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THE STRATEGY OF STREET VENDORS IN INCREASING INCOME AT  
LAKOTA BEACH, TOMIA DISTRICT, WAKATOBI REGENCY  
ACCORDING TO SHARIA ECONOMICS

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**Abstract**

This study aims to examine the strategies employed by street vendors at Lakota Beach, Tomia District, Wakatobi Regency, analyze their income, and understand the application of income-increasing strategies based on Sharia Economic principles. The type of research used is field research with a qualitative descriptive approach. Data were collected through observation, interviews, and documentation, involving both primary and secondary data sources at the research site. The results of the study indicate that the strategies implemented by street vendors at Lakota Beach are considered effective, as evidenced by their ability to maintain product quality, set fair prices, carry out targeted promotions, choose strategic locations, and provide excellent service. These factors create significant opportunities for vendors to survive and thrive amid intense business competition. In addition, the vendors' income has increased significantly due to good management practices, the use of technology for promotion, and their willingness to seize opportunities such as fulfilling large-scale orders. From the perspective of Sharia Economics, the income-boosting strategies adopted by the street vendors also prioritize principles such as honesty in transactions, maintaining product quality and halal standards, showing friendliness and patience, and building customer loyalty. These principles serve as key factors in the vendors' success in growing their businesses and achieving sustainable income growth.

**Keywords:** Strategy, Income, Sharia Economics



## INTRODUCTION

Street vendors, commonly referred to as *PKL* (an acronym for *Pedagang Kaki Lima*), are individuals who sell goods in public areas, often engaging in buying and selling activities in spaces classified as public property, such as roadsides. According to Ersina and Irma Rahayu (2017), informal traders are required to maintain a distance of five feet, or approximately 1.2 meters, from formal buildings located in city centers.

When discussing the trade sector, it is inseparable from the trader community as its key actors, including street vendors who typically sell their goods on sidewalks or other public spaces. These street vendors are part of the micro, small, and medium enterprises (MSMEs) sector. As an informal economic sector, their business operations tend to be small-scale, requiring minimal capital and utilizing relatively simple management systems. Due to the scarcity of formal employment opportunities, many individuals turn to informal trading as a means to sustain their livelihoods. Consequently, society is encouraged to develop their own skills and potentials, both individually and within their respective regions, to meet their economic needs (Fatimah, 2011).

Street vendors are spread across the various islands of Wakatobi, one of which is located on Tomia Island, specifically at Lakota Beach in Tomia District, Wakatobi Regency. These street vendors work to earn a living, which is why implementing effective strategies is essential for their sustainability. Lakota Beach is widely recognized for its vibrant micro, small, and medium enterprises (MSMEs), as the local community in Tomia tends to operate roadside businesses, especially near Lakota Beach, one of the main tourist destinations on the island.

The livelihood of the Wakatobi community cannot yet be considered fully prosperous. There remain many challenges that need to be addressed in collaboration with the government. Ensuring the welfare of the people across the four separate islands of Wakatobi requires careful and comprehensive planning. The activities of street vendors in Wakatobi have brought economic benefits to the community, encouraging many individuals to become vendors. Street vending holds great potential—not only as a source of income but also as a hobby for some—making it crucial that this potential is utilized optimally.

However, the strategies employed by street vendors at Lakota Beach still lack innovation that could significantly boost business development. Marketing processes remain slow, as vendors mostly rely on waiting for customers at their physical stalls and have not yet leveraged available technology, such as promoting and selling products online. An effective marketing strategy involves



efforts to introduce and promote products or services to the broader public. Street vendors must be able to anticipate future market developments and cultivate motivation among themselves to ensure that their businesses run smoothly and sustainably.

Street vendors strive to increase their income levels. The majority of the people in Tomia must work hard to earn a living through the informal sector, often with limited skills. One of the most common informal occupations among the Tomia community is street vending. This profession is utilized both as a primary occupation and as a side job to supplement income. Informal business activities are highly potential and play a crucial role in providing employment opportunities. Street vendors, who generally have very limited capital, engage in the production of goods, food, and services to meet the needs of specific groups within the community. These businesses are typically carried out in strategic locations (Astuti, 2021). In Islamic economics, trade is considered one of the human endeavors to live and worship, aiming for social welfare. This command applies to everyone, regardless of rank or social status. This principle is emphasized in the Qur'an, Surah At-Taubah (9:105), which highlights the importance of working hard and striving in one's livelihood as part of religious and social obligations.

