

Study of Linguistic Relativity on The Dynamics Of Language Meaning between Entrepreneurial Mindset Concepts in Indonesian Culture.

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ABSTRACT

Language is dynamic, one of which is the change in meaning that is strongly influenced by cultural development. The culture of a society depends on the development of science and technology that can affect people's mindsets from different generations. There are several generational groups, namely silent generation/matures (<1946), baby boomers (1947-1964), generation X (1965-1980), generation Y or millennials (1981-1995), and generation Z (1996-present). However, people who are still in their productive age are Generation X, Y, and Z. The purpose of the research is to describe the dynamics of the meaning of the entrepreneurial mindset in generations X, Y, and Z, as well as the relationship between the concept of entrepreneurial mindset and culture of Indonesian society. This research was conducted through linguistic relativity studies. The method used is a descriptive qualitative and quantitative method with data analysis using the triangulation technique. This research involved 57 respondents from generation x, y, and z groups. The data of this research is in the form of questionnaire results based on the mindset of entrepreneurs and the culture of Indonesian society. The result is there are four proverbs that are contrary to the mindset of the entrepreneur, that is, savings base rich and a little bit long to become a hill in contrast with the way of mindset do not save money. But there are four verses that are in line with the mindset of the entrepreneur, that is, a day is a thread, a year is a piece of cloth, and the first time is fun, then is pain, then it is fun. The mindset of the X, Y, and Z generations is more likely to use the mindset of Indonesian culture.

Keywords: dynamics, entrepreneur mindset, generation X, Y, Z, linguistic relativity

INTRODUCTION

Language is dynamic and constantly evolving over time. This can be seen from changes in vocabulary, grammar, and language usage in various

communication situations. The use of language in various situations can be a means of transmitting cultural messages to the audience, as well as reflecting the culture of the community of its owners. "The language owned and used by the community is a cultural product of its community, born and developed according to the dynamics of the society in its interaction with its environment" (Suyitno, 2017).

Language has a role to play in shaping a person's way of mindset and view of the world, so that language, culture, and thought have connections. (Muller in Busro, 2015) affirms that "language and mind are always connected, inseparable from each other. The expression produced by speech is controlled by the mind, and instead the result of the thought produces a category or concept for an object or object. Similarly to Muller's view, Vygotsky in (Busro, 2015) stated that "the relationship between mind and language is not one thing but a process, a continuous movement from thought to word and from word to thought. The thought is not only conveyed by words, but is born by words. Every thought tends to connect something with something else and establish a relationship between things." Different ways of thinking can produce different ways of speaking, just like in the theory of linguistic relativity. Sapir Worf states that "people have different speaking abilities because they have different ways of thinking, which is caused by language offering ways to express the world around them in different ways" (Wedasuwari, 2020).

One can better understand the culture and way of thinking of the people who use it through proverbs. "Proverbs is a part of the oral tradition of a society that contains cultural values in the form of counsel or warning" (Zulaikha et al., 2019). "Proverbs is an expression that has a philosophical or metaphorical meaning, used in everyday conversation and descended from generation to generation" (Nurhaliza et al., 2024). Proverbs are often embodied and have the values of wisdom as well as the identity of their owners.

The values of wisdom in proverbs become good guidelines in everyday life. However, in an era of globalization like this, the challenges of everyday life are becoming more serious. Especially the problem of reducing the workforce, so that the people do not want to be demanded to be more independent. One of them is by making enterprises, for example through Micro, Small and Medium Enterprises (UMKM). The term UMKM refers to enterprise activities formed by citizens, whether in the form of a private enterprise or an enterprise (Wilantara in Halim, 2020). The empowerment of UMKM can help combat poverty and the reduction of labour force. This program can also be the best solution to reducing unemployment. This solution has a challenge because the fact is that the Indonesian people still lack the courage to start a venture. This can be seen from picture 1 below.

