

## **Empowerment of *Angkul-Angkul* Culinary Sellers with Ergo-Entrepreneurship Oriented Improving of Entrepreneurship and Concern on Environmental Attitude**

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### **Abstract**

The culinary delights that are sold in front of the house entrance gate (*angkul-angkul*) are currently starting to develop rapidly in Peliatan Village, Ubud, Gianyar, Bali. The research objectives are: (1) to prove that empowerment of *angkul-angkul* culinary ergo-entrepreneurship oriented can improve entrepreneurial and environmental care attitudes and (2) to know how to solve ergonomic and entrepreneurial problems faced by culinary sellers. This quasi-experimental research used the same subject design. The subjects were 25 *angkul-angkul* culinary sellers who were randomly selected from 37 available populations. The independent variable in this study is the empowerment of *angkul-angkul* culinary with ergo-entrepreneurship orientation. The dependent variable is an entrepreneurial attitude and an environmental care attitude which is recorded before and after empowerment. The data obtained were analyzed using paired t test at a significance level of 5%, because the data were normally distributed. The results showed that the entrepreneurial attitude of sellers increased by 20.13% and the attitude of caring for the environment increased by 20.01% and the obstacles faced related to the empowerment of sellers were more technical and economic in nature which could be overcome through awareness programs. The conclusion is that the empowerment of *angkul-angkul* culinary with ergo-entrepreneurship orientation can significantly improve entrepreneurial attitudes and environmental care attitudes ( $p < 0.05$ ).

Keywords: ergo-entrepreneurship, culinary, environment, empowerment

### ***Pemberdayaan Kuliner Angkul-angkul Berorientasi Ergo-Entrepreneurship Meningkatkan Sikap Kewirausahaan dan Peduli Lingkungan***

#### **Abstrak**

*Kuliner yang dibuka di depan pintu gerbang masuk rumah (angkul-angkul) saat ini mulai berkembang pesat di Desa Peliatan, Ubud, Gianyar, Bali. Tujuan penelitian adalah: (1) membuktikan bahwa pemberdayaan kuliner angkul-angkul berorientasi ergo-entrepreneurship dapat meningkatkan sikap kewirausahaan dan sikap peduli lingkungan dan (2) mengetahui cara mengatasi permasalahan ergonomi dan kewirausahaan yang dihadapi pedagang kuliner. Penelitian eksperimental semu ini menggunakan rancangan sama subjek. Subjeknya pedagang kuliner angkul-angkul sebanyak 25 orang yang dipilih secara acak sederhana dari 37 orang populasi terjangkau. Variabel bebas pada penelitian ini adalah pemberdayaan kuliner angkul-angkul berorientasi ergo-entrepreneurship. Variabel terikat adalah sikap kewirausahaan dan sikap peduli lingkungan yang didata sebelum dan sesudah pemberdayaan. Data yang diperoleh dianalisis dengan uji t paired pada taraf signifikansi 5%, karena datanya berdistribusi normal. Hasil penelitian menunjukkan bahwa sikap kewirausahaan pedagang meningkat 20,13% dan sikap peduli lingkungan meningkat 20,01% serta kendala yang dihadapi terkait*

*dengan pemberdayaan pedagang lebih bersifat teknis dan ekonomis yang dapat ditanggulangi melalui program kesadaran. Simpulannya adalah pemberdayaan kuliner angkul-angkul berorientasi ergo-entrepreneurship dapat meningkatkan secara bermakna sikap kewirausahaan dan sikap peduli lingkungan ( $p < 0,05$ ).*

*Kata kunci: ergo-entrepreneurship, kuliner, lingkungan, pemberdayaan*

## INTRODUCTION

Currently, the economy of the people in Peliatan Village has been slumping, since Mount Agung erupted, because many foreign tourists have canceled their tourist visits to Bali in general and to Peliatan Village in particular. This village was chosen as the object of research, because it has the privilege of being a village that is highly dependent on cultural tourism. The decline in cultural tourism will certainly result in a decline in the community's economy. The downturn in cultural tourism can be seen from the increasingly quiet performances of regular arts from foreign audiences, which previously could support the economy of people who are active in the tourism sector. Angkul-angkul culinary development is promising in overcoming this economic downturn.

