

# Interest of S1 Fashion Design Program Students in 2015 for Following Fashion Show Activities in Malang City

I Gusti Ayu Revina A. P<sup>1</sup>, Idah Hadijah<sup>2</sup>

<sup>1,2</sup>*Fashion Design Program, Malang State University, Indonesia*

*\*Corresponding author Email: Revinanjanii@gmail.com1, idahhadijah.ft@um.ac.id 2*

## **ABSTRACT**

Fashion show is one of the activities that was held in out of campus. This activity can increase students experience in fashion industry. The purpose of the study was to describe students interest to participate in fashion show activities. This study used descriptive with quantitative approach. 61 students involved in this study, they were from fashion department of Universitas Negeri Malang. To gain data in this study, researcher used questionnaire with 60 questions. This study had two sub variables, namely intrinsic factor and extrinsic factor. The results of this study showed that the intrinsic factor presented (75.5%) most of students interested in fashion show activities, it means that students' interest to fashion show influenced by distributing competence, getting relations, feeling happy and feeling proud. The extrinsic factor presented (69.4%) most of students interested in fashion show activities too, it means that students' interest to fashion show influenced by family environment, community environment, school environment (knowledge and skills), and opportunities. Based on the results above, it could be concluded that; (1) in general, the interest of students to participate to fashion shows in Malang were in the high category or interested as evidenced by the results of research that many students had high interest; (2) intrinsic factor included distributing competence, getting relations, feeling happy and feeling proud had high support for the interest; (3) extrinsic factor included the family environment, community environment, school environment (knowledge and skills), and opportunities of fashion shows also had a high level of support for the students interest.

**Keywords:** *interest, fashion show*

## **I. INTRODUCTION**

S1 Fashion Design Program has a variety of educational and practical subjects. To complete the lecture, students are required to take all the credits specified. In fashion there are numerous courses such as design, sewing, fashion business management and also fashion shows. To support graduates who are competent in the field of fashion shows, students must practice making lots of fashion shows by participating in various fashion week show activities and fashion show competitions.

Based on the interview to the students some time ago, students are competently able to design and create their own clothing. Many fashion show activities had been held in Malang, including Malang Fashion Movement, Malang Fashion Trend, Malang Batik Parade, Malang Fashion Runway, Malang Islamic Fashion Festival, Malang Woman Fashion Show, Malang First Look Fashion, Brawijaya Fashion Week,

Kartika Graha Fashion Contest, Malang Fashion Hijab Hunt and many others. However, fashion students were still lacking in participating in these activities. While many participants in fashion shows who did not have a background in fashion education were even more enthusiastic about participating in these activities. In the fashion industry it is not enough just to be able to design and to make clothing. Producers must have the ability to show their work to consumers, and to be able to sell the product or work. In the field of fashion, before someone was able to demonstrate clothing, he/she must go through several steps ranging from designing clothes, making patterns, choosing materials, cutting materials according to patterns, sewing, installing details on clothing, finishing and finally the fitting on the body of the model or user. However, based on the observations made by the writer at one of the Malang Islamic Fashion Festival fashion shows, held at one of the shopping centers in Malang on February 2, 2019, Laila Ghani who was

one of the organizers said that in conducting the fashion show was certainly more difficult because organizer should have many competences ranging from the theme of fashion collections, the selection of clothing materials, and other needs needed to support the fashion show activities, with a lot of practice in fashion show activities, students would increase their experience and later they become more skilled at participating or even making their own fashion show activities.

The most important thing in participating in fashion show activities is of course the cost or capital for making fashion. Based on the observations done in 2016 class A consisting of 22 students, around 68% of students said that capital was the main obstacle that caused them not to be able to participate in fashion show activities, and 32% of them said that their obstacle was difficulty in making fashion.

It might be too heavy to take part in a fashion show individually for students. To overcome this, they should have a desire, one of which is to create a team that may consist of several students and each can make 2 or 3 outfits to show. If this is still considered burdensome then it can be sought by finding sponsors from consumers who want to be fashioned and then exhibited in the fashion show activities.

