

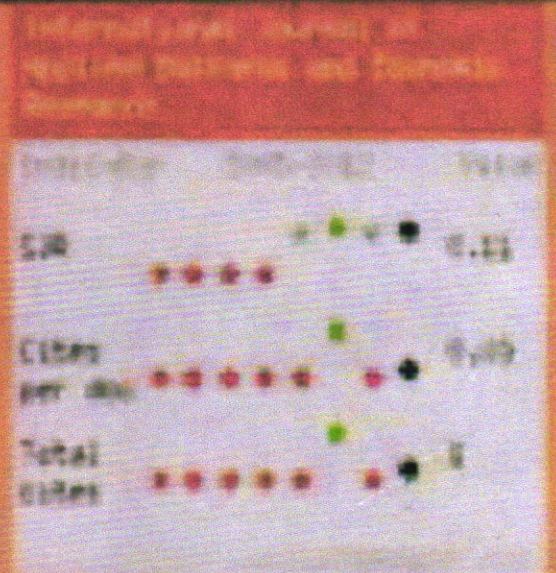
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## THE GOVERNMENT POLICY IN STRENGTHENING THE ECONOMY TO SEAWEED FARMERS IN SOUTH SULAWESI PROVINCE, INDONESIA

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***Abstract:** This research was a survey research, which aims at revealing the facts of a phenomenon by using the questionnaire as an instrument of primary data collectors. The data were then evaluated and interpreted relating to the activity of seaweed farmers scattered in several districts of South Sulawesi province. The results showed that there is a convenience obtained by the public in the form of government policy in supporting the seaweed farmers. Nearly, all the citizens who live on the coastal area conduct the cultivation of seaweed such as in the regency of Takalar, Jeneponto, Bantaeng, Pangkep, and Barru. Therefore, the production of seaweeds in South Sulawesi has increased significantly since 2005. The seaweed production in South Sulawesi in 2004 was approximately 20.141 tons. It increased in 2007. It was about 42.000 tons. By realizing the production development of the main export commodity of South Sulawesi, the local government is optimistic that the economic growth in this area will be getting better. In addition, other business opportunities can be developed. For example, along the coastal area of Takalar to Sinjai, South Sulawesi Province, there was virtually no longer the location for drying fish. The coastal area has turned into drying seaweed.*

***Keywords:** Government, Policy, Seaweed, Production*

### INTRODUCTION

In sociology, behavioral economics that is dimensionless is a complex human behavior. Interaction does not stand on its own as expressed by Knight (2004, p. 661) as adherents of the sect of Chicago. He stated that human economic behavior not only determined by the desire but also willingness to realize or manifest individual values. Thus, individual motivation involving valuation of character is not only desired, but also something that should conduct. In addition, it is not only the preferred, but also contains something worth as a societal approval. Related to this opinion, the focus of study in this research is related to the economic behavior of seaweed farming community in the province of South Sulawesi.

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There is a phenomenon found. There have not been all seaweed businessmen especially at the level of the farmer being able to create interest oriented at improving the well-being of society in General. It is demonstrated by the lack of growth of the institutions of the Community farmer of seaweed that are set at the level of production, marketing and finance.

The citizens who live along the coastal area change the function of their land as well as their fishing equipment business to the cultivation of seaweed. Some of them have managed to develop their businesses by employing the community around them. However, on the other hand, the behavioral economics has not been able to build on the interests of the farming community of seaweed. Seaweed cultivation activities are more on the interests of the individual, so that there is a difference of interests that often occurs either relating to price, production, financial, capital, or marketing. On the other hand, there is an impact. The seaweed growth in some coastal areas of South Sulawesi province has not shown significant changes. In addition, McClelland (1992) explains that one of the motives of the achievement behavior is determined by the strong desire that arose from the inside by someone to do the achievement action. This behavior is driven by the presence of the stimulus-related needs of someone and the other party needs that are more in interest.

Increased productivity is not only supported by the level of comprehension and skill, but also the ease of access a market information and funding sources as well as to influence the business growth of seaweed. Therefore, the citizens need to have the stimulus from the government, mainly relating to the policy of market commerce and facilitating access to information sources of funding to address the dependence with the middleman.

