

# Analysis of Leadership Values and Education in Dion Yulianto's Book the Principles of Power

Syamsul Rizal<sup>1</sup> Muh. Hendrian Dahri<sup>2</sup>

[syamsulrizalrensing@gmail.com](mailto:syamsulrizalrensing@gmail.com)

IAI Hamzanwadi Pancor

## Abstract

This study aims to determine the leadership and educational values articulated in Dion Yulianto's book, *The Principles of Power: The Secret to Manipulating Others in Every Situation*. This book explores the concepts of power and influence in the context of everyday life, using a practical and ethical approach. Through 33 applicable tips, the author demonstrates how individuals, particularly leaders, can build respect, influence subordinates and superiors, and forge effective relationships without sacrificing integrity. Techniques such as persuasive communication, empathy, honesty, and responsibility serve as foundations to ensure that power does not become a detrimental tool of domination, but rather a means of empowering others.

In the realm of education, the principles outlined by Dion Yulianto are highly relevant. An educator or leader requires not only formal authority but also the ability to positively influence for the educational process to be effective. Educational leadership ideally combines the ability to manipulate intimidating power into motivating influence, building trust among students, teachers, and other stakeholders. Teachers not only teach through material, but also lead by example: honesty, humility, readiness to accept criticism, and using conflict as a learning opportunity.

This book also highlights the challenges and dangers of abuse of power in education, such as when influence becomes oppressive control, or authority is used without dialogue. Ethical principles such as transparency, recognition of boundaries, and respect for individual dignity in schools are essential pillars for educational leadership to be not only effective but also humane.

Overall, *The Principles of Power* presents a combination of leadership theory and practice that can be adopted in education to create a learning environment that is not only structured and disciplined, but also inspiring and supportive of the growth of character and individual potential.

**Keywords:** *values, leadership, education.*

## INTRODUCTION

Leadership and education are two fundamental elements in shaping character, building civilization, and determining the direction of progress in a society. In an era of globalization and increasingly fierce competition, the need for leaders with integrity, vision, and adaptability has become urgent. This requires a deeper understanding of the principles of power and influence as part of effective leadership. One book that explicitly discusses this is *The Principles of Power* by Dion Yulianto.

The book of Principles of Power presents 33 principles of power that can be applied in various aspects of life, from the world of work and organizations to personal life. Dion Yulianto formulated these principles based on in-depth observations of human behavior in power structures, as well as based on studies of great figures in history who successfully led through wise, strategic, and ethical approaches.<sup>1</sup>

In the context of leadership, this book does not only talk about how someone can gain power, but rather focuses on how that power can be used wisely and responsibly. The leadership values offered include integrity, empathy, effective communication, courage to take risks, and the ability to read social situations. These principles reinforce the understanding that successful leadership does not stem from domination alone, but from the ability to build trust and lasting influence.<sup>2</sup>

Leadership literacy and education through books are strategic ways to instill these values. Books, as cultural products and reflections of a person's thoughts, can be a means of in-depth learning about life values, including leadership and education. Many world figures have written their thoughts on how to be a good leader and how to create a constructive educational environment, such as Dion Yulianto's The Principles of Power, is included in the category of books that not only talk about power, but also imply philosophy and noble values in exercising true leadership.

The Quran also explains how a leader should work properly and be respected and revered by his subordinates. The following verse explains the leadership that we commonly hear about. This verse explains the duties of a leader:

وَنَوَالِدِينَ اسْتَجَابُوا لِرَبِّهِمْ وَأَقَامُوا الصَّلَاةَ وَأَمْرُهُمْ شُورَى بَيْنَهُمْ وَمِمَّا رَزَقْنَاهُمْ يُنْفِقُونَ

Meaning:

*And (for) those who respond to their Lord, establish prayer, and whose affairs are decided by mutual consultation among themselves, and who spend part of what We have provided them with. (QS. Ash-Shura: 38)*

The Principles of Power by Dion Yulianto is a contemporary work that explicitly and implicitly raises issues of leadership and character education. Dion Yulianto not only discusses how a leader can gain power, but more than that, he explains how power should be exercised based on values, wisdom, and responsibility. This book presents an in-depth reflection on the basic principles of power that can shape a person's leadership spirit, whether in the context of organizations, government, or everyday life.

