

The Effect of Cosmopolitaness, Innovativeness and Individual Modernity Through the People Understanding about Public Policy at Jakarta

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Abstract

This study is to find the effect of Cosmopolitaness, Innovativeness and Individual Modernity through the people understanding about public policy at Jakarta. This study was a survey using the method where the data had been Analyzed by path after the variable analysis of data had been input to the correlation matrix. In this study, the respondents were the head of the family that had been chosen as analysis units and 120 samples were chosen randomly. The result of the study found the People Understanding about Public Policy at Jakarta was influenced directly by the Individual Modernity. Besides that, it was found the People Understanding Also was found that the People Understanding was influenced indirectly by Cosmopolitaness and Inovativeness through Individual modernity. Based on the finding, it can be concluded that variation that has happened to People Understanding about Public Policy in Development of Capital City probably has been influenced by variation of Cosmopolitaness, Innovativeness, and Individual Modernity

KEYWORDS: People Understanding, Cosmopolitaness, Innovativeness, and individual modernity

A. Introduction

Jakarta is populated by a heterogeneous population with different levels appropriate modernity adaptation in the face of change, so it has a different understanding in addressing public policy issues in the environment.

Research problem is: (1) Whether there is a direct influence of Cosmopolitaness to the public's understanding of public policy? (2) Is there a direct effect between Innovativeness to the public's understanding of public policy? (3) Whether there is a direct influence of individual Modernity against society's understanding of public policy? (4) Is there a direct effect between Cosmopolitaness to Individual Modernity? (5) Whether there is a direct influence of Innovativeness to Individual Modernity? (6) Is there an indirect effect between Cosmopolitaness to the public's understanding of public policy through individual modernity? (7) Is there an indirect effect between Innovativeness to the people understanding of public policy through individual modernity?

According to Terry Rambo (1983;26) explained that: "*Socialsystem changes in response to inputs from the ecosystem may be and Often are adaptive, that is, they Contribute to the continuing survival of the social system under changed environmentalconditions*". In the face of changes depending on the human ability to adapt themselves to the effects that occur.

The ability to adapt to the environment such as how humans as individuals take decisions chosen best by using his thinking includes the idea of an objective, or the level of rationality someone (in the context of modernity people) and affordability to something that comes from outside or foreign (cosmopolitaness), including adopting innovations the new (innovativeness). So, this is where there is interaction that affects

between Cosmopolitanism, Innovativeness, Individual Modernity towards the understanding of the policy on the environment.

The idea of modernity as plural conditions introduced by the moderns have opened an explicit relationship of the concept of the cosmopolitan. Here, Gerard Delanty (2006:38-39) states that cosmopolitanism become one of the main expressions of modernity today because of the extent and pace of globalization. The solution to the problem of globalization does not come from globalization itself but of the possibility of cosmopolitan modernity itself.

Martha Radice (2009;141) which cites the opinion of Binnie, et. al. (2006) in a research doctorate in Montreal (Quebec, Canada) as one of the three major cities in Canada are known destination historic town and diverse population (multiethnic or immigrants from various countries ongoing) reveal that cosmopolitanism is very appropriate in a modern metropolis, which not only where the population *ethnoculturally* is highly diverse can be found, but also where the ethnocultural diversity of the most frequently searched, adapted and repackaged in order to improve the cultural capital of the community or place.

Similarly, Ahmad Samatar (2007) disclosed in Anthony Gristwood (2013;81-82) stated: "*The urban environment is an ideal arena in the which cosmopolitanism as a set of attitudes, values and practices can develop - through the 'fusion of immediate and transnational conceptions of self 'opening a gateway to the' revival of inclusive empathy*". That the urban environment is an ideal arena in which cosmopolitanism as a set of attitudes, values, and can develop through "fusion" and the self-conception of transnational open the door awakening empathy inclusive.

