



Efforts to Introduce Occupational Health and Safety Culture to MSMEs in Tenjolaya Village

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Abstract. Human resources can be an indicator of the competitive advantage of the organization because each individual tries to provide optimal work results. However, this often becomes difficult to achieve due to accidents at work. This can occur due to the absence of employee awareness of the importance of work safety in carrying out their work activities, especially in the MSME sector, where most of them only focus on profit. Therefore, the introduction of the occupational health and safety concept is considered important in an effort to reduce the incidence of work accidents. This study aims to try to identify hazard factors in the work environment of Tenjolaya Village, Bandung Regency, as well as provide suggestions for improvements that are easy to apply in the hope of strengthening OSH awareness in their work environment. This study uses a descriptive qualitative approach by trying to find the phenomena of real problems and finding solutions with the PDCA (Plan Do Check Action) approach. Researchers seek information through interviews and direct observation by looking at their work activities. From the results of the study, it is known that the level of workers' awareness of the importance of occupational health and safety is still low. This can be seen from workers who do not use PPE and the results of the identification of a work environment that still has a risk of danger plus the level of knowledge related to occupational health and safety is still low, allowing workers to experience potential work accidents .

Keywords: Occupational Health and Safety · MSME · PDCA

1 Introduction

Micro, Small, and Medium Enterprises are businesses carried out by individuals, groups, and households and the majority produce their own goods and are flexible because they are able to adjust to fast-changing market conditions [1].

The West Java Cooperatives and Small Business Office detailed that the number of Micro, Small, and Medium Enterprises (MSMEs) in Bandung Regency from 2018 to 2021 showed a consistent increase from year to year (Fig. 1). This certainly shows that MSMEs in Indonesia have a major contribution in supporting the national economy.

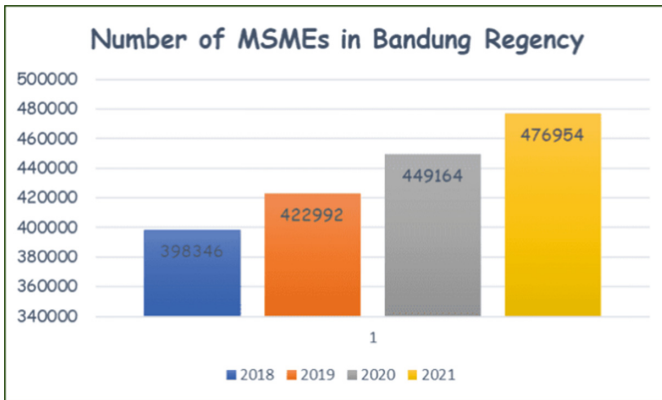


Fig. 1. The number of MSMEs in Bandung Regency.

Therefore, business actors must be able to think about technical problems in order to realize their long-term goals.

As is the case for MSMEs that produce dairy products in Tenjolaya Village, Pasirjambu District, Bandung Regency, West Java Province, where these MSMEs try to produce and sell various dairy products, such as nougat, caramel, yogurt, whole milk, and so on. Then coupled with the existence of a dairy farm located in Tenjolaya Village, it encourages and ensures the availability of raw materials in the dairy production activities of Tenjolaya Village. The production of these MSMEs can not only be in demand by the surrounding residents but also by village visitors who usually come to carry out academic activities and go home with their fruits in the form of quality processed products, so in the future, it is hoped that sales will continue to increase from time to time so as to increase the prosperity of the surrounding community and the development of the village in general (Fig. 2).

This phenomenon of increasing income is certainly an opportunity and a very good thing for MSME actors and drivers, although in reality in the production process it still seems neglected so that it requires better protection of occupational health and safety than the habits of daily workers. To be able to always meet customer demand and increase



Fig. 2. Dairy Products in MSMEs in Tenjolaya Village.

sales, facilities and infrastructure are needed that are in accordance with standards in order to support production activities. In addition, physical and spiritual health and the safety of workers are also very important to pay attention to in order to achieve productive work results when making quality products.

