



EFFECT OF ENTREPRENEURSHIP, SOCIAL CAPITAL AND MARKETING COMMUNICATIONS TO INCREASE THE SALES OF MOTORCYCLE PRODUCTS IN MATARAM CITY

Meiyanti Widyaningrum¹, Didin Hadi Saputra², Moh.Rusmayadi³

Economics Education, University Nahdlatul Wathan, Mataram,Indonesia ¹²³

meiyanti.widya@yahoo.com¹, didinimarc@gmail.com², moh.rusmayadi@yahoo.com³

Keywords :

entrepreneurship, social capital, marketing communications, sales increase.

ABSTRACT

The phenomenon of low interest and motivation of Indonesian youth to entrepreneurship today become serious thinking of various parties, both government, education, industry, and society. Various efforts are made to cultivate entrepreneurial spirit, especially changing the mindset of the youth who have been interested only as job seekers (job seekers) when they later finish their school or college. Entrepreneurship education not only provides a theoretical foundation on the concept of entrepreneurship but shapes attitudes, behaviors, and mindset (mindset) of an entrepreneur (entrepreneur). It is an investment of human capital to prepare for starting a new business through the integration of essential experience, skills and knowledge to develop and expand a business. Attitudes, behaviors, and interests toward one's entrepreneurship are influenced by consideration of various aspects of career choice as an entrepreneur or entrepreneur. This study examines and examines the marketers who have strong entrepreneurial spirit, then have broad social capital, and have good marketing communication skills. If all three of the above have been owned by a person who has a passion in entrepreneurship, especially the marketing personnel in the Yamaha automotive dealership, it will automatically berpengaruh to increase the number of sales of Yamaha motorcycles, especially in the city of Mataram. The approach used is quantitative descriptive method. Data collection techniques using questionnaires to respondents to be answered.

INTRODUCTION

The phenomenon of low interest and motivation of Indonesian youth to entrepreneurship today become serious thoughts of various parties, both government, education, industry, and society. Various efforts are made to foster entrepreneurial spirit, especially changing the mindset of the youth who have been interested only as job seekers (job seekers) when they later finish their school or college. Entrepreneurship education not only provides a theoretical foundation on the concept of entrepreneurship but shapes attitudes, behaviors, and mindset (mindset) of an entrepreneur (entrepreneur). It is an investment of human capital to prepare

for starting a new business through the integration of essential experience, skills and knowledge to develop and expand a business. In undertaking the entrepreneurial profession, a person must also have the skills, namely entrepreneurship, social capital and marketing communications, social capital means that one's ability in fostering good relations with the community around as well as the ability to interact with the environment of residence and at work. Strong social capital will encourage innovation which is then disseminated into the business community and or entrepreneurial community through individuals and groups, resulting in increased sales in marketing the products of competitive Yamaha motorcycles, and can support the economic activities of the community. A marketer, must have a high entrepreneurial spirit in designing, creating, and communicating products to customers or prospects. A marketer is not enough to just have social capital and communicate well. However, marketers must also be able to interact with everyone in their environment or within their community members. Yamaha as one of the largest motorcycle manufacturers in Indonesia, has successfully marketed or sold its products to customers or to consumers who exist throughout Indonesia. As one of the top automotive companies that continue to grow and innovate in Indonesia, both in terms of products, services and ideas in competitive strategy. Yamaha continues to expand or expand its network in Eastern Indonesia. Particularly in the city of Mataram Nusa Tenggara, Yamaha has grown in 13 places or 13 strategic locations. The list of locations Yamaha dealers in the city of Mataram which became the center or object of research for researchers are as follows:

