

The Rise of Silver Man at the Intersection of Purwokerto City Traffic Lights

Muhammad Axel Radindasyah
Universitas Muhammadiyah Purwokerto

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ABSTRACT

One of the social symptoms in society is the phenomenon of the emergence of the silver man at the red light intersection of Purwokerto City. Silver people are not beggars but street artists, they peddle themselves with sculpture knowledge and hope to get rewards from art lovers, especially sculpture for their own survival with their families. The purpose of this research is to analyze the existence of the silver man, when it emerged and what motivated someone to become a silver man. The solidarity of the silver human community in maintaining the life and economy of the family makes this research a problem formulation. Using descriptive qualitative research methods, such as observation, interviews and document studies, researchers collect data from the field, analyze, present and draw conclusions. From all the data collected, researchers concluded that the emergence of silver people is based on the demands of life or survival where work opportunities are very narrow and limited, limited education and various types of poverty. They are considered beggars and become a social problem in society because they ask for rewards from road users, they are also the target of arrest from the pamong praja police because they are considered disturbing order and security so they are always chased and sent to the city or district social service.

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Corresponding Author:

Muhammad Axel Radindasyah

Faculty of Law, Universitas Muhammadiyah Purwokerto

Jl. KH. Ahmad Dahlan, Kembaran, Banyumas, Jawa Tengah 53182, Indonesia

Email: muhammadaxelradiansyah@gmail.com

I. INTRODUCTION

Indonesia is a country that has a large number of citizens or residents around 268,074,006 people in 2019. A large population if balanced with the existence of welfare that can have a good impact on the development of the country. Welfare is very important for a quality in the sustainability of human life, and requires the joint responsibility of the government and society to realize social welfare in the country. Everyone wants their country to live in prosperity and fulfill all the needs of natural resources for their lives. Self-development and abilities are carried out to keep up with the needs of the times in order to improve the quality of human life.¹

The problems faced by the Indonesian state at this time are very diverse, including the problem of social welfare and social inequality that is uneven, causing the instability of these two problems. Welfare itself is a hope and dream that everyone or everyone wants, everyone hopes that their family life will be better, peaceful,

¹ A., C., and M., "Mengkaji Kemiskinan. Dan Kesejaht. Rumah Tangga Sebuah Pandu. Dengan Contoh Dari Kutai Barat, Indones."

comfortable, prosperous, can be fulfilled and fulfilled all or all the needs they need. It is not surprising that many people do everything or various ways so that their lives are prosperous. There are still many Indonesians who live in poverty. Poverty is a situation where individuals, groups, or families must experience the inability of the economy to meet all the needs needed in the standard of living in an area they live in.²

Poverty is not something that is foreign to everyone because not everyone lives in an abundance of wealth. There are still many people who live in this world in poverty. Poverty also makes a person or household to fulfill their needs, as well as the lack of an environment that sometimes lacks to provide assistance or fundraising to poor citizens or provide jobs to be free from poverty.

Living in poverty sometimes makes every individual or person to maintain life with all the efforts that have been made by relying on the only valuable inheritance, even though it must be done with enormous sacrifices in passing various obstacles in life, one of which is by being willing to work as a silver man or silver man to make ends meet for his family. The harshness of life and the difficulty in finding a decent job make a person willing or unwilling to paint his entire body and feel the hot sun and dust on the streets in order to get money even though the results are not much.

The silver man or silver man is often a new phenomenon that enlivens highways, especially urban highways, red light intersections. Silver men make a living to survive to fulfill their needs and help support their family life. The silver man has been around since 2020 and is often found in big cities in Indonesia, such as in the cities of Jakarta, Surabaya, Yogyakarta, Semarang, Bandung, etc.

The work of the silver man is carried out from small children to adults, both men and women. The silver man performs his actions by standing on the side of the road or in the middle of the road or in the middle of the highway where there are traffic lights on every road that has an intersection or no intersection, while carrying a money box hoping to get money from people who see the action. The silver man volunteers his body to be smeared with silver paint, so that the silver color is seen all over the body. no matter the impact of the paint on the health of the body, the silver man continues to carry out his profession in order to survive.