In the study L. Jeffres, K. Neuendorf, C. Bracken and D. Atkin (2002) results study: "*The Influence of Communication and Cosmopolitanism on Quality of Life Perceptions*" that evaluated the effects of variables that include public communication activities (*people's communication activity*) and assessment of quality of life (*quality of life assessments*) using a survey method in Midwest metropolitan area. shows that people are more cosmopolitan (*more cosmopolitan people*), they have interests that are more diverse (*Review those with more diverse interests*), they have patterns of media use more powerful (*Review those with stronger patterns of media use*), and they have high levels of higher public knowledge (*Review those with higher levels of community knowledge*) that has a higher quality of life assessment powerful available in their communities (*hold stronger assessments of the quality of life available in their community*).

Community understanding of Public Policy is the capacity of the individual citizen to translate, interpret, or interpret, and infer or extrapolate (taking) the concept or meaning of public policy as an option the government to do or not do public affairs as seen through the behavior of individuals in the use of words (either oral or written) or other symbols are handpicked. Indicators include the understanding of the behavior of understanding include *translation*, *interpretation*, and *extrapolation* of the affair and the target object becomes public policy.

As Bloom (1956;89) describes understanding (*comprehension*) is the behavior of individuals to translate, interpret, or interpret, and infer or extrapolate (taking) the concept of using words or other symbols are handpicked.

While public policy according to Thomas R. Dye (2013;12) is *whatever Governments choose to do or not to do*, as he declares: "*Not that we are focusing not only on government action but Also on government in action, that is, what government chooses not to do. We contend that government in action can have just as great an impact on society as government action*".

Dye (2013;6) narrative that understands public policy can be seen from the analysis of the policy, one of which is: "...we can describe public policy-we can learn what government is doing (and not doing) in welfare, defense, education, civil rights, health, the environment, taxation, and so on. A factual basis of information about national policy is really an indispensable part of everyone's education.

Cosmopolitennes are individuals who have the outward orientation for the sake of a broader view of the environment in general, build extensive relationships and respect differences and maintain the trust that a good harmony in discussing politics and in participation in public policy.

This is consistent opinion Jeffres L., K. Neuendorf, C. Bracken and D. Atkin (2008) in *The Influence of Communication and Cosmopolitaness on Quality of Life Perceptions that: "A concept that captures differences in how people orient themselves to reviews their environment is found in "cosmopolitaness," the which has been invoked as a construct reflecting people's broader outlook on life. Cosmopolitaness has been linked to education and social categories, particularly subject in the diffusion of innovations literature* (Rogers, 2003; Also see McLeod et al., 1996, Neuwirth, Salmon and Neff, 1989).

that Cosmopolitaness can also be applied applied to interpersonal communication; as Sotirovic and McLeod (2001) in the study of values, communication behavior and political participation, including the size of the "discuss diversity" as measured on a scale indicator of how often the respondents involved in the flurry of discussion where others have many different points of view of those three types of topics, race relations, religious beliefs and political views public (radical).

Innovativeness is level with regard to how long the individual first in adopting new ideas from other members of the system in the understanding of public policy and development as measured by into 5 categories *adopter* innovation, namely: *Innovators, Early Adopters, Early Majority, Late Majority, and laggards* with indicators of how far individuals following the change, open to new ideas to be implemented, critical of the existing system, the courage to accept the risk of the idea, strategy or a new model of choice or decision.

As according to Everett M. Rogers (1983) are: *Innovativeness is the degree to the which an individual or other unit of adoption is Relatively Earlier in Adopting new ideas than the other members of a system*".

Delanty (2006), that modernity takes the form of social and civilizations, but fundamental to it that the movement toward self-transformation (*modernity societal and civilizational takes different forms, but it is fundamental to the movement toward self transformation*). Modernity as transformation products themselves faced with and adapt to a plurality that exists, both in the context of the economic, political, social and cultural society in which a person interacts in it.

