

TIGA RUNGGU VILLAGE SIAM ORANGE FARMING BUSINESS DEVELOPMENT STRATEGY REVIEWED FROM AN ISLAMIC PERSPECTIVE

Gustina Siregar^{1*}

Yudha Andriansyah Putra²

Tio Ardhito Sabri³

*1, 2, 3Universitas Muhammadiyah Sumatera Utara

*¹email: siregargustina@umsu.ac.id

Abstract: Simalungun Regency, Tigga Runggu District is one of the areas that has the potential for economic excellence in the form of natural resource wealth to be developed, namely the horticultural agricultural sector which has an important role in supplying adequate nutrition for the community, especially oranges with high vitamin C content, but this high potential is not supported by easy access to increase farmers' production and income with strategic planning from an Islamic perspective. This research is quantitative. Researchers will describe the situation in the field to find a strategy formulation for developing the contribution of horticultural farming businesses using SWOT analysis. From the results of the Internal Factors Analysis Summary (IFAS) and External Factors Analysis Summary (EFAS) quadrant analysis, it is clear that "the contribution of Siamese orange farming businesses in Tigga Runggu sub-district has low competitive power to face threats from other agropolitan areas. Therefore, the strategy focuses on agricultural mechanisms and optimization as well as target markets. The steps that need to be taken include improving infrastructure facilities and infrastructure (Assembly), providing guidance and counseling to farmers, and collaborating with partners between the government, the private sector, and farmers or stakeholders to carry out related on-farm and off-farm activities. with post-harvest management where the production results will be brought in raw or processed form. This research aims to identify the key internal and external factors that influence Siamese orange farming. The research location was determined purposively with the consideration that the area is the center of orange production in Simalungun Regency. The results of the research that has been carried out show alternative strategies for developing Siamese orange farming, namely: (a) S-O (Strengths-Opportunities) Strategy: Increasing the land area will increase the demand for orange fruit. (b) W-O (Weakness-Opportunities) Strategy: The higher demand for citrus fruit will increase farmers' capital. (c) S-T (Strengths-Threats) Strategy: Maximizing farming experience to reduce pest and disease attacks, improving product quality to face similar business competition. (d) W-T (Weakness-Threats) Strategy: Pay attention to production by implementing appropriate integrated pest management (IPM) and improving care for Siam orange plants.

Keywords: Internal Environment, External Environment, Strategic Alternatives, Strategic Priorities.

Introduction

The citrus plant is known by the Latin name *Citrus sinensis* Linn. This plant is a plant that can grow well in tropical and subtropical areas. Sweet oranges can adapt well to tropical areas at an altitude of 900-1200 meters above sea level and humid air, and have certain water requirements. Sweet orange plants can reach a height of 3-5 m.

In Indonesia, oranges are one of the important commodities after bananas and mangoes. Judging from the area of orange planting in Indonesia, it has decreased and the amount of production is not yet sufficient for domestic consumption needs. This is a challenge and opportunity for farmers, orange entrepreneurs and the government in an effort to increase orange production. The income received by orange cultivating farmers always changes during each planting season. Changes in income for orange farmers depend on the condition of the orange plants themselves.

Agriculture is an activity in an effort to develop (reproduce) plants and animals (farming, raising livestock and fishing) with the aim of growing them better to meet human needs. This is in accordance with the word of Allah in Surah Al-An'am verse 141:

وَهُوَ الَّذِي أَنشَأَ جَنَّاتٍ مَّعْرُوشَاتٍ وَغَيْرَ مَعْرُوشَاتٍ وَالنَّخْلَ وَالزَّرْعَ مُخْتَلِفًا أَكْلُهُ وَالزَّيْتُونَ وَالرِّمَانَ
مُتَشَابِهًا وَغَيْرَ مُتَشَابِهٍ كُلُوا مِنْ ثَمَرِهِ إِذَا أَثْمَرَ وَآتُوا حَقَّهُ يَوْمَ حَصَادِهِ وَلَا تُسْرِفُوا إِنَّهُ لَا يُحِبُّ الْمُسْرِفِينَ

Meaning: "And He is the One who made the plants that vine and those that do not vine, date palms, plants of various tastes, olives and pomegranates which are similar (in shape and color) and not similar (in taste). Eat the fruit when it bears fruit and give your due (zakat) when you reap the harvest, but don't overdo it. Indeed, Allah does not like excessive people." The verse above explains that Allah created, created and grew various plants or trees in various plantations or other places to enjoy and utilize the results. Humans as business actors need to develop business strategies so that they influence national economic growth.

