



The Influence of UKI's Tagline "UKI HEBAT" in Forming the Characters of UKI's People to be "HEBAT"

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Abstract

Through the tagline "UKI HEBAT", the Head of the University and his staff hope that educators, staff, and other workers, as well as students, understand what the purpose of their work plan is and make the character of UKI people become "HEBAT", and the Universitas Kristen Indonesia (UKI) becomes better than other universities. The background of this research is to see the influence of the tagline through the Psycholinguistics-Cybernetic model in providing a "self-image" of its workers and students and shaping their character to be "HEBAT". Psycholinguistics-Cybernetics is an interdisciplinary study involving the disciplines of linguistics and psycho-cybernetics. The research sample is people in the UKI environment who have heard the tagline "UKI HEBAT" for at least one year. This research is quantitative. Data was obtained by using a survey method using a questionnaire. This study used two variables, the independent variable in this study was the Indonesian Christian University (UKI) tagline, "UKI HEBAT", symbolized by X. The dependent variable in this study was the awareness of the Indonesian Christian University (UKI) people on the tagline, which is symbolized by Y. With the use of the tagline "UKI Great", it can be seen that there is a significant influence in character building among Indonesian Christian University (UKI) people. This result strengthens the Psycholinguistics-Cybernetics theory that character-forming speech is true.

Keywords: Psycholinguistics-Cybernetic, human character, self-image, survey, questionnaire

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INTRODUCTION

In life, people always struggle to be better day after day. They always fight with everything they got in order to change themselves into their better form than before. People try to be better than before in their social life, bad times and good times, work and even jobs. The same happens not only in humans but also institutions. Institutions forge their workers to become better institutions than others (Smink et al., 2015; Blockett, 2017) and even what the institutions looked like in the past strive to improve. This improvement also happens in Universitas Kristen Indonesia or UKI.

Universities typically offer both undergraduate and postgraduate programs. The word *university* is derived from the Latin *Universitas magistrorum et scholarium*, which roughly means "community of teachers and scholars." From what has been written above, a university is a place or institution that provides a form of higher education if we compare it with the form of education that a school provides. Since a university provides a higher education than a school, it means a higher form of the educator is a must (Meador, 2018; Kolb & Kolb, 2017; Norton & Wijayanto, 2018), not only based on the educator's level of

education but also based the ability, university's educators must have a complete ability not only in teaching but also in doing research and giving a service to the society. Therefore, University educators must develop the ability time after time (Dhawan, 2020) because the face of a university is based on how well the educators are inside it and how good the educators are, and this is also the same with the staff and other workers inside the university.

Universitas Kristen Indonesia (UKI), as a university, provides and gives what are necessary to help the educators, staff and other workers to become better than before, such as in the form of training, workshop or scholarship for the educators, staff and other workers to upgrade their level of education. Universitas Kristen Indonesia (UKI), through the head of the university and his vices, are also trying to make Universitas Kristen Indonesia (UKI) better than before through their work plan to help UKI's people to be better than before, so Universitas Kristen Indonesia (UKI) will become a state-of-the-art university, the international standard, which they make it simple and easy to remember through the tagline, "UKI HEBAT". Through this tagline, the head of the university and his vices are hoping the educators, staff, and other workers and also the students will understand what their work plan's goal and making the character of UKI's people become "HEBAT" or great than they were before, which automatically Universitas Kristen Indonesia (UKI) will be better than before, even great, greater than other universities.

The influence of thoughts is bigger than we have imagined before. Thoughts can influence a person's daily language, and language can influence a person's behaviour. Fajar (Ramadania, 2016) explains how much the mind has influenced the language used and the influence of language on existing behaviour. It is not wrong to be careful with what we think, say, and do because it will become a habit. If the habit is attached to someone, it will be wrapped into a character. How people think can influence the form of the language the people use in daily life; from the language, the behaviour can be formed. For example, if a person always uses harsh words and talks about unpolite things, the person's behaviour or manner will be formed based on the words that the person used and become based on the things that the person always says and says harsh and impolite. When the manner becomes one with the person, when the manner becomes the person's habit, it will become the person's character.

Hasanah (Latifah, 2020) said a person's character develops based on the potential he carries from birth. However, the more a person develops, especially in early childhood, child development also involves the role of parents, which is needed in shaping a child's character. Parenting parents can influence and shape a child's character. Therefore, the personality of a child is affected significantly. Latifah (2020) also said that parenting in early childhood shapes children's character. Therefore people should provide sufficient stimulation for early childhood. If it is lacking, it will result in late socialization, language, and fine and gross motor skills; therefore, a supportive environment will support growth and development in early childhood. The process of growth and development of a child is very rapid and can affect the next life.

