

EFFECT OF ENTREPRENEURIAL SPIRIT OF CREATIVITY AND THE IMPACT ON BUSINESS SUCCESS INDUSTRIAL CENTER IN BAGS IN BANDUNG

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Abstract: The development of business in Indonesia, especially in the small industrial sector requires an employer must have an entrepreneurial spirit and creativity. This study aims to determine aspects of the entrepreneurial spirit, creativity and business success, also intends to determine the influence of the entrepreneurial spirit and creativity to business success, either directly or indirectly, but through *kretivitas* as an intervening variable. Data collected survey respondents at 45 centers in Bandung Industrial Bags. The method of analysis in this research using descriptive analysis and verification with equation analysis structural equation model (SEM). The results based on descriptive analysis, shows that the average respondent had *kewirausahaan* spirit and creativity enough and respondents were quite successful in their efforts. The results of the verification analysis shows that the entrepreneurial spirit is positive and significant impact on creativity, but not significant to business success. This means that the entrepreneurial spirit indirect effect on the success of the business. Creativity positive and significant impact on the success of the business, so that creativity is an intervening variable that is good for the soul connection between entrepreneurship to business success.

Keywords: Spirit of Entrepreneurship, Creativity, Business Success.

INTRODUCTION

Today, especially in the industrial sector in the region is one of the prime movers in the development of Indonesia's economy. Increased ability of the industrial sector is essential for improvement of the national economy. It can be seen from the role in the provision of employment opportunities and better able to withstand the economic crisis, as many take advantage of local resources.

A company or industry has the same goal which is oriented to obtain maximum benefit amount. Meanwhile, if viewed from an understanding of the industry itself is a set of a few companies producing similar goods specified in the particular area coverage. One sector of the economy that is being received attention from the government at the moment is sector industry. One way to improve the industrial sector is by developing small industries.

A small industry is one form of alternative strategies to support the development of Indonesia's economy. The roles of small industry on equity and employment opportunities for the people are proven to help the government in poverty eradication program and reduce unemployment. In addition to employment, small industries proven to survive the economic crisis facing the nation ever to hit Indonesia.

The existence of small industry must be maintained and developed in order to continue to play a role in reviving the local economy. Besides the government's attention especially to small industry that is still within the limitations should be supported in order to keep expanding in helping increase the economic growth of the nation. Thus the position of small industries in the midst of community life can help to absorb a lot of labor, and is able to co-exist with large industry in terms of participating facilitate the country's economic activity. Bandung as one of the largest cities in West Java has a lot of economic potential, especially in the SME sector. From 2015 to 2016 the number of small industries in Bandung continues to increase. In addition, the small industries in the city accounted for 0.85% of 25 districts / cities in West Java.

Whereas in economic activities, one of which improve labor issues as can be seen in Table 1.

Table 1 Licensed Industrial development in Bandung

Industry Type	2015			2016		
	Business unit	Labor	Investation (thousand)	Business unit	Labor (person) 8819	Investation (thousand)
Big	103	8629	638.795	108	8819	653.799.224
secondar	143	5750	11.199.757	146	5790	310.355.989
Small	2989	50.342	295.194	3069	51042	310.355.989

Source: Survey Results Against businessman Leuwisari bags in Bandung, February 2017

See table above can be seen that investment in small industry relatively smaller than large industry. But with a small investment, the small industry is able to absorb the labor force more than a huge industry that as many as 50 342 people in 2015 and will increase by 51 042 people in 2016.

But when compared with medium industries, small industries investment is much greater. Although employment in medium industries is relatively small prove it is important that the role of SMEs in the economy of the city of Bandung, especially in employment. Thus the small industry has far better potential to be developed as one of the drivers that are expected to help industry cope with the problem on employment.

One of the industries in the city of Bandung, Sentra Industrial Bag which is a manufacturer that provides manufacturing services especially for souvenir bag. Bags are produced among other produce such as bags for the purposes of the Seminar, Working Meeting, Meeting members, workshop, symposium, congress, Training, Workshop, rapim, National Conference/Musda, Traveling, Sports, Pilgrims Haji/Umrah, Children School, Birthday and etc.