There is another phenomenon found. Some businessmen have not showed a desire to find information relating to the development of their businesses. It can be seen from the level of understanding of the citizens in managing their business performance based and oriented on the fulfillment of the needs of the market. They still use the simple cultivation pattern, and it does not pay attention to standard market needs. Therefore, they are always rejected by the buyer due to the quality and quantity of the produced product that is far from standard of market needs. In addition, the price of seaweed that applies at the level of farmers is much lower than the prevailing price in the market, because the middleman commonly determines prices at the farmers' level. Therefore, it affects the survival of businesses in some areas production center which further affects the behavior of the economy of the community of seaweed farmers in General. The condition indicates that, seaweed farmers have entrepreneurial attention that is still low.

Based on the background that has been outlined above, the problem in this research is: "How is the government policy toward strengthening economic for

seaweed farmers in South Sulawesi province through entrepreneurial intentions?"

## **REVIEW OF LITERATURE**

### **Educational Program of Life Skill**

There are many definitions of life skills expressed by the experts, as well as agencies that have authority in the field of education, training, and health. According to Broling (1989) life skills are the interaction of a wide range of knowledge and skills that are essential owned by people so that they can live independently "Broling divides life skills into three groups' namely daily living skill, social skill, and occupational skill.

Barrie Hopson and Scally (1981) reveal that life skills are developing themselves to survive, grow, and develop, having the ability to communicate and to relate well to individuals, groups or through the system in the face of certain situations.

The sense of life skills not only has a particular ability (vocational job), but also has the capability of supporting fundamental functional such as reading, writing, and counting, formulating, solving problems, managing resources, working in groups, and using technology (Dikdasmen, 2002). The Act No. 20 in 2003 on the national education system, Article 26 paragraph (3) mentioned that the life skills education is education that provides personal, intellectual prowess, and vocational for work or independent business.

### **The Concept of Economic Family**

Economics of the family is the ability of families to meet all the needs of its members. Sumardi (1982) states that income or earnings is the whole great acceptance in the form of money or goods, either from other parties or the results themselves that are rated with an amount of money the prices prevailing at the time. Therefore, the economic family is income that is the source of life that has an essential meaning for the family.

According to Winardi (1986), income is the traditional way to obtain something that consists of income levels in economic performance that is worth doing. In other words, the income earned by organizing services and objects where there is a demand for high-powered buy.

In general, a person in performing the activities encouraged or stimulated by rational economic considerations relating to the costs in terms of financial gains. In other words, it is an increase in income in addition to the benefits in terms of Psychology (Todaro, 1982). This opinion clarifies that the income is the amount of goods and services that affect the level of life. Meanwhile, Mayers (1983) argues

that, in addition to income can be seen as a kind of service, it can also be reviewed in terms of utilization as the consumption is for the recipient to not reduce property owned in the previous period.

Pass Christroher and Lowwes Bryan (1988) state that income is the money earned by person and company in the form of salaries, wages, rent, interest, profit, together with money retirees. Sigit (1984) gives the definition of personal income. It is all income received by each person in the economic activities of a particular period. Purnomo (1993) argues that income is all income received by each person in economic activities in a given period.

Subirman cited in Soetjipto (1991) state that a prosperous economic family size can be viewed from a variety of things. They are having a regular job and adequate income, balancing between income and expenditure (the ability to save), work productivity, job orientation, family participation and utilizing patterns of children in the workforce. Thus, productive person has a certain income level in order that the individual can live in dignity.

### **Poverty**

In United States, some psychologists are aware of several disadvantages low-income that accompanies it. However, finding a transparent process on the impact of poverty on children has focused almost exclusively on the psychosocial characteristics in the family (Bornstein & Bradley, 2003; G. H. Brody et al., 1994; Conger & Elder, 1994; Luthar, 1999; Mcloyd, 1998 in Gary W. Evans, 2004). Focus on the psychosocial processes is limited in two respects. First, psychological research on poverty has the physical arrangement of the children of low-income families and inhabit. The family lives in both social and physical world (Bradley, 1999; Evans, Kliewer, & Martin, 1991; Parke, 1978; Wachs, 2000; Wohlwill & Heft, 1987 cited in Gary W. Evans, 2004). Both of them have a well-documented impact on human development. Second, Poor children face a terrifying of psychosocial and physical conditions suboptimal.