Another verse also explains how the Quran provides guidance on the importance of teaching education so that leadership does not only focus on how to manage subordinates but must also provide good knowledge and good examples to subordinates. As explained in the Quran, Surah Al-Mujadilah, verse 11, which reads:

<sup>1</sup> Bhakti, Marsudi. "Resensi Buku The Principles of Power." Marsudi Bhakti Bungo, 17 September 2024.

<sup>2</sup> Review Buku The Principles of Power Karya Dion Yulianto: Rahasia Menguasai Kekuasaan dan Pengaruh." Budaya Baca Online, Oktober 2024.



This verse explains the virtue of knowledgeable people.

يَرْفَعُ اللَّهُ الَّذِينَ ءَامَنُوا مِنْكُمْ وَالَّذِينَ أُوتُوا الْعِلْمَ دَرَجَاتٍ ۗ وَاللَّهُ بِمَا تَعْمَلُونَ خَبِيرٌ

Meaning:

*Allah will raise those of you who believe and those who have been given knowledge several degrees. And Allah is All-Knowing of what you do. (QS. Al-Mujadila: 11)*

Through the concise and meaningful narrative in this verse, we can see how Dion Yulianto emphasizes the importance of integrity, consistency, and vision in leadership. He also emphasizes the importance of education as a tool for change and empowerment, not merely a process of knowledge transfer. Thus, the Principles of Power can be read not only by aspiring leaders or community figures, but also by educators, students, and anyone who wants to understand the essence of responsible and humanistic leadership.<sup>3</sup>

Analysis of this book is important to explore the messages of values contained therein using a qualitative approach. This study attempts to reveal how Dion Yulianto frames leadership and education in the context of values, not merely in technical or theoretical aspects. The values referred to include moral, ethical, and responsibility aspects, and humanitarian principles that are integrated into the strength of a true leader.

In particular, this study also responds to the academic need for a literature review that explores the works of relevant and contextual local Indonesian authors. Often, leadership books used as references come from foreign figures, even though domestic authors such as Dion Yulianto also present perspectives that are rich in local values and national culture. Therefore, the analysis of *The Principles of Power* is an important effort to promote national values and character in leadership and education in accordance with the current social context in Indonesia.<sup>4</sup>

## Research Method

The type of research used in this study is library research, which is a series of activities related to the methods of collecting library data, reading, taking notes, and processing research materials. In this study, the data obtained was taken from various sources such as reference books, textbooks, scientific journals, magazines, newspapers, documents, and other sources.<sup>5</sup> The object of this research is a motivational nonfiction book entitled *The Principles of Power* by Dion Yulianto, published in 2023 by Jendela Penerbit. This book contains strategic principles for achieving influence, power, and success in life, which contain many leadership and educational values.

To prevent this issue and discussion from straying off topic, this study focuses solely on the concept of "Analysis of leadership and educational values in Dion Yulianto's book *The Principles of Power*." This study will also be reinforced by theories relevant to *The Principles of Power* taken from other reference books or journals and articles from the internet. The primary

<sup>3</sup> Prinsip Kekuasaan (*The Principles Of Power*) Buku Terbaru oleh Dion Yulianto." *MAZNAARA*, Oktober 2023.

<sup>4</sup> Review buku Yulianto, Dion. *The Principles of Power*. Jakarta: Jendela Penerbit, 2023.

<sup>5</sup> Mestika Zed, *Metode Penelitian Kepustakaan*, (Jakarta: Yayasan Obor Indonesia, 2008), hlm. 3

data source is the main subject data in the literature study. The primary data for this study is the book *The Principles of Power* by Dion Yulianto. Secondary data is supporting data used as a tool to assist in this study, in the form of books or sources from other authors. The secondary data for this study is: Works by Dion Yulianto, works by people who discuss leadership in the book *The Principles of Power*, and books on leadership in education.

In this research (Library Reacert), leadership and education that can be used as references can be taken from experts who are knowledgeable and understand the synchronization of leadership and education, particularly in the book *The Principles of Power* by Dion Yulianto. The following are the names of experts in discussing leadership and education: According to Sahadi, leaders in determining their leadership style must be able to adapt to the situation and conditions at a particular time and place. Successful leaders are those who can adjust their behavior according to the demands of their unique environment. Effective leadership is highly dependent on a style of behavior that is adapted to specific situations and conditions.<sup>6</sup>

Leadership style is a behavioral norm used by a person when trying to influence the behavior of others. According to Handoko, the ideal leadership style is one that actively involves subordinates in setting goals using participatory management techniques and focuses attention on both employees and tasks.<sup>7</sup> Experts in various fields have conducted extensive research on leadership styles.