Citrus farming is not easy because many people are attacked by diseases which cause crop failure, the operational costs are quite high (land processing costs, labor costs, transportation costs) and farmers have little knowledge of the use of production factors. Orange production in Karangcengis Village has generally decreased, many factors have caused a decline in orange production.

Based on information from villages and community leaders, since 2012 many farmers have replaced orange plants with crystal guava, guava citra and papaya and secondary crops. This is due to several factors, namely: many plants are damaged due to attacks by pests, disease, unknown natural factors and many thefts committed by irresponsible people so that orange production has decreased.

The agricultural sector is a sector that has a very important role for every country in the world, including Indonesia. Indonesia is an agricultural country which positions the agricultural sector as an important sector in carrying out and carrying out state development. According to (Andiyono, 2021), more than 50% of the population in Indonesia work or work in the field of energy agriculture. The agricultural sector has an important role in maintaining national food security, employment, national development, and so on.

Agriculture consists of several subsectors, namely the forestry subsector, plantation subsector, fisheries subsector, livestock subsector, and agricultural subsector including food crops and horticulture. So agriculture has the meaning of an activity carried out by humans by utilizing the wealth of natural biological resources that exist, both flora and fauna, to fulfill human needs such as producing food, industrial raw materials and energy sources (Arwati, 2018).

According to Poerwanto and Anas (2021), the horticulture subsector is a science that studies cultivation techniques or activities in gardens which include fruit plants, vegetables, flowers, ornamental plants, biopharmaceutical plants and natural resources that support them to be used as a source of food, fiber and health. , beauty, comfort, and enriching culture so that human life becomes better or more prosperous.

Citrus plants are a type of horticultural plant that has fruit that contains many nutrients and benefits for the human body. Oranges are a source of vitamin C. People often consume oranges because oranges contain many ingredients, apart from vitamin C, which can help maintain a healthy body. Another benefit of orange fruit is that orange fruit is a fruit that contains antioxidants which can help to protect body cells from free radicals (Hani et al., 2016).

According to Browning (2016), farmers are expected to contribute agricultural products to the government, but production is limited by problems such as crops being destroyed due to bad weather and so on. A similar thing was also stated by Genpan (2009) who stated that agricultural production is limited by changes in natural climate and weather. The results of the agricultural sector which can be used as industrial raw materials and a source of food make the agricultural sector increasingly important, therefore the existence of an agricultural sector which includes social, economic, environmental and institutional components in the agricultural sector is expected to be a driver of the economic sectors in rural economic development (Jelocnik, 2018).

Siamese oranges are widely cultivated because they have their own characteristics, such as round fruit, yellowish green color, smooth and shiny surface, soft flesh, characteristic orange aroma, and contain a lot of water like oranges in general. Siamese orange farming has quite good prospects in the future. Currently, the price of Siamese oranges continues to increase, and consumer demand is quite large, both buying in supermarkets and at the market. Against this background, researchers want to conduct research entitled "Strategy for Development of Orange Farming Businesses in Tiga Rungu, Purba District. Simalungun Regency".

Literature Review

1. Internal Environment

Citrus fruit is one of the horticultural commodities that many consumers like, both in the form of fresh fruit and processed form. The demand for oranges is not matched by the production and improvement of the quality of local citrus fruit, which is marked by the entry of imported products into Indonesia, from urban areas to remote villages. The availability of imported citrus fruit almost all year round causes consumers to prefer these products. The desired quality and quantity of citrus fruit is greatly influenced by the uniformity of fruit size, even skin color, smooth fruit and the absence of traces of pest attacks and diseases that cause dull spots, and the taste of the fruit .

Analysis of Orange's internal factors shows that the main internal strength of Orange is that the farmers are determined to follow the government's training program. This is because the central government and regional governments, both North Sumatra Province and Simalungun Regency, focus their attention on the development of Oranges in terms of quantity and quality. Apart from that, the strongest internal factor comes from the sweet taste of oranges and savory texture. This statement is in accordance with research by Febrina & Sigiro (2021), Siamese oranges have advantages including sweet taste, fragrant and savory texture.

Furthermore, the lowest strength factor lies in the competitive price factor because the price of oranges is still relatively expensive if they are of good quality, whereas when the quality of the fruit starts to decline, the price will fall.

so drastic that this phenomenon makes prices less stable. , the main factor in the weakness of Oranges is the weak branding carried out by farmers. Basically, promotion and marketing have been carried out, but promotion has not been carried out in a structured and well-segmented manner, so the method used is still traditional. Weak branding is also due to marketing factors which do not prioritize the name "Simalungun" in the products sold, but only simply "Honey Oranges/Siam Oranges".