The culinary delights that were opened in front of the house entrance gate (angkul-angkul) are currently starting to develop rapidly in Peliatan Village. The culinary sells a variety of foods, for example: mixed rice, *tipat santok*, *topot*, Balinese snacks, *jukut mebejek*, *plecing*, grilled chicken, grilled fish, and others. This condition will certainly develop if given a touch of ergonomics, especially in the food preparation, how to serve it, and how to promote it. This culinary development is expected to overcome the economic downturn of the community as a result of the downturn of cultural tourism in the village. Ergo-entrepreneurship-oriented culinary development, which is an implementation of ergonomic principles in an effort to increase entrepreneurship, seems to be used as a way to overcome this economic downturn (Sutajaya, et al., 2014; Sutajaya, 2018). Ergo-entrepreneurship is a community empowerment strategy with a participatory ergonomic approach that has been proven to significantly increase the entrepreneurial attitude of sellers by 9.57% (Sutajaya, et al., 2016; Sutajaya, 2018). Ergo-entrepreneurship has advantages in terms of considering the elements of health, comfort, safety, effectiveness and efficiency in an entrepreneurial activity.

On the other hand, culinary sellers often feel reluctant to sell to a place that is quite far from their house. They prefer to sell in front of *angkul-angkul*. However, nowadays *angkul-angkul* culinary is still relatively quiet, because it only relies on buyers from local residents. In addition, the arrangement of tables, arrangement of merchandise, and the delicacy of food being sold have not become a special concern for sellers. Promotion efforts through social media have also not been carried out. In addition, the courage of local culinary sellers to compete with sellers from outside the village or from outside Bali, seems very worrying. This is evident from the impatience of sellers when there are fewer visitors. Local culinary sellers give up more easily than sellers from outside the village. This shows that their entrepreneurial attitude needs to be further developed so that they are more resilient, persistent, and optimistic in developing their culinary delights. In this case, ergonomic principles which emphasize more on health and managerial elements in activities combined with entrepreneurial concepts really need to be socialized to *angkul-angkul* culinary sellers so that their entrepreneurial attitude can be improved. This is the basic capital to compete in the global era.

Viewed from the ergonomic aspect, it turns out that the sellers have not considered the aspects that must be applied in running a culinary business. For example: (a) when choosing a table and seating the buyer does not consider the comfort of the visitor; (b) when choosing the color of the facilities and infrastructure used do not refer to the ergonomic concept which

emphasizes that red is very suitable for culinary businesses; (c) when determining the time to sell, it does not take into account the behavior of the local community who likes adventures in the culinary field; and (d) lack of courage to increase sales turnover on certain days or certain events held by the village, which is an opportunity to increase income.

Based on the synthesis of the relevant literature with the research variables used to solve the problems found, it is necessary to conduct research in the form empowerment of *angkul-angkul* culinary based ergo-entrepreneurship oriented. This statement is strengthened by the results of a preliminary study in the form of problems found, namely: (a) minimal business capital; (b) do not have the courage to borrow capital from a bank; (c) lack of entrepreneurial knowledge; (d) low processing quality; and (e) difficult product marketing. This condition worsens the economy of the community. The application of ergonomics is very necessary to overcome these conditions, because it strives for a person to always be in a healthy, safe and comfortable condition, and free from stress conditions and inadequate environmental conditions for activities, such as noise, pollutants, insufficient light intensity, environmental temperature. that is too hot or cold, and inadequate air circulation, is an urgent matter to be implemented and should be implemented as soon as possible (Manuaba, 2015; Lea, et al., 2017; Thepaksorn, et al., 2017; Ojima, 2017; Choi and Byoung, 2017; Saleh, et al., 2017). Profile factors, physiological, psychological and biomechanical capacities greatly determine human abilities and limitations, while task demands are largely determined by the characteristics of the job, task, organization, and environment in which the work is carried out (Manuaba, 2015; Wei, et al., 2014; Kim, et al., 2015; Fullemann, et al., 2016; Tsuno, et al., 2017, Moeloek, 2016).

