

DEVELOPMENT OF STUDENT CREATIVITY BASED ON BILATERAL COOPERATION USING THE IPO MODIFICATION METHOD

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Abstract: This research seeks to uncover the formulation of the development of student creativity carried out by the Malang City Government in collaboration with MAN 2 Malang City, SMAN 1 Malang City, and SMAN 3 Malang City. The development of creativity enhances bilateral cooperation as a final result. This research is qualitative because the main data was taken through in-depth interviews with Malang City Public Relations as primary data. After conducting research, important things were found. First, in developing the creativity of students using the IPO method, it can be detailed as follows: 1) input, recruitment of students assisted by the Malang City Government including a delegation system from three schools; superior student system, tracing the achievements of students in Malang City, and; internalization of the mission as a formulation of concepts and segmentation. 2) process, including preparation (program, segmentation, targets, and time), implementation (organizing), and evaluation including follow-up plans and agreements with external parties including international. 3) output, including productivity (creative, cultural, and musical economy), innovation, and cooperation with European states. Second, the development of creativity results in bilateral cooperation with the country of Andorra in the field of the local economy and cultural performances. The concept of developing creativity is based on outcomes as evidenced by bilateral cooperation.

Keywords: Bilateral Cooperation, IPO Modification Method, Student Creativity.

Introduction

In the global industrial age, the demands of educational output are increasingly complex. Students are not only required to contribute at the local or national industrial level but can also have an institutional impact at the international level. Like its function, students have an institutional responsibility as an outcome, namely doing creative things to improve the image of educational institutions, generating public interest, and ultimately establishing cooperation with other countries.¹ That means the creativity of students in the global era is closely related to feedback or reciprocity that produces the excellence of educational institutions. Therefore, the development of students' creativity to increase their existence in the international eyes becomes a new era of education that must be achieved.

But the deep question about the existence of education today is the readiness of students and output in filling the needs of the global industry. This question gives birth to academic anxiety, given the rapid rise of the technological era that demands the readiness of students' skills, intellectuals, and creativity. Various challenges ranging from educational concepts, and learning models to goals, are formulated and updated. However, the renewal of the concept is not able to create creativity based on the outcome of international cooperation, the majority of creativity developed is only in the form of scientific income in the form of skills, such as the use of local technology and local fertilizer processing.² These various innovations influence increasing public interest, but not yet on the aspect of increasing bilateral cooperation.

Various updates to educational concepts or models that have been carried out to increase the creativity of students, so far, revolve around the ability of knowledge and skills to increase the creativity of students.³ This can be seen from the model of updating learning methods as strengthening knowledge. As revealed by Abu Amrieh, the creativity of students is supported by three things, namely: knowledge, skills, and interest.⁴ The

¹ Lin Lin, "An Evaluation System and Its Model for Educational Competitiveness of Universities," *International Journal of Emerging Technologies in Learning (IJET)* 15, no. 11 (June 12, 2020): 188, <https://doi.org/10.3991/ijet.v15i11.14521>.

² Andi Agus and Nurna Aziza, "The Effects of Ethical Factors in Financial Statement Examination: Ethical Framework of the Input Process Output (IPO) Model in Auditing System Basis," *International Journal of Financial Research* 11, no. 2 (March 16, 2020): 136, <https://doi.org/10.5430/ijfr.v11n2p136>.

³ W Widodo and Heru Sriyono, "Strategi Pemberdayaan Guru Dalam Meningkatkan Mutu Pendidikan," *Faktor Jurnal Ilmiah Kependidikan* 7, no. 1 (2020): 7–17, <http://dx.doi.org/10.30998/fjik.v7i1.5628>.

⁴ Elaf Abu Amrieh, Thair Hamtini, and Ibrahim Aljarah, "Mining Educational Data to Predict Student's Academic Performance Using Ensemble Methods," *International Journal of Database Theory and Application* 9, no. 8 (August 31, 2016): 119–36, <https://doi.org/10.14257/ijdta.2016.9.8.13>.

learning methodology is one of the updates to increase creativity. The update is made and formulated as a response and follows scientific developments in the global industry.⁵

The problem of educational output affects the creativity of students. As Felbi Islamil revealed, creativity includes generic knowledge, skill relay, and excellence of educational institutions. If students are not able to do creative things during the learning period or after graduation, it can be said, education no longer has a spirit. Ismail even considers the creativity of students to be successful if they can have a significant influence on the branding of the institution. "Whatever the concept formulated by an educational institution such as subjects, values, norms, activities, or resource development, if students are unable to contribute in the form of creativity, the institution is certainly experiencing degradation. Creativity is a form of knowledge, skills, and abilities of students. Creativity is an indicator of the success of a lesson, which in the process has an inverse impact on institutions, teaching staff, and superior grades. So the key to the success of an educational institution is the extent to which the creativity of students can influence the institution as an internal entity, and have an impact on local, national, and even international communities as an external entity."⁶

The creativity of students in responding to the global industry is an educational mandate. The development of technology and information in education is aimed at increasing global economic growth. As Hasanah said that the future of a nation depends on the ability of students (*protégés*, read.) in building economic diplomacy relations because the benefits are directly felt by the community.⁷ Global economic diplomacy, has two main entities, namely export and investment policies. These two entities are the input of the creativity of students, which can further increase foreign cooperation.

