

DECONSTRUCTION OF CONTRACT CHEATING AS PART OF EDUCATION'S COMMERCIALIZATION IN INDONESIA

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Abstract. Contract cheating in academic is transactions where students pay someone else to do their school or college assignments. It's currently had a rapid increased and occurred over the world including Indonesia. In Indonesia, contract cheating known as "joki tugas". Society constructs that it violates educational ethics and categorized as an intellectual crime. Based on this situation, the researchers have tried to deconstruct by showing the other side of contract cheating with a literature review. This research used quality and relevant articles to examine the commercialization of education that have been published for several years. The findings of this research suggest that 1) students who were involved in contract cheating transactions were creative, 2) the internet plays a major role in facilitating contract cheating transactions, and cheating contract transactions present a portrait of the commercialization of education in Indonesia.

Keywords: contract cheating; the commercialization of education.

INTRODUCTION

According to Clarke & Lancaster, T. (2006) original definition of contract cheating, this involves "submission of student work that was written for them by freelancers." Contract cheating is a specific type of cheating that Rigby, D. et al. (2015) discuss. Students ask assignments of a given standard to be provided as part of this sort of cheating within a certain time frame for a set price. Although the original publication provided examples of contract cheating in many assessment formats, some later researchers have only associated the term with writing assessments (Draper, M. et al, 2021).

Contract cheating is a huge global industry that has undergone significant change in just the past two years. It is estimated value several hundred million dollars annually (Lancaster, T., 2020). Since schools shifted to online learning, contract cheating has reached previously unheard-of levels of prevalence in higher education (Erguvan, I. D., 2021). It has recently become more prevalent and spread to Indonesia among other countries. Contract cheating is known as "joki tugas" in Indonesia. These and other adjustments are often made by the contract cheating sector to assist maintain its ongoing profitability (Lancaster, T., 2020). The promotion of contract cheating services is egregious (Lancaster, T., 2019).

The contract cheating sector, which includes companies that provide essays or other materials for students, actively encourages cheating among pupils. Despite the immoral character of this profession, only Australia and a few countries now have laws against contract cheating in place (Draper et al., 2017). Companies that provide jobs to students might be headquartered anywhere in the world, even in countries where laws are in place (Draper & Newton 2017).

The sector seems prepared to provide assignments in all academic fields and at all academic levels, from high school through postgraduate (Lancaster, T & Clarke, 2014). According to Bretag et al. (2019), 5.8% of college students use cheating techniques. However, a significant portion of students engage in "sharing" activities such as purchasing, offering for sale, or exchanging

assignments for others. There are plenty of customers for the market given that 15% of students are estimated to contract for solutions to academic dishonesty (Newton 2018). It implies that there is a chance for the contract cheating market to grow much further (Lancaster, T., 2020).

Contract cheating providers present themselves as highly competent, and many of them specialize their offers to pique the interest of students in any academic field (Lancaster, T., 2019). Although the price for contract cheaters varies, since students can most easily afford it, low-cost contract cheating may pose the greatest danger to academic standards. This lends credence to the assumption that contract cheaters produce assignment solutions rapidly and frequently superficially, especially given the low compensation and requirement that they produce a large volume of academic work in order to earn a living (Lancaster, T., 2020). For instance, the sources listed below demonstrate that prices to employ contract cheating services might begin at one thousand rupiah.

Contract cheating is viewed by society as an intellectual crime that violates educational ethics. However, everything has a minor aspect that is sometimes overlooked. Based on this circumstance, the researchers have made an effort to deconstruct by presenting contract cheating from another angle. Deconstruction, according to H. Naredi (2019), creates a space for the opposing viewpoint to emerge. Because reality cannot always reflect existent truth, the deconstruction thesis contends that reality is proof of truth that society must embrace (Sulistiyowati, E., 2019). Deconstruction aims to uncover contradictory meanings, ironic meanings, or hidden meanings that frequently go unnoticed rather than to stress meaning as is customary (Nurdiyantoro, 2013).

