

Preserving Knowledge of Reading Ambassador for the Sustainability Enhancement of Reading Habit in Indonesia

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ABSTRACT

The development of reading habits in Indonesia is carried out through a variety of ways, one of which is the Indonesian Reading Ambassador activities by the National Library of Indonesia as sustainability enhancement for reading habits in Indonesia. As the Indonesia Reading Ambassador, Najwa Shihab, has knowledge that needs to be preserved for the sake of enhancing reading habits at this time and in the future. This research is done as a qualitative description and data collection techniques are based on literature studies aimed at describing the ability of Indonesian Reading Ambassador for the period 2016 - 2020 in carrying out various efforts to develop reading habits in Indonesia. Preserving Knowledge of an Indonesian Reading Ambassador prefers to theory of organizational knowledge creation developed by Nonaka centering on the SECI (Socialization, Externalization, Combination, Internalization) modes. The results show that The Indonesia Reading Ambassador has knowledge that can be used to direct the efforts in developing reading habits in Indonesia by both Reading Ambassadors at various levels: schools, universities, institutions, regional governments at various levels, including provinces, districts / cities and existing communities.

Keywords: Indonesian Reading Ambassador; knowledge preservation; SECI, reading habits; Najwa Shihab

INTRODUCTION

For increasing interest in reading and socializing the culture of reading, the Indonesian public needs to be intensified and streamlined through a synergistic movement of various inspirational components and patterns from a motivator who is became a role model and able to boost the reading interest of the Indonesian people. Indonesian Reading Ambassador and The National Library of Indonesia share a national mission in promoting the culture of reading interest through library utilization and various other potential promotional media.

The cultivation of Reading Interest have done in various ways. The National Library of Indonesia based on Indonesia Law No. 43 of 2007 concerning the Library, especially

articles 48 - 51 concerning the acculturation of reading interest, is responsible for developing literacy through various strategies.

The National Library of Indonesia conducted a campaign or socialization of the culture of reading hobbies Indonesian people through individual participation by displaying figures or idols called An Indonesian Reading Ambassador (*Duta Baca Indonesia*).

Based on cultural considerations, the reading interest of Indonesian people still needs to be improved and developed evenly and sustainably. The developing interest in reading and socializing culture of reading of Indonesian public needs to be intensified and streamlined through a synergistic movement of various inspirational components and patterns from a motivator who is became a role model and able to boost the reading interest of the Indonesian people. An Indonesian Reading Ambassador with The National Library of Indonesia have a national mission in promoting the culture of reading interest through library utilization and various other potential promotional media.

The Indonesian Reading Ambassador campaigning for The National Reading Enthusiastic Movement in various circles of the Indonesian community. Indonesian Reading Ambassador influences State leaders and national figures to care more about libraries and reading culture. An Indonesian Reading Ambassador made itself a role model of cultural cultivation of reading habits in Indonesia. It plays an active role in the success of the national program to develop a passion for reading to Indonesian people.

The Indonesian Reading Ambassador and National Library of Indonesia along with regional libraries throughout Indonesia conducted reading favorite socialization activities in various regions in Indonesia. Indonesian Reading Ambassadors make visits to regions all over Indonesia. The Indonesian Reading Ambassador along with The National Library of Indonesia compiled and agreed upon the used of materials and design that related to promotional tools. The Indonesian Reading Ambassador became a model in the promotional media in the form of billboards, posters and stickers "Reading Favorite Penitentiary" with materials and designs agreed with The National Library of Indonesia. Indonesian Reading Ambassador become a speaker or resource person in various promotional meeting activities in the form of seminars, discussions and workshops related to developing public reading interest held by The National Library of Indonesia in various regions in Indonesia, The Indonesian Reading Ambassador making communication with fans through social media related to increasing reading interest. Indonesian Reading Ambassador fans conferences in various activities related to increasing reading interest; and Indonesia opens the network of cooperation with cross-sectors in civilizing reading interest.