### **Kinds of Poverty**

The amount of poverty can be measured with or without reference to the poverty line. It concept refers to the so-called relative poverty line, while the concept is not based on a measurement called the poverty line of absolute poverty if poverty and income inequality changes do not move in tandem, separate sets of policies may be needed to affect the outcome of poverty and the distribution of environmental shocks in Taylor and Reardon (1996). Low inequality means that the poor will bear the greater part of the negative impact of aggregate economic contraction. Inequality is low, will be a mixed blessing for the poor; help them share in the benefits of growth, but also expose them to the cost of contraction in Ravallion (1997).

### **Factors Contributing to Poverty**

It claims that rapid economic growth would reduce poverty have vices since 1970 in some places while, in others, it has held great power. The impact on poor people of diverse; Poverty is increasing in some countries and fell in others. How much of it can be attributed to differences in the rate of growth of average living standards in Ravallion (1995).

### **Motivation**

Human needs have been studied by the authors of human-resource management (HRM), namely, Maslow in a theory of human motivation. According to Maslow's theory of motivation (cited in Snape, 2006), that human needs are arranged in a hierarchy, namely: "1) biological needs, 2) security requirements, 3) the need or affiliation, 4) esteem needs, 5) the need to know and understand, 6) aesthetic needs, 7) self-actualization, and 8) transcendence."

Maslow's opinion on the assumption that the underlying theory, human beings that have the desire and needs, and the needs tiered form of motivation or follow hierarchic level needs. Therefore, a need that has been met is not a motivational tool again, and further unmet need that will be a motivational tool the assumption that is the composition of the starting point of human needs Maslow version. Level hierarchy of needs or requirements consist of physiological needs (physiological needs), safety needs (safety needs), need for affiliation (acceptance or affiliation needs), needs an award or status (esteem needs), and self-actualization (self-actualization).

Need for achievement has been introduced by McClelland Achievement Motivation Theory in theory (Robbins, 2001, p. 220) suggests three models are based on the needs of motivation, namely: the need for achievement (n-Ach), the need for power (n- Pow), and the need for affiliation (n-affil).

### **Intention Entrepreneurship**

According to Katz and Gartner, (1988) defines entrepreneurship as the intention of finding information that can be used to help meet the goals of the business establishment. While Krueger and Carsrud (1993) states that the intention is to assess the best predictor of entrepreneurial behavior. They argue that individuals who have more advanced entrepreneurial intentions in running the business rather than entrepreneurship that have no intention of entrepreneurship. Therefore, the intention can be used as the basis of a reasonable approach to understand who will be the entrepreneurship (Choo and Wong, 2006, p. 49).

Thus, entrepreneurial intention is individual commitment to the search for information with respect to business formation that is based on self-efficacy and

achievement motivation as well as clear targets and benchmarks. Self-efficacy and achievement motivation itself is derived from experience and observation (Bandura, 2003, cited in Kickul, 2008). While Gnyawali and Fogel (1994, p. 53) suggest three main elements that affect a person's intentions towards entrepreneurship, namely: opportunities (opportunity), willingness to entrepreneurship (propensity to enterprise), and entrepreneurship skills (ability to enterprise).

In line with this opinion, several key factors can lead to an increased desire for someone and decided to start a business. Factors that meant including a person's perception and a desire to start business feasibility (Shapiro and Sokol, 1982), or the propensity and intention of a person to start a business (Learned, 1992). Furthermore, Vesper (1990) identified four elements in the formation of a business, namely: a profitable business opportunities, technical knowledge, business knowledge, and initiative (Gnyawali and Fogel, 1994, p. 53).

Some of these opinions above, the factors that influence a person's intention entrepreneurship, consisting of 1) understand the existence of profitable opportunities, 2) feels confident that he has the necessary skills in business, and 3) have the initiative to start a business. According to Vesper (1990), the initiative is: describe an attitude of individuals who are likely to do business. While El-Namaki (1988) suggested technical knowledge and business knowledge related to the ability to run a business. Thus, the concept of a process of business formation is an opportunity, initiative, and ability to the business. (Gnyawali and Fogel, 1994, p. 53).