## II. METHOD

The study design used descriptive research with a quantitative approach. Descriptive research is a study that aims to describe and describe a situation or phenomenon, by looking for facts and facts factually in accordance with existing conditions.

This research used a quantitative approach, because the variables of this study could be measured and converted first in the form of numbers or quantified and analyzed with statistical techniques. This study only has one variable, namely students' interest in participating in fashion show activities.

Data sources are all students who were as respondents. The population in this study were all students of the 2015 Fashion Design Program, Department of Industrial Technology, State University of Malang who were still registered as many as 61 students.

The research instrument used a questionnaire / questionnaire. The instrument preparation stage was making the questions in accordance with the elaboration of indicators and variables, making the appropriate choice of answers in each question item, and compiling questions and answers in the form of a questionnaire / questionnaire. Scoring technique for measuring variables in this study used a Likert scale. The instrument validation was carried out by the lecturer of Fashion Education at the State University of Malang.

## III. RESULTS AND DISCUSSION

This research was conducted in the 3rd and 4th weeks of May 2019 on the S1 class of Fashion Education class of 61 students in the Department of Industrial Technology, State University of Malang. Based on the results of the distribution of questionnaires, then

tabulation of data was made to find out the distribution of data and description of each sub-variable and indicator of the interest of S1 Clothing Students in 2015 in participating in fashion modeling activities in Malang. Analysis of the data of this research was described first in general about the variable of student interest in participating in fashion show activities. After that, it specifically described in the sub-variables of interest namely intrinsic and extrinsic factors and outlines each indicator.

In accordance with the results of the analysis conducted, it showed that the interest of S1 Clothing Design Education students in 2015 in participating in fashion show activities in Malang was high or interested. This is evidenced by the many students who have an interest in the high category or are interested in as many as 42 students (69.4%), while only a few students namely 19 students (30.6%) have an interest in the very high category. The results of this study indicate that the readiness of students to participate in fashion modeling activities is quite high. This is very good when applied by S1 Fashion Management students especially in class of 2015 to support entrepreneurial careers both while still in college and after graduating. Attending fashion show activities can help to add experience in the fields of production, promotion and marketing.

Interest in participating in fashion show activities is interest, desire and willingness to work hard or strong-willed to try to achieve success in a career in the fashion industry without feeling afraid of the risks that will occur. The high interest in participating in fashion show activities in undergraduate students in the Armed Forces Education can be used as forecasting in an effort to improve the process of economic development (Purnomo, 2005). Susilowati in Mufidah (2008: 30) argues about interest that interest is also one of the intrinsic motivations that will lead us to success. The results of this study indicate that the high interest of S1 Fashion Management S1 students in participating in fashion show activities in Malang, hopefully the S1 Clothing Management S1 students can achieve success in a career or entrepreneurship in the fashion field.

The high interest in participating in fashion show activities in this study is certainly influenced by intrinsic and extrinsic factors. The following will be discussed the discussion of interest sub-variables namely intrinsic and extrinsic factors along with its indicators that influence the high interest of S1 Fashion Design Education students in participating in fashion modeling activities in Malang.

### ***Intrinsic Factors Discussion***

Intrinsic factors are factors that arise due to the influence of stimulation from within the individual himself. Based on intrinsic factors, the interest of S1 Fashion Management Education Class 2015 students in participating in fashion show activities in Malang is included in the high or interested category. That is because many students have an interest in the high category or are interested in as many as 46 students (75.5%) and very few students, only 15 students

(24.5%) have an interest in the very high category or are very interested. The results of this study indicate that the intrinsic factor has a great support for the interest of S1 Fashion Management Education Class 2015 students in participating in fashion modeling activities in Malang rather than the support of extrinsic factors.

Someone who has a high intrinsic interest, will always aim to be a person who is truly educated, knowledgeable, and has the desire to become a person who is truly an expert in a particular field, especially in the field of fashion and business or business (Purnomo, 2005). The high intrinsic interest of a person can be a very strong urge to do fashion show activities especially if this activity is very appropriate to the field of expertise, because intrinsic factor is an impulse from within a person. The following will discuss the indicators of intrinsic factors that support the interest in participating in fashion show activities, namely channeling competence, getting relationships, feeling happy and feeling proud.