Indonesian Reading Ambassador is a representation of the vision and mission of The National Library of Indonesia in an effort to advance the reading interest of the Indonesian people. It has served for five years. The size of the time is considered sufficient to provide a broad scope for an Indonesian Reading Ambassador to spread the spirit of reading to the wider community.

This model has been developed and implemented by The National Library of Indonesia for three periods. The first period of 2006 - 2010 featured the Indonesian Reading

Ambassador, Tantowi Yahya, a presenter, politician and artist. As a first period Indonesian Reading Ambassador, Tantowi Yahya was considered successful in providing a strong foundation in the development of increased reading activities in Indonesia.

In the second period of 2011 - 2015, a new Indonesian Reading Ambassador was chosen, namely Andy F Noya, a journalist, Media Group editor, and a Kick Andy performer on Metro TV. The selection of the new Indonesian Reading Ambassador gave a new spirit of efforts to increase reading interest in Indonesia. Andy F. Noya was considered to be able to reinforce the purpose of the development of the National Reading Habits Movement. In the next period of 2016-2020, Indonesian Reading Ambassador faces even more complex and dynamic challenges. The current appointed Ambassador is Najwa Shihab, a television presenter who is successful in the field of content creator with *Narasi*, a company that runs in content creation in Indonesia.

This research includes knowledge that is known by Najwa Shihab as An Indonesian Reading Ambassador for the period of 2016 - 2020 to be able to preserve the knowledge and ability of Najwa Shihab in promoting the acculturation of reading Indonesian society so far.

The replacement of an Indonesian Reading Ambassador every period is important to refresh the spirit of an Indonesian Reading Ambassador and to provide new ideas in the preparation of a development program for strategies to improve reading habits in Indonesia.

The periodic change of an Indonesian Reading Ambassador also provides a problem, namely the absence of good knowledge management at the turn of the Indonesian Reading Ambassador. Finally, a number of good steps taken by Indonesian Reading Ambassador were not well cared for, by the next Indonesian Ambassador Reading.

In addition, at this time The National Library of Indonesia is also developing a Regional Reading Ambassador program that is implemented in all provinces in Indonesia. It is necessary to disseminate the knowledge of an Indonesian Reading Ambassador to be used by other Reading Ambassadors at this time and in the future.

LITERATURE REVIEW

This research is expected to be able to provide knowledge about the effort to develop reading habits through the Indonesian Reading Ambassador program represented by Najwa Shihab. Knowledge about the effort to develop reading habits done by Najwa Shihab as Indonesian Reading Ambassador will become general knowledge that can be mastered by next successors of Indonesian Reading Ambassador.

At this time there is no effort to preserve the knowledge possessed by Najwa Shihab as Indonesian Reading Ambassador so that there is a risk of losing of the knowledge. The current implementation of the Indonesian Reading Ambassadors is also an inspiration in the implementation of the Regional Reading Ambassador activities held in all provinces in Indonesia. The knowledge of a Najwa Shihab as an Indonesian Reading Ambassador

on promoting reading interest in Indonesia is also expected to provide the knowledge base of the Regional Reading Ambassadors in each province. This will provide important knowledge for each Regional Reading Ambassador.

Knowledge Management and Transfer Method. Knowledge creation always begins with the individual. Knowledge Management process is important in preserving tacit knowledge. There are four different modes of knowledge conversion:

- **Socialization (tacit to tacit)** : Conversion of tacit knowledge to tacit knowledge consists of sharing knowledge in face-to-face interaction, imitation and practice. By sharing experience, observation, apprenticeship or mentoring individuals learn and gain a sense of competence.
 - **Externalization (tacit to explicit)** : It is the conversion process that gives a visible form to tacit knowledge. In this mode, individual are able to articulate the knowledge (know-how, know-why, care-why). Tacit knowledge can then be written down recorded, drawn or made tangible or concrete in some manner.
 - **Combination (explicit to explicit)** : This conversion of explicit knowledge to explicit knowledge recombines discrete pieces of explicit knowledge into new form, such as synthesis in the form of review report, trend analysis and brief executive summary
 - **Internalization (explicit to tacit)** : Conversion of explicit knowledge to tacit knowledge which occurs though the diffusion and embedding of newly acquired behavior and newly understood or revised models. This process integrates shared or individual knowledge into individual mental modes.

