

Creative Industry Models for Golden Generation Through Environmentally Friendly Entrepreneurship Skills

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Abstract. This research will be carried out by producing creative industry models for the golden generation through entrepreneurial skills environmentally friendly; the Twin Treck Theory model (Gender Mainstreaming and Affirmative Action), but this year the focus is on aspects of mapping the potential profile of the younger generation in developing entrepreneurial skills in the creative industries. This research will be conducted using the R & D method, with the stages of this first year as research to develop a model of entrepreneurship skills. Based on the results of previous research, it showed that the potential for developing young student entrepreneurs was still low, 17.6 of the respondents felt they were an important part of efforts to improve young entrepreneurial skills. They adapt and transform. Based on the data, the potential for developing young student entrepreneurs is still low in adapting to family economic conditions in the Covid-19 pandemic era. This is valuable capital to continue to be coached by supervisors so that they collaborate with the Business World and the Industrial World to be able to enter the job market when they have completed their studies. They actually take the initiative and innovate to do self-employment.

Keywords: Creative Industry Models, Golden Generation, Entrepreneurship Skills, and Environmentally Friendly.

1. Introduction

The young generation is a very strategic generation in inheriting the nation's civilization, so that sustainable development and towards a prosperous, just and prosperous society can be achieved. For this reason, various efforts have been initiated and encouraged so that strengthening superior human resources in Indonesia can catch up with developed countries. From an early age, young Indonesians have awakened the enthusiasm to become young entrepreneurs since they were in high school and at university. Independence and hard work need to be strengthened by various to strengthen the quality of graduates. However, the phenomenon still shows that there is still a lack of encouragement from family and society to strengthen the interest of the younger generation in improving their entrepreneurial skills in the

creative industry, even though at school they have been encouraged to strengthen the spirit of independence, and in universities entrepreneurship programs have begun to be promoted. The challenges of the demographic bonus and the era of the industrial revolution 4.0, as well as the Society 5.0 era, mean that the younger generation as the millennial generation needs a revival of independence to be able to produce various innovations so that they can become young entrepreneurs, for this reason this research has been carried out to map the potential profile of young people to become entrepreneurs who will be used as initial information in producing an innovation module in the form of a Creative Industry Entrepreneurship Skills Model; Twin Track Theory model (Gender Mainstreaming and Affirmative Action), but in 2021 the focus will be on the aspect of mapping the potential profile of the younger generation in developing entrepreneurial skills in the creative industry.

Based on the results of previous research, it shows that there is an interaction influence between gender and environmental culture on behavior that rejects human trafficking. Thus, gender and environmental culture that exist in village and city traditions are one of the factors that cause society to reject and support human trafficking. Apart from that, villages and cities can reflect different cultural environments, and villages and cities can also be used as a benchmark for welfare based on the socio-economic status of the community. In villages there is a phenomenon that people still have low access to resources, even though in villages there is greater opportunity to explore the potential of their region from the potential of their environment. On the other hand, in cities, although access to natural resources is low, access to resource utilization is high because people who live in urban areas tend to have a relatively higher economic status. In socio-economic status, there is the level of education and employment as well as ownership of resources and income [1]. In addition, men's knowledge about human trafficking is higher than women's, while women's attitudes are more positive than men in rejecting human trafficking [2] Other factors that influence behavior towards human trafficking include the erosion of social stability, widespread poverty, job insecurity, permanent growth in unemployment [3], an inadequate education system and the level of chaotic living conditions [4] Other efforts must also be made to provide support to victims of human trafficking. One effort that can be made is to collaborate with government agencies. Furthermore, a researcher will be conducted to map the profile of the potential of the younger generation in enhancing entrepreneurial skills using the Twin Track Theory model Gender Mainstreaming and Affirmative Action. This research aims to map the potential entrepreneurial profile of the younger generation, which will serve as initial information in generating innovations such as the model of environmentally friendly Creative Industry Entrepreneurial Skills.

