

Activities at the Banjarbaru Tomato Creation House as a Learning Resources on Social Studies

Fitriyani

fitriyaniriya88@gmail.com

Social Studies Education Department, FKIP Lambung Mangkurat University

Herry Porda Nugroho Putro

pordabanjar@ulm.ac.id

History Education Department, FKIP Lambung Mangkurat University

Mutiani

mutiani@ulm.ac.id

Social Studies Education Department, FKIP Lambung Mangkurat University

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Abstrak

Rumah Kreasi Tomat Banjarbaru merupakan usaha pengolahan tomat sebagai bahan dasarnya menjadi produk makanan dan minuman. Kajian potensi pasar menjadikan berbagai kreasi produk-produk baru dengan memanfaatkan tomat sebagai bahan dasar mencakup ranah produksi, distribusi dan konsumsi. Artikel ini bertujuan mendeskripsikan aktivitas di Rumah Kreasi Tomat Banjarbaru sebagai sumber belajar IPS. Penelitian menggunakan metode kualitatif yang untuk mendapatkan data melalui observasi, wawancara, dan dokumentasi. Analisis data menggunakan reduksi data, penyajian data, dan verifikasi data dengan uji keabsahan data triangulasi (waktu, teknik, dan sumber), mengecek, dan perpanjangan pengamatan. Rumah Kreasi Tomat merupakan UMKM yang berdiri pada tahun 2017 di bidang kuliner dengan produksi sirup tomat, permen tomat dan manisan tomat yang meningkatkan aktivitas ekonomi dan meningkatkan kesejahteraan keluarga dan masyarakat di sekitar lokasi usaha. Rumah Kreasi Tomat Banjarbaru memproduksi olahan makanan berbahan dasar tomat seperti permen tomat, sirup tomat, dan manisan tomat yang juga dijual melalui *online* seperti *instagram* dan *shopee*, toko oleh-oleh, Indogrosir, serta mengikuti bazar yang dapat dimanfaatkan sebagai sumber belajar IPS berkesesuaian materi produksi, distribusi, dan konsumsi pada materi pembelajaran IPS kelas VII semester 2.

Kata Kunci: Aktivitas, Kegiatan Ekonomi, dan Sumber Belajar IPS.

Abstract

Banjarbaru Tomato Creation House is processing tomatoes as a primary ingredient in food and beverage products. The study of market potential makes various new product creations by utilizing tomatoes as a primary material covering the realms of production, distribution, and consumption. This article aims to describe the Banjarbaru Tomato Creative House activities as a social science learning resource. This research uses qualitative methods to obtain data through observation, interviews, and documentation. Data analysis used data reduction, data presentation, and data verification by testing the validity of triangulation data (time, technique, and source), checking, and extending observations. Banjarbaru Tomato Creation House is a UMKM that was established in 2017 in the culinary field with the production of tomato syrup, candy tomatoes, and candied tomatoes that increase economic activity and improve the welfare of families and communities around the business location. Banjarbaru Tomato Creation House produces processed tomato-based foods such as tomato candy, tomato syrup, and candied tomatoes, which are also sold online such as Instagram and shopee, gift shops, Indogrosir, and take part in a bazaar that can be used as a social science learning resource according to production materials, distribution, and consumption of social studies learning materials for class VII semester 2.

Keywords: Activities, Economic Activities, and Learning Resources on Social Studies.

PRELIMINARY

Social studies are one of the subjects in primary and secondary education by providing insight into social life. Social studies education involves studying humans as social beings who interact with each other and with the natural environment and social environment in various places from time to time (Putro & Jumriani, 2020). Social studies learning in schools (SMP) is systematic, comprehensive, and integrated. It aims to give meaning to students about subjects so that the environment can be organized and adapted to each student's characteristics. It is expected that students have dimensions of social studies learning such as mastering knowledge, skills, attitudes, and values. Basically, social studies learning emphasizes the "education" aspect of concept transfer because, in social studies learning, students are expected to have an understanding of several concepts and development and train their attitudes, values, morals, and skills based on the concepts they already have (Syaharuddin & Mutiani, 2020).

Take advantage of various situations, approaches, and learning resources that exist in students' environments. Environmental education can involve intense pressure on practical activities and direct experience (Muchtar, 2015; Mutiani, 2015, 2020). The environment is needed as a source of learning in every lesson to make it easier for students to succeed in learning activities to require thinking skills (Putro, 2013). One of the neighborhoods that can be used as a learning resource for students is the Banjarbaru Tomato Creation House, located on Jl. RO Ulin, forestry housing complex II No.14 Loktabat Selatan Banjarbaru.