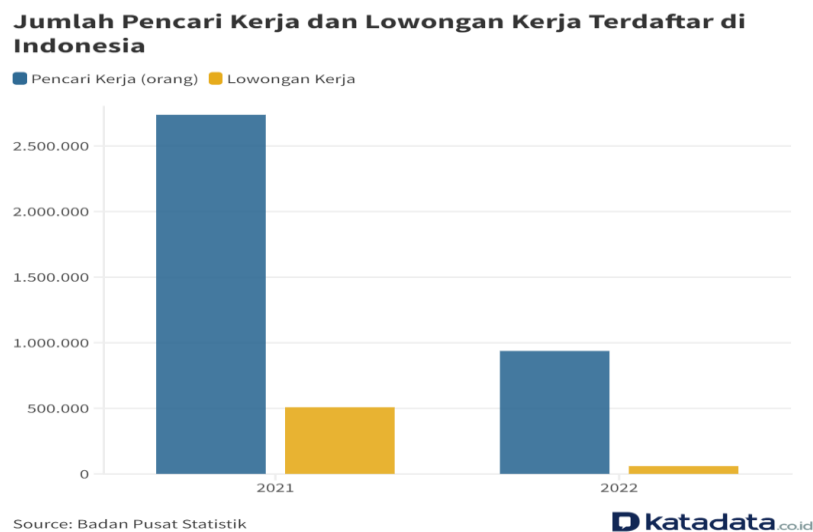
Picture 1.
Entrepreneurship activities in Indonesia



Source: katadata.com

Picture 1 shows that entrepreneurship activity in Indonesia is still low. By 2020, entrepreneurial activity is below 10%. Moreover, the unemployment rate is high because job vacancies are not proportional to the number of job seekers. It can be seen from picture 2 below.

Picture 2.
Number of Job Seekers and Job Offers Registered in Indonesia



Source: katadata.com

The two pictures above are proof that the number of entrepreneurs in Indonesia is still low. This will affect slow economic growth. Therefore, greater efforts are needed to encourage people to start a venture and become successful entrepreneurs. One of them is an analysis of the mindset of the Indonesian people associated with the mindset of entrepreneurs and culture of Indonesia in general through proverbs. The purpose of this study is to focus on the description of Indonesians' proverb relating to entrepreneur mindset through four indicators taken from Instagram @exportimportcommunity, i.e. (1) do not save money; (2) do not think too much; (3) do not find a job; and (4) don't think of results as in picture 3 below.

Picture 3.
Entrepreneur's mindset patterns



Source: Instagram @exportimportcommunity

The other goal is to investigate the entrepreneurial mindset of the X, Y, and Z generations. "X-generation is called the Lost Generation born between 1966 – 1976" (Lase & Daeli, 2020). "General X learns from their parents that it follows corporate rules and regulations" (Gursoy et al. in Lase & Daeli, 2020). "Y-generation was born between 1980 and about 2000" (Hartman & McCambridge in Lase & Daeli, 2020). "The Y-generation is a digital native because they grew up with digital technology and have known it all the time" (Lase & Daeli, 2020). "The Z-generation has the attribute "net generation" because of the highly advanced digital age, where they were

born. They are also characterized as "Facebook-generation", "digital native" or sometimes "iGeneration" of their lives (Tari in Lase & Daeli, 2020).

METHOD

"Quantitative and qualitative research methods have differences in data approaches and interpretations. The quantitative methods use numerical and statistical approaches, while the qualitative methods focus on interpretation of meaning and context" (Firmansyah et al., 2021). Qualitative methods in this study to describe proverbs in Indonesian culture compared to the meaning of entrepreneurial mindset. Here is qualitative research methods according to some experts in (Rusandi & Rusli, 2021).

- a. According to Bogdan and Bikien (1982), a case study is a detailed testing of a background or one person of the subject or one place of storage of a particular document or event.
- b. According to Surachmad (1982) the case study as an approach by concentrating attention on a case intensively and in detail.
- c. According to Ary, Jacobs, and Razavieh (1985), explains that in the case studies the researcher should try to test the unit or individual in depth.

This study uses a qualitative research method with a descriptive approach. "Qualitative method is a research method that is based on the processing of data of a description nature, carried out to explain existing research without giving manipulation to the variable data studied by conducting direct interviews. The research techniques used include field studies with observations and interviews, as well as library studies" (Sholikhah, 2016). "Qualitative research is understood as research that studies social events that naturally emphasize the way people interpret, and understand their experiences to understand social reality so that individuals are able to solve their own problems" (Mojanha, Haradhan in Yuliani, 2018). "The purpose of qualitative research is generally directed by the paradigm used by researchers in each case study" (Nugrahani, 2014). Moreover, according to (Agustiantil et al., 2022), "qualitative research is to understand, search for meaning behind data to find truth, both sensual empirical truth, and logical empiric." According to Sukardi, (2021) in general, basic or descriptive qualitative study procedures are actually almost the same as other research procedures.