The demand for a product can be seen from two sides, namely from the consumer side and from the producer side. If seen from the consumer's perspective, the demand is prioritized for fruit characteristics. This statement is closely related to the quality of the fruit. However, from the producer's side, more emphasis is placed on plant character through environmental adaptation so that plants can grow and develop well. The OECD (Organization for Economic Co-operation and Development) implements orange quality standards to meet consumer demand for quality oranges. Quality standards implemented by the OECD include; minimum limit for juice content (33%), minimum limit for orange color (one third of the fruit skin), minimum limit for fruit diameter (45 mm), and minimum limit for sugar/acid ratio (6.5/1). Another quality standard is the minimum limit of physical damage to the fruit.

2. External Environment

The external environment is a condition that is always moving dynamically. Therefore, through analysis of the external environment, an organization can implement strategies to overcome obstacles and take advantage of available opportunities. Analysis of external factors for Oranges shows that the main opportunity for Oranges is as an alternative to prevent the Covid-19 Pandemic. Since the outbreak of the Covid-19 pandemic in early 2020, fruit has become an additional food source because it is considered to contain vitamin C and minerals which are good for the body's immunity. Based on data from the Ministry of Agriculture (2020), during the Covid-19 pandemic demand for fresh fruit exports increased quite significantly, reaching 375.04 thousand tons or an increase of 31.89% compared to the same period in 2019, then the added value of exports was recorded at US\$191. 23 million or an increase of 73.40% compared to the same period last year.

This momentum is an opportunity to increase production and exports of national fruit commodities. Increasing consumption of local fruit, one of which is oranges, is due to the vitamin C content in it which is thought to be able to increase the body's immunity during the Covid-19 pandemic because one of the causes of immune problems is a lack of antioxidants in the body, and this can be fulfilled by consuming Vitamin C (Hasana and Wibowo., 2021). analysis of external factors for Oranges that the main threat to Oranges is the emergence of

oranges from outside with good brand images & low prices. Consistent production and promotion of imported orange products is a threat to the existence of Oranges. Imported orange products that have implemented good marketing and packaging strategies make these imported orange products seem more hygienic and packaged professionally than other oranges. If this threat is not properly anticipated, it could result in a decline in confidence in orange.

3. Development Strategy

According to Sugihartini and Jayanta (2017), development is a process used to realize better implementation than before, so that the activities carried out can provide more benefits for oneself and the environment. Development is carried out to fulfill deficiencies that arise when the evaluation stage is carried out. Farming development is carried out as a result of implementation, there are deficiencies which result in losses. Development is carried out to overcome existing losses, so as to create a better farming business than before. Siamese orange farming in Kedungasri Village, Tegaldlimo District, Banyuwangi Regency has conflicts surrounding cultivation, where cultivation often results in losses for farmers who cultivate Siamese oranges, especially in Kedungasri Village, Tegaldlimo District, Banyuwangi Regency. The implementation of cultivation development strategies is used to provide increased effectiveness and positive influence for the cultivation being carried out (Arsad et al, 2017).

Product life cycle trends which is getting shorter, boredom consumers for products that do not experienced many changes, causes manufacturers to be careful thinking about how to extend the product life cycle. Manufacturers should think about differentiate their products, so consumers have more lots of choices (Bismala, 2014)

According toIntarti (2021), the conditions for growing Siamese orange plants include temperatures ranging from 25-30°C, clay or sandy loam (humus) soil media, a pH of 6, and proper cultivation techniques. Proper techniques for cultivating Siamese oranges include land preparation, seed procurement, planting seeds, applying fertilizer, maintenance such as irrigation, pest control and Siamese oranges need to be supported by adequate technology to increase productivity and reduce product defects when the product is harvested. The right farming cultivation development strategy will provide advantages in controlling pests or diseases and provide high productivity for Siamese orange commodities (Oliyani et al, 2018)

The development of an agribusiness system needs to start with identification internal and external environment. This identification needs to be done to determine internal and external environmental factors has potential in developing agribusiness. The internal environment consists of strengths and weaknesses. Environment external in the form of opportunities and threats. Next you will be able to find out the strategy development (Harahap & , Yudha Andriansyah Putra, 2023)

SWOT analysis as a strategy formulation tool. SWOT analysis is the identification of various factors systematically to formulate company strategy. This analysis is based on logic that can maximize power (strengths) and opportunities (opportunities), however simultaneously in minimizing weaknesses and threats. Strategic decision-making process is the development of the mission, goals, company strategy and policies (Siregar et al., 2014)

Method

1. Research methods

The research method used is the case study method, namely research carried out by looking directly at the field. and the Descriptive method is a research method that is used to collect information about an existing symptom, namely the state of the symptom at the time the research was conducted (Arikunto, 2019).

