

**INTERNALIZATION CONSUMPTION VALUES INTO CONSUMPTION  
BEHAVIOR THAT HAVE THE ENVIRONMENT CONCEPT**  
*(Study On Economics Education Students, Economics Faculty, State University  
of Malang)*

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**Abstract**

Importing consumption behavior that has environment concept is needed an education direction which must be imported since early age. In order to our living environment can be eternal without depraved more. Forming values into good behavior requires special attention because aspect and economic attitude have an affection so much on child living when they get adult. Based in result of research was known that consumption values are reflected in attitude on consumption in environment concept find out two objects, there were positive and negative attitude. Interesting on consumption behavior in environment concept was caused by lifestyle reason, careens, estimation availability, future continued, attention, completed information, religiosity, rule obedient, healthy, art value, and both sides hope. Whereas, uncompleted step reason of interest was caused by wishful lifestyle, uncompleted information, rule abusing, uninterested, unappreciated way and careless. Internalization of consumption values in environment concept was formed by information media, school, parents or family, campus, civil, region organization, civil organization, and workshop.

**Key Words:** Consumption Behavior, Economics Education

**INTRODUCTION**

Environmental concerns is a major phenomenon that requires special attention from us all. Everyone is expected to participate and be responsible to resolve it. Simply put, by looking around us, it looks much garbage is left strewn along the road, on the home page, in the trenches, in markets or vacant places around the settlement . The garbage pile would become the breeding of flies, mosquitoes and other animals, emit odors and be a source of spread of disease ( Aaron, 2009: 3 )

Increased environmental awareness can be done through various ways such as: education in the sense of giving direction to the system of values and attitudes

to be able to maintain a balance between the fulfillment of personal interests, the interests of the social environment, and natural interest. Second, social solidarity and solidarity has great natural considering personal actions affect the social environment and the natural environment ( Haryono , 2010: 47 ) .

All of the above caused due to consumption behavior that does not pay attention to environmental aspects. In stages , the behavior may be an act of consumption under control volition ( volitional control) or action being required ( mandatory behavior) , the second type of action is not necessarily the case , but must go through the stages of the formation of attitudes and economic interests in advance ( especially volitional control) , Economic attitude is defined as a complex mental condition as a way to put and carry themselves involving beliefs and feelings as well as the disposition to act related economic activities in a certain way , while economic interest is a desire to make economic behavior . Interest is limited to the desire, and not necessarily be the deciding factor the behavioral / economic action. The stages are passed over the so-called process of internalization, the internalization of economic attitudes will result in the determination of attitudes related to values , while the internalization of interest related to the desire to behave / act which then became the basis of economic behavior in the form of economic action. Internalization of attitude and interest is expected in the process of education and learning were held both on the bench formal education, and non-formal.

In essence, humans must have a high awareness of the law, because humans have a sociological or biological relationship directly with the environment where he is in order to preserve the environment ( Risti , 2012: 5 ) .

To achieve development that takes into account the environment, we should implant environmentally sound consumption behavior. To instill environmentally friendly consumption behavior takes a direction that education should start early so embedded environment we live in can be sustainable without excessive destruction. State as the organizer of life of people must have educational institutions oriented care for the environment. According to the expert team of the foundation of national identity (2011: 4), "When a State is not paying attention to education; the State does not establish a source of strength, a source of progress, a source of well-being, dignity and resources that can always be renewed, the human quality and quality

society ". Referring to the above assumptions, the quality is determined by the level of intelligence and strength of character of its people. The character of an individual form since he was small due to genetic and environmental influences around. The process of the formation of character, whether consciously or not, will affect the way people see themselves and the environment and will be reflected in the day-to-day behavior.

In essence, education is a human conscious effort to form a complete human beings both as individuals and social beings in order to realize the civilized nations. According to Umar Tirtarahardja and La Sulo (2005 : 34-35 ) , education as a process of personal formation , preparation of citizens , and the preparation of the workforce . To achieve that, education should be organized in a comprehensive manner so as to accommodate all citizens to be fully human.

