

Social Change and Public Administration: An Analysis of Governance Dynamics in Modern Society

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ABSTRACT:

Behavioral changes in modern society represent a complex phenomenon triggered by various social dynamics. This study aims to identify and analyze the internal and external factors driving behavioral changes in modern society, referencing the theoretical framework of the primary literature. The method employed in this research is library research, which involves collecting, filtering, and analyzing secondary data from various scientific textbooks and relevant reputable sociological journals. The results indicate that internal factors, particularly digital technology innovation driven by the dominance of the productive-age population, serve as the primary engine for the shift toward virtual communication patterns. Meanwhile, external factors in the form of foreign cultural penetration transform massively through the colonization of digital spaces by global social media algorithms. The novelty of this research highlights a shift in the impact of change from the macro-structural realm to the micro-ethical behavioral realm in cyberspace. Cultural lag is found to be the main trigger for the digital morality crisis among adolescents due to psychological unreadiness in adopting contemporary technology.

Keywords: Social Change, Modern Society, Internal Factors, External Factors, Digital Ethics.

INTRODUCTION

Social change is basically something that must happen in human life from time to time. There is not a single group of people in this world that is truly static. Both indigenous communities that still hold fast to ancestral traditions and modern urban

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communities, all of which continue to move dynamically following the wheels of the times. This systemic transformation always targets various fundamental aspects, ranging from ways of thinking (cognitive), patterns of relationships between individuals, institutional restructuring, to the crystallization of values and group norms. In the space of social ecosystems, this shift is born due to the continuity of human interaction that takes place in a fluid, open, and often unexpected manner. This dynamic condition ultimately makes the direction of development and the form of change in society very difficult to accurately predict from the beginning (An'Amta, 2022).

From the perspective of modern sociology, social change is not simply interpreted as a change in trends, but a massive restructuring of the social system and cultural elements of society. The stimulants are very diverse, including demographic fluctuations, geographical adaptation, scientific development, and the process of acculturation due to intersections with outside cultural entities. In the contemporary era, the penetration of digital technology and the flow of globalization have multiplied the speed of such interactions. One of the most radical manifestations today is the phenomenon of the dependence of the younger generation on social media which triggers a shift in behavior. Young people in the digital era tend to experience virtual addiction that changes their interpersonal communication patterns (Arianto, 2021). This high attachment to cyberspace not only gives birth to a new sub-culture in the form of the use of slang text that shifts the rules of formal language (Hasyim, 2018), but also has an impact on the degradation of communication ethics. Free digital spaces often erode social control, thereby lowering adolescents' moral sensitivity and decency in interacting in the real world (Fazry & Apsari, 2021).

Speaking of theory, there are a lot of views from well-known sociologists about how these social changes occur. William F. Ogburn, for example, explained that social change involves physical culture (material) and non-physical culture (non-material). He emphasized that physical culture such as technology runs much faster, so it often makes people unable to keep up with its developments. On the other hand, Kingsley Davis looks at it from the point of view of the functioning of society, where social change is understood as a change that occurs in the structure and function of social institutions. Meanwhile, the views of John Lewis Gillin and John Philip Gillin added that the model of human life is always changing due to the influence of nature, the number of population, new ideologies, and the invention of advanced technology. If we relate it to today, these theories are very evident in how digital technology forces social institutions such as schools and families to change, even though the morals of the society are

sometimes not ready to face the negative impact (Reksiana, 2019). This inequality is what ultimately triggers many new behavioral problems on social media (Pebriana, 2017).

THEORETICAL STUDIES

Social change is basically a process of shift that occurs in people's lives and will continue to take place endlessly as time goes by. These changes include many important things, such as shifting values, norms, behavioral habits, group structures, and the form of relationships between members of society. In real life, we cannot avoid this change because every group of society must experience development that is influenced by internal and external factors. According to Dimas Asto Aji An'Amta, social change itself is a variation of people's way of life that is influenced by changes in natural conditions, culture, population, perspective or ideology, to the existence of new discoveries in the group (An'Amta, 2022). From this definition, we can understand that social change is not only about one or two people, but includes changes in the order of life of society as a whole.

In line with this, the famous sociologist Soerjono Soekanto also explained that social change is any form of change that occurs in social institutions. Changes in this institution will then affect the social system that exists in it, including values, attitudes, and behavior patterns among community groups (Soekanto, 2012). Meanwhile, Kingsley Davis gives a slightly different emphasis by defining social change as the changes that occur in the structure and function of society. According to Davis' view, when there is a change in one part of society, the other part will also change, creating a broad domino effect. Based on some of the opinions of the experts above, we can conclude that social change is a dynamic process that touches various lines of life due to the development of science, technology, and social interaction that continues to move forward every day.