Little research has been published specifically on despite the size of the contract cheating industry and its visibility among students, nothing is known about how it operates, the marketing techniques it employs, or the goals of the authors who maintain these services. Academics should learn more about this sector to better understand contract cheating and understand what motivates employees to choose to violate academic integrity (Lancaster, T., 2020). According to this urgency, interest has grown significantly in recent years, and many researchers have started talking about the contract cheating sector.

In 2015, a study on "Contract Cheating & The Market in Essays" was undertaken by Rigby, et al. This study is the first empirical economic analysis of a university student's decision to cheat. In order to determine the subjects' preferences for risk, this research uses fictitious discrete choice experiments and subsequent Holt-Laury gambles to determine whether students are in need of essays.

1) The characteristics of the student and institutional settings have an impact on students' reported propensity to participate in the essay market as well as how much they value articles they have purchased; 2) Students who are risk-averse, write in a foreign language, or anticipate receiving a lesser mark are likely to pay more; 3) The trial values and the probability of purchase decrease as the probability of discovery increases.

A study on "Commercial Contract Cheating Provision Through Micro-outsourcing Websites" was conducted by Lancaster, T. in 2020. The contract cheating sector has had to rethink its strategy to attract clients as the market for contract cheating has gotten greater sophistication and competitive. The sector has created new internal operating models, and service providers are utilizing more advanced methods to connect with potential clients.

Research was done in 2021 regarding "Essay Mills and Other Contract Cheating Services: To Buy or Not To Buy and The Consequences of Students Changing Their Minds" by Draper, M. et al. This study revealed that only a small portion of the world's nations have laws that forbid the provision of services for contract cheating or its promotion. As a result, most nations allow commercial firms that offer these services to formally register and conduct business. This essay explores the issue from a legal, institutional, and sociological perspective, demonstrating that while a student has the right to exercise their consumer rights and terminate a contract with a writing service, doing so could jeopardize their future.

In 2015, researchers Hersey, C. S. & Lancaster, T. published a study titled "The Online Industry of Paper Mills, Contract Cheating Services, and Auction Sites." The research makes the case that the industry is able to market to students by empathizing with many of the difficulties they encounter in today's educational system, including mounting debt, a lack of preparation for

work at the university level, their fierce competition to get good grades, and the concern over finding a job after graduation. A neoliberal conceptual framework is used to analyze student cheating since the industry is shifting students from independent thinkers to those who only need to earn a degree so as to start a career.

"The Rise of Contract Cheating During the COVID-19 Pandemic: A Qualitative Study Through The Eyes of Academics in Kuwait" was the subject of research by Erguvan, I. D. in 2021. According to the study, the majority of faculty members believe that contract cheating is a serious threat to the validity of language assessments, is brought on the stress to graduate with a excessive GPA and a combination of laziness, and is made worse by the availability of chances for cheating in online education. To reduce the number of contract cheating students, academics have developed specific certain tactics in their training. Institutional consequences against contract cheating students vary, nevertheless, and in others there are none at all.

The five earlier studies mentioned above all addressed contract cheating from a business standpoint, but this study differed from them in that it took a theoretical approach and had a different point of view. Contract cheating is a topic of discussion in this study's deconstruction theory and is linked to the commercialization of education. By using these two strategies, the researchers hope to demonstrate the other side of contract cheating and raise awareness of and attention to this phenomenon among academics, particularly in Indonesia. This is because, although most widely and conspicuously observed in the US (Irzik, G., 2013), commercialization of education is also present in Indonesia to varying degrees. It is a complicated process with elements related to economics, politics, law, culture, ideologies, and education (Irzik, G., 2013)..

RESEARCH METHOD

By doing a literature review, the research's methodology is analytical and descriptive. It is also referred to as "library data," which simply indicates that the research employs library material to be examined and analyzed in order to develop a hypothesis or notion to arrive at objective results. The auxiliary information utilized in this study was compiled from various of books, journals, magazines, newspapers, websites, etc. In order to perform this study, the researcher examined journals that met certain criteria, including those that addressed contract cheating and the commercialization of education. The researchers connected items that might be discussed in this journal after locating articles that fit these criteria. The findings were subsequently examined and retrieved by the researchers, who then used associated theories to assess them.