Starting from the identification of these problems, problem formulations can be made: (1) can the entrepreneurial attitude of sellers be improved through empowerment of ergonomically oriented *angkul-angkul* culinary based on ergonomics?, (2) can the empowerment of *angkul-angkul* culinary based ergo-entrepreneurship oriented improve people's awareness of environmental conditions?; and (3) how to handle ergonomics and entrepreneurship problems that have been accompanying *angkul-angkul* culinary sellers in Peliatan Village? The research objectives are: (1) proving that the empowerment of ergo-entrepreneurship oriented *angkul-angkul* culinary can improve the entrepreneurial attitude of sellers, (2) prove that empowerment of ergo-entrepreneurship oriented *angkul-angkul* culinary can increase people's awareness of environmental conditions; and (3) knowing how to handle ergonomic and entrepreneurial problems that have been accompanying *angkul-angkul* culinary sellers in Peliatan Village. The benefits of the research are: (1) it can be used by culinary sellers as a reference in developing ergo-entrepreneurship-oriented culinary businesses and (2) it can be implemented by related agencies, especially in improving the working conditions of *angkul-angkul* culinary which is currently being developed by the community.

## METHOD

This quasi-experimental study used a randomized posttest only group design (treatment by subject design). The subjects involved in the implementation of this research were 25 *angkul-angkul* culinary sellers who are scattered in Peliatan Village who are currently experiencing ergonomic and entrepreneurial problems when they want to market their products. Subjects were selected randomly simple (simple random) from an affordable population of 37 sellers with the following inclusion criteria: (a) selling in front of the house, (b) selling Balinese culinary specialties, (c) identifying ergonomic problems, and (d) identifying there are entrepreneurial problems based on the results of preliminary studies.

The independent variable used as a treatment in this study is the empowerment of *angkul-angkul* culinary with ergo-entrepreneurship orientation. The dependent variables recorded

before and after empowerment are entrepreneurial attitudes and environmental care attitudes. The paired t test at the 5% significance level was used to test the research hypothesis, because the results of the data normality test using the Kolmogorov-Smirnov test showed that the data were normally distributed ( $p > 0.05$ ).

## RESULTS AND DISCUSSION

The results of data analysis on the characteristics of *angkul-angkul* culinary in Peliatan Village can be seen in Table 1.

Table 1  
Characteristics of *Angkul-angkul* Culinary (n=25)

Characteristics	Number of Sellers	Percentage (%)
1. Peddling traditional preparations	21	84
2. Peddling unique local community preparations	17	68
3. Using raw materials from the local village market	19	76
4. Cook the food sold themselves	25	100
5. Do not use monosodium glutamate for flavoring	18	72
6. Cook directly at the selling place	11	44

The data obtained in Table 1 is based on the results of interviews with 25 sellers and recorded six items of *angkul-angkul* culinary characteristics. Of the 25 sellers, the percentage per item characteristics were analyzed based on the number of sellers who said "yes" to the statement items in the interview guide.

The findings in this study indicated that all sellers cook their own food and only 11 sellers (44%) cook directly at the place of sale. Other characteristics are: (a) some sellers (28%) still use monosodium glutamate for flavoring, (b) selling traditional preparations reaches 84%, (c) only 6 sellers (24%) buy raw materials outside the local village market, and (d) selling unique products from the local community, there are 17 sellers (68%).

Table 2  
Results of Hypothesis Testing for Entrepreneurial and Concern on Environmental Attitudes (n=25)

Variable	Before Empowerment		After Empowerment		t	p
	Mean	SD	Mean	SD		
Entrepreneurial Attitude	56.42	1.986	67.78	1.236	27.098	0.0001
Concern on Environmental Attitude	58.43	2.207	70.12	1.902	25.643	0.0001

Based on the research hypothesis which states that there is an increase in entrepreneurial and concern on environmental attitudes between before and after empowerment, the hypothesis is tested with a paired t test at the 5% significance level. The results of different tests on entrepreneurial and concern on environmental attitudes can be seen in Table 2.

Data on entrepreneurial attitudes and environmental care attitudes were recorded using a Likert scale questionnaire. The data obtained were analyzed descriptively by looking for the mean and standard deviation. Furthermore, the data normality test was carried out with the Kolmogorov-Smirnov test and it turned out that the data were normally distributed. Furthermore, tested by paired t test to compare the mean score of entrepreneurial attitudes and environmental care between before and after empowerment.

