

Female Workers Work Ethics on 'Asto Craft' Knitting Bag Home Industry in Semingin Summersari Moyudan Sleman Yogyakarta

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Abstract:- In the past, if there were women doing the usual tasks of men, or otherwise, would be considered something strange. But not today, because now there are many women who work and take over men's duties for example as wage earner and become the backbone of the family. The phenomenon proves to us that there has been a shift in roles between men and women. One of the proof is in 'Asto Craft' home industry of knit bag which is where its employees mostly women than men.

The research is located in Semingin village, Summersari village, Moyudan sub-district, Sleman regency, Yogyakarta. The objectives is to find out how the work ethic of female workers in home industry, so We can know the work motivation and work attitude of female workers.

The methodology that used in this research is qualitative descriptive. The author conducted in-depth interviews since February 2015 and then continued April 2015 to May 2015 to home industry owner 'Asto Craft' Mr. Kusronto and conducted direct research to female housewife informants as employees.

The theory that support this research is the theory of work ethic. The higher the work ethic the better the result, the work ethic of a person is influenced by religion, culture, environment, worker attitude and individual motivation. Their motivation to work is to meet the needs of the family, so that they are not only able to meet the needs, but also can save the money for an urgent need. Basically, home industry is one of the jobs for housewives who want to work but not leave their obligations at home so beside work, they can also help their husband and not neglect his duties as a housewife.

Keywords:- Work Ethics, Female Workers.

I. PREFACE

Motivation and work ethic is very important to encourage morale. Motivation and work ethic is influenced by the background of family, environment, society, culture, and religious values it embraces. A person who views work as needs, devotion to challenge and achievement, will result in high performance.

Asto Craft is a Home Industry that engaged in woven crafts and the products is knitting bags. Asto Craft has a

high quality knit handbag products because the products are hand made and still use traditional patterns in the design so that the market is very interested in Asto Craft products. The current number of Asto Craft employees is 15 people consisting of 10 women & 5 men. Within a week, Asto Craft employees can produce 20 to 30 bags.

The purpose of establishing a company not only to seek profit, but also empowering the environment by hiring & training the community around the company. Currently, Asto Craft is trying to increase its sales by seeking demand for knitting bags inside and outside Yogyakarta.

Based on the Home Industry Asto Craft illustration above, the company must know what is the motivation & work attitude of the workers who mostly are women. By knowing this, it is expected that the company goal to increase the production of high quality products can be achieved.

The reasearch problems in this research are what is the female workers work motivation and how the attitude of the female workers in home industry knit bag 'Asto Craft' in Semingin Summersari Moyudan Sleman Hamlet, Yogyakarta

The purpose of this study is to find out what kind of work motivation makes women workers willing to work and learn the work attitude of the female workers in the home industry of knit bag 'Asto Craft' in Semingin Summersari Moyudan Sleman.

II. LITERATURE REVIEW

Before discussing the notion of integral work ethic, the author will discuss and work ethic first partially. The word comes from the Greek ethos ethos which means the characteristic, trait or habit, custom or moral tendency of way of life of a person, a group or a nation.¹ In Webster's New World Dictionary, 3rd College Edition, the ethos is the nature or character of which is a special customs and beliefs of a person or ethos is basically about ethics.²

On Koentjoroningrat that ethos is the typical character of a person who looks from the outside and can be viewed

¹MochtarBuchori, Education in Development, (Jakarta: Muhammadiyah Teachers' Training College Press, 1994), hal.40

²Sinamo H. Jansen, 8 Work Ethics Professional, (Jakarta: MahardikaDarma Institute, 2006), p. 23

by others.³ Asy'arie Musa explained that the work ethic is the character and habits of a person in his life, in which someone is attempting to obtain the results of his work.⁴

Etymologically, the work comes from the word *sanskerta* that the work that has meaning or artificial cultivation. In the Indonesian big dictionary is written that the definition of work is something you do for a living. In terminological there are some views that generally indicates that the job is directing human activities to meet their needs. Work is a process of human volition and control metabolism between himself and nature.⁵ Meanwhile, according to Toto Tasmara, work is an activity or activities that seriously to achieve a meaningful goal. This activity contains two aspects, which are as follows; First, the activities undertaken for their urge to make something that growing sense of great responsibility to produce quality work or product. Work is not just making money, but want to actualize optimally and have a very *Lahir* transcendental value. For her work was worship, an attempt to realize his performance before the Divine. Secondly, done with intent and something that was planned.