Education is the cornerstone for shaping the personality. Education is not always derived from formal education such as high school or college. Informal and non-formal education also has a similar role to shape personalities, especially children or learners.

Formation of attitudes and behavior of children as good manners require special attention because of the economic aspect and behavior of a very large influence on the lives of children as they mature. The inability of the child in the economy also resulted in parents must bear the child's life even though they have formed their own families so that the economic aspects need to get the pressure in the process of education of children in the family (Wahyono, 2001: 89).

Parents serve as environmental educators and families are responsible to educate their child and "School as formal education provider is responsible for the ongoing process of education, be it formal responsibilities, scientific responsibility or functional responsibilities" (Suwarno, 2009: 40),

According Prog (2010: 2) many factors that affect the education system good factor that comes from inside or outside. In macro, factors outside the system that are outside education, among others, ideological, economic, political, social, cultural, natural environment, and others. That interact and influence each other with the education system. Thus, education will be affected by even interact with the social environment and the natural environment in a broader ecosystem. The

concept is aimed at understanding and discussion of education seen in the perspective of ecology.

At this time of ecological crisis, the crisis of the relationship between people and cultures and the environment where they take refuge, settled, and exploit natural resources (Adiwibowo, 2007: 12). Conditions such as these continue to be a challenge of education in Indonesia for setting up and produce human or citizens who care about the damage or environmental pollution, with the hope of a harmonious balance between the environment and human beings that live in it. This condition becomes urgent to be addressed, with the hope of human beings living in a comfortable and safe environment for harmonious human survival. Therefore, this research is intended to outline the educational efforts that the ecology-oriented, especially in the aspect of educational goals and their implications in the learning process.

Based on the complexity of environmental issues is growing, this study will examine the behavior of environmentally sound consumption, on the grounds that the observations and interviews between investigators with samples of some of the students showed that students of economic faculties have a sense of lack awareness about the environment. Where Eco literacy students of economic faculties still low so that most of their behavior reflects less environmentally friendly consumption behavior, the number of students who use excessive cosmetics, the increasing number of students carrying a motorcycle it indicates the increasing number of energy consumption that they use, which is more severe in many canteens once the student smokers who throw cigarette butts carelessly, almost most if they consume the goods do not care about the existence of symbols about ecology.

Students are a young generation of the nation's student who also has an obligation to preserve nature and the environment. This study is the first consideration is the fact that the above problems further away from environmentally sustainable consumption behavior. The second in the economics faculty curriculum lectures students take introductory microeconomics courses, micro-intermediate, and advanced micro where the course is taught about the theory of consumer behavior and production. In addition, students also take the economics faculty of

economics courses in natural and human resources that includes how to manage natural resources and sustainable.

Hence, this study was conducted on students of economics education is meant to underlying reasons that the students have passed the adequate education and is considered to have gained sufficient knowledge. Besides the student may have obtained education learning economy, both in non-formal education as well as in the family environment and surrounding communities.

## METHODS

This type of research used in this research is qualitative research. This study uses a phenomenological approach to psychology that many more researchers to describe the experience of informants. Researchers obtain data of the place or location of natural research and collecting data through observation, interviews, and documentation.

Proper data collection procedures will result in the collection of the data as expected. This study uses three data collection techniques , namely : ( 1 ) in-depth interviews ( in -depth interviews ) , ( 2 ) participant observation ( participant observation ) , ( 3 ) study documentation ( study of documents ) .

Analysis of data on the qualitative research is not independent of the following four activities : ( 1 ) data collection ; ( 2 ) the reduction of the data ; ( 3 ) the presentation of data ; ( 4 ) The inference / verification .

The data analysis process can be described in the following models:

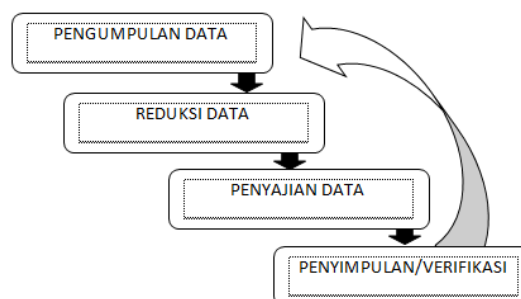


Figure 1 Data Analysis

The process of concluding the research relies on the process of meaning, patterns, configuration, workflow causation and propositions. The tentative conclusion is verified during the study and constantly verifiable.