In the study of modern sociology, social change is explained through several main theories, one of which is the theory of modernization. This theory explains that every society will experience development from a traditional form to a more modern form, which is characterized by advances in science, education, and economics. This technological development is the main engine driving social change in today's society. Advances in communication technology have caused people to experience major changes in lifestyles, ways of thinking, and daily interaction patterns. Modern society tends to have a more open mind to change and is very receptive to new cultures that enter through the process of globalization. In the Indonesian context, people's

adaptation to modernization is very visible in how digital platforms have succeeded in changing consumption behavior and the way people seek information (Rasyid, 2023). This proves that technological modernization can no longer be separated from our daily social life (Ngafifi, 2014).

Responding to the phenomenon of modernization, William F. Ogburn through his theory explained that social change includes two different cultural elements, namely material and non-material. Material elements include physical and industrial technology, while non-material elements include values, norms, moral rules, and patterns of community behavior. Ogburn gave an important note that the development of material elements (technology) always proceeds much faster than the readiness of non-material elements (mental and moral of society). This inequality in speed is what triggers the occurrence of social imbalances known as cultural lag or cultural lag. This condition is very real in today's modern society, where the onslaught of digital technology and social media is developing very rapidly, but it is not balanced with the ethical readiness and good literacy culture of its users (Sari & Siregar, 2022). As a result, various new social problems have emerged in cyberspace due to the stuttering of people in responding to this technology.

In addition to the theory of modernization and cultural backwardness, there is also a theory of social evolution that helps explain how society undergoes changes. This theory of evolution views that society will always evolve gradually, starting from the simplest form to the more complex and advanced form. The changes described in this theory usually take place slowly, naturally, and take a long time because they have to go through certain stages. In the view of evolution, society is considered to continue to undergo changes and adjustments in order to survive and meet the needs of life that continue to increase over time. In the modern era, we can see this evolutionary process from how the change in the conventional work system in Indonesia is slowly shifting to be all-digital and internet-based (Sari & Sholihah, 2019). These gradual changes prove that society will always transform in order to adapt to the demands of the times (Suwitri, 2011).

John Lewis Gillin and John Philip Gillin explained that social change can occur due to variations in people's ways of life which are influenced by natural conditions, physical culture, population composition, outlook on life, and new discoveries. Thus, we can understand that social change can be driven by two main factors, namely internal factors that come from within society itself and external factors that come from outside. Internal factors usually include changes in the number of residents, the birth of

innovation, the existence of group conflicts, and shifts in people's way of thinking. Meanwhile, external factors include the influence of foreign cultures, wars, natural changes, and strong globalization currents. In today's digital era, external factors in the form of penetration of foreign cultures through the internet have proven to be the most powerful drivers that change the lifestyle, taste of dress, and the way of speaking in modern Indonesian society today (Pratama, 2020).

Ultimately, how a social change takes place in modern society depends largely on how society itself responds to it. Modern society usually has a tendency to be more adaptive, open, and quick to accept new things because it is supported by a very wide level of education and access to information. However, if this adaptation process is not accompanied by a critical attitude and strong cultural filtering, then these social changes can actually trigger an identity crisis and the fading of local cultural values. Therefore, it is important for modern society groups to remain open to global technological advances, but on the other hand remain firm in maintaining the roots of the nation's original values, norms, and morality. The alignment between modernization and the preservation of local values will determine whether these social changes bring positive progress or bring setbacks to community civilization (Setyadi, 2022).

METHODS

This study uses a qualitative method with a library research approach. According to Zed's view, literature study is not just an activity of reading and recording literature, but a scientific method that involves a series of activities ranging from collecting library data, reading, taking notes, to processing research materials critically (Zed, 2014). This method was chosen because it is very in line with the purpose of this article which wants to examine the phenomenon of social change in modern society through the perspective of existing sociological theories. Through the literature study approach, researchers can focus on collecting a variety of in-depth, accurate, and relevant information without having to conduct direct research in the field. This makes the resulting analysis more theoretical, strong, and has a clear scientific basis from the various results of sociologists' thought.

The data sources used in this study are entirely derived from secondary data that have a good academic reputation. The main source used as a foundation in this study is the Social Change Textbook by Dimas Asto Aji An'Amta, as well as several other supporting references related to the study of modern sociology. To strengthen the analysis, the secondary data was also obtained through a search of other scientific

literature, such as additional sociology textbooks as well as relevant national scientific journal articles. Researchers used specific keywords such as "social change" and "modern sociology" on academic database platforms such as Google Scholar. According to Sugiyono, the use of scientific documents and literature as secondary data sources is very important to provide a complete understanding and strengthen analysis of the social phenomena being studied (Sugiyono, 2018).

