

Recovery Policy Models on Usaha Mikro, Kecil dan Menengah (UMKM) Affected By Toll Road As A Solution To The Decrease Of Family Life Quality (Case study in the society of Kabupaten Serdang Bedagai Sumatera Utara)

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ABSTRACT

The purpose of this study is to explain the phenomenon of the policy model of regional heads in the recovery of UMKM affected by toll roads as a solution to the deterioration of quality of life, in the community of Serdang Bedagai Regency, as well as efforts to find alternative problem solving, related to social realities that occur in the community. The construction of Medan-Tebing Tinggi Toll Road, as an integral part of the overall national development, in the form of a series of activities that take place independently, but on the other hand it's a part of something that is endless (*never ending*). The meaning of sustainable development, essentially aligning the benefits of natural resources and human resources in the form of progressive transformation of social, economic, political structures, to improve the welfare of society without sacrificing future generations. The research was conducted with qualitative approach by interactive method, with inductive data analysis. The results of the research were used as instruments to influence provincial-level government policies, as well as offer alternative solutions to problems that have occurred so far in the people of Serdang Bedagai Regency.

Keyword: Policy, UMKM, Quality of Life, Conflict.

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1. INTRODUCTION

Development is a process, namely in the form of a series of activities that take place continuously and consist of several stages which on the one hand are independent but on the other hand are "parts" of something that is never ending. The phasing process is based on the assumption of a certain timeframe, cost, or expected result. According to Erikadianarizant (2012), as an effort carried out with full awareness, development is an effort to obtain changes that are carried out in a planned manner, meaning making decisions now about things that will be done at a certain period of time in the future, both long term, medium term, and short term (Riyadi and Bratakusumah, 2005).

Furthermore, development includes theory and practice, namely how development should or might occur and the real efforts that will be made to make it happen. The development process is a socio-cultural change, and is closely related to the human aspect and its social structure. The development plan contains the meaning of growth and change, which is a form of increasing the ability of a nation state to develop and not only being able to maintain its independence, sovereignty and existence.

While change implies that a nation state must be anticipatory and proactive in dealing with the demands of different situations from a certain period of time to another, regardless of whether the different situations can be predicted in advance or not. In other words, a nation state that is developing will not be satisfied if it is only able to maintain the status quo from the achievements that have been made so far. To avoid such a situation, according to Serafica (2020), a sustainable development plan is needed.

As in the book *Sustainable Development: The Role and Contribution of Emil Salim*, by Aziz (2010), that sustainable development is often called sustainable development. According to Elim Salim, the concept of sustainable development is a development process that optimizes the benefits of natural resources and human resources, by harmonizing natural resources with humans in development.

Conceptually, sustainable development is a progressive transformation of social, economic and political structures. This is to improve the welfare of the community in fulfilling their interests without compromising the ability of future generations. The main goals of sustainable development goals (SDGs) are very broad in scope and have become an international agenda under the control of the United Nations (UN) involving 194 countries, Civil Society, and various world economic actors.

Rogers and Shoemaker, development is a type of social change, in which there are various new ideas introduced in a social system that aim to generate per capita income and a better standard of living by using more sophisticated production methods and more directed social organization. Benny H. Hoed, that development can be defined as any systematic effort carried out to escape from being left behind, and efforts to improve and improve the welfare of the community.

Then Dissaynake, development as a process towards social change that leads to a better quality of life for the whole or the majority of the community without destroying the environment or the culture or culture of their environment and trying to involve as many community members as possible in this effort, and make them a determinant for the goal. themselves. Understanding the substance of the scientific view above, development is an activity that is carried out consciously, planned, and gradually and continuously with the aim of realizing the desired changes before, without damaging the environment or their culture or environmental culture and trying to involve as many community members as possible.

In the context of this research is the construction of the Medan-Tebing Tinggi toll road, as an inseparable part of the overall development nationally, as well as a series of activities that take place in a sustainable manner, in reality other than as a manifestation of the successful development of the transportation sector, which received such a great response from the community. North Sumatra in general, but on the other hand raises a socio-economic phenomenon that is no less great, namely the decline in quality of life and the occurrence of social conflicts in the community, as happened in Hamlet 2, Bengkel Village, Perbaungan District, Serdang Bedagai Regency.

