

THE ROLE OF BUSINESS CENTER IN FOSTERING THE ENTREPRENEURIAL SPIRIT OF STUDENTS GRADE XI OF BUSINESS AND MANAGEMENT GROUP OF SMK NEGERI 7 YOGYAKARTA

PERAN BUSINESS CENTER DALAM MENUMBUHKAN JIWA KEWIRAUSAHAAN SISWA KELAS XI KELOMPOK BISNIS DAN MANAJEMEN SMK NEGERI 7 YOGYAKARTA

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Abstract

The research aimed to determine the role of business center in fostering the entrepreneurial spirit of students grade XI of Business and Management Group, those are skill competence of Accounting, Office Administration, and Marketing in SMK Negeri 7 Yogyakarta. This research was a descriptive research. Technique of data collection used was questionnaire. Technique of data analysis used descriptive analysis. The result of the research showed that the role of Business Center in fostering the entrepreneurial spirit of class XI students of Business and Management Group of SMK Negeri 7 Yogyakarta that is class XI of Accounting (AK), class XI of Administration Office (AP), and class XI of Marketing (PM) were in the medium category. The students' XI AK score had valued at 76.9%, XI AP students had valued at 74.4%, and XI PM students had valued at 76.2% about the role of Business Center in fostering the entrepreneurial spirit of students classified to medium category.

Keyword: Role of Business Center, Entrepreneurial Spirit, Skill Competence of Business and Management Group

Abstrak

Penelitian ini bertujuan untuk mengetahui peran business center dalam menumbuhkan jiwa kewirausahaan siswa kelas XI Kelompok Bisnis dan Manajemen, yaitu kompetensi keahlian Akuntansi, Administrasi Perkantoran, dan Pemasaran SMK Negeri 7 Yogyakarta. Penelitian ini merupakan penelitian deskriptif. Teknik pengumpulan data yang digunakan adalah kuesioner. Teknik analisis data menggunakan analisis deskriptif. Hasil penelitian menunjukkan bahwa peran Business Center dalam menumbuhkan jiwa kewirausahaan siswa kelas XI Kelompok Bisnis dan Manajemen SMK Negeri 7 Yogyakarta antara lain kelas XI Akuntansi (AK), XI Administrasi Perkantoran (AP), dan XI Pemasaran (PM) masuk dalam kategori sedang. Kecenderungan jawaban siswa XI AK senilai 76,9%, siswa XI AP senilai 74,4%, dan siswa XI PM senilai 76,2% mengenai peran Business Center dalam menumbuhkan jiwa kewirausahaan siswa tergolong dalam kategori sedang.

Kata kunci: Peran Business Center, Jiwa Kewirausahaan, Kompetensi Keahlian Kelompok Bisnis dan Manajemen

INTRODUCTION

Science and Technology grow more rapidly in the globalization era, and so does with the human resource. Human resources and superior quality are those who are skilled, competitive and vigorous competitiveness. However, the utilization of human resources in Indonesia is not optimum yet. Rianjani (2015) argued that the Indonesian government has not been able to take advantage of this human resources properly so its impact on the high number of unemployment in Indonesia. Therefore, the problem solving is preparing qualified generations with an adequate education.

The government provides vocational high schools (SMK) to improve the competence of human resources. Facing the global challenges that increasingly powerful, Vocational High Schools (SMK) has a strategic role and function in preparing qualified human resources and have high competence (Tri Kuart, 2015). Vocational High School should produce graduates who are competent in each area of the world of work. However, there arose some problems faced by the vocational students, such as the graduates who do not have a job due to the gap between demand and supply of labour so that unemployment increased.

The Central Statistics Agency Data (BPS) in August 2017 showed the unemployment rate in Indonesia reached 7.01 million people with open unemployment rate amounted to 5.33% (bps.go.id). The number of graduates of Vocational High School is about 9.27% or the highest among the graduates of other education. As for the Senior High School graduates in the amount of 7.03%, and a Diploma I/II/III of 6.35%. In August 2017 reached the highest level 11.41%, it increased by 0.3% compared to August 2016 (kompas.com). Based on these data, it appears that the number of educated unemployed Vocational High School graduates are quite large and are in the highest position than other graduates.