Identify the existence of significant problems to be solved through qualitative descriptive methods.

- a. Limit and formulate problems clearly
- b. Determine the purpose and benefits of research
- c. Conduct a library study related to the problem
- d. Determinate the framework of mindset and research questions
- e. Design the research methods to be used including in this case determination of populations, samples, sampling techniques,

- determine data collection instruments, analyze data and interpret data
- f. Collect, organize and analyse data using techniques in relevant qualitational research
- g. Create research reports.

Quantitative research is one type of research whose peculiarity is systematic, organized and clearly detailed from the beginning to the preparation of the research design (Agustiantil et al., 2022). Some types of quantitative investigation are used in (Agustiantil et al., 2022):

- a. Correlation is used in evaluation mainly in describing the extent to which variation in a factor is related to variation on one or over other factors based on the correlation coefficient
- b. Descriptive has a problem formula that combines the study in digging or recording social conditions to be studied in a comprehensive, broad, as well as specific.
- c. Comparative causality is used to evaluate in understanding the probability of causality relationships
- d. This poll uses comparative quantitative, i.e. by comparing the number of respondents who have a tendency between entrepreneurial mindset or culture of Indonesian society.

Data collection techniques

There are two data techniques used in this study. Primary data research is taken through a questionnaire. Ratna in Nugrahani (2014) explains, that "Questionare is one of the techniques of data collection of a written nature which is a very common technique used in quantitative research. When the questionnaire is a characteristic feature of the data collection technique in quantity research, then corresponds to it, in-depth interviews are characteristic characteristics of data gathering techniques in qualitative research". In qualitative research, questionnaire techniques are commonly used as an initial step in the collection of research data (Nugrahani, 2014).

In addition, data collection is done using triangulation. Triangulation can be described as an attempt to verify data from a variety of sources in different ways and different time periods of (Djaman Satori & Komariah in Alfansyur & Mariyani, 2020). Triangulation can be categorized as a method of verifying the validity of information using something else. There are three types of triangulations, namely, triangulation of source, technique, and time (Alfansyur & Mariyani, 2020). Source triangulation means testing data from different sources of information to which the data will be taken. Triangulation technique is used to test the reliability of a data that is done by finding out and finding the truth of data against the same source through different techniques. Time triangulation is that often time also affects the reliable power of time data (Alfansyur & Mariyani, 2020) The study uses triangulation of sources by looking for respondents based on three

generational categories, X, Y, and Z. Secondary data is obtained library-wise through proverbial submissions related to the entrepreneur's mindset patterns.

FINDINGS AND DISCUSSION

1. Implementation of cultural mindset patterns of the Indonesian people through proverbs with the mindset pattern of entrepreneurs

The study of the entrepreneur's mindset is derived from four statements, namely: (1) don't save money; (2) do not think too much; (3) do not seek a job; (4) do not look for results. These four statements will be linked to the cultural mindset of the Indonesian people studied through proverbs.

Table 1:
 Mindset, Proverbs, and Their Meaning

Entrepreneur's Mindset	Meaning of Entrepreneur's Mindset	Proverbs	Meaning of Proverbs
Don't save money	Money is not saved, but turned for profit to gain more.	a. <i>Hemat pangkal kaya.</i> Savings for the rich	a. Money must be saved
		b. <i>Sedikit-sedikit, lama-lama menjadi bukit</i> Little by little, long by long becoming a hill	b. Saving

a. Hemat pangkal kaya

This proverb explains the meaning that if you have money, you have to save. Saving here means if you have the money used, don't run out of it (wasteful). The use of money needs to be thought out, so you don't spend too much money. It goes against the entrepreneur's mindset that if he has money, he has to spin his money to make money again.

b. Sedikit-sedikit, lama-lama menjadi bukit

This proverb has a saving meaning. The money is gathered a little by little, and the multitude is assembled like a hill. This proverb goes back to the entrepreneurial mindset that if you have money, it's better not to accumulate. The capital should be turned to make more profits. Gathering money over a long

time would have a risk with the time value of money that could have diminished in later days.