According to OHSAS occupational health and safety (OHS) are all conditions and factors that can have an impact on the safety and health of workers as well as others (contractors, suppliers, visitors, and guests) in the workplace [2]. Furthermore, the efforts of the implementation of occupational health and safety (OHS) are an effort to manage activities in order to minimize the dangers that arise in the workplace, so that in the future the implementation of occupational health and safety (OHS) can potentially increase the level of worker welfare. At the time of work occupational health and safety should not be ignored by workers, since work activities can always pose a risk of accidents or hazards. If there is a dangerous incident while working, of course this will make workers unable to work optimally it will have an impact on reducing productivity and losses in the business they are running.

Based on field cases, the implementation of occupational health and safety (K3) by MSME actors in processed dairy products in Tenjolaya Village is still ignored and even rarely carried out. Various work accidents and occupational diseases experienced by several MSME entrepreneurs were caused by work accidents due to a dirty and untidy work environment and diseases that attacked due to an unclean environment. This can happen because workers do not have awareness and lack of understanding of the importance of paying attention to occupational health and safety (K3), and most business owners only focus on profits. Some MSME actors still believe that meeting occupational health and safety (K3) standards requires a significant amount of money. The negative stigma that MSME actors have regarding occupational health and safety can be broken by introducing the concept of fulfilling occupational health and safety standards (K3) which can be done starting from small things in daily activities without incurring costs.

Given the importance of understanding and fulfilling occupational health and safety standards in the MSME scope, it is necessary to seek an approach that is easy to understand and practice in everyday life. Tanti Winarti et al., compiled several research results showing the effectiveness of the OSH program within companies by using the PDCA cycle as an approach that supports obtaining the results of evaluating the effectiveness and consistency of the OSH program in the form of hazard control, reduced potential and cost of work accidents [3]. In addition, conflicts within the company are reduced and have an impact on improving the relationship between workers, worker productivity, and company performance.

Susihono and Rini tries to apply the K3 concept with the PDCA approach in which it explains the PDCA process can be utilized to produce outputs in the form of suggestions and steps for continuous improvement that can be carried out in an effort to minimize risk by conducting a risk assessment the occurrence of work accidents towards zero accidents which are carried out in an integrated manner between every element in the work environment and this has proven to have a positive effect on PT. LTX City of Cilegon-Banten [4].

In line with that, Rahadian, Nursanti, and Gustopo tried to plan a continuous improvement model by utilizing the PDCA approach at NBH sugar factories to reduce eye irritation due to dust/dirt and workers' feet falling. in doing work [5]. In its application, a concept is developed and implemented that focuses on the use of PPE, and the development of knowledge about K3 which results in a significant reduction in the number of work accidents.

Arifin and Aziz conducted assistance to be able to find out what are the factors that cause dominant K3 problems in PT. Central Power Indonesia by utilizing the cycle that is in the PDCA method to be able to conceptualize plans, actions, checks, and actions that are appropriate in processing data which results in the form of large potential causes and the proportion of the number of work accident incidents in the company [6].

From some supporting evidence and research results, the PDCA approach becomes a basic reference for researchers to try to formulate and implement this approach using different topics which tries to involve the participation of the community who need education to be able to improve safety culture in activities and the environment Work. Researchers are trying to apply the PDCA concept to the work environment of UMKM in Tenjolaya Village, which can experience an increase with a security-based culture.

This research was conducted to be able to learn more about the activities of the community in Tenjolaya Village, find out the process and then try to assess the risks that might occur in each of these processes by providing an assessment of existing risks, as well as trying to discuss while providing education to the community, especially MSME actors who in Tenjolaya Village to pay more attention to occupational health and safety in activities and conducting business activities.

