



Cultivating the Potential of the Ocean as a Source of Income for Local Residents: a Literature Review on Seafood Canning as an Effective Method of Fostering Entrepreneurial Spirit in Public Elementary School Bungkus, Bantul

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ABSTRACT

This research is a literature review that aims to explore the use of seafood canning as an effective method to foster entrepreneurial spirit in SD Negeri Bungkus, Bantul. The research used a literature review approach to investigate the entrepreneurial concepts in the learners, their experience in the seafood canning activity, as well as its impact on their entrepreneurial spirit development. Through the literature review, this research details the importance of seafood canning activities as one of the effective instruments to understand students' perceptions, their experiences, and its impact on the development of entrepreneurial spirit, as well as an effort to utilize seafood as a source of income for local residents. The results of the literature review show that the seafood canning activity at SD Negeri Bungkus has great potential in fostering students' entrepreneurial spirit. This research makes an important contribution in the context of entrepreneurship education in elementary schools. The findings can be used as a basis for the development of entrepreneurship programs in other schools, focusing on seafood canning activities or other relevant business fields. Recommendations of this study include the expansion of the seafood canning program at SD Negeri Bungkus, increased cooperation with related parties, and the integration of entrepreneurship in the primary school curriculum more broadly.

Keywords: *Entrepreneurship, seafood canning, SDN Bungkus*

1. INTRODUCTION

The ocean, as one of the most valuable natural assets on the planet, has unlimited potential to support human life and generate income. Along coasts and small islands, the ocean is often the main source of income for local residents. One of the most effective ways to optimize this potential of the ocean is through seafood canning. This research aims to explore the role of seafood canning in enhancing entrepreneurial spirit in SD Negeri Bungkus, Bantul.

1.1 Background

The ocean is one of the natural resources that has great potential to be developed as a business. According to BPS statistics in 2020, Indonesia's marine fisheries production reached 68 million tons [1]. However, this potential is still not optimally utilized, especially among

elementary school children through integration in the learning curriculum.

Primary school children have the ability to be more creative and innovative in building ideas and solving problems through entrepreneurial activities [2]. Therefore, entrepreneurship education is essential for them to develop skills in recognizing potential businesses that can be developed. However, the lack of entrepreneurial skills and understanding of the potential of natural resources, such as the ocean, can be an obstacle in developing business ideas among primary school children.

One method that can be used to foster an entrepreneurial spirit among elementary school children is seafood canning. Seafood canning is a seafood processing technique that has become a very promising business and can be developed in coastal areas, such as in Bantul Regency. In addition, seafood canning also has a high selling value, so it can be a promising business potential for coastal communities.

1.2 Research Objectives

This research aims to investigate the role of seafood canning as an effective method in fostering entrepreneurial spirit in the local community of SD Negeri Bungkus, Bantul. Through the study of relevant literature and in-depth analysis, this research will examine various literatures that are considered appropriate in seafood canning activities as a method to foster entrepreneurial spirit in SD Negeri Bungkus, Bantul Regency. It is intended to determine the extent to which seafood canning activities can improve entrepreneurial skills and understanding of the potential of marine resources among elementary school children.

1.3 Significance of the study

This research has significant impact in several aspects. First, it will provide a better understanding of the important role of seafood canning in the coastal economy, especially in the Bantul region, which may be a model for similar communities. Second, this research will also help support education at SD Negeri Bungkus by creating entrepreneurial opportunities for students and their parents, which can reduce poverty and improve their quality of life. Thirdly, the findings of this research can provide guidance for government and non-government organizations in developing policies that support seafood canning and similar small businesses.

In addition, the cultivation of entrepreneurial spirit since elementary school has an important value that cannot be ignored. Education that includes aspects of entrepreneurship at the primary level can provide a strong foundation for children to develop the skills, knowledge and attitudes necessary to become successful entrepreneurs in the future [3]. In the context of this research, focusing on seafood canning at SD Negeri Bungkus, Bantul, means providing valuable opportunities for students and the school community to understand the importance of enterprise development, teamwork, risk management and understanding of their environment.

Introducing the concept of entrepreneurship early on also helps to shift the traditional education paradigm from more academic to more practical-oriented and skills-based education[4]. This will allow students to develop their potential in various fields, including in seafood canning, which is an important industry in coastal areas. Thus, cultivating an entrepreneurial spirit at the primary school level is not just about creating young entrepreneurs, but also creating individuals who are more independent, creative and have a deeper understanding of their local economic potential.

1.4 Research Limitation

This research will focus on the context of SD Negeri Bungkus, Bantul, and will not cover broader aspects of

the seafood canning industry in Indonesia. This limitation was imposed to allow for more in-depth research relevant to the objectives set.

