

The Difussion Innovation Of Stunting Derivation Through Nona Helix Model

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Abstract.

This article discussed the diffusion innovation process of government programs with development communication studies on the stunting reduction acceleration in Tangerang City. This research used a qualitative case study approach and a constructivist paradigm. The theory used is the diffusion innovation theory. The results of this research indicated that the diffusion innovation process occurred through the dissemination of information related to stunting reduction efforts to target community groups in Tangerang City with several communication channels, namely face-to-face communication or counseling, publication of activities through social media and mass media. This research produces a model, namely The Nona Helix of Benteng City.

Keywords: *Development communication, diffusion innovation theory, government programs and stunting.*

I. INTRODUCTION

In 2021, Tangerang City becomes the area with the lowest stunting¹ rate in Banten Province with 15.3 percent stunting prevalence² rate. Although it is located in an urban area with such population density, this is certainly not a problem to accelerate the reduce of stunting rates. The reduction in the stunting prevalence rate experienced by the city, making it into a good category or green zone group in Banten Province, with stunting prevalence status below the threshold of health problems determined by the World Health Organization (WHO) since it is still below 20 percent. The Tangerang City Government has made various efforts including the making of Tangerang Mayor Regulation No. 87 of 2019, concerning Nutrition Problem Management in Tangerang City which aims to make each Local Bureaucracy (OPD – Organisasi Perangkat Daerah) carry out nutrition problem management in accordance with the duties, principals, and functions in a systematic, synergistic, integrated, and sustainable manner and to increase strategic partnerships between all stakeholders, including Local Governments, communities, the private sector, academics and other parties, related to the mitigation of health development efforts. The Tangerang Mayor Regulation used as a guideline by every OPD, community, private sector, and stakeholders in accelerating the reduction of stunting rates in Tangerang City. Stunting or short children is a condition where toddlers or children under the age of five years experience growth failure caused by acute malnutrition and repeated infections, marked by the length or the height below the standards of children in their age, this condition occurs generally during the 1,000 First Days of Life (HPK – Hari Pertama Kehidupan) period, from fetus to child aged 23 months (*stunting.go.id*).

Stunting is a state of failure to grow and develop in children under 5 years old due to chronic malnutrition so that children are too short for their age. Poor nutrition occurs since the baby is in the womb and in the early days after the baby is born. The factors that cause stunting in children are both family factors and family environment factors, insufficient food, breastfeeding, and infection. These factors are closely related to local culture. Therefore, cultural communication strategies are considered effective in changing maternal behavior and preventing stunting in children (Marni, Marni, Andi Zulkifli Abdullah, Ridwan Mochtar Thaha, Healthy Hidayanty, Saifuddin Sirajuddin, Amran Razak, Stang Stang &; Alo Liliweri,

2021:447) The member states of the United Nations (UN) have targets of the Sustainable Development Goals (SDGs), set to be realized by 2030 to ending hunger, maintaining adequate nutrition, and ensuring access to food for all. These goals are planned together to address the malnutrition or overnutrition, to address the neglect of children under five years old, and to address the nutritional needs of adolescent girls, pregnant and lactating women, as well as the elderly. The Indonesian Government through the National Stunting Prevalence Acceleration Team (TP2AK – Tim Percepatan Pencegahan Anak Kerdil) initiated the National Strategy of P2K which consists of five pillars as listed in the picture above, namely: 1) Commitment and vision of leadership; 2) National campaigns and behavior change communications; 3) Convergence of central, local, and village programs; 4) Food security and nutrition; and 5) Monitoring and evaluating.