The deteriorating socio-economic condition of the people in this area is believed to be the impact of the opening of the Medan-Tebing Tinggi toll road, which no longer uses the old crossing, especially for public passenger cars such as inter-city buses between provinces, freight cars such as trucks, including passenger cars. personal. In more detail, the following describes several aspects of the impact after the opening of the Medan-Tebing Tinggi toll road, namely:

1) Changes in the Sale and Purchase Transactions of UMKM.

According to Muslich, and Amzah (2010), buying and selling is exchanging objects with property or property with money or giving something to other parties, by receiving rewards for objects using transactions based on mutual pleasure that is mutually beneficial. done in general. Then Garibaldi (2016), buying and selling is a reciprocal agreement and a consensual agreement. The point here is that this act of buying and selling creates an obligation for both parties who are interrelated between the seller and the buyer and is marked by an acceptance made by the buyer and the delivery made by the seller. In the event of buying and selling there are provisions governing the rights and obligations of the seller and the buyer has the obligation to comply with the agreement between them. Where the agreement applies appropriately to the law for both parties, the seller is entitled to receive payment for the goods that have been submitted and the buyer is entitled to obtain guarantees for the goods received from the seller. The aim is to gain profits for producers and obtain goods/services needed for consumers. In the context of this study, changes in the sale and purchase of UMKM products carried out by small and medium traders that occurred in Dusun 2 Bengkel Village, Perbaungan District, Serdang Bedagai Regency were one of the aspects of the impact after the opening of the Medan-Tebing Tinggi toll road, and at the same time the cause of the problem. socio-economic community.

2) Low Quality of Life of the Community

According to Afyanti (2010), the concept of quality of life (quality of life) has been widely used and reported in various health (biomedical) and nursing literatures in the last ten years. respond to the rapid development of health care technology innovations in prolonging the quality of life of individuals (Haas, 1999; Meeberg, 1993). The use of the concept of quality of life has been widely discussed in various studies that specifically study the use of the concept of

quality of life in various disciplines. Campbell's (1981) statement that the term quality of life was first used in the USA after the second world war to describe that at that time in the USA there was life better than just financial guarantees. According to the World Health Organization, quality of life is defined as an individual's perception of the position of their life in the context of culture and systems in which it is closely related to goals, future time, stages and burdens. Some say the welfare of life is something that causes a person to feel comfortable, happy and feel his life is very meaningful. There are books that describe the welfare of life in essence is an effort to overcome problems and improve the quality of human life so that they are in a state of life that is safe, healthy and happy both physically, socially and psychologically. Reflecting from the point of view stated above, it shows that there is a strong relationship between the concept of quality of life and the high and low levels of buying and selling, meaning that the higher the buying and selling process in a trading business (as in the sale and purchase of MSME products by small and medium traders in Dusun 2 Bengkel Village, Perbaungan District, Serdang Bedagai Regency) will certainly get more and more benefits that can be used to fulfill the needs of life, it will even have an impact on improving the quality of life. Thus, the phenomenon that occurs in the community in Perbaungan District, Serdang Bedagai Regency, provides an understanding that due to the low buying and selling process due to the absence of consumers who stop by to shop, as happened before the Medan-Tebing Tinggi toll road was opened, is one of the causes of the occurrence conditions of the low quality of life of the people in this area.

3) Family Conflict

Conflict is synonymous with violence and peace. In social science, violence has two meanings. 1) violence refers to all incidents where the main element is the use or threat of using violence, 2) violence can be interpreted as "any avoidable impediment to self-realization" or everything that causes people to be hindered from realizing their potential properly. Conflict is a social phenomenon that is all present in social life, so that conflict is inherent, meaning that conflict will always exist in every space and time, anywhere and anytime.

The term "conflict" is etymologically derived from the Latin "con" which means together and "fligere" which means collision or collision. Conflict means squabbles, disputes and contradictions. While social conflict is a conflict between members or society that is comprehensive in life. In addition, conflict can be defined as a conflict of power and interest between one group and another in the process of competing for relatively limited social resources (economic, political, social and cultural). It can be concluded that conflict is squabbles, disputes and conflicts that occur between members or the community with the aim of achieving something desired by challenging each other with threats of violence.

According to Manfour (2019), in general, the relationship between family members is a type of relationship that is very close or has a very high intensity. The bond between a spouse, parent and child, or sibling is at the highest level in terms of closeness, affection and commitment. The conflicts that become indicators of this research are conflicts related to family relationships, which become damaged and problematic due to loss of income sources, unstable family life, various quarrels between family members. Based on the description stated above, this research question can be formulated, namely: How is the regional head policy model in recovering UMKM affected by toll roads as a solution to reducing quality of life, and family conflicts in the people of Serdang Bedagai Regency, Sumatera Utara.