2. LITERATURE REVIEW

There have been many studies conducted on entrepreneurial skills and business potential development among children currently. However, research on the effectiveness of seafood canning activities as a method to foster entrepreneurial spirit in elementary schools is limited. Some research related to entrepreneurial skills in children has been conducted previously. For example, research by Sunipa. S. and friends showed that the application of entrepreneurship learning can increase creativity and innovation in elementary school-age children [3]. Meanwhile, research by Dewi Purwaningsih and friends (2021) showed that the introduction of entrepreneurship from an early age can improve entrepreneurial ability in the future [4].

Research on seafood canning as a method to instill entrepreneurial spirit in children in elementary school is still relatively new. Therefore, this research is expected to contribute and provide useful information related to the use of seafood canning as an effective method to instill entrepreneurial spirit among elementary school-age children.

In this research, the effectiveness of seafood canning activities as a method to foster entrepreneurial spirit at Bungkus State Elementary School, Bantul Regency will be studied. It is expected that the results of this research can provide benefits for the development of the potential of marine natural resources in coastal areas and can also improve the entrepreneurial skills of elementary school-age children.

3. FINDINGS

Children at the elementary level are often known for their playful, energetic and hard-to-settle characteristics. They have a strong interest in activities that involve physical movement and are always eager to explore hands-on experiences. These experiences often stay with them well into adulthood. Therefore, SDN Bungkus has been guiding learners towards activities that are not only a platform for expression and play, but also provide valuable provisions for their future as adults. In this way, they can utilize the natural liveliness and curiosity of elementary school children to develop skills and knowledge that will serve as a strong foundation for their future adulthood.

The cultivation of entrepreneurship at SDN Bungkus is a very positive and educational step for its students. The program is designed in stages to create an understanding of the business world, build creativity skills and promote cooperation between students. The program is divided into two main stages, for grades 1 to

3 and grades 4 to 6, with an approach that is appropriate to their age and ability.

3.1. Stage 1 : Grade 1, 2, and 3

At this stage, the main focus is on introducing learners to different types of marine fish in grades 1, 2 and 3. Various creative activities are conducted to familiarize them with fish. These include displaying pictures of marine fish, giving them the task of making pictures of fish, and even holding coloring competitions with the theme of fish and marine products. In addition, students may also be invited to visit local places related to fisheries, such as fishing harbors or fish markets, to see fish firsthand and understand more about their types.

3.2. Stage 2: Grade 4, 5, dan 6

At this stage, learners are given greater responsibility and more complex tasks. They will participate in a can packaging design competition, where the best design will be used as a can cover for their fish products. This is a great step to develop their graphic design skills and creativity [7]. In addition, there are other activities that involve inter-class collaboration. Class 4 is the financial planning division, and 5 is in charge of picking up fresh fish from a nearby supplier. They will learn about simple financial planning and procurement processes and about the fish supply network. Next, Grade 6 will be in charge of canning the fish, where they are responsible for delivering the processed seafood to the fish cannery. This is a hands-on experience in fish processing and canning that can help them understand the production process better.

In addition to the activities described above, there is a wide variety of activities that are often added to enrich the entrepreneurship program. Some possible additional activities carried out at SDN Bungkus are presented in the following paragraphs.

The first activity is an introduction to the production process. Learners were invited to visit a fish canning factory in the Depok area which is not too far from the school location, to see firsthand how fish is processed and packaged. This gave them a deeper understanding of the fish canning process as a means of nurturing curiosity and leaving a mark on the desire to become business entrepreneurs in the future in accordance with local wisdom in the area where the learners live.

The second activity is Basic Business Training. At SDN Bunkus, this basic business training is conducted in the upper grades, namely grades 4, 5 and 6. They are given basic training on business management, including aspects such as financial planning, stock management and product marketing. With the division of grade 4 in the financial planning division, grade 5 in stock management, and grade 6 in the product marketing division. From the observation results, it was found that

grade 4 students have shown habituation and training in planning the purchase of raw materials for the type of fish to be canned. The form of training used is calculating the estimated amount of fish that will be used if they want to can a certain amount. This training is carried out by inviting resource persons from the Fish Canning Unit (UPI) located in Depok or direct visits by students to UPI.

Class 5, as the stock management division, was given trainings on how to stock fish properly so that it will last longer and maintain good quality when used. For this stock management division training, students were taken to the Berkah Mina seafood supplier factory in Depok Village, Parangtritis, Kretek, Bantul. In this place they conducted direct observation of seafood storage. Their tasks included recording what types of fish can be stored at certain temperatures. And finally, Grade 6 is in charge of the marketing division. The marketing in question here is more about the form of presentation of processed seafood products in cans. The task of 6th grade students is to make the packaging design as attractive as possible while still containing elements of SDN Bungkus in it. The most attractive design will later be used as the cover of the product packaging.