By seeking socialization and counseling which contains an introduction to the concept of K3 and the 5R method in it which can be applied by MSME actors so that they are more sensitive to their environment and can identify risks of danger to overcome accidents and disease when carrying out work in an environment that is not yet based on a safety culture.

2 Methods

This study tries to use a descriptive qualitative approach. According to Mantra in the book Siyoto put forward the qualitative method as a research procedure that produces descriptive data in the form of words or mouths of people and observable behaviors [7]. The use of qualitative methods can be used to trace information based on facts that actually occur in the field (Fig. 3).

Where in researchers tried to make observations and interviews to observe the activities studied related to the potential dangers that exist in MSMEs in Tenjolaya Village in order to take data and find real phenomena in the field. Furthermore, researchers try to conduct literature studies by studying the basics of efforts to introduce occupational health and safety (OHS) culture to business actors and then take data and information based on several library sources such as books, research results, journals, websites and other sources related to the topic under study which aims to provide a rationale and understanding of the problems raised.

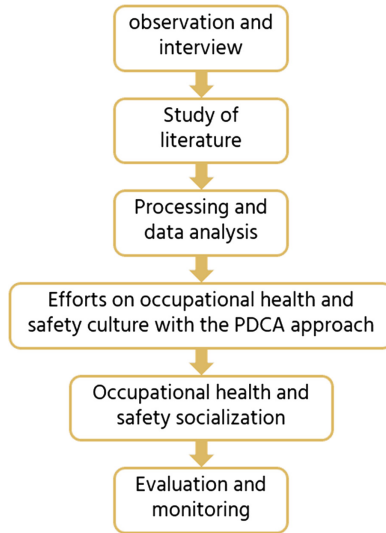


Fig. 3. Flow of research methods.

After having the data, the next step is to analyze the data using miles and Huberman's model which states the steps in analyzing the data start from data reduction, data display and conclusions (Fig. 4) [8].

Observation data and research data processing are then used as the basis for reprocessing using the PDCA approach (Plan, Do, Check, Action). The concept of the PDCA cycle is one of the guidelines for a continuous quality improvement process. The plan (plan) relates to finding the cause of the problem by setting targets for improvement, formulating plans to achieve targets. Do (do) observe more deeply and propose improvement plans. Check (check) refers to determining whether the implementation is on track according to plan and monitoring the progress of the planned improvements. Action (action) associated with proposing standardized procedures to avoid the recurrence of the same problem or apply new targets for subsequent improvements. Like:

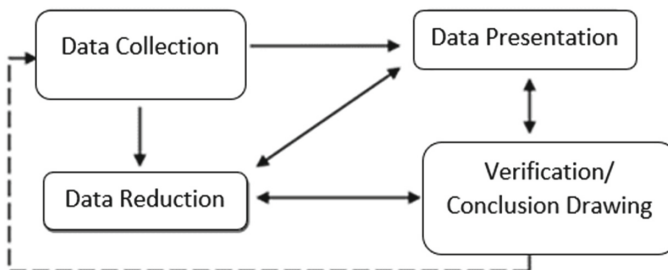


Fig. 4. Data Analysis Model According to Miles and Huberman.

1. Plan, this stage goes through a field observation process. Researchers found problems regarding the lack of application of safety culture in the work environment of MSMEs in Tenjolaya Village which were then formulated by providing solutions. The data obtained is then designed into a plan to be able to choose the right problem solving and have a good impact on MSME actors in the form of realizing counseling activities and implementing the 5S program.
2. Do, this stage focuses on identifying hazards and controlling the risks of real hazards. Researchers tried to interview the Head of Tenjolaya Village, the head of the local RW, MSME groups, breeder groups and health paramedics regarding MSME production activities and dairy farming as raw material providers for processed milk in Tenjolaya Village. It is known from the results of this stage that until now the villagers, especially those working within the scope of UMKM and dairy farming, are still indifferent to the concept of occupational health and safety in their daily lives.
3. Check, where monitoring is carried out on results by comparing them with existing standards and plans that have been determined. Starting from re-checking whether the findings or real data in the field are in accordance with the results of the interviews, then proceed with processing the data to look for the main problems within the scope of K3. After that, the data is processed again using the PDCA approach. Then the researcher ensures or checks the materials, tools and basic materials to support counseling so that the activities carried out run optimally.
4. Action, where K3 performance improvements are carried out in an integrated and sustainable manner. In this process the researchers carried out outreach activities with presentations on HR Management, K3 material and ended with the 5R program which could be a solution for fulfilling Occupational Health and Safety standards in Tenjolaya village MSMEs.
5. Utilizing this system can help Tenjolaya Village MSMEs develop a safety culture in their work environment.