For those two references, we can see that characters can be built based on parenting. A good kid can have a good character if their parents give a good parenting form. Likewise, a bad kid can have a bad character if their parents give a bad parenting form. In parenting, stimulation is a must, and one of the forms of stimulation in parenting is not only by doing it but by using the language can also be a form of stimulation in parenting. Giving a good, motivating, and moving words can stimulate a person. Moreover, by doing it repeatedly and combining it with a related action, a character will be built in the end.

This research is done to seek how far the UKI's tagline, "UKI HEBAT", builds and shapes the character of the UKI's people to be great or "HEBAT" just like the tagline itself. This research is also done to determine whether the Cybernetics Psycholinguistics model

can be used to see whether the UKI's tagline can change a person's character in this part of the UKI's people. This research urges to determine the effectiveness of the UKI's tagline, "UKI HEBAT". Another important thing why this research needs to be done is as the result of the use of the Cybernetics Psycholinguistics model, can an utterance can change the character of a person, as a warning for people, for example, a teacher, to be more careful in using words towards young people such as the students.

Good words will give a good result (Thelwall, Buckley, & Paltoglou, 2012); bad words will give bad results also. So this research can be evidence that saying good words can give good results to others, and help them to become a better character than before, even "HEBAT", just like UKI's tagline.

RESEARCH METHOD

Darmawan & Fadjarajani (2016) mentioned in their article that the descriptive quantitative research method is a research method that includes collecting data to answer questions concerning the current state of the subject of a study. This problem becomes the main concern of the research. The quantitative descriptive method is used with reasons to discuss or describe current events. The purpose of quantitative descriptive research is to seek factual information, identify problems, make comparisons and evaluations, and study how people deal with problems in similar situations. Quantitative research is a systematic scientific method to find out why a phenomenon happens based on statistics and to make a conclusion about the phenomenon. The purpose of quantitative research is to develop and use mathematical models, theories and hypotheses related to natural phenomena. The measurement process is a central part of quantitative research because it provides a fundamental link between empirical observations and the mathematical expression of quantitative relationships. This research uses quantitative methods to find the influence of UKI's tagline, "UKI HEBAT", on the people in Universitas Kristen Indonesia (UKI) to find out the effectiveness of UKI's tagline. This research also wants to find, through the tagline, has the Universitas Kristen Indonesia (UKI) 's self-image has been "HEBAT" or great for the people in Universitas Kristen Indonesia (UKI) and whether it has affected them to feel "HEBAT" or great also. The method used in this research is the survey method, and a questionnaire was used to collect the research data.

The data collection techniques used in this study are observation, questionnaires and documentation. The questionnaire that is used in this research is designed to collect geographic data of respondents (origin of the faculty, position in UKI, gender, and age), data on the use of the "UKI HEBAT" tagline, and data that is related in building the character of "HEBAT" or great. The data obtained are then analyzed using simple linear regression statistical analysis to analyze the effect of each variable and the effect of all of the variables together. Both analyzes are carried out with the help of the SPSS version 25 application.

Based on Sugiyono (2013) in Muhammad's paper (Nizar, 2018), the population is a generalization area consisting of an object or subject with certain qualities and characteristics set by the writer to study and then withdraw the conclusion. The population of this research consists of the lecturers, staff, other workers and students that study at Universitas Kristen Indonesia (UKI). A certain characteristic has been chosen in this research as the sample that fits with the purpose of this research. The sample's characteristics are the people within UKI who have heard this tagline for at least one year and those who have read "Bunga Rampai Karya Ilmiah Dosen. Digitalisasi Dan Internasionalisasi Menuju Apt Unggul Dan Uki Hebat" are the additional characteristic for the sample.

Just like Sugioyono (2013) in Muhammad's paper (Nizar, 2018) also said, the sample is part of the number and characteristics possessed by the population. Researchers have several characteristics for sample members that have been adapted to the research objectives. Therefore, the research sample should have a few characteristics that will fit the research's purpose. These characteristics will represent the entire population of the people within Universitas Kristen Indonesia (UKI).

Data is obtained by using a survey method using a questionnaire. This study uses two variables, namely:

1. The independent variable (X)

The independent variable in this study is the Universitas Kristen Indonesia's (UKI) tagline, "UKI HEBAT". The independent variable is a variable that affects or is the cause of the change/emergence of the dependent variable (bound) in the dependent variable. It can be a positive influence or the negative influence. UKI's tagline becomes the independent variable because it influences the dependent variable. Therefore, UKI's tagline affects the people inside Universitas Kristen Indonesia or UKI.

