



BRANDING IMAGE MANAGEMENT IN IMPROVING THE COMPETITIVENESS OF EARLY CHILDREN'S EDUCATION IN THE SOCIETY 5.0 ERA

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Abstract:

This study aims to determine the increase in the competitiveness of early childhood education institutions by involving branding image management in the era of society 5.0. This research is qualitative with the type of case study conducted at PAUD AL-Cholilyah Karanganyar Paiton Probolinggo. The sources of informants in this study were PAUD heads, teachers, and student guardians. Then to select and determine the informants in this study, researchers used a purposive sampling technique. Data collection techniques in this study used content/document analysis techniques, in-depth interviews, and events/observations. The method used to check the validity of the data is the triangulation method. The data analysis technique used in this research is interactive model analysis. The stages in analyzing the data in this study are data reduction, data presentation, and conclusion. This study's results indicate that PAUD AL-Cholilyah involves branding image management in increasing the competitiveness of institutions in the era of society 5.0. Second, the control of the branding image management strategy is carried out using; Problem Mapping, Branding Image Implementation, Result Branding Image and Continuous Improvement.

Keywords: Competitiveness, Era Society 5.0, Branding image

INTRODUCTION

The Japanese government first coined the era of society 5.0 to define the concept of a human-centred society. In this era, all human activities are based on technology and modernization in various fields (Yasa et al., 2021). Modernization in various sectors of life has made data and information valuable, which has an impact on changing people's lives (Rahmanto et al., 2021). Communities are required to be able to access and process information quickly and accurately. This era is a challenge for the world of education to improve students' soft skills so they can compete in the future. At least students in this era are required to have the ability to think critically, think at a higher level and be able to solve problems appropriately (Fitriyah, 2019).

In this era, the community determines educational institutions' progress. This is because the progress of educational institutions can be seen from how far the community can trust these institutions to carry out their duties (Kusumawati, 2021). Therefore, educational institutions or leaders, in particular, must develop strategies that can create an institutional climate that is dynamic and responsive to the progress of the community's needs in their surroundings (Baharun et al., 2021)

The world of education facing the era of society 5.0 must not remain silent. Education is a defence a person must have in facing the onslaught and challenges in society 5.0. The development of such a sophisticated era must be balanced with innovation in education and teaching (Nugraha & Rahman, 2021). The era of society 5.0 is a challenge and provides opportunities for every human being to be more advanced. Humans in this era play a more significant role because of the

transformation of big data so that it can make human life more prosperous. However, humans must be better prepared to face this era because their challenges are more severe than in previous eras. Humans who are not ready for this era will be left behind and even be run over because this era is a continuation of industrial technology 4.0 (Saleha et al., 2022). Therefore, the institution must prepare a strategy to maintain its existence so that other institutions stay caught up.

Education in the Era of society 5.0 has become a necessity that is consciously recognized by the community. This can be proven by people competing to find the best educational institutions for their children by their respective big goals (Karademir Cockun et al., 2020). Therefore, educational institutions must be creative and lead in carrying out educational activities that lead to these goals. Increasing the number of educational institutions will be a big challenge for education providers (Samawi, 2021). Managers of educational institutions are also required to continue to innovate and think critically in finding new ideas to maintain excellence and develop educational institutions according to the demands of the times so that they can compete in the battle for labels based on educational goals and educational customer satisfaction (Diana et al., 2020).

In this Era, marketing institutions were also encouraged in various ways. Marketing for an educational institution is needed. As a non-profit organization engaged in educational services, at any level, efforts are needed to convince the public as customers that the educational institutions they manage still maintain their existence and quality. The marketing management strategy chosen as a weapon must, of course, look at environmental conditions. In the Era of society 5.0, there is high competition, so many excellent service offers are offered by educational institutions, especially in information technology.

The phenomenon in the Era of society 5.0 is that the level of progress in education is increasing rapidly with the emergence of new educational seeds, as if education stakeholders are competing to establish education with different aims and objectives. *Globalization* is a problem that is currently being faced with growing economies, international competition, and environmental, cultural, and political issues (Khotimah et al., 2019). This phenomenon also occurs in Raudlatul Athfal, one of the early childhood education institutions, which is increasingly competing to proclaim a unique program that can attract customers by generating new ideas and ideas involving information technology to attract prospective students. Thus, old educational institutions must maintain a positive image so that they still have high competitiveness that can maintain the existence and quality of the institution.

Facts that appear in the field, especially PAUD AL-Cholilayah, related to the phenomenon that is happening, there is indeed a shift in enthusiasts with the emergence of new institutions around it that offer various advantages of new and unique brands so that PAUD AL-Cholilayah strives to grow a superior Brand Institution so that it can be competitive with other PAUD level education and are not left behind in innovation.