3 Results and Discussion

3.1 Human Resources

In line with Straub and Attner who argued that humans are the most important resource of an organization [9]. We can see that Human Resources are an important asset for all companies engaged in any field, be it large, medium, or even small companies need HR to be able to achieve their company goals. This is because the goals and plans designed by the company will only be achieved if human resources do their job optimally. In line with this statement, Nawawi is of the view that human resources are people who work and function as assets of an organization/company that can be counted [10].

Although according to Schermerhorn human resources are people, individuals and groups that help organizations produce goods or services. Today, companies do not only focus on results but in the process also pay full attention to the company's human resources so that they can work optimally and produce products of maximum quality [11]. For this reason, companies need to support all aspects related to human resources.

The most important aspect that can determine whether a worker can do work optimally or not is the aspect of occupational health and safety. If occupational health and

safety is disrupted, it is certain that it will result in a decrease in productivity figures which will have a major effect on the company's profits and losses. And if there is a work accident in the company, the responsibility will be held by the company itself.

Prevention is certainly better than cure. To minimize the occurrence of health problems and accidents in the work environment, we can seek to provide facilities in the form of guarantees to be able to work safely and comfortably by designing occupational health and safety standards in the company. Workers who do work with a sense of security and comfort tend to be more productive and produce optimal products with maximum effort. This of course will affect not only the company's income but also regarding the maintenance of Human Resources so that they can continue to work optimally.

3.2 Knowledge About Occupational Health and Safety (OHS) in MSMEs Actors in Tenjolaya Village

Dairy products are one of the businesses that continues to be developed by Tenjolaya Village, Pasirjambu District, Bandung Regency, West Java Province. Where in it UMKM tries to process and sell various processed milk products that are in great demand by the public and make this dairy business so that it can have promising profits. However, it is very unfortunate that from the results of observations in the field, there are still many business actors who have never heard of it and tend to be indifferent to implementing Occupational Health and Safety (K3) in their daily lives so that the risk of work accidents can occur at any time.

A lack of understanding regarding the importance of paying attention to safety and health (K3) was also found in the dairy farmer group which is an important part of the sustainability of the UMKM dairy products in Tenjolaya Village. Moreover, until now Tenjolaya Village has never received counseling on occupational health and safety (K3). If this is allowed to continue, of course there will be even more potential hazards arising from business.

3.3 Efforts to Introduce Occupational Health and Safety

Every work activity, whether in a small or large scope, of course, cannot be separated from the risk of work accidents, including work activities in MSMEs in Tenjolaya Village. Business actors' work activities have risks of danger that can threaten their work and result in decreased productivity. This is due to the lack of awareness from processors to breeders of occupational health and safety (K3) culture in the workplace. Therefore efforts to introduce this concept are an important part of increasing public awareness in the application of OSH culture. From the results of preliminary observations it is known that business actors in Tenjolaya Village still do not have knowledge of the importance of Occupational Health and Safety (K3). This can be reflected in the physical environmental conditions of the workplace which have a high hazard risk. This can happen when business actors only focus on making profits.

