

## Social Interaction of Celebritical Students in Phenomenology Perspective

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### ABSTRACT

Social Interaction of Celebrity Students, Celebrity Students are students whose duties in addition to studying in Higher Education also work as models, singers, endorsements, celebrities and others. This study aims to find out how Celebrity Students interact socially with fellow Celebrity and Non-Celebrity Students and others. This study used a qualitative phenomenological approach described descriptively with data sources consisting of Celebrity Students of Brawijaya University Malang. Data collection techniques in this study are observation, interviews and documentation. The subject selection technique used was purposive sampling and snowball technique. The research subjects were 23 people consisting of 13 main informants, namely celebrity students, consisting of all faculties at Brawijaya University Malang and 10 supporting informants related to the research. The data validity in this study used the Source Triangulation Technique and used the Interactive Analysis of Miles Huberman and Saldana. The results of this study indicate that celebrity students can maintain direct and indirect interactions through cyberspace (Facebook, Instagram, etc. This is at least shown in daily activities that strengthen each other) between one another in academic on-campus or relationships. non-formal outside of academic activities. Even within certain limits between the two of them are mutually beneficial, although it is not uncommon for celebrity students to be willing to be used by other friends (symbiotic parasitism) and sometimes also a symbiotic relationship of mutualism. And produce the following proposition: Proposition If celebrity students open up opportunities and opportunities to exhibit their work, then they will be recognized by their friends at the faculty, university level and can maintain their professionalism and have a good personality, then it becomes easy for celebrity students to become famous.

### Keywords

Student Celebrities and Social Interaction

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### Introduction

Social media is currently in its development as a medium for interaction between individuals. Soekantomaha in his book explains more deeply about the process of social interaction. When two people meet, social interaction begins at that time. Even though the people who meet face to face do not talk to each other or do not exchange signs, social interaction has occurred, because each is aware of the other party causing changes in the feelings and nerves of the people concerned, caused by, for example, the smell of sweat, perfume, walking voice and so on (Soekanto, 2013) Also describes the process of social interaction in two processes: 1). associative processes consisting of cooperation are a form of primary social interaction, cooperation is intended as a joint effort between individuals or groups of people to achieve one or more common goals and accommodation as a process of human efforts to relieve a conflict, namely efforts to achieve stability. the accommodation itself takes several forms, including coercion, compromise, arbitration, mediation, conciliation, toleration, stalemate and adjudication. 2). Dissociative processes consisting of competition in which competing individuals or groups of people seek profit, through areas of life which at a certain time become the centre of public attention, by attracting public attention or by sharpening existing prejudices without using threats or violence and contravention which is a form of the social process that lies between competition and conflict or conflict (Ritzer, 2012). The social process is defined as the mutual influence between various aspects of life together. Various notions of social interaction are very useful for studying many

problems in society. The meaning of social interaction is a dynamic social relationship, involving individual relationships, between groups or between individuals and groups. Social interaction between human groups occurs as a unit and usually does not involve the person of its members. The interaction process is based on various factors, among others; Imitation, sympathy, identification and suggestion. - Imitation/imitation, the imitation factor, for example, has an important role in the process of social interaction, one of the positive aspects can encourage someone to obey the rules and values that apply, and the negative side, imitation can weaken and kill one's creative power. Sympathy/interest. The sympathy process is a process in which a person feels attracted to another party who is motivated to understand the other party to work with him (Zuhroh, 2012).