Banjarbaru tomato creation house is a creative economy based on creative assets where tomatoes are created into various processed foods. The Banjarbaru Tomato Creation House activities are producing processed foods made from tomatoes such as tomato candy, tomato syrup, and candied tomatoes. A creative economy is an activity to create economic added value that is creative based on unique ideas, skills, and talents (Sari et al., 2020). According to the United Nations Conference on Trade and Development (UNCTAD), the creative economy is a creative asset that can create rapid economic growth and development.

The Banjarbaru tomato creation house's linkage with education is the use or use as a reference for learning resources used by teachers for students in class VII SMP 2 semesters on economic activity material. The Banjarbaru tomato creation house can be used as a source of social studies learning because, in the Banjarbaru tomato creation house, there are economic activities, namely production, distribution, and consumption activities that can be used as a source of social studies learning (Hapijah et al., 2020; Syaharuddin et al., 2020). This is in line with Jumriani's (2018) research which shows that production and distribution activities in the

Sasirangan village can be used as a source of social studies learning (Jumriani, 2018, 2020). This article aims to explain the Banjarbaru Tomato Creation House's activities as a social science learning resource.

METHOD

The approach in this research uses a qualitative approach with descriptive methods. This is used to describe the activities at the Banjarbaru tomato creation house. Researchers obtained data through direct observation to observe every activity in the tomato creation house. Interview with informants to complete the data. Documentation in the form of photos and field notes during the observation of the production and distribution of processed tomato products.

Table 1. List of Resource Persons

No.	Name	Age	Profession	Information Description
1	Dhianita Prawitri	35 years old	Manager of Banjarbaru tomato creation house	- Labor - Production Activities - Distribution Activities - Consumption activities - Interaction social
2	Fuah	27 years	Employees at Banjarbaru Tomato Creation House	- Labor
3	Rini	33 years	Banjarmasin Agency	- Consumption activities - Interaction social
4	Daryanta	47 years	Teacher of SMPN 5 Banjarbaru	Social Studies Learning Resources
5	Gugu Permadi	43 years	Teacher of SMPN 5 Banjarbaru	Social Studies Learning Resources

Source: Data processed (June 2020).

Data analysis is divided into three qualitative research stages: reduction, presentation, and concluding (Sugiyono, 2010). Data reduction is in the form of short notes to write down the main things related to the results of observations in the study, in the form of activities at the tomato creation house, the results of the interviews obtained in the field are selected based on interests and according to the reference for the interview guidelines that have been made. Presentation of data in the form of descriptions of the activities in the Banjarbaru Tomato Creation House is equipped with a photo of the activity; the result of the description is how activities at the Tomato Creation House become a source of social studies learning. After all the data regarding the Banjarbaru Tomato Creation House activities as a Social Science Learning Source, withdrawing conclusions were collected, summarized, and presented (Jumriani et al., 2019; Putro, 2020).

To obtain valid data, a data validity test is needed in the form of triangulation (source, technique, and time), besides that, an extension of the observation is carried out to complement

the research data that has been obtained from April 24, 2020, to July 20, 2020, besides that it is also looking for references supporting documents related to research.

RESULTS AND DISCUSSION

Banjarbaru Tomato Creation House was founded in 2017, which Mrs. Dhianita Prawitri founded. This business was built against the background of reasonably good market potential, easy-to-obtain raw materials to improve families and communities' economic welfare around the business location. Creativity is often defined as the ability to create entirely new things, new combinations of existing things to produce something new, or make something less meaningful so that it is more meaningful (Aslamiah et al., 2021; Hasanah & Ratumbusang, 2017).

At the Banjarbaru Tomato Creation House, there are economic activities that produce processed foods made from tomatoes, in which tomatoes are made into various food preparations that can last quite a long time, such as tomato candy, tomato syrup, and candied tomatoes. The creative economy production process can provide added value because it uses intellectual, experience, and creativity to produce goods and services (Firdausy, 2018). Furthermore, the creative economy is a concept that relies on information and creativity in the new era so that ideas and knowledge are needed because the most important factor of production is human resources (Purnomo, 2016; Rahmatullah et al., 2018).

1. Production

The Banjarbaru Tomato Creation House's production activities are producing processed foods with the basic ingredients of tomatoes, products such as tomato candy, tomato syrup, and tomato sweets produced by Mrs. Dhianita Prawitri (35 years).

