan unsur dan kualitas terbitan/jurnal:

e. Indikasi plagiasi:

f. Kesesuaian bidang ilmu:

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Prof. Dr. Ir. Edi Purwanto, MT
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Departemen Arsitektur UNDIP

HASIL PENILAIAN PEER REVIEW

Judul	:	Harmonizing gender Role in The Process of Commercialization
Penulis	:	Anna Pudianti, **AtiekSuprapti**, Joesron Alie Syahbana
Kategori	:	Jurnal Internasional Bereputasi terindeks SCOPUS

1. **Kelengkapan unsur isi artikel**
   a. Sistematika penulisan sesuai dengan "Instruction for Authors" .
   b. Ada keterkaitan antara "Title" dengan IMRDC (Introduction, Methods, Result, Discussion, Conclusion).
   c. Jumlah referensi yang digunakan mencukupi, dari 25 referensi, 18 merupakan jurnal ilmiah yang memenuhi kualifikasi jurnal bermutu.
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Semarang, 8 Juni 2020
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NIP. 196312311990031002

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a. Kelengkapan unsur isi artikel (10%)	4					4
b. Ruang lingkup dan kedalaman pembahasan (30%)	12					10
c. Kecukupan dan kemutahiran data/informasi dan metodologi (30%)	12					12
d. Kelengkapan unsur dan kualitas terbitan/jurnal (30%)	12					10
Total = (100%)	40					36
Kontribusi Pengusul (Penulis Kedua)	8 (20%)					7,2

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Artikel ditulis dengan *subheadings* yang lengkap meliputi: abstract, introduction, methods, discussion dan conclusion.
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Dalam introduction belum menjelaskan secara detail dengan dialog referensi yang update tentang kebaharuan penelitian. Selanjutnya dalam analisa, peran gender dalam aspek komersialisasi perlu diperbandingkan dengan penelitian sejenis yang telah dipublikasikan sebelumnya serta ada pembahasan ke arah pembaharuan penelitian.
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Harmonizing gender role in the process of commercialization (Article)

Pudianti, A.[a,b], Suprapti, A.[a], Syahbana, J.A.[a]

[a]Engineering Faculty, Universitas Diponegoro, Semarang, Indonesia
[b]Universitas Atma Jaya Yogyakarta, Indonesia

Abstract

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Gabugan is one of the villages in Yogyakarta that is transformed into a tourist village. Transformation in rural areas is needed to adapt to the changing of internal and external conditions. The phenomenon that occurred in the village Gabugan is unique, because of its gender influence in the process of commercialization to become rural tourism. This study aims to find out the role of gender in rural transformation in order to explore the positive gender issue for the sustainability of tourist villages. The study uses a mixed-method with the interpretative qualitative approach by looking at the historical background of the formation until it was transformed into a tourist village and quantitative approach to analyze the development of the surrounding of the village. The results of the study show the differences in the transformation between the core regions of Gabugan and the outer region. The core area is the territory of the offspring of the founding fathers, and the outer regions are descended from the maternal line of the founder of Gabugan. The outer core area of Gabugan undergoes a transformation faster than the core region. Harmonizing of gender role influence transformation in Gabugan tourist village as a positive strength of the commercialization process. © 2020 IJSTR.