RESULT AND ANALYSIS

1.1 Deconstruction Theory

Jacques Derrida's deconstruction theory is focused on the minor details that are not given enough attention. Objective, homogenous, and singular realities are deconstructed into multiple, heterogeneous, and fragmentary realities (Tonce, J.N., Ronda, M., Napitupulu, F., 2021). According to Critchley (2014), Derrida's deconstruction opens up the possibility of text interpretation because all readings of a text have the chance to hold a central place because a text balances meaning and discovery. Deconstruction also has a reading strategy called double reading, which is reading with two layers of purpose. The first is to present the meaning that is thought to be dominant while also offering commentary on that meaning. The second is to analyze the meaning.

Deconstruction is a viewpoint that twists a meaning in a paradoxical way in order to fully understand it (Restian, A. Jazuli, M., Cahyono, A., Yanuarti, S., 2022). Deconstruction is a method of trying to comprehend and reconstruct the meanings that underlie a phenomenon. When thinking about deconstruction, one does not always accept something in accordance with its meaning. According to deconstruction theory, a phenomenon must have many,

hidden interpretations. Deconstruction thinking therefore necessitates a process of discovering structural meaning from a single meaning that is commonly accepted by society (Restian, A. Jazuli, M., Cahyono, A., Yanuarti, S., 2022). What is meant in this research is the meaning constructed by the society that contract cheating is merely an act that violates educational ethics. This part describes the method, concept, and research technique and also research step based on the applied theory

1.2 Contract Cheating

"Contract cheating industry" is commonly used to describe a group of businesses and people working on student work. In order to persuade students that they require these services, the industry uses aggressive marketing techniques. They frequently present as a supplementary service rather than one that intentionally encourages pupils to lie. For individuals in charge of profitable businesses, the sector is regarded as being extremely profitable (Lancaster, T., 2020).

The market for contract cheating has grown as a result of technical advancement. First, technological advancement has propelled cheaters into the CC market since growing university use of scanning tools like Turnitin has raised the likelihood that classic cut-and-paste plagiarism and recycled papers would be discovered. Second, the internet has almost eliminated the costs associated with finding potential buyers, allowing for quick ordering, payment, and delivery. In addition, there are two main ways that work is purchased: either the seller charges a predetermined commission to the buyer (as is the case with most websites) or the buyer offers the job for suppliers to submit bids with the buyer occasionally being able to view feedback from previous customers regarding the quality of the work produced by bidding writers (Rigby, D. et al., 2015).

Contract cheating providers are making money by providing educational services (Irzik, G., 2013). Due to the ease and modern communication technologies' accessibility enable as well, the practice of contract cheating has become very common (Ellis, Zucker, and Randall 2018). The terms used by Lancaster, T. (2020), which are specifically defined to correspond to what is understood about the mechanism of contract cheating, are as follows:

Table 1. Terminology of contract cheating mechanism (source: Lancaster, T., 2020)