Validation of research needs to be done in an effort to gain the credibility of the research include:

1. Extension of observation time
2. Triangulation
3. Member check
4. Audit trail
5. Expert opinion

## **RESULTS AND DISCUSSION**

### **Internalization of Values Consumption in Consumption Behavior Environmental**

The values in the consumption of environmentally friendly consumption behavior of students is reflected in the attitude or perspective through real action, action reason or interest in the Consumption Behavior Environmental and Internalization of Environmental Consumption Behavior

### **Perspective Students Regarding Environmental consumption through attitude or Actions**

Student attitudes toward environmentally sustainable consumption behavior with criteria to be careful in shopping that is related to the student lifestyle that is reflected in their activities in saving lives by seeking the use of a product as efficiently as possible, it is necessary to consider various aspects of the decision to purchase the goods. To select an item average student bought only in accordance with the needs of the time that they need. In choosing the goods they pay more attention to the information contained on such goods for example choose the type of goods that have ecological labels , choose the original goods than counterfeit goods , though with a more expensive price . This is due to the availability of budget they have. So the selection of the item over to the aspects of quality instead of price or quantity.

In accordance with the above stated by Dharmesta that consumer actions are based on their values through the power of their purchasing decisions. Consumer behavior will determine the decision-making process in purchasing them. Process according to Engel (2006 ) is a problem solving consists of 5 stages , namely 1 ) the introduction needs 2 ) information retrieval 3 ) evaluation of alternative 4 )

purchase and 5 ) results . In this case careful in shopping is an attempt to obtain the chosen alternative or substitute which is acceptable. The decision to buy a real purchasing process. So after the steps above is done, then the consumer must take a decision whether to buy or not.

While negative attitudes due to less careful in shopping for students who have the budget reflects a deeper everyday life thus creating excessive lifestyle. With the existence of this attitude that arises to make students more freedom in buying an item without seeing what impact caused after consuming the goods.

In the efficiency of energy use in the selection of students is related to energy-efficient products, reflected in the selection of power tools that have energy-saving label. As for the use of electric prefer to extinguish after a few hours sleep. The use of the type of vehicle fuel efficient would also be an alternative choice in determining student vehicles. All this is due to the desire to choose products that are more efficient in energy use. The decision to choose a product is taken with a variety of consideration or decision before choosing the product. In a negative attitude towards the use of more energy would disregard endless energy that due to the purchase of products not concerned with an energy thrifty.

For products that are environmentally friendly thing positive attitude is reflected in the selection of students cosmetic tools that have environmentally friendly label, select the type of detergent that has low levels of soap, or in the consumption of foods that are free of preservatives or dyes. Students also prefer this type of vehicle that has an environmentally friendly standards. Students also prefer not to smoke in public places because it is still concerned with the impact. In the negative attitude there is one thing that is back attitude consume at will in a position that does not pay attention to other people around him or for herself.

A positive attitude in the use of recycled products, there are four things: choose wipes for daily needs of materials recycled paper, buy products such as handbags and other accessories derived from the materials that have been recycled, to buy food or drink prefer to form simple packaging, and in the selection of goods pay more attention to the symbol of the packaging that has the recycling symbol or 3R. For the average negative attitude caused by the attitude at will buy things without thinking about what the impact caused. All manner illustrated above in

accordance with what has been said Dharmesta (2011) is intended as an attempt by consumers to protect themselves and the earth by buying products they consider "green" and leave or do not buy non-green products.

### **Interest or reason for action against the Environmental Consumption Behavior**

Frugal lifestyle has meaning cautious in spending and carefully in using something. Frugal lifestyle to consume someone makes them increasingly look for a lot of alternative options to buy something. This identifies them into human beings who are good in deciding something to process the purchase. Student life that should be required to arrange their own finances were mostly nomads make them more independent in a set pattern of life ranging from consumption, tuition and living expenses another. In the interest of environmentally sound consume frugal lifestyle is exemplified by the use of fuel that is sufficient to use the vehicle slowly. With the situation like this is tantamount to saving fuel because its production is increasingly rare and requires a lot of costs and resources.