The city of Purwokerto is also not spared from the proliferation of silver people who have spread widely at every intersection of the city's traffic lights, where silver people work to commercialize their silver bodies to sustain their lives. All activities carried out by silver people are inseparable from the highway, which aims to facilitate mobilizing human activities with other humans. Likewise, silver people who use the highway as a place for their livelihood become silver people to make a living from the results of their hard work for themselves and their families. Although they are often caught by Satpol PP, silver men continue to work in their profession as silver men. However, economic pressures make every individual try to make money by Anything, including being a silver man to fulfill the needs of his family.

The results obtained from the work of silver people are useful to meet their clothing, food and shelter needs. Meeting the needs of the family is very important for the survival of their family, with sufficient needs can support the activities carried out by family members every day.

Among other jobs to support their needs, they choose to work as silver men because they have no choice but to become silver men who expect money from others, even though it can be bad for their health due to the effects of paint coloring on the body. In general, paints contain chemicals that can cause headaches, skin irritation and allergies, and long-term effects can cause lung and kidney damage, brain cancer, central nervous system damage, and various other dangerous diseases. In addition to causing harmful effects to health, working as a silver man can also take risks such as being secured or disciplined by Satpol PP at any time because it is very disturbing to public order. Therefore, why would someone prefer to work as a silver man, even though it disrupts public order? Then, what strategies do silver people use to meet the increasing consumption needs of their families? From these problems, researchers are interested in conducting research on the rise of the silver man entitled *The Rise of the Silver Man at the Traffic Light Intersection in Purwokerto City*.³

II. RESEARCH PROBLEMS

Based on the background of the problems that have occurred, the researcher will limit the research to be examined. There are several problems that will be examined, among others:

1. Why would someone choose to work as a silver man, when the impact is so disruptive to public order?
2. What is the silver man's strategy in meeting the increasing basic needs of consumption and family needs?

III. RESEARCH METHODS

A. Research Type

² Keluarga et al., "Solidaritas Komunitas Manusia Silver Dalam Mempertahankan Hidup Dan Pendahuluan : Iba Yang Dilakukan Dengan Sengaja Bahkan Peneliti Mengindikasikan Bahwa Komunitas Ini."

³ Rivaldi, "Skripsi Fenomena Menjamurnya Manusia Silver Dan Manusia Boneka Di Kota Palembang."

This research uses descriptive qualitative methods, descriptive qualitative research is intended to describe and describe phenomena that are both natural and human-made, which are more concerned about the characteristics, qualities, interests between activities (Jalil and Tnajung, 2020).

This research was conducted in a descriptive qualitative manner, namely an in-depth description of the situation or process to be studied. Qualitative research is one of the research procedures that produces descriptive data in the form of speech or writing and the behavior of the people observed. The qualitative approach is expected to be able to produce an in-depth description of the speech, writing, and or observable behavior of an individual, group, community, and or certain organizations in a certain contextual situation that is studied from an intact perspective. The main purpose of qualitative research is to understand social phenomena or symptoms by providing exposure in the form of a clear description of these social phenomena or symptoms in the form of a series of words which will ultimately produce a theory (Wiratna, 2014: 19-10).

B. Research Specifications

In this research, the research specification used is descriptive analytical. What is meant by research specifications is the nature or special characteristics or peculiarities of a study. In terms of special characteristics or peculiarities, namely as a norm or rule that guides or as a benchmark for human behavior in interacting with others.⁴

C. Method of Approach

In this study, the research used descriptive qualitative research methods. Through a qualitative approach, researchers try to observe people in their environment, interact with research subjects, try to understand their language and interpretations of certain programs. Meanwhile, according to Denzin and Lincoln (1994) in Emzir, defining qualitative methodology. While descriptive data is in the form of written results containing quotations, from data to illustrate and provide presentation evidence. In qualitative research the type of description is not needed hypothesis because it is not intended to prove something truth.

D. Source of Research Data

The source of data in research is the subject from which data can be obtained. In the large Indonesian dictionary, data is defined as an existing fact that serves as a source material for compiling an opinion, correct information, and information or material used for reasoning and investigation. Data sources are divided into two, namely primary data and secondary data. Primary data is data obtained by researchers directly (from the first hand), while secondary data is data obtained by researchers from existing sources.

E. Data Collection Methods

With data collection techniques through direct observation of the object of research, and in-depth interviews with research subjects conducted by random sampling. What is meant by random sampling is sampling from a population that is done randomly without regard to the strata in the population (Sugiono, 2010). Data analysis was carried out since The research process, until the conclusion is drawn when the data that has been obtained is considered to have been able to answer the research problem. After the research data is analyzed, then the research results are compiled following qualitative writing procedures, into paragraphs, not in the form of numbers.

