



## Women's work motivation in small and medium enterprises convection

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### ABSTRACT

The existence of Small and Medium Enterprises has an important role in improving the welfare of the community, where convection is one of the SMEs that absorbs a lot of female workers. Human Resources is the main factor that drives the company, and work motivation is the drive to carry out work based on potential strengths originating in the workers. This study aims to describe the motivation of women who work in SMEs, where women also have a dual role as housewives who have jobs that are no less difficult to take care of the house and to work to increase income. The research method uses a quantitative descriptive approach, namely to describe, examine, and explain something that is studied as it is, and draw conclusions from the phenomena observed using numbers. The results of this study indicate that women who work in small and medium-sized convection SMEs have high school education, are of productive age and almost all of them are married. This condition causes women to accept jobs as they are in accordance with existing conditions, choosing jobs that are closer to home and working hours that are more flexible. The intrinsic motivation of women workers who work in this convection company is more dominantly perceived by the indicator of hope, and the extrinsic motivation of women workers who work in this convection company is more dominantly perceived by environmental indicators, namely the environment around the house.

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## INTRODUCTION

The role of Small and Medium Enterprises in absorbing labor is very large, because it can be seen from its continuous development that it has experienced a significant increase, which will affect the level of absorption of labor (Hafni & Rozali, 2015), so that it can open up job opportunities for people in need. In addition, from the economic aspect, the existence of Small and Medium Enterprises has an important role in improving people's welfare. The higher the level of social welfare, the better the country's economic growth and development will be. Apart from that, from the legal aspect it also

supports that there are several regulations that SMEs are intended to realize community welfare (Aliyah, 2022). The three roles of MSMEs are quite large in the lives of underprivileged communities, namely as one of the facilities for reducing poverty, as a tool in the process of more evenly distributing the economic levels of the underprivileged and as a source of state income (Kadeni & Srijani, 2020).

A convection company is a type of Small and Medium Enterprises, where more specifically a convection company is a small household scale industry which is a place for making ready-made clothes, such as t-shirts, polo shirts, shirts, jackets, pants and so on. The development of SMEs, especially convection SMEs is also inseparable from the role of the workforce, most of whom are women. The dual roles of women in Convection SMEs do not always run smoothly, they often experience an imbalance in carrying out these two roles, namely the public role and the domestic role (Indrawanti & Pradhanawati, 2019). An irony in the midst of the fact that women, especially women with low economic status, are the backbone of the family just like men, although they are always positioned as additional breadwinners with low wages (Hasugian & Panggabean, 2019).

The important role of Human Resources in a convection company is all potential human resources that can be utilized as an effort to achieve success in achieving goals both individually and within the company. The main key to success in business lies in its human resources. Employee work productivity is a very important factor in supporting business success. High productivity will be very beneficial for both employers and employees, especially for their welfare (Wahyuningsih, 2019), if employee work productivity always experiences a significant increase from time to time, then the company will easily achieve the goals that have been set.

Productivity can simply be interpreted as an increase in quantity and quality (Ukkas, 2017), labor productivity can be influenced by several factors such as age, level of formal education, work experience, wages, and gender. Sewing work is a typical women's work because it requires craft, diligence, thoroughness, tidiness, and so on. The development of SMEs, especially convection SMEs is also inseparable from the role of the workforce, most of whom are women, both married and unmarried, do not require higher education and work only with skills, making it impossible to compete with those working in other sectors (Rodhiyah, 2013).

The level of male work participation is always higher than the level of female work participation because men are considered the main breadwinners for the family, so male workers are usually more selective in choosing jobs that match their aspirations both in terms of income and position compared to female workers. Almost all men who have reached working age are involved in economic activities because men are the main breadwinners in the family (Ukkas, 2017). There is no difference in the work productivity of female workers based on the level of consumption of energy, protein and iron (Hidayah, Syamsianah, & Mufnaetty, 2016). From the research results of (Kamasi, Areros, & Runtuwene, 2019) that there is no significant difference in performance between male employees and female employees.

Important motivation is given to employees because it will inspire enthusiasm to work and produce high employee work productivity. Motivation can be interpreted as a force that comes from within and from outside a person who encourages work behavior in accordance with conditions, intensity and a certain period of time related to intrinsic and extrinsic motivation in carrying out work. The importance of work motivation for a company is as a motivating factor for employees. Every activity carried out by someone must have factors that encourage these activities. Therefore the driving factor is the needs and desires of the employee (Sukardi, 2021).

