

Community-based Learning Utilizing Information Technology through Banana Sponge Cake Making Training in Cipocok Tegal Village, Serang City

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ABSTRAK

The problem of unemployment tends to be more dominant in urban areas, which are the result of industrialization, one of which occurs in the Cipocok Tegal area of Serang City. Despite these problems, this area has the potential of natural resources in the form of bananas. To overcome these problems and develop the business of its residents, the potential of natural resources in this area is utilized with community-based learning by utilizing information technology through training in making banana sponge cake. The targets of this activity are housewives and youth of productive age using a community-based learning model. Community-based learning (CBL) is an approach to education that places the community at the center of learning. The purpose of this study was to determine the process and impact after the implementation of training activities. This research method uses a descriptive qualitative approach. Data collection techniques in this study used observation, interview, and documentation techniques. Data were analyzed using data reduction, data presentation, and conclusion drawing techniques. The learning process was carried out using material delivery and demonstration methods. The results of this study state that there is a change in knowledge regarding food ingredients, equipment used, sanitation and hygiene to product packaging and increasing their skills in making banana sponge cake. In addition, there was an increase in knowledge about the use of software for raw material inventory management, online marketing through social media, and digital order handling. The activity ran smoothly and successfully, followed by all participants with full involvement and in accordance with the prepared guidelines. The participants were actively involved in the entire series of training activities.

Keywords: *Unemployment, community-based learning, training*

INTRODUCTION

Society is a group of people who live together in a certain area or region, share an identity, habits, traditions, and have a feeling of unity. With the development of the times, society is faced with various problems, namely unemployment. The problem of unemployment tends to be more dominant in urban areas, which are the result of industrialization. Not only does a high unemployment rate have the potential to disrupt the economic stability of a country, it can also have adverse consequences on the social and psychological well-being of the individuals affected. (Hifzul Muiz & Sumarni, 2020). This happens because the labor market cannot absorb much of the available labor, causing many people to be unemployed, so many individuals cannot engage in economic activity, one of which occurs in Cipocok Tegal.

According to the development plan of Serang City, Cipocok Tegal is part of Cipocok Jaya urban village, Cipocok Jaya sub-district, Serang City, which is intended for development as a residential area. Although the area is not designated for agricultural development, it is rich in natural resources in the form of an abundance of banana trees. Based on the findings in the field, this area has a good level of education, but the economic level based on BPS data in 2023 shows that the poverty level in Cipocok amounted to 3,631 people. Although children have a good education they do not have prominent skills and many mothers prefer to focus on being housewives in the area. In today's digital era, proficiency in information technology is becoming increasingly important in various aspects of life. However, in many communities, especially in rural areas or villages, access and understanding of information technology remains a challenge. Cipocok Tegal Village, for example, is a community that has a fairly high level of

education but has not fully utilized the potential of information technology to the fullest. Information technology can be used in various fields, one of which is in the field of home industry which can be utilized as a means of marketing.

Currently, the Serang City area is experiencing rapid progress in large industries and home industries. This home industry is generally run by mothers who have free time. In line with the existing conditions in the Cipocok area, namely natural resources in the form of bananas and not utilizing technology to the fullest, there are also many mothers who do not have jobs. This can be used as an opportunity by Cipocok Tegal residents to develop their own home industry using the natural resources available. However, to run the industry, skills are needed in the form of training.

Training is a series of activities designed to provide the knowledge and skills necessary for participants to carry out their current jobs. Since the target of this training is the community, it uses community-based training through the utilization of technology. Community-based learning (CBL) is an approach to education that places the community at the center of learning. Many job seekers experience challenges because the skills they have are not in line with what is needed by the job market (Anggraini & Tukiman, 2022). Concentrating on community skills training that is in line with local needs can improve individual skills in facing competition in the job market. With natural resources in the form of bananas, community-based training can be held through making banana sponge cakes by utilizing technology. Community-based learning utilizing information technology has become an innovative approach in advancing the potential of local communities. By utilizing abundant local raw materials, this training not only teaches new skills but also provides sustainable economic opportunities for local residents. Through a community-based approach, the training aims to increase economic independence and information technology knowledge among the people of Cipocok Village.