Judging from the average entrepreneurial attitude between before and after empowerment shows that there is a significant increase of 20.13% ( $p < 0.05$ ) between before and after the socialization of ergo-entrepreneurship oriented *angkul-angkul* culinary empowerment. This happened as a result of the increasing understanding of culinary actors about entrepreneurship, which was supported by a higher self-confidence for entrepreneurship. This condition will certainly have implications for other members of the community who were initially not interested in entrepreneurship in the culinary field and finally dared to try to open up new businesses in that field. In addition, residents who have previously been involved in the culinary field seem to be interested again in developing this business. This can happen because one of the programs implemented in empowering *angkul-angkul* culinary is to generate entrepreneurship in the local community. Through entrepreneurship training in the form of ergo-entrepreneurship, it turns out that it can motivate people to develop local culinary businesses that are quite attractive to consumers (Sutajaya & Warpala, 2017). These findings are in synergy with the statement described in Wikipedia (2012) that the characteristics of an entrepreneur are: (a) having the characteristics of confidence, independence, individuality, optimism; (b) always strives for achievement, is profit-oriented, has perseverance and fortitude, has a strong determination, likes to work hard, is energetic and has initiative; (c) has the ability to take risks and likes challenges; (d) behave as a leader, can get along with other people and like suggestions and constructive criticism; (e) has high innovation and creativity, is flexible, versatile and has a wide business network; (f) have future-oriented perceptions and perspectives; and (g) have the belief that life is the same as hard work which will greatly support the success of an entrepreneur in running and developing his business. In this study, entrepreneurial attitudes are applied in developing culinary businesses which are supported by the existence of infrastructure in an alley (*rurung*) that is strived to be clean and green so that it deserves to be called a clean and green *rurung* tourism area.

Related to these findings, it was also reported that 66.7% of culinary actors tend to increase the number of products produced and 33.3% try to increase the number and quality of their products (Sutajaya & Gunamantha, 2014). Culinary characteristics in Peliatan are: (a) traditional preparations are sold by 73.3% of sellers; (b) unique local community products sold by 40.0% of sellers; and (c) 73.3% preparations cooked by sellers themselves (Sutajaya & Warpala, 2015). This condition will certainly have implications for the sustainability of the culinary business in Peliatan Village, especially if it is supported by an increasingly stable entrepreneurial attitude and an ergonomically oriented culinary business development mechanism known as ergo-entrepreneurship. In this case Manuaba (2015); Gohari, et al. (2013); Lee, et al. (2014); and Yumang, et al. (2014) stated that the use of ergonomic principles in designing a product makes the product more user friendly, satisfying, comfortable, safe, energy efficient, and environmentally friendly.

Discipline is the key to success for an entrepreneur to use as a motto that can motivate culinary sellers in Peliatan Village. When given training, it is always emphasized that in carrying out its activities, an entrepreneur must have high discipline. The meaning of the word

discipline is the accuracy of an entrepreneur's commitment to his duties and jobs. The accuracy referred to is comprehensive, namely timeliness, quality of work, work system and so on. High commitment in developing a culinary business has implications for the success in developing the business. This commitment is always emphasized in training and is expected to improve one's entrepreneurial attitude. Commitment is an agreement regarding something that is made by a person, both for himself and for others. In carrying out its activities, an entrepreneur must have a clear commitment, directed and progressive (progress-oriented). Commitment to oneself can be made by identifying the ideals, hopes and targets planned in his life. High creativity and innovation as measurable indicators used in assessing entrepreneurial attitudes are quite visible in culinary business development. It is stated so because culinary actors are always creative and innovative in developing their culinary products. This condition is accordance with Sutajaya (2018) which states that to win the competition, an entrepreneur must have high creative power. This creativity power should be based on an advanced way of thinking, full of new ideas that are different from existing products on the market. In general, creative ideas cannot be limited by space, form or time. In fact, often the genius ideas that provide new breakthroughs in the business world are initially based on creative ideas that seem impossible.