2. Location Determination Method

The research was carried out in Tiga Rungu village, Purba District, Simalungun Regency. The reason for choosing this area as a research location is because its citrus fruit is well known among the public, but the production of citrus fruit is second only to Karo Regency.

3. Method of collecting data

The data collected in this research was obtained from direct observation and interviews with farmers in Tiga Runggu, Purba District, from books and journal references supporting other research.

4. Sampling Method

Respondents are people who act as informants to provide information about facts/opinions regarding the problem being studied. This information is conveyed in written form, when filling out questionnaires and when answering interviews. The population in this study were all Siamese orange farmers in Tiga Runggu, totaling 103 people. According to Arikunto (2017) regarding sampling techniques, if the population is less than 100, it is better to take all of them. However, if the population is more than 100 then it can be taken between 10-15% or 20-25%. So the number of samples in this study was taken as 23%, namely 23 respondents. The sample in this study was carried out using purposive sampling by taking a sample of 23% of the total population, so that 23 respondents were obtained as samples in this study. The purposive sampling method is a technique for determining samples with certain considerations, (Sugiyono, 2011: 68). This technique is most suitable for qualitative research that does not generalize.

Result and Discussion

Siamese Orange Farmers in Tiga Runggu make Oranges the main commodity in their daily livelihood. Of course, with the availability of land they have, it is easier for farmers in Tiga Runggu to cultivate their farming businesses. The average land area they own is 1 Ha, in orange farming this land area is included in the large category. It is easier for Siamese orange farmers in Tiga Runggu to carry out their business cultivation.

In maintaining orange plants, orange farmers in Tiga Runggu always provide appropriate treatment with a rating of 3, so that the orange plants they manage grow well and can produce maximum production every harvest. Based on BPS 2020 data, the total production of Siamese oranges in Dairi Regency reached 23,965.9 tons in 2020, while Simalungun Regency is the largest producer of Siamese oranges with a total of 122,054.6 tons in 2020. According to BPS, ideally Siamese orange production can produce 20 tons/Ha, while farmers in Tiga Runggu it can produce 30 tons/ha, which proves that the production of Siamese oranges in Tiga Runggu can be said to be maximum.

With maximum production, Orange farmers in Tiga Runggu always meet demand from consumers and collectors. The research results show that farmers who always fulfill the demands of consumers and collectors receive a rating of 3. This makes Oranges in Tiga Runggu always the main target of consumers and collectors in the area. Consumer and

collector demand per season is 110,000 tons and farmer production per season is 122,054.9 tons.

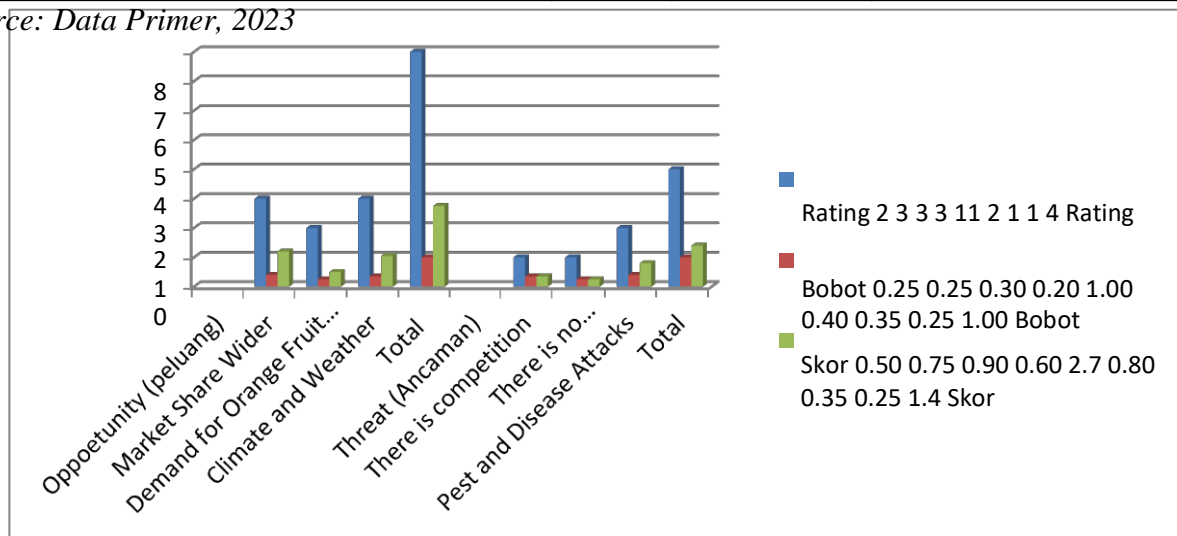
The durability of the fruit is quite long

Orange fruit in Tiga Runggu has good durability to be stored for a longer time. Orange fruit can last three to six weeks. So that Orange farmers in Tiga Runggu get a rating of 3. Farmers are not confused about whether to give special treatment when the harvest is finished.