Associative social interactions have meaning; (a). Meaning of the Individual. Humans are individual beings which mean creatures that cannot be divided - divided, cannot be separated - between body and soul. Modern psychologists assert that man is a unitary body and soul whose activities as a whole, as a unity of daily human activities are the activities of the whole soul - body, not only the activities of the organs of the body, or not just the activities of the mental abilities one by one apart. than others. examples of humans as individual beings who experience joy or disappointment will be attached to their soul and body, not only with their eyes, ears, hands, will and feelings. In his joy, man can admire and feel a beauty because he has a sense of beauty, in the individual. All that he feels and he admires and he enjoys through the senses of the eyes and the senses of feeling wrapped in one unity. Another opinion is that

humans as individual beings are not only in the sense of being the whole body and soul but also in the sense that each person is a distinctive person/individual according to his personality style including his abilities and weaknesses. In this connection, Fallport defines the human personality as an individual being as follows; Personality is a dynamic organization rather than a psycho-physical system within an individual that determines the unique/distinctive ways of adapting himself to the environment.

The facts that we find in everyday life every individual develop in line with their characteristics even in the same environment. For example, the most appropriate are twins, two human individuals who come from the same descent, come from one ovary, one child has a friendly character, is cheerful and easy to get along with peers in his environment. While his siblings are closed, shy, difficult to get along with friends who are the same age as him and with his environment. (b). Meaning of Family. Family is the most important primary group in society. A family is a group formed from the relationship between a man and a woman, this relationship is more or less long-lasting to create and raise children. So the family in this pure form is a social unit that has certain characteristics that are the same everywhere in human society (Lestari, 2018). (c). Meaning of Society. R. Linton; An anthropologist argues that society is any group of people who have lived and collaborated long enough so that they can organize themselves and think about themselves as a social unit with certain boundaries (Linton, 2013). M.J. Herskovist; wrote that society is a group of individuals who are organized and follow a certain way of life. J.L. Gillin and J.P. Gillin; says that society is the largest group of people and has the same habits, traditions, attitudes and feelings of unity (Kanto, Wisadirana, Chawa, & Umanailo, 2020). The society includes smaller groupings. S.R. Steinmetz; a Dutch state sociologist said that society is the largest group of people which includes smaller groups of people who are closely related and orderly (Czarnecki, 2016).

Social Interaction in Islam, the most popular is friendship or affection between humans. Islam also teaches about ethics in social interaction, among others; first, not to insult, blaspheme or slander other people either directly or through social media. Second, do not prejudice other people, so that conflicts do not occur. Third, behave humbly to establish good relationships with others. Every religion must teach kindness and harmonious interaction. Even religion regulates a harmonious and tolerant life system between religious communities. The fourth has a noble character, with a noble character, humans will be well remembered by their social environment. As in Surah Lukman verses 18-19 which means: 'And do not turn your face from humans (because you are arrogant) and do not walk the earth arrogantly.

Truly, Allah does not like those who are proud and proud. One of the indirect media for social contact and communication (mass media) is television. Television is one of the electronic mass media that displays audio and visual that functions as an intermediary tool for long-distance communication indirectly and contains events that have been arranged by television station management. Television's ability to change and shape behaviour is

immense and beyond doubt. The television programs can bewitch and indoctrinate the millions of people who witness them. Without the existence of television in human life, humans always feel behind everything, so that humans position television as a basic need in life (Muslim, 2017).

## Methods

This study used a qualitative phenomenological approach described descriptively with data sources consisting of Celebrity Students of Brawijaya University Malang. Data collection techniques in this study are observation, interviews and documentation (Lionardo, Kurniawan, & Umanailo, 2020). The subject selection technique used was purposive sampling and snowball technique. The research subjects were 23 people consisting of 13 main informants, namely celebrity students, consisting of all faculties at Brawijaya University Malang and 10 supporting informants related to the research. The data validity in this study used the Source Triangulation Technique and used the Interactive Analysis of Miles Hubberman and Saldana (Williamson, Given, & Scifleet, 2018).

## Results and Discussion

Celebrity Student Social Interaction. provides an overview of the results of research on the social interactions of celebrity students. The experience of living in interaction proves how difficult the relationship between humans is. By interacting and communicating, it can form a sense of mutual understanding, foster friendship, maintain compassion, spread knowledge, and preserve civilization. Brawijaya University students are part of their daily practices to build relationships with the community. The same is the case with Revy Repong when he was a celebrity student, where his friendships grew.