وَقُلْ اَعْمَلُوا فَسَيَرَى اللهُ عَمَلَكُمْ وَرَسُولُهُ وَالْمُؤْمِنُونَ وَسَتُرَدُّونَ اِلَىٰ عِلْمِ الْغَيْبِ وَالشَّهَادَةِ فَيُنَبِّئُكُمْ بِمَا كُنْتُمْ تَعْمَلُونَ

**Translation:**

*And say, "Do [as you will], for Allah will see your deeds, and [so will] His Messenger and the believers. And you will be returned to the Knower of the unseen and the seen, and He will inform you of what you used to do."*  
(Surah At-Tawbah [9]: 105)

The content of the above verse emphasizes that the Qur'an gives significant importance to work, clearly stating that humans were created on earth to strive and earn their livelihood. However, the type of work endorsed by Islam is that which is carried out through one's own abilities and brings benefit to others. Improving the quality of life for Muslims is a *shar'i* obligation, and when done with sincere intention, it becomes a form of worship.

Therefore, it is essential to have a trading strategy—one that outlines the steps and methods used to sustain livelihood through business activities, particularly for street vendors. Such strategies are expected to help increase the income of the vendors, as family welfare is a key element in achieving a just and prosperous society. Arguably, achieving material prosperity may be easier than



attaining social justice, as the former is more closely tied to physical well-being, while the latter is related to moral welfare (Mulyani et al., 2022).

This study aims to examine the strategies of street vendors at Lakota Beach, Tomia District, Wakatobi Regency, analyze their income, and understand the implementation of income-enhancing strategies based on Sharia Economic principles.

## LITERATURE REVIEW

### Strategy

A strategy is defined as the method and tool used to achieve a final goal (objective or target). A good strategy should be capable of unifying all parts of a broad organization into a cohesive and integrated effort to reach that final goal—this pertains to the operational activities of an organization. Success lies in the harmonious combination between a well-formulated strategy and its effective implementation. A good strategy with poor execution will create problems, and likewise, a poor strategy with excellent execution will also lead to complications (Rivai & Prawironegoro, 2015).

According to Stoner et al. (1996), the concept of strategy can be understood from two different perspectives: what an organization intends to do and what it ultimately ends up doing. From the first perspective, strategy is defined as a program to determine and achieve organizational goals and to implement its mission. This view is more widely adopted in ever-changing environments. From the second perspective, strategy is seen as a consistent pattern of organizational responses to its environment over time (Wijayanti, 2008). Strategy describes the general direction a company takes to achieve its objectives. A company develops its strategy by aligning its core competencies with industry opportunities. According to Andrews, strategy is used by senior executives to evaluate strengths and weaknesses in relation to existing opportunities and threats in the environment, and then to determine strategies that align internal competencies with external opportunities (Rachmat, 2014).

### Income

Income is defined as the gross increase in assets or a decrease in liabilities—or a combination of both—during a selected period as reported in an income statement, resulting from lawful investments, trade, service provision, or other profit-oriented activities (Antonio, 2001). In management terminology, income refers to the money received by individuals, companies, or other organizations in the form of wages, salaries, rent, interest, commissions, fees, and profits (Marbun, 2003). According to Jhingan, income is earnings in monetary form over



a specific period. Therefore, income can be interpreted as all earnings that enhance a person's financial capacity, whether used for consumption or savings. This income is used to meet daily needs and to achieve personal satisfaction (Jhingan, 1994).

## RESEARCH METHOD

The approach used in this study is a qualitative descriptive approach, which aims to gain a comprehensive understanding of the phenomena experienced by the research subjects within their natural context. The research method applied is field research, where data and information are obtained directly from the object of study, namely the street vendors at Lakota Beach, Tomia District, Wakatobi Regency.

Data collection in this study employed **three main techniques**: observation, interviews, and documentation. Observation was carried out by directly visiting the research site to observe firsthand the strategies implemented by the street vendors at Lakota Beach. This method involved the use of all five senses to gather accurate and valid data related to the activities and conditions in the field. Next, interviews were conducted as a dialogue between the researcher and the respondents to explore in-depth information regarding the background and strategies of the street vendors in increasing their income. These interviews were designed to foster a comfortable yet focused atmosphere so that respondents could provide honest and detailed responses. Finally, documentation techniques were employed by collecting and analyzing various written records, photographs, and relevant digital data. This documentation included notes, transcripts, newspapers, and other materials that could support the understanding of street vendor strategies. The combination of these three techniques was expected to produce comprehensive and in-depth data aligned with the objectives of the study.