In the modern era, the creative orientation of students' built-in education leads to aspects of the development of knowledge, skills, and morals. The nature of the "development" of creativity, rests on international

⁵ Ariyanti Prawitaningrum and Endang Endarini, "Efektivitas Model CIRC dan GGE Terhadap Kemampuan Berpikir Kreatif Matematika," *International Journal of Elementary Education* 3, no. 3 (August 20, 2019): 308, <https://doi.org/10.23887/ijee.v3i3.19416>.

⁶ Feiby Ismail, Abdul Muis Daeng Pawero, and Mardan Umar, "Improving Educational Quality through Optimizing the Potential of Educational Institutions in Indonesia," *International Journal of Educational Research* 21, no. 1 (2021): 121–42, <https://doi.org/10.51601/ijersc.v2i1.36>.

⁷ Siti Muawanatul Hasanah and Universitas Islam Raden Rahmat, "Kepemimpinan Kepala Sekolah Dalam Meningkatkan Mutu Pembelajaran Di Era Pandemi Covid 19," *INCARE, International Journal of Educational Resources* 1, no. 3 (2020): 67–78, <http://ejournal.ijshs.org/index.php/incare/article/view/99>.

networks.⁸ In a sense, students are given the freedom to carry out creative activities that have an international orientation. The knowledge, skills, and morals of students are directed to have a positive impact on establishing bilateral relations. Thus, students are required to have qualified knowledge, skills, and morals to achieve externalization of impact at the international level. That means the creativity of students must already touch the level of symbiosis between output and input, giving birth to international interest.

Reporting on the achievements of the Programme for International Student Assessment (PISA) in 2020, Indonesia is ranked 71st out of 77 countries in the field of global creativity participation.⁹ Compared to Singapore and Malaysia, Indonesia is ranked fifth as a country that involves the output of its protégés in the international arena. The PISA results indicate that the ability of students to do creative things is still very low. While on the other hand, educational institutions are very strategic entities to build bilateral cooperation with other countries.

In such a position, the development of students' creativity becomes a necessity in education. So the Malang City government in collaboration with several educational institutions made a breakthrough in developing creativity in the form of strategic activities based on knowledge and skills to increase bilateral cooperation in Malang City. The pattern of developing the creativity of students in Malang City is based on the netting of the existence of institutions as a strategic leap to carry out international cooperation. This pattern uses the IPO (Input, Process, and Output) Modification approach strategy. An approach that brings together skill development and learning evaluation. IPO Modification, initiated by Sherzod, is a development of the abilities and skills of students who have an institutional outcome.¹⁰

The development of creativity of external output-based protégés using the IPO Modification approach is a new strategy in education. IPPO Modification is directed to cooperate with international institutions through the creativity of students. Previous research, such as Poppy Yaniawati, illustrates the integration of students' creativity between cognition and the

⁸ Sebelas Maret University, Indonesia, laurensciadiap@gmail.com et al., "The Effectiveness of Design Thinking in Improving Student Creativity Skills and Entrepreneurial Alertness," *International Journal of Instruction* 14, no. 4 (October 1, 2021): 695–712, <https://doi.org/10.29333/iji.2021.14440a>.

⁹ Zakiyatus Salamiyah and Abd. Kholiq, "PENGEMBANGAN ECTHING (E-BOOK CREATIVE THINKING) UNTUK MENINGKATKAN KETERAMPILAN BERPIKIR KREATIF PESERTA DIDIK SMK PADA MATERI HUKUM OHM," *IPF: Inovasi Pendidikan Fisika* 9, no. 3 (July 1, 2020): 342–48, <https://doi.org/10.26740/ipf.v9n3.p342-348>.

¹⁰ Sherzod Ramankulov et al., "Formation of the Creativity of Students in the Context of the Education Informatization," *INTERNATIONAL JOURNAL OF ENVIRONMENTAL & SCIENCE EDUCATION* 11, no. 16 (2016): 9598–9613, <https://eric.ed.gov/?id=EJ1118824>.

psychology of thinking.¹¹ Poppy called the integration a new model of enhancing creativity. However, his research does not describe internal or external influences, so the research becomes less significant. Ilyas Supena provides a new formula for the development of creativity through the concept of 4C (constructive, Critical, Creativity, Collaborative), this concept aims to get outcomes. Ilyas Supena, however, did not explain the external impact as output. Therefore, the IPO Modification approach provides a new picture of the development of students' creativity.¹²

This research is descriptive qualitative. Taking primary data in the field in the form of in-depth interviews (in dept interviews) to the Malang City government and three samples of educational institutions. Because this uses an institutional phenomenology approach with a normative type, the level of analysis or level of analysis (LOA) used to analyze phenomena is at level 5, namely the national attribute of comparative learning analysis, where the authority holders (Malang City Government) are directed at educational institutions to produce contributive output to bilateral cooperation relations in Malang City as a form of developing the creativity of students in education.

