

## The Role of Nonverbal Communication in People with Disabilities in the Socialization of SP4N LAPOR! in Banjarbaru City

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**Abstract:** SP4N LAPOR! is the first social media application in Indonesia that involves public participation and is two-way, so that in this application the public can interact with the government interactively. with the principle of easy and integrated for monitoring development and public services and researchers strive to bridge public participation between people with disabilities in Banjarbaru City and the South Kalimantan Provincial Government. Nonverbal communication for people with disabilities in the socialization of Sp4n LAPOR! in Banjarbaru City with the sub-issue of whether all SP4N LAPOR! platforms have been audited for accessibility for various disabilities and what has been reported regarding public services for people with disabilities in Banjarbaru City.

**Keywords:** SP4N LAPOR!, Social Media, Public Service, Education, Digital Literacy

### INTRODUCTION

Public service is an activity or series of activities in order to fulfill service needs in accordance with laws and regulations for every citizen and resident for goods, services, and/or administrative services provided by public service providers (Article 1 Chapter I of Law No. 25 of 2009). The success of the implementation of public services cannot be separated from the communication factor. LAPOR! is a social media-based application, this service is intended to increase interaction between the community and the government. In addition to being a complaint channel, this application can also be used by the public who want to provide suggestions, input, or criticism to the South Kalimantan Provincial Government. LAPOR! is also equipped with various features to encourage the completion of each report

According to Article 41 paragraph (2) of Law Number 39 of 1999 concerning Human Rights, it is stipulated that every person with disabilities, elderly people, pregnant women, and children, has the right to obtain special facilities and treatment. Based on this, people with disabilities have the right to the provision of accessibility facilities that support their independence, equal opportunities in education, equal opportunities in employment, rehabilitation, social assistance, and maintenance of social welfare levels. In this case, rehabilitation includes medical rehabilitation, educational rehabilitation, training rehabilitation, and social rehabilitation.

There are indicators used to measure the compliance of the Organizing Agency with public service standards in Law Number 25 of 2009 concerning Public Services. This includes the provision of public services for people with special needs, one of which is of course the group of Persons with Disabilities. Of course, this is homework for the government to encourage service providers to be more sensitive to providing services for Persons with Disabilities. For this reason, a common understanding is needed by public service providers regarding the position of Persons with Disabilities in public services by using an inclusive approach for Persons with Disabilities in public services in Indonesia.

The shift in the term disability to disabled is a form of paradigm change that continues to develop until now. Initially, people with disabilities were viewed through a spiritualist approach, in which people with disabilities were

considered as punishment/sins due to actions that violate social or religious norms. Then it developed into being considered as sick people, then it developed into part of citizens who have the right to live and finally it emerged that people with disabilities are part of society. This paradigm believes that people with disabilities with their different conditions cannot be excluded from their existence, but need to create inclusive conditions in Indonesia.

The South Kalimantan Provincial Government is trying to bring people with disabilities closer to sources of information and get the best service by building the People's Online Aspiration and Complaint Service (LAPOR!). This application is an initiative of the Presidential Working Unit for Development Supervision and Control (UKP-PPP) in order to provide an integrated and easily accessible complaint facility for all Indonesian people. Based on online media, this service is intended to increase interaction between the community and the government. LAPOR! is also equipped with various features to encourage the completion of each report. This service has been connected to 67 government agencies consisting of all ministries, a number of non-ministerial institutions, and local governments.

The presence of LAPOR! is expected so that the general public and people with disabilities can easily access and obtain the information they need, and participate in encouraging improvements in the quality of public services in all aspects of development by submitting or reporting poor and ineffective services by employees or officials of SKPD or Work Units of the South Kalimantan Provincial Government. The reality in the field is that the response of the Regional Work Unit to complaints from the public is not in accordance with the regulations set by the South Kalimantan Provincial Government, which requires a response to public complaints within no more than three working days from the date the complaint is distributed and the next problem is that the reality in the field shows that there are still people in South Kalimantan Province who still do not know the mechanism and workflow and are completely unaware of the existence of this electronic service program. Based on the description above, the formulation of the problem that can be put forward is: What is the role of communication between the government and people with disabilities regarding the socialization of SP4N Lapor in Banjarbaru City and Do people with disabilities understand the procedures for reporting reports in the SP4N LAPOR! application?

