

THE ROLE OF SOCIAL CAPITAL IN THE FORM OF SOCIAL ENTREPRENEURSHIP TO DEVELOP CREATIVE INDUSTRY

Fachrudy Asj'ari¹, M. Subandowo², I Made Bagus D³

Email: ¹fachrudy@unipasby.ac.id

ABSTRACT

This research intended to analyze the social capital and social entrepreneurship. Social capital has two typologies, namely social capital bridging and social capital bound. Social capital is bound to have a strong emotional attachment to, properties on each Member of the Group and more closed to changes which in turn will make it difficult for community development by the Government, whereas the social capital that are bridging the equations have values, freedom and values, as well as humanitarian so that it will be more open and accepting changes making it easier for the Government to advance society. Similarly happens to the field of economics. A developed country which sectarian embraced liberalism and capitalism economy cannot be separated from the individual's role within it. The role of the individual also will not work if it is not supported by any other individual, so that individuals will be mutually related to achieve a specific goal, though that purpose later will only benefit a few Parties. however, the role of individuals who work together to achieve it cannot be ruled out. Individuals going through a learning process that can be referred to as the process of socialization. These variables in this study revealed that these variables needed by companies. The results of this research were empirical date of the development of the theoretical of human resources and management practices. Carrier and development planning needs a few variables to support them get the goals.

Key words: Social Capital and Social Entrepreneurship

INTRODUCTION

In 1990 the 90s the concept of social capital, defined here as the norms and networks that enable people to act collectively, enjoy the incredible rise of Fame all social science disciplines. The authors trace the evolution of social capital research as it pertains to economic development and identified four distinct research approach has been taken: the communitarian, networking, institutional, and synergy. The evidence shows that of the four, display of synergy, with the emphasis on different levels and dimensions of social capital and the recognition of the results of the positive and negative social capital can produce, has the largest empirical support and lends itself good comprehensive and coherent policy prescription. The authors argue that the virtue of significant ideas and discourse about social capital is that it helps to bridge the divide between Orthodox scholars, practitioners and policy makers.

At this point the more parties that are interested in social capital in the process of economic development. Social capital has been examined in a variety of studies ranging from philosophy, theory and understanding, operational design, implementation and monitoring and evaluation of activities social capital created and instituted by the citizens local communities. Specifically, the World Bank provided a focus of attention in the study of the role and implementation of social capital as well as the possibility of its contribution in the process of poverty reduction, especially in developing countries. The role and the place of social capital in the community daily activities has been studied more intensively by experts from different scientific point of view, among others, from the perspective of agro-eco system, economics, sociology, politics, anthropology and Psychology. As in the classical understanding in General, physical capital have been considered major contributing in the process of production and development, but there are several other types of capital among others in the form of human capital, institutions and social the capital also has gotten greater attention and

more widely. Experts have been convinced and agreed that capital-the capital deserves a more serious concern more than just the conventional capital in the form of physical capital. Understanding that non-physical capital that had the ability to contribute significantly in the process of social and economic development of society has been increasingly expanded. This is in line with the views of Georgi (2003) which basically concluded that social capital including individual talents, the accumulated knowledge of society, and society's forms of interaction, organization and culture can provide a real contribution in the growth and economic development of the community.

Formulation of the problem

Does social capital plays in shaping social entrepreneurship to develop creative industry?

Research objectives

To know and analyze the role of social capital in the form of social entrepreneurship to develop creative industry.

LITERATURE REVIEW

Social capital emphasizes termly the feeling not only warm and cuddly, but a variety of very specific benefits that flow from the trust, reciprocity, information, and cooperation associated with social networks. Social capital creates value for people who are connected and, at least sometimes, to bystanders as well. Social capital work through multiple channels:

1. The flow of information (for example, learning about the job, learn about the candidates running for Office, exchange ideas in College, etc) depending on social capital.
2. The norms of reciprocity (mutual) rely on social networks. The bond network connecting people who maintain similar reciprocity particularized (in-group). Bridging the network that connects the diverse individuals maintain reciprocity in General.
3. Collective action depends on social networks (e.g., the role of the Black Church played in the civil rights movement), although collective action can also foster new networks.
4. A broader identity and solidarity are driven by social networks that help translate the mentality "I" to "we" mentality.

