

The Impact of Coastal Tourism Environment on The Character Values of Elementary School Students. (Yogyakarta, Indonesia)

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Abstract: This study aims to analysed and identify the character values that exist in elementary school students in the coastal tourism area of Gunungkidul which affected by the tourism environment so that later it can become information in the formulation of school policies of regional governments to instill appropriate character education models for elementary school students in coastal areas Gunungkidul tourism beach. This research is a qualitative study with a case study approach. Data analysis uses inductive analysis techniques. Results found that there are positive and negative characters in elementary school students in Gunungkidul tourism coastal area. Positive characters include creative character and caring character. Negative characters include character of indiscipline, ignoring responsibility, and impoliteness. All of the character values is the impact of coastal tourism environment.

Keywords: coastal tourism, character values, elementary education.

1. Introduction

The popularity of the Special Region of Yogyakarta is currently ranked second after Bali as a tourist destination for foreign tourists. The Special Region of Yogyakarta, located in the southern region of Indonesia, is very rich in potential and tourist areas which continue to grow fast every year. Tourism also provides huge local revenue for all regencies/cities in the Special Region of Yogyakarta. The percentage increases with regard of regional income from tourism sub-sector every year [1].

As a special province in Indonesia, the Special Region of Yogyakarta upholds the local cultural values of the community [2], [3]. The rapid progress of tourism is a challenge in maintaining local values and identity of the people of Yogyakarta. Tourism affects society as a whole, including peculiarities of value, society, culture, economics and politics/policy, information technology and education [4]–[8].

Gunungkidul is one of the biggest districts in the Special Region of Yogyakarta consisting of 18 sub-districts and 144 villages. Gunungkidul district has tourism potential and various views from several sectors. Tourism potential in natural resources are beach, cave, hill, and mountain. Tourism potential in arts and culture sector are historical heritage and several tourist villages in various regions of Gunungkidul District. Located in the southeastern part of Yogyakarta City as far as 39 Km, it has an area of 1,485.36 Km² or 46.63% of the area of the Special Regions of Yogyakarta. Besides having several natural tourism objects, Gunungkidul has the most potential for favorite tourism, namely coastal tourism objects which have approximately ± 46 beaches stretching as far as 70 Km in Gunungkidul starting from the west end of Gunungkidul region to the east end. The development of the coast as an object of tourism in Gunungkidul region continues to increase from year to year based on the number of tourists both domestic and foreign [1].



Figure 1. Gunungkidul Tourism Map (Source: www.visitingjogja.com)

The rapid development of tourism in Gunungkidul has transformed the people who were formerly farmers and fishermen communities becoming tourism communities. The visible change in the society of Gunungkidul beach tourism is the increasing economic level of the population. Then, it causes dense economic necessity and activity of the Gunungkidul tourism coastal community. The impact of tourism on people's lives includes a) polarization of the population: Indigenous people have been polarized. The acquisition of people income is disproportionate, resulting in economic competition and most indigenous people try to hunt wealth by shortcuts without having appropriate skills, b) the breakdown of family: With the influx of foreign tourists who always change and the occurrence of association intensity between those who serve and given services, negative excesses appear to meet their biological needs, c) the development of the attitudes of consumption-oriented society: The development of mere consumption-oriented social behavior leads to prostitution, drug addiction, drug trafficking, drunkenness, and non-compliance with applicable law [9].

Based on the statement, it is very crucial for indigenous people in the coastal of Gunungkidul tourism have good character in itself to anticipate the negative impacts in the development of tourism, including the erosion of local values of the indigenous people. A character is a complicated collection from psychological characters that allows a person to act as an agent that determines one's morality [10]. Character education which is appropriate for and related to tourism community is one of the solutions to make happen. Suyata [11] said that the cultivation of moral character education always fails because there is no identification, general characteristic of the subject in character education both individual and social group. It includes the character which has existed in the community before implementing character education. It concludes that character is one of the most important part of the cultural order of society. This research purpose is to identify characters traits which have existed in elementary school students in coastal area of Gunungkidul tourism.