F. Data Analysis Method

The data analysis method used in this research is normative qualitative method because this research does not use concepts that are measured or expressed by lifting or statistical formulations. Then the analysis of secondary data is carried out by being guided or based on legal norms or rules (in a broad sense, namely those consisting of legal values, legal principles, legal principles, rules in a narrow sense and authoritative texts or legal rules).

G. Research Schedule

The research schedule includes preparation, implementation and reporting of research results in the form of chat bars. The maximum schedule is 4 months starting from the day, date, month, and year of the research that will be reviewed by the researcher.

⁴ Afrizal and Risdiana, "Eksistensi Manusia Silver Pada Masa Pandemi Di Kecamatan Ciledug Kota Tangerang."

IV. RESULT AND DISCUSSION

1. First Research Problem Discussion

1. Concept of Survival Strategy

a. Definition of Strategy

Strategy comes from the Greek word *strategos* which means an effort to achieve victory in war. At first, strategies were only used in the military world as a way or tactic to win wars. Along with the times, strategies are not only used for the military world, but are currently widely used in various fields of activity that aim to obtain success and success for their goals. Strategy is a method, tactic, or way to do something in a strategic way.⁵

good and skillful. Strategies contain outlines of direction for action in accordance with the intended goals and objectives. Strategies are ideas or actions that are useful for understanding and securing the future. Strategies contain planning and management to achieve a goal. However, strategy is not only a direction, but must be able to show the operational methods or tactics.

b. Definition of Survival Strategy

Survival strategy is one of the efforts made by individuals or groups that occur in local residents or villagers, when facing life problems in an effort to improve and develop the economy and aim to meet all the needs of life. According to Snel and Staring, a survival strategy is a series of actions or activities that are standardly chosen by individuals and socio-economically lower middle class households.¹⁰ According to Widiyanto, a survival strategy is one of the economic actions deliberately carried out by households with the motivation to satisfy basic human needs, at least at the minimum level, in accordance with the social and cultural norms of society.

According to Suharto, survival strategies in order to overcome economic problems are divided into several strategies, such as active strategies, passive strategies, and network strategies. Active strategies are strategies that are carried out by maximizing all the potential that exists in themselves and their families, such as doing their activities or work, doing anything to increase their income, extending working hours, and others. Passive strategies are strategies that are carried out by reducing or saving family expenses, such as reducing or saving on food, clothing, education, and others. Network strategy is a strategy that is carried out by utilizing social networks or establishing a network. good relationships in the environment with others, for example, owing money to a shop, borrowing money from others, taking advantage of poverty programs or assistance, and others.

2. The Concept of Fulfilling Family Needs

In carrying out life, humans cannot avoid the need to support their daily activities. Fulfillment of needs for the family is very important for the welfare of the family. A family is a group of people who live together in one house who have blood or kinship relations due to marriage, birth, and others. According to Gilarso, life needs are also a minimum need that must be met in order to live properly. Needs themselves arise from the existence of an urge in humans and also the fact that humans need something to survive. to survive. The basic needs that must be met for the community or poor families are: food, clothing, shelter, health, and education.⁶

a. Food Needs

Food needs are human needs such as eating and drinking that are consumed by humans and aim for human survival. Food needs are very important for human life. The achievement of food security can be seen from food availability, nutritional consumption, and nutritional status.

b. Clothing Needs

Clothing needs are the second mandatory need after food needs. Clothing needs are human needs such as clothing worn to cover and protect the body and humans need it as cultured beings.

c. The need for shelter

The need for shelter is the third mandatory need after the need for food and clothing. The need for shelter is a human need such as a place to live that aims to rest, shelter the family, protect from the weather, and defend life.

d. Health Needs

Health needs are human needs for physical and psychological health so that they can work productively and can be used to sustain life. Family health cannot be separated from family food security, both are interconnected and related.

e. Educational Needs

Educational needs are human needs for education, whether formal, informal, or non-formal education. The existence of education can increase human insight and knowledge and make an advanced mindset. Education is

⁵ Novita, "Motivasi Manusia Silver Dalam Mempertahankan Eksistensi Ekonomi Di Kota Medan."