Therefore this research tries to conduct counseling or outreach to business actors, especially in Tenjolaya Village with the aim of providing insight on how to manage and improve business businesses starting from a simple way of introducing OSH applications in the workplace with the hope of increasing productivity and competitiveness

MSMEs as well as reducing the number of work-related accidents, reducing the number of absences caused by work accidents and improving the quality of processed dairy products. Therefore, this socialization is carried out in a monodisciplinary manner regarding efforts to introduce OSH starting from how to identify potential hazards, risks from these potential hazards and sources of danger that may not be visible in the workplace to business actors to reduce injury or illness while carrying out their work activities.

3.4 PDCA (Plan-Do-Check-Action)

The standard approach in an effort to create an occupational health and safety (OHS) environment or what can be known as the Occupational Safety and Health Management System is basically to make continuous improvements, this is in line with the continuous improvement approach known as the *Plan-Do-Check-Act* (PDCA). The PDCA cycle is to carry out planning, work, or the process of checking or evaluating and correcting actions on problems related to occupational health and safety (OHS) problems in MSMEs actors in Tenjolaya Village.

Based on Fig. 5 OHSAS 18001:2007 it is stated that any company or organization can supervise a safety and health management system that aims to help control occupational health and safety risks [2]. Thus, this study tries to use the PDCA approach which is continuous management of quality improvement.

Plan. Planning is the initial stage in the approach carried out by preliminary observation and describing the process from beginning to end. As an initial stage, preliminary observations are carried out by conducting field observations and interviews with community

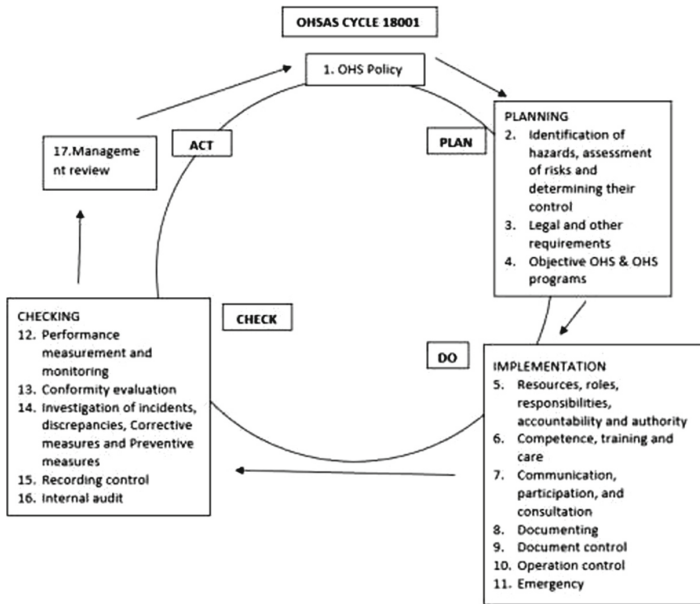


Fig. 5. OHSAS cycle.

elements such as MSMEs groups, cattle groups, farmer groups, PKK groups, BUMDES, village officials and other community elements.

The goal that researchers want to achieve from this plan is to be able to find out what occupational health and safety problems are experienced by MSMEs actors to then provide the right solution. The resulting data is then designed into a plan for researchers to be able to choose the right problem solution and have a good impact on MSMEs actors in the form of realizing the implementation of the 5R (Concise, Neat, Cool, Take Care, and Diligent) program to improve occupational health and safety (OHS) in these MSMEs. In this stage, the researcher describes the process by compiling the stages to be carried out, which begins with determining the agenda of approaching with field observations and interviews, then the data from observations and interviews are used as a reference to make further observations. At this stage, MSMEs work with researchers to analyze potential hazards that occur in the workplace. Planning at this stage is carried out by identifying hazards, assessing and controlling OHS risks. For example, making posters and K3 signs, to emergency response (Fig. 6).

The results of the follow-up observations are then processed through the checking stage. Then the results of this check stage will produce the best decision to solve the existing problems, namely by designing advocacy or socialization activities as a form of counseling.