“The initial inspiration was when I saw tomatoes being harvested, and the price was meager, only Rp 2,000 / kg. Then I tried to make food creations made from tomatoes. Initially, the tomato creation house only made sweets from tomatoes after getting the motivation for the product at the tomato creation house to innovate by removing new products from the tomato production chain so that the raw materials for tomatoes were wasted. Then the idea emerged to make tomato candy and tomato syrup ”.

Picture 1. Products from the Tomato Creation House



Source: Personal Documentation (2020).

Mrs. Dhian (35 years) above, the initial inspiration for the business owner in establishing the Tomato Creation House was when she saw that tomatoes were being harvested a lot with a low selling price of only 2000 / kg, then she was inspired to try to produce processed foods with tomato-based ingredients. Initially, the Tomato Creation House only produced candied tomatoes as time went on, the business owner got the inspiration to issue new products, in making the tomato sweets, there was still the contents of the tomatoes and the tips of the tomatoes, so Mrs. Dhian innovated to make tomato candy and tomato syrup continue the tomato production chain so that the raw material is not wasted much. This is following the production theory, namely human activities that create goods or services to meet daily needs.

1. Production of processed food made from preserved tomatoes, namely weigh the tomatoes with a weight of 1 kg, cut the ends of the tomatoes, take the tomato seeds or fill the tomatoes by scraping them, wash the tomatoes, clean tomatoes, put the tomatoes in the pan and add sugar according to the amount. Cook over low heat until boiling for about 1 hour, use gloves to arrange the chilled tomatoes to a flat or container, open for two days using an aluminum oven and yellow light, and packaging.
2. Production of tomato candy, namely weigh the tomatoes with a weight of ½ kg, wash the tomatoes with clean water, cut the tomatoes into two parts, separate the tomato seeds utilizing scraping, put the tomato flesh into the blender, add 300 ml of water, blend the tomatoes until smooth, strain to separate tomato pulp with tomato juice, weigh 1 kg of sugar, put sugar into the tomato water, boil the tomato juice mixed with sugar and ¼ tablespoons of sodium benzoate, keep stirring until it forms caramel, add two packs of the Swallow Globe color gelatin white, stir until boiling, pour into the mold, let stand until frozen, oven for three days, and packaging, weighing 108 grams.

3. The production of tomato syrup is weighing the tomatoes with a weight of $\frac{1}{2}$ kg, washing the tomatoes with clean water, cutting the tomatoes into two parts, separating the tomato seeds or filling the tomatoes by scraping them, adding the tomato flesh to the blender, adding 300 ml of water, blender the tomatoes until smooth, Strain to separate the tomato pulp from the tomato juice, weigh 1 kg of sugar, put the sugar into the tomato juice, boil the tomato juice that has been mixed with sugar and $\frac{1}{4}$ tablespoons of sodium benzoate, keep stirring until it forms caramel, strain the tomato syrup that has formed caramel, let the tomato syrup cool completely and after it cools down into the package. The factors needed are natural resources, labor, capital, and entrepreneurial skills (Suprayitno, 2008).

Regarding the workforce working at the Banjarbaru Tomato Creation House, there are still three workers, including the manager. The workers there see and immediately practice processed food made from tomatoes, so there is no special training for them. Their job is to help with production, from cleaning fresh tomatoes, weighing tomatoes, cutting tomatoes, and packaging. However, in cooking sweets, tomato candy, and tomato syrup, Mrs. Dhian herself is still the manager. As said by Mrs. Dhian (35 years):

"Three workers, namely Nene Naza and Ms. Fuah and including me, I did not specify in education as long as she wanted it, some of them graduated from SD and S1, namely Ms. Fuah whose husband worked with my husband instead of her at home just helped clean tomatoes. Chop tomatoes, weigh them and pack them when I'm still ripe. I want to empower the environment around me because I can still fulfill it myself unless there is a lot of processing that I call them, there is no system training, trust the neighbors, they are immediately invited to practice there is no special training".

The opinion above was also strengthened by Ms. Fuah (27 years) regarding her expertise in the production of tomato-based food processing:

"Before, I didn't have any expertise, and there was no special training for me to produce this tomato-based food process; since I am a neighbor with Mrs. Dhian, I often walk here to see the product-making process that is here so that I can help. Here, my job is to clean the tomatoes, weigh the tomatoes, separate the tomatoes from the fruit and the packaging".