Social capital is social connectedness that makes a person is able to take action to achieve the desired goals (Putnam in Narayan & Cassidy, 2001) or"... the totality of resources, actual or virtual, which thrive on individual and one group because it has the network in a particular period or informal relationships that need each other and respect (the sum of resources, actual or virtual, that accrue to an individual or a group by virtue of mutual acquaintance and recognition) (Bourdiou in Narayan & Cassidy, 2001).

Premise of social capital is that social networks have value. Social capital refers to the collective value of all "social networking" (who people know) and tendencies that arise from these networks to do things for each other ("the norm of reciprocity"). Putnam (Narayan & Cassidy, 2001) describe the social capital as a social relation that renders a person capable of performing the action to achieve the desired goals. Putnam (Mohan & Mohan, 2002) also confirmed that social capital is part of the collectivity, i.e. the elements of social life: networks, norms, and sense of trust (the trust).

McKenzie and Harpham (2006) with abstract sense of the social capital of Putnam with outlines of social capital as:

1. Social networks (social networks), a private network is voluntary.
2. Engagement and citizenship participation and the use of civilian networks.
3. The identity of the locals-a sense of belonging, solidarity and equality with members of community groups.
4. The principle of reciprocity (reciprocity) and the value of cooperation, the sense of obligation to help others and confidant as accompanying.
5. Trust in the community.

Understanding and definition of social capital above can then be relied upon summarizing the notion of social capital as a social networking aspect which belonged to individuals and communities that allow individuals take action to achieve goals desired.

Implementation Of Social Obligations

One of the important aspects of business life that got the attention of management is established and the maintenance of a positive image. If management successfully cultivate and maintain a positive image of the parties inside and outside the company will have a good view towards the company.

One embodiment of the positive image of the company will implement social obligation. Two forms of company social liability is a social obligation in the form of traditional and social obligations in the form of a new style that adapts to the development of social last one or the foreseeable future.

Corporate social obligations which are traditionally is established and the maintenance of a positive interaction between the company with its environment. That is, the Member or employee of a company does not become an exclusive group, separate from the surrounding community. In other words, a company proactively is expected to take the various steps and organizes a variety of activities that demonstrate concern for what is happening around them and are an integral part of its environment. Not a few steps and activities that can and should be done in the interest of corporate environment, such as:

- a. Utilization of the workforce comes from the location of the company, all the workforce meet the specified requirements of the company.
- b. Provide public facilities and social amenities that can be enjoyed by the community based around the company.
- c. The use of raw materials or raw materials supplied from the surrounding communities of companies along the requirements of quality and competitive price.
- d. The granting of scholarships for the children of local residents, especially those that pertained not able.
- e. The use of company-owned sports facilities by population, not only by the employees of the company.
- f. The company's Involvement in various social communities like education, sports sponsor, or religious activities.

If the prepayment are emphasized that one of the future that must be faced by human beings on a global level to regional, sub regional and national environmental sustainability is the issue, the issue is also an issue that should be encountered at the level of micro, namely at the level of companies that should be embraced by all organizations including business organizations. The orientation of enterprise social liabilities meant a new style. On a different level indeed all companies participated and polluting the environment because none of the companies that did not generate waste in other words, all organizations are faced with having to participate maintaining the environment living in a clean, healthy and uncontaminated. A company that have factory, for example, littering the airwaves because the factory smoke. The rest of the raw materials or raw materials that cannot be used to be waste. Even certain companies produce waste that may be toxic (toxic materials). Motor vehicles belonging to the company issuing the smoke that contains carbon dioxide and carbon monoxide. The tool temperature regulator at the office of gas be mix-carbon air freshener ingredients as well. Various documents are not useful anymore dumped into the garbage. In short, almost all business activities generate waste. One of the steps that should be taken is to recycle waste. If it is not recyclable waste should seek companies so that it generates does not seek its environment.