Data collection in this study was conducted by reviewing works related to leadership and educational values through both primary and secondary data. The following are the data collection techniques: Data analysis is an important step in obtaining research findings. After the data is collected, the next step is to analyze it. The data was analyzed using two methods, namely the deductive method and the inductive method.

## RESEARCH RESULTS

The concept of leadership as an element to determine the caliber and radar of a leader. Here are some concepts offered in the analysis of the book *The Principles of Power*. Leadership is a process of influencing, directing, and inspiring individuals or groups to achieve common goals. This concept encompasses the style, values, character, and skills that a leader possesses in guiding others toward desired outcomes.<sup>8</sup>

In order for the concept of leadership to be understood and comprehended in detail, the researcher provides an overview of the concept of leadership as presented in the book *The Principles of Power* by Dion Yulianto as follows:

### a. Key Elements of Leadership

For leadership to be effective and sustainable, there are several important elements that must be present:

<sup>6</sup> Sahadi, Taufiq, O. H., & Wardani, A. K. (2020). *Karakter Kepemimpinan Ideal dalam Organisasi*. Moderat, 6(3)

<sup>7</sup> Handoko, R. (2003). *Kepemimpinan dan Perilaku Organisasi*. Jakarta: PT. Raja Grafindo Persada.

<sup>8</sup> Suara Yoursay, "Review Buku *The Principles of Power*: Tentang Menjadi Berpengaruh Tanpa Harus Berkuasa", 22 Mei 2025



Clear vision and direction Effective leaders have a long-term vision that inspires and provides direction for their followers. Integrity and ethics True leadership is built on trust. Leaders must be role models in terms of moral values and ethics. Effective communication in leadership The ability to convey ideas, listen, and build constructive dialogue is crucial in forming healthy relationships.

Adaptability in an ever-changing world, leaders need to be able to adapt to new challenges and dynamics. Empathy and emotional intelligence Good leaders are able to understand the feelings, needs, and perspectives of others.<sup>9</sup>

#### b. Types of Leadership Styles

Some widely known leadership styles that are still relevant today include:

Transformational leadership Leaders inspire positive change by building strong emotional bonds and encouraging personal growth. Transactional leadership Focuses on a system of rewards and punishments to direct the performance of subordinates. Democratic/participative leadership Involves members in the decision-making process. Visionary leadership Emphasizes the importance of a future vision and the strategic direction of the organization. Situational leadership Leaders adjust their leadership style to the maturity and readiness of their followers.

#### c. Leadership in a Contemporary Context

In the era of digitalization and globalization, the concept of leadership has expanded in meaning and approach. Today's leadership relies not only on structural power, but also on the capacity to collaborate, manage change, and integrate the values of sustainability, inclusion, and diversity.

Technological developments and social media, for example, have created new spaces for informal leadership, such as thought leadership that has emerged in the digital realm. In the world of work, a servant leadership model has also emerged, which emphasizes service to others as the core of leadership.<sup>10</sup>

#### d. Relevant Leadership

Today's concept of relevant leadership is no longer about authority or position, but about how someone can exert a positive influence, build trust, and encourage sustainable change. A true leader is someone who is able to integrate human values, innovation, and social responsibility into every action and decision they make.

#### e. Implementation of Leadership Concepts in Various Fields

In education, principals or teachers lead not only in administration but also as agents of change in the teaching and learning system. In business, CEOs and managers must be able to navigate organizations in the face of global challenges and remain focused on sustainability and ethics. In government, political leaders need to balance public interests, transparency, and good governance. In communities, community leaders play a role in building solidarity, advocating for rights, and encouraging citizen participation.<sup>11</sup> By understanding and applying this comprehensive

<sup>9</sup> Perdana Riky, "Pengalaman Membaca *'The Power of Principles'* Karya Dion Yulianto", Jul 2024

<sup>10</sup> Peluangdigital.id, "Resensi Buku *The Principles of Power*", detail tahun dan struktur

<sup>11</sup> *Ibid Hal.20*



concept of leadership, we not only develop successful leaders, but also leaders who are meaningful and impactful to the world around them.