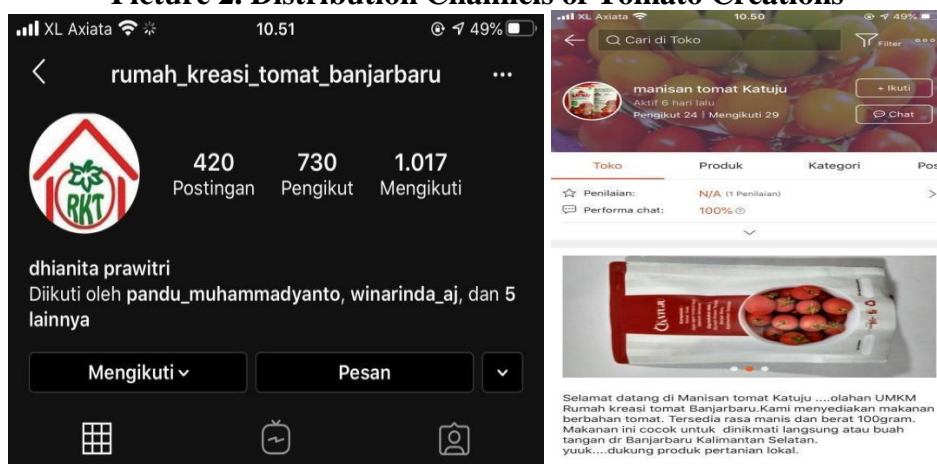
At the Banjarbaru Tomato Creation House, the production process from raw tomatoes to various ready-to-consume food and beverage products has become a creative breakthrough, such as the production of candy, chips, tomato drinks, and sweets. In the Tomato Creation House, there is an interaction between the business owner and two of his employees who produce these tomatoes into food and drinks. The process of interaction between business owners and workers, such as asking business owners to produce one product, social interaction, which is a relationship that affects each other between individuals and groups that is mutually beneficial to one another, especially in the production process of tomatoes and the owner's need for labor (Andayani et al., 2020; Delima et al., 2020; Lestari et al., 2020).

2. Distribution

The tomato creation house distributes its processed products such as tomato candy, tomato syrup, and candied tomatoes, through online such as Instagram and shopee, following the bazaar at an event both in Banjarbaru and Banjarmasin, Transmart, a gift shop, and Indomaret; each delivery once a week or twice a week to Indogrosir as much as 300 pcs of candied tomato products. Besides, Mrs. Dhian also often brings the produce from the tomato creation house to every activity that is followed. Mrs. Dhian brought her products to promote to friends or new colleagues and guests who were at each event. This is so that the products from the Tomato Creation House are known to the public and are distributed by Mrs. Dhianita Prawitri, as said by Mrs. Dhian (35 years old):

"I promote it online such as Instagram and shopee, following the bazaar in Banjarbaru and Banjarmasin, to modern retailers such as Transmart, Indomaret, and souvenir shops in Banjarmasin and Banjarbaru, to be in Indogrosir every week or twice a week every 300 shipments. candied tomato PCs, and every activity I attend I always bring products from the tomato creation house to promote to my friends or my new co-workers and the guests at an event. "

Picture 2. Distribution Channels of Tomato Creations



Source: Personal Documentation (2020).

The distribution is carried out to market processed food products from the Tomato Creation House to various groups, both children and adults, from various regions both within South Kalimantan and outside South Kalimantan. This theory states that the distribution channel is an organizational participant distributing goods/services from sellers to buyers (Jawahir et al., 2020; Veronica, 2019). In line with other theories, distribution activities are an activity to distribute goods/services from producers to consumers (Setiawan et al., 2017).

Tomato Creation House Products are also offered to fellow Micro, Small, and Medium Enterprises (MSMEs). In this activity, there are interactions between Micro, Small, and

Medium Enterprises (MSMEs), namely the existence of interactions in the form of cooperation in Micro Small and Medium Enterprises (MSMEs). Income, what products are made, funding problems, and motivate one UMKM and other MSMEs. Gathering with UMKM entrepreneurs can add the latest information about entrepreneurship. Besides that, it can also provide input if there are problems that are being faced. Help each other in terms of funding and product innovation to survive in business competition.

Furthermore, it can also expand market share and establish cooperation in terms of promotion. Social interaction is dynamic social relations (Andayani et al., 2020). The social relationship in question can be in the form of a relationship between one individual and another, between one group and another, or between groups and individuals.