International Cooperation and Creativity of Students: Literature Review

In principle, the focus of international cooperation theory is to study the causes and conditions that create cooperation in negotiation between each party and know each other. Cooperation is defined as a series of unfounded relationships that are violent or coercive and legally legalized in an international organization such as the United Nations or the European Union.¹³

According to K. J. Holsti, international cooperation is a process between countries that are interconnected together to approach seeking solutions to problems through the approach of each other to negotiate technical factors that support the solution and the existence of agreements based on mutual understanding between the two parties because (1) to improve economic welfare and many States cooperate with other States and to reduce costs that must be borne in producing a product of needs for its

¹¹ Poppy Yaniawati et al., "Integration of E-Learning for Mathematics on Resource- Based Learning: Increasing Mathematical Creative Thinking and Self-Confidence," *International Journal of Emerging Technologies in Learning (IJET)* 15, no. 06 (March 27, 2020): 60, <https://doi.org/10.3991/ijet.v15i06.11915>.

¹² Alizamar Alizamar, "Exploration of Students' Creativity Based on Demography," *International Journal of Innovation* 5, no. 1 (2019): 50–61, <http://repository.unp.ac.id/id/eprint/23159>.

¹³ Belardo Prasetya Mega Jaya, "Transnational Criminal Case Settlement Through International Cooperation (A Case Study of Harun Masiku)," *Ajudikasi : Jurnal Ilmu Hukum* 4, no. 1 (August 1, 2020): 69–82, <https://doi.org/10.30656/ajudikasi.v4i1.2203>.

people due to the limitations it has. (2) increase efficiency related to cost reduction. (3) the existence of problems that threaten security, and (4) reduce negative losses resulting from individual actions of States that have an impact on other states.¹⁴

According to Yanuar, cooperation can be divided into three forms, namely bilateral, regional, and multilateral cooperation. Bilateral cooperation is cooperation carried out between two countries and usually in the form of diplomatic, educational, and cultural. Regional cooperation is cooperation carried out by several States in a region or region that is carried out due to the existence of common interests in both political, economic, and defense fields. Multilateral cooperation is cooperation carried out by several States for example the United Nations.¹⁵

International cooperation is the main goal that a State can carry out in achieving national interests. According to Helen Minler, international cooperation can be divided into three elements, namely (1) actions carried out by States and actors other than the State, (2) cooperation is carried out based on identification and commitment to the objectives to be achieved, (3) profit from the results of cooperation carried out.¹⁶

Diplomacy contains four meanings, namely (1) the implementation of relations between sovereign States through officials at home and abroad which abroad is called diplomatic service carried out by diplomats (2) the use of policies in dealing with humans. (3) efforts in conducting international negotiations whether in dealing with conflicts within or between States called second-line diplomacy. (4) foreign policy, the use of the words non-foreign policy diplomacy or foreign policy in the United States as stated by G. R. Berridge and Alan James. Nicholas Bayne and Stephen Woolcock quote the classic notion of diplomacy from Hedley Bull as “the conduct of relations between states and other entities with standing in world politics by official agents and by peaceful means.”¹⁷ This means the relationship between the

¹⁴ Dezzianna Rumbemba, “KERJASAMA INTERNASIONAL DALAM MENDUKUNG USAHA PEMENUHAN HAK PENYANDANG DISABILITAS BERDASARKAN UNDANG-UNDANG NOMOR 8 TAHUN 2016 TENTANG PENYANDANG DISABILITAS,” *LEX ADMINISTRATUM* 8, no. 4 (October 22, 2020), <https://ejournal.unsrat.ac.id/v3/index.php/administratum/article/view/31043>.

¹⁵ Indri Yanuarti, Makarim Wibisono, and I Wayan Midhio, “Strategi Kerja Sama Indo-Pasifik Untuk Mendukung Pertahanan Negara: Perspektif Indonesia,” *Total War Strategy Journal* 6, no. 1 (2021): 13–17, <https://doi.org/10.56555/sps.v6i1.538>.

¹⁶ Shara Yosevina Simanjuntak, Jalan H Soedarto, and Kotak Pos, “Analisis Kerja Sama Bilateral Indonesia Dengan Australia Dalam Penanggulangan Terorisme Sebagai Kejahatan Transnasional Terorganisir (2002-2015),” *Journal of International Relations* 2, no. 1 (2021): 117–19, <https://ejournal3.undip.ac.id/index.php/jihi/article/viewFile/12262>.

¹⁷ Ade Priangani, Kunkunrat Kunkunrat, and Silvia Nurindah, “KERJASAMA INDONESIA-MALAYSIA DALAM MENANGANI PEREDARAN NARKOBA DI PERBATASAN,” *Jurnal Dinamika Global* 5, no. 01 (July 5, 2020): 27–46, <https://doi.org/10.36859/jdg.v5i1.191>.

State and other institutions that are sheltered in politics with the offices of agents and members of the peace.

In this regard, diplomacy shows a very close relationship as the most important instrument in the implementation of foreign policy, and diplomacy is carried out to improve relations between States to achieve common interests which are carried out officially between State governments but can also be carried out through economic diplomacy carried out in several Countries in the world to increase national strength including the economic and trade fields that will provide community welfare.