## LITERATURE REVIEWS

### Communication Studies

According to Effendy (1984) Communication is an event of conveying human ideas. According to Berelson and Steiner (Mulyana, 2013), "Communication: transmission of information, ideas, emotions, skills, and so on using symbols, words, pictures, figures, graphs, and so on. The act or process of transmission is what is commonly called communication". According to Gerald R. Miller (Mulyana, 2013), "Communication occurs when a source conveys a message to a recipient with a conscious intention to influence the recipient's behavior". According to (Nurhadi, et al, 2017) communication is the process of conveying a statement from one person to another. This understanding gives us an understanding that communication involves a number of people or humans. According to Barelson and Steiner in (Nurudin, 2016) defines communication as the process of 10 transmitting ideas, emotions, skills and so on using symbols, words, pictures, graphics, numbers and so on. Based on several definitions above, it can be concluded that communication is a process of conveying ideas or messages to others

### Non-Verbal Communication

According to (Kusumawati, 2015) Non-verbal communication is communication whose message is packaged in a form without words. In real life, non-verbal communication is much more widely used than verbal communication. Non-verbal communication is communication that uses non-verbal messages. The term non-verbal is usually used to describe all communication events outside of spoken and written words. Theoretically, non-verbal communication and verbal communication can be separated. However, in reality, these two types of communication are interconnected,



complementing each other in the communication that we often do every day (Solihat, Purwaningwulan, and Solihin, 2014).

The low quality of public services provided by the apparatus has become a bad image of the government in the community. For people who have ever dealt with bureaucracy, they have certainly complained and been disappointed with the inadequacy of the apparatus in providing services. The above will give rise to a form of public dissatisfaction with a service provided by the government. This form of public dissatisfaction is often found in every region or city, one of which is a complaint directed at the South Kalimantan Provincial Government. Various problems regarding public services, such as licensing services, development problems, still often occur in the South Kalimantan Province area. Along with these conditions, the community also has difficulty in conveying complaints or aspirations in the form of criticism and suggestions to the relevant agencies. Every citizen is guaranteed the right by law to obtain the best information and services. The availability of information will help improve the quality of human resources at all levels from rural to urban areas, thus producing human resources with good insight, productive and competitive. The best service for the public will realize the implementation of clean and conducive governance and development, especially in the implementation of economic activities of citizens, development of transportation facilities and infrastructure, sanitation and health, education, energy, tourism, and administration and population.

Public service according to (Pasolong, 2007) is any activity carried out by the government towards a number of people who have any profitable activity in a group or unit, and offer satisfaction even though the results are not tied to a physical product. People with disabilities are those who have physical, mental, intellectual or sensory limitations for a long period of time who in interacting with the environment and attitudes of their society can encounter obstacles that make it difficult to participate fully and effectively based on equal rights (Law Number 19 of 2011 Concerning Ratification of the Rights of Persons with Disabilities).

The word disability comes from English, namely different ability, which means that humans have different abilities. There are several terms referring to people with disabilities, the Ministry of Social Affairs calls it the term disabled, the Ministry of National Education calls it the term special needs and the Ministry of Health calls it the term Disabled. There are several types of Disabled People, according to Law Number 4 of 1997 concerning Disabled People, Disabled People are categorized into three types, namely Physical Disabilities, Physical Disabilities and Mental Disabilities.