3. Consumption

Tomato Creation House produces processed food that can be consumed directly with tomatoes' basic ingredients, such as candied tomatoes, tomato candy, and tomato syrup. The best-selling product is candied tomatoes; most consumers are still experimenting because people are still confused about processed foods made from tomatoes. After all, in many people's minds, tomatoes are only a complement to vegetables or used as chili sauce, so people who buy mostly try. The three products in the Tomato Creation House that sell the best are the tomato sweets that have been marketed in Indomaret in Banjarbaru and Banjarmasin.

"Most people buy it for trial and error, of the three best-selling products, namely candied tomatoes. This may be because candied tomatoes are rarely sold, so it's intriguing, so many people want to buy them."

The opinion above was also confirmed by Mrs. Rini (33 years) as the buyer and experimenter of tomato syrup.

"I bought this just once, and I bought a tomato candy to try. I've tried the syrup, it turns out to be very sweet, like a mixture of honey. If the tomatoes don't taste that much anymore, I think they taste good."

Picture 3. Consumers of Tomato Creations Home



Source: Personal Documentation (2020)

In line with the theory of consumption, there are direct or indirect activities in fulfilling human needs as satisfied in the act of using or even spending goods or services (Winarno & Ismaya, 2003). In line with other consumption opinions, namely activities carried out at once or gradually to use or spend the usefulness of an item (Abbas, 2020b) (Setiawan et al., 2017).

Activities at the Tomato Creation House can be used as a social science learning resource included in the material for economic activities, namely production activities, distribution activities, and consumption activities in grade VII semester 2. Such as the results of interviews with Mr. Daryanta and Mr. Guru Permadi, as social studies teachers at SMPN 5 Banjarbaru:

"I use learning resources in the form of textbooks and the environment around, for example, in production activities, I bring my students to one of the productions in Banjarbaru. Following the existing curriculum, the surrounding environment can be used as a contextual source while the educators are only facilitators. In my opinion, bringing students directly to the field is very effective because they can see directly and can increase student knowledge, not just knowing the material and theory. In my opinion, this Tomato Creation House is usually included in the material for economic activities in class VII semester 2".

Picture 4. Interview with Social Studies Teachers at SMPN 5 Banjarbaru



Source: Personal Documentation (2020).

The above opinion was also corroborated by Mr. Guru Permadi, a social studies teacher at SMPN 5 Banjarbaru.

"I use learning resources in the form of textbooks, manuals, and the environment. The learning resources I use depend on the material, for example, the technical material. I use learning resources on cellphones. If yesterday's creative economy material, I assigned students to interview UKM in Banjarbaru. Before going to the field directly to the students, I gave the material first. After the visit, the students reported on what they got from studying directly in the field. In my opinion, this Tomato Creation House can be included in the 9th grade material for creative economy in the even semester and 7th grade for economic activities in the even semester. Thus, the teacher can develop the material using the tomato creation house as a learning resource on economic activities or creative economy material.

Learning resources are used to support the learning process so that activities are more effective (Rohani, 1997; Rohani & Ahmadi, 1991). It can be in the form of an environment or experience that can make it easier for teachers and students to achieve learning goals. Another opinion also states that learning resources, namely everything in the form of people, forms, and specific data when used by students for learning activities, be it a partial or integrated process, so that it will make it easier for students to achieve learning goals (Abbas, 2020a; Sitepu, 2014).

Teachers' role in learning in schools is significant to achieve learning objectives, one of which is learning resources. These learning resources are not limited to teachers and textbooks. The environment around the school can be used as a learning resource. The learning resources used are following the material being studied. Before making the environment a learning resource, the teacher can provide material first to students to have guidelines for the field later. The component of environmental learning resources can be used as a source of social studies learning. Social studies learning resources at its level of social studies learning are combined with character education, personality education, not education in the sense of simply gaining knowledge (Abbas, 2018).

Learning resources are something that students can use to learn them, and learning resources have a broad meaning in learning, not only focused on textbooks. Learning is carried out in the classroom and can be done outside the classroom so that the learning situation becomes more enjoyable. The Tomato Creation House allows students to directly see the Tomato Creation House activities, making it easier for students to understand the material they are learning.

The benefits of learning resources are that students get substantial experience because they are directly involved, concretize something that cannot or are difficult to visit directly, make class offerings increase so that they can expand horizons, the knowledge obtained is accurate and up to date, helps solve problems in education, raises motivation, and as a stimulus for further development in thinking and acting (Rohani & Ahmadi, 1991).