In addition to economic diplomacy in carrying out relations with foreign countries in fulfilling national interests, it can also use cultural diplomacy which in this case can be seen in Syaprin's writing (about the Korean Community As A Cultural Diplomacy Of The Republic Of Korea In Indonesia: A Case Study On KSCC Community in the work explains that the Korean Government utilizes all sources to develop a culture in Indonesia through the performance of cultural exhibitions by the Center Korean Culture, Korean Drama broadcast on Indonesian television stations and according to Syaprin Zahidi the success of the Republic of Korea's cultural diplomacy through the Formation of Korean Communities, Korean Studies, and Cultural Centers. It was further stated that Korean cultural diplomacy shows great efforts in influencing the international world through the establishment of the Presidential Council on Nation Branding by President Lee Myung-Bak which aims to improve Korea's branding of international standards by planning several programs in collaboration with Ministries in Indonesia.¹⁸ Korean diplomacy was initiated by cooperation between 2 Countries in film projects as a cultural exchange.

Diplomacy generally aims to fulfill the national interest which in this case has set the goal of establishing a Unitary State of the Republic of Indonesia which improves the general welfare as stated in the National Objectives contained in the Preamble to the 1945 Constitution paragraph 4, namely: "Then from that to form a Government of the State of Indonesia that protects the entire Indonesian nation and all Indonesian bloodshed and to advance the general welfare, educating the life of the nation and participating in carrying out world order."¹⁹

Concerning the foregoing M. Syaprin Zahidi submitted that: "Since the declaration of Batik as the Intangible Cultural Heritage of Humanity by

¹⁸ Deyk Paryadi, "Potensi Kerjasama Bilateral Indonesia Bangladesh Dalam Kerangka Preferential Trade Agreement," *Cendekia Niaga* 4, no. 2 (December 29, 2020): 16–26, <https://doi.org/10.52391/jcn.v4i2.510>.

¹⁹ Jessica Martha, "Pemanfaatan Diplomasi Publik oleh Indonesia dalam Krisis Covid-19," *Jurnal Ilmiah Hubungan Internasional* 12, no. 1 (2020): 121–30, <https://doi.org/10.26593/jihi.v0i0.3859.121-130>.

UNESCO, Indonesia had seemed to attempt diplomacy efforts on batik. Moreover, with the establishment of AEC, the Indonesian government considers batik as a great asset to achieving their national interest. The diplomacy effort of Indonesian Batik is known as public diplomacy, in which the Indonesian government carried out several efforts in promoting batik as a soft power instrument in Southeast Asia. Such a public diplomacy effort of Indonesia was carried out in three stages namely informing, understanding, and influencing. From such efforts, Indonesia had gained both material and immaterial advantages. The immaterial advantage is by the image shaping of Indonesia as a batik-producer country in Southeast Asia while the material advantage is by the increase of batik export value to Southeast Asian countries.”²⁰

Since the declaration of batik as a cultural heritage by UNESCO Indonesia has been striving for batik diplomacy efforts. Especially with the formation of the AEC, the Indonesian government considers batik as a great asset for achieving its national interests. Indonesia's batik diplomacy is known as public diplomacy where the Government of Indonesia makes several efforts in promoting batik as an instrument of soft power in Southeast Asia. Efforts are made with three stages, namely: informing, understanding, and influencing. From these efforts, Indonesia has benefited materially and immaterially. Immaterially forming Indonesia which has an image as a batik-producing country in Southeast Asia while the material advantage is to increase the value of batik exports to Southeast Asian Countries.²¹

In the National Education System Number 20 of 2003, it is stated that through education, it is hoped that it can develop the potential of students to become human beings who are piety, noble in character, capable, creative, and independent. According to Utami Munandar in his description of the importance of creativity: (1) creativity is essential for personal growth and success which is very vital for the development of Indonesia. (2) the development of quality resources that can lead Indonesia to a leading position or on an equal footing with other countries in economic, political, and socio-cultural development which essentially demands a commitment to the development of superior talents in various fields and the development of

²⁰ Zahidi, “Batik as Indonesian Public Diplomacy in ASEAN Economic Community,” *International Journal of International Relations, Media and Mass Communication Studies* 3, no. 2 (2020): 8, <http://eprints.umm.ac.id/id/eprint/57734>.

²¹ Rumbema, “KERJASAMA INTERNASIONAL DALAM MENDUKUNG USAHA PEMENUHAN HAK PENYANDANG DISABILITAS BERDASARKAN UNDANG-UNDANG NOMOR 8 TAHUN 2016 TENTANG PENYANDANG DISABILITAS.”

creativity that everyone has but needs to be introduced and stimulated from an early age.²²

The shift in the understanding of protégés continues to evolve. The terminology of protégés is not a cluster of ideas that is limited only by the issue of age. The protégé as a concept has a political dimension and since the revolution of independence, the protégé is a certain age group (15-40) that spends all its time in activities of a political nature. Protégé is the transition from childhood to adulthood which when viewed from physical appearance experiences development and also emotional development so that students are the next generation.²³ Students as individuals who have dynamic characters are even turbulent and optimistic but do not yet have stable emotional control.