The purpose of the establishment of these five pillars is as a reference for the stakeholders in implementing the step of stunting prevalence acceleration and reduce stunting prevalence in Indonesia, but the main goal is to achieve the Sustainable Development Goals (SDGs) target by 2030. Based on the description above, the researcher concluded that the formulation of the problem to be analyzed in this research is how the diffusion innovation process of government program with development communication studies reduced the stunting acceleration in Tangerang City. This research was conducted in Tangerang City. This location is the Regency/City with the lowest number of stunting sufferers in Banten Province. The subjects of this research are the stakeholders involved in accelerating stunting prevention in Tangerang City. The social benefits of this research can be used as a reference by the Tangerang City government or other stakeholders in accelerating the reduction in stunting prevalence in Tangerang City and can also be used as a role model for other local governments to accelerate the reduction in stunting prevalence in their areas, it can also be used as a reference for the community to understand the importance of stunting prevention from an early age. According to Rany Safitri, Asmawi & Ernita Arif (in Alkornia, 2016), the development communication is defined as a role and function of communication (two-way messaging activities) of all parties involved in development efforts such as the government and the community starting from the process of planning, implementing, and evaluating the development. The diffusion innovation theory was developed by E.M. Rogers in 1962. This theory is one of the oldest social science theories used in public health.

This theory describes how new ideas, or innovations, are spread within and among people, organizations, or communities (Parvanta & Sarah, 2020). Rogers linked dissemination to the process of social change, which consists of invention, diffusion or communication, and consequences. Such change can occur internally from within a group or externally through connections with external agents of change. The connection can happen spontaneously or accidentally, or it can happen due to external planning. The agents of change are generally expecting their impact to be functional and immediate, although these positive outcomes are not always the case. The diffusion innovation theory has a strong practical purpose in "translating" research findings into practice that can be used by the institutions or agencies to disseminate innovations more effectively (Littlejohn, Stephen W, Karen A. Foss & John G. Oetze, 2017). There are four key elements of innovation diffusion theory that help explain how to increase the speed and effectiveness of innovation deployment and adoption according to Rogers (in Littlejohn, Stephen W, Karen A. Foss & John G. Oetze, 2017) namely (1) Innovation, related to ideas, behaviors or products that are considered to have novelty value for individuals based on their subjectivity when receiving it, (2) Communication channels, related to a tool or intermediary that aims to convey innovation messages from communicator to communicant. The types of channels available and used can influence the diffusion of new innovations, including interpersonal communication, mass media, and social media. Rogers also made a distinction between homophily and heterophily in the source of communication. Homophily is a source of communication similar to you, whereas heterophily is a different source of communication to you. Both are important for diffusion; Homophily produces information that a person trusts, whereas heterophily is responsible for exposure to the innovation delivered, (3) Duration, related to a key element of diffusion.

Roger realized that all innovations take time to spread, and his goal was to accelerate adoption rates. In addition, it can be interpreted as the decision-making process of individuals in accepting or rejecting an innovation, (4) Social systems, related to various elements from different functionalities including opinion

leaders and organizations that have an attachment in cooperation to complete or achieve a common goal. Opinion leaders are key people in the network who influence the opinions of others. When promoting innovation to the target population, it is important to understand the characteristics of the target population that will help or hinder the adoption of the innovation, there are certainly different strategies used to attract different categories of adopters. Adopters can be grouped based on their innovativeness which is illustrated in the curve below according to Rogers (in Chen, 2017):

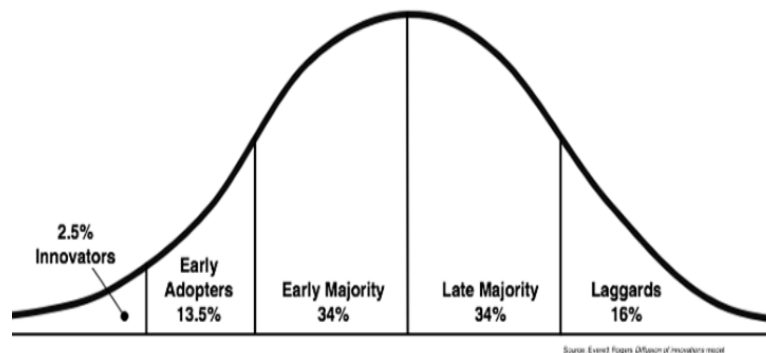


Fig 1. Five Characteristics of Adopters

Source: Rogers (in Chen, 2017)