In most small industries are facing problems in such a classic problem in the capital, marketing, raw materials, engineering industry expertise, less expertise in refineries. Capital and marketing fields dominate the difficulties faced by small businesses. But overall, small businesses have difficulties in various aspects so it is difficult to grow in a short time.

As the following case study is the development of the turnover experienced by some employers' bags in Bandung during the last 5 months, with the following data:

Table 2 Data Turnover Sales Person Bags In Leuwisari Bandung Months of October to February 2015-2016

Name	Revenue (in rupiah)				
	Oktober	November	Desember	Januari	Februari
Asep	15.321.020	27.856.400	13.928.200	11.999.680	21.428.000
H. Dadang	21.756.000	27.300.000	31.500.000	25.200.000	28.000.000
Iwa	31.432.500	28.575.000	27.150.000	28.500.000	30.000.000
Rini	25.047.000	28.462.500	25.875.000	22.500.000	18.000.000
Agus	20.497.400	18.803.400	16.940.000	14.000.000	10.000.000
Oden	40.140.000	41.040.000	42.750.000	44.100.000	45.000.000
Aji	38.551.680	39.744.000	18.144.000	17.640.000	16.800.000
Rahmat	11.340.000	11.550.600	11.799.000	12.420.000	10.800.000
Harun	21.993.750	25.875.000	22.500.000	18.450.000	18.000.000

H. Dede	54.593.352	60.659.280	61.272.000	64.335.600	67.552.380
Sum	280.672.702	309.866.180	271.858.200	259.145.280	265.580.380
Average	28.067.270	30.986.618	27.185.820	25.914.528	26.558.038

Source: Survey Results Against businessman Leuwisari bags in Bandung, February 2017

So when in persentasekan sales turnover of entrepreneurs in Leuwisari are as follows:

Table 3 Turnover Entrepreneur Development Data Bags Bandung October - February 2017 (In rupiah)

Month	Omzet Average (Rp)	Growth
Oktober	28.067.207	-
November	30.986.618	10.4%
Desember	21.185.820	-12.3%
Januari	25.914.528	- 4.6%
Februari	26.558.030	2.50%
Average growth		-0.8%

Based on the results of a survey conducted in the Center Industrial Bags in Bandung, the average turnover growth of entrepreneurs' fluctuation. in December the turnover of entrepreneurs Bags Bandung decreased by 12.3% so as in January decreased, ie by 4.6%. whereas in February increased by 2.50%. Then the average turnover growth in the last 5 months entirely entrepreneurs Leuwisari bag a decline in the amount of 0.8 percent. It will automatically affect the decrease in the amount produced by the entrepreneurs.

Factors influencing the decline over most of the entrepreneurs are only focusing on its target market, namely with school children only, while the orientation of students of the new school is located in the months around mid ie between June and September the remaining demand will decline. other than that next factor is the lack of initiative and self- confidence of entrepreneurs in developing a business case as they how to create expand its market share with a varied product and try to take advantage of existing opportunities. but in practice most employers rely solely on market bag that's it, so it is always a decline in turnover at the end of the year until the beginning of the year.

This can be indicated by the level of education entrepreneurs Leuwisari bag in Bandung is still largely lower. Employers and employees are on average only a graduate of Elementary School (SD) and High School (SMP) may not even pass the elementary school (SD) so that it can affect the proficiency in facing consumers. Predictions were built by entrepreneurs will be difficult to achieve compared with those who had a level of undergraduate education. Most of them can only concentrate through muscle work is not accompanied with a working brain. They run businesses based solely on instinct alone, without the ability the adequacy of management, it is difficult for the business to win the competition. so prone to failure are enormous.

REVIEW OF THEORY

According to Eddy Soeryanto Soegoto (2009: 3) Entrepreneurs are people who are creative and innovative spirit that is able to establish, build, develop, promote, and make his company excels. An

entrepreneur must be capable of seeing into the future. Forward-looking instead of daydreaming empty, but see, think by calculations, look for options of various alternatives and solutions problems. Drucker (1959) in Suryana (2006: 2) entrepreneurship is the ability to create something new and different through creative and innovative ideas for the creation of opportunities.