After all the data is collected, the next stage is to conduct an analysis using the content analysis technique. This process begins with data reduction, which is sorting and grouping scientific information that focuses on the driving factors for changing the behavior of modern society. Furthermore, the data is presented systematically and then critically studied by connecting classical sociological theories with the reality of today's digital phenomena. The last step is to draw objective conclusions to answer the main purpose of writing this article. Through this structured analysis stage, the results of this literature review not only have a sharp depth of analysis, but also guaranteed authenticity and avoid elements of researcher subjectivity.

RESEARCH RESULTS

Categorization of Factors Driving Social Change

Based on the results of a literature search of the main source of the Social Change Textbook by Dimas Asto Aji An'Amta and several other supporting literature, it was found that the factors that drive change in modern society can be grouped into two broad categories, namely internal factors and external factors. Internal factors include dynamics that arise from within the community group itself, such as population growth, new inventions (innovations), and the existence of social conflicts or conflicts. Meanwhile, external factors are influences that come from outside the community, such as changes in the physical natural environment, the influence of other people's cultures through the process of diffusion, to the influence of war. These findings show that changes in the behavior of modern society have never stood alone, but are the result of the interaction of these various interrelated factors (An'Amta, 2022).

Table 1. Mapping the Impact of Internal and External Factors on Behavior Change

Category Factor	Determinant Sources	Examples of Real Phenomena	Impact on Behavior
Internal Factors	An'Amta (2022) & Setiawan (2020)	The massive innovation of digital technology and the high number of young people (Gen Z).	The shift from face-to-face communication to virtual is all virtual.
External Factors	Ngafifi (2014) & Fitriani (2021)	The entry of foreign culture trends instantly through global social media algorithms.	The emergence of new slang and declining standards of manners for teenagers.

Source: Data Processed Based on An'Amta Theory (2022)

The Impact of Modernization on Social Behavior

Data obtained from various research journals show that the factor of new inventions, especially information technology, is the most dominant driver in changing the behavior of modern society in Indonesia. Literature findings reveal a shift in communication patterns from initially face-to-face to digital-media-based. In addition, the entry of foreign cultural influences through global mass media also accelerates changes in lifestyle tastes, consumption, and language use among adolescents. The results of previous research show that the ease of access to information makes people more quickly adopt modern values, although sometimes this triggers an imbalance between mental readiness and the sophistication of the tools used (Mardatila, 2021). This underscores that technology is a major catalyst in today's social dynamics.

Typology of Modern Society's Response to Change

The results of the literature review also show that there are variations or typologies of responses shown by modern society in dealing with the onslaught of social change. Not all community groups accept these changes instantly in the same way. Some community groups, especially the urban young generation, show a very adaptive

response and tend to immediately adopt any new form of culture that enters through the digital space. However, on the other hand, there are groups of people who show a critical or even resistant response because they are worried that the change will undermine their traditional moral order. The findings from various secondary literature confirm that modern society is not homogeneous, but fragmented into several groups that have different levels of readiness to filter the flow of modernization (Hidayat, 2022).

External Factors and Penetration of Foreign Cultures in the Digital Era

External factors in this era of contemporary modernization are materialized through information globalization, economic interdependence, and the penetration of foreign popular culture that is massively adopted through internet networks. Foreign cultures no longer enter through the path of physical colonialism or conventional trade, but rather through the colonization of digital space driven by global social media algorithms owned by multinational corporations. This penetration is persuasive and hegemonic, allowing local communities to voluntarily absorb new values without realizing the threat to their original identity.

The process of penetration of these external factors and their implications for the existence of local values is summarized in the following table:

Table 2. External Factors and Cultural Implementation

Yes	Key External Factors	Cultural Penetration Media	Implementation of Local Values
1.	The Globalization of Information	Global social media algorithms (TikTok, Instagram, X).	The fading of national cultural boundaries and the homogenization of lifestyles.
2.	Diffusion of Popular Culture	Western entertainment content, global music, and overseas fashion trends.	The birth of a consumptive, hedonistic, and marginalized lifestyle of traditional culture.

3.	The Pressure of International Global Modernity	standardization of urban lifestyles.	The emergence of moral identity crises and shifts in adolescent behavior ethics.
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Source: Data processed from Fitriani (2021) and Ngafifi (2014).