### ***Distributing Competency***

Based on the results of the analysis on the indicator of competency distribution, it shows that there are many students who have an interest in the high category or are interested, namely 25 students (53.2%). This means that the interest in participating in the fashion show activities of most undergraduate students in the Fashion Management Education category is high in terms of indicators of competence distribution.

Being pressed for high necessities of life but not balanced with an appropriate income makes people think of looking for other alternatives that are able to meet those living needs (Rahma, 2012). Through participating in fashion shows, a person can start a career in fashion and generate an income that can be used to meet the needs of life. Many successful entrepreneurs start their business with the intention not to get rich and the main goal is not money (Harefa, 2002).

Through this activity students can also pursue careers in accordance with their competencies or expertise in the field of clothing they have. Encouragement is what can make someone have a high interest in participating in fashion show activities. Starting to follow the fashion show activities must prioritize achievement, this is better than prioritizing money. If someone already has achievements in making fashion, of course money or income will follow.

### ***Getting Relation***

In accordance with the results of the analysis on the indicators to get a relationship shows that many students who have an interest in participating in fashion show activities in the high category or are interested in that is 47 students (77.6%). This means that S1 Fashion Management Education class of 2015 has an interest in the high category to participate in the fashion show activities in terms of indicators of getting relationships.

Following fashion show activities will make a person gain popularity, have many colleagues or relations

and avoid dependence on others. The popularity will be gained by someone if the fashion products produced can be well received by the public or consumers (Kartika, 2016). Not dependent on others materially it is clearly illustrated that by following the fashion show activities a person will get additional income through clothing orders that he will receive that can be used to make ends meet. So, someone will be appreciated by other people around him who will bring interest in other relationships in the field of clothing to get to know and to approach.

### ***Having Fun***

In accordance with the results of the analysis on the indicators of feeling happy shows that many students who have an interest in participating in fashion modeling activities in the high category or are interested in as many as 49 students (79.6%). This means that S1 Fashion Management Education class of 2015 has an interest in the high category or is interested in participating in fashion show activities based on indicators of feeling happy.

There are many stories of successful entrepreneurs who started out because of feelings of pleasure or because of a hobby in a field, including the field of clothing. That is what can encourage or motivate someone to pursue a career in accordance with his hobby. One of the most important is the courage and perseverance of someone to run their business based on their hobbies and pleasures (Harefa, 2002: 77).

Feelings in a person are very influential on one's interests. This feeling of pleasure includes a feeling of pleasure towards the field of fashion. Someone who has a hobby or a feeling of pleasure in a field including fashion will always try to improve the knowledge and skills related to his hobby which can later be used for a professional career.

Feeling happy in the field of fashion will be realized with attention, willingness, and satisfaction in participating in fashion show activities. Attention to the fashion business can be realized by following the development of fashion trends by reading fashion magazines and making fashion designs. Willingness can be realized by realizing fashion design into actual fashion and participating in fashion show activities, and satisfaction is realized by the freedom and enjoyment in carrying out activities in the fashion field.

### ***Having Pride***

Proud is a humane feeling, to the extent that it can still be tolerated, pride is healthy, as an encouragement so that we are always optimistic and positive thinking in life, proud of children and families, proud of the country or hometown, proud of achieving personal achievements, proud of the alma mater or proud of the profession for example, it will make us progressive or at least consistent in goodness, there is worry and shame if reputation is disturbed, that is positive pride (Mustafa, 2018).

In accordance with the results of the analysis on the indicators of feeling proud showed that many students who have an interest in participating in fashion

modeling activities in the high category or are interested in as many as 40 students (59.2%). This means that S1 Fashion Management Education class of 2015 has an interest in the high category or is interested in participating in fashion modeling activities based on indicators of feeling proud.