Musa Asy'arie explained that the work ethic is the character and habits of a person in his life, in which someone is attempting to obtain the results of his work.⁶

The work ethic according to Taufik Abdullah namely as an evaluative aspect which is an assessment of the work that originates in the spiritual reality which he believed.⁷ Alatas (Weber 1993) states that the work ethic is not a cultural phenomenon, but a sociological phenomenon that is formed by the production relations arising as a result of economic structures that exist within a nation to survive the changes that occur, whether it is internal change and external must have employees who have a high work ethic.

According to Toto Tasmara, someone whose work ethic that has a passion in working to provide a positive impact on the environment, so that their existence is measured the extent of their potential to give meaning and influence for others.⁸

Clifford Geertz (1973) states work ethic as a fundamental attitude towards themselves and the world that is emitted live. By "ethics", in the sense of Weber, Greertz

see any element of the "spirit of capitalism" in the sense of diligence, thrift and *berperhitungan*.⁹

According Nurkholis Madjid, define the work ethic in the context of religion, namely as activities aiming at meeting the needs of one's life in this world and in the hereafter that can generate useful for the achievement of his world as proof of devotion to God.¹⁰

From the above definition, the work ethic is a mental activity associated with the embedded work of his life attitude based on the job. While the incidence of work because lives are motivated by the attitude of themselves and their environment.

In general, the work ethic serves as the actuator remains actions and activities of individuals or groups. According to A. Tabrani Rusyan, work ethic function is:¹¹

1. A driving force of the act
2. Come-on activities
3. Mover, such as an engine for a car the size of motivation will determine how quickly an act

Work is an act of doing work or dictionary WJ S Purwadaminta, work means doing something, something that is done. Work has broad and narrow sense. In a broad sense, the work includes all human efforts, both in terms of material and non-material, both intellectual and physical, of the temporal and hereafter. Meanwhile, in the narrow sense, economic connotes work aimed at securing the material.

So understanding the work ethic is a person's character or group of humans in the form of the will or the willpower to work with highly motivated to make dreams come true. Attitude as mental readiness or tendency of a person to perform a reaction to a particular object in certain ways as well. In the view of social psychology Bertowitz (1972) says that attitude is evaluative response to positive and negative shape of an object.¹²

Attitude as quoted by Saifuddin Azwar of Charles Osgood (1995) states that the attitude is a form of evaluation or feeling reaction.¹³ So it can be explained that attitudes towards work can be seen or viewed from the side *efeksinya*.

Affection positive person if the person is said to be happy to the object and vice versa. So a person's attitude towards work can be either positive or negative affection,

³Koentjorodiningrat, *Mental Barriers in Economic Development*, (Jakarta: LIPI, 1980), p. 231

⁴Moses Asy'arie, *Work Ethics and Economic Empowerment of People*, (Yogyakarta: Lesfi, 1997), p. 34

⁵Save M. Mangun, *Dictionary of Science*, (Jakarta: Research Institute for Cultural Nusantara, 1997), p. 236

⁶Moses Asy'arie, *Work Ethics and Economic Empowerment of People*, (Yogyakarta: Lesfi, 1997), p. 34

⁷Taufik Abdullah, *Religion, Work Ethic and Economic Development*, (Jakarta: LP3ES, 1993), cet to-5, p. 3

⁸Toto Tasmara, *Cultivating Islamic Work Ethics*, (Jakarta: GemaInsani, 2002), p. 15

⁹Taufik Abdullah, *Religion, Work Ethic and Economic Development*, (Jakarta: LP3ES, 1993), p. 33

¹⁰Nurkholis Madjid, *Islamic doctrine and Civilization*, (Jakarta: Yayasan Wakaf Paramadina, 1992), p. 411

¹¹Toto Tasmara, *Cultivating Muslim Personal Work Ethic*, (Jakarta: GemaInsani, 2002), p. 29

¹²L. Bertowitz, *Social Psychology*, (Scott: Glenview Illinois, 1992), p. 23

¹³Saifuddin Azwar, *Human Attitude, Theory and Measurement*, (Yogyakarta: Student Library, 1995), p. 4-5

that pleased or displeased with the work. A positive attitude is a psychological response or interest in someone of the object, otherwise a negative attitude is a psychological response on disinterest towards the object.