SciVal Topic Prominence

Topic: Backpackers | Heritage Tourism | Tourist Experience

Prominence percentile: 97.871

Author keywords

Commercialization process | Gender role | Rural tourism | Transformation process

Funding details

Funding sponsor	Funding number	Acronym
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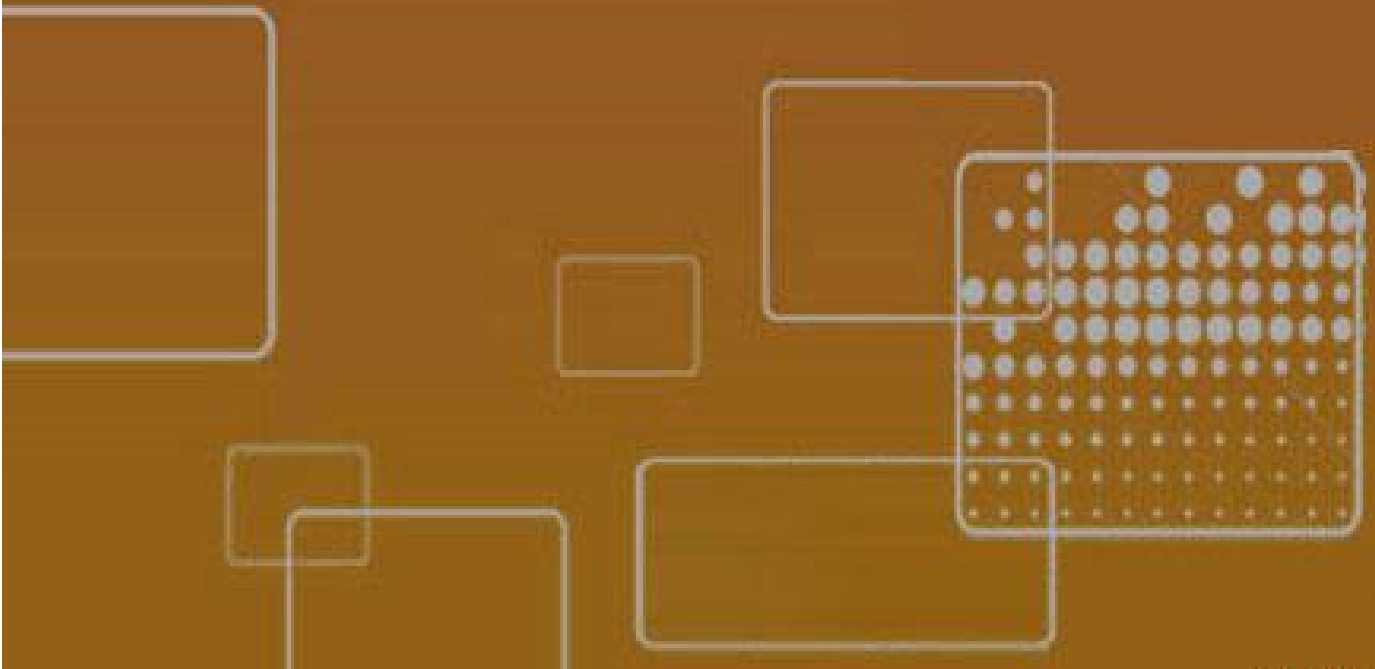

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Harmonizing Gender Role In The Process Of Commercialization

[Full Text]

AUTHOR(S)

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KEYWORDS

Gabugan is one of the villages in Yogyakarta that is transformed into a tourist village. Transformation in rural areas is needed to adapt to the changing of internal and external conditions. The phenomenon that occurred in the village Gabugan is unique, because of its gender influence in the process of commercialization to become rural tourism. This study aims to find out the role of gender in rural transformation in order to explore the positive gender issue for the sustainability of tourist villages. The study uses a mixed-method with the interpretative qualitative approach by looking at the historical background of the formation until it was transformed into a tourist village and quantitative approach to analyze the development of the surrounding of the village. The results of the study show the differences in the transformation between the core regions of Gabugan and the outer region. The core area is the territory of the offspring of the founding fathers, and the outer regions are descended from the maternal line of the founder of Gabugan. The outer core area of Gabugan undergoes a transformation faster than the core region. Harmonizing of gender role influence transformation in Gabugan tourist village as a positive strength of the commercialization process.