The five characteristics of adopters can be grouped based on their innovativeness according to Rogers (in Chen, 2017), namely (1) Innovators, are people who want to be the first to try the innovation. They are bold and interested in new ideas. These people are very willing to take risks, and are often the first to develop new ideas. Less effort needs to be made to attract this population, (2) Early Adopters, are the people who represent opinion leaders. They enjoy leadership roles, and embrace opportunities for change. They are already aware of the need to change and are very comfortable adopting new ideas. Strategies to attract this population include how-to guides and information sheets on implementation. They don't need information to convince them to change, (3) Early Majority, are people who rarely become leaders, but they adopt new ideas before the average person. Because of this, they usually need to see evidence that the innovation was successful before they want to adopt it. Strategies to attract this population include success stories and evidence of the effectiveness of innovations, (4) Late Majority, are people who are skeptical of change, and will only adopt innovations after being tried by the majority. Strategies to attract this population include information about how many others who have tried the innovation and have successfully adopted it, (5) Laggard, are people bound by tradition and very conservative. They are very skeptical of change and are the most difficult group to join. Strategies to attract this population include statistics, fear appeal, and pressure from people in other adopter groups.

II. METHODS

This research used qualitative methods. Qualitative research is research aimed at understanding phenomena regarding what is handled by research subjects such as behavior, perception, motivation, action, holistically, and by giving meaningful sentence in a special and natural context and by utilizing various existing scientific methods (Moleong, 2013). This research also used a multiple case study approach. According to (Yin in Wahyuningsih, 2013) plural case study research (collective or mutiple case study) is case study research that uses a large number of cases. Case study revealed by Robert K. Yin. Yin argues that a case study is an observed inquiry that investigates phenomena in real-life contexts, where the boundaries between phenomena and context are not clearly apparent and where multiple sources of evidence are utilized. The paradigm used in this research was the constructivist paradigm.

The data collection techniques in this research used observation, documentation, in-depth interviews with the stakeholders involved in stunting reduction acceleration in Tangerang City. This research used triangulation techniques to check the validity of the data. Triangulation is a data validity checking technique that utilizes something else. The most widely used triangulation technique is checking through other sources. Denzin (Moleong 2013) distinguishes four types of triangulations as examination techniques that utilize the use of sources, methods, investigators, theories. Triangulation with sources means comparing and checking

the degree of confidence in an information that obtained through different times and tools in qualitative research. The researchers used the source triangulation, in this case, researchers test the results of information interviews with one another. In addition, the results of the comparison were adjusted to the observations made by the researcher.

III. DATA ANALYSIS

The results found in this research are in the form of data obtained from the field. This is very necessary as a result of consideration between the results of research findings in the field with the concepts and theories used based on research discussions. This research also uses qualitative methods with case study approach. The researchers limit the location of the research to be studied, that is Tangerang City. The exact location is Tangerang City, Banten Province.

The Implementation of Diffusion Innovation Process of Government Program in the Stunting Reduction Acceleration in Tangerang City

The process of diffusion innovation applied by the Tangerang City government in the stunting reduction acceleration in Tangerang City. There are several key elements: first, innovation; second, communication channel; third, time period; and fourth, social system. The results of the analysis of the four key elements in stunting reduction acceleration in Tangerang City are described in the table below.

Table 1. Key Elements of Diffusion Innovation of Government Program in Stunting Reduction Acceleration in Tangerang City