Indeed, even if the company accomplishes the obligation of social, doesn't necessarily mean the company showing the attitude of the altruistic. That is, with the obligation of fulfilling our corporate social benefit which is not too small for example, in the form of the good name that can enlarge the public confidence in the company.

Toward the study of the Social Capital That more comprehensive studies related to social capital in rural Indonesia and specifically in rural Java is generally still partially done from any element of social capital. Further studies a more in depth would be more comprehensive if it is able to cover all aspects or elements of social capital that is practiced by local people in a variety of social and economic activities. Some aspects of the study of elements of social capital in rural Indonesia especially in rural areas of Java by Iwamo and Subejo (2004).

The basic elements include local institutions which has the function of social services, the Save group borrow rotating, other traditional social safety nets, systems of inheritance are balanced, captivity system and for the results as well as the Government's Ministry for social welfare. Through the study

of elements such as these will be pointed out the role of each element as well as the interconnections between the elements that allows each party involved in the cooperation obtaining optimum gain as well as in the macro is able to spur economic growth in local communities. In addition to reviewing each element of social capital that is practiced in rural areas, still seems to be there is another element that is not less important and deserve attention more intense: “the process” of cooperation itself. Ostrom and Walker (2003:50) gives an overview of the process of cooperation that occurs repeatedly in a structure or model as presented in Figure 2. The main factors that influence directly against the level of cooperation that is trust and reciprocity. Trust among others is influenced by multiple variables i.e. physical, culture and institutions. In addition to these factors, as well as the offender's reputation between the values of reciprocity that are run in cooperation has an important role in determining the rate and sustainability of cooperation that will ultimately determine the gain that would be obtained by individuals and the Group collectively.

Social Entrepreneurship however, business competition is so tight, it makes most entrepreneurs ignore social values and humanity. Because unemployment and poverty, the numbers are still relatively high. The Central Bureau of statistics (BPS) recorded. The number of unemployed in 2012 reach 7.6 million people, and the number of poor population in Indonesia in March 2012 reached 29.13 million people (11.96 percent). Social entrepreneurship is assessed as a solution in an attempt to accelerate the decline in unemployment and poverty. This is not because the social entrepreneurship offer excess benefits than just creating jobs. Social entrepreneurship has an extensive benefits due to the entrepreneur is not only dealing to employees who became partners but also the wider community.

Social entrepreneurship or Social entrepreneurship is a derivative of the term entrepreneurship. People engaged in the so-called Social Entrepreneur social entrepreneurship. Santosa (2007) defines Social entrepreneur as someone who understood the social problems and use the capabilities of the entrepreneurship in doing social change (social change), mainly covering the areas of welfare (welfare), education and health (education and health care).

Social entrepreneurship focuses his efforts early on by engaging the community by empowering communities less fortunate financially nor the skills to move her business together in order to generate profits, and then the results of the business or its profits are returned back to the community to increase its revenues. Through such methods, social entrepreneurship is not only capable of creating many jobs, but it also creates a multiplier effect to move the wheels of the economy, and creating social welfare.

Stretching Social Entrepreneurship

A social entrepreneur is someone who is skilled in looking at challenges as opportunities, see the trash into money, and see the community as the subject rather than the object of his efforts. The society acts as a strategic partner, not just his business as customers or consumers. The patterns that occur in social entrepreneurship is between employers, workers and the community. The three of them work together in shaping mutualism symbiosis. Its impact is the welfare, social justice and equitable distribution of income.