Jujun Suriasumantri (1986;54) states in modernity contained a number of concepts that form the basic values a person earns modernization. Basic values in the form of (1) the value of the theory, (2) social, (3) economic value, (4) the value of the (political), (5) the aesthetic value, and (6) the value of religion in modernization to be accepted in accordance ability as a form of individual modernity from earlier traditional customs. A set of basic values stated are from J. Spengler (1974), Suriamantri, C.E. Black (1966) and Alan Peshkin & Ronald Cohen (1967).

Some modern basic values as described above was developed as a dimension in measuring the level of modernity someone (*individual modernity*). Thus, individual modernity is the ownership of a number of modern values in a person who makes as a member / citizen Capital advanced in the development of the modern world.

Although the lives of citizens of Jakarta is divided into *modern society* categories, but the level of individual modernity also need to see the extent of the impact on the understanding of understanding of the aspirations of the urban public policy. Similarly, the level of cosmopolitaness and innovativeness Capital residents or community members need to be measured to understand the extent of the contribution influence in public policy entity that is faced daily.

From the above background, research is needed to assess the effect of cosmopolitaness and innovativeness on the level of individual modernity and to the public's understanding of public policy in Jakarta.

B. Research Methodology

The research method used is survey method with a causal approach is characterized by a data analysis technique using path analysis. The nature of the research used to test both direct and indirect influence between variables. Facts studied to see the effect of exogenous and endogenous, ie in the three exogenous variables include (1) Cosmopolitaness (X_1), (2) Innovativeness (X_2) and, (3) Individual Modernity (X_3), while the variable endogenous is Public understanding of Public Policy (X_4). In this study, respondents consisted of the heads of household were selected as the unit of analysis and 120 samples were selected randomly. In the Public Understanding of Public Policy (X_4) From as many as 40 items, found invalid a total of 11 items. While the remaining 29 items declared valid. As for the reliability coefficient, that prior to the validity of the overall test score reliability obtained .9164. Cosmopolitaness (X_1) A total of 30 items, found to be invalid totaled 8 points. While the remaining 22 items declared valid. As for the reliability coefficient, before calculating the overall validity of the obtained scores of reliability .865. Innovativeness (X_2) A total of 30 items, found to be invalid amounted to 6 items. While the remaining 24 items declared valid. As for the reliability coefficient, before calculating the overall validity of the obtained scores of reliability .917. Individual Modernity level (X_3) of as much as 35 points, it was found invalid amounted to 4 grains. While the remaining 31 items declared valid. As for the reliability coefficient, before the validity of the overall test score reliability obtained .964

C. Results and Discussion

1. Calculation Coefficient Line In Sub-Structure 1

Model structure consists of two substructures, namely Sub-Structure 1 and Sub-Structure 2. Causal relationships between variables in Sub -Struktur 1, consists of an endogenous variable that is X_4 and the three exogenous variables, namely X_1 , X_2 and X_3 structural equation for Sub-Structure 1 is as follows: $X_4 = \rho_{x_4x_1} X_1 + \rho_{x_4x_2} X_2 + \rho_{x_4x_3} X_3 + \epsilon_1$.

The results of data processing, using software SPSS version 22. the overall test or F test at Sub-Structure 1, with $F_{count} = 18.776$, greater than F_{table} for $\alpha = 0.05$ at 3.29, it can be followed by individual test or t test. Summary results of the t test calculations are presented in Table 1.