Methods

This research is a qualitative study with a case study approach. This type of qualitative research and case study approach is used to explore and interpret the character of students amid the phenomenon of coastal tourism in Gunungkidul. The subject of this research is 20 students who are in one of the elementary schools

in the coastal tourism area of Gunungkidul, the Special Region of Yogyakarta. The twenty students consist of 2 students from the 1st-grade; 3 students from the 2nd-grade; 5 students per each class are from the 4th-grade, the 5th-grade, and the 6th-grade. The elementary school chosen as a sample is the closest school to coastal tourism area and students' parents/ guardian who are indigenous people who live or work in Gunungkidul tourism coastal area. Data collection used in-depth observation (participant observation). In the research subject, the interview is also used to support the research result. Triangulation and member check techniques are employed to maintain the validity of the results. Data analysis used inductive data analysis [12] with the following steps: 1) Assessing data collection result; 2) Reduction I; 3) Reduction II; 4) Conceptualization; 5) Theorization.

Findings

Based on the results of observations, found patterns of behavior of elementary school students in the coastal areas of tourism affected by the tourism environment. These patterns of behavior are grouped in several indicators of character values.

Table 1

Creative		
Description	Indicator	Behavior
The ability of students to create or create work in the form of crafts or toys that are innovative and able to find solutions to problems related to it.	<ul style="list-style-type: none"> • Make a different work or craft with the example of the teacher. • Use simple or unused ingredients. • The work produced has a sale value of more than the material used. • Able to find solutions if you have difficulties or problems in the process of work. 	<ol style="list-style-type: none"> 1. Students make various kinds of toy cars that are different and different from the examples of the teacher. 2. Students do not use paper glue but use super strong glue mixed with beach sand and use pieces of wood as a car frame to make it stronger. 3. Toy cars made by students are very detailed in terms of colors and car accessories such as mirrors, bumpers, etc. 4. Students make various flower crafts from straws in various shapes. 5. Students make roll toys that one of the students buys, from materials that are not used in school. 6. Students' craft works are considered to have selling points by teachers and school principals 7. Most of the students make <i>kece</i> which is sold to tourists on the beach.

Source: Observation Data

Table 2

Environmentally Caring		
Description	Indicator	Behavior
Understand and can utilize the natural resources of their	<ul style="list-style-type: none"> • Know and understand the ecosystems that exist in the environment. 	<ol style="list-style-type: none"> 1. Students know various types of fish that are foreign to researchers who are also a typical fish resource from the community there

environment.	<ul style="list-style-type: none"> • Can utilize natural resources in the environment. • Help to preserve the environment. 	<ol style="list-style-type: none"> 2. Students know the dangers of various marine animals such as sea urchins, sea centipedes, jellyfish, and so on. 3. Students also know how first aid should be done when exposed to poisons from these animals. 4. Students can utilize natural resources such as beach sand, coral reefs, shells or snails, and coconut shells to make crafts or toys. 5. Students participate in preserving nature by releasing fish which they think is still small when they are fishing. 6. Students participate in keeping the beach clean by picking up trash they find on the beach when they are fishing.
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Source: Observation Data

Table 3

Indiscipline		
Description	Indicator	Behavior
Behave in violation of both explicit and implicit rules at school and ignore teacher appeals.	<ul style="list-style-type: none"> • Violating the code of conduct listed in the school code of conduct. • Breaking restrictions or regulations that are conveyed orally by the principal. • Ignore the teacher's advice or advice. 	<ol style="list-style-type: none"> 1. The male students wear uniforms that are not inserted into the pants, and even unbutton the top of the shirt to 2-3 buttons. 2. Students dye their hair. 3. Students ignore the teacher's call to restore their hair color to normal. 4. 55.4% of students carry excessive allowance. 5. There are some students who bring cellphones to school for various reasons. 6. The students ignored the teacher's call to enter the class after the break was over.

Source: Observation Data

Table 4

Ignoring Responsibility		
Description	Indicator	Behavior
Lazy or unenthusiastic behavior in	<ul style="list-style-type: none"> • Not paying attention as long as the teacher presents the lesson. 	<ol style="list-style-type: none"> 1. Students do not pay attention to the learning delivered by the teacher and prefer to chat or play with their

carrying out obligations as elementary students is to study hard.	<ul style="list-style-type: none"> • Not working on assignments given by the teacher. • Not doing homework given by the teacher • Lack of learning independence. 	<p>friends in the class.</p> <ol style="list-style-type: none"> 2. Students tend to often not do homework given by the teacher. 3. Lack of competition because students prefer to work on tasks that should be worked on individually together. 4. 19 out of 20 students don't study at home and only study at school.
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Source: Observation Data