DISCUSSION

Analysis of the Influence of Internal and External Factors on Behavioral Dynamics

In depth, technological innovation as an internal factor acts as a key catalyst that reduces the traditional barriers of space and time in urban life. According to Setiawan (2020), when a society succeeds in creating or adopting technological updates into their daily life systems, the structure of their collective consciousness and social actions will undergo a radical shift. The most striking behavioral changes can be seen in how modern society builds social closeness in the digital age. Physical interaction that was once considered an absolute requirement of social intimacy has now been replaced by digital metrics on instant device screens. The productive age group that is the main actor in Indonesia's current demographic structure has a strong tendency to validate their existence through cyberspace, which ultimately gives birth to new personality forms that tend to be egocentric, individualistic, and slowly alienated from the real geographical social environment around them.

On the other hand, external penetration works by systematically blurring the boundaries of national culture through a process that is in line with the theory of globalization (deterritorialization). Outside cultures that carry the values of individualism, pragmatism, and hedonism are presented massively as symbols of "progress" and "modernity" that must be imitated. As analyzed by Fitriani (2021), adolescents and young people are the most vulnerable groups to this penetration because they are in a phase of psychological transition and the search for self-identity. Through the constant consumption of global digital content every day, there is a process of unconscious internalization of foreign values into the collective subconscious. Indonesia's traditional ethical behavior, which is loaded with the values of good manners, mutual cooperation, and respect for the collectivity of society, is now beginning to be eroded massively and replaced by new behaviors that glorify unlimited

individual freedom and short-term material achievement as the main benchmark of social success.

Referring to the view of Hidayat (2022) related to the interpretation of the data in Table 3, the largest groups that dominate modern society today tend to be in the Acceptive-Imitative typology. This social group has a very high level of speed in adopting technological hardware such as the latest specifications and global digital applications, but on the other hand experiences severe delays in developing cultural software in the form of mental readiness, ethics, manners, and spirituality. This cultural inequality is what triggers the birth of various new social pathologies in Indonesia's cyberspace, where sophisticated technology is actually misused for actions that damage the moral order of society, such as the rampant spread of fake news (hoax), the phenomenon of online gambling that damages economic joints, cyberbullying (cyberbullying) which triggers depression, to the degradation of sexual morality among the younger generation due to unfiltered exposure to pornography.

Novelty Analysis: Shifting Impacts on Microethical Behavior in Cyberspace

The scientific novelty offered in this study lies in the re-conceptualization of the direction and scope of the impact of social change itself in the contemporary era. While most previous classical sociological studies have always emphasized that the impact of modernization has always focused on the structural-macro realm (such as changes in political systems, shifts in livelihood structures, or mass urbanization), then this study finds that in the era of digital disruption, the impact of these changes has shifted radically towards the realm of micro-ethical behavior) individuals in cyberspace. This phenomenon shows that cyberspace is no longer just a communication tool, but has transformed into a new social structure that is independent and has great power in dictating the daily morality of its users personally.

Cyberspace has transformed into a giant social laboratory that redefines the essence of morality and the integrity of modern humans in interacting with others. When individuals engage in social interactions behind the scenes of their devices, they psychologically experience a symptom called the online disinhibition effect, which is a condition in which a person feels free from traditional social norms, supervision, and sanctions that are usually strictly applied in the real world. As a result, the clash between internal factors in the form of a high desire for self-existence and external factors in the form of global trends gives rise to digital anomalous behavior, in which group morality standards become very loose and destructive. This research has

succeeded in proving that the biggest crisis of modern Indonesian society today does not lie in their inability to create or buy technology, but in the failure to maintain the integrity of human ethics and noble cultural values when entering the borderless digital ecosystem.

Case Study of the Doomscrolling Phenomenon and FOMO Habits in Generation Z

The dynamics of behavior change as a real impact of the clash of internal and external sociological factors are clearly materialized through the phenomenon of doomscrolling and the emergence of the FOMO (Fear of Missing Out) syndrome among Generation Z. Sociologically, the digital space no longer only functions as an alternative communication tool, but has become the primary social space) where the younger generation spends most of their life. Based on the theoretical basis of An'Amta (2022), the massive digital technological innovation that is not balanced with cultural mental readiness triggers the birth of a very acute psycho-social dependence. The phenomenon of doomscrolling—the tendency to consume negative content continuously—is formed as a result of exposure to global social media algorithms that are capitalistically designed to maintain users' psychological attention for as long as possible for the sake of corporate economic gain.