Table: Name of Yamaha Motorcycle Dealer in Mataram City

No	Dealer	Lokasi	Telp/Fax
1	Adhi Motorcycle	Dr. Wahidin Street 58, Rembiga, Mataram	Telp/Fax. 0370 641640
2	Cahaya Abadi Motorcycle	Pejanggik Street 65 – Pajang	Telp. 37649368
3	Mayura Motorcycle	Selaparang Street 47D	Telp. 37620155,
4	Mitra Motorcycle	Selaparang Street 98/ Sandubaya Blok A No. 20	Telp. 3767240,
5	Rinjani Motorcycle	Bandara Selaparang Square, Adi Sucipto	Telp/Fax. 037624 525,
6	Roda Motorcycle	A.A Gede Ngurah Street 77 (Abian Tubuh)	Telp. 37637070,
7	Roda Motorcycle	Saleh Sungkar Street - Ampenan	Telp. 37646031
8	Roda Surya Motorcycle	Raya A. Yani Street Sayang-Sayang	Telp./Fax -
9	Serba Mulia Auto Motorcycle	Langko Street No. 29 Dasan Agung Mataram	Telp. 37624308
10	SMK Muhammadiyah	Anyelir Street No. 2 - 4, Mataram	Telp. 0370 6624541,
11	Sriwijaya Motorcycle	Sriwijaya Street, Nusatenggara Barat, Mataram	Telp. 0370 643304
12	Sumber Karya I Motorcycle	A.A Gede Ngurah Street 1-5	Telp. 37625292
13	Sumber Karya II Motorcycle	Sandubaya Street 88	Telp. 37672202

Source: <http://m.yamaha-motor.co.id>

From the above list of Yamaha dealerships, almost all of marketing sales or marketers are active in discussions related to how the entrepreneurial spirit, social capital and marketing communications that they have been able to be a benchmark for other products and marketers to imitate the marketers in Yamaha products . From the brief description above, and on the basis of the definition that the character of entrepreneurship, the strength of social capital and expertise in marketing communications, the researchers are interested in taking the title "The Influence of Entrepreneurship, Social Capital and Marketing Communication Against Increased Sales of Yamaha Motorcycle Products in Mataram City". The formulation of the problem in this research is whether the

entrepreneur, social capital, and marketing communications can increase sales of Yamaha brand motorcycle products in the city of Mataram?. Based on the background of the problem, problem identification, problem definition and problem formulation, the purpose of this study is to determine the factors that influence the increase of sales of Yamaha motorcycle products in Mataram City, and to know the performance of marketing personnel at Yamaha dealer Mataram city during this became the spearhead in the sale of various products manufacturers sepede Yamaha motor. While the benefits of this research is to contribute to the Yamaha company, which is to apply the strategy to increase sales of Yamaha motorcycle products through three strengths owned by each of their sales force or sales force.

Understanding of entrepreneurship

Entrepreneurship is a decision maker that helps the creation of a free enterprise economic system, as a driver of change, innovation, and economic progress that will come Longenecker, et all (2001). Understanding entrepreneurship according to Presidential Instruction No. 4 of 1995. "Entrepreneurship is the spirit, attitude, behavior and ability of a person in dealing with a business or activity that leads to searching, creating, applying work, technology and new products by increasing efficiency in order provide better service and gain greater benefits ". Meanwhile, according to Usman (2010), entrepreneur is a person who dared to take risks, innovative, creative, and never give up, and able to deal with opportunities quickly. internalize, talent, engineering, and opportunities.

Understanding of Social Capital

Simple social capital is a capital built by trust between individuals, as well as mutual trust formed over long periods of time and with a winding process (Fukuyama, 2001). Meanwhile, according to Louri in Coleman (2009) social capital is "a collection embedded in family relationships and in community social organizations and which are beneficial to the cognitive and social development of children or youth, and can provide important benefits for the development of human capital, - children and adults ".

Understanding Marketing Communications

According to Kotler (2005), marketing communication is a combination of five marketing communication models, namely:

1. Advertising: any form of presentation that is not done by the person and promotion of ideas, goods or services by the designated sponsor.
2. Sales promotion: various types of short-term incentives to encourage people to try or buy products or services.
3. Public relations and news: programs designed to promote or protect the image of the company or each of its products.
4. Personal sales: face-to-face interaction with one or more potential buyers with a view to making presentations, answering questions, and obtaining reservations.
5. Direct and interactive marketing: the use of letters, telephone, facsimile, e-mail, or the internet to communicate directly or request responses or dialogue with specific customers and potential customers.