Table 5

Impoliteness		
Description	Indicator	Behavior
The behavior and manner of speaking that students are judged to be less polite to do to older people.	<ul style="list-style-type: none"> • Speaking using the wrong Javanese grammar • Speak in a high tone to the teacher • Talking about things that lead to pornography • Acting disrespectfully in front of an older person 	<ol style="list-style-type: none"> 1. Most of the students talk to the teacher or older people using coarse Java language (<i>ngoko</i>) which should be intended for their age friends. 2. One of the students in a high voice answered by using the Javanese language "<i>opo koe ki ora ngerti nek seret!</i>" which means "don't know if I'm thirsty!" 3. When the teacher is explaining the subject matter, some children are noisy and unfocused. After a few minutes, the teacher finally reminded the students to calm down, but the students answered curtly and kept using Javanese <i>Ngoko</i>. 4. The researcher tried to remind the students that what they were doing was not polite and not good, but the students answered "<i>koe ki sopo, guruku udu, wong tuwaku udu, kok ngatur-ngatur</i>" which means "you are nobody, not my parents, not my teacher, so there is no need to control me". 5. There are some male students who often lift their feet up on a chair, the teacher has also often reminded students to lower their feet, but students keep repeating the act. 6. When they were asked what they were doing when they were on the

Impoliteness		
Description	Indicator	Behavior
		beach, one of the children answered " <i>melihat orang ngeroom</i> " which means "see people check in room" then their other friends laughed and agreed, when asked what the children meant by <i>ngeroom</i> , the students laughed and one of the children showed the meaning of the word <i>ngeroom</i> by imitating the style of people who are having sex. 7. One boy shouted at the parent " <i>te lonte</i> " which means prostitute in a loud voice and the other friends laughed.

Source: Observation Data

Behavior patterns of character values analyzed are behavior patterns that are affected by the tourism environment. Behavioral patterns that are not related to the tourism environment are reduced.

Results And Discussions

Based on the observation result, there are several positive characters from the coastal tourism elementary school students. This character value is very clearly seen in the majority of elementary school students at the research location. The result of the research shows that the majority of elementary students are very creative when they are given a task to make a craft. They seem able to develop examples that have been made by the teacher with their imagination on various occasions, so they can produce works that are far more creative than the examples given. The prominence of the creative character is also shown when they look for a solution to the non-academic problems. The cooperation characters appear when they carry out these activities. In addition to the creative character, the environmental care character is also prominent in the coastal area tourism students. The environmental care character is seen not only when they are at school but also when they interact with their environment in the coastal area tourism. The students were able to take advantage of the existing natural resources to the maximum. The students also get to know and understand their environment well.

The results of the observations not only identified students' positive characters but also identified some negative character values within the elementary school students in the coastal area tourism. Coastal tourism students are lack of character value of discipline. Students violate rules in terms of dress code and other regulations, including school regulations. In addition to the lack of character values of discipline, the results of the observations also indicate that students do not have independence values yet. Some students have been able to generate income by working on the beach, but students' learning to be independence that should be possessed is not yet apparent in the tourism coastal area. In this regard, independence to be able to complete tasks without the help of others, and the independence of students to be able to study at home even if not accompanied by parents. The results of the observations also show the irresponsibility character value of a student to study. The students do not show it because of lack of motivation, enthusiasm, and competition of student in learning. Students' commitment to do assignments and homework given by the

teacher also indicates a lack of responsibility character. The character value of courtesy or politeness is also one of the invisible characters in coastal tourism area. The interaction between students and teachers shows students' lack of respect. This impoliteness eventually developed into a lack of respect. The character of impoliteness looks not only when students interact with teachers in school but also appears when students communicate with older people.

Creative Character

The creative character value is a prominent positive character value in students coastal tourism area. Being creative has been the image among the teachers. A person's character should indeed be an essential figure in the individual self [13].