### **Physical Disabilities**

Physical Disabilities or physical disorders consist of:

- a. Physical Disorders (Physical Disability). Physical disabilities are individuals who have movement disorders caused by congenital neuromuscular and bone structure disorders, illness or accidents (loss of organs), polio and paralysis.
- b. Visual Disorders (Blind). Blind people are individuals who have visual impairments. Blind people can be classified into two groups, namely: total blindness (blind) and low vision.
- c. Hearing Disorders (Deafness). Deaf people are individuals who have hearing impairments, either permanent or non-permanent. Because they have hearing impairments, deaf individuals have speech impairments, so they are usually called mute.
- d. Speech Disorders (Speech Impaired). A mute person is someone who has difficulty expressing thoughts through verbal language, making it difficult or even impossible for others to understand. This speech disorder can be understood by others. This speech disorder can be functional, where it is possibly caused by deafness, and organic, which is caused by imperfect speech organs or disorders in the motor organs related to speech.



### Multiple disabilities (multiple disabilities)

Multiple disabilities or people with more than one disability (physical and mental disabilities) are those who have more than one type of disability, for example, blind and deaf people, physically disabled people with mental disabilities or even both. According to Article 41 paragraph (2) of Law Number 39 of 1999 concerning Human Rights, it is stated that every person with a disability, elderly people, pregnant women, and children, has the right to receive special facilities and treatment. Based on this, people with disabilities have the right to the provision of accessibility facilities that support their independence, equal opportunities in education, equal opportunities in employment, rehabilitation, social assistance, and maintenance of social welfare levels. In this case, rehabilitation includes medical rehabilitation, educational rehabilitation, training rehabilitation, and social rehabilitation.

Article 6 of Law Number 4 of 1997 concerning Persons with Disabilities states that every person with disabilities has the right to obtain:

- a. Education in all units, paths, types, and levels of education.
- b. Decent work and livelihood according to the type and degree of disability, education, and ability.
- c. Equal treatment to play a role in development and enjoy its results
- d. Accessibility in the context of independence.
- e. Rehabilitation, social assistance, and maintenance of social welfare levels.
- f. Equal rights to develop talents, abilities, and social life, especially for children with disabilities in the family and community environment

### RESEARCH METHOD

This study adopts a qualitative research method. Carrying from the nature of qualitative research put forward by Nasution where research is conducted by observing people in their environment, interacting, and trying to understand the language they use. (Rukajat, 2018) Qualitative research is generally used to "explore". (Darmalaksana, 2020). The type of research used in this study is a descriptive case study. As stated by Maxfield, a case study is research on the status of the research subject regarding a specific or typical phase of the entire personality (Nazir, 2017).

From these problems, this research was conducted with three data collection techniques, namely observation, interviews and documentation. The stages are as follows:

- a. Observation stage; Simply put, observation can be interpreted as a process of in-depth observation carried out by researchers on their research objects. Observation is a data collection technique that has specific characteristics when compared to other techniques such as interviews and questionnaires. (Sugiyono, 2015) The use of observation techniques is usually intended to observe human behavior, work processes, natural phenomena with the note that the object of observation is not too large. This research will be conducted at the Iskaya Banaran Banjarbaru Social Rehabilitation Center for the Disabled with social workers accompanying people with disabilities, people with hearing and speech disabilities and intellectual disabilities.
- b. Interview stage; this stage consists of data collection techniques through interviews which are the most common techniques in qualitative research. (Jamshed, 2014) Interviews mean interacting directly with research objects which are also called respondents. In this study, those who will be interviewed are the admins of SP4N LAPOR! Diskominfo of South Kalimantan Province as many as 1 person, 1 social worker companion from the Iskaya Banaran Banjarbaru Social Rehabilitation Center for the Disabled, 1 person with a hearing impairment and 1 person with an intellectual disability.
- c. Documentation Stage; at this stage the Documentation team is important to do in this study because it is used as supporting data for the two data collection techniques above. Documentation can be in the form of books, journals, digital footprints, and other data