Meanwhile, according to Robert Hisrich (1995: 6) in Buchari Alma (2014: 23) Entrepreneur is the "process of creating something different with value by devoting the Necessary time and effort, assuming the Accompanying financial, psychological, and social risks and receiving the the resulting rewards of monetary and personal satisfaction "(Entrepreneurship is the process of creating something different by devoting all his time and energy accompanied by bearing the financial risk, psychological, social and receive remuneration in the form of money and personal satisfaction).

According Moloi and Nkhahle-Rapita (2014: 78) said entrepreneurs are individuals who accept risks and who are innovative in terms of Reviews their business management skills. (Say entrepreneurs are individuals who accept the risk and innovative in terms of their business management skills). Meanwhile, according to Alma (2005) states that more emphasis on the entrepreneurial spirit, passion, and then applied in all aspects of life.

Creativity according Buchari Alma (2014: 69) is "the ability to make new combination or see new relationships between elements, data, variables that already exist previously" while according to Dedi Supriadi, (1994: 7) in Buchari Alma (2014: 70) "Creativity is a person's ability to give birth to a new something, either in the form of the idea and the real work, which are relatively different from what has gone before.

According to Zimmer in Alma (2014: 71) Creativity is defined as the ability to develop new ideas and to find new ways of solving problems and opportunities facing. Meanwhile, according to Suryana (2006: 2) Creativity is the ability to develop ideas and new ways to solve problems and identify opportunities (thinking new things)..

Creativity is a topic that is relevant not only for entrepreneurs who are just starting out, but also for businesses and bsinis activities in general. Creativity is an important source in the creation of competitiveness for all organizations that care about the growth (growth) and change (the change).

Business Success by Algifari (2003: 118) in Chamdan Purnama, Suyanto "business success can be seen from the efficiency of the production process that can be sorted by efficiency are technically and economically efficient". It can be seen from the volume of production that had been used to spend a number of raw materials per day increased to be able to process more raw materials by increasing raw materials needed.

According to Hendry Faizal Noor (2007: 397) "to business success is essentially the success of businesses achieving their end." Meanwhile, according to Suryana (2011: 66) that "To be a successful entrepreneur must have an idea or vision of business (business vision) clear, then there is the will and the courage to face the risk of both time and money ". Meanwhile, according to Ina Primiana (2009: 49) argues that "The success of the business is capital have been met, the distribution of productive and achievement of organizational goals"

A company is successful if the benefit or profit. Although profit is not the only aspect that is assessed on the success of the business or a business, but the profits or income becomes an important factor because profit is the goal of the people who start a business. If in a company or business there is a decline in profits or income is not stable, then the company or business will be difficult to operate the business activities.

METHODOLOGY

The method used in this research is descriptive and verification. The purpose of the verification method that is proving to test the hypothesis of descriptive research results through a statistical calculation, the research used to test the variables X1 and X2 influence on Y to be studied. So that the results obtained evidence that suggests the hypothesis is rejected or accepted. By using research methods will be found a significant relationship between the variables studied so as to produce conclusions that will clarify the description of the object under study. The object is tested in this

study is "Influence of the Spirit of Entrepreneurship and Creativity to Business Success on the Sentra Industrial Bags in Bandung".

The design of the analysis is the process of searching for and compiling a systematic data have been obtained from the data collection, and documentation in a variety of ways to organize data into categories, describe into the units, synthesize, organize into a pattern, choose which is more important and which will be studied, and make conclusions so easily understood by myself and others. Researchers analyzing the data that has been described by using descriptive method (qualitative) and verification (quantitative).

RESULTS AND DISCUSSION

Respondents in this study are entrepreneurs bags at Sentra Leuwisari Industry characteristics can be viewed by category of age, gender, and education level. The lowest age of the respondents 28 years old and 59-year highs while mostly aged 40 to 50 years at 65%. Gender of respondents are predominantly male (74.5%) while 25.5% of women there. Most respondents (60.5%) had high school education to bottom, there are 31% who educated to degree level and only 8.5% have graduate education.