In integrating the competitiveness of PAUD educational institutions, AL-Cholilayah adopted a new breakthrough involving a branding image management strategy. Because applying the branding image of academic institutions can introduce institutional programs widely to consumers. Branding is interpretation, a set of knowledge and image recreations, including meanings, beliefs, attitudes and feelings towards something (Lee & Chen, 2018)

Institutional Branding owned by educational institutions varies. The better the brand image, the easier it will be for educational institutions to get customers and attention from the public. Therefore, the branding image management strategy in education is essential because the development and growth of education are determined by the ability to manage educational institutions. The brand image of educational institutions can be built through frequent institutions holding various kinds of events by partnering or collaborating with various parties and presenting achievement boards, so this will attract public interest (Maresova et al., 2020).

In preparing an institutional branding management strategy, consistency and firmness are needed from various elements to achieve optimal results. Institutional branding needs to be done, especially in the era of society 5.0, so that institutions are noticed and even remembered due to a lack of innovation in maintaining the quality of institutions. Researchers focus more on branding image management strategies to increase the competitiveness of institutions.

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This research is based on preliminary research submitted by several researchers, including; Mundry (2016) said that one of the impacts of branding formation in increasing the competitiveness of institution is increased interest in entering the community and increased public trust, further Koowuttayakorn, (2018) At this time, many educational institutions have sprung up and eventually become fierce competition, because of that we need a breakthrough that can increase the competitiveness of institutions through a positive brand. Brand image simultaneously positively and significantly affects consumer decisions (Ruhamak & Rahmadi, 2019).

Then Rohanah & Agustina, (2018) outline branding image, namely the promotion of one of the strategies carried out to introduce and increase consumer knowledge about the products or services offered so that consumers are more interested in using the services offered. Also conveyed by Manurung & Siagian, (2021), referring to Rangkuti, (2004), namely interpreting brand image as various things that consumers need to remember that can be connected so that they become an association that can form an image of a brand image or brand. Building a brand image is very important because brands are seen as a way for managers of educational institutions to allocate the potential value within educational institutions to convince the public (Munir, 2022).

The descriptions of several researchers explain the importance of an institution's branding image management strategy in increasing the competitiveness of other institutions, especially in the era of society 5.0 where educational institutions compete to present institutional branding with modern packaging that can attract consumers. Referring to this description, the researcher is interested in reviewing the increase in the competitiveness of institutions in the era of society 5.0 with a branding image management strategy.

RESEARCH METHODS

This study uses qualitative research methods to describe and analyze the problem. This study aims to examine and find Branding Image management strategies in an institution to increase competitiveness. The institution selected in this study was carried out under the auspices of the Baitis Salam Foundation, an educational institution for young children who are more familiar with the name PAUD AL-Cholilyah. The location is in Karanganyar Village, Paiton District, Probolinggo Regency. Researchers collect data through several stages, namely, observation activities, by directly observing the research location. Then, interview sessions were conducted with several informants from four elements, including the head of PAUD AL-Cholilyah, and teachers and guardians of students as consumers at PAUD AL-Cholilyah. Furthermore, observations were made at several meetings in direct observation of branding activities carried out by the institution. The latter analyzes the documents that can corroborate the research results. All data collected is then carried out with data reduction, which is processed on the data display and then conclusions are drawn. Through the stages carried out, the researcher can analyze and conclude the research carried out.

RESULTS AND DISCUSSION

In realizing an increase in the competitiveness of early childhood education in the era of society 5.0, several efforts must be made by PAUD AL-Cholilyah; in this case, the institution is collaborating with a branding image management strategy. The results of the study show that the strategies used are as follows:

PROBLEM MAPPING

For the program to run optimally and get the desired results, the institution must first take the first step by mapping the existing problems in the institution. Mapping is done to see the existing inequalities in institutions regarding competitiveness that is spreading and looking for the best solution or solution. Problem mapping or problem mapping that is carried out can provide an overview of the weaknesses in competitiveness that exist in institutions so that institutions can plan solution programs for problems that occur.

As explained by IF1, all institutional stakeholders made several improvements or evaluations, which were carried out for one semester (six months); from the results of the evaluation, several problems were found, including the AL-Choliliyah PAUD institution lacked innovation in the application of learning, students did not have superior achievements, children's development targets have not been met, it is necessary to look for solutions so that this situation does not drag on. It is feared that children will reduce the quality of institutions.

IF2 also emphasized that planning for branding image management in increasing the competitiveness of institutions was carefully planned with the approval of all institution components. Planning is a function of a series of management activities to achieve a goal (Ngari et al., 2018). Planning for educational image benchmarking activities, namely projecting what actions will be carried out (Hilfi Hanifah, 2018). Planning can affect the success of education, which is carried out with a positive approach (Baharun et al., 2021).