## RESULT AND DISCUSSION

Public service is an activity or series of activities in order to fulfill the service needs in accordance with laws and regulations for every citizen and resident for goods, services, and/or administrative services. E-government is the use or application of information technology that improves relations between the government and other parties. In another sense, E-government is a digital government, online government or transformational government that aims to establish a network of information and public service transactions that are not limited by time and location, and at a cost that is affordable to the community, establish interactive relationships with the business world, establish mechanisms and communication channels with all state institutions and provide public dialogue facilities, establish a transparent and efficient management system and work process, and facilitate transactions and services between government institutions

Another simple form of service, E-Government can be utilized as a means of communication both internally among Regional Work Units and interactive communication with the public through e-mail, chatting or teleconference media. The advancement of information technology provides the greatest benefits for the welfare of the community. Of course, in this globalized world, technological advancement is needed and utilized in all fields. One of the fields affected by the touch of information technology is government services to the public.

Various problems regarding public services, such as licensing services, development problems, still often occur in the South Kalimantan Province. Along with these conditions, the community, especially people with disabilities, also have difficulty in conveying complaints or aspirations in the form of criticism and suggestions to the relevant agencies. Every citizen is guaranteed the right by law to obtain the best information and services. The availability of information will help improve the quality of human resources (HR) at all levels from rural to urban areas, thus producing HR with good insight, productive and competitive. The best service for the public will realize the implementation of clean and conducive governance and development, especially in the implementation of economic activities of citizens, development of transportation facilities and infrastructure, sanitation and health, education, energy, tourism, as well as administration and population.

Public service according to (Pasolong, 2007) is any activity carried out by the government towards a number of people who have any profitable activity in a group or unit, and offer satisfaction even though the results are not tied to a physical product. People with disabilities are those who have physical, mental, intellectual or sensory limitations for a long period of time who in interacting with the environment and attitudes of their community can encounter obstacles that make it difficult to participate fully and effectively based on equal rights (Law Number 19 of 2011 Concerning Ratification of the Rights of Persons with Disabilities). Based on the description above, the research results that can be presented are:

- a. The role of communication between the government and people with disabilities regarding the socialization of SP4N LAPOR! in Banjarbaru City

In an agency or institution, the role of public relations is very important and is a very strategic position. The good or bad image of an agency or institution depends on what public relations does, and depends on the extent to which public relations plays a role (Edy, 2018). As a profession, a public relations officer is responsible for providing information, educating, convincing, gaining sympathy, and arousing public interest in something or making the public understand and accept a situation. The function and usefulness of planning communication are needed to implement the programs that are to be achieved, whether for imaging, marketing, disseminating ideas, cooperation, or building communication infrastructure. Communication planning and strategy in a very simple framework are of course always associated with how to create effective communication (Rachmat, 2012). In Banjarbaru City itself, this application is already running. However, its existence is not yet effective, for that the Communication and Information Service will conduct socialization to the public for the convenience of making complaints to the government. The Communication and Information Service is trying to overcome this by making



several efforts, namely by distributing advertisements to the public through brochures, billboards and also the Banjarbaru City Communication and Information Service website. This is done so that information about the existence of LAPOR can be disseminated more widely, with the hope that public complaints will increase so that they have a positive impact on the development of the Banjarbaru city government.

Every citizen has equal rights. Including in terms of conveying aspirations. Starting from that, the South Kalimantan Provincial Communication and Information Office socialized the National Public Service Complaint Management System-People's Online Aspiration and Complaint Service (SP4N-LAPOR) to people with disabilities. Digitalization will have a positive impact on the fulfillment of the rights of people with disabilities. This is because people with disabilities also have the same rights in providing aspirations and complaints about public services. This is in accordance with Law Number 8 of 2016 concerning Persons with Disabilities and Government Regulation Number 70 of 2019 concerning Planning, Implementation, and Evaluation of Respect, Protection, and Fulfillment of the Rights of Persons with Disabilities.