Housewives are a potential group to receive skills training. By empowering them effectively, it is hoped that they will be able to produce economic products that can improve the welfare of the family. In middle and lower class communities, a mother's role is not only as a family companion but also as a contributor to the economy. This potential can be utilized to develop Micro, Small and Medium Enterprises (UMKM) in their environment. The high level of education in Cipocok Tegal indicates that they have the capacity for self-development. Therefore, housewives can use their free time for entrepreneurship, which is expected to increase local family income. In addition to technical aspects, community-based learning also emphasizes the values of collaboration and togetherness. In the context of Cipocok Village, the training allows different groups of people, from different backgrounds and ages, to come together as participants or simply assist in mutually supportive learning. This creates an inclusive environment and strengthens social networks among villagers.

This kind of program not only provides direct economic benefits for participants, but also strengthens social networks and increases solidarity among community members. In addition, by prioritizing local products such as banana sponge cake, the program can also promote environmental sustainability and local economic empowerment. Overall, the Community-Based Learning Through Banana Sponge Cake Making Training in Cipocok Tegal Village, Serang City is a clear example of how a collaborative approach and community-based learning can potentially provide great positive benefits for the betterment of local residents. Overall, community-based learning with the utilization of information technology in banana sponge cake making training in Cipocok Village is an innovative step that not only enriches individual skills but also strengthens local economic potential. As such, this effort is expected to be an inspiring example for other community developments that want to utilize local potential and technology to achieve sustainable progress.

It is hoped that through this training, it can improve the knowledge and skills of housewives in various aspects of family life. They will be able to meet family needs more effectively, save family expenses by doing various activities themselves, and have sufficient skills to start their own businesses. This in turn is expected to slowly increase family income. In addition, the banana sponge cake making training in Cipocok Tegal Village is an effort to educate the community about the benefits of information technology in everyday life. This activity not only aims to improve skills in baking, but also to introduce the use of information technology in the production, marketing, and business management processes. Thus, it is expected that through this training, the community can improve their insight and skills in adopting information technology to support local economic development and self-reliance. This study will elaborate on the implementation of Community-Based Learning by Utilizing

Information Technology through Banana Sponge Cake Making Training in Cipocok Tegal Village, Serang City. This article aims to explore the effectiveness and impact of this training on local economic empowerment and community engagement in small business development.

RESEARCH METHODS

In this study using descriptive qualitative methods. Descriptive research method according to Sugiyono (2018, p. 86) is a study conducted to determine the value of independent variables, either one or more (independent) variables without making comparisons or connecting with other variables. The method was chosen because it is in accordance with the research objectives to describe the problems that exist in the field (Budiman et al., 2020).

This research was conducted in Cipocok Tegal Village, Cipocok Jaya District, Serang City on May 25, 2024. The subjects of this study were housewives and also productive age adolescents who have potential with a total of 20 participants. This research used interview, observation, and documentation techniques. Interviews were conducted to gain in-depth insights from participants about their experiences of the training, challenges faced and benefits gained. The interviews were conducted before and after the training activities to see the results of the training. Observations were made to directly observe the training process and the interaction between participants and facilitators. Documentation Secondary data obtained from documentation such as training records, photos of activities, training materials, and products produced.

After all the data was collected, the researchers analyzed it using data analysis techniques, namely, data reduction, data presentation, and conclusion drawing (Maulina et al., 2021). Data reduction is the process of simplifying the data that has been collected to identify main themes and important information. Data presentation is done by organizing relevant information from interviews, observations, and documentation. The last step is conclusion drawing which is the final stage where researchers evaluate data to draw conclusions related to research objectives.