A person's feelings are very influential on one's interests. This feeling of pride includes a feeling of pride in carrying out activities in the field of fashion. Fashion show activities are activities that require a fashion designer or designer to make fashion works. The fashion work that has been made will then be displayed in front of the crowd, the activity of displaying the work in front of the crowd can trigger feelings of pride, especially when the work gets a good appreciation from the public or consumers. Starting to participate in fashion show activities can also make students fashion designers increasingly known by many people.

### ***Discussion on Extrinsic Factors***

In accordance with the results of the study, it can be concluded that the interest of S1 Fashion Management Education Class 2015 students in participating in fashion show activities in Malang based on extrinsic factors is in the high or interested category as indicated by many students who have an interest in the high or interested category of 42 students (69, 4%).

Extrinsic factors are factors that affect an individual due to the influence of external stimuli. A person's interest will initially arise spontaneously then is formed through a patterned interest. Patterned interest is interest arising from stimuli from outside the individual or the environment. The patterned interest is not possible without personal motivation from the individual itself (Purnomo, 2005).

The high extrinsic factor in the interest of S1 Force Clothing Education Class 2015 students in participating in fashion show activities in Malang can be a supporter of intrinsic factors that arise spontaneously from within individuals. Extrinsic factors can be forming students' interest in participating in fashion show activities. The high intrinsic factor of spontaneous growth of interest will be stronger if supported by the high extrinsic interest that comes from several aspects outside the individual. Some aspects of these external factors are the family environment, the community environment, opportunities, as well as knowledge and skills in the field of clothing and fashion show activities. Below will be discussed regarding 4 aspects of external factors, as follows:

### ***Family Environment***

Family environment is a place where a person grows and develops by getting an education in the family. Based on the results of the study showed that the interest of S1 Clothing Design Education students in 2015 in participating in fashion show activities in Malang in terms of family environment indicators was in the high or interested category of 39 students (65.3%). Besides that, there were 13 students (20.4%)

who had an interest in participating in fashion show activities in the low category. High and low support from the family environment can be caused by family background and perceptions of someone about the different fields of clothing that are not examined further in this study. Based on research results, the high interest in participating in fashion modeling activities means that the family environment provides significant support for students' interest in participating in fashion modeling activities. This is consistent with the opinion of Nurul (2010) that the greater the role of the family environment in supporting and providing educational behavior to children, the higher the child's interest in something.

The level of interest in something that is still low based on the family environment can be increased by increasing parental awareness about character education in the family, because the family has an important role in preparing children to achieve a good future and take full responsibility for their education (Soemanto, 2002). Of course this is needed assistance from various parties including the government and children's education environment. Someone who is raised in a family who works in the field of fashion will also tend to want to work in the field of clothing, both being a successor to the business of parents (family) or setting up their own business from the start, because from childhood children have been given knowledge about the business in the field of clothing and are educated to be a successor to the family business. In contrast to someone who was raised by the parents of a worker who educates his children to achieve their goals and get greater employment opportunities. This is consistent with the opinion of Purnomo (2005) that the influence of family background, especially the work of parents has an influence on academic achievement and the process of forming children's attitudes.

### ***Community Environment***

The community environment is a group of individuals who will influence each other's thoughts, traits, and behavior. Based on the results of this research, it can be seen that the interest of S1 Fashion Management Education Class 2015 students in participating in fashion show activities in Malang based on the environmental indicators of the community is in the high or interested category as indicated by many students who have an interest in the high category or are interested in 55.1% (34 students).

A positive community environment will form a positive influence on someone. Likewise, if someone who lives in a community that does a lot of business activities in the field of fashion, it will also have a positive influence on someone who will have an interest in studying the field of fashion, one of them by participating in fashion show activities. Community environment that has a lot of fashion businesses such as boutiques, distributions, convection and successful garment will make someone have the drive or motivation to make a

similar business. According to Purnomo (2005: 82) if in an environment there are individuals as entrepreneurs, then it will be able to encourage individuals in their environment to follow in the footsteps of success. The number of model agencies in a community environment can also affect a person's interest in participating in a fashion show activity, because by participating in a fashion show activity it will certainly require collaboration with many models and agencies. So that fashion designers and model agencies can work together in making a fashion show.