Knowledge, experience, best practice, lessons learned and so on go through the conversion processes of Socialization, Externalization, Combination, Internalization. After Internalization the process continues at a new 'level', hence the metaphor of a "spiral" of knowledge creation often referred to as the SECI model.

Capturing Tacit Knowledge: Capturing knowledge is an activity to gather information and knowledge to create new knowledge. Capturing tacit knowledge can be defined as a process of capturing the experience and expertise of individual within an organization and make it available to anyone who needs it (Dalkir and Liebowitz, 2011). Those types of knowledge explain difficulty level conversion from tacit to explicit. In general, all the tacit knowledge can be made explicitly by using the codes or marks agreed between the parties that want to take advantage of the tacit knowledge.

RESEARCH METHODOLOGY

Knowledge is the capacity for effective action; obtain, understand and interpret information about Indonesian Reading Ambassadors. This research approach is a case study with a qualitative approach to the knowledge of promoting reading interest by Najwa Shihab as Indonesian Reading Ambassador for the period 2016-2020.

The objective of this study is to describe knowledge as the ability to understand and utilize data, information, and records available to Najwa Shihab as Indonesian Reading Ambassadors. The purpose of this study is to identify the knowledge and abilities of a Najwa Shihab as the Indonesian Reading Ambassador in developing reading habits in Indonesia with The National Library of Indonesia from 2016 to the present.

Knowledge Management is used to preserve the knowledge of Indonesian Reading Ambassadors to be continued by the next Indonesian Reading Ambassador and Regional Reading Ambassadors in the provinces in Indonesia as sustainability enhancement reading interest in Indonesia. This research is also expected to be an example of a method that can be used to carry out improvement activities in countries with poor reading habits.

The research method used in this writing is a qualitative research method that is a method by explaining writing systematically, based on data from reference sources. The data collection technique of writing is done by collecting data based on problems in writing, then identifying data and making comparisons of the data that has been obtained. Or broadly can be formulated, among others: data collection techniques, data processing techniques, and data analysis techniques. The following is the presentation of the three techniques.

Data collection techniques are based on literature studies that come from reference books, journals, articles, and e-books and other data from the internet through official sites related to the data needed. After getting the writing data described above, the author identifies, and compares the data to be used as important points related to the problems that will be discussed in this journal. After getting the writing data and processing it, the author analyzes the data based on the researchers' theories that have been obtained related to the problems that will be discussed in this journal.

RESULT AND DISCUSSION

Najwa Shihab as Indonesian Reading Ambassador is responsible for improving the knowledge of the Indonesian people. Najwa Shihab, who is fondly called Nana, was born in Makassar on September 16, 1977. At the age of 41, she was a former news anchor on the television station Metro TV. She has been the anchor for the Metro Today's prime time news program, "*Suara Anda*" and "*Mata Najwa*" talk show program. Najwa is the second daughter of Quraish Shihab, Minister of Religion in the era of the VII Development Cabinet in Indonesia.

Najwa Shihab studied in University of Indonesia, Faculty of Law alumni in 2000. During high school she was selected to join the AFS program **AFS Intercultural Programs** (or **AFS**, originally the **American Field Service**) is an international youth exchange organization, which in Indonesia the program was implemented by the Intercultural Development Foundation, for one year in the United States. Starting his career on RCTI, in 2001 she joined Metro TV because the TV station was considered to be more answerable to his big interest in the journalistic. In 2018, after being a journalist for 17 years, Najwa Shihab founded Narasi, a news and media company that creates and manages several types of online content.