Based on these problems, the younger generation or often termed as the millennial generation should struggle more with the circumstances. They have to look for other alternatives to overcome the situation and resolve these problems. One such alternative way is to develop entrepreneurship. In line with the current global era, vocational high school increasingly demanded to not only focus on the readiness and ability of students to enter the workforce but also on their skill to create their jobs, even also can provide job opportunities for others. Entrepreneurship education included in the curriculum of Vocational High Schools

(SMK). According to Rifai (2016) entrepreneurship education is the process of using various methods to acquire knowledge or understanding of the entrepreneurial aim to prosper the people and adding value to the society. The learning is inserted into one in the subjects of Entrepreneurship, to support entrepreneurial learning, some vocational high schools set up a Business Center.

Business center is a facility provided by the school as a place for education and entrepreneurship training for students. Siswanto (2015) suggested that the Business center present the real business in a school environment to provide hands-on experience to students. Business Center as a laboratory of entrepreneurship has to implant, grow, and develop the entrepreneurial spirit of the students. The availability of such facilities is expected to motivate the students to foster an entrepreneurial spirit.

SMK Negeri 7 Yogyakarta is one of the Vocational High School in the city of Yogyakarta which includes a group of Business and Management. SMK Negeri 7 Yogyakarta has a Business Center called G7 Mart used as a practice of entrepreneurship students.

Based on observations of pre-research was conducted on March 29, 2018, showed that the activity of students in the Business center incorporated into

the learning process. The activities carried out together with the subjects Entrepreneurship at school. Business center serves as a facilitator in growing and developing the entrepreneurial spirit of students. However, there are several obstacles to the implementation of business activities at this Business center, such as the students have not been understood the importance of it as a place of entrepreneurial practice. Chief Manager of Business center G7 Mart revealed that students practice only to meet its obligations and to achieving a sales target has been set, Rp650.000,00. Based on the survey results of the pre-research conducted randomly on students of SMK Negeri 7 Yogyakarta, 70% of students to practice in the Business center because the school requires it and to get good grades in subjects Entrepreneurship. The survey shows that students tend to be not serious in doing business practice so that the cultivation of entrepreneurial spirit through the Business center was not so pronounced. Most students still understand entrepreneurial merely theoretical and the real lack of knowledge and experience in entrepreneurship. Therefore, you need to know how far the role of Business center in fostering the entrepreneurial spirit in students.

The problem is the low interest of the student entrepreneurial spirit. If the

entrepreneurial spirit has been set up since a young age, then the interests of students who want to become workers begin after graduation will change his desire to be job creators. Based on the background described, the researchers intend to research this problem entitled “The Role of Business Center in Fostering the Entrepreneurial Spirit of Students Grade XI of Business And Management Group of SMK Negeri 7 Yogyakarta in the Academic Year 2017/2018”.

RESEARCH METHOD

Design of Research

The design of research is an investigation strategy and structure that is arranged in such a manner so that researchers will be able to obtain answers to questions research (Zuriah, 2007), This research was a descriptive study with a quantitative approach. Descriptive research illustrated and described the role of Business center in fostering the entrepreneurial spirit in class XI student of Business Management Group SMK Negeri 7 Yogyakarta.

Place and Time of Research

The research was conducted in Business center *G7 Mart* of SMK Negeri 7 Yogyakarta that is located at Jalan Gowongan Blok Kidul JT III No. 416, Gowongan, Jetis, Yogyakarta, Yogyakarta.

The research was conducted in February-April 2018.

Research Subject and Object

The research population was a class XI student of Business and Management Group of SMK Negeri 7 Yogyakarta in the Academic Year 2017/2018. Total population in this research were 190 students consisting of students majoring in Accounting, Office Administration and Marketing. The samples was determined as a class XI student of Business and Management Group of SMK Negeri 7 Yogyakarta using proportional random sampling technique. The number of samples were 129 students which calculated using the Slovin formula.

Data Collection, and Data Analysis Technique

Data Collection Technique

Data collection technique used in this research is questionnaire. The questionnaire used in this research was to determine the role of Business *Center* in growing the students’ Entrepreneurial Spirit. Questionnaires were given to students who involved in activities at the Business center that is students of XI Accounting, XI Office Administration and, XI Marketing SMK Negeri 7 Yogyakarta. Questionnaire form was enclosed with four (4) alternative

answers, ie: Strongly Agree (SS), Agree (S), Disagree (TS), and Strongly Disagree (STS).