Table 1. Summary of Results Calculation and Testing Coefficient of Sub-Structure Line 1

Line	Line coefficient	t	t_{table}		Description
			$\alpha = .05$	$.01\alpha =$	
$\rho_{x_4x_1}$.195	2.010	1.9799	2.618	Significant
$\rho_{x_4x_2}$.282	3.149	1.9799	2.618	significant
$\rho_{x_4x_3}$.230	2.509	1.9799	2.618	significant

In table 1 above, indicate that all of the path coefficients significant at $\alpha = .05$, because t is greater than t_{table} . Based on the results of path analysis Sub-Structure 1 (X_1 ; X_2 ; X_3 and X_4) are Coefficient - Sub-Structure 1, respectively obtained values:

- a. $\rho_{x_4x_1} = \text{Beta} = 0.195$ [$t = 2.010$, and the probability of (sig) = 0.047]
- b. $\rho_{x_4x_2} = \text{Beta} = 0.282$ [$t = 3.149$, and the probability of (sig) = 0.02]
- c. $\rho_{x_4x_3} = \text{Beta} = 0.230$ [$t = 2.509$, and the probability of (sig) = 0.013]

2. Coefficient calculation Trails in Sub-Structure 2

Causal relationships between variables in the sub-structure 2 consists of an endogenous variable that is X_3 and two exogenous variables, namely X_1 and X_2 . Equation structure for Sub-structure 2 is as follows: $X_3 = r_{x_3x_1} X_1 + r_{x_3x_2} X_2 + \square_1$.

Test entirety or F test at Sub-Structure 2, with $F_{count} = 26.533$, is greater than F_{table} for $\alpha = .05$ at 4.0, then continue with individual test or t test. Summary results of the t test calculations are presented in Table 2.

Table 2. Summary of Results Calculation and Testing Coefficient of Sub-Structure Line 2

Line	Line coefficient	t	t_{table}		Description
			$\alpha = 0:05$	$0:01\alpha =$	
$\rho_{x_3x_1}$.437	4.927	1.9799	2.618	Significant
$\rho_{x_3x_2}$.192	2.169	1.9799	2.618	significant

Table 2 above shows that all path coefficients significant at $\alpha = 0.05$, because t is greater than t_{table} . Based on the analysis of Sub-Structure lane 2 (X_1 ; X_2 , and X_3) are Coefficient - Sub Structure 2, respectively obtained values:

- a. $\rho_{x_3x_1} = \text{Beta} = .437$ [$t = 4.927$, and the probability of (sig) = 0.000]
- b. $\rho_{x_3x_2} = \text{Beta} = .192$ [$t = 2.169$, and the probability of (sig) = 0.032]

The results of the analysis proved that all significant path coefficient. Based on the acquisition path coefficient value of X_1 to X_3 by $\rho_{x_3x_1} = .437$ and X_2 to X_3 by $\rho_{x_3x_2} = .192$. While the coefficient determinant or contributions X_1 and X_2 against the (X_3) is ($R_{square} = R^2_{x_3x_2x_1} = .312$, meaning that 31.2% variation Individual Modernity (X_3) can be explained by variations Cosmopolitennes (X_1) and Inovativeness (X_2). Large coefficient residue $\rho_{x_3}\square_1 = \sqrt{1 - .312} = .829$ is the influence of other variables beyond the X_{-1} and X_{-2} . Thus the structural equation for Sub-Structure 2 is $X_3 = .437X_1 + .192X_2 + .829$.

Based on the results of the path coefficients in Sub-1 and Sub Structure Structure 2, it can be described as a whole that describes causal relationships between variables X_1 , X_2 and X_3 to X_4 , as follows:

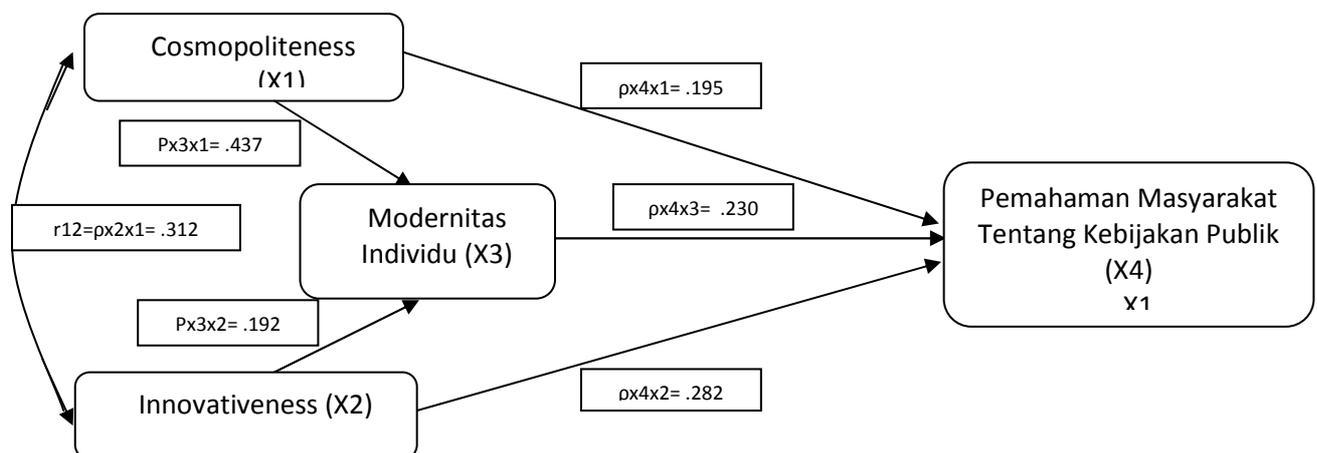


Figure 1. Causal Relationship variables X_1, X_2 and X_3 to X_4

Results of the path coefficients in Sub-structure 1 and Sub-structure 2 turns into the equation structure, as follows:

$$X_3 = \rho_{x_3x_1} X_1 + \rho_{x_3x_2} X_2 + \rho_{X_3} \square_1 \text{ and } R^2$$

$$X_3 = 0,437X_1 + 0,192X_2 + 0,829 \square_1 \text{ and } R^2 = 0.312$$

$$X_4 = \rho_{x_4x_1} X_1 + \rho_{x_4x_3} X_3 + \rho_{X_4} \square_2 \text{ and } R^2_{x_4x_3x_1}$$

$$X_4 = 0,195X_1 + 0,282X_2 + 0,230X_3 + 0,820 \square_2 \text{ and } R^2 = 0.327$$

Hypothesis 1:

Based on calculations, the score of the path coefficient between Cosmopolitaness the Public Understanding of Public Policy 0.195 and $t_{\text{count}} 2.010$ and at the level of $\alpha = 0.05$ was obtained $t_{\text{table}} 1.9799$. Because $t_{\text{count}} 2.010 > t_{\text{table}} 1.9799$ then H_0 is rejected, it means Cosmopolitaness positive and significant impact on public understanding of Public Policy.

Hypothesis 2:

Based on the calculations, the score of the path coefficient between Innovativeness in Public Understanding of Public Policy at 0,282 and $t_{\text{count}} 3,140$ and at the level of $\alpha = 0.05$ was obtained $t_{\text{table}} 1.9799$. Because $t_{\text{count}} 3.140 > t_{\text{table}} 1.9799$ then H_0 is rejected, it means Innovativeness positive and significant impact on public understanding of Public Policy.

Hypothesis 3:

Based on the calculations, the score of the path coefficient between Modernity Individuals with Public Understanding of Public Policy at 0.230 and $t_{\text{count}} 2.509$ and at the level of $\alpha = 0.05$ was obtained $t_{\text{table}} 1.9799$. Because $t_{\text{count}} 2.509 > t_{\text{table}} 1.9799$, then H_0 is rejected, it means Modernity Individual positive and significant impact on public understanding of Public Policy.

Hypothesis 4:

Based on the calculations, the score of the path coefficient between Cosmopolitaness with Individual Modernity of 0.437 and $t_{\text{count}} 4.927$ and at the level of $\alpha = 0.05$ was obtained $t_{\text{table}} 1.9799$. Because $t_{\text{count}} 4.927 < t_{\text{table}} 1.9799$, then H_0 is rejected, this means a significant effect on Modernity Cosmopolitaness Individuals.