Based on educational background and experience in the field of journalism, Najwa Shihab has several strategies that are used to be able to increase public attention to the effort to develop reading habits in Indonesia. Efforts to increase the development of promoting reading in Indonesia are also carried out through the development of digital

approaches and social media. The use of digital and social media approaches along with the strategies undertaken by Indonesia's national library at this time is the digital and social media development efforts. However, Najwa Shihab also has several strategies which is used to develop the penchant for reading Indonesian people today:

Najwa Shihab's personal abilities as a Journalist and Indonesian Reading Ambassador.

Najwa Shihab as a journalist requires her to be knowledgeable and fond of reading. Her habit of reading became the main capital in the promotion of reading habits in Indonesia. Najwa Shihab's experiences in the world of journalism and the entertainment world have always been associated with the promotion of civilizing reading interest. Reading interest is the initial capital of a Najwa Shihab to become a public figure at this time. Being able to become a celebrity in Indonesia, Najwa Shihab started with a reading passion.

In carrying out journalistic activities, Najwa Shihab prepared everything very well, another characteristic of Najwa Shihab's strategy was Najwa Shihab's keen gaze on his speakers when conducting interviews in talk shows or other interviews. This is what became the basis for the Mata Najwa event that was identical to Najwa Shihab's gaze when interviewing the speakers.

Najwa Shihab and Mata Najwa Program have won achievements by Elle Magazine, she was awarded the Influential Woman of the Year in 2016. Meanwhile, in 2015, Forbes Magazine announced her as the Most Progressive Figure. In 2011, this mother of one child was awarded the Young Global Leader by the World Economic Forum. Still in the same year, Najwa also won Highly Commended in the Best Current Affairs Presenter category at the Asian TV Awards.

Previously, in 2007 and 2009, Najwa also won Highly Commended in the Best Current Affairs Presenter category in a similar event and the most recent was the Indonesian Choice Award for TV Programs of the Year for 3 consecutive years 2016, 2017 and 2018, an acknowledgment of the ability of a Najwa Shihab.

Catatan Najwa as Najwa Shihab's Branding Strategy use for The Indonesian Reading Ambassador.

Catatan Najwa is all about the summary at the end of each Mata Najwa program on television. However, in the activities of the Indonesian Reading Ambassador, Najwa Shihab also used the *Catatan Najwa* strategy to motivate the community to love reading. In writing the *Catatan Najwa*, there are various stories about Najwa Shihab's views on the problem of reading public interest by using a poetic language approach and prioritizing aesthetic aspects without leaving the meaning to be conveyed to the public. Writing *Catatan Najwa* looks at the aesthetic side by paying attention to the rhymes of the *Catatan Najwa* that you want to give. In submitting *Catatan Najwa*, as the Indonesian Reading Ambassador, Najwa Shihab always used it in various occasions in activities in all regions in Indonesia. In different occasions, the reading of the *Catatan Najwa* was a highly awaited matter in various activities on the Indonesian Reading Ambassador carried out by The National Library of Indonesia.

The reading of the *Catatan Najwa* in the Indonesian Reading Ambassador activities was often used as a conclusion from a series of talk show about increasing reading interest

held in various regions in Indonesia with The Indonesian Reading Ambassador. The participants of the activities carried out usually give full attention to the reading of *Catatan Najwa*. In reading *Catatan Najwa*, The Indonesian Reading Ambassador was calm but still convincing, gave the right intonation and gave the right tone to every word in the *Catatan Najwa*.

In addition, the appearance of Najwa Shihab in reading *Catatan Najwa* also supports all of these appearances. By giving an appearance that remains beautiful, does not overdo it, wear proper and often use certain special clothing from several regions in Indonesia. This appearance is very supportive of all the efforts to inculcation reading interest in Indonesia.

The reading of *Catatan Najwa* in the cultivation of reading interest in Indonesia through the activities of the Indonesian Reading Ambassador gave a special impression on the implementation of the Indonesian Reading Ambassador activities. The use of *Catatan Najwa* strategy as one of the civilizing strategies for reading interest is very effective to be used as a civilizing strategy for reading interest in Indonesia.