Related to business formation, Low and MacMillan (1988) cited in Emmeline *et al.*, (2007) suggests that entrepreneurship as the creation of new businesses. Formation of the business is done by linking the creativity and innovation capabilities possessed to produce something new, either in the form of goods, services, ideas or ideas that differentiate it from other businesses.

Formation process will continue in line with the development of a person's level of creativity and innovation to the growth of the business carried on. In line with research conducted by Keith and Adrew (2006, p. 48) that examines the entrepreneurial intentions, which emphasizes the notion of entrepreneurial intention as an intention to business growth. Thus, the notions of entrepreneurial intentions are not only aimed at the establishment of new businesses, but also to explain the dynamics of growth associated with the business carried on.

Further proposed by Reynolds *et al.* (2002) adopts the perspective of a high-growth due to three main reasons, namely: 1) high-growth operation in the turbulent environment. The type of environment is characterized by factors such as time pressure and the novelty of that demand improvisation as a condition for survival, 2) high growth associated with the creators of new jobs, 3) small businesses are able to survive in a state of high growth (Keith and Adrew 2006, p. 48-49).

Based on some of the opinions mentioned above, it can be argued understanding of entrepreneurial intentions, namely: intention or desire of individuals to conduct business-oriented entrepreneurial activity, both in terms of business formation and business growth. This conclusion refers to the opinion of Reynolds *et al.* (2002); Keith dan Adrew (2006, p. 48); dan Low & MacMillan (1988).

### **Government Policies for Seaweed Farmers Communities**

Development activities one of which economics has involved local and state government officials actively request and recruit major employers by offering tax moratoriums, training and relocation assistance, infrastructure development or enhancement, or any of a number of other incentive programs or proposals. This effort is expensive and has been highly praised in the past as the main source of employment growth in the country or region (cited in JoAnn C. Carland and James W. Carland, 2004). Therefore, make human resource into one of the important assets.

### **METHODOLOGY**

This study was included in the survey research, which aims to reveal the facts of a phenomenon by using a questionnaire as the primary data-collection tools performed, evaluated, draw conclusions about the activity of seaweed farmers spread over several districts of South Sulawesi province.

### **DISCUSSION**

#### **Government Policy in Community Economic strengthening Grass Farmer**

Commodities become mainstay seaweed South Sulawesi (Sulawesi) to boost its economy. With 33.33% contribution of the total national production last year, commodity seaweed Sulsel not only entered the local market but has penetrated the export market.

Arman Arfah, Chairman of the Association of Farmers and business Indonesian Seaweed (Aspperli) said, Sulawesi seaweed potential is huge. "You could say seaweed production Sulawesi became number one in Indonesia," he said. Arman said the claims are not without basis. He said the current cooperative seaweed farmers in South Sulawesi and Central Sulawesi) capable of producing 1,000 tons of seaweed per month. Of that number, as much as 200 tons or 20% of the production is marketed to the Philippines, China, Taiwan, and Hong Kong.

That is why; the South Sulawesi Provincial Government continues to boost seaweed production. According to the Governor of South Sulawesi, Syahrul Yasin Limpo, present in South Sulawesi seaweed production reached about 1.5 million



tons per year with sales to reach Rp 1.1 trillion in 2011. "South Sulawesi ready to be the center of seaweed," he said.

### **Down Production**

With a land area of cultivation of 500 hectares (ha), Syahrul sure soon seaweed production area will rival the Ivory Coast, West Africa, which has a land area of 600 ha. Although optimistic that production will increase, but the Ministry of Maritime Affairs and Fisheries (MMAF) have other estimates.

Director General of Aquaculture CTF, Ketut Sugema, say, the national production of seaweed, especially South Sulawesi, this year will not be as good as last year. He estimated production this year fell 20% due to big waves, and strong winds hit several Indonesian waters, including waters of South Sulawesi. "Great surf and strong winds will affect production," said Ketut.