According to WHO quoted by Sarlito Sarwono (2008) students are aged 10-24 years and are classified as young people while teenagers or adolescents are in the group of 10-19 years. Law Number 40 of 2009 concerning Education states that Article 1 paragraph (1) defines that students are Indonesian citizens who enter an important period of growth and development aged 16 (Sixteen) to 30 years.²⁴

According to Zahidi, the decline in interest of the younger generation from the age of 20 to 30 years who are reluctant to continue the profession of their parents who work as robusta coffee farmers will occur lost generation but with the community service program that implements Coffee literacy classes in Amadanom Village, Dampit District, Malang Regency and brings in competent speakers in the fields of Branding, Information Technology, Agro technology and Online Marketing resulting in an output of the formation of young farmers who are committed Continuing his parents' profession as a robusta coffee farmer.²⁵

²² Venosha Ravana and Sarala Thulasi Palpanadan, "THE STAKEHOLDER REQUIREMENTS OF 21ST-CENTURY SCHOOL SCIENCE EDUCATION IN MALAYSIA: A SYSTEMATIC REVIEW," *International Journal of Education and Pedagogy* 4, no. 3 (2022): 9, <https://myjms.mohe.gov.my/index.php/ijeap/article/view/19528>.

²³ Gina A Fontanilla, "NEW NORMAL EDUCATION IN THE MID-WAY OF CHRISTIAN AND MUSLIM COMMUNITY: ITS HIP AND VALLEY IN THE DIGITALIZATION CHALLENGE," *International Journal of Education and Pedagogy* 4, no. 3 (2022): 11, <https://doi.org/10.12928/ijemi.v2i1.2627>.

²⁴ Christos Karageorgos et al., "PLANNING AND IMPLEMENTING TOTAL QUALITY MANAGEMENT IN EDUCATION: THE CASE OF CYPRUS," *International Journal of Educational Management and Innovation* 2, no. 1 (January 20, 2021): 1, <https://doi.org/10.12928/ijemi.v2i1.2627>.

²⁵ Yusuf BiLgiN, "THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY," *Business & Management Studies: An International Journal* 6, no. 1 (April 25, 2018): 128-48, <https://doi.org/10.15295/bmij.v6i1.229>.

The Creativity of Students in Disporapar Malang City

The creativity of students shown by several activities carried out by the Youth, Sports and Tourism Office (*Disporapar*) in Malang City shows that students in Malang City have creativity in the fields of sports, cultural arts, and even the development of entry-level small and medium enterprises for students to be able to further expand their business. Data collection on the number of students who take part in several creativity improvement programs carried out by the Malang City Disporapar such as the implementation of coaching through workshops, training, and implementation of *Disporapar* collaboration with several universities and student organizations such as the Indonesian National Committee for Students to attract students to do activities and creativity to develop their talents to participate in several festivals held inside and outside Country.²⁶

One of the activities in developing competence in agriculture by implementing skills for students entitled The Importance of the Role of Students through urban farming as a form of pioneering students supports food security and improves the community's economy and increases cooperation.²⁷ With the population density in Malang City, Malang City Disporapar invites students to know and love the world of agriculture in the hope that there will be many strong students who can farm modernly, maximize limited land and get good agricultural products from the urban farming system which is carried out sustainably, continuously and to maintain the habit of implementing an agricultural system that utilizes limited land and to be more is of interest to students, so the implementation of the competition between villages and sub-districts is organized by the Malang City *Disporapar*.²⁸

From the archival data of information that the author got that on November 17, 2021, it has carried out the students Festival which involves 13 Educational Organizations that display the creativity and innovation of the students including creativity in displaying their dance and culinary works. According to the Head of the Malang City Disporapar, there are around 280,000 students aged 16 to 30 years. An archive is an important document as a source of data to provide direction for the organization's targets and goals.²⁹ From the archives, the development of data can also be known according to the year stored.

²⁶ Widayati, *Interview*, Malang, January, 12, 2022.

²⁷ Rahmat Jumri and Boby Engga Putra Damara, "Pengembangan Kreativitas Guru dalam Pembelajaran Matematika," *Jurnal Pendidikan Matematika Raflesia* 05, no. 02 (2020): 153–76, <https://doi.org/10.33369/jpmr.v5i2.11450>.

²⁸ Widayati, *Interview*, Malang, January, 12, 2022.

²⁹ Widayati, *Interview*, Malang, January, 12, 2022.

Cooperation agreement (PKS) *Disporapar* Malang City with Universities and Organizations, according to the author's observation that cooperation looks mutually beneficial in achieving goals. The purpose of universities and organizations is to increase competent human resources and can benefit the community, while the Malang City *Disporapar* binds cooperation to carry out the organization's mission. With the signing of the cooperation agreement. The agency carries out its vision and mission to achieve its goals by involving several universities and academic institutions that have outstanding students to carry out exchanges of students abroad and cooperation with the national committee of Indonesian students as an educational organization institution gathered from various organizations shows that individuals in the group can represent students to act as Indonesian Ambassadors who have creativity and continue to be developed to increase wider cooperation with Countries in the World.