Data Analysis Technique

Data analysis technique used in this research is descriptive statistical analysis. Data analysis was done by calculating the questionnaire that has filled out by 129 students of class XI Business and Management Group related to fostering the students' Entrepreneurial Spirit through the Business center. Descriptive statistical analysis used in this research were based on the frequency distribution and central tendency measurement.

RESEARCH RESULTS AND DISCUSSION

The role of Business center in fostering the entrepreneurial spirit of students is measured based on six aspects: independent, creative, dare to take a risk, action-oriented, leadership, and hard work. Data collection techniques in this research used a questionnaire that was intended for students of class XI of Business and Management Group of SMK Negeri 7 Yogyakarta that consisted of three competency skills, that is Accounting, Office Administration, and Marketing. Questionnaire compiled by research subject of "The Role of Business center in Fostering Entrepreneurial Spirit of Class

XI Students of Business and Management Group" which consisted of 24 statement items related to aspect of entrepreneurial spirit. Here is the research result of Business center role in fostering the entrepreneurial spirit students of Accounting, Office Administration, and Marketing class XI of SMK Negeri 7 Yogyakarta.

The Role of Business Center in Fostering Entrepreneurial Spirit of class XI students of Accounting

The role of Business center in fostering the entrepreneurial spirit of students is marked by students' attitude after doing activity in the Business center that is independent, creative, dare to take a risk, action-oriented, leadership, and hard work. Data of Business center role in fostering the entrepreneurial spirit of class XI students of Accounting obtained through a questionnaire with 24 statement items and the number of respondents, 65 students of class XI Accounting. Here is the data result of Business center role in fostering the entrepreneurial spirit of class XI students of Accounting.

Table 1. Data of Business center Role in Fostering the Entrepreneurial Spirit of Students Class XI Accounting

Highest score	88
Lowest score	59
Mean (M)	72.22
Median	71
Modus	69
Variance	27.797
Standard Deviation (SD)	5.272

Sources: Primary data are processed, 2018

Table 2. Frequency Distribution and Tendency Data Business center Role in Fostering the Entrepreneurial Spirit Students in grade XI Accounting

Score	Frequency	
	Frequency	Percentage
X ≥ 77.49	9	13.8%
X $66.94 \leq < 77.49$	50	76.9%
X < 66.94	6	9.2%
Total	65	100%

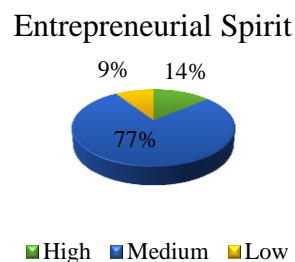
Sources: Primary data are processed, 2018

Table 2 shows that the role of the Business center in fostering the entrepreneurial spirit of Accounting class XI students of SMK Negeri 7 Yogyakarta on high category with a score of 13.8% (9 students), in the medium category with a score of 76.9% (50 students) and the category low with a score of 9.2% (6 students). Based on the data above, it can be concluded that most of the tendency

Business center Role in fostering the entrepreneurial spirit of Accounting class XI students of SMK Negeri 7 Yogyakarta classified in the medium category. The result of data categorization on the role of the Business center in fostering the entrepreneurial spirit of Accounting class XI students can be shown in the figure 1:

Based on these calculations, it can be made of frequency distrib

Figure 1. Pie Chart of Entrepreneurial Spirit Categorization on Accounting class XI students



The Role of Business Center in Fostering Entrepreneurial Spirit of class XI students of Office Administration

The role of Business center in fostering the entrepreneurial spirit of students is marked by students after doing activities in the Business center is an independent, creative, dare to take a risk, action-oriented, leadership, and hard work. Data of Business center role in fostering the entrepreneurial spirit of students of class XI Office Administration was obtained through a questionnaire with 24 statement items and the number of

respondents, 43 students of class XI Office Administration. Here is the data result of Business center role in fostering the entrepreneurial spirit of students of class XI Office Administration.