ABSTRACT

Gabugan is one of the villages in Yogyakarta that is transformed into a tourist village. Transformation in rural areas is needed to adapt to the changing of internal and external conditions. The phenomenon that occurred in the village Gabugan is unique, because of its gender influence in the process of commercialization to become rural tourism. This study aims to find out the role of gender in rural transformation in order to explore the positive gender issue for the sustainability of tourist villages. The study uses a mixed-method with the interpretative qualitative approach by looking at the historical background of the formation until it was transformed into a tourist village and quantitative approach to analyze the development of the surrounding of the village. The results of the study show the differences in the transformation between the core regions of Gabugan and the outer region. The core area is the territory of the offspring of the founding fathers, and the outer regions are descended from the maternal line of the founder of Gabugan. The outer core area of Gabugan undergoes a transformation faster than the core region. Harmonizing of gender role influence transformation in Gabugan tourist village as a positive strength of the commercialization process.

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Current Status Of Agricultural Soil Fertility In Erode

Dr.K.Chitra,

Soilfertility is an important aspect in agriculture. Fertile soils only produce high nutritive value crops. Nowadays agricultural soils are contaminated due to many reasons. Farmers use synthetic fertilizers and synthetic pesticides for crop production. They play a major role in soil fertility. Physicochemical parameters of soil enable the current status of soil fertility. The soil samples were collected in Erode. All the agricultural soils were acidic in nature. Electrical conductivity of all the samples showed that the soils were good for seed germination. Total dissolved solids and salinity were in appropriate level in all the samples. Organic carbon level were in sufficient level. Macronutrients were in medium level. Calcium and magnesium were in sufficient level in all the soil samples.

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Intelligent Neural Network For Bacteria Classification: An Innovation In Artificial Neural Network

Ananda Khamaru, Sunil Karforma, Soumendranath Chatterjee, Ishita Saha Raktima Bandyopadhyay

The work focused on reliable outcome from next generation artificial neural network (ANN). ANN was efficiently used for decision making on labeled and unlabeled data but problem was that it was always generated as a result though the short input data. The conventional ANN model is being used in some financial sectors for prediction and analysis of financial data, but it would not make an outcome due to less applicable data. Our objective is to design a neural network which will have the intelligence by which it can generate most prominent decision. A mathematical model of new generation artificial neural network called Intelligent Neural Network (INN) has been proposed, which would solve that problem and would make the decision like a human. The INN model has been designed with two layers of fully connected neurons, where the first layer neurons has taken input as the features of bacteria and produced input for hidden neurons; and in the second layer the output from hidden neurons provided as input of decision neurons and the output of decision neurons was the expected result. This model was trained by back propagation process by reducing Sum Squared Error(SSE) through Stochastic Gradient Descent(SGD) technique. Prediction accuracy of this model was 97.11% to distinguish medically important bacteria. This study would help to laboratory users to identify medically important bacteria in an easy way.

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Project, Technology And Active (PROTECTIVE) Learning Model To Develop Digital Literacy Skills In The 21st Century

Fatkhur Rohman, Ahmad Fauzan, Yohandri

This research aims to find out the impact of implementing a physics learning based on Project, Technology and Active (PROTECTIVE) learning model in building three digital literacy skills namely information literacy, media literacy, and ICT literacy. This research is an alternative solution to the students' Skills and awareness to utilize and integrate technology in learning physics. The subject of this research is early semester students who took a basic physics course. The sample of the research is 71 students majoring in physics education from Universitas Negeri Padang (UNP) and Universitas Islam Negeri Imam Bonjol (UIN IB). Data on digital literacy Skills is obtained through performance observation and assessment of structured task reports during the learning process. The instruments used are observation sheets and analytic rubrics. The data were analyzed by using descriptive statistics interpreted in 4 rating scales, they are: very good, good, fair and poor. Based on the results of the observation at the stage of the project, project and practicum tests, there were 13% of students experiencing little difficulty in using, managing and evaluating information data from the technology software or platform for physic learning. The analysis result of research samples from UNP and UIN IB respectively suggests that 20% and 23% of students achieve very good predicate in information literacy skills, the good predicate has a considerable portion of 64% and 69%, The remaining 16% and 8% fall into the fair predicate. On the assessment of media literacy, there were 18% and 12% of students who fall into a very good predicate of 78% and 81% and 4% and 8% fall into the good predicate. For very good predicate, ICT literacy Skills has 22% and 15% of students, while 62% and 62% of the students fall into good predicate. Besides, the rest of 16% and 23% of the students fall into the fair predicate. The conclusion of the achievement of these three literacies show that the digital literacy Skills achieved by students of UNP and UIN IB is said to be at a good level of 77% and 76%. The findings in this research are highly relevant and interesting in the world of education because the application of PROTECTIVE learning is one of the best solutions for teachers, lecturers and education managers to build digital literacy Skills for the participants in the 21st century.