This study aims to describe the motivation of women working in Small and Medium Enterprises, where women also have a dual role as housewives who have jobs that are no less difficult to take care of the house and to work to increase income. Human Resources is the main factor that drives the company, and work motivation is the drive to carry out work based on potential strengths originating in the workers. The implications of this research by knowing the motivation of female workers are expected that SMEs entrepreneurs can make plans and programs that are mature

and can be implemented by female workers to focus on working as well as possible and to achieve company goals as well as possible.

Knowing the motivation of women at work can provide input to the convection company in developing their human resources, especially female workers. Giving motivation to all employees on work productivity will further increase (Baiti, Djumali, & Kustiyah, 2020), and the results of (Muliawan, 2020) research, show that there is a significant influence between motivation and productivity. Meanwhile, the results of the study (Salju & Lukman, 2018) show that work motivation has a positive and insignificant effect on employee work productivity.

## RESEARCH METHOD

The research method used is descriptive research method with a quantitative approach, according to (Sugiyono, 2015) descriptive research is research conducted to determine the value of an independent variable, either one or more variables without making comparisons, or connecting with other variables.

The population used in this study were employees who worked at Ross Surabaya convection. Ross's convection business is a small and medium-sized business that was taught by Mrs. Saniati on February 2 2015, until now the convection business has grown and has 80 employees with 53 female workers. The sampling technique is a sampling technique to determine the sample to be used in research, there are various sampling techniques used (Sugiyono, 2015). This study uses a non-probability sampling technique. The nonprobability sampling technique used in this study used saturated sampling, which is a sampling technique when all members of the population are used as samples, in this study 53 female workers were all used as samples.

## RESULTS AND DISCUSSIONS

Ross Surabaya Convection is a small and medium business owned by Mrs. Saniati which was founded on February 2, 2015. At first she only had a shop in one of the Surabaya supermarkets, but because of the many complaints raised by customers, she was determined to set up a convection business. This business started with sewing certain Ross brand merchandise to other people and when the market was busy. Currently the convection business has grown and has 80 employees with 53 female workers.

The female workers totaled 53 people, all of whom were used as respondents with the profiles of respondents as shown in table 1.

**Table 1.** Profile of respondents

Profile	Frequency	Percent
Age		
< 20 Year	4	7,55%
21-30 Year	18	33,96%
31-40 Year	12	22,64%
41-50 Year	16	30,19%
> 51 Year	3	5,66%
Education		
Elementary School	7	13,21%
Junior High School	18	33,96%
Senior High School	27	50,94%
Diploma	1	1,89%
Bachelor	0	0,00%
Marital Status		

Not Married Yet	11	20,75%
Married	42	79,25%

Source: Research processed data (2023)

In the industrial system, labor is a production driving force that has its own specificity which cannot be equated with other elements in the production process (Wantini & Kurniati, 2013). Labor is the only element in production which has a conscious and volitional purpose which can restrain work and increase it. Based on table 1, it can be seen that out of a total of 53 respondents, almost all of them were married, namely 42 people (79.25%). Female workers who work in this company are on average still of productive age, dominated by 21-30 years of age, with 18 people (33.96%). Three female workers aged 51 years (5.66%) are the age group with the least number. Women workers who work in the convection business are of productive age for each individual. Where the age for the workforce is between 20 and 40 years, this age is very productive for the workforce because if the age is below 20 years the average individual still does not have sufficient skill maturity besides that they are still in the educational process.

A person's age also affects his working hours, where a woman who is young or classified as single, the time she spends working will be long because young workers have the potential to produce. On the other hand, women who belong to the age group of 35-39 years and over with their responsibilities who are already married and have children are no longer productive so that their working hours are also reduced (Herlina, 2016).

According to table 1, the education level of the respondents shows that most of the respondents had a high school education, namely 27 people (50.94%). Respondents who had higher education were only 1 person (1.89%), and elementary school education were 7 people (13.21%). One of the factors that affect women's employment opportunities is the low level of education of women as a result of the economic structure and societal norms that hinder educational opportunities for women (Sungkawati & Ratnawati, 2015), as a wife, it is known that almost all of them are married, as a wife, she feels responsible for meeting the needs of the family. Hope is the overall power of will and strategy that is formed from experience, and is used by individuals to achieve goals in the future, according to (Rodhiyah, 2013) women who work in the SME sector aim to increase income and also meet the personal needs of the family, on the other hand women still have responsibilities for household chores.