Although relatively new, but stretching social entrepreneurship now has become a new trend in the global community, life was no exception in Indonesia. The cause of its popularity is the success of social entrepreneurial figure Muhammad Yunus became a winner of the nobel peace prize in 2006. His skills in managing the Grameen Bank and empowering the poor in Bangladesh have opened up millions of eyes of the global community will be the significance of social entrepreneurship. Muhammad Yunus is judged capable of empowering the poor through unsecured loans. Developed the Grameen bank is to empower underprivileged community financially. Consequently, thousands of labor was able to be absorbed, and millions of others feel the impact indirectly, so that the economic multiplier effect occurs with the emergence of New small and Medium Businesses (SMEs).

Given the importance of social entrepreneurship, is expected to be increased again in quantity as well as quality development. Along with the wickedness of individuals who became a social entrepreneur, expected participation of social entrepreneurship in lowering unemployment and poverty, creating social justice and welfare can be increased. A variety of social business is as follows:

1. Community-based Social Enterprise

In accordance with the concept of community-based social, business or community based social enterprise has a concentration on the needs of the community itself. If your organization has a

- structure generally feels stiff, you will feel personally close as a family on social business this one because the empowerment is self-empowerment that have a business purpose for improving people's lives. Generally, these social businesses can be found in the form of cooperatives.
2. A Not for Profit Social Enterprise
Different from the previous one, this second social business the focus is directed to community empowerment.
 3. Hybrid Social Enterprise
For an entrepreneur who love harmony in society, perhaps this one could be an option. On this, the orientation of social business is indeed targeted at sustainability and development or sustainable development. But not only that, the source of the funds used to support the business of social blend is also more varied and tend to be balanced, ranging from the Social Fund, semi-commercial, to the commercial.
 4. Profit for the Benefit of Social Enterprise
Another social business with the hallmark of the Organization's most widespread target. Why vast? Because of three elements, namely, the smooth target, development and growth of the basis so that the organization can be fully independent without having a dependency against individuals or institutions donors. No wonder, the scale of this entrepreneurial business is great.

According to McLeod in Andri, Zuliarni, Sutrisna (2013), development is a process or stage of growth towards being more advanced. Growth means a stage of improvement of something in terms of number, size, and its significance. Growth can also mean a developmental stages. Every industry normally expects that the industry grew and developed meet the establishment that is able to achieve the maximum profit effectively and efficiently.

The creative economy that includes creative industries, in various countries in the world today, is believed to be contributing to the nation's economy significantly. Indonesia began to see that various subsector in the creative industry can potentially be developed, because the nation of Indonesia have human resources creative and rich cultural heritage. Under Secretary of Commerce, Krisnamurthi in Andri, Zuliarni, Sutrisna (2013) says, of the total export of Indonesia, as much as 9.25 percent is the product of the creative industries. In 2010, as much as 7.3% Indonesia gross domestic product was the contribution of creative business and absorb 8.5 million workforce. Creative industry development model is a building that will strengthen the economy of Indonesia, with the runway, pillars and roof as elements of the building. With this creative industry development model, it will bring this creative industry from the starting point (the origin point) towards the achievement of the vision and mission of creative industry Indonesia 2013 (destination point). The building is enclosed under this creative industries by relationship between Scholars (intellectuals), business, and Government are referred to as system "triple helix" which is the main driving force of actor inception of creativity, ideas, science knowledge and technology are vital to the growth of the creative industries. In several cities in Indonesia, the development of creative industries is seen undergoing rapid development. This is shown by the growing number of new creative industries that emerged to the surface. For example, in Bandung which is known as the Centre of the creative industry. There evolved the creative stores has been known by the public at large. The effort has produced various types of clothing and has been used by children to adulthood. So also with the Denpasar was crowned the leading culture based creative cities.