2. RESEARCH METHODS

Research Methods

The research method used in this research is a qualitative method with an interactive approach, and this type of research is included in the participatory category. For data collection using open-ended interviewing, and personal documents.

Data Sources

The primary sources of research are in the form of words and actions from informants deemed necessary and in accordance with the research objectives, the rest is additional data such as documents and archival records. Meanwhile, the data collection technique is carried out by recording the results of observations and interviews from informants which are the results of viewing, listening, and followed by questions and recording voices and taking photos or videos that are considered necessary, especially

documents. b. Secondary sources are by checking back with other informants or using other methods even at different times (triangulation) about all policies that are considered odd or unsatisfactory by one of the informants. Data collection techniques were carried out through interviews (Interviews), observations (Observation), and documentation (Documentation Review), as well as archive records. Data analysis techniques are carried out through data reduction (data reduction), data presentation (data display), and drawing conclusions.

3. RESULTS AND DISCUSSION

Overall, the purpose of this study is to take empirical and comprehensive steps related to the phenomenon of toll road development as a tangible manifestation of the success of development with all the impacts it can cause, while the specific goal is to find out the policy model of regional heads in the recovery of UMKM affected by toll roads. as a solution to decreasing the quality of life, and family conflicts in the people of Serdang Bedagai Regency, Sumatera Utara.

While the urgency or importance of this research is that although research on toll road development has been widely carried out in Indonesia, research specifically on regional head policy models in the recovery of UMKM affected by toll roads as a solution to reducing quality of life, and family conflicts in the people of Serdang Bedagai Regency, North Sumatra so far not found.

Overall, the results of interviews conducted with informants have quite diverse views. Differences in viewpoints on phenomena that occur in the community in this area are strongly influenced by work background and the non-independence of an informant. The following are some of the results of interviews after data verification was carried out on several informants, including:

1) The Regional Government (Regent of Serdang Bedagai or his representative (who does not wish to be named), stated that:

"The overall policy regarding toll roads is the responsibility of the central government, not the local government. Even if the local government participates in this matter, it is more of a work team to facilitate the implementation of the toll road construction. The form of cooperation is more towards security and ensuring that the lands that may be passed by the construction of toll roads owned by the community are given enlightenment so that people are willing to release them while still receiving compensation. For us, the construction of toll roads must be seen as a central policy under the coordination of the head of state. Alluding to the phenomena that occur in society, the occurrence of various socio-economic problems, the low buying and selling process which has an impact on the low quality of life of the community, even more crucially the occurrence of family conflicts, it is a fact that makes us sad The workshop market, which is very good as a center for developing UMKM, is collapsing, is this true as a result of the opening of the Medan-Tebing Tinggi toll road or there are other aspects that we must know first."

2) The sub-district government, namely the Perbaungan sub-district head (who requested that his name not be included), gave his view that:

"The sub-district must have the same reference as the government in the district, that in fact the regional government does not have the authority and moreover to take this policy and it is related to the construction of the Medan-Tebing Tinggi toll road for a while, which was actually in the initial plan for the construction of the toll road. This will connect the provinces in North Sumatra and Riau. We are very sad and disappointed to see the socio-economic reality of the people in Perbaungan District. Loss of livelihood, UMKM are suspended, of course, will have implications for people's lives as a whole. But what can the local government do especially at the sub-district level with this phenomenon. To revive UMKM with a name trend that is deeply embedded in people's hearts, namely the Workshop market, of course, it requires more joint efforts, but with the current situation we are still pessimistic."

3) The workshop market UMKM supervisor (who does not want to be named) stated that:

"Seeing the situation as a form of unfair treatment, he likened the treatment of parents to their biological children and stepchildren. As far as I remember, let the toll road for the rich people be opened, but don't disturb the lives of these little people. My members that

I have fostered so far have had difficult lives, even if there is a separation between husband and wife, quarrels between parents and children often occur, there is no income due to not having a job. Right now, we need help from the government so that the UMKM, including the wider community in this area, can be remade like the past. I'm sorry, the gentlemen above, how come all the businesses that have been doing well so far have opened the toll road, all efforts have died. So far, how come the government has not been clear about what to do so that we-we have jobs, we have income so that our children can go to school too, can live well like fathers too. But nothing has been done, we, the community, are still waiting, until when will we wait again."