The description of the life background of The Indonesian Reading Ambassador as a journalist dan the approach to giving *Catatan Najwa* is a form of **socialization** (tacit to tacit), a form of knowledge conversion. A shared space where people develop shared knowledge, ideas and practices through communicating and working collaboratively.

The Indonesian Reading Ambassador, Najwa Shihab, Connectivity Utilization as a Journalist as an Effort to Develop Reading Habits in Indonesia. As a senior journalist, The Indonesian Reading Ambassador, Najwa Shihab, has the experiences and relationships to various parties related to the development of reading acculturation. Starting from the President of the Republic of Indonesia, Joko Widodo, Minister of Finance of the Republic of Indonesia, Minister of Law and Human Rights of the Republic of Indonesia, Indonesian National Police, Indonesia's Corruption Eradication Commission (*Indonesian: Komisi Pemberantasan Korupsi*), and many other parties who finally provided support for the effort to inculcation reading interest in Indonesia.

President of Indonesia, Joko Widodo, on May 17, 2017, at the commemoration of Indonesian National Education Day, held storytelling activities at the state palace. Najwa Shihab as the Indonesian Reading Ambassador attended and enlivened the storytelling with the President of the Republic of Indonesia, Joko Widodo. Najwa Shihab as the Indonesian Reading Ambassador also showed skill to tell stories to children in the state palace in Jakarta (<https://news.detik.com/berita/3503846/Jokowi-storytelling-for-students-at-the-palace-president-ial>). In addition, in many other activities, the Indonesian Reading Ambassador also supports the activities of civilizing reading in various institutions in Indonesia.

This is a form of Knowledge Conversion : **externalization** (*tacit to explicit*) by share to groups of people can articulate experience to each others via metaphors and concept journalist in the effort of reading culture in Indonesia.

Utilization of Social Media as an effort to motivate the Reading Society of Indonesia.

At present the use of social media really has a big role in various digital promotion efforts. This certainly will have an influence on the promotion of civilizing the reading interest itself. The approach to social media is one of the effective strategies, especially in the current millennial generation. There is a shift in the use of media from the use of television, radio, and newspaper media to social media; Facebook, Twitter, Instagram and You tube. This will also have an effect on the effort to development of reading habits and the approach that needs to be done.

There are several activities that can be carried out in the effort to development of reading habits through social media, such as using flyers, making videos, writing of Quote, and various other things. This approach can also be seen from the large number of subscriptions in all Najwa Shihab social media accounts. A large and massive influence will be felt if promotion through social media is done with a good and continuous strategy.

The use of social media is also closely related to real life in everyday life. The Indonesian Reading Ambassador in every promotion activity of developing reading interest carried out in all regions in Indonesia always link to the use of social media. The use of social media is carried out as a media for promoting activities, reporting live activities, and conducting social activities that can be done digitally. Social media is then used to provide opportunities for people who have read giving posts to read readings by providing a link to the Indonesian Reading Ambassador account.

This Digital Activity can increase the use of social media for positive activities through various ways that can be done. These digital activity businesses also provide promotions to The National Library of Indonesia as an institution that houses the Indonesian Reading Ambassador with the use of hashtag or various other activities. This is form of Knowledge Conversion Modes : **Combination** (explicit – explicit) a virtual space within explicit knowledge can be combined within digital activity (IT), system or documents.

Supports Social Movement. Indonesian Mobile Library (*Pustaka Bergerak Indonesia*) is a form of movement to increase civilization throughout Indonesia. Indonesian Mobile Library is the liaison between literacy drivers throughout Indonesia. Through Social Media, Indonesian Moving Library provides networking to various efforts to civilize reading interest by the public. Indonesian Mobile Library is one of the community's social movements towards the low reading interest in Indonesia. The idea that was initiated was to bring books as reading material to some remote areas that were rarely accessible to library services or geographically remote to gain access to books as one of the public's information. The target of this activity is to children or remote communities in all regions in Indonesia. Form a network through social media, to provide information to each other on activities that have been carried out and to encourage the implementation of this community-based library.