The data analysis technique in this research followed a **qualitative descriptive approach**, which is a systematic process of searching, organizing, and processing data obtained from interviews, field notes, and supporting documents to make it easily understood and clearly presented to the reader. The analysis began with **data reduction**, which involved summarizing, selecting, and focusing on important information and identifying themes and patterns relevant to the strategies of street vendors in increasing their income. The data was then presented systematically in the form of clear and structured descriptive narratives that comprehensively illustrated the phenomenon being studied. The next step



was **verification**, in which the collected data was re-examined to ensure the validity and consistency of the findings. This process ensured that the conclusions drawn were credible and effectively addressed the research problems. Through this method, the data presentation provided a clear picture and helped readers fully understand both the research issues and the findings.

## **RESULTS AND DISCUSSION**

### **Street Vendor Strategies at Lakota Beach, Tomia District, Wakatobi Regency**

Street vendors at Lakota Beach employ several key strategies in their efforts to attract customers and maintain consumer satisfaction. Based on interviews conducted with both street vendors and customers, several important factors emerge as the foundation of their business success. These include product quality, pricing, promotion, strategic location selection, and excellent customer service.

From the interviews, it is evident that product quality is one of the most critical elements in the vendors' success. Street vendors at Lakota Beach place a strong emphasis on the cleanliness and freshness of the ingredients they use. They consistently ensure that the materials are fresh and free from harmful preservatives. Cleanliness of the selling area is also a top priority. High product quality directly contributes to increased customer loyalty. Similarly, consumers reported that they prefer high-quality products, especially those that are fresh and hygienic. While price is a factor, product quality remains the most decisive element in their purchasing decisions. Therefore, maintaining product quality, especially regarding cleanliness and freshness, is essential for the vendors' continued success.

Pricing is another crucial aspect, influenced by several factors from both the vendor and customer perspectives. Vendors set prices based on the cost of raw materials, daily operational expenses, and desired profit margins. They also consider prevailing market prices and consumer purchasing power to ensure affordability and competitiveness. Some vendors adjust prices depending on market conditions or the level of crowd activity near their location. On the other hand, consumers value a balance between price and product quality. If prices are too high relative to the quality offered, consumers may opt to buy from other vendors offering better value. Thus, street vendors must ensure that their pricing aligns with product quality and customer affordability.

Promotion serves as an effective strategy for attracting customers and boosting sales. Vendors at Lakota Beach apply various promotional methods, such as discounts, price cuts, and "buy one get one free" offers during certain periods. Some also leverage social media to advertise their promotions more



broadly. Consumers acknowledge that promotions influence their purchasing decisions, although they still prioritize product quality. If the product is of high quality, promotions further enhance their buying interest. Hence, well-targeted and appealing promotional efforts can help vendors increase sales and build customer loyalty.

A strategic location is another vital factor contributing to the success of street vendors. Those operating in tourist areas or crowded spots have greater opportunities to attract customers. Tourist locations provide high foot traffic, increasing business visibility and attracting visitors in need of food or beverages. Consumers expressed that they are more likely to buy from vendors located in convenient and accessible areas, such as tourist spots. However, while location is important, consumers still evaluate the price and quality of products before making a purchase. Therefore, choosing a strategic location, particularly within a tourism zone, greatly enhances the vendors' sales potential.

Lastly, friendly, prompt, and high-quality service has a significant impact on customer satisfaction. Street vendors at Lakota Beach place great importance on how they interact with customers. They strive to greet customers with a smile, provide quick service, and ensure their products are always in optimal condition. Moreover, positive interactions—such as listening to customer preferences and offering personalized recommendations—contribute to a pleasant shopping experience. Customers feel valued when vendors provide attentive service, such as offering special deals to returning buyers. Excellent service helps foster stronger relationships between vendors and customers, ultimately enhancing customer loyalty.

In summary, this study reveals that street vendors at Lakota Beach prioritize product quality, fair pricing, effective promotion, strategic location, and excellent service as the keys to their business success. While pricing and promotion are influential, product quality and customer service remain the most important factors in ensuring customer satisfaction. Therefore, street vendors must continue to uphold high product standards, set competitive prices, implement relevant promotions, choose strategic locations, and deliver top-tier service to ensure the sustainability and growth of their businesses.

### **Increasing the Income of Street Vendors at Lakota Beach, Tomia District, Wakatobi Regency**

Street vendors and consumers offer a clear picture of the dynamics surrounding income, income sources, family burdens, and the influence of school-related expenses on shopping patterns and business management. Based



on the data collected, several key points can be identified and further analyzed. The income of street vendors varies significantly, ranging from IDR 3 million to 7 million per month. Several factors influence their income, including their selling location, the type of goods or services offered, operating hours, and seasonal conditions. Vendors who sell popular food and beverages such as coffee, satay, or gado-gado tend to earn higher incomes compared to those selling less in-demand items.