### ***School Environment (Knowledge and Skills)***

Based on the results of research on school environment indicators (knowledge and skills) in general the interest of S1 Fashion Management Education Class 2015 students in participating in fashion modeling activities in Malang City is in the high category or interest as evidenced by the many students who have a high interest category of 41 students (67.3%). This is very good for fashion students.

The knowledge and skills possessed are the main provisions for participating in fashion modeling activities. Many successful people truly utilize their knowledge and skills. The knowledge and skills in this research are the knowledge and skills of fashion and fashion modeling activities. The high interest of students to take part in fashion modeling activities on the indicators of knowledge and skills in this study with a percentage of 67.3% has a positive implication on the interest of S1 Fashion Design Education students in taking part in fashion show activities in Malang in general. The high percentage of this indicator shows that S1 Clothing Design S1 students can use the knowledge and skills gained in college to take part in fashion show activities. This is in accordance with the opinion of Suyanto (2004) that to start a business can be done in various ways, one of which is with the education and expertise possessed. Indirectly, the knowledge and skills possessed by someone to take part in a fashion show will have many benefits for themselves and others and turn their knowledge into a blessing and produce knowledge.

The results of research on indicators of knowledge and skills can increasingly dismiss the notion that someone who does an activity must be based on having certain talents. Dr. Roy Sembel in Winarto (2004) argues that human strength lies in three things, namely talent, knowledge, and skills. If someone feels lack of talent in a particular activity then must develop two other aspects, namely knowledge and skills. According to the results of research on the indicators of knowledge and skills possessed by S1 Students in Fashion Management enough to be used as provisions in participating in fashion show activities in the city of Malang.

The appropriate knowledge and skills in this research are the knowledge and skills of clothing and fashion modeling activities. The following will discuss the discussion of each indicator of knowledge and skills.

Based on the results of research on the indicators of knowledge and skills in the field of clothing, it can be concluded that the interest of S1 Undergraduate Education in Clothing Force 2015 in participating in fashion show activities in Malang City is in the high category or interest as evidenced by the many students who have a high interest category of 43 students (71.4%).

Alma's opinion (2010) that highly educated people are expected to be more creative and innovative, because it often happens that people who are not highly educated can also succeed in making a work.

The high percentage on the indicator of knowledge and skills in clothing indicates that S1 Students of Fashion Management 2015 can use their knowledge and skills as a provision to participate in or participate in fashion modeling activities in Malang. Armed with this knowledge and skills, students will not be faced with significant difficulties in participating in fashion modeling activities. Knowledge and skills in the field of fashion is an important asset for someone to participate in fashion show activities. Knowledge and skills in the field of clothing are obtained from practical courses and theoretical theories.

The nationality course is a subject that generally requires creativity and innovation, especially in the creation of a work of fashion. So, during the lecture course of S1 Undergraduate Students in Fashion Management Education the creativity of students has been trained. This can facilitate S1 Undergraduate Students in Fashion Management in participating in fashion modeling activities, because in working in the field of fashion creativity and innovation is very important, especially to create a new work of quality and acceptable to the public or consumers. Of course, this is very easy to do for S1 Undergraduate Students in Clothing Education who are already familiar with things that require creativity.

Based on the results of the study when viewed in terms of the knowledge and skills of fashion modeling activities, the interest of S1 Fashion Management Class 2015 students in participating in fashion modeling activities in Malang is in the high category or is interested. This is evidenced by the results of research that show that many students who have an interest in participating in fashion show activities in the high category are 35 students (57.1%). The knowledge and skills indicators of fashion show activities discuss some of the fashion show activities that are routinely held in Malang, namely Malang Fashion Movement, Malang Fashion Trend, Malang Batik Parade, Malang Fashion Runway, Malang Islamic Fashion Festival, Malang Woman Fashion Show, Malang Fashion First Look, Brawijaya Fashion Week, Kartika Graha Fashion Contest, Malang Fashion Hijab Hunt and many others. Knowledge and skills in fashion show activities have also been obtained in lectures, namely in performance subjects. According to Purnomo (2005) in order to develop entrepreneurial attitudes, students need to be given direct experience (personal models of teaching) in doing business and interacting with the community or

friends to exchange experiences about problems in work.