Table 3. Data of Business center Role in Fostering the Entrepreneurial Spirit of Students Class XI Office Administration

High score	86
Lowest score	43
Mean (M)	71.02
Median	71
Modus	71
Variance	46.214
Standard Deviation (SD)	6.798

Sources: Primary data are processed, 2018

Based on these calculations, it can be made of frequency distribution and data tendency of Business center Role in fostering the entrepreneurial spirit in class XI students of office Administration in table 4 below:

Table 4. Frequency Distribution and Tendency of Business center Role Data In Fostering the Entrepreneurial Spirit of students of class XI Administration

Score	Frequency	
	Frequency	Percentage
$X \geq 77.82$	7	16.3%
$64.23 \leq X < 77.82$	32	74.4%
$X < 64.23$	4	9.3%
Total	43	100%

Administration

Sources: Primary data are processed, 2018

Table 4 shows that the role of Business center in fostering the entrepreneurial spirit of class XI students of SMK Negeri 7 Office Administration Yogyakarta on high category with a score of 16.3% (7 students), in the medium category with a score of 74.4% (32 students) and the category low with a score of 9.3% (4 students). Based on the data above, it can be concluded that most tendency of Business center Role in fostering the entrepreneurial spirit of class XI students of SMK Negeri 7 Office Administration Yogyakarta classified in the medium category. The result of data categorization on the role of the Business center in fostering the entrepreneurial spirit of Office Administration class XI students can be shown in the figure 2:

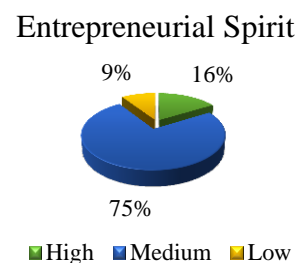


Figure 2. Pie Chart of Entrepreneurial Spirit Categorization on Office Administration class XI students

1. The Role of Business Center in Fostering Entrepreneurial Spirit of class XI students of Marketing

The role of Business center in fostering the entrepreneurial spirit of students is marked by students' attitude after doing activities in the Business center that is independent, creative, dare to take risk, action-oriented, leadership, and hard work. Data of Business center's role in fostering the entrepreneurial spirit of class XI students of Marketing was obtained through a questionnaire with 24 statement items and the number of respondents were 21 students of class XI Marketing. Here is data result of Business center's role in fostering the entrepreneurial spirit of class XI students of Marketing.

Table 5. Data of Business center Role in Fostering the Entrepreneurial Spirit of Students Class XI Marketing

High score	85
Lowest score	52
Mean (M)	72.86
Median	73
Modus	73
Variance	56.929
Standard Deviation (SD)	7,545

Sources: Primary data are processed, 2018

Based on these calculations, it can be made of frequency distribution and data tendency of Business center Role in fostering the

entrepreneurial spirit in class XI students of Marketing in Table 6 below:

Table 6. Frequency Distribution and Data Tendency of Business center Role In Fostering the Entrepreneurial Spirit of Students in grade XI Marketing

Score	Frequency	
	Frequency	Percentage
$X \geq 80.4$	2	9.5%
$65.31 \leq X < 80.4$	16	76.2%
$X < 65.31$	3	14.3%
Total	21	100%

Primary data are processed, 2018

Table 6 shows that the role of the Business center in fostering the entrepreneurial spirit of Marketing class XI students of SMK Negeri 7 Yogyakarta on high category with a score of 9.5% (2 students), in the medium category with a score of 76.2% (16 students) and in the low category with a score of 14.3% (3 students). Based on the data above, it can be concluded that most tendency of Business center Role in fostering the entrepreneurial spirit of class XI students of Marketing of SMK Negeri 7 Yogyakarta classified in the medium category The result of data categorization on the role of the

Business center in fostering the entrepreneurial spirit of Marketing class XI students can be shown in the

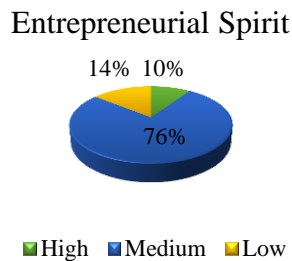


Figure 3. Pie Chart of Entrepreneurial Spirit Categorization on Marketing class XI students