Do. Do or implementation is a further activity of the previously designed planning. At this stage, researchers make in-depth follow-up observations to try to focus on finding phenomena related to real problems that occur. Observations were made by interviewing the Head of Tenjolaya Village to find out the latest state of the research locus and an overview of MSMEs production activities and dairy farms as providers of raw materials for dairy products in Tenjolaya Village (Fig. 7).

At this stage, the implementation process includes identification of hazards and control of these potential hazards as well as risk control. In the results of the interviews that the researchers conducted with the informants, it was explained that the activities carried out at work still lacked a safety culture. Not only that, from the results of observations it was also found that the working environment conditions were not safe and healthy in carrying out work and each work program implementation had to be properly controlled.

Furthermore, researchers tried to meet directly with villagers consisting of the head of the local citizens association, MSMEs groups, farmer groups, and health orderlies.



Fig. 6. Interview with MSMEs Group and Community Elements of Tenjolaya Village.



Fig. 7. Interview with the Head of Tenjolaya Village.

It is known from the results of interviews and further observations, that until now the villagers, especially those who are active in the scope of MSMEs and dairy farms, are still indifferent to the concept of occupational health and safety in their daily lives.

Various risks of work hazards and accidents that occur by MSME craftsmen and cattle farmers, including back injuries, scratch wounds due to production equipment, slipping, being kicked by cows, respiratory problems, dirty and messy production sites, not using personal protective equipment (PPE) while working, and other risks. A direct approach with the observation of several MSMEs production sites and cowsheds is also carried out by researchers to sharpen the identification of problems and real conditions in the field, which can then be formulated as alternative solutions.

Check. Checking the results and comparing as desired. In this section, the researcher makes preparations and ensures that the preparations are in accordance with the original plan. Starting from re-examining whether the findings or real data in the field are in accordance with the results of the interview and then continuing by processing the data to find the main problems within the scope of occupational health and safety (OHS). After that, the data is processed by taking the PDCA approach.

Then the researcher ensures or checks the materials, tools and materials of counseling or socialization so that the activities carried out run successfully, such as arranging and ensuring the socialization schedule, the number of participants and reassuring that the activity will be beneficial for both business actors by providing a 5R banner (Concise, Neat, Cool, Take Care, and Diligent). Not only that, checking the room and socialization support tools (mic, infocus, etc.) is also important in helping to launch the socialization activity.

The check process is carried out to ensure that every work is carried out safely and follows the predetermined work instructions. After the advocacy or counseling activities are completed, business actors are given banners that aim to be installed at their place of business to be a reminder in carrying out their work activities safely and comfortably. Researchers also confirm and check whether the banner has been installed properly and is also applied in every activity or not. In the check section, the techniques used are observation and survey, if there are weaknesses, a further improvement plan will be drawn up.

Action. Action is the taking of actions to improve the performance of occupational health and safety (OHS) in an integrated and sustainable manner. In this process, researchers seek counseling by conducting advocacy activities in Tenjolaya village. This



Fig. 8. Submission of 5R Banners.

activity involves elements of MSMEs and groups of farmers engaged in the processing of cow's milk products.

In the process, the researcher explained the material starting with material on HR management, Occupational Health and Safety (OHS), and the 5R (Concise, Neat, Cool, Take Care, and Diligent) program which can be a solution to be able to meet Occupational Health and Safety (OHS) standards for MSMEs in Tenjolaya village, to sustainable development in the hope that the counseling pursued does not stop only on that day but can be useful until the future (Fig. 8).

After the provision of the material, it was continued with the submission of the 5R (Concise, Neat, Cool, Take Care, and Diligent) program banner for all MSMEs actors who were present in the counseling so that MSMEs actors could store it in a place that was seen as a reminder of the importance of Occupational Health and Safety (OHS) in the work environment. This banner is not only useful for reminding MSMEs actors but all residents who are active in the environment can be educated by reading this program. This program was enthusiastically welcomed by MSMEs actors and all stakeholders. It is hoped that with this counseling, workers will understand the importance of occupational health and safety which has not been a concern for all business actors.