Table 4. Description of Respondents answer on each indicator

Spirit of Entrepreneurship			Creativity			Business success		
Variab	Mean	Std. Deviation	Variable	Mean	Std. Deviation	Variable	Mean	Std. Deviation
X11	4.11	1.172	X21	2.98	1.602	Y1	3.82	1.051
X12	3.73	1.437	X22	3.89	1.191	Y2	3.84	1.021
X13	3.80	1.325	X23	3.33	1.537	Y3	3.98	0.866
X14	3.60	1.338	X24	3.49	1.440	Y4	3.98	0.892
X15	3.93	1.321	X25	3.33	1.508	Y5	3.91	0.821
X16	4.13	1.014	X26	3.24	1.640	Y6	3.89	1.027
X17	4.11	0.935	X27	3.51	1.424	Y7	4.04	0.824
X18	4.20	1.057						
X19	4.20	0.944						
X110	4.24	0.908						

Source: Survey Results Against businessman Leuwisari bags in Bandung, February 2017

Based on the results of a survey conducted to 45 respondents entrepreneurs bags (Table 4), obtained an average yield of entrepreneurial spirit has been good (more than a score of 3), was enough creativity and business success are also considered to be quite successful.

Measurement Model

The results of measurements on variable models is made to see the validity of each indicator and

reliability values for each variable. Results validity and reliability of each variabel looks are like in Table 5.

Table 5. Results of the validity and reliability of data processing

Kk	Spirit of Entrepreneurship	Creativity	Business success	note
X11	0.919			Valid
X12	0.711			Valid
X13	0.670			Valid
X14	0.650			Valid
X15	0.887			Valid
X16	0.896			Valid
X17	0.886			Valid
X18	0.840			Valid
X19	0.765			Valid
X110	0.679			Valid
X21		0.780		Valid
X22		0.667		Valid
X23		0.892		Valid
X24		0.878		Valid
X25		0.927		Valid
X26		0.903		Valid
X27		0.927		Valid
Y1			0.893	Valid
Y2			0.918	Valid
Y3			0.941	Valid
Y4			0.808	Valid
Y5			0.797	Valid
Y6			0.956	Valid
Y7			0.889	Valid
Construct				
Reliability	0.974	0.975	0.972	
Variance Extract	0.668	0.820	0.776	
Keterangan	Reliabel	Reliabel	Reliabel	

The results of measurements on variable models is made to see the validity of each indicator and reliability values for each variable. Result of the validity and reliability of each variabel looks like on the Table 2.

Validity test results for each indicator shows all valid, because the loading factors ≥ 0.5 . The measurement results of each indicator variable entrepreneurial spirit, creativity and business success in the above table is ≥ 0.5 , which means that all indicators in the variable entrepreneurial spirit, creativity and business success are valid, so it can be analyzed in the formation of the structural model.

The reliability test on each variable used measures of value Construct Reliability (CR) (Hair, Black, Babin, & Anderson, 2014) and the value of Variance Extract (VE) (Gunarto, 2013). An instrument of a variable is said to be reliable if $CR \geq 0.7$ and ≥ 0.5 VE. Reliability is acceptable if $0.6 \leq CR \leq 0.7$ and the indicators have good validity (Hair et al., 2014). Based on the results of measurement using a variable Amos 20.0 for the entrepreneurial spirit, creativity and business success, obtained all grades $CR \geq 0,7$ and $VE \geq 0,5$ value, so it can be concluded that each variable entrepreneurial spirit, creativity and success of the business is reliable.

Great relationship between the variables of creativity and business success was 58.4%, much the relationship between the variables of entrepreneurial spirit and business success of 57.3%, and the largest is the relationship between the entrepreneurial spirit and creativity that is equal to 65.1%. This value indicates that there is a moderate correlation between variables.

Structural Equation Model (SEM)

SEM modeling to test the hypothesis of this study, and to see the influence of exogenous variables

on endogenous, and also to analyze the role of intervening variables in the models studied cratitivas. To then be used in answering some of the allegations contained in the research hypothesis.

