

Women's Entrepreneurship Model in the Koperasi Medan Tuntungan, Ladang Bambu, Sumatera Utara


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ABSTRACT

Kewirausahaan perempuan yang bergabung dalam organisasi Koperasi Produsen Usaha Kecil Menengah (UMKM) Medan Tuntungan di Kecamatan Baru, Desa Ladang Bambu, Kecamatan Tuntungan, Kota Medan, Sumatera, koperasi ini menampung 53 anggota UMKM perempuan yang terdiri dari ibu rumah tangga dan remaja. berusia 21 tahun hingga 60 tahun. Anggota koperasi ini memiliki 152 unit Usaha Mikro, Kecil, dan Menengah (UMKM) dengan 42 jenis usaha. Penelitian ini menggunakan pendekatan kualitatif dan kuantitatif dengan fokus pada studi kasus untuk mendapatkan pemahaman mendalam tentang model kewirausahaan perempuan melalui Koperasi Medan Tuntungan di Desa Baru, Desa Ladang Bambu, Kecamatan Medan Tuntungan, Kota Medan, Sumatera Utara. Pada artikel ini, kita akan membahas tiga unit bisnis sebagai start-up, yaitu unit grup bisnis pita, keripik ubi jalar dan kue kering. Bahan baku tapai (pita pai) kemudian akan ditulis secara berkelanjutan untuk unit bisnis lain sebagai kegiatan pengabdian kepada masyarakat oleh Fakultas Ekonomi Bisnis Universitas Islam Sumatera Utara bekerja sama dengan Pusat Studi Universiti Teknologi Mara Malaysia. Pengabdian kepada masyarakat dilakukan bagi kelompok UMKM di bidang pengetahuan, keterampilan dan perilaku di bidang pemasaran, pembukuan, pemasaran dan jejaring bisnis.

Entrepreneurship Women who joined the organization of the Medan Tuntungan Micro, Small Medium Enterprises Producer Cooperative (UMKM) in Baru Subdistrict, Ladang Bambu Village, Tuntungan District, Medan City, Sumatra; this cooperative houses 53 female MSME members consisting of homemakers and teenagers. He was aged 21 years to 60 years. The members of this cooperative have 152 Micro, Small, and Medium Enterprises (UMKM) units with 42 types of businesses. This research uses a qualitative and quantitative approach with a focus on case studies to gain an in-depth understanding of the women's entrepreneurship model through the Medan Tuntungan Cooperative in Baru Village, Ladang Bambu Village, Medan Tuntungan District, Medan City, North Sumatra. In this article, we will discuss three business units as start-ups, namely the tape business group unit, sweet potato chips, and dry cakes. The raw material for tapai (pai tape) will then be written on an ongoing basis for other business units as a community service activity by the Faculty of Business Economics at the Islamic University of North Sumatra in collaboration with the Study Center of Universiti Teknologi Mara Malaysia. Community service is carried out for MSME groups in the areas of knowledge, skills, and behaviour in marketing, bookkeeping, Marketing, and business networking.



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INTRODUCTION

The idea of realizing an economic system based on family has long been aspired to by the Indonesian people to replace the capitalist system implemented by colonialists fundamentally. This aspiration is clearly reflected in Article 33 of the 1945 Constitution, which emphasizes a cooperative-based economic structure as a foundation of the national economy (Awaliyati et al., 2021). According to Head of BPS Regulation Number 66 of 2016, the number of villages and sub-districts in Indonesia totals 82,038. This demographic structure indicates a great opportunity for grassroots-based economic development that originates from rural community empowerment (Sutrisno & Rakhman, 2021). Seeing a large number of villages in Indonesia, this should be able to become a source of potential economic movement that comes from empowering rural communities (Aklina Zulfiya & Sirad Mochamad Chobir, 2023; Mahesha V, 2024; Siama, 2025).