Hypothesis 5:

Based on the calculations, the score of the path coefficient between Innovativeness with Individual Modernity of 0.192 and $t_{\text{count}} 2.169$ and at the level of $\alpha = 0.05$ was obtained $t_{\text{table}} 1.9799$. Because $t_{\text{count}} 2.169 > t_{\text{table}} 1.9799$ then H_0 is rejected, it means Innovativeness positive and significant impact on the Individual Modernity That is, the higher Innovativeness then the higher the Individual Modernity.

3. Calculation Effect of Direct and Indirect inter Exogenous Variables to variables Endogenous Sub-Structure-1

a. Impact of Direct and Indirect Cosmopolitaness (X_1) of the Understanding Society of Public Policy (X_4)

In Table 3 below shows that Cosmopolitaness (X_1) directly affects the Community understanding on Public Policy (x_4), the amount of: $0.195 \times 0.195 \times 100\% = 3.8\%$, the indirect effect through Innovativeness (x_2) is: $0.195 \times 0.502 \times 0.326 \times$

100% = 2.41 %, and the indirect effect through Individual Modernity (x_3) equal to: $0.195 \times 0.502 \times 0.230 \times 100\% = 1.32\%$. Thus the total effect Cosmopolitaness (X_1) of the Public Understanding of Public Policy (X_4), of 7.5%.

b. Effect of Direct and Indirect Innovativeness (X_2) of the Understanding Society of Public Policy (X_4)

In Table 3 below shows that Innovativeness (X_2) directly influence the Understanding Society of Public Policy (X_4) amounted to: $0.282 \times 0.282 \times 100\% = 7.95\%$ and an indirect effect through Cosmopolitaness (x_1) of: $0.502 \times 0.195 \times 100\% = 9.79\%$, and the indirect effect through Individual Modernity (x_3) equal to: $0.326 \times 0.230 \times 100\% = 7.5\%$. Thus the total effect of Innovativeness (X_2) of the Public Understanding of Public Policy (X_4) by 25.2%.

c. Direct Impact Individual Modernity (X_3) of the Understanding Society of Public Policy (X_4)

In Table 3 below shows that Modernity Individual (X_3) direct effect on Understanding Society of Public Policy (X_4) of: $0.230 \times 0.230 \times 100\% = 5.29\%$.

Table 3. Percentage Effects of Exogenous Variables (X_1, X_2 and X_3) of the endogenous variable (X_4) in Sub-Structure 1

Variable	Direct Impact X_4	Effect Indirect Through			Effect total
		X_1	X_2	X_3	
Cosmopolitaness (X_1)	3,8 %	-	2,41%	1,32%	7,5%
Innovativeness (X_2)	7,95%	9,79%	-	7,5%	25,2%
Modernitas Individu (X_3)	5,29%	-	-	-	5,29%

4. Calculation of Direct and Indirect Effects of Exogenous Variables inter against endogenous variables Sub-Structure-2

a. Effect of Direct and Indirect Cosmopolitaness (X_1) to Individual Modernity (X_3)

in table 4 below shows that Cosmopolitaness (x_1) directly influence the Individual Modernity (x_3) equal to: $0.437 \times 0.437 \times 100\% = 19.09\%$ and an indirect effect through Innovativeness (x_2) is: $0.437 \times 0.502 \times 0.192 \times 100\% = 4, 21\%$. Thus the total effect Cosmopolitaness (X_1) to Individual Modernity (X_3) of 23.3%.

b. Effect of Direct and Indirect Innovativeness (X_2) to Individual Modernity (X_3)

In Table 4 below shows that Innovativeness (X_2) directly influence the Modernity Individual (X_3) equal to: $0.192 \times 0.192 \times 100\% = 3 69\%$ and indirect effect through Cosmopolitaness (x_1) of: $0.192 \times 0.502 \times 0.437 \times 100\% = 4.21\%$. Thus the total effect of Innovativeness (X_2) to Individual Modernity (X_3) equal to 7.90%.