Cooperation in the field of economic improvement carried out by the Malang City *Disporapar* begins with data collection per business sector, per Kelurahan, and per District which is divided into the right area so that the cooperation between *Disporapar* and MSMEs is on target and does not overlap between offices within the Government and mapped following the authority of the *Disporapar* in Malang. Of the 7 actors in the creative economy sub-sector including craft arts: 65 (7 %), performing arts: 30 (3 %), music arts: 88 (9 %) and fine arts: 54 (5 %), Fashion: 139 (14 %), photography: 50 (5%) and culinary: 520 (53%) in Malang City *Disporapar* on July 15, 2022. The data shows that performing arts still need to be improved because only 3% of culinary reaches 53%.³⁰

In international relations theory that studies the causes and circumstances of creating cooperation which is the result of behavioral adjustments to respond to or anticipate choices made by actors, in this case, to carry out cooperation it is necessary to also look at some of the causes and consequences in carrying out international cooperation. Public diplomacy from the results of the creativity of Malang City students with intensive coaching assures that Malang City students will increase and performing arts will also continue to be developed considering that the existing data is still below the creativity of other fields including craft art, performing arts, music arts, fashion art, photography and culinary.³¹

³⁰ Widayati, *Interview*, Malang, January, 12, 2022.

³¹ Widayati, *Interview*, Malang, January, 12, 2022.

IPO-Based Creativity Development in Malang City

The IPO approach (input, process, output) was originally initiated by Irmayani and initially practiced in the field of economic science to get consumers. Input is implemented into two things; The recruitment pattern of human resources is under long-term needs and strategic impacts for industrial development. The process is implemented as a form of activity in the form of promotion, market segmentation, and how to retain consumers. Meanwhile, the output is interpreted as an increase in resources that contribute to the image of the industry. However, the IPO was developed by Maniah and Hamidin, with the IPO Modification approach, an approach based on external contributions to education.³²

In education, IPO Modification demands the development of students' creativity because it carries the value of externalization. The externalization in question is all the creativity produced by students, can have a real impact on the development of educational institutions. The striking difference from IPO Modification lies in the outcome that extends to the international level, so it demands high creativity from students.³³ High creativity is born from layered knowledge and skills, according to Maniah and Hamidin requires cooperation between educational institutions (schools, colleges, read.) and policymakers (government, read.). An overview of the application of IPO Modification, for the development of students' creativity, is carried out by the Malang City government with schools in the Malang City environment.

In implementing the IPO Modification, the Malang City Government carried out three stages in each aspect; first, in the input aspect, there are three activities, namely: 1) the Malang City government recruits several students as delegates, the selection of delegates is arranged internally by each of them. Delegation is a system of school representatives elected by teachers and principals and considered competent. This means that delegated students have creative knowledge and skills to contribute. 2) mapping students through the superior student system, the Malang City Government traces student achievement data on internal data, certificates of achievement in any field, are requirements to be assisted by the Malang City Government. 3) internalization of the vision of the Malang City Government into a strategy

³² Herni Irmayani, Dessy Wardiah, and Muhammad Kristiawan, "The Strategy Of SD Pusri In Improving Educational Quality," *INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH* 7, no. 7 (2018): 113, <https://d1wqtxts1xzle7.cloudfront.net/60841365/2018>.

³³ Sertaç Tuhta and Furkan Günday, "Multi Input - Multi Output System Identification of Concrete Pavement Using N4SID," *International Journal of Interdisciplinary Innovative Research & Development (IJIRD)* 04, no. 01 (2019), <https://www.researchgate.net/profile/Furkan-Guenday/publication/334289383>.

to develop the creativity of students.³⁴ For more details, it can be seen in the table of creativity development of students in the input aspect below:

Table 1. Input on the Development of Students' Creativity

| No. | Input Indicators | Information |
|-----|---|--|
| 1. | Delegate System | <p>“we send application letters to excellent schools in Malang. Request a delegation of 5 students. Students are randomly selected and are mistaken for competent. In 2021, we sent a letter to MAN 2 Malang City, SMAN 1 Malang City, and SMAN 3 Malang City. Each sends its 5 students”.³⁵</p> <p>“Through this delegation, we believe in selection from the school. And we make it a partner school, because of its students we ask to participate in our activities. Our goal, these are excellent students who can contribute to Malang City”.³⁶</p> |
| 2. | Superior Student System | <p>“Every year, students under our government must have outstanding achievements, winning art champions, cultural degrees, physics, mathematics, and so on. For 2020 and 2021 there were about 19 students that we data. We select 10 people in different types of competitions according to the analysis of the programs we have made”.³⁷</p> <p>“Yes, there are 10 students this year. Two students won mathematics at the national level, 3 students won local cultural arts, if I'm not mistaken, 4 other students won physics, and one student won batik in Malang. Many students in other types of competitions. But for this year, it's the championship field that we need, right?”.³⁸</p> |
| 3. | Internalization of the Mission. Mission: "Realizing | <p>“Its mission is a creative economy, a competitive productive city. We are trying to attract foreign partners. Malang city is known as a clean and tourist city, many outside countries are here. Even</p> |

³⁴ Ida Ayu Made Wahyuni, *Interview*, Malang, January, 12, 2022.