In the opinion of other experts, Sutisna in Amir Purba et al (2006), marketing communications is an attempt to convey a message to the public, especially consumers, on suggestions of improvement and differences in products in the market. Marketing communication is also a form of communication aimed at strengthening the marketing strategy to achieve broad segmentation (Soemanegara, 2006). From some understanding of marketing communication above, in general marketing communication is the unification of 5 key elements of marketing in a regular planning that aims to deliver a message to the public that contains suggestions, product differences. Sales is an activity aimed at finding buyers, influencing and providing guidance so that buyers can tailor their needs to the products offered and enter into agreements on favorable prices for both parties (Moekijat, 2006). Meanwhile, according to Kusnadi (2009), the sale is the amount of money charged to the buyer on the goods or services sold. Sales represent the purchase of something (goods or services) from one party to another by getting the money from the party. Sales is also a source of corporate income, the greater the sales the greater the revenue earned by the company.

In the opinion of other experts, Sutisna in Amir Purba et al (2006), marketing communications is an attempt to convey a message to the public, especially consumers, on suggestions of improvement and different products in the market. Marketing communication is also a form of communication aimed at strengthening the marketing strategy to achieve broad segmentation (Soemanegara, 2006). From some understanding of marketing communication above, in general marketing communication is the unification of 5 key elements of marketing in a regular planning that aims to deliver a message to the public containing suggestions, product differences. Sales is an activity aimed at finding buyers, influencing and providing guidance so that buyers can tailor their needs to the products offered and enter into agreements on favorable prices for both parties (Moekijat, 2006). Meanwhile, according to Kusnadi (2009), the sale is the amount of money charged to the buyer on the goods or services sold. Sales represent the purchase of something (goods or services) from one party to another by getting the money from the party. Sales is also a source of corporate income, the greater the sales the greater the revenue earned by the company.

Relevant research

This research refers to or adopt empirical research conducted by Natalia Avikma Manuk (2015), Nurita Andriani (2011), Fonna Heldiana Lily (2014) Agus Purtanto (2013) and Endi Sarwoko (2011), which emphasizes on social capital aspect, marketing communications , and increased sales. As for the difference of principle from this research with previous research concerning subject / location of research. Object and location of this research is Yamaha motorcycle dealer that exist in Mataram City.

METHOD

The location of this research is done in all dealers (13 dealers) Yamaha motorcycle products in the city of Mataram that sells Yamaha motorcycle products. This type of research can be classified as causality, or causality research. Causality research is useful to analyze between a variable with other variables, or how between one variable affects other variables. In this study, which will be analyzed is how entrepreneurship, social capital and marketing communications of Yamaha Motorcycle product provider in the city of Mataram. This research uses quantitative descriptive method with multiple regression approach, experimental research. Variables used in this study are dependent and independent variables. Dependent variable is Increased Sales of Yamaha Motorcycle Products. While the Independent variables are Entrepreneurship, Social Capital and Marketing Communications. Documentation technique is a data collection technique that is done by giving a set of questions or written statement to the respondent to be answered (Sugiyono, 2005). The survey using questionnaires for satisfaction contains a closed list of questions and respondents are asked to respond, by choosing the most appropriate answer among the answer choices prepared using Likert scale. In addition, data collection or information from the literature related to the research object was also collected. According Sugiyono (2013) data analysis there are two that is qualitative and quantitative. Data analysis used in this research is quantitative analysis.

RESULTS AND DISCUSSIONS

Describes the outcome can be an increase in knowledge, skill or product. The results also reveal the level of achievement of the target activity. If in the form of objects there needs to be an explanation of product specification, its advantages and disadvantages. Output writing should include photos, charts, graphs, charts, drawings and more. The discussion is sequential in the order in which the objectives are, and it has been described first. The discussion is accompanied by a logical argument by linking the results with theories, other results and/or research results.

Discussion of Research Results

At this stage, we will describe the results of the research that has been done by a team of beginner lecturer researchers (PDP) implementation year 2017. With good facilities, we have conducted research in accordance with the mapping problem that we have made. Here are the results of the data we have previously finalized:

VARIABLES X1
Reliability Statistics

Cronbach's Alpha	N of Items
,849	18

Based on the table reliability statistic seen that cronbach's alpha of 0.849 which means that the instrument in this study is said to be reliable because it is above 0.600 (minimum standard value reliabelitas). Instruments have been reliable because the indicator used has been in accordance with real conditions or actually in the field when the researchers do supervise to some respondents. From the results of validity tests on entrepreneurial variables can be explained that most of the indicators used in entrepreneurial variables declared valid. This is evident from the 25 items of questions listed in the questionnaire, only 3 items are invalid. Means it can be concluded that entrepreneurial variables in this study have a significant influence on increasing motorcycle sales in the city of Mataram. The insignificance of marketers in Yamaha motorcycles manufacturers in Mataram in serving, responding and making the marketing network has made public confidence growing towards the presence of motorcycle products in the middle of society as a means of transportation of choice.