2. Methodology

Research on the science and technology downstream model takes the form of applied research that can be applied to improve knowledge society and increase entrepreneurial skills. Apart from that, the theoretical approach used is the Twin Track Theory

(Gender Mainstreaming and Affirmative Action). The research method used is Research and Development.

The criteria for developing a gender mainstreaming model of entrepreneurial skills for the younger generation as the millennial generation and the golden generation are as follows: a. Self Instructional namely: Training participants are able to teach themselves, not depending on other parties b. Self Contained, namely: All learning material from one competency unit or sub-competency studied is contained in one complete book c. Adaptive, namely: Books should have high adaptive power towards developments in science and technology d. User Friendly, namely: Books should also meet the rules of being friendly/familiar with their users. Consistency in writing includes aspects: Font, spacing and layout; e. Stand Alone, namely: Manual/multimedia books that are developed not depending on other media or do not have to be used together with other media.

The innovation model that will be produced can be carried out using the following stages: This year the method used was a survey, while last year experimental research was carried out to test the effectiveness of the model on 50 people, 25 women and men, reflecting two types of creative industries, consisting of food, fashion, and an effort to provide access to Environmental Justice.

The techniques used in carrying out the experiment as experimental steps are as follows: (1) Developing a Mentoring Model Material Syllabus; (2) Compile Materials According to the Mentoring Model Syllabus; (3) Compile a systemic and systematic mentoring book into one ISBN book; (4) Develop other tools in the form of assessment of competency results in the form of: (skills in developing creative industries in the clothing sector) and assessment of the mentoring process.

This research was carried out to develop an environmentally friendly entrepreneurship skills model for the younger generation as the millennial generation which was successfully targeted through the distribution of instruments. The venue is held virtually and in the field targeting the young generation of Jakarta, Bogor, Depok, Tangerang, Bekasi and Banjarmasin. This research was conducted from April to August 2023.

The research population is all respondents who were successfully reached through the distribution of model effectiveness test instruments of 135 people. A sample of 135 individuals was selected in accordance with the research objective, which is focused on the younger generation of students. Samples were taken from the reached population using multistage random sampling. The data collection technique was carried out by developing instruments and testing the effectiveness of the golden generation creative industry entrepreneurial skills mentoring model.

Data analysis techniques were carried out both descriptively and inferentially. In the first year, namely 2023, it was carried out descriptively to see what kind of entrepreneurial skill models are of interest to young people and how to map entrepreneurial potential. The next step this year is to develop the model and conduct model testing by processing it using ANOVA analysis for quantitative data.

3. Result And Discussion

3.1 Result

The results of the questionnaire scores distributed were 135 respondents, with the maximum score that could be obtained was 150. Next, the data was processed using descriptive analysis which will be presented in table form as follows.

Table 1. Economic independence of the younger generation

Description	Score
N	135
Minimal	31
Maximal	146
Average	90,48
Median	91
Modus	102

Based on the table 1 above, the data from the younger generation's economic independence questionnaire obtained is that the highest score is 146 and the lowest score is 31. The average score is 90.48, the middle or median score is 91, with the highest score being 102, and as follows The frequency distribution tabulation table based on descriptive analysis data is presented as follows:

Table 2. Frequency distribution tabulation

Interval	Frequency	Percentage
30 – 50	1	1%
51 – 70	10	7%
71 – 90	54	40%
91 – 110	60	44%
111 – 130	8	6%
131 – 150	2	1%

Based on the frequency distribution tabulation, the highest score was obtained in the 4th interval (91-110), namely 60 respondents with a percentage of 44%. The second largest is in the 3rd interval, namely 71-90 with 54 respondents, or a percentage of 40%. Meanwhile, the lowest score was in the 1st interval class, namely 30-50, with 1 respondent with a percentage of 1%. The results of this frequency distribution can be presented in the form of the following histogram graph:

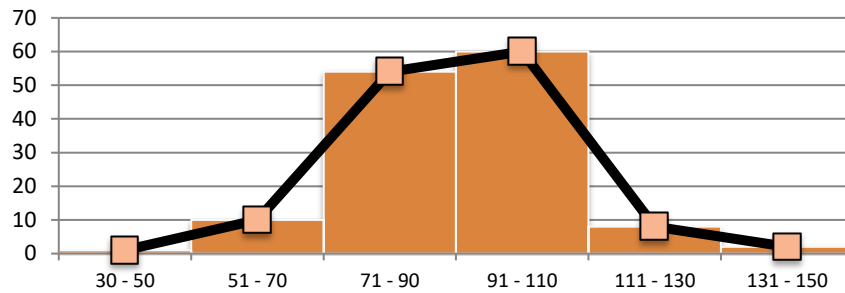


Fig. 1. Potential for Environmentally Friendly Entrepreneurship Skills.

Based on Figure 1 above, it can be seen that the scores from the questionnaire regarding the economic independence of the younger generation are distributed into five interval classes. The highest frequency was in class 4, namely between 91-110 with 60 respondents. The lowest frequency is in the 1st interval class, namely 30-50 with 1 respondent.

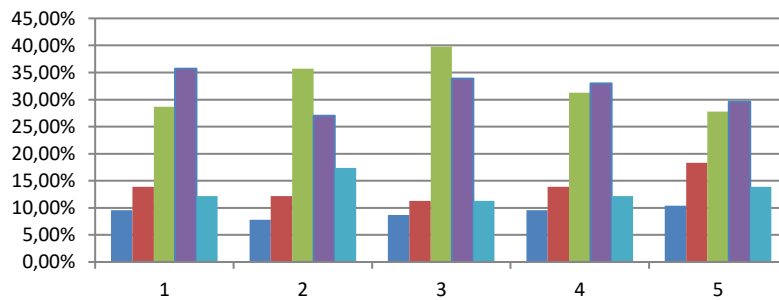


Fig. 2. Economic Independence of the Young Generation.

Based on the figure 2 above, it can be seen that the economic independence of the younger generation consists of 13.93% saying never, 14.67% saying never, 28.44% saying sometimes, 24.74% saying often and 18.22% saying always adapting to family economic conditions, carrying out transformations. a change in way of thinking related to increasing family income in the current green economy, having an independent, environmentally friendly business that earns income, still depending on parents for tuition fees and living costs and planning financial conditions in one month.

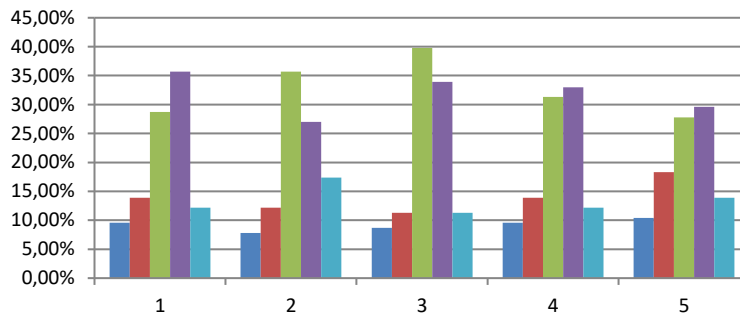


Fig. 3. Utilization of Time for Effort

Based on the figure 3 above, it can be seen that the motivation for entrepreneurship consists of 16.44% stating never, 21.33% stating never, 34.22% stating sometimes, 20.30% stating often and 7.70% stating always feeling that the finances that have been planned can meet one's needs. month, feel comfortable with the financial condition of being dependent on the family, feel comfortable that the rest of the time is spent only on studying for things that do not have an impact on increasing family income or earnings, feel able to develop an environmentally friendly independent business and feel able to open an environmentally friendly independent business so as to earn personal income