The Indonesian Reading Ambassador strongly supports the activities carried out by the Indonesian Mobile Library community, even Najwa Shihab was also appointed as the Indonesia Mobile Library Ambassador. On each trip, the Indonesian Reading Ambassador always took the time to interact and support the implementation of the

Indonesian Mobile Library in all regions. This support was also promoted through social media to further emphasize the role of Indonesian reading ambassadors in an effort to increase the culture of reading interest in Indonesia.

Together with the Indonesian Mobile Library, the Indonesian Reading Ambassador initiated the Free Cargo Literacy program in collaboration with PT. Indonesian Post. This program began to take place on May 20, 2017. This program is a form of government support through the release of the cost of sending books throughout Indonesia through the Indonesian Moving Library network. The activity of Free Cargo Literacy is carried out every month with a variety that is aimed at leveling Indonesian people's access to quality books. Najwa Shihab as the Indonesian Reading Ambassador continues to provide support for the implementation of civilizing activities in reading through the Free Cargo Literacy program by delivering books and promoting through various existing social media. This is form of Knowledge Conversion Modes : **Internalization** (explicit – tacit) a context which allows people to develop refine and familiarizes themselves with and utilize explicit knowledge.

CONCLUSION

As the third Indonesian Reading Ambassador, Najwa Shihab has been successful in improving reading habits in Indonesia. This can be seen from the various positive improvements received by the National Library of Indonesia, especially on promotion through social media. Najwa Shihab as an Indonesian Reading Ambassador gave direction to the development of a enhancing reading interest in Indonesia to be more interesting.

The background of Najwa Shihab's knowledge as a journalist provides many advantages in the efforts to improve reading interest that have been carried out by the National Library of Indonesia. Indonesian Reading Ambassadors provide a real strategy for rebranding of The National Library of Indonesia strategically through various technical matters.

Najwa Shihab's figure as Indonesia's Reading Ambassador also inspired an increase in understanding of gender equality in Indonesia. Knowledge Conversion Mode: SECI (*Socialization, Externalization, Combination, Internalization*) provides an approach on how the knowledge possessed by an Indonesian Reading Ambassador can be done to various forms of ambassadors in regions in Indonesia. At this time have more support and reduplication of Indonesian Reading Ambassador form of civilizing reading habits in Indonesia is running. Management knowledge held by Najwa Shihab as Indonesian Reading Ambassador needs to be carried out and disseminated using the existing information dissemination approach which is primarily the development of the reading culture of the Indonesian people.

At present the direction of the development of the world is leading to a 4.0 industrial revolution which forces libraries to develop themselves in the utilization of artificial intelligence and internet networks. Promotion and networking have become a direction for library development policies in the present.

The development of the digital world of libraries needs to also be developed in stages with the promotion carried out by the current library, especially the national library. Najwa Shihab and *Narasi* as a content creator company that fully understand the current development of content has become the direction of development that librarians will certainly do as the main resource of the library.

Najwa Shihab as Indonesian Reading Ambassador through a social media approach is expected to be able to inspire librarians in library services to be an ongoing basis at all levels of Indonesian society in an endeavor to cultivate reading indolence in Indonesia on an ongoing basis.

RECOMMENDATION

In connection with the importance of the role and knowledge of an Indonesian Reading Ambassador to improve reading interest in Indonesia, it is necessary to recommend the standardization of Indonesian Reading Ambassadors' knowledge in dealing with the cultural problems in the digital era. The standard of knowledge of a Najwa Shihab can be used as a minimum standard for the preparation of knowledge of next Indonesian Reading Ambassadors.

National Library of Indonesia can adopt a strategy to enhancement reading interest by increasing interpersonal connectivity and institutions to increase the reading interest of the Indonesian people.

Preparation of the Reading Ambassadors program at various levels: schools, universities, institutions, local governments need to be implemented so that the effort to cultivate reading hobby in a sustainable manner can be carried out. Furthermore, there are no rules that prevent a Najwa Shihab from being re-elected as an Indonesian Reading Ambassador because of the various programs and knowledge she already has.

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