The concept of education is a conscious, systematic, and continuous process that aims to develop an individual's potential optimally, both in intellectual, moral, emotional, social, and practical skills, so that they can become independent and responsible individuals in society. Education not only functions as a means of transferring knowledge, but also as a medium for shaping character and noble values, so that students can play an active role in building a civilized and sustainable society.<sup>12</sup>

In his book *The Principles of Power*, Dion Yulianto presents a unique approach to the concept of education, namely:

Education as a Process of Developing Internal Strength Dion Yulianto emphasizes that true strength, whether it be influence, insight, or character, begins with self-education. Education is not only about knowledge, but also about developing self-awareness, mental toughness, and basic values. Through the process of learning to recognize their strengths and weaknesses, individuals systematically strengthen their internal foundation to lead and act wisely.<sup>13</sup>

Empathy and Social Intelligence Learning In leadership and interaction practices, the ability to listen, respect, and understand others is referred to as part of emotional education. Yulianto shows that leaders whose education is inclusive of the feelings and needs of their subordinates will build relationships full of respect and loyalty.

Ethical Education in the Use of Power Every step in building influence must begin with strong moral education. This book emphasizes that ethical education is the main pillar for ensuring that power is used constructively, born out of social responsibility and integrity, rather than manipulation or control.<sup>14</sup>

Practical Learning Strategies (Experiential Learning) Combining concepts with active learning methods, such as case studies and real-life scenarios. In this way, education becomes not only "what" to learn but also 'how' to apply it in real-life situations, for example through negotiation simulations or collaboration with "competitors."

Education for Building Resilience Mental resilience has a special place in this book. Education is not only about accumulating knowledge, but also about developing resilience in the face of failure, conflict, or pressure. This includes the ability to bounce back after challenges and continue to adapt.

Dynamic Learning as a Bridge between Educational Concepts and Society. Dewantara views education as a dynamic, ongoing process that changes according to social context and the needs of the times. Individuals are encouraged to engage in lifelong learning to develop their ability to read situations, network, and adapt their leadership approaches.<sup>15</sup>

<sup>12</sup> Zuhairini, et al. (1994). *Pengertian Pendidikan dalam konteks keteladanan*. Jakarta: Bumi Aksara.

<sup>13</sup> Yulianto, D. (2023). *The Principles of Power: Rahasia Memanipulasi Orang Lain di Segala Situasi*. Jakarta: Jendela Pustaka.

<sup>14</sup> Tilaar, H.A.R. (2002). *Manajemen Pendidikan Nasional*. Remaja Rosdakarya.

<sup>15</sup> Dewantara, K. H. (2004). *Pendidikan: Pemikiran, perjuangan, dan keteladanan*. Yogyakarta: Majelis Luhur Persatuan Tamansiswa.



Leadership and educational values have always been key elements in the process of living an orderly life. In this book by Dion Yulianto, we will discuss in detail the uses and values of leadership and education that we can apply in our lives:

Leadership is a social and psychological process in which a person, known as a leader, has the ability and influence to direct, guide, motivate, and inspire individuals or groups of people to achieve common goals effectively and efficiently. Leadership is not just about a formal position in an organization or group, but more about how a person is able to create a vision, communicate it well, make the right decisions, and encourage collaboration and optimal performance from all team members.<sup>16</sup>

Leadership includes the ability to see the potential in others, build trust, resolve conflicts, and create an environment conducive to individual and organizational growth and development. A true leader does not only rely on power or authority, but also demonstrates exemplary behavior, integrity, empathy, and strategic thinking skills.

In a broader context, leadership also involves the process of adapting to change, taking risks, innovating, and managing group dynamics. An effective leader is able to be an agent of change, guide the team through difficult times, and create a healthy and productive organizational culture.<sup>17</sup>

Leadership can be applied in various areas of life, ranging from business organizations, government, educational institutions, social communities, to the family sphere. Therefore, leadership is not limited to one particular form or style, but develops according to the context, situation, values, and needs of the times.<sup>18</sup>

Strategic Flexibility. The ability to change approaches or strategies in response to changing situations enables leaders to survive and acquire more alliances. Flexibility is a tactical ability that makes them relevant and adaptive.<sup>19</sup> The ability of leaders to adjust their style and behavior based on the demands of the situation and the needs of their followers and organization.<sup>20</sup>

Meanwhile, education is a systematic, planned, and continuous process of developing an individual's potential intellectually, emotionally, spiritually, socially, and physically so that they can play an active, productive, and responsible role in their personal lives, society, and nation. Education not only includes the transfer of knowledge (cognitive), but also the formation of character, moral values, and life skills needed to face the challenges of the times.<sup>21</sup>

Education is a lifelong process, beginning at birth and continuing through formal institutions (schools, universities), non-formal institutions (courses, training), and informal institutions (family experiences, social environment). The education process involves various parties, including educators (teachers, lecturers), learners (students, university students), curriculum, learning media, and learning environment.