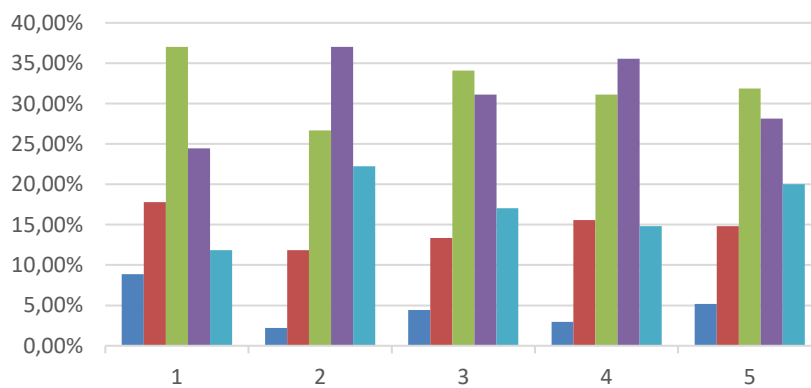


Fig. 4. Entrepreneurial Motivation

Based on the figure 4 above, it can be seen that the motivation for entrepreneurship consists of 4.74% saying never, 14.67% saying never, 32.15% saying sometimes, 31.26% saying often and 17.19% saying they always feel they are an important part in efforts to improve the skills of friendly young entrepreneurs. environment, feel motivated to be an important part in efforts to improve the skills of young environmentally friendly entrepreneurs, feel given a challenge in improving the skills of young environmentally friendly entrepreneurs, be persistent in fighting for the future not only by studying but also entrepreneurship in environmentally friendly creative industries and getting family support for entrepreneurship in addition to studying.

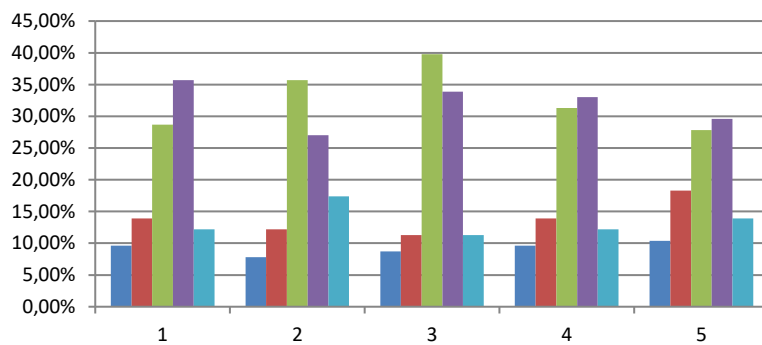


Fig. 5. Entrepreneurial potential

Based on the figure 5 above, it can be seen that the potential for entrepreneurship consists of 29.33% saying never, 18.52% saying never, 28.44% saying sometimes, 16.74% saying often and 6.96% saying they always get capital support from the family for environmentally friendly entrepreneurship other than going to college, feel confident that environmentally friendly entrepreneurship will definitely have results, feel embarrassed about selling, feel embarrassed about studying while working and feel satisfied with current economic conditions

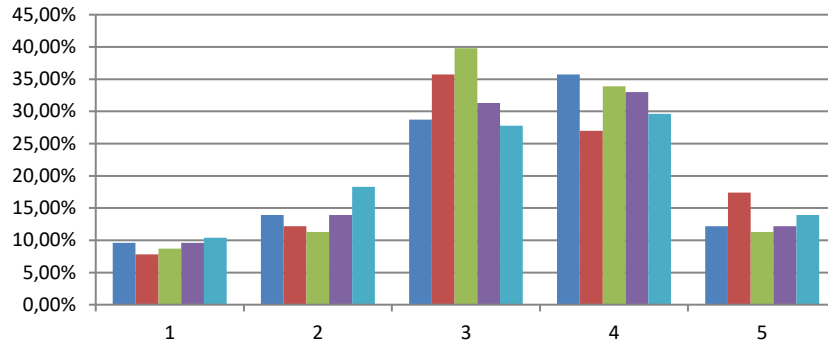


Fig. 6. Innovation challenges

Based on the figure 6 above, it can be seen that the potential for entrepreneurship consists of 23.56% saying never, 24.44% saying never, 25.93% saying sometimes, 16.89% saying often and 9.19% saying they always feel challenged to innovate which has an impact on family finances, generating income. certain innovations in fields that are relevant to your expertise where you study, produce trials of certain innovations in fields that are relevant to your expertise where you study, produce certain innovations in fields that are not linear with your expertise where you study and produce trials of environmentally friendly creative industry innovations.