"Maybe networking, sis, adding relationships. Only if you are friends from college, it's not just an ordinary sister. Because yes, I didn't have many friends. "

As social beings, to live their lives, they always have relationships that involve two or more people with a specific purpose. Social relations are dynamic social interactions involving relationships between individuals, between groups, or between individuals and groups. Social relations or social relations are reciprocal relationships between individuals with one another, influence each other and are based on the awareness to help each other. Social relations are a process of influencing between two or more people. Relationships are relationships related to emotional aspects, human growth and development are the results of relationships with other people, this is because humans are social creatures because humans always interact with their environment. Therefore, human growth and development is the result of relationships. Both the social environment and the physical environment influence social processes that occur in the social system. We can still divide the natural/physical environment into two parts, namely those that are influenced by humans as a consequence of the operation of the externalization process as suggested by Peter L. Burger. As long as humans with the ability to

externalize their shape affect their shape, such an environment is categorized as a cultural environment.

The concept of sociology can also be studied in terms of the study of the relationship between humans and their environment. Or briefly, it can be said as follows; Every human being in this life, definitely needs the presence of other humans. In human life that is growing rapidly and modern. And in the effort of humans to fulfil their needs, humans always need help from others. Humans always try to establish communication, interaction with each other. Interaction occurs in people's lives in all aspects. Humans as social beings cannot be separated from social interactions because basically, interactions in society are the main thing. Interactions play an important role in relationships or relationships between individuals with one another, groups with other groups, and individuals with social groups. This interaction must occur anywhere, anytime, and with anyone. No exception in a social group containing many individuals, this interaction can occur when there are contact and communication. This contact is only limited to whether it is physical contact or with a gaze but there has been no concrete action, whereas communication is one of the elements in an interaction where the role of communication is very important to be a means of delivering and receiving information, binding organizational unity, and helping individuals or groups achieve a goal, in other words, this communication is an extension of the hand of contact. This communication occurs anywhere and can happen to anyone, including individuals, people and organizations or organizations with organizations. A community, organization or social group is a container that is maximally effective when the people in it feel comfortable with each other and have one common goal.

Social change is closely related to social processes, both in terms of spatial dimensions and according to the temporal dimension. In the spatial dimension, for example, we can see changes in group formation patterns, changes in the physical environment, the influence of the physical/natural environment on humans, and so on. In the time dimension, changes can be seen between the past and present and in the future. What happens in the morphogenesis and morphosyntactic processes is a deviation?

In this case, the deviation is seen neutrally. If there is a plane that increases in structure it is the same as saying that the structure is no longer what it used to be or that it has deviated from its old form (morphé), and a new genesis appears. In the morphosyntactic process, the deviation is present but not allowed to change the existing structure. Therefore, in the chart above there is a homeostatic concept. This is in line with the balance to be maintained in the structure, reflecting the morphosyntactic operation. Counteracting in the chart above means acting against those deviations. Then the question arises. Is there an organization that changes every second (either in the form of development or simplification) uncontrollably, and is there an organization that does not change at all? The answer is that both morphogenesis and morphosyntactic processes exist in every organization or society. Which of the two is dominant, is a question of how the organization or society responds to feedback information that comes from the social or natural environment. Sometimes people need to own or

follow existing social groups, organizations or communities because in that social group, organization or community they can become a forum for people to exchange ideas. As informant Cindy Clarissa's statement follows: "Join the event Say Disconnect from casting. Then finally I got to know the crew, right? If other crews go to poor luck, I usually call them to become a talent. So my contact has spread."