<sup>16</sup> Terry, G. R. (1977). *Principles of Management*. Homewood: Richard D. Irwin.

<sup>17</sup> Siagian, S. P. (2002). *Teori dan Praktik Kepemimpinan*. Jakarta: Rineka Cipta.

<sup>18</sup> Hasibuan, M. S. P. (2016). *Manajemen: Dasar, Pengertian, dan Masalah*. Jakarta: Bumi Aksara.

<sup>19</sup> Dion Yulianto. (2023). *The Principles of Power: jendela Penerbit*: edisi revidi.9

<sup>20</sup> Sakardas Fadama.2007. *Jurnal Kepemimpinan dalam bentuk kelompok*. Jakrta Fart: 5-6

<sup>21</sup> Lubis, Mawardi. 2008. *Evaluasi Pendidikan Nilai*. Yogyakarta: Pustaka Pelajar.



In a broader context, education plays an important role in shaping the civilization and progress of a nation. Through quality education, a society can produce a generation with intellectual intelligence, moral integrity, critical thinking skills, and social and cultural awareness. Education is also a means of social mobility and individual empowerment to achieve a better quality of life.

**Lifelong Learning** This book shows that people who are politically and professionally successful are those who continue to learn, learn from mistakes, learn from others (both allies and competitors), and learn from changing situations. Pfeffer argues that there is no end point in the learning process; learning is the key to survival and growth.

**Self-awareness and Social Awareness**, Pfeffer encourages readers to get to know themselves, understand their personal strengths and weaknesses, and how other people's perceptions affect our position in the social structure. People who are unaware of how they are perceived by others tend to miss opportunities for growth.<sup>22</sup> **Education as a Tool for Liberation and Change Although Power is not a book on the philosophy of education**, Pfeffer implicitly shows that education is a path to liberation from powerlessness. Knowledge about power makes a person less susceptible to manipulation and able to shape their own path in life.

**Learning from Reality, Not Idealism.** One of the most distinctive approaches in this book is realism. Pfeffer criticizes the world of education (especially business and management) for often teaching ideal values that do not correspond to the reality of power in the field.

**Mentoring and Educating Others.** This book also emphasizes that good leaders are educators, in the sense that they are able to develop the people around them. A true leader gives others the opportunity to learn, grow, and take initiative. **The Power of Adaptability in Learning.** According to Pfeffer, powerful people are those who are able to change their strategies based on the situation, and this requires the ability to relearn, let go of old beliefs, and accept new perspectives.<sup>23</sup>

Although **The Principles of Power** is better known as a book on strategy and leadership, it contains a wealth of educational values. Pfeffer encourages readers to make life a learning space, not just the classroom or textbooks. According to him, education is not just about school, but about how we absorb, respond, and act in the complex real world.

## CONCLUSION

Based on the analysis of Dion Yulianto's book **The Principles of Power**, it can be concluded that this book contains a number of significant and relevant leadership and educational values for the personal and social development of its readers, especially in the context of professional and personal life.

This book emphasizes that true leadership does not only lie in formal positions or power, but in the ability to influence, inspire, and build meaningful relationships. The ability to build influence through empathetic and effective communication, not through domination or manipulation. The ability to resolve conflicts and bridge differences, including turning opponents

<sup>22</sup> *Ibid.hal 9*

<sup>23</sup> *Ibid.hal.10*



into allies. Credibility and exemplary behavior are key to gaining and maintaining trust. These values are conveyed through a practical, reflective, and applicable approach, making them easy to apply in real life.

Overall, this book contributes to the development of readers' understanding of how power and influence can be used wisely, educationally, and responsibly. It can be concluded that *The Principles of Power* is not only a practical guide to building personal and social power, but also contains a strong moral and educational message. The leadership and educational values in this book can be a reference for individuals who want to grow into influential, ethical leaders who continue to learn throughout their lives. This book is also relevant as teaching material or reference in the study of leadership and character education at the academic and non-formal levels.

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