To date, some of the initiatives that have been undertaken by the Government for this creative industry to develop, among others:

- a. Law number 5 of the year 1984 on industry, namely in chapter VI, article 17 States that the product design the industry got legal protection.
- b. Act No. 31 of the year 2000 about the design Industry in the protection of intellectual property rights.
- c. The decision of the Minister of industry and trade Number 20/MPP/Kep/I/2001 on the establishment of the National Design Council/National Design Center (PDN).
- d. National Design Center (PDN) since year 2001 until 2006, has chosen the best product design 532 Indonesia.
- e. Year of 2006, the Department of Commerce of the Republic of Indonesia initiated the launch of Indonesia program Design Power that included the Department of Commerce of RI, RI

Department of industry, the Ministry of cooperatives and SMEs as well as Indonesia Chamber of Commerce (KADIN).

- f. The year 2007 Exhibition, held a cultural week of Indonesia, under the directive of the President, and maintained by: Office of the Coordinating Minister of social welfare, as well as involving cross-Department of the Ministry of industry, trade, Cultural Tourism, and the Ministry & SME & cooperative.
- g. The year 2007, the Department of Commerce of Indonesia launched the creative industries mapping study results Indonesia and set 14 Indonesia creative industries subsector based on academic studies over the raw Classification Effort Industry Indonesia (KBLI) prepared from data The Central Bureau of statistics and other data sources (associations, creative community, educational institutions, research institutes) that release in print media, related to the creative industries.

RESEARCH METHODS

In this research method used is the study of librarianship. According to the Nazarite (2003:93), the study of librarianship is the tracing of existing literature and examines in diligently regardless of whether a study using data on primary or secondary, whether the research is done in the field, laboratory or Museum. In this study, the researcher using secondary data of laboratory result and analyze in the field.

ANALYSIS AND DISCUSSION

Booke in kotter and Hesket (1997), suggests that the concept of human needs are distinguished into: the needs of the economic and social needs. At the lowest level, humans as individuals will attempt to meet the minimum requirements: the need for food, clothing, shelter, and security-self-satisfaction, besides the desire to appear different, as human as themselves.

Social needs began from a source that is a sense of dependence upon social norms are constantly evolving as an attempt of self-manifestation. For one, these social needs fulfillment standard will be determined by the presence of basic norms in force in the community, both the compliance of goods or services that can provide satisfaction to her. While the needs of individual economies are very different, where if an item is needed one can meet as desired on the basis of specified criteria, it will be able to provide satisfaction for him.

In fact, that happened in the community between the two needs mentioned, there is one condition will complement each other and support with satisfy economic needs for someone then will be able to support the social needs of the people are concerned. The case with an increase in the accomplish of social needs, it would be possible for someone to be able to improve its economic needs, along with changes in giving judgment against the social motivation as part of appreciation for a discussion of its economic needs. This will bring up the opinion with the public that the presence of the expression of social values will be able to encourage attempts to express the value of it.

But on the condition that both those needs may be different and even had the opposite direction, a condition that affects many of its development in the community is the issue of the role of the "custom" the habits and behavior of the public. This fact occurred in neighborhoods of the eastern part of East Java and Madura. Many among this community which has a cow, which is the economic factor for the farming community because it can be empowered to land management advancing, so economically will be more productive. But the fact that the cows belonging to the reserved only for winning the race mere accomplish and customs prevailing in society. On the other hand, it says that the costs for maintenance and operations is large enough.

The other reality as found in Toraja society, they keep the custom trust values. So the importance of the view to the accomplishment of social needs, given the existence of the presumption that the accomplishment of social needs regarding the issue of prestige or self-esteem in society. As is happening in the community, the Bawean contended that Hajj is very valuable for the needs of life. In other words that went the pilgrimage is part of the perfection of life, in order to complement the social prestige of someone with already bore the honorific "Haji". As a consequence of that by having to spend considerable costs will they travel. Because they believe that the "Hajj" one's duty towards God is the absolute must be lived. The essence of the concept of social needs and the needs of the economy of this Booke shows:

1. Not yet boundaries firm between economic needs and social needs, as a result in the implementation in the community becomes less clear.
2. The influence Factors the customs, religion and customs of the community will greatly affect the economic and social behaviour patterns.