The result of data categorization of entrepreneurial spirit in each competence, they are Accounting, Office Administration, and Marketing, can be shown in the following figure:

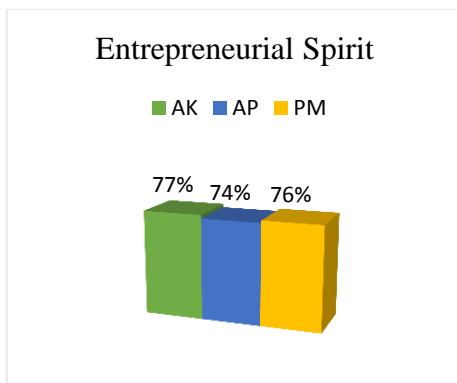


Figure 4. Bar Chart of Entrepreneurial Spirit on students of XI AK, AP, and PM

Figure 4 shows that the Role of Business Center in fostering the entrepreneurial spirit of students grade XI of Business and Management

Group of SMK Negeri 7 Yogyakarta on medium category with the score of 77% (50 of 65 students) of XI Accounting class, 74% (32 of 43 students) of XI Office Administration class, and 76% (16 of 21 students) of XI Marketing class.

The result of research about the role of Business center in fostering the entrepreneurial spirit of class XI students of Business and Management Group consisting of Accounting (AK), Administration (AP), and Marketing (PM) competency skills. The results of the research in class XI AK showed that most students included in the category of medium with value of 76.9% (50 of 65 students), then class XI AP with value of 74.4% (32 of 43 students) included in the medium category, and 76.2 % (16 of 21 students) of class XI PM included in the category of medium. Overall, these three skills competency have a small percentage difference, while the highest percentage is in Accounting class. Based on these facts, each student regardless of the skill competency, they are encouraged to have an entrepreneurial spirit because entrepreneurship is indeed needed in all circles.

CONCLUSION AND SUGGESTION

Conclusion

Based on the result and discussion of research on the role of Business center in fostering the entrepreneurial spirit of class XI students group of Business and Management SMK Negeri 7 Yogyakarta include a class of XI Accounting (AK), XI Office Administration (AP), and XI Marketing (PM) as measured by 6 aspects those were independent, creative, dare to take risk, action-oriented, leadership, hard work included in the category of medium. Overall, the tendency of XI AK students answers valed at 76.9%, students of XI AP valued at 74.4% and students of XI PM valued at 76.2% related to the role of Business center in fostering the entrepreneurial spirit of students included in the category of medium. It can be concluded that the role of Business center in fostering the entrepreneurial spirit of class XI students of Business and Management Group of SMK Negeri 7 Yogyakarta need to be fostering again.

Suggestion

Based on the conclusion of this research, so the suggestions are:

a) For Teacher

Based on the research result, entrepreneurial spirit of students on each competency, such as Accounting, Office Administration, and Marketing included in medium category. This requires the efforts of Entrepreneurship Teacher to be more active in guiding and facilitating students in the practice of entrepreneurship at the Business center. Therefore, it is expected for not only practice once time for each students, but there are advanced practice to foster the entrepreneurial spirit of students. As for the other teachers are expected to also support and train students in entrepreneurship, for example by sharing inspirational stories about entrepreneurship, so that after graduating from school, students not only depend on the distribution of the existing work in the school, but entrepreneurship could be an alternative choice after graduation.

b) For Managers of Business Center

Managers of Business Center are expected to evaluate the activities of students in the Business center by making interesting programs so that it can instill the entrepreneurial spirit of students, for example by holding the

entrepreneurship workshop with presenting a successful entrepreneur as a keynote speaker and then can also organize a program such as students company so that they can produce their own products. The practice of entrepreneurship at the Business center is expected to foster the entrepreneurial spirit of students based on aspects of independent, creative, dare to take risk, action-oriented, leadership, and hard work. Therefore, there should be *reward* to the sales practices as a reference for students.

c) For Students

The students are expected to participate actively in the practice of entrepreneurship at the Business center in order to increase knowledge, understanding and skills of entrepreneurship. In addition, students are expected to have an open mind, that after graduating from Vocational High School, students not only have the option to seek employment but also the option to create jobs.

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