³⁵ Ida Ayu Made Wahyuni, *Interview*, Malang, January, 12, 2022.

³⁶ Widayati, *Interview*, Malang, January, 12, 2022.

³⁷ Ida Ayu Made Wahyuni *Interview*, Malang, January, 12, 2022.

³⁸ Widayati, *Interview*, Malang, January, 12, 2022.

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|--|---|---|
| | productive and competitive cities based on the creative, sustainable, and integrated economy" | in universities such as UIN Malang, Unmuh, and UMM, there are already students from abroad. So we leap to establish cooperation with other countries through the role of students". ³⁹ "Including activities supported by the government's mission, these two years our focus has been on the creative economy and productive cities. So the protégés we ask for, are those who understand in this field". ⁴⁰ |
|--|---|---|

Second, process. In developing the creativity of students, the Malang City government acts as a facilitator. Students are left to conceptualize for themselves what creativity will be displayed. In 2021 and 2022 there are three activities, namely cultural, culinary, and musical theater. At the process stage, several things must be achieved, namely decision-making, program management, institutional management, learning, and assessment processes. Such stages can be classified into three implementations, namely: 1) preparation. Students who are members of the Malang City Government make preparations starting from planning, program preparation, segmentation, targets, and time; 2) the exercise of creativity. In this stage the fostered students divide the group into section organizations that are responsible for each of their duties; 3) evaluation. At this stage, students evaluate the results and follow-up plans (RTL) of each activity. The stages of the process in the IPO Modification method can be seen in the table below:

Table 2. The Process of Developing the Creativity of Students

| No. | Process Indicators | Information |
|-----|--------------------|---|
| 1. | Preparation | <p>"The students of deliberation first, we accompany and we facilitate. We let them exchange opinions with each other and come up with an agreement. We tell them to do the planning, program preparation, segmentation, targets, and timing".⁴¹</p> <p>Program: cultural deployment of Topeng Malangan Segmentation: community, tourists,</p> |

³⁹ Ida Ayu Made Wahyuni *Interview*, Malang, January, 12, 2022.

⁴⁰ Widayati, *Interview*, Malang, January, 12, 2022.

⁴¹ Ida Ayu Made Wahyuni *Interview*, Malang, January, 12, 2022.

| | | |
|----|----------------|---|
| | | <p>overseas students, students. Target: introduce, and preserve local culture and establish cooperation Time: 2-7 November 2021. Program: culinary Malang Segmentation: community, tourists, foreign delegation, students Target: introduce, and preserve local culture and establish cooperation Time: February 12-15, 2022 Program: musical theater Segmentation: community, tourists, overseas students, students Target: introduce, and preserve local culture and establish cooperation Time: July 1-2, 2022</p> |
| 2. | Implementation | <p>“Since this is the creativity of the protégés displayed, then the whole role is played by them. They not only highlight knowledge and skills but also work together to make a success”.⁴² Organizing: Equipment, performers, and musicals</p> |
| 3. | Evaluation | <p>“this there is a follow-up plan (RTL), so any direct activity is made MoU or cooperation with foreign parties that we invite such as Malaysia and Thailand”⁴³ “RTL that's what our part will continue. Last year, we got creative economy cooperation to do overseas sales, and cultural introduction”.</p> |

Third, output. According to the output indicators related to the development of students' creativity in education in the context of the global industry, there are three elements; productivity, innovation, and cooperation with other parties. 1) productivity, students can show creative work based on knowledge and skills that then form activities. Productivity is illustrated by the deployment of cultural activities, creative economy industries, and musicals. 2) The innovation created by students is the externalization of the concept of cultural deployment, the creative economy, and musical industries, through the adjustment to global needs. So that every detail of the activity combines local and international concepts. 3) cooperation, is an

⁴² Ida Ayu Made Wahyuni *Interview*, Malang, January, 12, 2022.

⁴³ Widayati, *Interview*, Malang, January, 12, 2022.

important point of the development of creativity. The output of developing creativity is the occurrence of cooperation with foreign countries. Here's a more complete explanation of the table:

Table 3. The Output of Creativity Development of Protégés

| No. | Output Indicators | Information |
|-----|-------------------|--|
| 1. | Productivity | “The children have been selected, so those who come here are the productive ones. One is good at capturing local cuisine and making breakthroughs such as labels, wraps, shapes, and others. They are also good at staging culture, and local wisdom in the form of art is also played by them. If it's good, yes, definitely, because they are the champions” ⁴⁴ |
| 2. | Innovation | “Many of his innovations, the concept is more international. despite the local flavor. Creative economies, such as various culinary delights, are displayed in a modern form. There are also digital promotions and sales” ⁴⁵ |
| 3. | Collaboration | “The bilateral cooperation we are aiming for, thanks to the creativity of students, yesterday the Malang City Government has established cooperation with Andorra, a culturally rich country in the European part. Collaborating on cultural performances and showcasing local cuisine” ⁴⁶ |

The Creativity of Students Increases Bilateral Cooperation

Bilateral cooperation is a cooperation between two countries and bilateral cooperation can be carried out with political diplomacy, economic diplomacy, cultural diplomacy, art diplomacy, and batik diplomacy as well as public diplomacy as stated by Syaprin Zahidi that Indonesian batik diplomacy is known as public diplomacy. The Indonesian government is making efforts to promote batik as an instrument of soft power in Southeast Asia,⁴⁷ These efforts to get both material and immaterial results with the benefits obtained, it is very important for the Malang City Disporapar to provide training or improve the competence of students in creativity and grow their innovations

⁴⁴ Ida Ayu Made Wahyuni, *Interview*, Malang, January, 12, 2022.