These strategic functions and roles require an increase in the standard of living for humans and society. Cooperative Law No. 25 of 1992 explains that the role and function of cooperatives are (Rufaidah, 2017) (1) to build and develop the economic potential and abilities of members in particular and society in general to improve their economic and social welfare; (2) to participate actively in efforts to improve the quality of human and community life; (3) to strengthen the people's economy as the basis for the strength and resilience of the national economy with cooperatives as its pillars; and (4) to try to realize and develop the national economy, which is a joint effort based on the principles of kinship and economic democracy. Cooperatives and communities are essential aspects of improving the rural economy, which will lead to the progress of the village. So cooperatives and communities cannot run separately or move too dominantly in one aspect, so cooperative movement patterns must always go hand in hand with community movement patterns as their members. As an organization based on kinship, cooperatives must be able to be a bridge for conveying community aspirations and creative ideas in order to achieve an increase in living standards. Apart from that, cooperatives are also expected to become the cornerstone of the national economy, which can develop the economy not only at the macro level but also at the microeconomic level by empowering rural communities through village unit cooperative activities (Kumorotomo, 2010).

According to (Hubeis, 2010), women's empowerment is "an effort to improve the status and role of women in nation-building, as well as the quality of the role and independence of women's organizations." (Daulay, 2006) said that the women's empowerment program in Indonesia essentially started in 1978. The development of efforts within the framework of women's empowerment has resulted in a process of improvement in various respects. Such as improvements in the conditions, degrees, and quality of life of women in various strategic sectors such as education, employment, economics, health, and family planning participation. (Anwas, 2013) explains that program managers, in this case, are village women who empower individuals and communities formally and non-formally, which can be called agents of empowerment. The National RPJP and Regional RPJM show that the women's empowerment program is one of the priority programs in the context of national development. Such conditions can improve the position and role of women and allow them to fight for the realization of gender equality and justice.

Another thing that was obtained was increasing the quality of women's roles and independence in the context of women's empowerment: family and community welfare. So, in other words, empowering women means empowering a nation (Tjiptaningsih, 2018).

Micro, Small, and medium enterprises (MSMEs) begin by determining the categories of capital and business income, referring to Law No. 20 of 2008 (Utari, 2017), the scale of which is determined by assets and turnover. Furthermore, considering the inflation value in the context of economic conditions, the MSME scale category has changed due to the new provisions of Presidential Regulation No. 7 of 2021. We can see these changes in the following table:

Table 1. The Amount Of Capital And Business Income

Criteria	UU No.20/2008			PP No.7/2021		
	Micro business	Small business	Medium Business	Micro business	Small business	Medium Business
Turnover	0-Rp. 300 million	Rp 300-500 million	Rp 2,5-50 Billion	s.d. Rp 2 Billion	Rp 2-15 Billion	Rp 15-50 Billion

Asset	0 s.d. 50 million	Rp 50-500 million	Rp 500 million Billion	-	-	-
Establishment capital	-	-	-	s.d. Rp 1 Billion	Rp 1-5 Billion	Rp 5-10 Billion

Increasing income is an essential element in a trading business because, when carrying out a business, you certainly want to know the value or amount of income obtained while carrying out the business (Sukirno, 2017). There are several definitions of income. Tohar states that, generally, there are two aspects of the meaning of income, namely in the real sense and in the sense of external amounts. Income, in the real sense, is the value of the total production of goods and services produced by society during a specific period. Meanwhile, income is defined in the sense that the amount of money is the income one receives; it can be in the form of wages from work, money from sales, and so on (Rosadi, 2019). Income, according to economics, is the maximum value consumed by someone in a period with the expectation of the same situation at the end of the period as the original situation. The level of per capita income can reflect purchasing power. The higher the income level, the stronger the purchasing power, so the demand for goods increases (Sri Satika Indah Mawarni, 2021)

METHOD

This research is participatory action research (PAR) with a qualitative and quantitative approach. PAR is a type of research that prioritizes community participation in the overall process. This research refers to the concept of Stephen Kemmis Robin Mc Taggart, namely the Participatory Action Research (PAR) Model, which refers to the action research model (Denzin & Lincoln, 2009). PAR is generally seen as encompassing a self-reflective cyclical spiral consisting of 4 aspects, namely planning, acting, observing, and reflecting. The subjects in this research were female residents of Ladang Bambu Village in the context of empowering women in the village.