SP4N-LAPOR is present and open to anyone. In order for the state to comply with regulations, a channel is needed to accommodate public complaints, including people with disabilities. People with disabilities are increasingly familiar with practical services provided by the government. That will later be so that aspirations and rights that have not been fulfilled can be handled. SP4N LAPOR services bring friends with disabilities closer to submitting their complaints, if there are rights that have not been fulfilled or reduced. Meanwhile, SP4N-LAPOR or in Banua identical to LAPOR Paman is already quite familiar among people with disabilities. People with disabilities often convey complaints regarding the fulfillment of physical access. In addition, the aspirations of people with disabilities are immediately heard by the local government. They appreciate the massive efforts of the South Kalimantan Provincial Government in introducing this platform and fulfilling the rights of people with disabilities. "For example, such as the construction of sidewalks, where access for disabled pedestrians is built above PJU, so that it interferes with their comfort. With this activity, people with disabilities can convey information or obstacles in the development process carried out by the government.

b. People with disabilities already understand the procedures for reporting reports in the SP4N LAPOR! application.

The management of public service complaints in each implementing organization in Indonesia has not been managed effectively and integrated. Each implementing organization manages complaints partially and is not well coordinated. As a result, there is duplication in handling complaints, or it can even happen that a complaint is not handled by a single implementing organization, on the grounds that the complaint is not within its authority. Therefore, to achieve the vision of good governance, it is necessary to integrate the public service complaint management system in one door. The goal is for the public to have one complaint channel nationally.

Not all publishers/digital information platform providers provide convenience for people with disabilities, LAPOR! is a program that handles information services and complaints based on information technology through various media including websites, SMS 1708 and also mobile applications for Android. The LAPOR! application itself has actually been running since 2017, and until now there have been thousands of reports received. Thanks to the activeness of the community in conveying their aspirations and complaints through the LAPOR! application. The most reports received so far are related to infrastructure such as road repairs, education, health and culture.

The managing institution of SP4N LAPOR! is the Ministry of State Apparatus Empowerment and Bureaucratic Reform (Ministry of PANRB) as the Public Service Supervisor, the Presidential Staff Office (KSP) as the National Priority Program Supervisor and the Ombudsman of the Republic of Indonesia as the Public Service Supervisor. LAPOR! has been designated as the National Public Service Complaint Management System (SP4N) based on Presidential Regulation Number 76 of 2013 and Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform Number 3 of 2015. SP4N LAPOR! was formed to realize the "no wrong door policy" which guarantees the public's right that complaints from anywhere and of any type will be channeled to the public service provider authorized to handle them. SP4N aims to:

- a. Organizers can manage complaints from the public simply, quickly, accurately, completely, and well-coordinated;
- b. Organizers provide access for public participation in submitting complaints; and
- c. Improve the quality of public services.

Following up on the decision of the Director General of Supreme Court Justices of the Republic of Indonesia Number 1692/DJU/SK/PS.00/12/2020 concerning Guidelines for the Implementation of Services for Persons with Disabilities in High Courts and District Courts, the District Court has made efforts to follow up on the decision. In line with one of the main values of the Supreme Court of the Republic of Indonesia, namely equal treatment before the law, the District Court strives to ensure that the justice system can be accessed and used by everyone, including persons with disabilities, by accommodating their needs, both in terms of facilities and infrastructure, legal procedures, and the paradigm of the court apparatus, so that persons with disabilities can avoid obstacles and discrimination when going to court or receiving services in court.

Access to justice is a basic right for every human being, including for people with disabilities. Access to justice for people with disabilities means that there must be equal treatment and full access to all court services. There are many forms of discrimination that often occur when a person with disabilities is faced with the law, either as a perpetrator, victim, witness or as a party. Starting from the inadequate facilities and infrastructure and architectural design of the court that does not accommodate the needs of people with disabilities, being denied legal capacity because court officials do not understand disabilities and their needs, to the lack of information media or communication methods that can be accessed by people with disabilities, so that people with disabilities have difficulty in accessing the court.