4) The academics (using the pseudonym Wekko), said that:

"Does the local government have no heart with this situation? I believe that there is an impact on the opening of the Medan-Tebing Tinggi toll road so that the passenger cars with other cars that have been stopping and shopping at this workshop market have now gone to the toll road. It seems that the change is very quiet at this workshop. In the past, people who went to the Labuhan Batu area, from South Tapanuli, Pekanbaru and the surrounding area, departed from Medan, already had the intention to shop for snacks or various materials produced by UMKM to be taxed. This workshop already had the intention for shopping, now where else. That's why the community selling business along the old road, especially the workshop market, is dead, the community is still having a hard time living, many children don't go to school or continue school, and what happens is unemployment is getting more and more fighting in the family because it's hard to eat. The government wants from the central government to have thought of this little person, where is this one? There are policies that are carried out regardless of what is good or bad for the community. The toll road is for rich people who have cars, we the little ones don't want to be disturbed."

5) Ordinary people (pseudonym), confirms that:

"I am a native of this area who has been depending on business for UMKM products, the results of which are sold in this workshop market. I can now be said to be unemployed even though I am now a parking attendant, sometimes the main construction work is odd. Very disappointed with this situation, I didn't expect a situation like this to happen in our area, which used to be fine but with the toll road, this is how the Morak Marik workshop market even closed. Yes, in fact, once the life of the people who have been depending on selling for a living, it is increasingly difficult. Even the children's schooling is disrupted, it is no longer possible to continue their education because they do not have the same source of income as they used to. I want someone to help so we can try again, the workshop market is reopening, how do you do that, gentlemen, state officials who think about it, we as a community can only hope and pray that we, the people, can also think about it."

The results of verification and classification of the results of interviews conducted with informants, then carried out the analysis process obtained some similarities and differences in views on the problems of this research. The aspects that are considered to have elements of similarity are the local government of Serdang Bedagai Regency and the Perbaungan District government, who view the problems of the Medan-Tebing Tinggi toll road construction entirely as the responsibility of the central government and the regional government only as parties to assist the smooth development process.

Therefore, the consequences of development are also part of the responsibility of the central government, but we in the regions must pay attention and find a way out of the problems faced by our society, the death of UMKM that we have fostered so far is a sad thing. Of course, the small and medium enterprises and UMKM have a negative impact on the socio-economic community in this area, for example the destruction of UMKM businesses managed by the community in Perbaungan District in general and the Bengkel village in particular.

The view as a result of interviews with other informants, from the workshop market UMKM builder, and the ordinary people have a tendency to be more complaining about this situation. They felt very disappointed with the orders from both the central and local governments, why they were harmed

by the construction of the Medan-Tebing Tinggi toll road. It is better if the construction of TIL does not have a negative impact on them if a comprehensive study is carried out in advance.

Please open the toll road and we as a society who are looking for a life through small and medium enterprises and UMKM can still make a living for the needs of school children and various other needs. We, the small community, always wait for a solution from the government so that we can do our work again, the business of buying and selling home products that we foster can run again, the UMKM are operating again so that the community has a livelihood again which in the end the socio-economic will recover like ordinary.

Another view was put forward by academics, who saw the problems that occurred in this area as a result of the construction of the Medan-Tebing Tinggi toll road (even though it was actually planned for development between North Sumatra and Riau Provinces). This belief is based on his experience that before the construction of the TOL, all passenger buses passed the old roads, including goods transporting cars or trucks and some private cars. Bus passengers all the way from Medan already have the intention of shopping for souvenirs to take to their destination, while also buying snacks to eat on the way. However, with the opening of the toll road, all of that seems to no longer exist because passenger buses, trucks and private cars no longer choose this old road. As a result of all this, the atmosphere of buying and selling home products for small and medium businesses and SMEs is dead. Amazingly, until now there is no real solution that can be given by the government so that people who can no longer try to find a way out.