Newcomb (1981)¹⁴ found attitude will reflect the primary form of ways of summarizing, storage and organization of the individual from the experiences of the past when he approached one of the new situation. This opinion explains that attitude is a process that involves cognitive and conative component. Attitude will only appear when people are faced with a situation that calls for individual reactions.

Feldman (1985) defines attitude as a predisposition or tendency to respond to any person, group, situation or object in a consistent way.¹⁵ Attitude is a mental situation that affects a person in giving a reaction to stimuli that come to him.

Therefore, the attitude is not an innate but are formed through experience. Azwar (1995) argues that there are three components of attitude that will determine the person's behavior is a cognitive component (mind), consisting of all of one's own cognition about the object of a certain attitude, a factor of knowledge, perspectives and beliefs about the object.¹⁶

Perceptions and beliefs about the attitude object and is often a tangible view stereo type or something that has patterned in mind. Confidence sometimes would arise in the absence of precise information about an object, but it appears from what we see or what we already know. Emotional needs often a major determinant for the formation of beliefs.

Affective component (feelings) consists of all feelings or emotions a person to an object, particularly the assessment. Emotional reaction is an effective component, heavily influenced by the trust or what to believe as being good or bad, useful or not useful and applicable to the object.

Component behavioral (action / conative) consists of one's readiness to react or tendency to act with regard to the attitude that it faces. If someone tends to approach a particular object, can be interpreted to mean that the objects in question his attitude towards the positive. Conversely, if people tend to avoid or away from a particular object, can be interpreted to mean that the objects in question his attitude towards the negative.

Attitude problem will be understood when related to human behavior. The behavior of a person will be motivated

by an attitude that belongs to him. The relationship between attitudes and behavior is largely determined by the specific situational factors. If the individual is in a situation that is truly free from any form of pressure or obstacles that may interfere with the expression of his attitude, it can be expected that the forms of behavior which will be portrayed an expression of the actual attitude.

Attitude is a product of the socialization process in which a person reacts to the stimuli received. If that becomes the object of an attitude that is working, then the person's attitude toward confronting the work will determine the behavior at work. A worker who has a positive attitude toward work, the work ethic is high, and vice versa.

There is a relationship between the attitude of a function of how well the results of their attitudes, behavior is a function of the possible outcomes of behavior. Attitude is also a tool to examine the subjective norm, in terms of a person's beliefs and motivation to participate in the selection.

Someone who believes that by doing that will have a positive impact for him, then he would do the deed.

But otherwise if it will bring negative impact on him, then he will show the attitude to reject it. Confidence to do something that underlie a person is called the behavior of belief.

Saifuddin Azwar (1995)¹⁷ said that among the various factors that influence attitudes is a personal experience, culture, others that are considered important, institution or educational institutions and religious institutions as well as within the individual emotional factors.

Formed or changing one's attitude because observations of the object with the outlook is colored by the values and norms that exist within his personality. Objects in the form of events, concepts, ideas, values, norms, institutions, people and other objects.

Overview work ethic modern with reference to the attitudes developed by Gurnar Mrydall, that is efficient, industrious, neat, timely, simple, follow the ratio, dynamic, agile, spirit, consciousness on its own strength, to cooperate and always looked forward ,

Hornby in Sutheja (1988)¹⁸ that morality is a mental condition that willfulness seriousness, discipline and persistence in the face of challenges to achieve goals. He also explained that morality is an attitude of mind and the power of emotions that can affect the discipline, enthusiasm, initiative and other aspects of success.