This unhealthy psychological condition is exacerbated by external penetration in the form of a global lifestyle standardization that is constructed in an instantaneous, luxurious, and artificial way on social media. When teenagers constantly witness a seemingly perfect representation of other people's lives in cyberspace, acute social anxiety arises in the form of a fear of falling behind in contemporary cultural trends (FOMO). The behavioral response resulting from this syndrome is the birth of irrational imitative behavior in order to gain social validation in cyberspace, even though these actions often do not correspond to their local economic reality or moral values. As a result, there has been a shift in the orientation of life values from what was originally based on real social productivity in society to simply pursuing artificial digital metrics such as the number of likes, followers, and pseudo-popularity in virtual public spaces.

Shifting Cultural Consumption Patterns through the Use of QRIS and Paylater

In addition to targeting the aspect of psychological interaction, massive changes in the behavior of modern society have systematically reconstructed the pattern of economic action. Modernization driven by internal innovation in the digital financial

system has created a non-cash transaction ecosystem through the QRIS platform and an instant microfinance feature in the form of paylater. This phenomenon can no longer be seen as just a technical convenience of banking, but must be read as a form of social change agent that completely overhauls the structure of the mentality and consumption habits of modern society. Referring to Larasati's (2020) argument regarding the social construction of society in cyberspace, the ease of financial accessibility offered by technology has unconsciously collapsed traditional social control and rationality filters in people's personal financial management.

The impact of real behavior that appears on the surface is a radical transformation from a frugal agrarian society to a consumer society based on the fulfillment of pseudo-desires. The existence of the paylater feature blurs the objective boundary between real needs and impulsive desires, thus triggering irrational consumption behavior and tends to be destructive to the individual's financial future. Modern society is very easily trapped in a digital debt trap to meet the demands of a cyber lifestyle driven by exposure to aggressive social media algorithm ads. The process of acculturation of global consumptive culture is absorbed raw through gadget intermediaries without a mature filter of economic rationality. This behavior reflects cultural lag, where the adoption of financial technology tools is growing very quickly, but it is not accompanied by the development of people's financial literacy.

Cultural Lag Mitigation Strategy Based on Strengthening Local Literacy

To overcome cultural lag and moral behavior crises that occur due to the clash of internal and external factors, a comprehensive, structured, and sustainable mitigation strategy is needed. In line with Setyadi's (2022) thoughts on the importance of maintaining local values in the midst of modernity, the main strategy that must be implemented is to strengthen the digital literacy movement that is organically integrated with local wisdom values. Modern society should not be allowed to become passive consumers of technology, but must be equipped with the ability to think critically in filtering the flow of global information so as not to become passive victims of the manipulation of social media algorithms that undermine their logical and ethical order of thinking.

The implementation of this cultural strategy can be realized in real terms through formal and informal educational institutions by implementing a digital ethics curriculum based on the values of mutual cooperation, politeness, religiosity, and tolerance of Indonesia's indigenous culture. Strengthening primary socialization agents,

namely family institutions, also plays a very crucial role as the first bulwark of defense in limiting adolescents' deviant behavior in cyberspace. Through a strong synergy between law enforcement policy regulations by the government, strengthening literacy by educational institutions, and active social control of the family environment, the adverse effects of technological disruption can be mitigated to the maximum. Thus, modern society can take advantage of the advancement of technological innovation as a tool for positive self-empowerment without having to lose its moral identity, national identity, and noble ethics of its local culture.

CONCLUSION

Based on the results of the literature analysis that has been carried out, it can be concluded that social change in modern society is a dynamic process triggered by a combination of internal and external factors. Referring to the main source of the Social Change Textbook by Dimas Asto Aji An'Amta, internal factors such as digital technology innovation have proven to be the main drivers that change people's communication patterns from face-to-face to virtual. Meanwhile, external factors in the form of the rapid flow of globalization and the penetration of foreign cultures through social media have also accelerated lifestyle shifts and a decline in the ethical standards of teenagers today. This phenomenon proves the truth of William F. Ogburn's theory of cultural lag, in which the advancement of physical technology moves much faster than the mental and moral readiness of society. Therefore, these driving factors not only bring convenience, but also pose a serious challenge to the local value order of modern society.

Seeing the magnitude of the impact of these factors driving social change, it is recommended for modern society, especially the younger generation, to be more critical and wise in adopting foreign technological and cultural developments. Massive digital penetration must be accompanied by strengthening strong digital literacy so that people do not lose their identity and ethics in the public space. In addition, for social institutions such as families and educational institutions, it is expected to be more adaptive in providing supervision and moral guidance that is relevant to the development of the times. For the next researcher, it is recommended to conduct direct field research to complement this secondary data, so that they can take a more realistic picture of how the dynamics of changing the behavior of modern society in certain areas are directly affected by the flow of digitalization.

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