RESULTS AND DISCUSSION

Result

Community-based Learning Utilizing Information Technology through Banana Sponge Cake Making Training in Cipocok Tegal Village, Serang City is an initiative that involves a collaborative approach to skills and economic development at the community level. In this program, local residents are not only invited to learn how to make banana sponge cake but are also taught about marketing with the use of information technology. This can be a skill that can increase income and empower the local economy. The banana sponge cake making training was held on May 25, 2024 in Cipocok Tegal Village, Serang City, Banten. The participants of this activity are mothers and also teenagers of productive age who aim to develop their skills. This training was carried out in a community-based manner where the community took part in its implementation. Banana sponge cake was chosen as the focus of the training as bananas are one of the main commodities that are abundant in this area. By utilizing abundant local raw materials, the training not only teaches new skills but also provides sustainable economic opportunities for local residents. Through a community-based approach, the training aims to increase economic independence and information technology knowledge among the people of Cipocok Village. The training was organized using a community-based approach, involving active participation from members of the local community. The participants not only learned to make banana sponge cake, but were also equipped with knowledge on small business management, marketing, and the use of information technology to support their businesses. Each training session is conducted collaboratively, with participants sharing experiences and knowledge to strengthen each other. One of the key elements of the program is the use of information technology. Trainees are taught to use digital applications and platforms that can support their business activities, such as online marketing through social media, inventory management, and financial tracking. With these skills, participants can increase the visibility of their products and optimize business operations efficiently.

The training activities were opened with remarks from the head of the local neighborhood, then the event was opened and started in the morning at 09.00 WIB, the participants sat facing the front and listened to the material presented. In the first activity, namely the material delivery session, in this session it was conveyed about knowledge of food ingredients, equipment used, sanitation and hygiene

to product packaging through the use of technology. In this material delivery session, participants were given comprehensive knowledge about various important aspects in the food industry. They learned about food ingredients ranging from quality selection to the right processing process for each ingredient. In addition, participants were also taught about the types of equipment used in the food production process, such as mixers, ovens, and modern packaging equipment. The importance of sanitation and hygiene was also emphasized, including ways to ensure food safety during the production process. Then, participants also learned effective product packaging strategies as well as marketing using the latest information technology through platforms such as TikTokshop, Shopee, and social media such as Facebook and Twitter. They were taught how to utilize these platforms to increase product visibility, manage online transactions, and interact with customers. The session was designed to provide participants with the practical knowledge and skills needed in the modern food industry, from upstream to downstream, including aspects of digital marketing that are increasingly important in today's technological era. After that, the activity continued with a discussion and question and answer session. Before the activity began, the author gave a pre-test using the interview method.

After the presentation of the material and questions and answers, then the activity continued with the practice of making banana sponge cake. Before the activity began, the author gave a pre-test with the interview method. The author must prepare the training materials and equipment one day in advance to ensure the smooth running of the activity. All materials were prepared by the author's team with the help of the village manager. The main and supporting materials were obtained from around the village, while the participants used their own equipment. The aim was for participants to be able to apply the materials easily in their daily lives. Some additional equipment was prepared by the writing team and could be used interchangeably by participants. The list of ingredients needed to make the banana cake is listed in Table 1.

Table 1. Banana Sponge Cake Ingredients

Bahan	Jumlah
Bananas	300 gr
Sugar	230 gr
Eggs	2 pcs
Emulsifier	7 gr
Wheat Flour	310 gr
Baking Soda	7 gr
Cooking Oil	125 ml
Milk	190 ml

After the preparation of the ingredients is complete, the process of making Banana Cake is carried out with the following steps:

1. Preheat the oven at 180 degrees Celsius.
2. Next, crush the banana and sugar until smooth.
3. Then, mix the egg and emulsifier into the mashed banana, then beat with a mixer until fluffy.
4. After that, turn off the mixer and add the flour and baking soda into the batter slowly while stirring using a mixer.
5. Next, pour the oil and milk into the batter, stirring until evenly distributed (without taking too long).
6. Prepare a buttered or oiled and floured baking pan, then pour the batter into the pan.
7. After that, use a scraper coated with oil to draw a line in the center of the banana sponge cake batter.
8. Bake for 40-50 minutes, then remove from the oven and let cool for 15 minutes before serving.

The material and practice were delivered through the demonstration method, so that participants could understand the steps of making from start to finish before imitating and practicing it. After the activity was completed, the author interviewed the participants through questions and answers related

to the material that had been presented and demonstrated. All participants explained that before this training activity they initially did not know about the knowledge of food ingredients, equipment used, sanitation and hygiene to product packaging, but after the implementation of training activities they knew about food ingredients to how to market online and package products well and so that consumers are interested. In terms of skills, they also explained that there was an increase in processing bananas into sponge cake. Thus, the results of the banana sponge cake making training in Cipocok Tegal Village show that local communities are able to adopt information technology in their daily practices. Trainees learned not only about baking techniques, but also about using software for raw material inventory management, online marketing through social media, and digital order handling. This gives them a competitive advantage in expanding their market reach and improving operational efficiency in their businesses. Based on the post-training interviews, there was an improvement in knowledge and skills. It is hoped that in the future, local residents will be able to start and grow their businesses properly, thereby reducing unemployment and increasing income.