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Two Recommendation System Algorithms Used SVD And Association Rule On Implicit And Explicit Data Sets

Marwa Hussien Mohamed, Mohamed Helmy Khafagy, Mohamed Hasan Ibrahim

Nowadays, the recommender system is an important research area for online companies that suggest items and services to users like (last FM music, Netflix movies, and movie-lens). Building a recommendation system to meet users' preferences is very difficult due to rapidly increasing the size or volume of digital information. Also, the recommendation has many challenges that need to overcome like sparsity, accuracy, performance and novelty. In this paper, we build two new algorithms to solve the sparsity, accuracy and performance of the recommendation system. Firstly, we used association rule mining to find a hidden pattern and count numbers of played songs per transaction and compute similarities by cosine vector similarity to make a recommendation to users also taking into concern the rating merged with clustering technique. Secondly, we used K-means clustering algorithms with SVD (singular value decomposition) to reduce dimensionality, increase the performance, and solve sparsity and accuracy problems. Our experiments are applied on last FM music datasets and movie-lens datasets implicit and explicit feedback, we compare our new algorithms with k-means collaborative filtering using RMSE (root mean square error) to show the accuracy and performance of movie lens and measure the accuracy using precision, recall and, F- measure to show the accuracy between basic collaborative filtering and our two new algorithms. This experiment shows that using association rule is better than improved k-means while combining with SVD and basic collaborative filtering. But our new k-means and SVD algorithm has better performance than random collaborative filtering K-means.

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The Relationship Between Humans And Natural Environment In Luka Perempuan Asap Novel By Nafi'ah Al-Ma'rab: Literature Ecocritics Review

Tri Santoso, Safrudin Atfalusoleh, Hari Kusmanto, Nafron Hasjim, Ali Imron Al-Ma'ruf

The aim of this study was (1) to describe the relationship between humans and the environment in Luka Perempuan Asap (LPA) novel by Nafi'ah al-Ma'rab; and (2) to describe the implementation of the research results of the Luka Perempuan Asap (LPA) novel by Nafi'ah al-Ma'rab on literature subject in senior high school. The study used descriptive qualitative. The data in this study were in the form of words, phrases, sentences, paragraphs, and discourse relating to the ecocritics and relationship between humans and nature in Luka Perempuan Asap (LPA) novel by Nafi'ah al-Ma'rab. The primary data source of this study was the Luka Perempuan Asap (LPA) novel by Nafi'ah al-Ma'rab. Secondary data sources of this study included: journals, articles, references, or other sources that were firmly related to primary data, which served to strengthen this study. The data collected in this study used library techniques. The data analysis technique used in this study was the method of reading semiotic models, namely heuristic and hermeneutic readings. The results of this study indicated that (1) the relationship between humans and the environment in Luka Perempuan Asap (LPA) novel by Nafi'ah al-Ma'rab included pollution; wilderness; disaster; housing/residence; animals; and earth. (2) The implementation of the research results of the Luka Perempuan Asap (LPA) novel by Nafi'ah al-Ma'rab in literature subject in senior high school, namely BC 3.11. Analyzing messages from a fiction book that is read and BC 4.11. Composing a review of a letter from a fiction book that is read. This research will benefit practitioners and policy makers. Specifically in formulating a law on land clearing in the forest not to burn trees. Study of this novel as a form of criticism