According to Cashmere (2006:15), entrepreneurship is a soulless people dare to take the risk to open business on many occasions. The ability of the creative and innovative entrepreneurship can be relied upon, tips and resources for finding opportunities to success. While according to Zimmerer in Suryana (2006:14) is the application of entrepreneurial creativity and innovation to solve problems and take advantage of the opportunities at hand. Based on the above description, it can be concluded that entrepreneurial is a creative and innovative abilities in creating something that has benefits for themselves and others as well as being able to face the problem and take advantage of opportunities.

starting from a source that is a sense of dependence upon social norms are constantly evolving as an attempt of self manivestasi. For one, these social needs fulfillment standard will be determined by the presence of basic norms in force in the community, both the compliance of goods or services that can provide satisfaction to her. The fulfilment of social needs would form the social capital for someone that would be beneficial for him to meet the needs of the economy. The higher a person in socializing higher also the friendship she forms. This is very helpful in forming networks. Therefore, social capital desperately needed someone in the building business.

Social entrepreneurship started to be discussed when Muhammad Yunus won the Nobel Peace Prize for his Grameen Bank in 2006. When Grameen Bank, founded in 1976, they had different systems with the bank credit at that time. Ensure the borrowers of Grameen Bank is working hard to restore the capital, so no guarantee turnaround funds and help doesn't stop one-two small groups only. Originally, social entrepreneurs are starting from a non-profit organization who had the idea for ' rotate ' the funds they have, for the sake of their social mission eternity critical limits stretcher. If a non-profit organization usually depends only on the compensation of donors and the sale of merchandise, they then think how to do to get more funding. Profit is no longer a taboo for them, with the principle that the profit will be refunded on social programs. This was the forerunner of the social entrepreneur.

Depart from the reasoning above, the motivation of social entrepreneurship such as *Grameen* Bank also has other motivations besides just "give". Key words social entrepreneurial empowerment, where with the assistance provided, the recipient can change their lives, and of course for the long term. While compensation is generally given once, social entrepreneurs are working in a different way. Social entrepreneurs intend to move their objective to jointly make a change. Simply put, the term social entrepreneur working to provide more than just a "fish", that teaches how to fishing.

The examples of social entrepreneurs through social cooperation has a very wide range of self-employment. There is an organization which focuses on cultivating such culinary *Assalam* Agro Industries; craft products such as Dipper, or social issue untouched Government policies such as the Komodo dragon Water and others. However, they are basically all have the background and the same goal, namely to create social change in target communities. These social changes will also include the improvement of the economy, so their target community can become more self-sufficient and develop.

CONCLUSIONS AND SUGGESTIONS

Conclusions

1. Social Factors influence dominant towards entrepreneurship.
2. The necessity of maintaining the culture of Indonesia's positive impact on social Entrepreneurship. It is realized, it is no easy job as it pertains to mental attitude. Similarly facing cross societal, we should be able to distinguish and filter cross cultural influences.
3. Social Entrepreneurship still need refinement and development in order to face globalization.
4. The application of the norms of Social Entrepreneurship that is universal in Indonesia should be adjusted with the lofty values and culture of the nation of Indonesia.
5. Pearls of wisdom on value of Javanese culture coloring and contribute valuable against Social Entrepreneurship.

Suggestions

The soul and the spirit of entrepreneurship not only belongs to the entrepreneurs but also belongs to the professionals and what are the roles in a variety of different functions, whether it's the profession of teacher/lecturer, pupils/students, doctors, soldiers, police, employees and so on. Hisrich-Peter (2005:535) States entrepreneurship is one method for stimulating and then capitalizing on individual in an organization who think that something can be done differently and better. He thinks entrepreneurship is a method of stimulating the individual within the organization who has the idea that he can do something that appears different and better results.

The statement reinforced the existence of research conducted by Dewi (2013) States that education entrepreneurship motivation and skills against the partially positive effect against someone. Often happens mistakes employees in work resulted in the production of results that do not fit the standard. These errors can be expected in minimize. For that employee is motivated to be superior to achieve high success.