Data analysis techniques are carried out using qualitative and quantitative data. Qualitative data was obtained from observations, interviews, and documentation. Next, it was analyzed using descriptive techniques. Meanwhile, quantitative data is obtained from the process of making snacks and data, namely the number of products produced in the production process, expenditure and income in the production process, sales turnover, and profits obtained from product sales. Quantitative data is taken from observations during the production process or assistance by the team. Next, the data was analyzed using descriptive statistical techniques like tables and diagrams (Yusuf, 2013).

RESULTS AND DISCUSSION

Village Conditions

MSMEs in the Bamboo Field Village, Medan Tuntungan District, are dominated by homemakers who are also home industry entrepreneurs and want to increase family income (Riana, Asmara, Wibowo, & Ivani, 2023). Of the many residents who live in the Bamboo Field Village, there are 47 business actors, consisting of 20 with tape businesses. Sweet potato and sticky tape, nine people have a business of sweet potato chips and banana chips, two people have an ice cream business, six people have a karo oil business, two people have a sewing and bag-making business, eight people have a business making sandals, sap water and so on. On average, culinary business actors totaling 47 people do not have a broad market, business permits, and human resources are still low in capacity, and they do not have standard product innovation.

Of the 47 business actors, only 2 have financial reports; the rest do not have financial or time management reports. If we look at the age at which we started doing business, business actors in the bamboo field village should have been promoted, considering that this business group is included in the regional government program, namely Sakasanwira (One Subdistrict, One Entrepreneurship Center), which various departments have also assisted, but in reality, it has not been upgraded and still needs a lot. Touch from various parties, one of them from academics for MSMEs in Bamboo Field Village to be promoted to class (Rofiqoh, Zuhawati, Buchdadi, & Gurendrawati, 2023). Several obstacles are faced by MSMEs in Bamboo Field Village in developing their businesses. This is our consideration for

providing service to microbusiness groups in the bamboo field village. The most fundamental problems faced by MSME actors include human resources lacking knowledge and skills in developing their businesses, having problems with financial reports, a lack of capital for business development, and a lack of access to product marketing. Product branding and leadership in entrepreneurship (Rahmadayanti, 2021).



Figure 1. Together with MSMEs in the Traditional Food Market Tuntungan District, Medan City



Figure 2. Providing Enlightenment to the MSME Community of Bamboo Plantation in Tuntungan District, Medan Kota with Traditional Marketing Materials Towards the Global Market



Figure 3. Collaborating with the Tuntungan District Government in Community Empowerment to Become an Active Member of the Raw Material Procurement Cooperative and Marketing and Packaging of MSMEs Towards National and Global Marketing.

Women's Cooperative Entrepreneurship Model In Ladang Bambu Village

Tape is a type of traditional food in Indonesia. Almost all regions in the archipelago know and have a group of communities skilled at making tape. There are two types of raw materials for tape that have been made in the past, namely, cassava tape and Pulut rice tape. Is. Original Pulut Rice in Indonesia has three colours, namely Red, White, and Black (Singapurwa, 2022).

Meanwhile, there are two original colours for cassava, namely white and yellowish or cream. It has become an ongoing habit and tradition, so it has become a culture that Tape Pulut food is served on Aidul Fitri and eaten with Lemang Pulut or Gemblong, which is also made from Pulut Rice. Meanwhile, Cassava Tape has always been made almost daily as merchandise, although it is also made on big holidays and parties as a snack. Tape/Tapai has been known since ancient times as a candy food from Proto-Malay West Polynesia called "tapas." This food is used as a body warmer, which is also beneficial for health to eradicate evil viruses and increase immune strength. In Indonesia, tape has spread like the initial spread of the ethnic Malay population of the archipelago, as well as in ASEAN countries, especially Malaysia, Singapore, Thailand, Brunei, and the Muslim Philippines, where tape is a typical community food.