Concern including student action reason to be careful in shopping. It is based on the findings of a study that found that students first before buying something to think about where the resources needed for the products they buy.

Another reason that allows students to be careful in shopping is the availability of the budget, it is of course understood that the budget is sufficient to make students more able to take a decision to buy a more expensive product. This is reinforced by the opinion Junaedi (2008) which stated the decision to buy environmentally friendly products requires some deliberate alternative to evaluate awareness of the environment and the consequences of individual purchases.

The reason is filled or not the action in the energy efficiency indicator is frugal lifestyle, concern, future sustainability, complete information, the availability of budget, religious, and obey the rules.

Frugal lifestyle in the efficiency of energy use is associated with research findings that students act exemplified by the way they use fuel in vehicles not speeding.

Concern for the environment is increasingly the resources they use increasingly scarce make students more sensitive to the needs they require. This



sense based as compassion for others who have equal rights in the use of energy, especially electricity.

Future sustainability also create student interest in environmentally sound consume, especially in energy use. The reason arises because it is based sense to think about the lives of children and grandchildren in the future.

Detailed information is related to student knowledge in efficient energy use. The reason is to make students more selective in buying a product. Selection of products is not only due to the price factor but associated with the characteristics of the information contained in the product ..

Availability budget is also the reason students in using energy resources as the average energy-efficient products or that have energy-saving label is relatively more expensive because it is more durable product quality assurance of the quantity of the goods.

Another reason in the efficiency of energy use is religiosity, it is more meaningful human bond with the Creator, which gave rise to the desire to behave in accordance with the command of his Lord, all religions teach for a living is not excessive, especially in energy use.

Obey the rules is also included in another reason students in making environmentally sound consumption related to the efficiency of energy use associated with the use of fuel, that fuel subsidies only for high society down. In this study found students who use non-subsidized fuel because it was able to buy.

Reason filled with action in the indicator use of environmentally friendly products is a health, complete information, care, concern, religious, mutual expectations, future sustainability, the availability of budget, and obey the rules.

Health is the reason most widely arising in the use of environmentally friendly products. This happens because the students prioritize side effects when using a product, if it is not harmful to health, they wear and vice versa if it is harmful to health then would not they use.

Complete information is the reason that arise with regard to the first reason. This information arises seiiring many impacts caused by products that are not environmentally friendly. For that student to put forward information or attributes associated with the products they buy.

This awareness occurs as a result of the proliferation of products that are not environmentally friendly, this concern appears at when in the neighborhood has been contaminated. For that person's interest is based on feelings of self-conscious if not start from yourself than anyone else.

This concern is closely related to the concern that the student sensitivity to the surrounding environment which is increasingly polluted. One form of such attention following the activities of nature lovers to not wear animal products tested through, do not use products derived from endangered animals, it is intended to preserve the species in the environment.

Religious as well as indicators of efficiency that is closely related to environmentally friendly products, any religion recommends to not damage the environment. Religion ordered to preserve all that is in nature. Do not do anything that harms example is not to smoke

Expectation of reciprocity as proposed case of protecting the environment from damage with minimum paper usage. The goal is to reduce deforestation due to paper production. This meant that the environment is not damaged which resulted in floods or landslides. So behind the raised expectations can be generalized because it means "Keep your surroundings as you would like to be kept by the environment"

The future sustainability of this highly related to the reason the hope of reciprocity, as in the case of washing clothes by using a low phosphate detergent. It aims if kept wearing high detergent levels then the discharge would greatly contaminate the water in the neighborhood, then over time the need for clean water is very difficult. For that students use detergent phosphate content to be more easily decompose in exile.

Availability budget has always been a reason that many underlying interest in environmentally sustainable consumer behavior, especially with regard to the use of environmentally friendly products. Average for purchasing environment-friendly products are relatively more expensive, especially for cosmetic tools. The availability of the budget to be one of the factors the students to consume products that are environmentally friendly.