Tabel 1. Combining Internal and External Factors for the Development of Siamese Orange Farming in Tiga Runggu

Internal Strategy Factors	Rating	Bobot	Skor
Strengths (Kekuatan)			
Land Availability	2	0,25	0,50
Maximum Production	3	0,25	0,75
Always Meet Consumer and Collector Demands	3	0,30	0,90
The durability of the fruit is quite long	3	0,20	0,60
Total	11	1,00	2,7
Weaknees (Kelemahan)			
Modal Usaha	2	0,40	0,80
Kurangnya Dukungan Pemerintah	1	0,35	0,35
Infrastruktur Jalan	1	0,25	0,25
Total	4	1,00	1,4
Faktor-Faktor Strategi Eksternal	Rating	Bobot	Skor
Oppoetunity (peluang)			
Market Share Wider	3	0,40	1,20
Demand for Orange Fruit is High	2	0,25	0,50
Climate and Weather	3	0,35	1,05
Total	8	1,00	2,75
Threat (Ancaman)			
There is competition	1	0,35	0,35
There is no standardization of prices during the main harvest	1	0,25	0,25
Pest and Disease Attacks	2	0,40	0,80
Total	4	1,00	1,4

Source: Data Primer, 2023



Based on the table above, it can be seen that the difference between strengths and weaknesses obtained from the total number of internal strategic factors (strengths - weaknesses), namely $2.7 - 1.4$, is 1.3 , this means that strengths have a greater influence than weaknesses on the Orange farming development strategy. Siamese in Tiga Runggu, Purba District, Simalungun Regency. Then the difference between opportunities and threats obtained from the total number of external strategy factors (opportunities - threats), namely $2.75 - 1.4$, is 1.35 , which means the opportunity for Siamese orange farming in Tiga Runggu, Purba District, Simalungun Regency. greater than the threats that exist in the research area. By combining the evaluation matrix of internal and external factors, the position of the Siamese Orange farming development strategy in Tiga Runggu, Purba District, Simalungun Regency is known. The position of the farming development strategy is analyzed using a position matrix, which produces coordinate points (x, y). The x value is obtained from the difference between internal factors (strengths and weaknesses) and the y value is obtained from the difference between external factors (opportunities and threats).

Conclusion

Based on the results of research in Tiga Runggu, Purba District, Simalungun Regency, it can be concluded that:

1. Internal factors in the development of Siamese orange farming have strengths, including: there is a large area of land available, maximum orange production, Always meeting the demands of consumers and collectors and the fruit has a long shelf life. Meanwhile, the weaknesses of Siamese orange farming include: farmers lack capital, Lack of government support, poor road infrastructure.
2. External factors for the development of Siamese orange farming have opportunities, including: Increasing market share, quite high demand for citrus fruit, climate and weather that are suitable for citrus plants. Meanwhile, the threats to Siamese orange farming include: competition for production from similar oranges in other regions, there is no standardization of prices during the main harvest, and there is no education about dealing with pest attacks and diseases of Siamese orange plants.
3. The results of the SWOT analysis in the research are in quadrant I, which means the main Grand Strategy is the aggression strategy. Based on the internal - external matrix, it is in quadrant 1, which means that the development strategy for Siamese Oranges in Tiga Runggu, Purba District, Simalugun Regency is a growth strategy where this position indicates a strong business and has the opportunity to be developed.

Suggestion

Based on the research results, discussion description and conclusions, there are several suggestions in this research, namely as follows:

1. To Siamese orange farmers to improve and continue to develop Siam orange farming optimally. Farmers need further knowledge regarding farming management such as farming techniques, fertilization, plant maintenance, pest and disease control, harvesting and post-harvest.

2. Farmer institutions, especially farmer groups, can help and become a forum for farmers to discuss and solve problems faced by farmers so that farmers can overcome problems appropriately to increase production and farmer income.
3. The government, especially the district food crops and horticulture department Simalungun, through the village government, needs to support development efforts Siamese orange farming in Tiga Runggu, Purba District through the program provider of Siamese orange farming facilities and infrastructure, and technical guidance

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