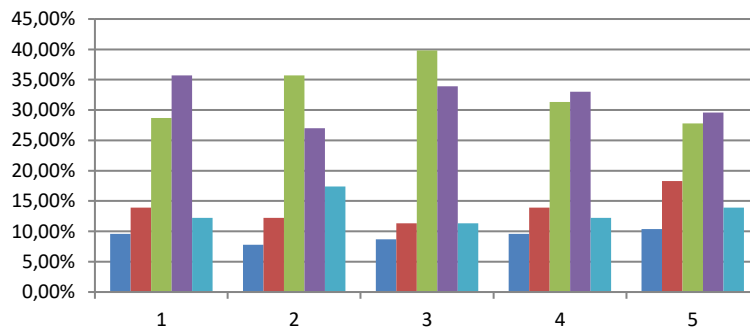


Fig. 7. Potential to Become a Golden Generation

Based on the figure 7 above, it can be seen that the potential for entrepreneurship consists of 4.15% saying never, 11.85% saying never, 32.74% saying sometimes, 31.56% saying often and 19.70% saying always trying to make yourself the golden generation in the green economy era. currently, trying to recognize the characteristics of environmentally friendly creative industries in the current green economy era, trying to make ourselves part of the environmentally friendly creative industry business

actors, trying to recognize the characteristics of the golden generation and trying to make ourselves into the golden generation. To determine the statistical influence of each factor mentioned above, an analysis was conducted using Anova as follows:

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	1674.06049	4	57.7262239	50.3175	1.5E-244	1.4703
Within Groups	4611.89629	402	1.14723788	7		2
Total		404				
	6285.95679	9				

Fig. 8. ANOVA Result

Based on Figure 8 above, the p-value and F-statistic are as follows: The p-value (1.4898E-244) is extremely small, indicating strong evidence against the null hypothesis. The F-statistic (50.31757118) is significantly higher than the critical F-value (1.470320458). Therefore, it can be concluded that there is a statistically significant difference. In other words, there is significant variation in the means. This suggests that at least one mean is different from the others. In summary, the analysis indicates that there is a significant difference.

3.2 Discussion

Entrepreneurship is the process of creating something new and of value by sacrificing time and energy, taking financial, physical and social risks, and receiving financial rewards and personal satisfaction and freedom. The four main aspects of being an entrepreneur, namely: (1) the process of creating new things, (2) requiring sacrifice of time and energy, (3) involving the rewards of being an entrepreneur, (4) taking risks. Entrepreneurship refers to the nature, character and characteristics inherent in someone who has a strong will to realize innovative ideas into the real world of business and can develop them strongly. Entrepreneurship is the ability of someone to be creative, innovative, brave enough to take risks and always look for opportunities through their potential [5]

To facilitate understanding, the concept of entrepreneurship, entrepreneur and entrepreneurial concept according to Lumpkin and Dess [6] in an attempt to clarify confusion in terms, provides a clear distinction between entrepreneurial orientation and entrepreneurship.

Entrepreneurship is defined as a new entry which can be done by entering a permanent market or a new market with existing or new products or services or launching a

new company. Meanwhile, entrepreneurial orientation is defined as a description of how new entry is carried out by the company [6].