Despite the success of the program, several challenges were also faced, such as limited access to technological infrastructure and varying levels of digital literacy among participants. To overcome this, intensive mentoring was conducted during the training. That way, the participants had no difficulty with the directions they received. The community-based learning program utilizing information technology through training in banana sponge cake making in Cipocok Village, Tegal, Serang City, is a clear example of how a holistic approach can have a significant positive impact on local communities. With a focus on improving practical skills and the use of technology, the program not only transforms the lives of individuals, but also drives sustainable growth of the local economy. Through collaboration between the government, educational institutions and communities, efforts like this can serve as a model for sustainable community development in different parts of the world.

Discussion

Community-based learning with information technology utilization is an innovative approach that integrates local wisdom and modern technology in the context of education and skills development. This case study involves training in banana sponge cake making in Cipocok Tegal Village, Serang City, which aims to improve the practical and economic skills of the local community, as well as utilizing the potential of information technology to expand the product's marketing reach. Community-Based Learning (CBL) is a learning method that prioritizes the active participation of students in the learning process, and utilizes local resources and local wisdom as the main basis for learning. According to Ansori, et al (2024), community-based education emphasizes the importance of the local context in the learning process. This includes active involvement between instructors, participants and the surrounding community as an integral part of the educational process. In the case of the banana sponge cake training in Tegal's Cipocok Village, this approach enables the utilization of local raw materials (bananas) and promotes baking skills that are relevant to local economic needs.

Learning should enable participants to engage in meaningful activities, including reflection on their sensory experiences and activities (Mutaqin, et al 2023). In the context of training in banana sponge cake making in Cipocok Tegal Village, Serang City, PBK is very relevant because it combines practical learning with the potential of local resources. This activity is still related to non-formal education which has the aim of improving skills or adding skills that are not taught in formal educational institutions, such as schools (Dani et al., 2018). Non-formal education can be accessed by anyone who needs educational services to improve their skills and knowledge (Mustangin, 2020). Education is a process that involves three aspects, namely the individual, society or community. With these elements, education becomes a process that has no limits and is always sustainable throughout life (Sujana, 2019).

Education can provide knowledge and skills that can be used in social life. Education plays a very important role in preparing the younger generation to face the challenges of an increasingly complex and dynamic world. (Fakhri, 2023). Education can also be used as a solution to various problems. The problem in the context of this research is that housewives or productive-age youth who are unemployed and do not have skills, but in their environment have potential natural resources, namely bananas, which can be used as business opportunities. Education can be provided in various ways, one of which is through training activities. In this context, training aims to improve their skills and to utilize natural resources that have the potential to be used as a business in order to have an income. Training can open up opportunities for entrepreneurship, especially for women (Fitri, 2020).

According to Tenrisau (2020), learning is a social and community process where learners learn through active interaction in a context that is relevant to their daily lives. The training in Cipocok Tegal Village not only provided technical knowledge on baking, but also built social networks and collaboration between residents in the community, which became important social capital for local business development and collective economic improvement.