The findings in this study indicated that the culinary actors' concern for the environmental conditions around them increased significantly by 20.01% ( $p < 0.05$ ) between before and after the socialization of ergo-entrepreneurship oriented *angkul-angkul* culinary empowerment. To create a harmonious environment and environmental factors must be balanced. A person's sensitivity and awareness of the environmental conditions of his settlement will greatly support efforts to save and conserve the environment. In this case Rini, et al. (2017) stated that awareness and sensitivity to the environment makes the environment better and provides a positive atmosphere for humans. Environmental management can be interpreted as a conscious effort to maintain or improve the quality of the environment so that basic needs can be best met. Environmental awareness is awareness to direct people's attitudes and understanding of the importance of a clean, healthy, beautiful and attractive environment. Regarding these findings, Chen (2010) argues that a series of ecological knowledge has implications for environmental care, development, and preservation, (b) Julina (2013) emphasizes that consumer attitudes are influenced by knowledge of the environment, (c) Lee (2011) explains that behavioral commitment indispensable in environmental protection activities, (d) Rini, et al. (2017) reported that environmental knowledge has significant implications and is positively correlated with environmental care attitudes, and (e) Ardianti, et al. (2017) reported that the increase in environmental care behavior and responsibility for environmental conservation was in the high category with an increase of more than 50%. The synergy of this opinion shows that a person's ecological attitude is influenced by the level of knowledge and attention to the environment.

Concern for the residential environment as an implication of the ergo-entrepreneurship training carried out in empowering *angkul-angkul* culinary seems to need to be done early on so that the character of the younger generation will be reflected in their concern for the residential environment. Repetitive behavior will form a strong character. This opinion is reinforced by the findings of Rini, et al. (2017) who reported that children's character development can occur as a result of something that is seen, heard, and done repetitively. Good and strong character in children can be formed through good behavior in their daily life. Purwanti (2017) also reports that developing a person's attitude in improving and managing the environment in a sustainable manner can be done through character education caring for the environment.

The implementation of entrepreneurship based on ergonomics is constrained by: (1) the lack of public knowledge about ergonomic principles that can be implemented in culinary

development, (2) structuring and procurement of infrastructure in the development of *angkul-angkul* culinary requires relatively high costs, (3) too fanatical about designs that are already exists to force the design to be implemented so that the product will be uncomfortable and unsafe, (4) the infrastructure that supports *angkul-angkul* culinary has not fully referred to the anthropometry and geometry of the local community, (5) further development of *angkul-angkul* culinary seems to be still many have encountered obstacles because the marketing mechanism has not been maximal, and (6) the sustainability of *angkul-angkul* culinary cannot be ascertained considering that buyer visits have not met the target of sellers.

Effective and efficient steps that can be taken to overcome the aforementioned obstacles are: (1) it is necessary to provide an example or pilot project on the ergo-entrepreneurship oriented *angkul-angkul* culinary development strategy and be disseminated through counseling, social media, print media, and electronic media, (2) in every strategic place, information boards are installed about the unique culinary design of *angkul-angkul* with ergo-entrepreneurship orientation with implications for increasing entrepreneurial attitudes and concern for the residential environment, (3) on every supporting infrastructure in the development of *angkul-angkul* culinary comfortable places to enjoy culinary favored by buyers, (4) social media that can be seen by many people seems to be quite effective if it is used for media socialization of *angkul-angkul* culinary with its uniqueness that can create a special attraction for visitors, (5) hen government not starting to pay attention to the conditions of the residential environment, especially alleys or *rurung* which are very potential to be used for roads, because it will have implications for economic activity in the area, given that the more visitors passing through the area the higher their chances of enjoying their culinary delights. and (6) the public should begin to realize how important it is to know and understand the ergo-entrepreneurship-oriented strategy of *angkul-angkul* culinary development, for the sake of the sustainability of the culinary business in the area.

## CONCLUSION

The conclusion of this study are: (a) the entrepreneurial attitude of sellers increased significantly by 20.13% after being empowered, (b) the sellers' concern for the environmental conditions of the settlement increased significantly by 20.01% after being empowered, and (c) the obstacles faced related to the culinary empowerment of ergo-entrepreneurship oriented *angkul-angkul* which is more technical and economic in nature which can be overcome through an awareness program. It suggested as follows: (a) culinary sellers should keep trying to use ergo-entrepreneurship references in developing their culinary business, (b) further research is needed to improve working conditions of culinary sellers who are at risk to their health, and (c) related agencies should always facilitate efforts to improve working conditions in small industries, particularly in the development of the *angkul-angkul* culinary business.

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