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"Brand rules the customers", whatever happens people still stick to the brand which they feel close to their heart, which creates the demand but still there are customers. Cement industry is one such example, people still thinks that few brands are trustworthy and they go for it each and every time even though their preferred brand doesn't have enough promotion for them, so considering these problems and issues the study focuses about the perception the customers have towards cement brands among theni district. Sample size is taken into account numbering 156; sampling technique incorporated was convinience sampling. The study concludes that "Quality product" is the future, if proper promotion and advertising is done in each nook and corner of digital platform, customer's perception may change.

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Age Assessment Automation Tool Using VBA With OPG(Orthopantomogram)

Stella A,Dr Thirumalai Selvi

Tooth formation is used to find the maturity and age. In clinical dentistry this diagnosis is used for treatment planning. Chronological age, as recorded by registration of birth date, is referred to throughout an individual's life. This information is relevant in medical and dental practice for evaluating developmental progress, for educational purposes and in legal matters, particularly in the application of criminal law. The panoramic radiographs of 6 images have been given to 40 doctors in dentistry department to evaluate the stage of growth using Demirjian and Nolla method. The results have been feed in the application which designed using Visual Basic for Application to find the age of the given OPG's seven teeth stage values.

[View Full Paper] [Download] [References] 3766-3770

Design And Development Of 3d Printer Filament Extruder For Material Reuse

P.Ravichandran, C.Anbu, R.Poornachandran, M.Shenbagarajan, K.S.Yaswahnthan

3D printing technology or 3D printer which is one of the branches of fourth industrial revolution is being widely used in various industries such as manufacturing, medical, automobile etc. The 3D printing process builds a three dimensional object from computer aided design model, usually by successively adding material layer by layer, unlike conventional machining, casting and forging process, where material is removed from a stock item or poured into a mold and shaped by means of dies, press and hammers. The material which is successively added layer by layer is called as Acrylonitrile Butadiene Styrene (ABS). This material at the initial stages will be in the form of granules and later it will be turns into a filament like structure with various diameters depending on the 3D printer size. The granules undergo a process called extrusion process where these material are turned into desired filament by heating at about 180 degree Celsius and solidifying it. The existing model or machine for this extrusion process have some disadvantages like they are not cost effective, need trained labor to operate, high and frequent maintenance is required and as these machine are huge in size they cannot be installed at every places especially at educational institutions and small scale industries . The main objective of this paper is to design and develop a table top filament extruder where the materials which had got wasted during the 3D printing process can be collected and reformed into a filament for reuse. This proposed system also overcomes all the disadvantages that have been mentioned above.

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In-Silico Modelling And Molecular Docking Studies Of A Novel Compound Isolated From

Priyadharshni. K And P. Shanthi

Acmella calva (DC) R.K.Jansen is a rare medicinal herb belongs to the family Asteraceae, used as a potent source in dental caries. In the present investigation the active novel compound Henicosa-1, 3- diyn-10-one, isolated from an ethanolic extract of the whole plant of Acmella calva (DC) R.K.Jansen and used for in-silico studies. In-silico model is utilized to accelerate and facilitate hit identification, lead generation and to elevate ADME/T properties. The 2D structure of Henicosa-1, 3- diyn-10-one (ligand) was drawn using chemsketch and translated into 3D structure. The unknown structure of two proteins (Dpr, GbpB) of Streptococcus mutans was drawn using homology modeling which are the major proteins responsible for dental caries. The active sites and hydrogen bonds of two modeled proteins (receptors) of S. mutans were predicted. The 3D structure of Henicosa-1, 3- diyn-10-one was docked with the two modeled proteins of S. mutans. The results showed that Henicosa-1, 3- diyn-10-one posses good receptor-ligand binding affinity with two proteins, but the highest receptor-ligand binding affinity was seen in Dpr (80.861) when compared to GbpB (75.95). The absolute energy (energy spent by protein during interaction) was also calculated and the energy spent by Dpr was found to be the highest (8.127) when compared to GbpB (3.756) proteins. Thus, it is inferred that the phytochemical compound Henicosa-1, 3- diyn-10-one may act as an anticariogenic compound against Dpr and GbpB proteins of S. mutans and could be developed into a potent oral drug for dental caries.