¹⁴Theodore Newcomb, Social Psychology, (Bandung: PT. Diponegoro, 1991), p. 223

¹⁵Robert Feldman, Social Psychology, Theorys, Research, And Application, (USA: McGraw-Hill, Inc., 1985), p. 44

¹⁶Saifuddin Azwar, Human Attitude, Theory and Measurement, (Yogyakarta: Student Library, 1995), p. 4-5

¹⁷Saifuddin Azwar, Human Attitude, Theory and Measurement, (Yogyakarta: Student Library, 1995), p. 4-5

¹⁸Made Revelation Sutheja, How to Build Excitement Lecturer, (Semarang: Satya Discourse, 1988), p. 7

So morale is an attitude of life associated with workplace etiquette. While the label itself implies norms or rules that apply in such a place. Morale can be interpreted to morale. A person who works a high moral behavior will become evident in the work as follows:

1. Working with satisfied and happy
2. Not weary
3. Help each other
4. Extra work is executed without complaining
5. Shortage of equipment, the cost and expertise received with understanding¹⁹

Based on some of the above understanding, it can be explained that morale is a mental condition in full seriousness, discipline, willpower and determination to carry out the work in order to achieve an optimal way.

Morale is a psychological aspect which greatly affect a person's behavior and very ditentuka by the level of desire, arousal or desire was in him to do the work.

Actualization morale is working diligently and try to finish the job as well as possible. Although encountered many difficulties he will try to overcome these difficulties over backwards and away from despair. He is responsible to the job he does.

III. RESEARCH METHODOLOGY

The steps are performed in this study started from field observations, and identification of issues, literature studies, data collection, data analysis, and the final conclusion.

First, author do the field observation with directly go to the field, to the Asto Craft home industry in Yogyakarta.

With this study, author want to confirm are the work ethics, work motivation & working attitude impact to productivity & quality of production product.

To analyze above condition, author conducted a literature study. The literature used as reference. Not only from textbook, author also using web source to make a better analysis of the issue.

After all preparation is ready, author collect the data using observation & interview method. The collected data are the interview results is Asto Craft married female workers.

The next step is to analyze the interview results. Then, make conclusions to answer the issues discussed in this study.

IV. RESULT AND DISCUSSION

A. Mrs. Ruwani Observation & Interview Results

¹⁹NoengMuhadjir, Labor and Issues, (Yogyakarta: Rake Rasasin, 1972), p. 35

A housewife whose husband is a civil servant in one of the Yogyakarta Land Schools, helps her daily needs by working to become one of the employees in the home industry 'Asto Craft' in the part of the bag strap coloring and some other handles. In order to increase the family economy, he is willing to work but still carry out his duties as a wife.

"I work because I want to have my own income and buy other household necessities without waiting for my husband. Although in the village a side dish is cheap, I also want to have my own money. At work, I have to take responsibility with work, if I want to bring home work, I will take it, if not, work will I stay at work, no coercion ".

B. Mrs. Andarbeni Observation & Interview Results

Mrs. Andar, as her daily greeting, where her husband is a mason in Godean Street is well aware that her husband's income will not be enough for the house, She decides to help the family's economy and ask the husband for permission to work, his workplace close to his home so She still had time to return home without having to leave the family.

"I work to increase the family's economic income. My husband works as a mason in Godeanstreet, his income nearly meet up with Our needs, so I have to work to be able to meet my daily needs. Asking for money to children every day is also not good, they have their own needs with their families. During working hours, I will work. When work time is up or during break time, I will break home, not work. Usually I bring the work to home as well anyway, so I will get the additional wages that is so big".

C. Mrs. Siti Rohana Observation & Interview Results

Mrs. Ana who has a son who is still attending primary school has a husband who works as a construction worker. Since everyday needs can only be met on a sufficient line, then she works also to support their family economic. Her workplace and home are contiguous so as not to neglect his duties as a mother.

"I work to help the family economy, if I need something, I do not have to wait for my husband because I have my own money. I do not bring the work to home because I accompany my child to study while at home. Before going to work, I prepare the lunch for the my family so I don't need to go back to home in lunch time and continue to work until 4 PM".