This research regarding UKI's tagline "UKI Hebat" is based on two variables used as benchmarks. The first variable is the utterance of the tagline itself, where the sub-variable is taken based on the UKI's values which are the benchmarks in making the UKI's tagline, "UKI Hebat". The UKI's values are: a) Humility, b) Sharing and Caring, c) Discipline, d) Professional, e) Responsibility, and f) Integrity.

2. Dependent Variable (Y)

The dependent variable in this study is the awareness of the Universitas Kristen Indonesia's (UKI) people on the tagline and also the effect of the tagline on the Universitas Kristen Indonesia's (UKI) people. The dependent variable is a variable whose value depends on other variables, where the value can change. The dependent variable is often also called the response variable, and it exists based on the effect of the independent variable. The people that work in Universitas Kristen Indonesia or UKI become the dependent variable because the tagline affects the UKI's people and the changes experienced by the people that work in Universitas Kristen Indonesia or UKI.

The second variable is based on positive character-forming utterances (PSIP) and negative character-forming utterances (PSIN). The characteristics of positive character-forming utterances (PSIP) and negative character-forming utterances (PSIN) are: a) Confident or low self, b) Have or do not have targets and ambitions, c) Efficient or procrastinate, d) Feeling able or unable, e) Pleasant personality or shy, and f) Able to control yourself or be selfish.

Independent variables cause or affect changes in the dependent variable or cause changes in the dependent variable. If the independent variable changes, the dependent variable also changes. In a scientific experiment, you cannot have a dependent variable without an independent variable.

From these two variables, the authors compiled a 200-item questionnaire in the form of statements that can be answered using a Likert scale of 1 (strongly disagree) to 5 (strongly agree) for favoured items. The score will be reversed for unfavourable items. Based on Azwar (2015), Arum's final paper (Hapsari, 2019) states that a clear statement is a positive statement (supports) aspects of the variable, while an unfavourable statement consists of statements that are negative (does not support) aspects of the variable. This means it is declared positive if the statement is skewed towards aspects of the variable, for example, the self-confidence variable: I am personally confident. At the same time, a statement is declared negative if the statement is more directed to things that are not following the variable or are negative. For example, the self-confidence variable: I am shy when around new people.

In the following, the researchers provide a table regarding favourable and unfavourable statements from the tagline variable "UKI Hebat" and Positive and Negative Character Forming Statements (PSIP and PSIN) obtained after the questionnaire is distributed filled out by the respondents, namely the UKI residents themselves.

Table 1. Independent Variable

Variabel X	Sub Variable	Indicator	No. Item (Favorable)	No. Item (Unfavorable)	Total Amount of The Item
Utterance of the tagline UKI hebat (X)	Humble	Have a good personality	1, 2, 3, 4, 6		5
		Narsistic	8, 10, 12, 14	9	5
		Always try well at work	5, 7, 11, 13, 15		5
	Sharing and Caring	Works well in groups	16, 17, 24, 26, 27	21, 22, 23, 25, 28	10
		Show a sense of care in work and teaching	18, 19, 20, 29, 30		5
	Discipline	Make the most of your time	32, 33, 34, 40, 41	37, 38, 39, 42, 43	10
		Obeying university regulations	31, 35, 44, 45, 46, 47	36, 48, 49, 50	10
	Professional	Carrying out my obligations well	51, 52, 53, 61, 63	57, 62, 68, 69, 70	10
		Care about peers and students	54, 55, 64, 65, 66	56, 58, 59, 60, 67	10
	Responsibility	Obeying university regulations	71, 79, 80, 83, 84	75, 76, 81, 85, 86	10
		Keeping the university environment clean	74, 77, 78, 87, 88		5
		Carry out work on schedule	72, 73, 82, 89, 90		5
	Integrity	Have good integrity at work	91, 93, 96, 97, 99	92, 94, 95, 98, 100	10