Another reason the fulfillment of the use of environmentally friendly products, as set by the government regarding the use of kendaraan with environmentally friendly standards and standards set carbon emission vehicles should be roadworthy.

And the use of recycled products of reasons related to the fulfillment of the action the previous chapters of data exposure concerns, attention, future sustainability, the information is complete, the value of art and the expectation of reciprocity.

Concern is associated with anxiety for goods that can not be recycled that can pollute the environment as a result of garbage generated after the use.

This concern relates to the concern that the student sensitivity to the surrounding environment which is increasingly polluted. One form of such attention to follow exhibitions recycled products, it is intended to protect the environment for sustainable and not contaminated by materials that are difficult to unravel.

Sustainability will be the future arising from curiosity to live longer, see items that will be consumed more scarce then attempt to use or buy products that can be recycled such as the case of buying tissue derived from recycled paper.

Complete information is the reason that arises relates to the worry will be the impact. This information arises seeing many impacts caused by products that have excessive packaging. For that student to put forward information or attributes associated with the products they buy. This reaction is exemplified in the selection of products that can be recycled label as in memilih type of food that does not use excessive packaging.

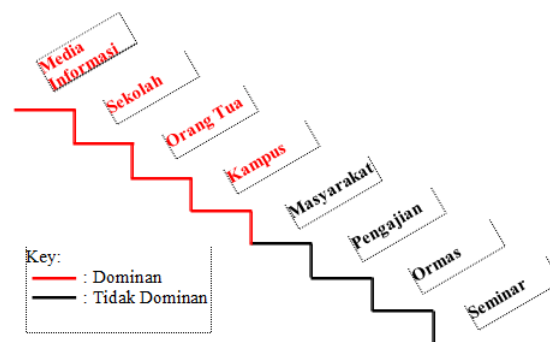
This value comes from seeing the art of aesthetic value products dibelim causing the students want to buy products derived from recycled materials. As an example buy bags and other asesoris derived from used plastic cooking oil or candy wrappers.

Another reason is reciprocal expectations is because the want to utilize the waste of unused such as paper and plastic in order to create economic value. As the case study to collect the papers that are not used for sale to garage sale where the goal that got the economic value of students.

### Internalization of Values Consumption in Consumption Behavior Student Environmental

The process of internalizing the values of consumption into environmentally sound consumption behavior of students of students of the Faculty of Economics majoring in economics education, State University of Malang projected based on the expression of informants that campus, school, parents, teaching, community organizations, media information sumberinforman used for guidance in conducting consumption. And the most dominant media in the form of television broadcast information or news published in newspapers or the internet, because of the already advanced age, access to information is very easy. Therefore, these factors become very dominant factor in the internalization of attitude formation and student interest in the consumption of environmentally sound behavior.

In general and quantitative researchers are trying disclosures related informants levels of internalization into environmentally sound consumption behavior experienced by the students of the Faculty of Economics majoring in economics education, State University of Malang in the next picture is the picture 1.2 will be explained and can be seen as follows.



**Figure 2 Ranking Internalization of Environmental Consumption Behavior**

Based on the above image, the process internalisasai environmentally friendly consumption behavior in students is projected by the expression informant, that the information media, school, parents or families and the campus becomes internalized the dominant pathway in the form of environmentally sound consumption behavior of students. While society, recitation or spiritual organizations, social organizations, and seminars or training also means internalized mendai environmentally friendly consumption behavior though not dominant. But in principle, the internalization process is a learning process that

repeatedly and continuously up to attach the attitude and raise interest and spawned action and belongs to the perpetrator, not because of compulsion to act, as disclosed Etzioni (1992), that "it is internalized values, meaning that individual sees these values as their own, not as external conditions in which they simply adjust. Furthermore, in Kohlberg (1968, in Etzioni 1992) states that internalization is defined as part of the process sosialisai where people learn to follow rules in a situation that evokes the urge to violate and which did not have supervision and sanctions.