As for social capital variable can be described the test results below :

VARIABLES X2
Reliability Statistics

Cronbach's Alpha	N of Items
,882	20

Based on table reliability statistic seen that cronbach's alpha equal to 0,882 which means that instrument in research can be said reliable because it is above 0,600 (minimum standard value reliabelitas). In the table above, it can be interpreted that the social capital owned by the marketers (sales marketing) to its activities as the front guard of Yamaha motorcycle manufacturers can be made in the power in marketing Yamaha motorcycle products in the wider community. Social capital can be in the form of community where marketers live, community associations, and other forms of association, so it can be concluded that social capital is one of the most important things in the elements owned by the company in increasing its product sales. From the results of processing of research instruments above, found evidence that social capital owned by Yamaha motorcycle product marketers have a significant influence on the increased sales of Yamaha motorcycle products in the city of Mataram. This is evidenced by the power of community networks owned by most Yamaha marketers as well as other social networks, proved to increase sales of Yamaha motorcycles over the years. Thus, it can be concluded that the power of social capital owned by the marketers (sales marketing) can affect the increase sales of Yamaha products in the city of Mataram.

For normality test of this research we can present in the following table:

		X1	X2	X3	Y
N		12	12	12	12
Normal Parameters(a,b)	Mean	67,08	74,58	65,67	116,17
	Std. Deviation	2,778	3,450	3,114	11,816
Most Extreme Differences	Absolute	,238	,156	,168	,161
	Positive	,162	,078	,168	,123
	Negative	-,238	-,156	-,113	-,161
Kolmogorov-Smirnov Z		,825	,542	,582	,559

Asymp. Sig. (2-tailed) ,505 ,931 ,887 ,913

So with a significance level of 5% found the conclusion that one dependent variable and three independent variables have normal distributed data.

Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	203,170	166,611		1,219	,257		
	X1	1,279	1,695	-,301	7,755	,472	,696	1,436
	X2	1,074	1,280	,313	5,839	,426	,792	1,262
	X3	1,238	1,529	-,326	6,809	,442	,681	1,468

There are some indications of multicollinearity if statistic F is significant but t is not significant, if R is relatively large but t statistic is not significant (Mulyono 2005). Multicollinearity is tested by calculating VIF (Variance Inflating Factor), if the VIF value is less than 5 then there is no multicollinearity.

Decision Making By Viewing VIF and Tolerance Values:

Seeing Niai Tolerance:

Hypothesis:

Ho: no multicollinearity occurs, if the Tolerance value is greater than 0.10.

Ha: multicollinearity occurs, if the Tolerance value is smaller or equal to 0.10. With a significance level of 5%

When looking at the statistical test:

If Tolerance value > 0,05 then Ho is accepted

If the Tolerance value <= 0.05 then Ho is rejected

When viewed from Niai VIF (Variance Inflation Factor), then:

Hypothesis:

Ho: no multicollinearity occurs, if the VIF value is smaller 10.00.

Ha: multicollinearity occurs, if the VIF value is greater than or equal to 10.00.

So the statistical test:

If the VIF value <10.00 then Ho is accepted

If VIF value is >= 10.00 then Ho is rejected

Based on the above SPSS output, it can be concluded that in this study there is no multicollinearity among independent variables in the regression model because tolerance value > 0.1 and VIF <10. While multiple linear regression analysis from this research are:

Hypothesis to be tested

H1: entrepreneurial variables have a significant effect on increasing motorcycle sales

H2: social capital variable has a significant effect on increasing motorcycle sales

H3: marketing communication variables have a significant effect on increasing motorcycle sales

H4: entrepreneurial variables, social capital, marketing communications have a significant influence on the increase of motorcycle sales

Trial testing

For hypothesis H1, H2, and H3:

If the value of sig.t <0,05 then hypothesis accepted

If the value sig.t > 0.05 then the hypothesis is rejected

For hypothesis H4:

If the value of sig.F <0,05 then hypothesis accepted

If the value sig.F > 0.05 then the hypothesis is rejected

As for social capital variable can be described the test results below

Coefficients (a)

Model		Unstandardized		Standardized		Collinearity		
		Coefficients		Coefficients		Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	203,170	166,611		1,219	,257		
	X1	1,279	1,695	-,301	7,755	,005	,696	1,436
	X2	1,074	1,280	,313	5,839	,004	,792	1,262
	X3	1,238	1,529	-,326	6,809	,003	,681	1,468

ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	176,896	3	58,965	34,347	0,000 ^a
	Residual	1358,770	8	169,846		
	Total	1535,667	11			

This study uses multiple linear regression analysis to determine the effect of entrepreneurial characteristics, business capital, marketing strategy on business development. With the formula used is as follows :

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$$

Type:

Y = sales of motorcycle products

X1 = Entrepreneurial Characteristics

X2 = Business Capital

X3 = Marketing Strategy

Furthermore, to see whether each significant regression coefficient will be used 5% significance level, this test is used to determine whether the independent variable has a significant influence on the dependent variable. With the statistical hypothesis formulated:

1. Ho: $\beta_{1,2,3} = 0$ There is no influence of entrepreneurial characteristics, business capital, individual marketing strategy on business development.

Ha: $\beta_{1,2,3} \neq 0$ There is influence of entrepreneurial characteristic, business capital, individual marketing strategy to business development

2. Ho: $\beta_{1,2,3} = 0$ There is no influence of entrepreneurial characteristics, business capital, marketing strategy simultaneously on business development.

Ha: $\beta_{1,2,3} > 0$ There is an influence of entrepreneurial characteristics, business capital, marketing strategy simultaneously to business development.

The basis of the above decision is the probability (sig) > 0.05 then Ho accepted Probability (sig) < 0.05 then Ho is rejected. Thus, the regression equation for the predicted development of Yamaha motorcycle sales is:

$$Y = 203,170 + 1,279 X_1 + 1,074 X_2 + 1,238 X_3$$

The result of multiple regression calculation shows constant value of 203,170 with t arithmetic equal to 1,219 or sig 0,257 bigger than alpha 0,05, hence coefficient of constant significant. The regression coefficient of entrepreneurial characteristics of 1.279 with t arithmetic of 7.755 or sig 0.004 is smaller than alpha 0.05, then the regression coefficient of entrepreneurial characteristics is significant. For social capital regression coefficient of 1.074 with t count equal to 5,839 or sig 0,004 less than alpha 0,05, hence coefficient of social capital significant. Sedangkan marketing communication coefficient equal to 1,238 with t count equal to 6,809 or sig 0,003 bigger than alpha 0,05, then marketing communication coefficient is not significant. Based on data processing using SPSS show the value of F calculate of 34,347 and sig 0,000 condition seen that the sig value is smaller than alpha 0,05. The conclusion that can be drawn is the coefficient of determination is significant, and the coefficient of multiple regression is significant. So obtained the following, namely: The first hypothesis in a study conducted on Yamaha motor dealers in the city of Mataram is to determine the effect of entrepreneurial characteristics factors on sales of motorcycle products Yamaha. The results obtained showed that there is a positive influence and significant factors of entrepreneurial characteristics of sales of Yamaha motorcycle products in the city of Mataram. To achieve the increase in sales as expected an entrepreneur has the ability to continue to innovate to find new things so as not to be left behind with the development of products in the market and always have the desire to be able to compete with the advantages possessed, able to manage the workforce that will have a loyal labor and have a high productivity and dare to be responsible with the resulting goods which means brave entrepreneurs bear the quality of goods produced dare to accept market and challenges to the goods produced.