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Survey On Hyperelliptic Curve Cryptography To Secure Cloud Computing

Dr. M.Gobi, G.S. Parimalam

In this emerging technological world, cloud computing is one of the efficient technological services for storing and retrieving data & resources through the internet rather than direct service connection. This technology enables users to save resources in remote databases. However, cloud technology needs new security features in accessing the cloud. Therefore, users rely on third-party services for storing and accessing data storage that can vulnerable to attacks and other data exploitation. In addition, cloud services also offer security tools to safeguard user's data with some disadvantages like data leakage, denial of service, eavesdropping, lack of safety standards and so on. HyperElliptic Curve Cryptosystem (HECC) is one of the public key cryptographic techniques, and expansion of Elliptic Curve Cryptography (ECC) that offers the similar level of security compared with other cryptosystems such as RSA, ECC, and DSA. HECC supervises the ECC due to shorter operand sizes. This paper analyzes the use of HECC and studies various efficient data security schemes using HECC in Cloud computing.

[View Full Paper] [Download] [References] 3782-3787

Morphological And Biological Characterisation Of Lysinibacillus Fusiformis L52 Isolated From Dairy Industry Wastes

Jaganmai.G Rajeswari Jinka

Present study deals with isolation of lipolytic bacteria from dairy wastes collected from Vaishnavi dairy industry, Wyra, Khammam district, Telangana. The samples of different wastes like paneer, curd, milk and total effluent were collected and screened for the isolation of lipolytic microbes. Screening medium was prepared with olive oil emulsion (1% v/v) and later with Tributyrin (1% v/v) to the lipolytic microbes from dairy waste water. Lipolytic bacteria showing maximum zone of clearance around the colonies were found majorly in total effluent wastes, was focussed for the present study. Isolated bacteria were identified up to the genus level with the help of morphological characterisation by Bergey's manual, biochemical characterisation (Aneja 2003) and molecular characterisation by 16s rRNA sequencing and was identified as Lysinibacillus fusiformis L52 strain.

[View Full Paper] [Download] [References] 3788-3792

Harmonizing Gender Role In The Process Of Commercialization

Anna Pudianti, Atiek Suprapti, Joesron Alie Syahbana

Gabugan is one of the villages in Yogyakarta that is transformed into a tourist village. Transformation in rural areas is needed to adapt to the changing of internal and external conditions. The phenomenon that occurred in the village Gabugan is unique, because of its gender influence in the process of commercialization to become rural tourism. This study aims to find out the role of gender in rural transformation in order to explore the positive gender issue for the sustainability of tourist villages. The study uses a mixed-method with the interpretative qualitative approach by looking at the historical background of the formation until it was transformed into a tourist village and quantitative approach to analyze the development of the surrounding of the village. The results of the study show the differences in the transformation between the core regions of Gabugan and the outer region. The core area is the territory of the offspring of the founding fathers, and the outer regions are descended from the maternal line of the founder of Gabugan. The outer core area of Gabugan undergoes a transformation faster than the core region. Harmonizing of gender role influence transformation in Gabugan tourist village as a positive strength of the commercialization process.