Furthermore, the process of internalization also through three channels, namely formal education, non-formal and informal, as well as the mediation of information as images



**Internalization Process Line Pictures Consumption Environmental Behavior in Education**

Pidarta (2007) divides the path of education in Indonesia into three parts, namely (1) formal education institutions, (2) non-formal educational institutions lane, (3) educational institutions through informal channels in the family and society. Related to the research findings, that the three pathways together make the process of internalization environmentally friendly consumption behavior to students, who form the attitudes, interests and bore forming concrete actions (overt behavior).

Furthermore Pidarta (2007) mentions three main differences obligation that is the orientation of educational institutions. If the formal educational institutions oriented to the whole Indonesian human development, then educational institutions non-formal and informal pathways affective and psychomotor development priority, which is certainly also develop cognition as a support element.

If formal education associated with the consumption of environmentally sound behavior will be oriented to the cognitive, affective, and psychomotor more meaningful form of rationality, feelings, and behaviors environment (considering the state of the people or the environment), then the path of non-formal and informal

education is more oriented towards the establishment affective and psychomotor promote meaningful feelings and behavior.

So environmentally friendly consumption behavior is not necessarily formed without any interest or reason to act. The findings of this study consistently reinforce assumptions beralasan action theory (Theory of reason Action / TRA) proposed by Ajzen (in Basri, 2011: 106) which says that human beings behave in a conscious way, that they consider the information provided, and implicitly and jugamempertimbangkan explicit the implications of the action. The findings show that the consumption of environmentally sound behavior is done or not done because of lack of interest to behave, which is a direct determinant of an action or behavior.

## CONCLUSION

Based on the formulation of the problem, the data analysis and discussion, it can be concluded as follows. The values of environmentally sound consumption reflected student student understanding through concrete actions such as attitude, the cause of action or interest, as well as the process of formation of environmentally sound consumption behavior through a learning process in the formal, informal and non-formal in the form:

- a. Act in an environmentally sound consume the student shows two sides, the positive and negative attitudes. The attitude initiated by students' perceptions of an event, then jointly feelings as emotional conditions determine a person's tendency to behave in environmentally sound consumption or not. For a positive attitude is reflected in the actions concern consume the attention of students in aspects cautious in spending, use of energy efficient, environmentally friendly products and the importance of recycling with the aim of sustainable consumption. For a negative attitude reflected the attitude that wasteful and at will to buy something without thinking about the impact on the environment or sustainable consumption.
- b. Interest in environmentally friendly consumption behavior of students occur for several reasons ranging from the lifestyle, concerns, availability of budget, future sustainability, attention, complete information, religiosity, obey the rules, health,

artistic value, and expectations of reciprocity. As for the cause of action has not been met interest in environmentally friendly consumption behavior of students due to several reasons, namely profligacy, incomplete information, misuse of rules, vapidty, an improper way and ignorance.

- c. Internalization process of environmentally sound consumption behavior in students is projected by the expression informant, that the information media, school, parents or relatives and campus become internalized the dominant pathway. While society, recitation or spiritual organizations, social organizations, and seminars or training also means internalized mendai environmentally friendly consumption behavior though not dominant. The more easily access information makes the media information into the mediation of a third formal education, non-formal and informal in support of the formation of the internalization of environmental friendly consumption behavior.

### **SUGGESTION**

For UM's Faculty of Economics Students' understanding more environmentally friendly consumption behavior. And is expected as information and input to develop insight knowledge of the economic implications of environmentally sound.

For Developers Sciences, As an input to develop and design a model of creative learning and innovative implications for the consumption of environmentally sound behavior. And should consider the method plug-in environment insight into each of the learning economy. By learning how to slip a sound economic environment in every material economy, is projected to environmentally sound economic behavior will be internalized in the learner.

For further research, it can be used as an additional reference for further research specifically related to the consumption of environmentally sound behavior students to be able to find other factors that might affect the internalization of a person in consume. This research should also be done more research on the antecedents of sound economic behavior of the wider environment in terms of both research subject or focus not only emphasizes the behavior patterns of consumption.

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