3.5 Obstacles in Making Efforts to Create an Occupational Health and Safety (OHS) Culture for MSME Actors

In implementing the occupational health and safety (OHS) culture in the MSMEs and livestock sector of Tenjolaya Village, it is certainly not an easy thing to do. This is because the occupational health and safety (OHS) culture not only regulates the attitudes or behaviors of workers to act safely when carrying out their work activities but is closely related to the management style of the scope of MSMEs which generally only concerns production targets rather than implementing occupational health and safety (OHS). There are several important aspects that make MSMEs actors negligent in implementing the occupational health and safety (OHS) culture, including the weak control of occupational health and safety (OHS) management overall work activities and unsafe actions carried out consciously by MSMEs actors. Such things can certainly be a challenge in implementing a culture of safety and health in the workplace, one of which is in the scope of village MSMEs. The following are the challenges in implementing occupational health and safety (OHS) in the village MSMEs sector:

Leadership and Commitment. The leader or chairman of the MSMEs management must show his leadership attitude and commitment to occupational health and safety (OHS) by providing adequate resources because the implementation of occupational safety and health management system can be successful if the leader can play an active role in maintaining and controlling the implementation of occupational health and safety (OHS). However, in its real condition, MSMEs actors in Tenjolaya Village do not have a high awareness of implementing the occupational health and safety (OHS) management system. This is in terms of how to put production equipment carelessly, not using complete PPE, etc. With the following problems, it is certainly important for MSMEs actors to build and maintain awareness and motivation and involvement of all parties in MSMEs in Tenjolaya Village.

Budget. From the results of interviews with business actors, consider that occupational health and safety (OHS) has not yet become a priority scale and are of the view that occupational health and safety (OHS) is expensive. In addition, the average MSMEs actor assumes that it is better to allocate funds to things that can support production activities and generate profits compared to allocating funds to implement occupational health and safety (OHS) in their workplaces.

Facilities and Infrastructure. Usually, limited facilities and infrastructure are the main cause of MSMEs actors in villages not implementing an occupational health and safety management system. With sober facilities and infrastructure, making the occupational health and safety (OHS) management system is not too thought out because the average MSMEs actor is only looking for profit.

4 Conclusion

In the results of interviews and preliminary observations and follow-ups, it was found that MSMEs actors view occupational health and safety (OHS) as something that requires large costs in practice so profits that are considered much more important make MSMEs actors ignore and do not attach importance to occupational health and safety (OHS) in their work environment. In order to introduce occupational health and safety (OHS) culture to MSMEs in Tenjolaya Village, researchers tried to hold counseling activities in the form of advocacy that directly involved community elements, especially MSME actors in Tenjolaya Village.

Researchers use the PDCA approach to help solve and control the problems of villagers who are still unfamiliar with occupational health and safety (OHS) knowledge. With a sequential and systematic pattern, researchers can find the root that causes of occupational health and safety (OHS) problems in MSMEs actors in Tenjolaya Village which in the end can create a good and sustainable occupational health and safety (OHS) culture so as to form a new occupational health and safety (OHS) culture, namely the implementation of the 5R program.

The next stage that will be carried out is to conduct a survey or monitoring of the application of 5R (Concise, Neat, Cool, Take Care, and Diligent) in the MSMEs work environment in Tenjolaya village. Researchers will conduct surveys and monitoring in the future to see whether counseling has a good impact for a certain period of time or

not. This is done to be able to see the success rate of counseling activities carried out in the hope that researchers can find out how much the rate of decrease in work accidents and the risk of occupational diseases that occur after MSME actors are aware and have a deeper understanding of occupational health and safety (OHS) by applying the 5R (Concise, Neat, Cool, Take Care, and Diligent) culture in their work environment.

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