Furthermore, interviews revealed that street vendors' income tends to fluctuate depending on the weather, seasons, and crowd levels in their selling areas. Vendors operating during peak hours—such as evenings, weekends, holidays, or major events—have better chances of generating higher income. A higher income allows vendors to manage pricing, offer promotions, and improve product quality and customer service. From the consumer perspective, although a vendor's income may influence prices, customers are more focused on product quality and service. Consumers prefer pricing that reflects the quality and value of what they receive. Stable income allows vendors to invest in innovation and consistently improve service quality.

Most street vendors rely on sales of goods—particularly food and beverages—as their main source of income. However, some seek additional earnings through side businesses such as catering, delivery services, or selling homegrown ingredients. Others offer added services such as haircuts or motorcycle washing to supplement their income. Consumers understand that the vendors' primary income source comes from their sales, but they also recognize that external factors like location, seasons, and special events contribute to vendors' financial success. Consumers who are aware of this tend to value vendors who maintain product and service quality, despite the challenges of income fluctuations.

Family obligations are one of the major challenges faced by street vendors. As heads of households, many of them carry the responsibility of covering daily living expenses, children's education, and other family needs. During interviews, vendors expressed that they rely heavily on income from street vending to support their families. This responsibility motivates them to work hard, maintain product quality, and offer the best service possible to ensure stable income and meet their family needs. From the consumer's point of view, they acknowledge that the family burden motivates vendors to work harder, innovate, and maintain the quality of their business. Many consumers appreciate the vendors' dedication, recognizing that their business success depends heavily on the income they generate.



School expenses are a significant factor affecting the spending patterns of street vendors. Several vendors stated that their children's education is a top priority in managing their finances. To meet educational needs, they strive to keep their businesses stable and manage expenses more carefully. Vendors with school-aged children often adjust their pricing, sometimes offering discounts or promotions, especially during the start of the school year or throughout school terms. From the consumer side, school-related expenses also influence shopping decisions. Many consumers look for affordable products or promotions, particularly during the school period. They also tend to reduce spending on non-essential items to maintain a balance between household needs and educational expenses.

Street vendors who are aware of these conditions often offer discounts or lower prices to accommodate consumers with limited budgets. This reflects not only the vendors' concern for their own income but also their consideration of their customers' financial situations—helping to build stronger relationships between sellers and buyers. Based on interview results and analysis, the income of street vendors is influenced by various external factors, including location, types of products or services, seasonal changes, and special events. Despite the variability in income, vendors work hard to maintain product quality and service excellence to support their families and sustain their businesses.

Their primary source of income comes from direct sales, but many seek additional earnings through side businesses. Family obligations are a key motivator pushing vendors to improve and preserve the quality of their goods and services. Consumers, in turn, highly value product quality and good service, even though they are aware that vendor income may affect prices. Education costs are among the factors influencing both vendors' and consumers' spending patterns, with many vendors offering promotions or adjusting prices to support budget-conscious buyers.

Overall, the income of street vendors plays a crucial role in maintaining the sustainability of their businesses. At the same time, external factors such as educational expenses and family needs significantly influence how they operate and price their products.

### **Street Vendor Strategies to Increase Income at Lakota Beach, Tomia District, Wakatobi Regency, Based on Sharia Economic Principles**

Based on research conducted at Lakota Beach, Tomia District, Wakatobi Regency, the findings from interviews with street vendors and consumers clearly illustrate the strategies adopted by vendors to increase income and seek blessings



in their business activities, in accordance with the principles of Sharia economics. One of the main themes emerging from interviews with both vendors and consumers is the importance of honesty and fairness in every transaction. Surah An-Nisa, verse 29, which emphasizes avoiding unjust dealings in trade—both from the seller's and buyer's perspectives—serves as a strong ethical foundation for them.

According to consumers like Wa Meilani, Wa Veby, and Wa Sri, it is important to respect the prices set by the vendors and not take advantage of the situation to obtain goods at unfairly low prices. This reflects a good understanding of Islamic business ethics, where both parties—sellers and buyers—have balanced rights and responsibilities. Street vendors at Lakota Beach, including Wa Jannaya, Wa Yaya, and Wa Ria, also show a clear commitment to maintaining honesty in transactions. Their focus is not solely on maximizing profit but also on ensuring product quality and setting fair prices. They understand that preserving integrity and engaging in fair trade builds long-term relationships with customers and ultimately brings blessings to their business.