Tape is a superior product of the MSME Group, Baru Village, Ladang Bambu Village, Medan Tuntungan District, Medan City. Based on data and interview results, MSMEs have produced cassava tape and pulut rice as superior products, which are being used by 12 people (12 families). When making tapes, family members spontaneously help each other do various jobs. The work of making tapes is naturally done according to the abilities of the family members. Children can also take on roles such as tearing leaves or opening plastic bags so that the value of cooperation and harmony among family members can be fostered indirectly. More vital family members can lift and peel sweet potatoes, and severe work such as sowing yeast is usually done by the mother thoughtfully and carefully, accompanied by prayer and hope. Empowering family members to support the family economy cooperatively and harmoniously strengthens economic resilience and prosperity. People of almost all ages like tape as a type of snack, so making tape is carried out continuously every day. Based on the results of interviews with MSME members, it is known that women have carried out the business of making tape since the beginning, and previously, making tape in the Baru Village sub-district has been an activity that has been passed down from generation to generation, 5 to 7 generations passed down from family ancestors.

Currently entering the global economy, MSMEs produce 12 kg to 30 kg daily. The raw material for 1kg of cassava costs Rp. 2000, purchased from the cooperative, which provides all the raw materials needed until the tape is ready to be marketed. From 1 kg of material, the net result is 1 kg of material ready to be sold at IDR 15,000 per kg. MSMEs that produce 30 kg with a net profit per day of 30 kg x Rp. 10,000 = IDR 300,000 per day. Entering global marketing, the UISU Community Service Team has provided attitude skills and knowledge in packaging suitable for sale in modern markets such as Swayan and Super Market. The knowledge to understand the elements of cleanliness, beauty, and competition with other products from the consumers' perspective is conveyed to all members of MSME Tape. Likewise, the aspect of packaging skills, originally tape wrapped in leaves or plastic bags, was added to neatly folded white plastic bag packaging, which was put into a plastic book branded as shown in the picture. Packaging like this makes the tape mature more perfectly. Judging from its edible shelf life, it increases from three days to 30 days when placed in a fully refrigerated supermarket. To enter supermarkets, quality and nationally competitive packaging is required.



Figure 4. Packeging Tape UBI dan Tape Pie UMKM Ladang Bambu

In Indonesia, cassava chips are a snack known to all regions, so there are 902 types of cassava chips. In North Sumatra, cassava chips initially tasted salty, followed by sweet and spicy flavors, which began in the 20th century. The people of North Sumatra started cultivating cassava chips in large areas of land in 1940. In the 20th century, people began considering developing a cassava chip business. Become a business. At first, it started manually by peeling the cassava with a clean knife and cutting it

thinly to fry in hot cooking oil until crispy. In the 1980s, machines began to appear to peel and cut cassava, so production increased along with increasingly vital marketing and widespread technological developments. Currently, the Sweet Potato Chips business has entered small and medium enterprises (MSMEs) by government directions. This article discusses the MSMEs of Cassava Chips in the Baru Subdistrict, Ladang Bambu Village, and Medan Tuntungan District, which have 15 members.

One MSME processes 15 to 20 kg per day with a raw material price of 1kg taken from the cooperative at a standard price of IDR 2000 per kg. The net yield ready to be marketed from 1 kg of raw material is ½ kg, with a selling price of 1 kg of IDR 30,000. The production cost of 1 kg is IDR 15 000. Production of 25 kg makes a profit of 25 x IDR. 15,000 = Rp. 30,000 for every day. Thus, the economic value of the UMKM effect of sweet potato chips is quite promising to continue by developing packaging ready to compete in the market.