Table 2:
 Mindset, Proverbs, and Their Meaning

Entrepreneur's Mindset	Meaning of Entrepreneur's Mindset	Proverbs	Meaning of Proverbs
Don't think too much	Start acting instead of mindset too much	c. <i>Sedap manis jangan dibuang, pahit jangan segera dimuntahkan</i> Sweet, not thrown away, bitter, not immediately swollen	c. Think before you do, that you don't be troubled at the end
		d. <i>sedepa jalan ke muka, setelampap jalan ke belakang</i> One way forward, one way backwards	d. Everything has to be counted for its profit

c. *sedap manis jangan dibuang, pahit jangan segera dimuntahkan*

This proverb means that it is best to think first before doing something, so as not to get trouble at the end. This statement is more of a precaution before acting out of fear of having a problem ahead of him. It's opposed to the mindset of an early-acting entrepreneur. The mindset of the entrepreneur is more focused on action than on consideration. It's because, if you think too long, the action is not applied, then it's not the tone of the effort started.

d. *sedepa jalan ke muka, setelampap jalan ke belakang*

This proverb means that everything has to be counted for the sake of its destruction. The words counted here relate to mindset. It means that everything has to be thought of first. It's contrary to the entrepreneurial mindset that focuses more on action than on mind. If you don't act, the effort won't work.

Table 3:
 Mindset, Proverbs, and Their Meaning

Entrepreneur's Mindset	Meaning of Entrepreneur's Mindset	Proverbs	Meaning of Proverbs
Don't look for a job	Open up your business, so you can create jobs	e. <i>segan(malu) mengayuh perahu hanyut</i> Reluctant to give up, drifting abroad	e. If you don't try, you'll get tough later
		f. <i>segan bergalah, hanyut serantau</i> Reluctant to give up, drifting abroad	f. It means being lazy, then retreat in life

e. *segan(malu) mengayuh perahu hanyut*

This proverb means that if you try hard, you'll get tough later. The meaning of the word enterprise in the context of entrepreneurial mindset, that is, private. This proverb is in line with the entrepreneur's mindset, not to find a job, but to create a job. If you try (self-employed), life will be more profitable. Besides, it can provide opportunities for job seekers to get a job by starting a business.

f. *segan bergalah, hanyut serantau*

This proverb means being lazy and trying to get back in life. In the context of the entrepreneur's mindset, the word endeavour has a private meaning. In terms of meaning, this proverb is in line with the entrepreneur's mindset, that is, if you don't strive, then there is no progress in life.

Table 4:
 Mindset, Proverbs, and Their Meaning

Entrepreneur's Mindset	Meaning of Entrepreneur's Mindset	Proverbs	Meaning of Proverbs
Don't think about the result	The process teaches us about the benefits and benefits of the effort.	g. <i>sehari sehelai benang, setahun selembur kain</i>	g. The work of faith and patience will yield good fruit.

		A day a thread, a year a piece of cloth.	
		h. <i>berakit-rakit dahulu, bersenang-senang kemudian. Bersakit-sakit dahulu, baru bersenang-senang kemudian</i> Work first, have fun then, suffer first, enjoy then	h. which, though it may be hard, is good in the future.

g. sehari sehelai benang, setahun selebar kain

This proverb explains that a work done with faith and patience will yield good results. It means that everyone should enjoy the process in doing something. It's in line with the mindset of an entrepreneur who enjoys the process rather than focusing on the outcome. By enjoying the process, everyone will learn from good/bad or profit/bad endeavours.

h. berakit-rakit dahulu, bersenang-senang kemudian. Bersakit-sakit dahulu, baru bersenang-senang kemudian

This proverb has the meaning of an act which, although it is heavy, can produce good results in the afternoon. It means emphasising on the process. According to the entrepreneur's mindset, starting a business doesn't matter the results. However, the process has an important role to play in the endeavour.