Key Elements of Diffusion Innovation	Results
Innovation	<ul style="list-style-type: none"> • National Stunting Reduction Acceleration Team in Tangerang City • Family Assistance tam • Kampung KB, • Mini workshops, • Safari KB, • Poktan (kelompok kegiatan) toddler family development, youth family development, • LAKSA GURIH (Tatalaksana Gizi Buruk agar Segera Pulih), • KADER SRIKANDI (Sedari Dini Kawal Ibu Hamil dan Bayi), • YUK JAIM (Yuk, Jadi Remaja Anti-Anemia), • EMAK IDEP (Sistem Pemantauan Kehamilan Terintergrasi dan Terpadu), • BABAR BAHAGIA (Bayi dan Ibu Cageur, Bawa Akte Kelahiran, Kartu Keluarga dan Kartu Indonesai Sehat), • KAPAS (Kelompok Ayah Peduli Asi), • KADER ASRAMA TBC (Aksi Skrining Mandiri TBC Berbasis Masyarakat), • SEKOPER SEMANGAT (Sistem Elektronik Penilaian Perilaku Hidup Bersih dan Sehat Rumah Tangga Kota Tangerang), • KURBAKALA (Ukur Berat dan Tinggi Badan Secara Berkala), • Bimwin catin (Bimbingan Perkawinan Calon Pengantin) • Bimwin remaja (Bimbingan Perkawinan Pra Nikah Remaja Usia Dini)
Communication Channels	Direct Counseling and Using Medium of Communication
Period of Time	The implementation of counselling activities and dissemination of information in the short term and long term,
Social System	The target group communities and the cross-sector collaboration.

Source: Processed by the Researchers (2022)

The Nona Helix of Benteng City

The implementation of communication strategies carried out by stakeholders is called as interpersonal means. It becomes a very effective method to change the behavior and to increase the communication changes in target group communities. The application of the Nona Helix model can be used as a means of supporting the implementation of the innovation diffusion process in government programs to accelerate stunting reduction in Tangerang City, but the main goal is to achieve the Sustainable Development Goals (SDGs) target by 2030.



Fig 2. The Nona Helix of Benteng City

Source: Processed by the Researchers (2022)

The Nona Helix model comprises Sustainable Development Goals, government, academics or educational institution, industry or business, Non-Governmental Organizations or communities, media, health workers, cadres, and target groups.

IV. RESULT AND DISCUSSION

The success of Tangerang City in reducing the stunting prevalence rate by 1.5% within 2 years is an achievement that deserves appreciation. In the same year, Tangerang City had the lowest prevalence rate of stunting sufferers in Banten Province, which was 15.3 percent. This prevalence rate is below the average prevalence rate of Banten Province in 2021 which is 24.5 percent and also below the National average prevalence rate of 24.4 percent. Even the prevalence rate of Tangerang City is below the threshold of health problems determined by the World Health Organization (WHO) because it is still below 20 percent. The extraordinary achievements experienced by Tangerang City did not just happen. It is because many efforts were made by the Tangerang City government to reduce the stunting prevalence rate in Tangerang City. The success of a program or policy is determined by the implementation of the communication strategy that carried out. The results of the implementation are: first, innovation, the government made several innovations as a form of effort to accelerate stunting reduction in Tangerang City, including (1) National Stunting Reduction Acceleration Team in Tangerang City, chaired by the Vice Mayor of Tangerang. DP3AP2KB serves as the secretary in charge of making decisions and policies with the chairman, coordinating the implementation, formulating and proposing rules and regulations of the organization, supervising all TPPS activities, facilitating network needs, making periodic reports on TPPS activities, carrying out the duties assigned by the chairman; (2) Family assistance team, 1 team consisting of 3 people (PKK cadre, health worker and village cadre or KB post) who are in charged of providing assistance to families at risk of stunting based on PK21 data Currently there are 754 TPK and if in total there are 2,262 TPK cadres in Tangerang City; (3) Kampung KB, has existed since 2012.