Furthermore, the second hypothesis of the results of research conducted shows there is a positive influence and significant social capital factors to increase sales of motorcycle products in the city of Mataram. Social capital in question is the social capital used in supporting the business and the ease of getting the sale. The greater the capital used and the easier it will be to obtain social capital will result in increased business development. And the third hypothesis of the research conducted shows there is a positive but not significant effect of marketing communications to increase sales, this is because the products sold by Yamaha dealers are not marketed directly to the market or to consumers, so it does not require marketing strategy, the resulting product sold to the merchant or to the stores where the merchant who purchased the product gave the label and packaging according to the size or weight of the consumers. Under these conditions, the entrepreneurs do not need labels, packaging or other promotions as well as pricing, so the results are not significant. And the fourth hypothesis of this research is Factor of entrepreneur characteristic, social capital, and marketing communications proved together or (simultaneously) have a significant influence to the increase of motorcycle sales in Mataram City. Thus the three factors are things that should get the attention together to increase sales, although in the analysis results obtained that all factors affect the increase in sales of motorcycle products.

To optimize the results of this research, efforts have been made to make the outcomes of this research useful for users, in this case the customers of Yamaha motorcycles. One of the series of activities is to conduct surveys or supervision in the field. This is related to the questionnaire used to analyze the effects associated with the variables used in the study.

CONCLUSION AND SUGGESTION

The conclusion of this research is obtaining data that has been through the process of processing accurately with the following results:

- a. The existence of a positive and significant influence between entrepreneur, social capital and communication skills in the field of marketing to increase sales of motorcycle products in the city of Mataram

- b. The occurrence of consumer knowledge of what, why, when, how, and who became the front guard or spearhead in memasarkan superior product of motorcycles in the city of Mataram.
- c. It is proven that marketers in charge of mobile or move to market Yamaha motorcycle products must have skill or skill, each of which is the ability of self-employment soul, the power of social capital and communication ability in marketing or marketing motorcycle product, especially in marketing area of Mataram city.

It is hoped that in this research the creation of a good emotional relationship between the users or stakeholders (Yamaha motorcycle customers) with the Yamaha dealers or distributors in each Yamaha dealer branch in several places in Mataram City.

ACKNOWLEDGMENTS

We would like to thank the research fund of our young lecturer who was given by the Directorate of Research Research and Community Service of the Ministry of Research and Higher Education.

REFERENCES

- J. Bisnis. (2014). “Peningkatan kinerja dosen berbasis modal sosial dan dukungan organisasional di pts kota semarang,” vol. 19, no. 2, pp. 188–203, 2014.
- D. Cibodas, K. B. Barat, R. Amalia, and D. S. Tjokropandojo, “Modal Sosial Dalam Mendukung Difusi Inovasi Pemasaran Hortikultura Sebagai Basis Pengembangan Ekonomi Lokal (Studi Kasus : Desa Cisondari , Pasirjambu , Kabupaten Bandung dan,” pp. 587–591.
- F. H. Lily and U. M. Surakarta. (2013). “STRATEGI KOMUNIKASI PEMASARAN BATIK Studi Kasus Strategi Komunikasi Pemasaran Terpadu Batik Dwi Hadi Surakarta NASKAH PUBLIKASI Disusun oleh.
- P. Pelaksanaan, *No Title* .
- P. Promosi, D. (2012). Meningkatkan, V. Penjualan, D. Yamaha, and A. A. Yani, “No Title.”
- E. Sarwoko. (2011). “Kajian Empiris Entrepreneur Intention Mahasiswa,” no. 2.
- U. Semarang. (1945). “MELALUI KAPABILITAS MODAL SOSIAL DAN,” 1945.
- E. M. Sinaga, M. Si, S. Bina, and K. Tebing. (2014). “ANALISIS SISTEM PENJUALAN KREDIT SEPEDA MOTOR PADA PT . WOM FINANCE TEBING TINGGI,” vol. 2, no. 1, pp. 1–8.
- P. Studi, I. Komunikasi, F. Ilmu, S. Dan, I. Politik, U. Atma, and J. Yogyakarta. (2013). “EVENT DALAM PEMBENTUKAN BRAND EQUITY ‘ Studi Deskriptif Strategi Komunikasi Pemasaran Melalui Event Pocari SweatFutsal Championship 2013 (PSFC 2013) Regional Yogyakarta dalam Pembentukan Brand Equity Pocari Sweat Pada YGO Event Management ’ Dina / Agus Purtanto,” vol. 2013, no. 6, 2013.
- “Jurnal Ekonomi & Pendidikan, Volume 7 Nomor 1, April 2010,” vol. 7, no. April, pp. 34–57, 2010.
- “No Title,” 2015.
- “Model Hubungan Sosial.pdf.” .