⁶ Keluarga et al., "Solidaritas Komunitas Manusia Silver Dalam Mempertahankan Hidup Dan Pendahuluan : Iba Yang Dilakukan Dengan Sengaja Bahkan Peneliti Mengindikasikan Bahwa Komunitas Ini."

very important for children in the family. Not only education from parents, but it is also important to take formal education. The characteristic of achieving a prosperous family is that children's education is well fulfilled.

3. Concept of Public Order

a. Definition of Order

Order comes from the word orderly which means organized, neat, according to the rules. Meanwhile, order is a rule, or a state of being organized and good. Order is also defined as welfare, security or equated with public order. To realize order, a governing law is needed, in order to create an order in society. According to Mochtar Kusumaatmadja, order is the main and first goal of all laws, which is the condition of an orderly society. Order as a legal goal, by Therefore, to achieve order, it is necessary to have laws in the society.

b. Definition of Public Order

Every aspect of life has rules that govern. Rules create order that aims to be safe, peaceful, and orderly. Rules are not only found in social relations but also in state life. Public order is order determined by applicable law and applies to a country and society. People who violate or contradict public order according to laws and regulations can be subject to sanctions in accordance with applicable laws and regulations. The causes of the lack of an orderly attitude are, the rules are less obeyed due to lack of self-awareness, lack of knowledge, selfishness or disregard for others, awareness of doing an orderly attitude still needs to be grown, and an impetuous or impatient attitude.

c. Regional Regulation on Public Order

According to Law of the Republic of Indonesia Number 23 of 2014 concerning Regional Government, regional autonomy is the right, authority, and obligation of autonomous regions to regulate and manage their own government affairs and local community interests within the system of the Unitary State of the Republic of Indonesia. Then in Law of the Republic of Indonesia Number 23 of 2014 concerning Regional Government Article 12 paragraph (1), states that peace, public order, and community protection are mandatory government affairs of the district / city government.⁷

d. Satuan Polisi Pamong Praja (Satpol PP)

The Pamong Praja Police Unit or abbreviated as Satpol PP is part of the regional apparatus in the context of enforcing Regional Regulations and organizing public order and tranquility. In each province and regency/city, a Satuan Polisi Pamong Praja (Satpol PP) is formed to enforce Regional Regulations and Regulations of the regional head, organize public order and tranquility and organize community protection.

Based on Government Regulation of the Republic of Indonesia Number 16 of 2018 concerning Pamong Praja Police Unit.

Article 5

The Civil Service Police Unit or abbreviated as Satpol PP has the following duties:

- a). Enforcing regional regulations and regional head regulations
- b). Organizing public order and tranquility
- c). Organizing community protection

Article 6

In carrying out the duties as referred to in Article 5, Satpol PP has the following functions:

- a). Preparation of programs for the enforcement of Perda and Perkada, the implementation of public order and tranquility and the implementation of community protection.
- b). Implementation of policies on enforcement of Perda and Perkada, organization of public order and tranquility and implementation of community protection.
- c). Implementation of coordination of enforcement of local regulations and Perkada, organization of public order and tranquility and implementation of community protection with related agencies.
- d). Supervision of the community, apparatus, or legal entity on the implementation of Perda and Perkada, and
- e). Implementation of other functions based on the tasks assigned by the regional head in accordance with the provisions of laws and regulations.

Article 7

In carrying out the duties and functions as referred to in Article 5 and Article 6, Satpol PP is authorized to:

⁷ Rohmiatun, "Strategi Smp Muhammadiyah Sempor Kabupaten Kebumen Dalam Membangun Sikap Kepedulian Sosial Siswa."

- a). To carry out non-judicial enforcement actions against citizens, apparatus, or legal entities who commit violations of Perda or Perkada.
- b). To take action against citizens, apparatus, or legal entities that disturb public order and tranquility. c). Conducting investigative actions against citizens, apparatus, or legal entities suspected of violating local regulations or Perkada, and
- d). Conduct administrative actions against citizens, apparatus, or legal entities that commit violations of Perda or Perkada.