The third activity is product exhibition. As a follow-up to entrepreneurship education at SD Negeri Bungkus is to hold an exhibition of processed seafood products. This has been done several times according to data during the interview. This exhibition is carried out both independently and in collaboration with other elementary schools in the Kapanewon Kretek area. One of the independent exhibition activities at the school level is carried out by holding a market day program. In this market day activity, all students have the right to sell any processed food from seafood. the participants are all students from grade 1 to grade 6. They also have the right to buy products from each other. In this activity, teachers and the surrounding community are also allowed to become consumers. Meanwhile, collaborative exhibitions with other elementary schools in Kapanewon Kretek are scheduled once a year at special moments such as the commemoration of Scout Day. In 2023, this collaborative bazaar activity is packaged with the theme P5 Kapanewon Kretek bazaar. This activity is scheduled to be held once a year between elementary schools within the scope of Kapanewon Kretek. Each elementary school exhibits its superior work and products.

4. DISCUSSION

The concept of early childhood education emphasized by several education experts is reflected in the first phase of the entrepreneurship program at SDN Bungkus, which targets students in grades 1 to 3. This is in accordance with the theory of intelligence that has been proposed by several experts.

The first is Howard Gardner's theory of multiple intelligences. Gardner's theory states that individuals

have different types of intelligence that can be nurtured and developed. The theory emphasizes the importance of hands-on learning and physical activity in the learning process [6].

Furthermore, still prioritizing children's intelligence, Piaget's theory suggests that children at this age prefer to learn through direct experience and physical activity. The concrete operational stage is the stage where children are in that age group [7].

Lev Vygotsky's contextual learning theory is also in line with the previously mentioned theories. Vygotsky's theory states that learning is most effective when students are involved in real-life situations that are relevant to their lives [8].

Various seafood introduction activities at school such as picture recognition, coloring pictures, and direct visits to marine fish sales centers are also supported by activities in the local area, namely at Depok Beach, Parangtritis. These things are very close to the learners' daily lives. Therefore, learning will be more meaningful for learners because at home and in the environment, they always interact directly with people who have the knowledge they get at school. By integrating these theories and concepts, the first phase of the program creates a learning approach that is developmentally appropriate and supports their early understanding of the fishing industry and marine products. Creative activities such as drawing different types of fish and fish-themed coloring competitions are examples of this approach that allow children to interact with learning materials in a fun way. The program also incorporates physical and sensory experiences, which are important for children's learning at this age.

The second phase of the entrepreneurship cultivation program at SDN Bungkus, which assigns learners to design covers for processed seafood products, not only creates opportunities to hone graphic design skills, but also develops learners' creativity, which is a valuable competency in today's ever-changing and evolving society. The second stage of the entrepreneurship cultivation program at SDN Bungkus reflects the paradigm shift in children's education in the modern era. In this stage, learners are given greater tasks and responsibilities, allowing them to develop deeper skills and understanding. One aspect that stands out is the implementation of a can packaging design competition, where learners from grades 4 to 6 collaborate to create the best design that will be used as a cover for processed fish products.

This approach not only helps in honing graphic design skills but also stimulates learners' creativity. This is in line with the findings of a number of previous studies showing that hands-on learning experiences and task-based projects can be a major trigger in the development of children's creativity [9]. Through this design competition, students not only gain an understanding of graphic design but also learn to collaborate, communicate, and face entrepreneurial challenges.

In addition, the program also promotes inter-grade collaboration, where grade 4 is responsible for financial

planning, while grade 5 is in charge of sourcing fresh fish from the nearest supplier, followed by grade 6 as the processing and marketing division. Grade 4 students are given the opportunity to learn about simple financial planning and the process of procuring raw materials. The results of their simple analysis will be passed on to Grade 5 learners as the raw material supply division. This involves an understanding of the fish supply network, they will be in charge of bringing the results of the simple analysis of grade 4 to the fish supplier and will adjust to the prevailing price at that time. This also requires collaboration, communication and decision-making skills, whether or not to take seafood raw materials, and if so, how much, or whether to divert them to other types of raw materials. Furthermore, Grade 6 acts as the processing and marketing division that cans the fish, including delivering the processed seafood to the fish canneries. They bring the raw materials to a seafood stall that has collaborated with the school. In this shop, the raw materials will be processed according to the marketing category. Furthermore, the processed products are brought to the fish cannery which is still located in Depok Village.