That is why, Ketut wish, decreasing the production of seaweed has no effect on the supply of raw materials processing industry of seaweed in South Sulawesi. Currently, there are at least three companies processing seaweed in South Sulawesi, namely PT Bantimurung Indah in Maros, PT Giwang Citra Laut di Takalar, dan CV Cahaya Cemerlang in Makassar.

The three companies are producing seaweed flour, called carrageenan (carrageenan), between 500 tons to 1,000 tons per month. According to Ketut, the amount of seaweed processing company is still too less in South Sulawesi. That is, a form of seaweed exports the finished product which has a higher added value is also stills less.

In addition to the food industry as a raw material, such as gelatin, seaweed also commonly used as cosmetic and chemical raw materials; several types of seaweed cultivated in Indonesia types of euclieuma cotton and graci-laria.

For information, the current average price of dried seaweed type cotton Rp 4,500 per kg, during the type of glacialaria about Rp 7,000-Rp 9,000 per kg. "If processed again selling price could increase twice as much," said Ketut. The Data indicate, the KKP seaweed production last year reached a national total of 4.2 million tonnes. That number is up 7.7% compared to the production of 2010 which amounted to 3.9 million tons. The KKP itself is targeting an increase in seaweed production reached ten million tons until 2014. To that end, the KKP has prepared 60 cluster productions of seaweed all over Indonesia.

The CTF noted; there are currently 26 seaweed processing plants on a large scale in Indonesia until the end of 2012; the Government is targeting there are 200 factory small-scale seaweed processing to achieve output of 1 ton to 2 tons of carrageenan and gelatine per day. After that, the Government will limit export later seaweed or dried raw sawn cotton (RDC). Mgeenan (SRC) per month, PT

Garlic Artha Bahar produces of 1,600 tons of petfood and infilled carrageenan (RC) per month, PT Seamatec produces of 720 tons of petfood and alkali treated cotton (ATC) per month, and PT Surya Indo-algas produces 600 tons of RC and jellies per month.

### **Potential for Seaweed Cultivation**

The first cultivation of seaweed is a region Surade, Sukabumi district in 2005. However, the region is also not continuous planting due to various constraints, such as venture capital for this project depends on the cultivation of the Government so that when there is no activity program for the cultivation, they also do not plant. When the first seeds were handed out at a time when the project was first rolled out.

Thus, the cultivation of seaweed that is from the fishermen themselves to increase their income has not been found in Sukabumi district. Unlike in some parts of Indonesia (South Sulawesi, Bali, NTT, and NTB) which has long been involved with the cultivation of seaweed. In this region, the potential of existing waterways is utilized relatively large so that it becomes the main national producer of seaweed.

Nationally, the potential of seaweed cultivation area is about of 1.2 million hectares. That potential is distributed in 15 provinces, the largest in Papua of 501.000 hectares, Maluku (206.000 hectares), Central Sulawesi (106.300 hectares), Aceh (104.100 hectares), Southeast Sulawesi (83.000 hectares), and other provinces (110.500 hectares) (DKP, 2007).

However, the potential only utilized of 222.180 ha (20% of the potential area), while from 782 types of seaweed in Indonesia, only 18 of 5 kinds of the genus that have been traded. The fifth clan of the genus Euchema and Gracilaria already cultivated. The main producers of seaweed in Indonesia are Nusa Tenggara Timur (NTT), Gorontalo, South Sulawesi and Bali.

Seaweed produced by coastal communities in Bali is mostly traded within the purpose of Java and Sulawesi to be further processed before being exported. Only a small fraction of the seaweed production is processed into fast food snack. Whereas if the seaweed that can be further processed the cost is becoming increasingly expensive, so it can provide added value for farmers.

On the other hand, a seaweed-processing industry is ready to export investors who are able to utilize the development potential of seaweed until processing the results. Bali has the potential for development covering an area of 800 hectares of seaweed, where recently utilized 481 hectares or 55%. The potential spread across five districts covering of Nusa Penida, Karangasem Regency, Badung Regency, Buleleng and Denpasar, which gathered in the 109-member group of 3.350 farmers.