One example of the prominent character in students is when students got the task of making crafts. The students were only given instructions to glue the small wood as since the structure of the car uses glue, but the children added beach sand when they glued the small wood so that the structure of the car they made was stronger. Students also did not create the same type of car made by the teacher. The various types of cars were made by students, ranging from types of sports cars, such as Lamborghini, jeeps, transportation bus, and trucks. The students were also very creative in making the details of the interior of their cars, and can even be said to be very detailed with bumpers, mirrors, antennas, and wipers on the windshield, and rear of their cars. The car, was made by them, was also colored with various colors using markers, so it was very satisfying. The students revealed that their skills were taught by their parents who worked in coastal tourism, many parents of the students who worked as "kece", or craftsmen based on various coastal natural resources. Kaufman & Sternberg [14] reveal three definitions of creativity, namely: first, the creative is an original form of a different, new, and innovative idea; second, it requires a high quality; and third, it must be in accordance with the existing tasks/demands. Based on these three definitions, the creative level possessed by coastal tourism elementary school students has met as a whole. Students developed the car examples to make new things using their imagination. They created high-quality products, have sale value, and according to the assignment given.

Students do not have creativity in academic matters, but have psychomotor or skill creativity. The differences in enthusiasm and motivation of students were also very obvious when they worked on skills than when they followed the lessons in the classroom. The ability of students to use analytical skills and imagination to solve problems that were not related to academic problems is also an indicator of the prominence of creative character values in students. Ringel [15] emphasizes the definition of creativity as a form of the process of cognition, analytical skill, rational thinking, and the process of imagination and fantasy.

Environmentally Caring Character

The environmentally caring character is very crucial for students from an early age. Having concern for the environment will make the ecological and social environment still exist for future generations. The environmentally caring character value is one of the prominent values in elementary school students in coastal areas. The environmental care attitude is not only realized by maintaining, preserving, and understanding, but also using it ethically [16]. Some students who were fishing using a hook with a large size showed that matter. They did not want to catch a young fish. If they got small fish, they would release the fish back to the shore. The children who are in tourism environments tend to have a positive attitude towards education related to the environment. Their practical experience with the environment enhances this positive attitude [17].

Students also really know and understand their environment, because of the high intensity of interaction with

nature. Students know various types of marine fish that are foreign to most people. They also recognize various types of dangerous marine animals like sea urchins, sea centipedes, jellyfish, and so on. They know how to deal with these animals. Wells [18] emphasizes that it is very important to familiarize students interacting with nature, because later on a high environmental awareness will be formed when they are more mature. Students get environmental knowledge from parents and also based on their personal experiences as long as they interact with the nature of coastal tourism and its communities.

Even though at school there are still some children who dispose of rubbish out of place during recess, most of the children are aware that garbage should not be thrown away carelessly. Sensitivity to the ecological environment will also increase a person's sensitivity to the social environment [19].

Indiscipline Character

Discipline is compliance with applicable and correct rules [20]. The discipline of coastal tourism students has not been seen with the many regulations being violated. At the elementary school level, small disciplinary violations do occur frequently [21], but this small indiscipline is of course only carried out by a small number of students. The rule violations that occur by coastal tourism students are carried out by the majority of students. The regulation emphasizes that students must dress neatly, but in the process many students leave their clothes outside their pants, even two or three buttons of top of the shirt are unbuttoned. There were also several male students whom came to school in the morning wearing uniforms were not put into pants. Discipline awareness will be created when there is no big difference between the value system of the teacher and the students [20]. Students assume that when they wear uniform neatly, they will look dark or not cool.

Indiscipline of students can be seen from their hair color and haircut. It happens to students in grades 2 to 6. The majority of male students color certain parts of their hair. Discipline violations committed by students in schools describe their behavior in society [22]. The students who dyed their hair said that their parents also dyed their hair; even some students were deliberately gone to the salon to be dyed by their parents. Value transformations occur in the community of Gunungkidul tourism coastal areas and cause a lack of social control in the community.

Discipline is very important to be owned by someone from an early age, lacking of discipline that disrupts the teaching and learning process, manifests itself in various ways including bullying, vandalism, alcohol consumption and addictive substances, truancy, and inability or unwillingness to do homework or assignment at home [23].

The students are very dependent on the help of their classmates. Cheating has become an entrenched thing for students. Students even prefer not to work and wait for one of their friends to finish the task, so that they can copy the work of their friends. This culture of cheating does not only occur when students do assignments but also occurs when 6th-grade students have the pre National Exam. Seats that have been arranged in such a way do not prevent students from exchanging answers using the code they have agreed to before. Individuals who cheat in an academic condition will tend to repeat cheating behavior in other situations [24]. Assertiveness in the form of appropriate punishment for students is needed, so students understand that the things they do should not be done.