Through this hands-on experience, S1 Fashion Management students will be motivated to take part in fashion modeling activities, because they can feel the benefits or benefits directly, such as being accustomed to the production process of a fashion work, product show or work to the public or consumers to find out the constraints whatever obstacles or things are needed in a fashion show activity. In addition, students can also learn indirectly and practice career skills in the field of fashion, such as skills to maintain reputation (good name), build networks, recognize opportunities, and persuasion and negotiation skills.

The high level of interest in participating in fashion modeling activities indicates that S1 Students of Clothing Design Class 2015 can use their knowledge and skills regarding fashion modeling activities to participate in fashion modeling activities in Malang.

### **Opportunities**

Opportunity is a very important thing in all aspects of life, because if there is no opportunity there will not be a business activity. Based on the results of the study it can be concluded that the interest of Bachelor of Fashion Dress Education students in 2015 in participating in fashion show activities in Malang, based on the opportunity indicators are in the high or interested category as indicated by many students who have an interest in the high or interested category of 63.3 % (38 students).

The high interest in participating in fashion show activities has a positive implication on the interest of S1 Fashion Management Class 2015 students in participating in fashion show activities in Malang in general. This means that most students can take advantage of the opportunities available to start a career in fashion by participating in fashion show activities. The characteristic of an entrepreneur is his ability to see business opportunities (Winarto, 2004: 65)

Opportunities can arise anywhere and from anything. Opportunities can arise from problems, events, people's habits, people's opinions, trends, and even create their own opportunities. Being an entrepreneur must be observant in seeing business opportunities. An entrepreneur is expected not to be a follower of an opportunity because it will not last long, it is better to create one's own opportunities if less able to see business opportunities (Winarto, 2004).

Careers in the field of fashion are very prone to the phenomenon of 'follower' or bandwagon because the fashion business is very easily influenced by fashion trends or fashion trends. Fashion trends are a natural thing in the fashion industry. Trend is a definitive tendency, the direction or sequence of events can be predicted (Iwantono, 2006). According to Iwantono (2006) Trends must be responded proactively in order to take more benefits by anticipating going forward than reactive people who only seek temporary solutions, especially in the fashion or fashion industry.

Following the fashion show activities requires a proactive attitude. That is because the fashion world is very easily influenced by trends, because fashion trends change rapidly. Only certain fashion trends that can last a long time because it is well received by many people. Conversely, trends that are difficult to accept or even not accepted by people will easily disappear and change with other trends. So, in following the fashion show activities must understand the market opportunities such as what people want today. In the opinion of Winarto (2004) regarding attitudes towards opportunities is "the most important thing is action. After finding or creating an opportunity must be done immediately (action oriented) in order to immediately produce ".

### **IV. CONCLUSION**

Based on the results of research on the interest of S1 Fashion Education Class of 2015 in participating in fashion show activities in general, it can be concluded that the interest of S1 Fashion Education Class of 2015 in participating in fashion show activities in Malang City is in the high category or interest.

Extrinsic factors of the family environment, community environment, opportunities, knowledge and skills of clothing and fashion show activities also had high support for the interest of S1 Fashion Education students in participating in fashion modeling activities in Malang.

Suggestions were given, namely the high interest of S1 Fashion Management S1 students in participating in fashion show activities in Malang, it was expected to use economic development prediction, especially released by the fashion industry in Indonesia or the government because through business activities in the fashion sector could reduce unemployment in Indonesia.

The result of the study can be used as an educational evaluation material by the Department of Industrial Technology, State University of Malang, especially at S1 study program of Fashion Education by providing additional material on the importance of participating in fashion modeling activities to start a career in fashion, such as requiring to participate in some fashion show activities in Malang City .

The high interest of S1 Fashion Education Class 2015 students in participating in fashion show activities in Malang was expected to enable students to act immediately or make fashion work to take part in fashion show activities in Malang.

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