2. The Trends of Mindset on X-generation, Y, and Z

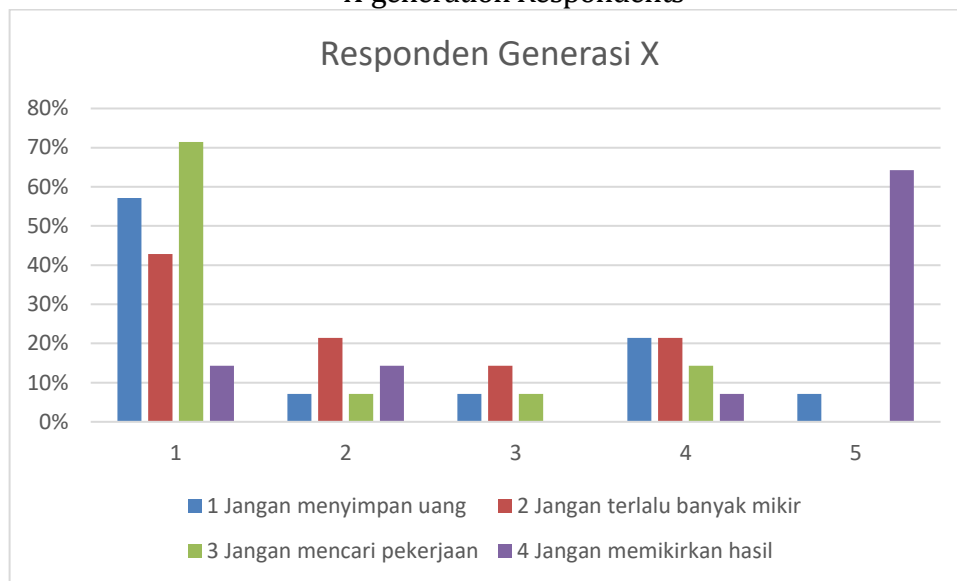
The Mindset tendencies of the X, Y, and Z generations are described through graphs with a left-hand explanation assigned to the cultural mindset of the Indonesian people.

- 1: Absolutely agree with the cultural mindset of Indonesia people
- 2: Agree with the cultural mindset of Indonesia people
- 3: Neutral
4. Agreed with the mindset of the entrepreneur
5. Absolutely agreed with the mindset of the entrepreneur

a. X-generation

Here's a picture of the X-generation respondent.

Graphic 1.:
 X-generation Respondents

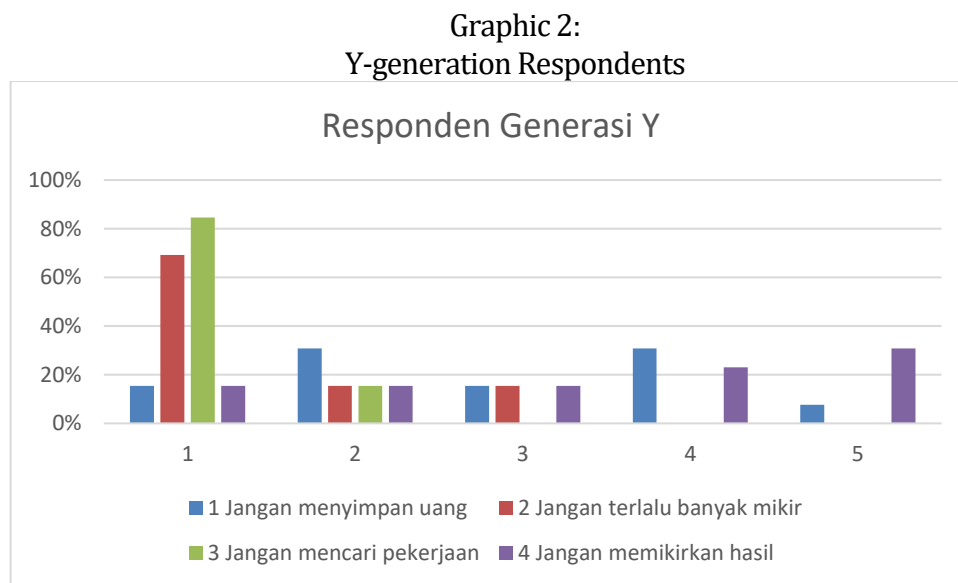


The mindset of entrepreneurs in X-generation can be derived from the four indicators in graphic 1. First, on the no-save category marked with a blue chart. The chart shows that X-generation prefers saving with a total of 64% strongly agree and agree. By contrast, 29% were strongly in favour and agreed to enterprise capital, while the remaining 7% were neutral. Second, the second indicator with the statement not to think too much is marked with an orange chart. The orange graph shows that there are 64% fully agree and agree to think carefully. The remaining 14% were neutral. Thirdly, no job seeking statements were marked with grey graphs. This graph shows that 79% were strongly agreed and agreed to seeking a job. In contrast, 14% are strongly agreeing and agreeing to start a business. The remainder, 7% are neutral. Finally, indicators don't think the results are marked with yellow graphs. This graph shows that 29% are very much in agreement and agree to give priority to the outcome, whereas 71% are very strongly in agreeing and agreeing to give majority importance to the process. No one chooses neutral for this indicator. It can be concluded that X-generation is more inclined to the cultural mindset of the Indonesian people. It can also be inferred that generations X are generally more prone to the culture mindset of Indonesians with an average of 59% strongly agree and agree to use

the cultural mindset of Indonesia's people, the average of 34% is strongly agreed and agree with using the entrepreneurial mindset, and the average 7% chooses to be neutral.

b. Y-generation

Here's a Graphic of the Y-generation respondent.