Judging from the age range and marital status of the female workers (table 1), the respondents have multiple roles. The dual role, namely the obligation of female workers to carry out a task that is already something they do and also one of these roles has become a nature that has been attached to themselves and their responsibilities as a housewife in a family. The role of women in the family is very important, in addition to their main role as housewives, many women choose to help the family's economy by working, so the role of the wife has increased from what was originally only a housewife, now it has increased as a working mother. So, the role of women workers in the family and in the workplace is equally important (Indrawanti & Pradhanawati, 2019).

The motivation to work between men and women is different, where for men work is an obligation that must be carried out because of their responsibilities as the head of the family and breadwinner. Meanwhile, for women, especially those with working married status, it can be interpreted as helping the family economy ( (Rahaju, Mulyati, & Sumarlan, 2012). The motivation of women to work in convection is to meet family needs, because every family has deficiencies in meeting their needs, even for daily meals, they still do not rely on their husbands, not necessarily meeting their daily needs (Wulandari, 2021).

Motivation is a psychological process that occurs in a person's stimulation, (Silvia & Andriani, 2018) this condition reflects the interaction between attitudes, needs, perceptions and decisions in that person. Intrinsic motivation is motivation that arises from within the person while extrinsic motivation is motivation that arises from outside the person.

The intrinsic motivation of women workers who work in this convection business is measured from the perceptions of workers related to personality, ideals, hopes, ambitions, experience, and education. The perceptions of female workers who are respondents to statements that measure the intrinsic motivation of women who work in this convection SME are shown in table 2.

**Table 2.** Description of intrinsic motivation

Indicator	Mean	Std. Deviation
Personality	4,23	0,875
Goals	4,34	0,690
Hope	4,39	0,612
Ambition	4,37	0,814
Experience	4,29	0,723
Education	4,31	0,629
Overall average	4,32	

Source: Research processed data (2023)

Based on table 2, overall the average respondent's answer to the intrinsic motivation of women workers is 4.32. This value is close to 5 (strongly agree) on a Likert scale of 1-5, this value indicates that the respondent agrees that the motivation from within the respondent is shown by personality, ideals, hopes, ambitions, experience, and education in doing work at this company.

The highest perception of respondents regarding intrinsic motivation lies in the expectation indicator, namely with the highest average of 4.39. Meanwhile, the lowest perception of intrinsic motivation lies in the experience indicator, with the lowest average of 4.29.

The standard deviation shows the variation in answers for each indicator, from table 2 it is known that the lowest standard deviation is 0.612 which indicates that respondents have the most homogeneous assessment of the expectation indicator.

Hope is the ability to plan a way out in an effort to achieve goals despite obstacles, and make motivation a way of achieving goals (Carr, 2004). Women's expectations work by conceptualizing their goals clearly, by making motivation to achieve goals and efforts to develop specific strategies to achieve these goals in the future.

From table 1, the majority of female workers in this small and medium-sized convection company have primary and secondary education, according to Elitan (2003) in (Ardilla, Normelani, & Hastuti, 2015) the higher the level of formal education, the higher the expectation of obtaining work and income even though the available jobs are not always in accordance with the level and type of knowledge and skills possessed by the job seekers. Meanwhile, according to (Sungkawati & Ratnawati, 2015) that individual limitations are in the form of low levels of education, insufficient experience and skills, the presence or absence of job opportunities and ideological barriers. These factors ultimately cause women to accept jobs as they are in accordance with existing conditions, choose jobs that are close to home and receive low wages.

The extrinsic motivation of women workers who work in the convection business is measured from the perceptions of workers related to sources, influence of family, colleagues, and the environment. The perceptions of female workers who are respondents to statements that measure the intrinsic motivation of women working in this small and medium-sized convection industry are shown in table 3.

**Table 3.** Description of intrinsic motivation

Indicator	Mean	Std. Deviation
Family	4,30	0,710
Colleague	4,23	0,720
Environment	4,31	0,630
Overall average	4,28	

Source: Research processed data (2023)

Based on table 3, overall the average response of respondents to the extrinsic motivation of women workers is 4.28. This value is close to 5 (strongly agree) on a Likert scale of 1-5, this value indicates that the respondent agrees that the extrinsic motivation of the respondent is shown by the influence of family, colleagues and a very complex environment in doing work at this company.