By doing problem mapping, a plan will emerge as an essential step in making a breakthrough, especially regarding increasing the competitiveness of institutions that must be adequately planned and managed according to needs. From the findings of the problem mapping, several management strategy planning steps are carried out by the institution to increase competitiveness, including; Formation of the Development Team, the Formation of the Institutional Quality Assurance Team and the Formation of the Publication Team.

As conveyed by IF1 as the head of PAUD AL-Choliliyah, the branding image management strategy planning is carried out by agreement and deliberation on the agenda of the institution's internal evaluation meeting. By forming a team that is classified with their respective duties and with the approval of all institution components. This is done so the announced program can run more effectively and produce the desired results.

The findings in the field, as explained by the head of PAUD AL-Choliliyah, the institution has planned to form a team to implement branding image management, including forming a development team, forming an institutional quality assurance team and forming a publication team. These three teams have the following job classifications; the development team is tasked with compiling a self-evaluation of the institution, compiling a vision and mission, compiling an organizational structure, compiling an annual work plan (RKT), compiling an early childhood education program, curriculum and applicable regulations. Furthermore, the quality assurance team is in charge; of providing recommendations on quality improvement strategies based on monitoring and evaluation results to heads of early childhood education. Then the publication team is in charge; of regulating all promotional matters, from staging activities, shows, student creations, and student achievements to be designed and published in various media, both print and electronic media.

Problem mapping by institutional stakeholders makes it easier for institutions to find solutions to problems; detailed problem mapping provides an overview of the facts that occur in PAUD AL-Choliliyah so that it will bring up a problem-solving idea by planning a solution program.

IMAGE BRANDING IMPLEMENTATION

Building a program takes a commitment and careful planning and implementation that is arranged according to plan (Rozi et al., 2022). In the era of society 5.0, many institutions are innovating to build their image to develop their institutions. Creating a positive brand image takes work for educational institution managers. In order to be able to form an educational institution's brand image, it must be positive, so managers of educational institutions must understand and understand the climate around the institution to be able to implement planned programs.

Implementation of branding image is the realization of the planning made on the problem mapping to achieve a goal. Based on the results of observations, interviews, and documentation, it is known that the implementation of the branding image strategy in increasing the competitiveness of PAUD AL-Cholilyah by looking at the casuistic environment around the institution, the institution determines the branding used, namely: a) making the institution's flagship program, b) increasing achievement, and c) form the moral character.

IF3 said that the implementation of the branding image strategy was carried out by creating a unique program by the plan above, one of the additional superior programs tailored to the needs of the community, namely the tahfidz program and extracurricular programs (colouring and dance), these programs are scheduled outside of the effective hours of teaching and learning activities, but it has been arranged in the institutional curriculum, this has become one of the institutional brand image strategies and attractiveness to the public, especially in this 5.0 era, we involve the publication of excellent programs involving technology to accelerate the flow of information. This flagship program is also intended to accommodate the needs of students according to the interests of the students themselves. With several excellent programs implemented by the institution, it is hoped that it will become a separate brand that can become a selling point for the institution to the public (Farida, 2016).

Furthermore, IF4 said that besides the excellent program, the institution was touting, it also programmed to increase its achievements in academic and non-academic fields. If the institution's performance is good, it will also create a good image for the institution. Several strategies in improving achievement by conducting coaching from professional trainers according to students' abilities. In both academic and non-academic fields, namely through extracurricular and extracurricular activities, institutions always participate in competitions from the sub-district, district and provincial levels. Improved achievement is from students, teachers, and the institution itself. Therefore teachers are also constantly involved in attending seminars, workshops and training to develop their competence and management of institutional needs is also carried out by completing institutional facilities and infrastructure to support student activities and teachers. We are obliged to publish the achievements of all components of the institution, both students and teachers, to the general public to promote the achievements made by the institution to attract public interest in this institution.

Based on observations in the field, the implementation of branding images in the PAUD AL-Cholilyah institution is also carried out by forming students' character. Character is stimulated by daily habituation by implementing greetings, shaking hands, speaking politely and respecting the opinions of others. This is formed from the role model of a teacher where the teachers who serve in this institution have a gentle and motherly character, so this is also the institution's strength in processing it to become competitive against other educational institutions.

Emphasized by IF5, character building is done by habituation and coaching carried out by the teacher. Make rules or regulations for the institution in maintaining the discipline of students and instilling the values of akhlakul karimah with the habituation of 5S, smiling, greeting, greeting, and being polite; this habituation is continuously carried out by all components of the institution so that indirectly students are stimulated to follow The climate and atmosphere that exist within the institution creates a character that can later become branding and a differentiator from other institutions.