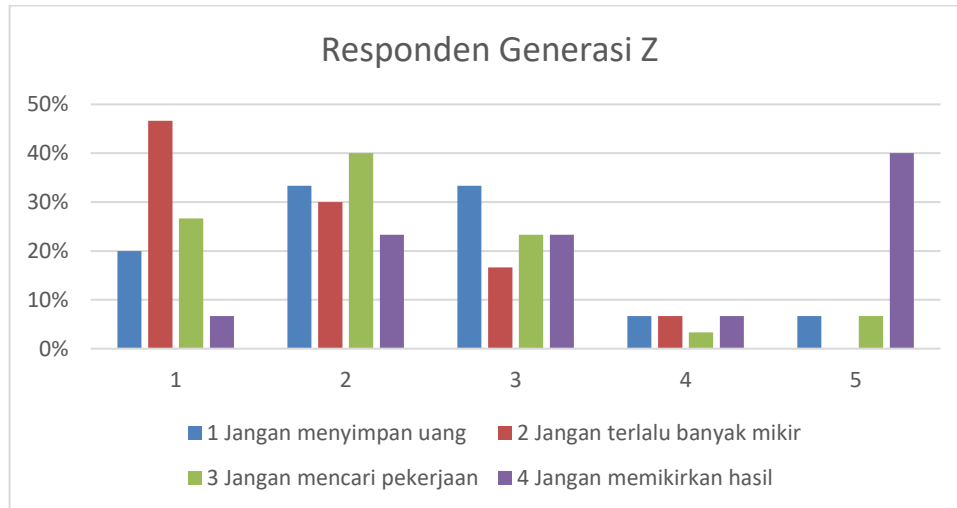
The mindset of entrepreneurs in the Y-generation can be derived from the four indicators in Graphic 2. First, on the category not saving money marked with a blue chart. The chart shows that y-generation prefers saving with a total of 46% strongly agree and agree. Meanwhile, 39% strongly agreed and agreed to be used as corporate capital. The rest, 15% neutral. Second, the second indicator with the statement not to think too much is marked with an orange chart. The orange graph shows that there are 85% fully agree and agree to think carefully. However, no one is very much in agreement and agreeing to a platform for action, the rest, 15% neutral. Thirdly, a no-job statement is marked with a grey chart. This chart shows that 100% fully agree and agree to seek a job. However, no one very much agree, agree, and neutral to start a business. Finally, indicators don't think the results are marked with yellow graphs. This graph shows that 31% are very much in agreement and agree to give priority to the outcome, whereas 54% are extremely in accord and agree that the process should be given priority. The rest, 15% voted neutral. It can be concluded that Y-generation is generally more inclined to the cultural mindset of Indonesian people with an average of 65% strongly agreeing and agreeing to use the culture mindset in Indonesians, on

average 23% firmly agree and agree to use entrepreneurial mindset, and on average 12% choose to be neutral.

c. Z-generation

Here's a Graphic of the Z-generation respondent.