While in NTT are potential huge seaweed cultivation spread across 16 regencies or cities, but until now have not produced optimally to increase the prosperity of the local community. It is due to the limited access to financial resources, as well as lack of access to technology and market information (Rasad, 2006). From the land of seaweed cultivation potential of 10,086 hectares, has utilized of 2.014 hectares in 2005.

Whereas, in East Nusa Tenggara (NTT/Nusa Tenggara Timur) in this seaweed commodities suitable grown due to various advantages of belonging to this region, namely, a tropical climate and high temperatures (nine-month dry season), so the growth of the talus seaweed quick planting frequencies. In addition, coastal areas are also protected by a cluster of small islands and a good flow of movement, making its waters fertile and rich in nutrients for the growth of seaweed.

In terms of human resources (HR), the number of residents in the coastal village fairly large and potential absorption of labor in the cultivation of seaweed is enormous. Per growing season, on 1 ha land area required jobholder of 2 people working full-time during the process of cultivation. While who not job holder of three people working for six days in turns.

While in Indonesia, based on data obtained from the Department of Fisheries and the Maritime Provinces of Gorontalo, the potential development of seaweed covers an area of the North Coast and South coast of Gorontalo, about of 14.250 hectares. The potential has been utilized only about 1,100 hectares. So, there are still approximately 13.150 hectares of potential development of seaweed available. With untapped potential, then the seaweed development opportunities in Gorontalo Province are still wide open. For the development of seaweed cultivation in terms of availability of seed turned out to be no problem.

It is due to the passion of fishing communities to develop seaweed cultivation from by year has increased. So by time the amount of seaweed cultivation growing a lot, for the development of seaweed in Indonesia is divided into two models of planting. For the coastal southern areas plantations was carried out from January to July, while the coastal north areas of planting was carried out from July to December. So when in the southern regions lack seeds then supplied from the North, otherwise.

Further, South Sulawesi, have the development potential of seaweed of 250,000 hectare's area along of 1.973 km shorelines of the province. The 250,000 hectares, has about only 10-20 percent are utilized. Therefore, still open great opportunities to develop the cultivation of seaweed. In addition to the sea, on the embankment had enough predicting potential with broad potential embankment approximately of 58,000 hectares.

During the seaweed production in South Sulawesi in 2004 only about 20.141 tons and 2007 increase of 42,000 tons. By looking at the development of the

production of one of the main export commodities of South Sulawesi, local government optimistic economic growth in this area will be increasingly improved business opportunities and can be further developed. One example along the coast from Takalar until Sinjai, South Sulawesi province, barely found another location of dehydration out the fish. The coastal area has been transformed into dehydration of seaweed.

Indonesia has the potential of coastal and ocean areas are fairly rich in relatively fertile. The condition is relatively fertile waters, of course, reflects the potential of seafood they contain high enough. Among the potential results of the sea off Indonesia, one of the seas' resources commodities worth economy high enough is seaweed.

Seaweed has long been known by people in South Sulawesi, especially those living in coastal areas. Varieties of seaweed utilisation such as for food, medicines and raw materials industries, the target area of the development of the cultivation of seaweed in Indonesia in 2005 was roughly 11.985 ha and in 2009 estimated to 25,000 ha (*Ditjen Budidaya Perikanan/DKP*).

There are many types of seaweed in the world, but a relatively economic can be developed in the waters of Indonesia only as much as four types of *Gracilaria*, *Gelidium*, *Hypnea* dan *Eucheuma*. However, the only type of *Gracilaria* and *Eucheuma* is the most widely cultivated in Indonesia. Types of *Eucheuma* cultivated in coastal waters whereas *Gracilaria* can be cultivated in embankment.

## CONCLUSION

The location of the cultivation of seaweed is the area of waters that have a compliance with environmental requirements for biological needs of this plant, which can cause them to live and grow optimally. Coastal area development potential for the seaweed *Eucheuma* is a kind of sea waters that are about of 5 km from the beach, is relatively clean of waste with average waves down, its location protected from the influence of wind and waves.

Government needs to pay attention to the level of welfare of the farming community of seaweed, because they are the asset development that sustains economic growth either in the micro or macro.

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