The communication that was built between Cindy Clarissa and the crew is one of the ways to define the lifestyle of public relations. The relationship between Cindy Clarissa and the crew is called a relationship. Social relations are also called social relationships which are the result of systematic interactions (series of behaviour) between two or more people. According to Spradley and McCurdy, social relations or social relations that exist between individuals that last for a relatively long time will form a pattern, this pattern of relationships is also known as a pattern of social relations. Therefore, to support his career as a celebrity, he must establish a relationship that involves two or more people with a specific goal. Social relations are dynamic social interactions involving relationships between individuals, between groups or between individuals and groups. As Chika said, the desire to become a celebrity student is his desire because it has supporting advantages in terms of social relations. Here's the interview:

Ma'am. So since then, I have felt addicted. Just because I wanted to participate in the competition, I became addicted when I joined, Ms Yu realized that taking part in competitions like this expanded the network, and kept new insights. So why not."

Based on the interview results above, the desire to become a celebrity student is an asset. Interacting with other people can open up networks of both social and social relationships. The most important network to pay attention to and develop is a network of people or other groups that make it possible to build social relationships. Early social networks were formed from individual relationships, but continued to grow as interpreted by Chikal and formed a wider and wider network. The more we hang out and the more friends we get, from communicating with them, discussing and forming a large group, the network will be formed. After the network is formed, if the network is meaningless to the individual it will stop communicating further, but if this network is very useful and important it will not further develop and have a positive impact on his life. In fulfilling human needs, when humans try to actualize themselves or when humans learn about themselves, others, and their surroundings, humans always need a helping hand from other parties. The presence of others who are called by other people must be needed and needed. The use of interaction, communication and social contact above explains the importance of these three aspects in building relationships, especially to celebrity students of Universitas Brawijaya. As informant Cindy Clarissa said as follows: "The advantage of being a model is like participating in fashion show competitions, so you know public speaking and table manner and then add acquaintances. Continue to add friends. Get to know many people, from MC, designer, MUA. They also need a model for designing their clothes, their make-up."

The statement above is an individual experience that serves as the knowledge that being a celebrity student like a model can help him have relationships from various circles. Therefore, Cindy can take advantage of her ability to benefit as well as friendship. The benefit of having experience in friendship relations by being a model is to provide knowledge in the form of opportunities and benefits for what will happen in the future when involved in society. The shadow is when we graduate from college. Besides, having a friendship is the possibility of a relationship that we know can allow us to work as desired. So that after college you don't feel unemployed. However, for Chikal, the meaning has a relationship in the scope of modelling that he is involved in giving a bad impact for him. As the following statement: The most painful thing to date is when there are models that are just so-so. It means the road is not good, not photogenic but he can be accepted just because of the connection. It is very painful. Because when we audition it is often just a formality. Because he is an insider or designer who likes him. The term is just like a cameo. Some models are very senior to have children who are still called upon even though there should be regeneration. Yes, it's a kind of Gadun. Gadun is a cameo from a reserve player that seems to be in the interest of the jury or the designer. My model friends have lots of outside relationships, my friends often get modelling jobs that I won't, because my friend is better known among event organizers, designers, MUAs, so she is used more often, even though she is a little stiff in her ability (interview: 18 - 07- 2019).

For Chikal, relationships in modern times are very important, even more so than material or money. Building good relationships with people is the main thing for those who want to build a career. For example, what happens in the world of celebrity students, when you want to be famous as a model, you don't have to be able to run well on the catwalk but have a relationship with the fashion show organizer so that the model can be part of the fashion show. It was not only felt by Chikal, the advantage of having internal or insider relations was also felt by Revy Repong who said that: "Usually there is, sis. For example, if we participate in a competition, we can guess who will win. If you can read the competition, Sis will win. If the model is always looking for the high, the way is good like that. There must be a kid with a tall, beautiful walk, so he will win (interviews 13 - 05 - 2019).