The branding implementation was proclaimed to the public by involving

branding image management which was carried out by establishing a particular program, increasing achievement and forming the character of akhlakul karimah in PAUD AL-Cholilayah, giving the institution a positive image in the surrounding environment. This image or image can build progress for institutions from time to time, including in the era of society 5.0

RESULTS BRANDING IMAGES

Results are the final part of a plan. The results are obtained because of the implementation or application carried out through a management strategy that is carried out. Based on the results of observations, interviews, and documentation conducted by researchers, the results of branding image management are used by this institution to increase its competitiveness, namely: a) Give the institution an identity, b) increase the number of prospective new students, and c) the quality of graduates.

First, it gives an identity to the institution. A brand image will provide a separate identity for the institution. This is to the theory of brand formation, namely, the uniqueness of brand association is the uniqueness of a product brand that will be seen by others and give a different image from competitors. This means an institution that is different from the others. This institution is known for its culture of courtesy, so the character inherent in students is controlled behaviour and creates a positive image. The image attached to this institution, namely outstanding students and excellent graduates, of course, is very positive and very beneficial for the institution's progress.

Second, increase the number of prospective students. With a good branding image strategy, the institution will have distinctive characteristics so that people are interested in enrolling their children in the AL-Cholilayah PAUD institution. The influence of branding image for PAUD AL-Cholilayah is significant to make the community have more trust in the institution to increase the number of students from year to year.

Based on the results of an interview with IF4, the AL-Cholilayah PAUD teacher said that from year to year, the number of applicants at this institution was increasing. However, due to limited places to eat each year, the number of students is limited to only accepting 50 students. The comparison between the number of students who register each year has increased since the institution's flagship program was implemented.

Third, the quality of graduates. PAUD AL-Cholilayah is very concerned about the quality of its graduates. With the excellent image of PAUD AL-Cholilayah, the input obtained during PPDB was also good. So that PAUD AL-Cholilayah has sufficient capital for further development and can produce sound and quality output. The quality of the institution's graduates is quite good, as evidenced by the many students accepted at their favourite schools in the surrounding area. PAUD AL-Cholilayah's brand image is not only seen from the advantages possessed by the institution, but the quality of its graduates is also one of the results of implementing the branding image management strategy at this institution.

CONTINUOUS IMPROVEMENT

Continuous improvement is carried out by monitoring so that the branding that has been carried out is truly controlled by involving the concept of deming so that the image that has been attached remains stable (Sriwidadi, 2001). Appropriate and suitable branding image management will impact improving the institution's quality by making continuous improvements. Deming defines *quality* as the continuous development of a stable system.

Management institutions continuously control and monitor the sustainability of the branding image program to increase competitiveness. Monitoring is carried out directly by the head of early childhood education, the head of the foundation, related parties such as extension workers and the association of parents of students who take part in maintaining quality and stability. Input from various parties is used as a reference for the institution's self-evaluation in correcting the gaps found.

However, so far, the flagship programs that have been implemented have yet to find significant gaps. The programs proclaimed in fostering a positive image can create competitive competitiveness that benefits institutions. As explained by IF6 as the student's guardian, said that we as student guardians are very proud of the special programs carried out at this institution because, with the flagship program, our children can be motivated to further improve their achievements both in the academic and non-academic fields according to the interests they desire.

Also emphasized by IF7, this institution in the community has a positive image known as an institution with character (polite and polite) and an institution that achieves various awards. As parents of students, we are very proud to choose this institution to foster knowledge of our children; the institution also consistently works with parents in developing programs by asking for ideas or constructive evaluations of the institution.

Continuous improvement is a step from monitoring to measuring and improving implemented activities, such as matching the results of activities. The purpose of the self-evaluation is so that the plans that have been arranged can achieve the goals set and can be implemented. The follow-up evaluation results are intended to re-plan, as well as function as the final administration and management.

CONCLUSION

Creating positive branding is not as easy as imagined, but achieving the branding image program is possible if done thoughtfully and continuously. In the 5.0 era, there have been many offers from high-quality education circles, so it is appropriate for established schools to innovate to maintain their existence to the public to remain institutions of interest. Branding image management carried out by institutions is carried out by conducting problem mapping (mapping problems that exist in institutions), then implementing branding images that will become the flagship of the institution, then knowing the results obtained from the programs being implemented, the final step is continuous improvement which can provide improvements to the program. The application of branding image management carried out to increase the competitiveness of AL-Cholilyah PAUD institutions can have an extraordinary impact by increasing the attractiveness of consumers; it can be seen that when accepting new students, the institution must limit the number of applicants due to the increasing flow of registration rates to become students in this institution.

With this management, the institution has gotten a positive image from the community. The institution can also maintain its quality and quality and generate complete trust from the community. Of course, this strategy cannot be generalized to every institution because the environmental conditions in each institution are different, so the situation makes it possible to bring in further researchers who can explore and explore the same case with different characteristics in order to add insight into branding image management in increasing competitiveness.

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