An entrepreneurial environment can increase competitive human resources according to the opinion of Barnard Pietrzak M, Balcerzak [7]. Entrepreneurial orientation is an effort to create value through recognizing business opportunities, managing appropriate risk taking and through communication and management skills to mobilize human, financial and raw materials or other resources needed to produce projects so that they are carried out well, with In other words, entrepreneurial orientation is the attempt to create value through recognition of business opportunity, the management of risk taking appropriate to the opportunity and through the communicative and management skills to mobilize human, financial and material resources necessary to bring a project to fruition [8]

The definition of entrepreneurship according to Zimmerer and Scarborough [9]: "A person who creates a new business in the face of risk and uncertainty for the purpose of achieving profit and growth by identifying opportunities and assembling the necessary resources to capitalize on those opportunities". This means that someone who forms a new business that is faced with risk and uncertainty in order to achieve profit and growth by identifying opportunities and combining various resources to benefit from these opportunities states that entrepreneurship is a dynamic process of creating additional wealth. Wealth is created by individuals who dare to take big risks under reasonable conditions, time, and/or commitment that provide value for products and services. These products and services may not or may not be new or unique, but the value must be pumped out by the entrepreneur by accepting and placing the required skills and resources.

Hisrich et al. [10] say that entrepreneurial orientation is the process of creating something new and of value by sacrificing time and energy, taking financial, physical and social risks, and receiving financial rewards and personal satisfaction and freedom. There are four main aspects of being an entrepreneur, namely: 1) the process of creating new things, 2) requiring sacrifice of time and energy, 3) involving the rewards of being an entrepreneur, and 4) taking risks [11]. Entrepreneurial orientation is described by the processes, practices and decision-making activities that encourage new entry. So, entrepreneurship can be considered as a product of entrepreneurial orientation.

Decision-making processes, practices and activities (entrepreneurial orientation) generate new entries (entrepreneurship). Entrepreneurial orientation reflects a company's tendency to engage in innovative behavior, dare to take risks and be proactive to beat competitors. Companies that engage in this kind of behavior can effectively develop or improve the company's performance and competitiveness. The concept of entrepreneurship refers to the nature, character and characteristics inherent in someone who has a strong will to realize innovative ideas into the real world of business and can develop them strongly.

According to Drucker [12] entrepreneurship is the ability to create something new and different. In simple terms, entrepreneurship is also often interpreted as the principle or ability to do business [13]. Entrepreneurship is synonymous with the ability of someone who is creative, innovative, dares to take risks and always looks for opportunities through their potential [14].

The entrepreneurship that is currently developing actually originates from Schumpeter's concept which states that entrepreneurs are entrepreneurs who implement new combinations in the technical and commercial fields into practical form. The core of the entrepreneur's function is the introduction and implementation of new possibilities in the economic field.

The new possibilities that Schumpeter means are: First, introducing a new product or quality of an item that is not yet known to consumers. Second, implementing production methods from scientific discoveries and new ways of handling a product to make it more profitable. Third, opening a new market, namely a market that has never existed or has never been entered by the industry branch in question. Fourth, open new or semi-finished sources or sources that still need to be developed. Fifth, implementation of the new organization [15]. Entrepreneurs usually have special attitudes, such as the attitudes of traders, industrial owners and other similar forms of business. Schumpeter put forward two types of attitudes from two economic subjects, namely the attitude of ordinary small entrepreneurs and the attitude of true entrepreneurs. It is the attitude of a true entrepreneur that then develops faster. Entrepreneurship arises when someone dares to develop new businesses and ideas. The entrepreneurial process includes all activity functions and actions related to obtaining opportunities and creating business organizations. Therefore, entrepreneurs are people who obtain opportunities and create organizations to pursue opportunities [8].

Kurnia Fitriati T, Purwana D [16] research found that entrepreneurial orientation has a positive and significant effect on organizational performance. Entrepreneurial orientation is measured through five dimensions, namely autonomy, innovation, courage to take risks, acting proactively and aggressively in competition [8].