Felix B likens a relationship to a bridge, which means that it can connect. From the above definition of social relations, the meaning of the lifestyle of public relations is more directed at Felix B, who reveals that a relationship is a bridge. As informant Cindy Clarissa put it: "There are many circles of friends from among the models with ordinary friends. all kinds of things are. There are also many models, there are also many ambassadors. Like MUA, there are a lot of signers. There are also many college friends. It depends on where I am too, sis. usual sis. They often ask for help if they need to take photos, videos (Interviews 11 - 05-2019). According to Spradley and McCurdy, Social relations or social relationships that exist between individuals that last for a relatively long time will form a pattern, this relationship pattern is also known as a pattern of social relations. Humans are destined to be both personal and

social. As personal beings, humans try to fulfil all their needs for their survival. In meeting their needs, humans are not able to work on their own, they need other people. That is why humans need to relate or relate to other people as social creatures. As celebrity students who have a macaroni side business or business, Chikal and Cindy Clarissa revealed that networking is an important key in running and developing a business, especially if the business you run is small and medium. Building a successful business takes a lot of time and motivation to develop, so it's good for celebrity students to have a network of friends and peers to provide positive energy. This is consistent with Chikal's statement that: "For example, from the link itself, because I opened a new cheese macaroni business, I asked my friends to help who model for endorsement and it's free. If business people are confused about where they want to go, because there are my friends, I take advantage of that opportunity. And the results are extraordinary (interview 01- 05- 2019). The network of friends within the celebrity student co-model provides an advantage for Chikal to improve the quality of his business. Marketing tricks through word of mouth can attract consumers' attention to the products and services offered. The advantage is that friends who share information with their colleagues and friends include talking about the business being able to increase the amount of production. Besides, teamwork between friends is an important factor in the business world. So what Chikal exemplified in using his relationship was to offer the goods/services he sold. That's a small example of the benefits that can be felt from having social relationships. Besides, building relationships is not solely for increasing sales but. Therefore, these celebrity students often demand themselves to cooperate with social media. Social media is a medium on the internet that allows users to present themselves and interact, collaborate, share, communicate with other users, and form virtual social bonds. The social media used by these celebrity students include: First, Facebook is explained through the Facebook User Guide (2015). Facebook was founded in 2004, Facebook is a social network that allows family, friends and people with similar interests to connect, share and consume information, thoughts and ideas. Facebook provides important opportunities for organizations to engage in meaningful two-way communication with the wider community. Facebook is also an important component of any communication strategy, with 93% of marketers using social media for business and more than 30 million businesses having a Facebook page. From the definition that has been described above, it can be concluded that Facebook is a social networking site that allows its users to interact socially around the world. Based on the results of research in the field, celebrity students of Universitas Brawijaya do not only use Facebook accounts but Facebook which is a social network website that allows users to join communities such as cities, work, campuses and regions to connect and interact with other people. Besides, Facebook provides complete facilities such as profile pages, photo and video albums, chat, notes, page applications, business applications, games, networking. This means that unlimited use of Facebook is an excuse for Chikal, Cindy Clarissa and Revy not to choose Facebook as their social media. This is by Cindy Clarissa's

statement who said: "If Facebook doesn't have it, the problem is that now it is too wide, too everywhere, so it doesn't focus. I only have limited photos and endorsements (interview 02-02-2019).

Second, Twitter. According to Twitter for Your Business (2012), Twitter is one of the online media that fulfils three main objectives, namely creating awareness for users who do not know about the company, maintaining the attention of users who follow the company and increasing the company's presence and influence on the internet. Any piece of information (tweet) that is shared is added to the mainstream of the tweet and will appear on the follower's screen. Since each tweet is limited to 140 characters, the information must be concise and to the point. These accounts are based on who is followed and more. Tweets are the foundation blocks of communication that prove the power to say more, with less and in one tweet or post on Twitter. Some people often take advantage of the greatness of Twitter to make it easier to do their work, one of which is Cindy Clarissa as a celebrity student who uses Twitter as a medium to make friends. Besides, Cindy Clarissa's use of Twitter is also to show the existence of its users. Existence itself can be interpreted as being or showing that someone is there. So that the existence of oneself in social media is proof of one's existence through the use of online media. This was also added by Cindy Clarissa who revealed: "Gppa have Twitter so just have one".