There are various methods of training, one of which is community-based training. As in this community-based training, where participants become members of the community who actively participate and interact with each other. Participants are given the opportunity to improve their knowledge and skills practically through direct interaction in the community. (Hutagalung, et al 2020). The activity ran smoothly and successfully, followed by all participants with full involvement and in accordance with the guidelines that had been prepared. In addition, this method is implemented by utilizing information technology. The importance of integrating technology in the world of education is increasingly significant, the existence of Information Technology (IT) has an important role in facilitating all community activities, one of which is in culinary. IT has become an important tool or media in developing culinary potential, especially marketing. Social media can be a place to market a product. Cipocok Tegal Village is a village that fully utilizes the maximum potential of information technology such as the internet or computers. Activities such as the banana sponge cake making training show that learning information technology can start from simple things that are close to people's daily lives. The process of making banana sponge cake involves various aspects of information technology, although not directly visible. For example, the use of the internet to search for the latest recipes, photography techniques for documentation, and even online marketing to promote the final product. Through this training, the community learns about the use of information technology in a context that is relevant to their daily lives. They not only learn baking skills, but also how information technology can support and improve their processes. Socially, this activity strengthens community ties in Cipocok Tegal Village through collaboration and knowledge exchange. Economically, this learning can open up new opportunities, such as marketing baking products online or using apps to manage raw material inventory. This learning is not only about technical skills, but also about self- and community empowerment. People learn to be more confident in using information technology for their personal and economic benefit. This training could be a starting point for more innovations in the future, such as the use of Artificial intelligence technology to development new recipes or mobile applications to organize production schedules. Information technology plays a crucial role in expanding access and improving the effectiveness of community-based learning. Information technology is a tool that can expand the reach of learning, provide access to global educational resources, and facilitate collaboration between individuals and groups (Liriawati, 2023). In the context of the banana sponge cake training, the utilization of social media such as TikTok Shop, Shopee, and other platforms provides opportunities for participants to market their products online, creating a sustainable business model.

The results of the model implementation that has been carried out show that this model has a positive impact on the target group. Changes occurred that included an increase in community motivation in entrepreneurship, increased knowledge and understanding of community-based culinary service management, increased knowledge in processing and serving attractive food and an increase in utilizing information technology as a marketing medium. Overall, this training increased the capacity of the target group to develop themselves in the field of culinary entrepreneurship. They became more capable in utilizing natural resources to be processed, as well as in managing businesses in Cipocok Tegal, Serang City. With this skills training, housewives and teenagers not only gain new knowledge, but also have the opportunity to develop their own business and also fill their spare time and to help overcome their economic problems (Baniah, et al 2021).

Community-based training not only provides practical skills, but also increases participants' confidence and economic independence. This approach can reduce gaps in education and increase active participation in local economic life. In the case of Kampung Cipocok Tegal, the banana sponge cake training empowered housewives and teenagers to start a small business that can increase family income and make a positive contribution to the local economy. However, there are challenges in implementing community-based learning using information technology. Appropriate regulations from the government and related agencies are needed to regulate online business practices, ensure product safety and protect consumers. According to Syafitri (2021), policies that support innovation and collaboration between

communities are needed to maximize local economic potential and improve access to economic opportunities.

The banana sponge cake making training has proven to be effective as a non-formal approach to introduce and improve community understanding of information technology. This approach also illustrates the importance of local context and activities relevant to daily life in facilitating information technology learning in rural communities. The use of methods based on real-life activities and relevant to local needs helps to reduce social barriers and increase the acceptability of technology learning.

CONCLUSIONS

Training in banana sponge cake making as part of community-based learning in Cipocok Village, Tegal, Serang City, is a significant step in strengthening local community engagement and independence. The implementation results showed positive impacts including increased motivation for entrepreneurship, knowledge and understanding of community-based culinary service management, and skills in food processing and presentation. Overall, the training had a real impact in empowering local communities in the field of culinary entrepreneurship.

The banana sponge cake-making training in Tegal's Cipocok Village is an example of how information technology learning can occur naturally and beneficially in a local context. Through these activities, communities not only acquire new skills but also build awareness of the importance of information technology in improving their quality of life and expanding their economic opportunities. With this approach, IT learning can become more inclusive and relevant to all levels of society.

As a lesson for similar programs elsewhere, a community-based learning approach utilizing information technology has proven to be effective in enhancing people's economic independence, expanding access to education and training opportunities, and strengthening social ties at the community level. This suggests that investing in local skills development with a holistic approach can be a strategic step in addressing economic challenges and improving the quality of life of urban communities. Thus, through the implementation of this program, Cipocok Tegal Village in Serang City provides a clear example of how community-based learning with the use of information technology can be a driving force for sustainable positive change for local communities

For this activity to be sustainable, we recommend mentoring to maintain continuity and support after the training is completed, to ensure that the skills acquired can be maintained and applied effectively in daily practice until they can later open their own businesses. Furthermore, to support community-based training models in addressing unemployment issues in a sustainable manner, support is needed from the government and related institutions. This includes the allocation of adequate resources, appropriate regulations, and efforts to encourage collaboration between communities to increase the effectiveness and reach of this approach.

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