The location of KB villages in Tangerang City is Tanah Tinggi, Sukasari, Kedaung Wetan, Kedaung Baru, Cipondoh Indah. Gondrong, Tajur, South Sudimara, Kreo, South Kreo, Gandasari, Keroncong, Belendung, Pajang, Batujaya, Kebon Besar, Pinang, Neroktog, Periuk, Periuk Jaya, Pondok Pucung, Pedurenan, Cibodasari, Panunggangan Barat, Sukajadi, Gerendeng; (4) Mini workshops, was conducted in sub-districts to strengthen the commitment to help reduce stunting and make work plans for stunting reduction programs invited, namely koramil, puskesmas, polsek, TPK teams, sub-district TPPS teams in the region; (5) Safari KB, carried out to reach the target group community so that they can carry out birth control; (6) Poktan (Kelompok Kegiatan) for toddler family development, youth family development, counseling activities, monitoring and mentoring to target group communities; (7) Laksa Gurih (Tata Laksana Gizi Buruk agar Segera Pulih); (8) Kader Srikandi (Sedari Dini Kawal Ibu Hamil dan Bayi); (9) Yuk Jaim

(Yuk, Jadi Remaja Anti-Anemia); (10) Emak Idep (Sistem Pemantauan Kehamilan Terintegrasi dan Terpadu); (11) Babar Bahagia (Bayi dan Ibu Cageur, Bawa Akte Kelahiran, Kartu Keluarga dan Kartu Indonesai Sehat); (12) Kapas (Kelompok Ayah Peduli Asi); (13) Kader Asrama TBC (Aksi Skrining Mandiri TBC Berbasis Masyarakat); (14) Sekoper Semangat (Sistem Elektronik Penilaian Perilaku Hidup Bersih dan Sehat Rumah Tangga Kota Tangerang); (15) Kurbakala (Ukur Berat dan Tinggi Badan Secara Berkala), (16) Bimwin Catin (Bimbingan Perkawinan Calon Pengantin), (17) Bimwin Remaja (Bimbingan Perkawinan Pra Nikah Remaja Usia Dini).

Second, the communication channels used, namely direct counseling, the delivery of information directly in social life can function as a form of effort in improving relationships between individuals (human relations), preventing and overcoming conflicts between individuals, reducing uncertainty and functioning as an effort to share experiences and knowledge with other individuals. In addition, it serves as the medium of communication in conveying education or dissemination of information about stunting prevention. It is also carried out using communication media such as: social media (Instagram, YouTube, WhatsApp, websites), mass media (local government online news portals, private media online news portals). Third, the period of time, in the implementation of counselling activities and dissemination of information in the short term and long term, so that the community can process optional decisions in adoption, acceptance, rejection or confirmation of innovation. The four social systems are the target group community, which is the target consisting of pregnant women, nursing mothers, toddler mothers, adolescents, fertile women. In addition, cross-sector collaboration is needed in accelerating stunting prevention in Tangerang City. The Nona Helix of Benteng City is a helix model developed from the Penta Helix model. The Nona Helix model comprises Sustainable Development Goals, government, academics or educational institution, industry or business, Non-Governmental Organizations or communities, media, health workers, cadres, and target groups.

The role carried out by stakeholders in The Nona Helix of Benteng City to accelerate stunting reduction in Tangerang City is the first Sustainable Development Goals (SDGs), SDGs is a global action plan for the next 15 years from 2016 to 2030 which contains 1 goal and 169 targets, SDGs which is set to be realized by 2030 to ending hunger, maintaining adequate nutrition, and ensuring access to food for all, these goals are planned together to address the malnutrition or overnutrition, to address the neglect of children under five years old, and to address the nutritional needs of adolescent girls, pregnant and lactating women, and the elderly. Based on the Presidential Regulation No. 59 of 2017, concerning the Implementation of the Achievement of Sustainable Development Goals; Presidential Regulation No. 72 of 2021, concerning the Acceleration of Stunting Reduction; Regulation of the Minister of Health of the Republic of Indonesia No. 29 of 2019, concerning Handling Nutritional Problems for Children Due to Disease; BKKBN Regulation No. 12 of 2021, concerning RAN PASTI; Tangerang Mayor Regulation No. 87 of 2019, concerning Handling Nutrition Problems; Mayor Decree No: 800/KEP.227-DP3AP2KB/ 2022, concerning the National Stunting Reduction Acceleration Team in Tangerang City. Second, the government plays a role in coordinating with stakeholders involved in accelerating stunting prevention in Tangerang City, creating and implementing counseling programs that support the acceleration of stunting prevention in Tangerang City, visiting stunting locus areas or areas at risk of stunting, making regular reports on the progress of the extension activity program.