Students' independence in learning was also seen when 20 students are 2 students from the 1st-grade; 3 students from the 2nd-grade; 5 students per each class are from the 4th-grade, the 5th-grade, and the 6th-grade were asked if they studied at home or not. Nineteen of these students stated that they rarely or did not study at home for various reasons. The intrinsic motivation of students to learn independently will be realized if various aspects of support and permit it [25]. In this case not only the teacher, but the role of parents to support, assist, and help students to be able to study at home independently is needed.

An Character of Ignoring Responsibility

Lickona [26] defines responsibility as an awareness to do a job or obligation in the family or school sincerely and give the best. The responsibility of an elementary school student in school is to study seriously and wholeheartedly. One example of the lack of character values of responsibility of students in coastal area is the lack of enthusiasm and motivation of students when the teachers provide learning and give assignments. The students, especially male students, did not give any attention to the lesson. Students prefer to chat with other friends or being busy with their toys, so they do not focus on the explanation given by the teacher. The sense of mutual competition between students in the academic field is also still not visible. The students prefer to work together in working on the individual tasks given by the teacher. Students are not shy about cheating or not doing assignments. The lack of enthusiasm of these students is caused not only by the low motivation to learn but also because the teachers are less able to form and build an interesting learning environment for elementary school students.

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Some teachers deliver material conventionally, while elementary school students are still in the stage of concrete operational development [27], with a low level of focus. Teachers should be able and try to present learning that is appropriate to the stage of development of students' intelligence. In this case, the enthusiasm of the teacher in teaching plays an important role. Teacher enthusiasm is an essential part of creating a learning situation and has a positive effect on enthusiasm, motivation, and student learning outcomes [28].

A Character of Impoliteness

Modesty is a means for individuals to be able to socialize well in society [29]. Someone who does not have manners or politeness in him is likely to be ostracized or not accepted by his social life. The politeness character value that students should possess and teacher interactions was not seen during the observation process. Most students speak to the teacher using the rough Javanese language (*ngoko*) which should be reserved for their friends. The students of the 4th, 5th and 6th-grade students are accustomed to doing this. The students are accustomed to talking to teachers using Javanese, but they neglect its function which upholds manners in its use. The politeness in speaking does indeed have high relativity if seen universally [30], [31]. On the other hand, eastern culture, especially Indonesia, emphasizes politeness in speaking, especially in teacher and student interactions. Teachers in this school have also been trying to be role models to instill courtesy to students [32], [33], but this does not have much influence. The students also speak with their parents using Javanese "*ngoko*" which they usually use as an everyday language. The students use Javanese "*ngoko*" when communicating with environmental tourism community.

This immodesty, in the end, develops into disrespectful behavior towards the teacher. One example that shows students who lack respect for teachers is when some male students who have not entered the class even though the break is over because some still spend their food. The class teacher had to wait for a few minutes in the class until finally the teacher came out and asked the students to join the class immediately. One student answered using “*ngoko*” Javanese. He said, “*Opo koe ki ora ngerti nek seret?*” which means “Do not you know if I am thirsty?” with emphasis and high notes. That impoliteness that is allowed to be entrenched will develop into a more severe problem to be solved. Impoliteness is one of the triggers of the most frequent social conflicts.

The invisibility of the positive character values in the elementary school students in the coastal area does not indicate that the character values do not exist in students. These characteristic values do not exist because of the level of moral knowing [26]. It needs support from various parties, families, and schools to be able to make character values embedded in students (moral feeling) and manifest in each student behavior (moral action) and become habituation.

Conclusion

Elementary school students in the coastal tourism area have two positive character values that stand out in themselves, namely the value of the creative character (in skill) and character values of environmental care. However, the students have not revealed the character values of discipline, independence, responsibility (as students), and also politeness. Based on these results, it is expected to inspire academics to conduct further research related to the model of establishing character education that is relevant for elementary school students in coastal areas. The results of this study are also expected to become information for policymakers both micro and macro so that they can formulate appropriate policies related to character education for elementary school students in the coastal tourism area. The school, family, and also the community must be able to collaborate well based on the role of each element in supporting the formation of good character in elementary school students in the coastal area of Gunungkidul.

Aknowlegments

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