D. Mrs. Saget Lares Observation & Interview Results

Mrs. Saget is the closest relative of the owner of 'Asto Craft', her husband works as a laborer and to meet other needs, Mrs. Saget has to work to help her husband. She has a son who is in school and is about to enter college. Due to tuition fees are high, additional income must be obtained immediately That is one of Mrs. Saget motivation, not only to helping the family economy, she also saving the money for the sake of her only child.

"I work as an addition to the family economy and in addition to my child who is going to college. You must

understand that the cost of college is expensive, well I have to saving it from now. Beside Mr. Kus order, I also finishing the order from other neighbors and will be paid according to the amount of order that we bring”.

E. Mrs. Sutina Observation & Interview Results

A very quiet employee because she is rarely seen talking while working and rarely laughs with other employees during working hours. The working time spent only focus on the job. In the lunch time and when the working hours is finish, she will immediately back to home. His motivation to help the family finances because he has 3 children who are still attending in school. Her husband just a clock serviceman on JalanKaliurang. With strong determination and skill in sewing, Mrs. Tina is working for 6 days a week and give all her wages for the sake of his small family.

”So this is the condition. I work to earn family income, to maintain of my children that in school and for their pocket money. Their father works far away in Kaliurang as a clock service man. Helping my husband work and the results are enough to fullfil our daily needs. If work, do not be procrastinate it because I do not have a sewing machine so it should really work on the target order is usually a lot.”

F. Mrs. Sukatmi Observation & Interview Results

Mrs.Sukat's biggest motivation to work is to help and increase the family's finances, her husband is a city transportation driver from JalanGodean to Borobudur Temple or Magelang Street. Aware that her husband's income can only fulfill his daily needs, with his expertise and with his sewing machine, Mrs.Sukat works as one of the employees at 'Asto Craft'. In order to enhancerher income, she does not only work for one person, she is also trusted by 3 other stores of knit bag owners at once.

”My income is greater than my husband, my husband who is a driver can sometimes get many passengers to be picked up, but sometimes, he not many get passengers. I work it to meet the daily needs of my family. Usually my husband bought food at a small restaurant after work. But for other needs, will not be fulfilled if I do not work. I work with 3 people to fulfill our daily needs. Besides with Mr. Sronto, I also trusted by the two other people to do finishing for knitting bags. For this need all fortunately yes Alhamdulillah I have my own sewing machine so it's easy do my work at home anyway. When work, I need to do all of my work, not have time to have a long rest time, moreover if the order is increase, it must be overtime. I must work hard to meet the needs of my family”

G. Mrs. Rohan Astuti Observation & Interview Results

A housewife who from the beginning of work has been very enthusiastic and continue to learn new things although sometimes wrong but not deterrent to try. Her motivation to work is to increase the family's financial income, her husband is a security on car show room on Imogiri Street. In order to meet the needs of his family and the needs of her child who is still in school, she works from morning until afternoon and in the lunch time, she will get back to home to prepare a lunch for his son. Beside being a permanent

employee in the home industry 'Asto Craft', she also become a house maid in one of her neighbor's house, not far from her house, she was called twice a week for her job as house maid. That is her motivation to work, in order to increase family finances and finance the daily needs and children who are still in school.

”I work for helping families. My husband is a security in one of the showroom cars on Imogiri road, but his salary is not much. We need money for the child's need for school and their pocket money. Well I working for daily needs only. Besides working in Mr. Srontoplace, I also work on my neighbour house as house maid. Usually I called a week 2 times as housemaid in my neighbour house.In the workplace, I focus on my job.It will be not good if you have the household problem is brought to work, so I have responsibility with my work. Must be precise on work because I have experienced. Maybe is at the beginning of work,I often make mistakes,but now no longer”

H. Mrs. Retno Kodarsih Observation & Interview Results

Mrs. Retno is a mothers who have one daughter, have the motivation to work has no different motivation like other employees, for the sake of helping to increase family finances. Her husband works as the security in one of Jogja hotels. To meet the needs such as her child pocket money and buying others, Mrs. Retnotook a part to help her husband.