Seeing clearly the socio-economic problems that occur in the community of Perbaungan Subdistrict, Serdang Bedagai Regency, on the one hand it has a very real level of complexity, on the one hand it has a very real level of complexity. The complexity is related to the party who should be fully responsible for the impact of the problems caused by the construction of the Medan-Tebing Tinggi toll road. In this context, the community should be given a qualified education by first informing which party is responsible so that the community can carry out a more intensive dialogue, whether the central government or the regional government of Serdang Bedagai Regency or parties specifically appointed by the government. This process that is considered floating, of course has a bad effect in the eyes of the community, on the one hand the community has been faced with a disappointing situation, on the other hand the community also needs work to fulfill various life needs. However, in reality, these two things do not appear, it will make it clearer that the socio-economic impact of the community will worsen. In this case, the researcher tries to provide several models of regional head policies in the recovery of UMKM affected by toll roads as a solution to reducing the quality of life, and family conflicts in the people of Serdang Bedagai Regency, Sumatera Utara. The policy model that must be carried out is to coordinate or meet various related parties, under the direction of the provincial government and even the central government to discuss socio-economic problems for the people of Perbaungan Subdistrict, Serdang Bedagai which are believed to be caused by the construction or opening of the Medan-Tebing Tinggi toll road.

- A. Coordination or meeting to produce a policy to return all passenger cars specifically for buses both from and to Medan to re-pass the old road. Of course, this policy is the responsibility of the Ministry of Transportation, DLLAJR, the Police, or other related parties. Researchers view this as the most possible and convenient solution for various parties. For people who produce home-made materials and UMKM, they will be able to sell and get jobs again, and for Bus with general passengers they can pick up passengers along the road as previously done.
- B. Coordination or meeting to produce a new policy to provide space and guarantees for people who do have kiosks to occupy the selling land at toll roads (REST AREA). This is important as a manifestation of the government's real support for the cessation of their efforts in the former area. Efforts to increase the land for selling at toll roads by presenting qualified management, so that attracting people to come is one thing that is also the most likely thing for the government to do. Let's look in the mirror or learn from developed countries about this.
- C. Make efforts to educate them to be transferred to other businesses, which are carried out massively in terms of programs, financing, including sustainability after they acquire new skills. The researcher considers this effort to be much more difficult and more impossible to do apart from requiring program effectiveness, of course it will absorb quite a large cost. As for the example that the researcher gave by presenting a large-scale company in the Serdang Badagai

Regency area, the product to be produced is up to you, but the workers are chosen and even prioritized by community members who are affected by the construction of the toll road earlier. This will be more likely because community members have previously received various trainings with their new skills.

4. CONCLUSION

The results of the analysis carried out that every development activity is always faced with two conditions that can be assessed as positive or negative. As the impact that gives benefit to the community, the development carried out is considered good. But if the development carried out does not provide benefits to the community, then the development is spontaneously said to be not good. However, there are also developments that have been carried out that fill the two spaces, such as the construction of the Medan-Tebing Tinggi toll road, however various parties give an assessment as a result of high-value development, but at the same time it is considered as the main cause of socio-economic problems in the community where the development is carried out, this is the case with the Medan-Tebing Tinggi toll road. In this regard, it is necessary to have new forms of thought from various parties to find a middle way so as not to blame each other in assessing the results of the development itself. In this conclusion section, the researcher proposes several research findings that may be used as references and alternative solutions to problems that exist in Perbaungan District, Serdang Bedagai Regency. Coordination between various related parties is required through the direction of the provincial government or the central government, to sit down together to find solutions to the problems that exist in this region. This coordination is expected to produce several important things, namely The birth of a policy to return all passenger cars specifically for buses both from and to Medan to re-pass the old road. Of course, this policy is the responsibility of the Ministry of Transportation, DLLAJR, the Police, or other related parties. Researchers view this as the most possible and convenient solution for various parties. For people who produce home-made materials and MSMEs, they will be able to sell and get jobs again, and for BUS-BUS with general passengers they can pick up passengers along the road as previously done. A new policy was born to provide space and guarantees for people who do have kiosks to occupy land selling at toll roads (REST AREA). This is important as a manifestation of the government's real support for the cessation of their efforts in the former area. Efforts to increase the land for selling at toll roads by presenting qualified management, so that attracting people to come is one thing that is also the most likely thing for the government to do. Let's look in the mirror or learn from developed countries about this. The birth of a new policy made an effort to educate them to be transferred to other businesses, which was carried out massively in terms of programs, financing, including sustainability after they acquired new skills. The researcher considers this effort to be much more difficult and more impossible to do apart from requiring program effectiveness, of course it will absorb quite a large cost. The example that the researcher gives is by presenting a large-scale company in the Serdang Badagai Regency area, with certain products to be produced, but the workers are chosen and even prioritized by community members who are affected by the construction of the toll road.

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