Table 2. The Relevance of the Activities of the Banjarbaru Tomato Creation House as a Social Science Learning Source for Class VII Semester 2 on the Material of Economic Activities

Basic competencies	Learning materials	Activities at the Banjarbaru Tomato Creation House as a social science learning resource
3.3 Understanding the concept of interaction between humans and space produces various economic activities (production, distribution, consumption,	Economic activity	1. Production activities at the Banjarbaru Tomato Creation House produce processed food made from tomatoes such as candied tomatoes, tomato candy, and tomato

demand, and supply) and interactions between spaces to survive the economy, society, and culture in Indonesia.

4.3 Explain the results of the analysis of the concept of interaction between humans and space to produce various economic activities (production, distribution, consumption, demand, and supply) and interactions between spaces for the sustainability of economic, social, and cultural life in Indonesia.

syrup. In these activities, there is an interaction between business owners and workers.

2. Production activities for the distribution of goods, namely through social media (Instagram, Shopee), through Indomaret, bazaar, and gift shops. There is an interaction between Micro, Small and Medium Enterprises (MSMEs) and other Micro, Small and Medium Enterprises (MSMEs) in this activity.
3. Consumption activities are when people eat processed products from the Banjarbaru Tomato Creation House. Either buy it or taste the tester that is often provided. In this activity, there is an interaction between the seller and the buyer.

Source: Data processed (2020).

The Banjarbaru Tomato Creation House's production activity produces processed foods with the basic ingredients of tomatoes, such as tomato candy, tomato syrup, and tomato sweets. These Micro, Small, and Medium Enterprises (MSMEs) process raw materials into finished materials that are immediately ready for consumers' consumption. Carry out the production process yourself without the help of sophisticated machines. The purpose of production is to add value to tomatoes. Initially, it was only used to complement dishes, and the shelf life could not belong.

Tomato Creation House distributes its products online, such as Instagram and shopee, following bazaars at events both in Banjarbaru and Banjarmasin, gift shops, and Indomaret and Transmart. Initially, the owner made direct distribution, namely offering it to closest friends. The innovation in product packaging from Tomato Creation House allows its products to be marketed to modern retailers. Tomato Creation House produces processed food that can be consumed directly with tomatoes' basic ingredients, such as candied tomatoes, tomato candy, and tomato syrup. Buyers are from Banjarbaru, but some are from Banjarmasin, Sungai Danau, and some even come from outside South Kalimantan, namely Java, Jakarta, and Sumatra.

Mr. Daryanta (47) and Mr. Gugu Permadi (43 years) as social studies teachers at SMPN 5 Banjarbaru. The Tomato Creation House can be used as a Social Studies Learning Source,

with Basic Competencies Understanding the concept of interaction between humans and space to produce various economic activities (production, distribution, consumption, demand, and supply) and interactions between spaces for the survival of the economy, society and culture in Indonesia, with learning materials, namely the economic activities of production, distribution and consumption. The result is that it can be included in the social studies material for grade VII's economic activities. This is because all the Banjarbaru Tomato Creation House activities are illustrated by the economic activities of production, distribution, and consumption that students can see and practice directly. Besides, the business owner's material is also additional information to students regarding economic and entrepreneurial activities (Abbas & Jumriani, 2020).

The above is expected to achieve the objectives of social studies, namely that the learning taught to students can provide an understanding of the realities in society with various symptoms. Meanwhile, the solution cannot be done with only one discipline, but students are required to connect several fields of social science according to the symptoms and problems that are being studied (Sapriya, 2017).

CONCLUSION

Activities at the Banjarbaru Tomato Creation House are production, distribution, and consumption. The Banjarbaru Tomato Creation House's production activities are producing processed foods with the basic ingredients of tomatoes, products such as tomato candy, tomato syrup, and tomato sweets. These processed products are distributed online, such as Instagram and Shopee, gift shops, Indogrosir, and bazaars in various events. These MSMEs produce processed food that can be consumed directly. Besides, social interactions exist in social interactions, namely interactions between business owners and workers, interactions between sellers and buyers, and interactions between Micro, Small, and Medium Enterprises (MSMEs) and other Micro, Small, and Medium Enterprises (MSMEs). Activities at the Tomato Creation House Banjarbaru include processed food made from tomatoes, distribution of Tomato Creation House products, and consumption activities from Tomato Creation House products. So those activities at the Tomato Creation House can be used as a source of social studies learning into the learning material for class VII semester two economic activities.

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