Table 4. Percentage of Effects of Exogenous Variables (X_1 and X_2) of the endogenous variable (X_3) in Sub-Structure 2

Variable	Direct impacts X_3	Indirect Influence Through the		net effect
		X_1	X_2	
Cosmopolitaness (X_1)	19.09 %	-	4.21%	23.3%

)				
Innovativeness (X2)	3.69%	4.21%	-	7.90%

per the results of the analysis on the variables Public understanding of Public Policy, Cosmopolitaness, Innovativeness and Individual Modernity; then finally be told about the study's findings that variations Public Understanding of Public Policy someone is affected by a variety of Cosmopolitaness, Innovativeness and Individual Modernity, but the most dominant influenced by Innovativeness. While variations Modernity most dominant individuals affected by Cosmopolitaness.

Understanding that Jakarta residents about public policy influenced the level of modernity itself through a critical attitude, the ability to think freely rational and calculating as a form of individual responsibility in the change in the number of modern values that influence it. Nonetheless, personal modernity Jakarta residents were also affected by the cosmopolitaness and innovativeness indirectly to the understanding of public policy.

Cosmopolitaness dimensions that exist in the form of ownership of the citizens themselves to the outward orientation and relationship for the sake of comprehensive view of the environment in general, and respect for diversity, maintaining good faith harmony in discussing political views as well as in the dynamics of political change contributed to the understanding of public policy. Even cosmopolitaness residents measured in the individual form of his position in: (1) respect for differences of interest, (2) mengidentikan themselves in the association area, (3) to appreciate cultural differences, (4) have knowledge of or insight into contemporary life and international relations of the events adulthood this, (5) familiarize themselves from the cultural diversity of media content, and (6) establish a network of different interpersonal communication also influence the level of the quality of one's personal self modernity citizens and supporting their capacity to understand public policy issues. Thus, cosmopolitaness factors contribute to the advancement of the citizens of Jakarta size to make it more modern and knowledgeable about policy developments in the capital.

It happens also on the dimensions of innovativeness of the level of adoption of individual citizens on a number of new ideas from other members of the social environment of the Capital of public policy in development through his attitude as measured in the form of (1) the level of activity following the change, (2) acceptance of new ideas to be implemented, (3) critical of the existing system, and (4) the courage to accept the risk of the idea, strategy or a new model of choice or the decision turned out to also influence directly against modernity self and his capacity as residents of the Capital in understanding the development of innovation in public policy which is in line with the demands of modern city progress.

Thus, even though the people of Jakarta are categorized as *modern society* due to the acceleration of modernization through the development of the capital city in the center of the country continues to be driven as the center of city which is multifunctional for public service activities and as a city of international relations, it turns out the quality of modernity personal (*individual modernity*) can not ignore cosmopolitaness and innovativeness factors that affect the capacity to understand the development of public policies for the advancement of special capital city of Jakarta.

D. Conclusion

The empirical and theoretical been proved in this study that Cosmopolitaness and Innovativeness contribute to modernity the individual and level of understanding of the citizens about public policy.

Overall, both from the cosmopolitan individuals (cosmopolitaness) in response to the challenges of the progress of the global world, the environment (system) social foreshadowed openness and acceptance to deal with change and diversity, as well as social networking media in the world of the information society affect an individual's understanding in matters public policy. Innovativeness as a form of individual decisions (accept / adopt) innovations that result from interactions in the development of the social system in the neighborhood megapolit city residents, so innovativeness affect the level of modernity and understanding society. Modernity someone through ownership of a number of modern values also affect the public's understanding of public policy on the environment. Thus it is that, the empirical evidence regarding the Public Understanding of Public Policy in Jakarta influenced either directly mapun indirectly by Cosmopolitaness, Innovativeness and Individual Modernity citizens.

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