4. The Concept of Social Action (Max Weber)

Social action is an action that individuals take in order to influence others. Action and social action are different. Action only includes behavior carried out by humans, while social action is an individual action aimed at others and has meaning or meaning, both for oneself and for others. According to Weber, one example of social action is economic activity. Economic activity usually connects one individual with another and produces a reaction to the actions of certain individuals. Then Weber also classifies four types of social action as the motive for individuals to take an action, namely:

a. Instrumental Rational Action (Instrumentally Rationaly)

Instrumental Rational Action is an action aimed at achieving goals that have been rationally calculated and pursued by the individual himself. Actions are carried out by taking into account the means used and the goals to be achieved. According to the Instrumental Rationality theory of action, not only In order for the goal to be achieved, the person must rationally be able to choose and determine the tools used to achieve the goal. For example, the father works hard to earn a living for his family, working to fulfill his needs.

b. Value-Oriented Rational Action (Value Rational)

Value-Oriented Rational Action is a social action based on ethics, religion, and other values that are believed by the relationship with trusted values, without taking into account the success or failure of the action goal. Value-Oriented Rational Action is an action that takes into account the benefits but the goal is not so calculated. For example, in certain religions, the ultimate goal of worship is usually not given much thought and is left to God. However, the way of doing worship must be good and right.

c. Traditional Action

Traditional actions are actions that are formed due to deep-rooted and ingrained habits (hereditary) carried out by individuals. Traditional actions are also usually irrational based on the habits of ancestors. For example, a person or group that maintains an ancestral ceremony or tradition.

d. Affective Action (Affectual)

Affective action is an action that is controlled by feelings and emotions without consideration of reason. Affective social action is influenced by individual emotions and feelings.

5. The Origin of the Silver Man

The origin of the silver man began with the actions of a group of young people in Bandung in 2012 who took the initiative to raise funds to care for orphans. In order to look unique and different, they painted their bodies with silver paint to get attention from the people around them. Almost every day, the silver man can be seen on Bandung's protocol streets such as the Dago-Cikapayang intersection, Kartika Sari Dago which is a famous snack center in Bandung located on Jl. Ir. H. Juanda, and other places. In addition, silver men are often found at Martanegara intersection and Buah Batu intersection, which is located close to their headquarters. Community groups have labeled them as the Silver Peduli community, attracting attention from the public. Not a few buskers and other street children try to find out the materials that are easily used to smear the body with silver paint.

As time goes by, the Covid-19 pandemic is sweeping the world today. Many companies lay off their workers, shops are closed, city transportation drivers (Angkot) lose passengers, unemployment increases, and many other events. The Covid-19 pandemic is the trigger for many silver people on the streets, scavenging for sustenance on the side of the road or red lights. Although shops are closed with certain time restrictions, the streets are still crowded with passing vehicles. Many also initially worked as city transportation drivers (Angkot), buskers, street vendors, turned into silver men. One mother even brought her child along to work as a silver man. The silver man is a new phenomenon that has enlivened the highways, especially urban highways. Silver men make a living on the road to survive and help their families. The silver man began to spread in 2020 and is often found in big cities in Indonesia, such as Jakarta, Surabaya, Yogyakarta, Bandung, etc. It is different with the silver man in Kota Tua, precisely in Fatahillah Park Jakarta, in this place there are silver men or human statues, but they are included in an Old Town Character Art community (SKKT) which aims to attract tourists and is under the management of the Kota Tua Area Management Unit (UPK).

The silver man or silver man is a job that is done almost the same as a busker. If the busker sings in order to get money, it is different with the silver man who paints the body with silver color to get money. The silver

man does his job by walking around on the side of the road or becoming a statue at a red light or roundabout, while providing a money box to accommodate the money he gets. They also walk around the residential streets if they have little income. Silver people work either individually or in groups. This work is usually done by children to adults, both men and women. The way to apply screen printing paint to the body is with a little vegetable oil mixed, then applied to the body. Mixing vegetable oil aims to make it a little shiny. The paint will dry quickly on the body. Then, how to remove screen printing paint from the body by mixing water with dish soap, then rubbed into the body while bathing.

V. CONCLUSION

Strategy comes from the Greek word *strategos* which means an effort to achieve victory in war. At first, strategies were only used in the military world as a way or tactic to win wars. Along with the times, strategies are not only used for the military world, but are currently widely used in various fields of activity that aim to obtain success and success for their goals. Strategy is a method, tactic, or way to do something in a strategic way.

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- Law No. 14 of 2009 on the Ratification of the Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children, Supplementing the United Nations Convention Against Transnational Organized Crime.