⁴⁵ Widayati, *Interview*, Malang, January, 12, 2022.

⁴⁶ Ida Ayu Made Wahyuni, *Interview*, Malang, January, 12, 2022.

⁴⁷ Zahidi, “Batik as Indonesian Public Diplomacy in ASEAN Economic Community.”

to have batik skills and skills for students and if they are proficient in batik continued with increasing competence in the business field by showing the batik brand Malang city will provide the distinctive value of the work of students Malang city and can be profitable for novice business actors which has an impact on high bargaining value if students can increase their creativity with online sales which are currently without the boundaries of their marketing area, through the internet network in all corners of the world can access the results of the creativity of students.

Previous research has also shown that many parents' jobs or professions as farmers have been abandoned so that young people looking for jobs outside the city with insufficient provisions will make it difficult to organize urban planning if many students do not have the creativity for that the implementation of community service activities is very important to foster enthusiasm and provide skills and abilities for students to farm and farm which requires a large area of land but with the processing of modern technological products, agriculture can be carried out on narrow land but no less superior income obtained.⁴⁸

Disporapar Malang City by holding cultural, artistic, and culinary festivals needs to be carried out because these activities can also provide opportunities for young people to compete and give birth to new creativity resulting from creativity and innovation from students can not only be competed between regions but can also be held with several countries. After all, a festival will be able to introduce works from the State that take part in the Festival. Indonesia will always be able to be present for several international activities of cooperation between countries by sending delegations of students to introduce their respective cultures so that Indonesia's natural wealth can be promoted abroad and if the introduction of wealth contained in Indonesia through the exchange of students both through sports, art, batik, culinary competitions will be able to echo the name of Indonesia which can be curious for other citizens who want to visit Indonesia and in this case will increase the country's foreign exchange.

The creativity of students can be improved by government programs which in this case become the authority of the duties of the Office of Sports and Tourism students, but the implementation of increasing the creativity of students also requires intensive cooperation with various parties both from organizations to students, universities and local governments in Indonesia as well as cooperation with other countries to improve bilateral cooperation relations, namely cooperation between two countries or even will be able to

⁴⁸ Anton Winarto, "Pengaruh Eksperimen Induksi Elektromagnetik Terhadap Perkembangan Kreativitas Siswa," *PROSIDING SEMINAR NASIONAL FISIKA* 4, no. 1 (2015): 23, <http://journal.unj.ac.id/unj/index.php/prosidingsnf/article/view/4632>.

develop multilateral cooperation.⁴⁹ It has been proven that cooperation through protégé actors as individuals of a group can play its role to cooperate with the creativity of the protégé provides a statement of truth from the Minister of Foreign Affairs Retno Marsudi who emphasized that Andorra is an important partner for Indonesia in committing to strengthen relations between the two countries, Indonesia's cooperation with Andorra is enhanced more creatively and innovatively and underlines with the objectives and equal interest to ensure fair market openness and trade, empower women and students to develop sustainable tourism and promote digitalization. This statement has a major influence to increase the creativity of students of the Malang City *Disporapar* to continue to create and give birth to innovations to increase bilateral cooperation. For this reason, increasing creativity can be done through workshops, training, seminars, focus group discussions, festivals, and the Olympics.

Conclusion

In developing the creativity of students, the Malang City Government uses the IPO (input, process, and output) modification method. The development of creativity is based on a broader direction, namely the international base, where the success of students' creativity is measured by the ability to influence bilateral cooperation relations. The results of the application of creativity development using IPO Modification can be detailed as follows: 1) input, recruitment of students assisted by the Malang City Government using three patterns, namely the delegation system from three schools (MAN 2 Malang City, SMAN 1 Malang City, and SMAN 3 Malang City); superior student system, where the Malang City Government searches the achievements of students in Malang City, and; internalization of the mission as a formulation of concepts and segmentation. 2) process, including preparation consisting of program preparation, market segmentation, achievement targets and implementation time, implementation (organizing) by dividing tasks into three functions, namely cast, creative and musical teams, then evaluation includes follow-up plans and agreements with external parties including international. 3) output, including productivity (creative economy, cultural and musical), innovation, and cooperation with European states. The development of creativity results in bilateral cooperation with the country of Andorra in the field of the local economy and cultural performances. The concept of developing creativity is based on outcomes as evidenced by bilateral cooperation.

⁴⁹ Abdul Malik and Sungkowo Edy Mulyono, "Pengembangan Kewirausahaan Berbasis Potensi Lokal melalui Pemberdayaan Masyarakat," *Journal of Nonformal Education and Community Empowerment* 1, no. 1 (June 30, 2017): 87–101, <https://doi.org/10.15294/pls.v1i1.15151>.

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