Figure 5. Cassava Chips UMKM Ladang Bambu Medan Kota

Cassava Pie Tape Cake is a new creation from the MSME members of Ladang Bambu Village. The aim is to improve quality and add superior types of production. The production of this pie cake is calculated to be sustainable and more attractive than its parent (Tape Ubi). The unique thing that differentiates it from other potato tape pies made by other people are the shape, taste, and color. It is predicted that the marketing opportunities for Cassava Pie will be more comprehensive and attract more customers. The class for entering snacks at parties or other events such as seminars has more prospects than cassava tape, served wet. Furthermore, if you look at the packaging, it can be made flexible according to customer tastes.



Figure 6. Cassava tape pie Ladang Bambu Medan Kota

This research found that the female entrepreneurship model through the Medan Tuntungan Cooperative in Baru Subdistrict, Ladang Bambu Village, had a significant positive impact on women's empowerment at the local level. Some of the key findings include:

1. Active Participation of Women in Cooperatives: Female members of the cooperative are actively involved in various business activities, including production, marketing, and management. Cooperatives are a platform that allows women to contribute actively and equally to decision-making.
2. Improved Home Economics: Cooperatives make a positive contribution to the household economy of female members. Through various cooperative business activities, family income increases, having a direct impact on the economic welfare of members.

3. Social Empowerment: This cooperative model is not only empowering economically but also socially. Women cooperative members experience improvements in management, leadership, and teamwork skills, which positively impact community development.

Women's active participation in cooperative activities is an essential point in this research. Through interviews and observations, it is clearly illustrated that female cooperative members are not only service users but are also directly involved in the decision-making, management, and various operational activities of the cooperative. This creates an environment where women feel they have an equal role in business development. Correspondingly, improving the household economy also emerges as a positive result of this model. Through various cooperative business activities, the family income of female members increases significantly. This not only creates financial stability at the household level but also strengthens women's position in contributing to the family economy.

However, empowerment in this context is not only economic. Social empowerment is also an integral part of this cooperative model. Female cooperative members reported improved management skills, leadership, and collaboration abilities. This creates a positive effect on community development, where women are not only seen as businesspeople but also as agents of social change. In discussing these findings, it is essential to emphasize that cooperatives are not just business entities. Cooperatives function as centers for women's empowerment, providing integrated support that includes education, training, access to capital, and mentoring. The success of this model depends on the cooperative's ability to provide holistic support to its members.

However, to maintain the sustainability of this model, continuous education and training are essential. Ongoing training programs can improve women's skills and knowledge, help them overcome obstacles, and respond to changes in the business environment. In this context, full support from the government and local communities is critical. Policies that support women's cooperatives, better access to markets, and increasing public awareness of the positive role of women in cooperatives are critical factors for achieving sustainability. However, the discussion should also include the challenges faced by this model. Limited access to capital, the impact of climate change, and obstacles in marketing products are some challenges that must be overcome. A holistic strategy and collaboration between related parties are needed to overcome this challenge and maintain the sustainability of the women's entrepreneurship model through cooperatives at the local level.

CONCLUSION

From the findings of interviews, observations, and literature studies regarding superior MSMEs, cassava tape, cassava Chips, and cassava pie, it was concluded that the tradition of making cassava tape has become a culture. This household craft industry can empower family members to increase family income by working together. Each family member is spontaneously active according to their abilities, ranging from children to the elderly. Those interested in consuming cassava tape also cover all ages to be marketed from traditional markets to supermarkets and modern markets. From the profit aspect, it also promises up to 9x the profit compared to capital. Likewise, cassava chips have a sweet, spicy, and neutral taste. It has also entered traditional and modern markets with profits of five times the amount invested. An added value for the Small and Medium Business Unit group, Ladang Bambu Village, Ladang Bambu District, Tuntungan District, Medan City, is that most of its members are active cooperative members. The thing that is recommended is that in order for sales to increase smoothly, you need to add relevant digital marketing.

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