Third, Instagram is a photo or video-sharing application that allows users to take photos, apply digital filters and share them with various social networking services, including Instagram's own. The friendship system in Instagram applies the terms following and followers. Following means that you follow users, while followers mean other users who follow you. Instagram as an increasingly popular social media is now loved by almost all groups, from children, adolescents, to adults. The existence of Instagram is almost accepted by all groups because of the availability of various interesting features, then these features continue to innovate so that users don't feel bored in their use. As time went on, Instagram began to develop, which at first was only a medium for communicating with each other, now it has become one of the media that provides various information, both general science and viral events. Besides, Instagram has also become a medium used for various purposes, one of which is an online transaction platform that offers goods and services which are later known as the online shop concept. In addition, to get it is relatively easy, only by interacting directly with the Instagram account owner who offers services as an online store that sells the desired item. An interview conducted by Cindy Clarissa stated that: "Instagram is arguably a place for people not to get stuck (not updating) because what is all on Instagram, like clothes, make-up tools, accessories to the needs for my care at home are also available and the price is affordable too." Facebook, Twitter, and Youtube accounts are alternative means of communicating messages for celebrity students, which are relatively easy to access via mobile devices. To see the advantages of new media, one of which can be seen from the ease of internet access which causes an increase in the massive use of new media in the level of access daily. The hustle and bustle of the world of new media and its

relationship with celebrity and fan interactions have become the main attraction in the process of consuming celebrity student messages

In the above discussion, when it is associated with the concept of hyperreality, namely reality created with the help of technology or a touch of editing in an image object that can make an image more attractive, not only that but also a self-image that can be made. into hyperreality or what is called a fabricated reality. Now celebrity students use social media Instagram no longer just to share photos or videos, but as a place to form a self-image on social media Instagram by providing edits in every photo or video that will be shared on Instagram, then using makeup even though it is in every day you don't use make-up, besides that appearance in photos is also a plus point in a photo that will be shared on Instagram.

With this hyperreality occurs because of the reality that Instagram users exaggerate. In addition to providing make-up or looking attractive, students also share photos or videos that show their passions with the aim that people who see or their followers know the talents and passions of the account owner. It aims to shape their self-image in front of the public. Based on the above discussion, if it is related to research in the field, the lifestyle of public relations is interpreted not only to social relations in the surrounding environment but also social relations on social media. Different from what Cindy, Cikal and other celebrity students did, with what happened to Amel. The following is Amel's expression "Sometimes I feel used by my friends, for example when I bring a car so a lot of my friends approach me, in the end, I get invited here and there, but when I don't bring a car, my friends rarely approach me. The same thing was also expressed by Philip, with the polite "yes the same as me, in other words, most of my friends just use it. As the Javanese fairy expression" where there is sugar there are ants. The symbiosis of parasitism, but there are also my friends who are sincere in terms of making friends. What is a symbiosis of mutualism, the child is very good at me, even though sometimes I, generally celebrity students, are very easy to adapt to the existing environment, especially on campus? After all, they realize because they are part of the campus. The following is an expression from Ms Cindy "We usually just follow their wishes and help them as long as they don't miss" meaning that if they are still on the threshold of reasonableness it is normal, and instead Ms Cindy is with her friends because not all of her friends are like that, on the contrary, they often help to ... with entrepreneurs. expressions while laughing (source 15 October 2019).

## Conclusion

The results showed that celebrity students can maintain direct and indirect interactions through cyberspace (Facebook, Instagram, etc. This is at least shown in daily activities that strengthen each other) between one another in academic activities on campus or relationships. non-formal outside of academic activities. Even within certain limits between the two of them are mutually beneficial, although it is not uncommon for celebrity students to be willing to be

used by other friends (symbiotic parasitism) and sometimes also a symbiotic relationship of mutualism.

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