Graphic 3:
Z-generation Respondents

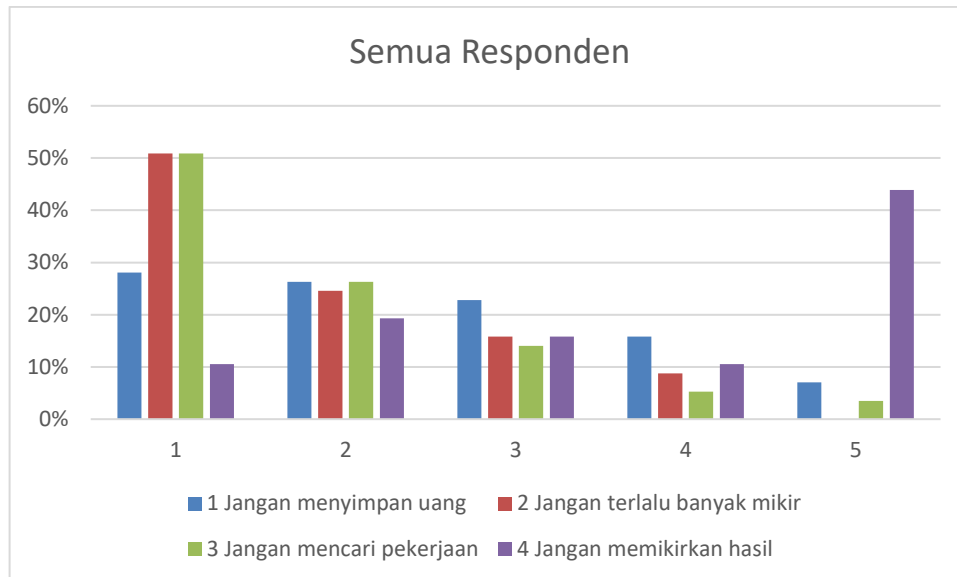


The entrepreneurial mindset of Z-generation can be derived from the four indicators in Graphic 3. First, on the no-save category marked with a blue chart. The chart shows that Z-generation prefers saving with a total of 53% strongly agree and agree. Meanwhile, 14% strongly agreed and agreed to be invested in corporate capital. The rest, 33% neutral. Second, the second indicator with the statement not to think too much is marked with an orange chart. The orange graph shows that there are 76% fully agree and agree to think carefully. Meanwhile, 7% strongly agreed and agreed to take immediate action. The rest, 17 percent, were neutral. Thirdly, no job search declarations were marked with grey graphs. This graph shows that 67 percent were strongly agreed and agreed to seek a job. The rest, 23% neutral. Lastly, the indicators don't think the results are marked with yellow graphs. This chart shows 30% strongly agreed and agreed to give priority to the outcome, while 47% agreed strongly to give the process priority. There were 23% who chose neutral. It can be concluded that Z-generation overall is more inclined to the cultural mindset of Indonesian people with an average of 57% strongly agreeing and agreeing to use the cultural mindset of Indonesia people, the average of 19% firmly agree and agree with using the entrepreneurial mindset, and the average 24% chooses to be neutral.

d. X, Y, and Z-Generations

Here's a Graphic of the X, Y, and Z-generation respondent

Graphic 4:
X, Y, and Z-Generations



The mindset of entrepreneurs in the X, Y, and Z generations can be embodied from the four indicators in Graphic 4. First, on the no-save category marked with a blue chart. The chart shows that generations X, Y, and Z prefer to save with a total of 54% strongly agree and agree. By contrast, 23% were strongly in favour and agreed to enterprise capital, while the rest, 23%, were neutral. Second, the second indicator with the statement not to think too much is marked with an orange chart. The orange graph shows that there are 75% very much agree and agree to think carefully. Meanwhile, 9% strongly agreed and agreed to take immediate action. The rest, 16% neutral. Thirdly, the declaration not to look for a job is marked with a gray chart. This chart shows that 77% are strongly agreed and agree to seek a job. In contrast, 9% are very strongly agreeing and agreeing to start a business. The remainder, 14% is neutral. Finally, the indicator not to think of results is marked by yellow charts. This chart shows 30% strongly agreed and agreed to give priority to the outcome, while 54% agreed strongly to give the process priority. There were 16% who chose neutral. It can be concluded that X-generation, Y-generation, and Z-generation are generally more inclined to the cultural mindset of Indonesian people with an average of 59% strongly agreeing and agreeing to use the cultural mindset of Indonesia's people, the average of 24% firmly agree and agree to use entrepreneurial mindset, and the average 17% choose to be neutral.

CONCLUSION

From the interpretation of the meaning of the mindset of the entrepreneur compared with the culture of the Indonesian people through the proverb can be said that there are four proverbs that are contrary to the mindset of the entrepreneur, that is, savings base rich and a little bit long to become a hill in contrast with the way of mindset do not save money. But there are four verses that are in line with the mindset of the entrepreneur, that is, a day is a thread, a year is a piece of cloth, and the first time is fun, then is pain, then it is fun. The mindset of the X, Y, and Z generations is more likely to use the mindset of Indonesian culture. There are four indicators that explain the cultural tendencies of Indonesian people, namely: (1) saving is better than being used as business capital; (2) consideration is more important than starting a business; (3) finding a job rather than starting an enterprise; and (4) focusing on results rather than processes in endeavour.

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