The implementation of the seafood canning program at SDN Bungkus strongly reflects the cultivation of entrepreneurial spirit from an early age while still paying attention to the rights of students to obtain learning in accordance with the 5.0 era, including the use of collaborative approaches. This has strong relevance to similar research on project-based learning and student-to-student collaboration in educational contexts. Numerous studies have supported this concept as an effective method to develop social skills, communication skills and decision-making abilities among learners as a key basis for early entrepreneurship.

As research by Suparsawan, I. K., and SD, S. P. (2020) which highlighted the benefits of inter-student collaboration in improving concept understanding, as well as communication and teamwork skills [10]. In the context of the SDN Bungkus program, inter-class collaboration creates opportunities for learners to understand the roles and responsibilities of each division in the fish production chain. This also reflects the project-based learning approach, as proposed by Ahmad Agung Yuwono Putro, P. P. [11].

Furthermore, research by Mokambu, F. (2022) underlines the importance of real-life experiences in student learning [12]. In the SDN Bungkus program, learners are involved in practical tasks such as raw material procurement and fish processing. This is in line with the finding that hands-on experience and active participation in the learning process can improve students' understanding of concepts and practical skills. Thus, the collaborative approach and real-life experiences in the SDN Bungkus program reflect a trend in Education that emphasizes project-based learning, teamwork and hands-on experiences to develop social skills, communication skills and better concept understanding among learners.

This hands-on experience in fish processing and canning is recognized as an effective way to deepen learners' understanding of complex production processes. The findings illustrate an educational approach that focuses on developing practical skills and teamwork at the primary school level.

5. CONCLUSION

The seafood canning program as a method to instill an entrepreneurial spirit at Bungkus State Elementary School, Bantul Regency has successfully achieved its goals. The program has proven to be an effective method to foster entrepreneurial spirit among elementary school students. In addition to understanding the process of canning fish directly, students also develop entrepreneurial skills [14], such as financial planning, stock management, and product marketing which are integrated into the learning approach.

The learning approach that has been implemented is in accordance with the developmental stage of children, where the program combines the concept of education at the elementary school level with educational theories that emphasize hands-on learning experiences and project-based learning [15]. This is in line with the characteristics of elementary school children who are active, curious and like to learn through hands-on experiences.

In addition, the inter-class collaboration promoted in this program creates opportunities for students to learn about the roles and responsibilities of each division [16] in the processed seafood production chain. This not only develops social skills, but also communication skills and decision-making abilities.

The real-life experience of learning is also very clearly reflected in every activity process. Students are involved in practical tasks, such as financial planning, raw material procurement and fish processing.

The relevance to modern educational trends is also not lost on the positive effects of this seafood canning activity. The program emphasizes project-based learning, teamwork, and hands-on experience to develop practical skills and better understanding of concepts among learners.

Thus, the seafood canning program at Bungkus State Elementary School, Bantul Regency, is a positive and educational step in instilling an entrepreneurial spirit from an early age. The program not only provides an understanding of the fisheries and marine products industry, but also develops skills of creativity, cooperation, and business understanding that can be a strong foundation for learners' adulthood. Through developmentally appropriate learning approaches, inter-class collaboration, and real-life learning experiences, the program.

AUTHORS' CONTRIBUTIONS

Titik Yuliana:

- Conceptualization of the research: Titik Yuliana has been instrumental in formulating the

research idea, identifying the research objectives, and designing the research framework.

- Literature collection and analysis: She has compiled the relevant literature review and assisted in analyzing the literature that supports this research.
- Abstract writing: Titik Yuliana was responsible for writing the abstract that summarized the essence of the research clearly and concisely.

Ahmad Agung Yuwono Putro:

- Entrepreneurship program design: Ahmad Agung Yuwono Putro has been instrumental in designing and developing the entrepreneurship program at SD Negeri Bungkus, including the stages of the program.
- Program implementation: He has coordinated the implementation of the program, including inter-class collaboration and practical activities such as the can packaging design competition.
- Writing the discussion section: Ahmad Agung Yuwono Putro has drafted the discussion section of this research, including the analysis and interpretation of the results and the implications of the research findings.

Both (Titik Yuliana and Ahmad Agung Yuwono Putro):

- Writing the introduction: Both have contributed in drafting the introduction section that includes the background, research objectives, research significance, and research limitations.
- Writing the conclusion: Both of them have jointly formulated the conclusion of this research, including summarizing the important findings and their implications.
- Proofreading and editing: They have both collaborated in proofreading and editing the entire research article to ensure good language quality and writing structure.

All authors:

- Creation of reference list: All authors have contributed in compiling the reference list that includes the sources used in this study.
- Keyword formulation: They have jointly formulated the relevant keywords for this study.

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