The highest perception of respondents regarding extrinsic motivation lies in the environmental indicator, namely with the highest average of 4.31. Meanwhile, the lowest perception of extrinsic motivation lies in the family indicator, with the lowest average of 4.30.

The standard deviation shows the variation in answers for each indicator, from table 2 it is known that the lowest standard deviation is 0.630 which indicates that respondents have the most homogeneous assessment of environmental indicators.

From the overall value of the description of intrinsic motivation 4.32 and 4.28 extrinsic motivation indicates that the value indicates if the respondent's answer agrees with the statement. Based on table 1, education and married status are one of the limitations, according to (Sungkawati & Ratnawati, 2015), getting a job for women, especially those who are married, is not easy, there are individual limitations in the form of low levels of education, insufficient experience and skills, there are lack of job opportunities and ideological barriers. This limitation causes women to accept jobs as they are in accordance with existing conditions, choose jobs that are close to home and receive low wages.

The tendency of women to be more involved in home industry activities than in factory industrial activities is that working hours are more flexible. In the home industry, it is a big advantage for women who are already married, and especially for women who have small children. Through the home industry they can still supervise their children, but the most important problems faced by women home industry workers are irregular working hours and the need to obtain production tools (Hasugian & Panggabean, 2019).

Women who have multiple roles will experience several obstacles in carrying out all of their roles. The first obstacle comes from within the women themselves, namely limited energy which causes physical and mental fatigue, as well as boredom in carrying out all their roles, which makes them lazy in carrying out all roles. Obstacles that come from outside themselves are fears of a less harmonious relationship with children and husbands, child care will be neglected because time is limited, household management is neglected, and if women batik craftsmen make mistakes they will automatically get sanctions, the sanction is women craftsmen These batik will lose their jobs so that it can cause them to lose their livelihoods (Ramadani, 2016). Companies are expected to provide flexible working hours, this policy can provide a special advantage for workers. states that flexible working hours provide the advantage of flexibility in personal interests, for example when a mother is needed to come to her child's school because of an important business, or other personal interests (Indrawanti & Pradhanawati, 2019).

The women are also expected to be able to dig deeper into their potential and never stop to always increase their knowledge about entrepreneurship. By increasing their knowledge and abilities, women will become creative and innovative in creating income opportunities for the family. The role of women micro entrepreneurs in the Indonesian economy has gradually become increasingly important for the economy, apart from the educational factor, the emergence of women's issues cannot be separated from ideological, structural and cultural factors, all three of which are interrelated to strengthen a situation that is very unfavorable to women. The participation of women in various sectors is very high, in accordance with the advantages possessed by women such as diligent, conscientious, tenacious, patient, honest, tough, high sense of responsibility, strong will, high enthusiasm and discipline (Indiworo, 2016)

## CONCLUSION

Based on the results of the research and discussion of this study, it can be concluded that: The women who work in this small and medium-sized convection business have basic secondary education, are of productive age and almost all of them are married. This condition causes women to accept jobs as they are according to existing conditions, choosing jobs that are closer to home and working hours that are more flexible. The intrinsic motivation of women workers who work in this convection UKM is more dominantly perceived by the indicator of hope, namely the ability to plan a way out in an effort to achieve their life goals. The extrinsic motivation of women workers who work in this convection UKM is more dominantly perceived by environmental indicators. Married status makes women prefer to work in SMEs that are close to home, this is because the working hours are flexible, they can control the condition of the house. *Suggestion*. This study still has limitations, namely the research object only includes female workers at the Ross convection company so that the results of the study cannot be generalized. Both of these studies used a questionnaire, that is, sometimes the answers given by respondents did not show the real situation. Work motivation is important for every employee because with high motivation employees can increase productivity at work. For future researchers, it is expected to be able to develop the results of this study by analyzing the factors that influence the work motivation of female workers, by knowing the factors that influence women's work motivation, the best solution can be obtained so that the work motivation of female employees always increases and the company can run well. Second, expanding the scope of the research object, so that better research results are obtained. The results of the study show that the intrinsic and extrinsic motivation of female workers is an indicator of expectations and the environment. From the results of this research, it is hoped that employers can make appropriate plans so that the rights and obligations that are the expectations of women workers can be fulfilled. Women who have multiple roles will experience several obstacles in carrying out all of their roles, creating a conducive work environment will improve the performance of workers. Instilling self-confidence among female employees and the freedom to express opinions will motivate employees.

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