These vendors are also highly attentive to the quality of the goods they sell. This is essential not only for consumer satisfaction but also to ensure that the products are halal and aligned with Islamic teachings. Vendors such as Wa Jannaya and Wa Ria emphasized that their prices always reflect the true quality of their products, and they never offer misleading items or sell anything that is not halal. The halal nature of products is a non-negotiable principle. This aligns with a key tenet of Sharia economics: every transaction must be halal, both in terms of the product itself and the manner of earning profit. The vendors at Lakota Beach adhere to this principle, aiming to ensure that their earnings are pure and blessed according to Islamic teachings.

Kindness and patience also form a significant part of the vendors' strategy. Many consumers noted that they feel more comfortable shopping in places where vendors are welcoming and patient. Such attitudes not only provide a pleasant shopping experience but also build stronger, long-lasting relationships between buyers and sellers. As expressed by Wa Jannaya and Wa Yaya, maintaining good relationships with customers is vital, as it helps customers feel valued and encourages them to return. In the context of Sharia economics, nurturing good interpersonal relationships is a core Islamic value. Vendors who exhibit patience and friendliness not only attract loyal customers but also earn spiritual rewards for their good conduct.



The study also found that many street vendors have begun to utilize social media to promote their products. Using technology for marketing is a wise move in today's competitive business landscape. By leveraging social media, vendors can reach a wider audience beyond those who visit their stalls in person. This strategy enhances their business visibility and aligns with Sharia economic principles, which encourage the use of halal and effective means to earn a living. Another strategy adopted by the vendors is building consumer loyalty. The research indicates that vendors who maintain product quality, communicate effectively, and transact honestly are more likely to form strong connections with their customers. Satisfied customers often return and even recommend the vendors to others.

This customer loyalty plays a crucial role in ensuring sustainable income. As Wa Jannaya pointed out, by maintaining product quality and delivering excellent service, customers are more likely to become regular buyers. This reflects a principle of Sharia economics: building mutually beneficial relationships without causing harm to any party.

Overall, the interviews reveal that integrity is the foundation of all trade activities at Lakota Beach. Both vendors and consumers agree that upholding integrity in transactions is key to gaining blessings in business. The street vendors strive to sell products that are halal, high-quality, and fairly priced, while consumers make a conscious effort to respect the efforts of vendors and pay fair prices.

According to Sharia economic principles, blessed income (*rezeki*) comes from activities carried out justly, honestly, and in accordance with the commands of Allah SWT. Vendors and consumers in Lakota Beach understand that conducting business with integrity leads not only to material gains but also to spiritual rewards in this life and the hereafter. The street vendors at Lakota Beach have successfully implemented Sharia economic values in their business strategies. Honesty in transactions, maintaining product quality and halal standards, showing kindness and patience, using social media for promotion, and fostering customer loyalty are the key factors contributing to their income growth. All of this is done with the goal of attaining Allah's pleasure and ensuring that their livelihood is not only successful in worldly terms but also blessed and spiritually fulfilling in accordance with Islamic teachings.



## CONCLUSION

Based on the research conducted on street vendors at Lakota Beach, Tomia District, Wakatobi Regency, it can be concluded that the strategies they employ in running their businesses play a significant role in attracting customers and increasing income. The vendors demonstrate a strong awareness of the importance of maintaining product quality, especially in terms of cleanliness and the freshness of raw materials—key factors in building customer loyalty. Pricing is set wisely, taking into account operational costs and the community's purchasing power, thereby remaining competitive and affordable without compromising quality.

Moreover, promotional strategies implemented through both direct approaches and social media have proven effective in capturing consumer attention, enhancing visibility, and boosting sales. The selection of strategic business locations, particularly in tourist areas like Lakota Beach, also significantly increases opportunities for consumer interaction. Good customer service—such as friendly, prompt, and communicative behavior—further contributes to a pleasant shopping experience and fosters long-term relationships with customers.

Equally important, all business activities carried out by these street vendors are grounded in **Sharia economic principles**. They emphasize honesty, fairness, and maintaining the halal status and quality of products in every transaction. These spiritual values not only bring blessings to their business endeavors but also strengthen consumer trust. Nevertheless, the vendors' income is also influenced by various external factors such as weather, seasonality, the type of goods sold, and family obligations—including the cost of children's education. These factors shape their day-to-day business management patterns.

In conclusion, the business strategies applied by the street vendors at Lakota Beach reflect a combination of rational efforts to increase income and a spiritual commitment to conducting business in a halal and ethical manner, in accordance with Islamic values.

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