”I work for when there is a sudden need, the money is there. I also rarely bring home jobs because I work only at work, at home just to do housework. Unless, when the order is in plenty, I usually take the overtime to get the job done”

I. Mrs. Wulan Meartiani Observation & Interview Results

One of the young female workers and the most distant employee of her house, Mbak Wulan, thats so people call her at work every day. Her work motivation is not only to fulfill economic needs but also because of hobbies. Mbak Wulan is used to knit bags for the sales. Her husband work as a laborer, his income is enough to meet his daily needs.But because her desire to help her husband and because like to do knitting, Mbak Wulan will work as well.

”Not only work, I also do my hobby in here. I'm working because my husband is working also, so I help him too for support our family. For income, I think I have same income with my husband. Usually knitting is also assisted by friends. Sometimes work is brought to their home. When it's done, the job is brought back to this house and the next day will be brought to Mr. Sronto's place. If the result is no good, I will fix it again at work. Besides knitting, I also help others in the gluing section”

J. Female Workers Working Motivation in Knit Bag Home Industry 'Asto Craft' Semingin

Based on the interviews and observations results from all informants, the main motivation to work is due to economic factors and they want to help their husband in making a better economic condition everyday. All of nformants do not forget about their nature as a woman who where taking care of the house and their child even though

they have a responsibility on out there. From all informants above, we can see there is a system of cooperation between husband and wife to take care of the house and support each other.

Working outside the home would be feared by some husbands because they are worried their wife will be neglecting their duties as housewives. However, the work system in this home industry is very familial and does not emphasize anything so the workers can do their duties in the same day. Economics is the main reason why everybody wants to work, as are the workers here, to helping their husbands and helping the family income to meet other needs.

Work motivation will come with the need and desire. Both of these things affect the behavior so that the impulse arises, then the impulse will form the behavior in the form of efforts to achieve a certain goal. Female workers who have high motivation to work is a worker who has a very high desire to succeed. Some of the workers who have high motivation to work will surely be able to convince themselves that the purpose for which they are working, have the ability to accept the duties from their superiors, have pride in what they do, accept criticism and suggestions if they make mistakes, and willing to accept the risks as workers.

K. Female Workers Working Attitude in Knit Bag Home Industry 'Asto Craft' Semingin

The attitude, as mentioned earlier in the phrase taken from Charles Osgood's theory, is then cited by Saifudin Azwar that his attitude is a form of evaluation or feeling. So it can be explained that a person's attitude towards work can be known or seen from the side of his affection. A person's affection is positive when the person is happy with the object and vice versa. So one's attitude toward work can be positive or negative affection, that is happy or not happy to work. A positive attitude is a person's psychological response or attraction to an object, whereas a negative attitude is a psychological response to the disinterest of the object.

In the results of research, work attitude done by the workers is very good because the informant works seriously and there is no element of compulsion from any side so that the response to the object that work result maximum. If there a problem or they can not work, employees may ask permission with acceptable reason, of course will be allowed, but the daily salary will be cut off because they do not come to work. Here it can be seen that the attitude is very good and it is positive.

Work attitudes are also one of the elements of personality that every worker must and must have in order to determine the actions and behaviors of the object. Work attitude has components of cognition, affection, and konasi associated with the application of innovation in managing knitting bags. Workers who have new ideas in knitting are expected to increase their productivity, in this case a mental attitude, and human efforts to be better than ever.

Responsible with work is one of the attitudes in a good work ethic. Where all the informants studied, they have a high degree of responsibility, which is where household work is done at home and the job is done on the the working place. If they are not feeling well or can not work, they do not push into work because it will reduce their performance.

V. CONCLUSION

- A high work ethic affects on employee outcomes and performance as well as in the spirit and desire of the heart will also affect the productivity and product quality.
- The work ethic of the 'Asto Craft' home industry female worker can be categorized as having a high work ethic in terms of motivation and work attitude.
- Motivation to work because the economy will make the workers enterprising and persistent because with what it produces will be enjoyed every time salary received which is held every two weeks every Wednesday.
- Work attitude that wants and keeps improving when they make mistakes and keep learning to be better is also embedded in each of these female workers.
- Even though these female workers are leaving home for work, it does not make they give up their responsibility as a housewife who has to take care of the house.
- The owner allows the employee to leave when there are relatives who have a celebration. This affects comfort and improves mutual trust between employees and owners.

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