Third, the academics or educational institutions play a role in evaluating activity programs that have been underway, providing advice or direction to the government or other stakeholders related to efforts to accelerate stunting prevention in Tangerang City, providing educational counseling related to stunting prevention to target group communities. Fourth, the industry or business plays a role in supporting the government in development or meeting needs related to efforts acceleration of stunting prevention in Tangerang City. Fifth, the NGOs or communities play a role in assisting the government in the implementation of stunting prevention acceleration activities program in Tangerang City. Sixth, the mass media or communication media plays a role in providing information related to stunting prevention and conducting publications related to stunting prevention acceleration activities or programs in Tangerang City that has been or will be implemented. Seventh, the health workers play a role in assisting the government in carrying out the stunting prevention acceleration activity program in Tangerang City by conducting

education, counseling, assistance to the target group community. Eighth, the cadres: TPK cadres/ POSYANDU cadres/ PKK cadres play a role in assisting the government in carrying out stunting prevention acceleration activity programs in Tangerang City by conducting education, counseling, mentoring, data collection, direct approach to the target group community. Ninth, the target group communities: pregnant women/ breastfeeding women/ adolescents/ brides-to-be/ fertile women play a role in receiving education, counseling, assistance regarding stunting prevention. The support or participation of each stakeholder in the Nona Helix model needs to be considered for the success and sustainability of various activity programs. This model can certainly be used for communication programs related to stunting or other health. The participation of nine stakeholders in the Nona Helix model can support the success of a program that is being carried out.

V. CONCLUSION AND DISCUSSION

Based on the results and discussion of the research that have been described, the data of this research was obtained through in-depth observations and interviews with the research subjects, namely the stakeholders involved in stunting reduction acceleration in Tangerang City. Based on the observations of researchers, stakeholders in Tangerang City can play an optimal role in accelerating stunting prevention activities in Tangerang City towards stunting-free city. To support the acceleration of stunting prevention in Tangerang City, it was originally using the Penta Helix model consisting of academics, business, communities, government and media, but it turned out that there were interesting model findings and could be used more optimally for the implementation of social communication strategies to accelerate stunting prevention in Tangerang City, the model was the Nona Helix model. The Nona Helix model comprises sustainable development goals, government, academics or educational institution, industry or business, non-governmental organizations or communities, media, health workers, cadres and target groups. Therefore, researchers concluded that the implementation of the diffusion innovation process resulted in several things that significantly affected efforts to accelerate stunting reduction in.

Tangerang City, including innovation programs formed to support the main objective of accelerating stunting prevention, communication channels with direct counseling are considered easier to understand by the target group community but social media communication channels are also appropriate for target group communities whose daily lives are rarely at home so they are constrained to follow counseling directly or face-to-face, information with interesting content delivered in counseling will be effective and efficient in the process of receiving information by the target group community, The role and commitment of all stakeholders involved will help in communicating social behavior change more optimally. Suggestions for the Tangerang City Government to be able to equalize the procurement of existing facilities in Tangerang City, both in the health and environmental sectors as a support for the acceleration of stunting prevention in Tangerang City, consistent in making regulations; policies and programs so that there is no overlap between local bureaucracy, involving all the stakeholders in the deliberations of the Tangerang City development so that stakeholders feel the need in the development of Tangerang City, maximize the use of communication media with more massive and interesting content in informing stunting prevention to the target group community. While the advice for the community is to further increasing curiosity about what programs have and will take place in Tangerang City, increasing awareness of the health of themselves and their families because it is better to prevent than cure, increasing accuracy in receiving information from sources that are not yet trusted to be true, assisting the government in implementing stunting prevention acceleration programs in Tangerang City by actively participating in activities or programs that have been facilitated by the Tangerang City government.

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