Table 2. Dependent Variable

Variabel Y	Sub Variabel	Indicator	No. Item (Favorable)	No. Item (Unfavorable)	Total Amount of The Item
Great character building (Y)	Self Confidence	Believe in yourself	101, 104, 106, 107, 108	103, 112, 116, 117, 119	10
		Have the ability in yourself	102, 105, 109, 110, 111	113, 114, 115, 118, 120	10
	Have targets and ambitions	Have a target	121, 128, 132, 133, 134	123, 125, 131, 135, 136	10
		Not easy to give up	122, 124, 126, 130, 137	127, 129, 138, 139, 140	10
	Efficiency	Make good use of time	141, 142, 143, 146, 147	150, 152, 153, 154, 155	10
		Works with the brain, not energy	144, 145, 148, 149, 151		5
	Feeling capable	Feeling of having the ability when working	156, 158, 160, 161, 165	159, 163, 164, 166, 167	10
		Feel that one's own abilities are better than others	157, 169	162, 168, 170	5
		Respect for those around you	171, 173, 174, 182, 183		5
	Pleasant personality	Shame when you meet anyone	180, 181	172, 184, 185	5
		Personality itself is liked by people around	175, 176, 177, 178, 179		5
	Able to control yourself	Have good control within yourself	186, 187, 190, 191, 192	195, 196, 198, 199, 200	10
		Focus on what you want, regardless of others	197	188, 189, 193, 194	5

RESULT AND DISCUSSION

In simple regression analysis using SPSS, several assumptions and requirements need to be checked and tested, some of which are: 1) The independent variable that is not correlated with the disturbance term (Error). The disturbance term value is 0 or with the following symbol: $E(U / X) = 0$; 2) If the independent variable is more than one, then between the independent variables (explanatory), there is no real linear relationship; 3) The regression model is said to be feasible if the significance number on the ANOVA is < 0.05 , the predictor that is used as the independent variable must be feasible. This feasibility is known if the Standard Error of Estimate $<$ Standard Deviation; 4) The regression

coefficient must be significant. The test is carried out with the T-test. The regression coefficient is significant if $T \text{ count} > T \text{ table}$ (critical value); 5) The regression model can be explained by using the coefficient of determination ($KD = R \text{ Square} \times 100\%$). The greater the value, the better the model. If the value is close to 1, then the regression model is getting better; 6) Residual must be normally distributed; 7) Interval or ratio scale data; 8) Both variables are dependent, meaning that one variable is the independent variable (predictor variable) while the other variable is the dependent variable (response variable). The first table shows which variables are processed: the independent and the dependent variables.

The correlation value is 0.604. This value indicates that the relationship between the two research variables is in a good category. This table also obtained the value of R Square or the coefficient of determination (KD), which shows how well the regression model was formed by the interaction of the independent and dependent variables. The KD value that was obtained is 36.4% which can be interpreted that the independent variable X1 (Using the tagline "UKI HEBAT") having a contribution effect of 36.4% on the Y1 variable (Formation of good character). The other factors influence the other 63.6%. Other factors outside the X1 variable.

The regression equation model was obtained with constant and variable coefficients in the Unstandardized Coefficients. The simple linear regression formula is $Y = a + bX$. a = constant number of Unstandardized Coefficients B. The value is 28,600. This number is a constant number, which means that if there is no use of the "UKI HEBAT" tagline (X), the value of great character formation (Y) is 28,600. b = number of regression coefficients. The value is 0.699. This figure means that for every 1% increase in the use of the "HEBAT UKI" tagline (X), the forming of good characters (Y) will increase by 0.699.

The criteria can be determined based on the F test or the significance value test (Sig.). The easiest way is to test Sig., with the condition that the value of Sig. < 0.05 , then the regression model is linear (there is an effect), and vice versa. Based on this, they have obtained the value of Sig. = 0.000, which means $<$ important criteria (0.05), thus the regression equation model based on research data is significant, meaning that the linear regression model meets the linearity criteria, H_0 is accepted, or it can be said that there is an influence from the use of the "HEBAT UKI" tagline (X1) in forming the good character (Y1) in the UKI community.

Nurhadi said Cybernetic psycholinguistics is a study that states that an utterance has a persuasive potential to build a self-image of the speaker from the speaker in the subconscious of the listener, which is real. This is a fact in the linguistic subject. Through listening, a listener unconsciously will directly make the image of the listener based on the speaker's utterance. Relating to the result of the research, it shows that there is an influence from the use of the UKI's tagline. The tagline shows an effect in forming the character of UKI's people through the questionnaire result. The result clearly shows that Cybernetics Psycholinguistics theory is real; utterance can form someone's character if it is mentioned simultaneously. Even a tagline can form a character of the listener if it is echoed simultaneously.