REFERENCES

- Ardana, I Komang dan Ni Wayan Mujiati dan I Wayan Mudiarta Utama. 2012. *Manajemen Sumber Daya Manusia*. Cetakan Pertama. Yogyakarta: Graha Ilmu.
- Arif, Mustofa, Muhammad. 2014. *Pengaruh Pengetahuan Kewirausahaan, self Efficacy dan Karakter Wirausaha terhadap Minat Berwirausaha pada Siswa Kelas XI SMK Negeri 1 Depok Kabupaten Sleman*. Skripsi pada Fakultas Ekonomi Universitas Negeri Yogyakarta.
- Arikunto, Suharsimi. 2010. *Prosedur Penelitian Suatu Pendekatan Pratek*. Jakarta: Rineka Cipta
- Astiti. 2014. *Pengaruh Pendidikan Kewirausahaan Terhadap Motivasi Berwirausaha dan Ketrampilan Berwirausaha Mahasiswa Pendidikan Ekonomi Universitas Negeri Yogyakarta*. Skripsi pada Fakultas Ekonomi Universitas Negeri Yogyakarta.
- Dedi Purwana, M. Buss. 2011. *Menjadi Wirausaha Sukses*. Bandung: PT. Remaja Rosdakarya.
- Kasmir. 2006. *Kewirausahaan*. Jakarta: PT. Raja Grafindo Persada
- Kotter, John P., Heskett, James L., 1997. *Corporate Culture And Performance, Dampak Budaya Perusahaan Terhadap Kinerja*, Terjemahan, PT Prenhallindo, Jakarta.
- Kuncoro, Mudrajad. 2001. *Metode Kuantitatif: Teori dan Aplikasi untuk Bisnis dan Ekonomi*. Edisi I. AMP YKPN, Yogyakarta.
- Kuntawicaksono. 2012. *Pengaruh Pengetahuan Wirausaha dan Kemampuan Memecahkan Masalah Wirausaha Terhadap Mminat Berwirausaha Siswa Menengah Kejuruan Semarang*. Skripsi Prodi Pendidikan Ekonomi, Program Pasca Sarjana.
- Notoatmojo, Soekidjo. 2009. *Pengembangan Sumber Daya Manusia*. Bandung: Rineka Cipta.
- Panggabean, S. Mutiara. 2014. *Manajemen Sumber Daya Manusia*. Jakarta: Ghalia Indonesia.
- Ridwan. 2004. *Metode Riset*. Jakarta: Rineka Cipta.
- Rivai, Vetsel. 2006. *Manajemen Sumber Daya Manusia Untuk Perusahaan*. Jakarta: Grafindo Persada.
- Santoso, Singgih. 2000. *Buku Latihan SPSS Statistik Parametrik*. Jakarta: PT. Elex Media Komputindo.
- Setiaji, Bambang. 2004. *Panduan Riset dengan Pendekatan Kuantitatif*. Surakarta: Pasca Sarjana UMS.
- Seno Andri, Sri Zuliarni, Endang Sutrisna. 2013. *Analisis Peran Pemerintah Dalam Perkembangan Industri Kreatif Di Pekanbaru (Studi Kasus Pada Sub-Sektor Kerajinan)*. Perpustakaan universitas Riau.
- Soertyanto, Eddy. S. 2009. *Entrepreneurship Menjadi Pebisnis Ulung*. Jakarta: PT. Elex Media Komputindo.
- Sugiyono. 2013. *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta.
- Suryana. 2006. *Kewirausahaan Pedoman Praktis, Kiat dan Proses Menuju Sukses*. Edisi 3. Jakarta: Salemba Empat.
- Walling, Edward Russell. 2010. *50 Terobosan Manajemen yang Anda Ketahui*. Jakarta: Erlangga.
- Zakiyudin, Ais. 2013. *Teori dan Praktek Manajemen*. Jakarta: Mitra Wacana Media Yayasan Sekolah Wirausaha Indonesia.