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Current Status Of Agricultural Soil Fertility In Erode

Dr.K.Chitra,

Abstract : Soilfertility is an important aspect in agriculture. Fertile soils only produce high nutritive value crops. Nowadays agricultural soils are contaminated due to many reasons. Farmers use synthetic fertilizers and synthetic pesticides for crop production. They play a major role in soil fertility. Physicochemical parameters of soil enable the current status of soil fertility. The soil samples were collected in Erode. All the agricultural soils were acidic in nature. Electrical conductivity of all the samples showed that the soils were good for seed germination. Total dissolved solids and salinity were in appropriate level in all the samples. Organic carbon level were in sufficient level. Macronutrients were in medium level. Calcium and magnesium were in sufficient level in all the soil samples.

Key words: Agriculture, fertility, Macro nutrients, Micro nutrients, Physicochemical parameters, Seed germination, Soil. Introduction

1 INTRODUTION

Soil qualities are related with agricultural activities. It includes physical, chemical and biological properties. These characters play a vital role in soil and make it suitable for agricultural activities [(Rakesh et al., 2012]. Soil is composed of many minerals, soil organic matter, water and air. It is very complex in nature [(Vishal et al., 2009; Flores-Magdaleno et al., 2011].Soil quality is related with environmental issues. Agricultural soils are contaminated due to synthetic fertilizers and synthetic pesticides. Industrial effluents are discharged in agricultural areas. Runoff from water streaming also play a major role in agricultural soil contamination. Soil quality is measured by soil nutrients. Soil physicochemical parameters are the good indicator of soil fertility. Soil quality and crop productivity are decreased due to continuous use of fertilizers. For sustainable agricultural production, fertility status of agricultural soils be evaluated. Its role is very specific in crop production and yield. Nutritional quality of crops depends on soil nutrients in soil profile [S. S. Dhanve et al., 2018]. In agriculture soil compaction is caused by mechanization and large machineries [Allman et al., 2015; Beylich et al., 2010]. The present study was conducted to understand the current status of agricultural soils. It is useful to farmers, they decide how to increase the crop yield in their areas. Soil management is a qualitative parameter. Soil organic carbon play a major role in crop production and it reduces the environmental issues on agriculture [Adhikari and Hartemink, 2016; Chabbi et al., 2017; Hatfield et al., 2017]. Soil quality is a significant factor. It determines the suitability of crops to grow. Good soil is an indicator of good environment. A good soil should be suitable for all kinds of plants to grow on it [M. Shanmuganathan, A. Rajendran, 2018].

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2 MATERIALS AND METHODS

Study area

Following agricultural samples were collected from Erode.
Sorghum bicolorL. - Seenapuram
Pennisetumpurpureum- Seenapuram
Arachis hypogaeaL. - Veeranampalayam
OryzasativaL. - Sunampuoodai
SaccharumofficinarumL. - Sunampuoodai

Soil collection

Soil samples were collected with the help of auger at the depth of 0-20 cm. They were collected in a clean polythene bags. They brought to the laboratory for further analysis. They air dried at room temperature. Then, they were passed through a 2 mm sievefor further analysis.Soil texture was identified for each samples. Moisture and temperature were measured. Physicochemical parameters like pH, EC, TDS, salinity, organic carbon, macronutrients like nitrogen, phosphorus, potassium and micronutrients like calcium and magnesium were estimated with standard methods.

3 Results and Discussion

***Table No: 1**. Physical parameters of agricultural soil samples*

S:No	SAMPLE	MOISTURE	TEMPERATURE ^0C
1.	Sorghum bicolor L.	8.3	7.60
2.	Pennisetumpurpureum	13.5	9.01
3.	Arachishypogaea L.	2.19	5.10
4.	Oryza sativa L.	30.5	7.90
5.	Saccharumofficinarum L.	20.1	8.01

***Table No: 2.** Chemical parameters of agricultural soil samples*

S: No	SAMPLE	pH	EC µS/cm	TDS ppm	SAL ppm	OC %
1.	Sorghum bicolor L.	06.35	092.2	060.0	068.6	1.5

Two Recommendation System Algorithms Used SVD And Association Rule On Implicit And Explicit Data Sets