Maxwell Maltz founded psycho-cybernetics in 1960 through his book called "Psycho-Cybernetics, that had revised in 2015. Psycho-cybernetics is a concept of mind and body relationship used to make a human better than before by influencing the subconscious. "I choose to call this new concept Psycho-Cybernetics: the principles of cybernetics applied to the human brain. I must repeat: Psycho-Cybernetics does not say that man is a machine. Rather, it says that man has a machine that he uses." (Maltz, 2015). Psycho-cybernetics is a combination of psychology with the principles of cybernetics. According to Maxwell Waltz, humans have a machine in their subconscious that moves humans to achieve a goal. The subconscious is what moves the nervous system and the

human brain to achieve a goal where. These two things create a mechanism called a servo-mechanism. "Servo-mechanisms are so constructed that they automatically "steer" their way to a goal, target, or "answer." (Maltz, 2015)

"Servo-mechanisms are divided into two general types: (1) where the target, goal, or answer is known and the objective is to reach it or accomplish it, and (2) where the target or answer is not known and the objective is to discover or locate it." (Maltz, 2015)

Servo-mechanisms are mechanisms humans use to achieve their goals; they work automatically and hard to achieve goals, whether the target or goal is known or clear or when the target or goal is still unclear, which is called "a goal-striving machine" (Nurhadi, 2013). This performance is the same as the performance of a machine that is created to achieve a goal. For example, in an air conditioner engine in a car, when the air conditioner temperature is set to the desired temperature, the air conditioner will work hard to make the cabin in the car reaches the desired temperature, even if the car air conditioner has an auto button on the ac engine when you press the button, the air conditioner will work hard when the temperature in the car cabin has not reached the desired temperature. However, the air conditioner will work stable when it maintains that temperature. This is also as stated by Whittingham in his book *Programming the Mind for Success* (2008) in the journal *Taufik Nurhadi* (Nurhadi, 2013), views the psycho-cybernetic mechanism as a version of the thermostat in the brain. The thermostat's job is to keep the surrounding area or body at a constant temperature. For example, when there is a temperature change in an external event in an AC thermostat or heater, the sensor immediately triggers a message to the main circuit, which then instructs it to increase or decrease its function, thereby bringing the temperature back to its initial setting.

According to Feist and Feist (2009), *Life Mentality*, based on Freudian psychology, has two levels: the unconscious mind and the conscious mind. It turns out the Unconscious mind has two different levels, the real unconscious mind and the preconscious mind. The unconscious mind consists of encouragement, urge and instinct beyond our conscious mind, which motivate most of our words, feeling and actions in our life. Whether we realize it or not, most of the words that we say in our life come from our unconscious mind. For example, when emotion affects us, that is why when emotion plays a role in certain things we do. Eventually, we need to realize the effect on ourselves and others. In making a decision or conclusion, a person will do it based on his/her conscious mind when the unconscious mind is already affecting the conscious mind based on the memory saved in the unconscious mind. Self-image is also formed based on this event. If a previously positive self-image is formed in the unconscious mind, the result will be affected by this positive self-image, and a positive result will receive. However, suppose a previously negative self-image is made in the unconscious mind in the end. In that case, the negative self-image will affect the result, and a negative result will receive by the person.

According to Maltz (2015), self-image is the key to human personality and behaviour. Changes in self-image can result in changes in personality and behaviour. Based on Fleet (1997) in *Taufik* (Nurhadi, 2013), he said that a person's attitude towards oneself is the result of programming into the subconscious from the words and actions of other people, such as parents, teachers, friends, and leaders. A good word will have a good effect on a person, and a bad word will have a bad effect. For example, a teacher gives a bad appreciation gives bad words to one of the students because the student cannot do his/her work correctly, and this event happens continuously; the subconscious mind of the student will be programmed and declare that he/she is really bad, the negative self-image of the student will be formed and will affect the student's potential, he/she will believe that he/she cannot do anything in the right way.

CONCLUSION

From the calculation results that are obtained, it can be concluded that there is an influence from the use of the tagline "UKI HEBAT" (X1) in forming good character (Y1) in the UKI community. With the use of the tagline "UKI Hebat" among Universitas Kristen Indonesia (UKI) 's people for almost four years, it can be seen that there is a significant influence in character building among Universitas Kristen Indonesia (UKI) 's people, from students to workers such as staff or employees, lecturers to the upper-level of the Universitas Kristen Indonesia (UKI) 's workers. These results strengthen the Cybernetics Psycholinguistics theory that the character-forming utterances are true. The utterances created by a person and conveyed to others, if delivered continuously in a consistent manner, even in a short time, can influence, change and form a new character in the individual who listens to the utterance.

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