(1) Autonomy, is action that is not influenced by a team or individual to give birth to a vision or idea. Autonomy is consistent with the view of entrepreneurial independence as needed to bring new ideas to completion, unfettered by the shackles of corporate bureaucracy [1].

(2) Risk taking is the tendency to engage in high-risk projects and the managerial preference for decisive action in order to achieve goals. Risk taking involves taking decisive action by exploring the unknown, borrowing large amounts or allocating significant resources to ventures in uncertain environments. Willingness to commit resources to a new project with the pursuit of an opportunity in mind, even though the project already has a definite outcome according to Baker and Sinkula,[17]; and Lin et al. [8].

(3) A proactive company is called a pioneer company that is the first to enter a new market. Activeness is an opportunity-seeking, forward-looking perspective characterized by introducing new products or services ahead of competition and acting in anticipation of future demand. This reflects the attitude of anticipating and acting on future changes in the market with new techniques, methods and products [8], [17]; [8].

(4) Competitive aggressiveness, is the company's tendency to intensely and directly challenge competitors to outperform rivals in the market. Competitive aggressiveness also refers to the company's level of enthusiasm to be one step further than competitors. Excessive aggressiveness can be risky when a company tries to confront established competitors [6].

The quantity and quality of an individual's social relationships with others appears to have a potentially important effect on the amount of stress they experience and on the likelihood that stress will have adverse effects on their mental and physical health. Social support can be defined as comfort, assistance, or information received through formal or informal contact with individuals or groups. a number of studies have linked social support with aspects of health, illness, and stress [18].

Social support can come from a variety of different sources. One is cultural norms (for example, caring for the elderly is valued among the Japanese, thereby reducing the social isolation many elderly people otherwise experience). Other sources of social support are social institutions (e.g. counseling from church or school officials, help from the Red Cross) and, of course, perhaps the most important and valuable source of support comes from one's own friends and family members.

Various resources help in several different ways such as: (1) increasing self-esteem. Additionally, it can help us feel better about ourselves; (2) share information. Talking to other people can help us learn about ways to overcome problems and give us perspective on new things; (3) provides a distraction spending time with other people can be a friendly distraction from the stresses of life, taking your mind off them; (4) provide the required resources. Time spent with others may result in them offering to help by providing money, advice, or other resources needed to reduce stress [19] .

Social support is "the information that a coherent social community has and is one that is loved and respected". In this definition, three different aspects of support are implied. The first emphasizes belonging to a socially coherent society and the concept of social integration or everyday support. The second aspect, which is receiving information that is loved and appreciated, and the third is support which emphasizes emotional or psychological benefits as self-assurance in facing stress or crisis [20].

According to Pearlin [21] supporting others increases feelings of personal accomplishment which not only helps in overcoming specific events but also increases the general sense of mastery. Another concept that social support is receiving support from time to time leads to seeing oneself as a person worthy of being cared for and loved. Under optimal conditions, this support makes an individual feel successful in facing life's challenges or crises.

Interaction can be defined as the exchange of equal or comparable real help, affection, advice or information between individuals or groups [22]. Helgeson & Cohen [23] defines types of support as: 1) Emotional support can increase self-esteem, reduce isolation, and allow the expression of feelings. Finally, emotional support can provide meaning to people experiencing stressors; 2) Information support involves providing advice, guidance, or resources. Information support can increase a person's sense of control by providing options for action.

It can also provide clarification, reduce confusion, and improve coping; 3) Instrumental support involves providing tangible or material support, such as food, transportation, money, or help with tasks [24]. Social support is the main type of human social interaction. People participate in useful interactions regularly, even everyday [25]. The conclusion of this study shows that in a gender perspective, both male and female and the social background of students, both those with Elementary School and/or Madrasah Ibtidaiyah backgrounds as well as private and public social backgrounds, show a tendency to have a positive attitude towards ecoliteracy in aspects of self-knowledge and the concept of divinity. Almighty God, adaptation to the environment, environmental independence, environmental responsibility and socio-cultural responsibility.

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