The 1945 Constitution of the Republic of Indonesia, Law Number 39 of 1999 concerning Human Rights, Law Number 8 of 2016 concerning Persons with Disabilities, and Government Regulation of the Republic of Indonesia Number 39 of 2020 concerning Appropriate Accommodation for Persons with Disabilities in the Judicial Process, have mandated that everyone who is included in a vulnerable community group has the right to receive better treatment and protection, related to their special needs. Indonesia has also ratified the Convention on the Rights of Persons with Disabilities (CRPD) which stipulates that persons with disabilities are rights holders, and the state is obliged to take positive steps to fulfill the rights of persons with disabilities.

The development of the SP4N LAPOR! application from version 2.0 to version 3.0 is in accordance with the mandate of Law No. 25 of 2009 concerning Public Services where the Ministry of PAN-RB has tried to develop a Public Service information system that includes storing and managing information and a mechanism for delivering information from organizers to the public and vice versa in oral form, Latin writing, writing in Braille, picture language, and/or local languages, and presented manually or electronically. However, until now the increase in function to version 3.0 has not included the development of writing in Braille. The development of writing in Braille is one of the indicators of inclusiveness that SP4N LAPOR! should have to prove that all groups in society such as people with disabilities have the same rights to obtain quality Public Services. Not only people with disabilities, but also other vulnerable groups (vulnerable parties) such as women, children, minorities and others regardless of ethnicity, religion, race and inter-group as part of human rights (HAM) and gender mainstreaming. Development of the SP4N LAPOR! roadmap 2020-2024 needs to realize the human rights mandate.

Presidential Instruction No. 9 of 2000 concerning Gender Mainstreaming in National Development has emphasized the government's policy to implement Gender Mainstreaming in national development. The 2020-2024 National Medium-Term Development Plan (RPJMN) provides a detailed strategy to increase the capacity and participation of the community, including women, children, young people and people with disabilities. In upholding the rights of people with disabilities to Public Services in Indonesia, the government has issued Law No. 8 of 2016 concerning Persons with Disabilities along with Government Regulation No. 70 of 2019 concerning Planning, Implementation, and Evaluation which requires the central and regional governments to implement



Respect, Protection, and Fulfillment of the Rights of Persons with Disabilities. All policies and program implementation related to gender mainstreaming and fulfillment of the rights of people with disabilities need to be included in the development of the SP4N LAPOR! 2020-2024 roadmap in a detailed and measurable manner.

## CONCLUSION

The role of communication between the government and people with disabilities related to the socialization of SP4N Lapor in Banjarbaru City. SP4N-LAPOR is present and open to anyone. In order for the state to comply with regulations, a channel is needed to accommodate public complaints, including people with disabilities. People with disabilities are increasingly familiar with practical services provided by the government. That will later be so that aspirations or rights that have not been fulfilled can be handled, SP4N LAPOR is a service that brings people with disabilities closer to submitting their complaints, if there are rights that have not been fulfilled or reduced. Meanwhile, SP4N-LAPOR or in Banua is identical to LAPOR Paman is quite familiar among the disabled.

People with disabilities often complain about fulfilling physical access. In addition, the aspirations of people with disabilities were immediately heard by the government. They appreciate the massive efforts of the South Kalimantan Provincial Government in introducing this platform and fulfilling the rights of people with disabilities. "For example, the construction of sidewalks, where access for disabled pedestrians is built above PJU, thus disrupting their comfort. With this platform, people with disabilities can convey information or obstacles in the development process carried out by the government

Do people with disabilities understand the procedures for reporting complaints in the SP4N Lapor application? Yes, because the People's Online Aspiration and Complaint Service (LAPOR!) is a service for conveying all aspirations and complaints from the Indonesian people that is easily accessible through several complaint channels, namely the website [www.lapor.go.id](http://www.lapor.go.id), SMS 1708 (Telkomsel, Indosat, Three), Twitter @lapor1708 and mobile applications (Android and iOS)

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