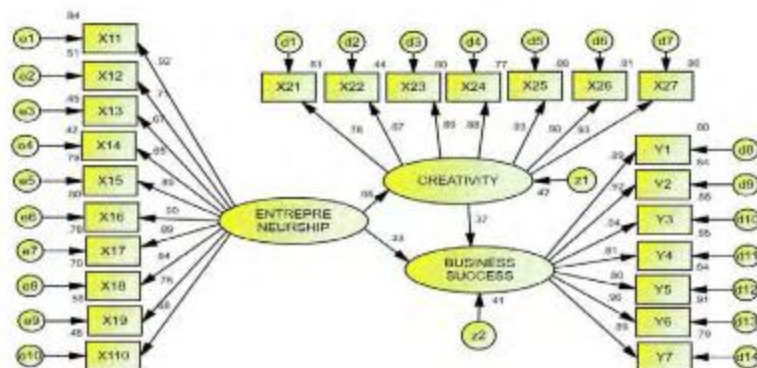


Figure 1. Structural Equation Model Full

Figure 1 shows the magnitude of the parameter values in the relationship between latent variables that exist and the amount of loading factor values of each indicator forming latent variables. Judging from the values of the parameters seen that the relationship between endogenous variables exogenous variables with a positive effect. Figure 2. seen that all the indicators forming latent variables are valid for the value of the loading factor of more than 0.5 and was statistically significant (t value greater than 1.96). The picture above also shows the influence of factors on the entrepreneurial spirit of creativity and business success. The test results of each parameter to look at the structural relationships between latent variables shown in Table 6.

Table 6. Testing Results Relationship between Latent Variables.

Variabel Endogen	Variabel Eksogen	Std. Estimate	S.E.	t- Value	P- value	Note
CREATIVITY	<--- ENTREPRE_NEURSHIP	0.651	0.176	4.284	0.000	Signifikan
BUSINESS_SUC CESS	<--- CREATIVITY	0.366	0.130	2.107	0.035	Signifikan
BUSINESS_SUC CESS	<--- ENTREPRE_NEURSHIP	0.335	0.150	1.949	0.051	Not Signifikan

Source: Survey Results Against businessman Leuwisari bags in Bandung, February 2017

Based on Table 6 shows that the entrepreneurial spirit is positive and significant impact on creativity, but no significant effect on business success. Factors creativity take effect positive success and significant impact on the business. This condition illustrates that jiwa entrepreneurship can affect the success of the business through creativity, which means that creativity is an intervening variable for the entrepreneurial spirit to business success.

The amount of direct influence on the entrepreneurial spirit of creativity and business success looks like in Table 7.

Table 7. Amount of Direct Impact Latent Variables

Variabel	ENTREPRE_NEURSHIP	CREATIVITY
CREATIVITY	0.651	
BUSINESS_SUCCESS	0.335	0.366

Source: Survey Results Against businessman Leuwisari bags in Bandung, February 2017

Table 7 shows that the entrepreneurial spirit is a direct positive effect on creativity and successive efforts. Take effect entrepreneurial spirit is dominant (0651) to creativity than its impact on business success (0335). The magnitude of the direct influence of creativity to business success at 0.366. The magnitude of the indirect effect of entrepreneurial spirit to business success at 0.238. Total amount of influence factors of integrated marketing communications to variable voting behavior and decision of selecting shown in Table 8.

Table 8. Effect of Amount of Total

Variabel	ENTREPRE_NEURSHIP	CREATIVITY
CREATIVITY	0.651	
BUSINESS_SUCCESS	0.573	0.366

In Table 8 shows that the most dominant factor on the variable success of the business is the entrepreneurial spirit through creativity. This means that the entrepreneurial spirit is very take effect to creativity and creativity that will either affect the success of the business. This condition illustrates that creativity constitute intervening variables good for relations between the entrepreneurial spirit with success effort.

CONCLUSION

Based on the results of research and discussion that has been done can be summarized as follows:

1. Descriptive seen that the level of entrepreneurial spirit, the level of creativity and the success rate of business entrepreneurs in the bag industry Bandung relatively high or above average.
2. There is a positive and significant influence between the entrepreneurial spirit of creativity, but no significant effect on business success. This suggests that creativity into variable intervening variable that is good for the soul of entrepreneurship in enhancing business success.
3. Creativity positive and significant impact on the success of business bags in the city, meaning that in order to enhance the role of entrepreneurship in business success increase need to increase creativity in the bag industry in Bandung.

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