Marwa Hussien Mohamed, Mohamed Helmy Khafagy, Mohamed Hasan Ibrahim

Abstract: Nowadays, the recommender system is an important research area for online companies that suggest items and services to users like (last FM music, Netflix movies, and movie-lens). Building a recommendation system to meet users' preferences is very difficult due to rapidly increasing the size or volume of digital information. Also, the recommendation has many challenges that need to overcome like sparsity, accuracy, performance and novelty. In this paper, we build two new algorithms to solve the sparsity, accuracy and performance of the recommendation system. Firstly, we used association rule mining to find a hidden pattern and count numbers of played songs per transaction and compute similarities by cosine vector similarity to make a recommendation to users also taking into concern the rating merged with clustering technique. Secondly, we used K-means clustering algorithms with SVD (singular value decomposition) to reduce dimensionality, increase the performance, and solve sparsity and accuracy problems. Our experiments are applied on last FM music datasets and movie-lens datasets implicit and explicit feedback, we compare our new algorithms with k-means collaborative filtering using RMSE (root mean square error) to show the accuracy and performance of movie lens and measure the accuracy using precision, recall and, F- measure to show the accuracy between basic collaborative filtering and our two new algorithms. This experiment shows that using association rule is better than improved k-means while combining with SVD and basic collaborative filtering. But our new k-means and SVD algorithm has better performance than random collaborative filtering K-means.

Index Terms: Recommender systems; K-means clustering; Association Rule; SVD (Singular Value Decomposition); Dimensionality Reduction.

1. INTRODUCTION

IN this modern era, everybody depends on the internet to find products, services, and items daily to determine their needs. This is regarded as a natural phenomenon of the human decision-making process [1]. Recommender systems help users to get the decision more easily and rapidly by filtering huge information about millions of products and items over websites. The main issue is to recommend items to users' will be liked and give a high rate to meet their expectations. Recommender system process using some data mining techniques like clustering to group similar items together to find similarity between them when we select an item as a centroid of the cluster or user's similarity if we select a user as a centroid of the cluster and association rules to find hidden patterns and discover new relationships between products to increase sales as a part of E-commerce [2].

Recommender system has many techniques [3]:

- Content based filtering: it's depends on analyzing the content of textual data and discovering similarities between items specification.
- Collaborative filtering techniques: it's depends on the similarities between users' rating items on the site to recommend to the other different presences he or she may be liked.
- Hybrid collaborative filtering: it's merging between content based filtering and collaborative filtering to gain more advantage and get best recommended items results [4].

Recommender systems work by using feedback on products as data inputs to the systems. It has two types explicit and implicit data sets. The feedback mostly used is explicit, it calculates the similarity and makes recommendations depends on users' ratings on items. The other type is used several watching items like movies or listening to songs more times or viewing product types this named by implicit feedback. But, one of recommender systems challenges is users' feedback about items it's not available all times this called sparsity problems so that recommender systems can use implicit feedback which it reflects users' preferences indirectly to the system [5]. For recommendation system example, if users like to watch a lot of movies for an actor probably this user likes this actor so we can recommend to him different movies haven't seen on the website before [5]. Figure 1 shows an example for reading and rating books between three users and four books the first and the third user when they rate one of the four books its explicit feedback, but the second user wish and reading some of these books without rating it's implicit feedback.

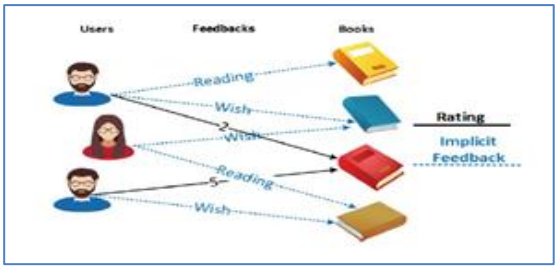

Figure 1. *Example of implicit and explicit feedback.*

Another example of explicit feedback like movies-lens

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