TERM	DEFINITION
Contract cheating industry	The overarching set of companies and individuals who are the enablers of commercial contract cheating.
Contract cheating providers	The firms and individuals with whom a student buying an assignment directly interacts.
Commercial contract cheating	Contract cheating that takes place with payment in the form of money or a suitable equivalent
Non-commercial contract cheating	Contract cheating that takes place without the exchange of money or equivalent, for example through a family member completed work on behalf of a student
Outsourcing	The process through which a contract cheating request to have assessment completed can be referred to contract cheating providers. Note outsourcing can be a legitimate business process outside of a contract cheating scenario.
Customer	An individual requesting, or attempting to request, solutions through a contract cheating process. The customer will often be a student themselves, but may also be one of their supporters, such as a friend or family member. The customer may, on occasions, be another contract cheating provider, perhaps looking to themselves re-outsource a request (providers like these are often referred to in the literature as a "third party subcontractor")
Workers	The individuals, or group of individuals, who are completing assessments requested through a contract cheating process (the terms "writers" and "contractors" may also be used, but it needs to be recognised that not all contract cheating is text based).
Assessment	The overarching process through which a student's knowledge and ability is evaluated. Where a contract cheating provider is involved, this removes confidence in the assessment system that the student has themselves successfully meet the standards required of them.
Assignment brief	The document detailing the task that a student needs to deliver as part of the assessment process. The term "assignment specification" may also be used.
Assignment solution	The work produced for assessment. When contract cheating is involved, this means that the work may be fully, or in part, not completed by the students (the term "essay" may also be used, but again it needs to be recognised that not all contract cheating is text based and not all assessment types are essays).
Essay mill	One type of website through which an individual can interact to place an order for an assignment solution. An essay mill may hire its own on-site workers. They may outsource their work (often referred to in the literature as them using a third-party subcontractor). The actual operation of an essay mill is likely to be complex, with various levels of staff handling the complete marketing, order fulfilment and customer service processes.
Outsourcing site	A site through which a request for contract cheating can be fulfilled. The site may also allow for legitimate orders that are not connected with academia. On some outsourcing sites, all the requests are visible to the public. Some essay mills operate using a private internal outsourcing site available only to their registered workers.

Six key findings were discussed in the original study by Lancaster, T. (2019), all of which are still valid. These results included:

- a) Individual contractors utilize micro outsourcing websites to communicate with clients directly
- b) Academic ghostwriting is a low-paying, high-turnover industry
- c) Fiverr.com has operations like essay mills
- d) Software for detecting plagiarism is liable
- e) Contract cheating service advertising is egregious
- f) Kenyan academic ghost writers' circumvention of academic integrity is a problem that requires attention.

1.3 Education's Commercialization

The tool that sharpens a person's personality and brings out the buried information within it is education. Without education, all people are on an equal footing because neither civilization nor culture can exist without education. Education elevates humans above other species. However, education has also become more commercialized (Hemlata & Sharma, K. L., 2019). There is a sale of services or profit motive behind education, as can be seen from the proliferation of contract cheating services that are simple to find online (Nwadiokwun, C. N., 2018). Certain areas of education are becoming more commercialized (Irzik, G., 2013).

There is rising concern about the paradigm shift in education from one of service to one of business across the modern world, including Indonesia. A market for commercial educational services has actively evolved worldwide over a relatively short period of time, which has influenced the growth of financial interactions in the educational process (Frolova, Y. V. & Rogach, O. V., 2019). More and more often, market mechanisms are used to produce, consume, and exchange education as a commodity. International developments in education, for instance, have increased demand and international supply for educational services and products (Riep, C. B., 2017). Targeting consumers in the sphere of education has increased (Ichilov, 2010; Davidson, S., 2013).

A new product or service is often commercialized through a process known as market introduction. The trend of lessening emphasis on the humanities and focus on student demand is known as commercialization of education. It is a trend that places emphasis on making education both financially successful and business-oriented (Nwadiokwun, C. N., 2018). Simply put, commercialization relates to how much business creates, markets, and sells educational products and services (Heller, A., 2020).

The commercialization of education is not a recent development (Mohamed, M., & Morris, P., 2019). The commercialization of education has become more pronounced in recent decades, and there is a bigger necessity than ever for adopting marketing tools (Akareem, H. S., & Hossain, S. S., 2016). Commercialism has generally existed in education (Heller, A., 2020). Most economic actors in an increasingly globalized economy view education and knowledge as "essential competitive assets for this goal," striving to increase their economic competitiveness and performance (Verger, Novelli, & Altinyelken, 2018). Knowledge and skills are seen as "capital to be used in economic activity" from an economic standpoint (Spring, 2015).

1.4 Deconstruction of Contract Cheating As Part of Education's Commercialization

In the 1990s, the trend of education becoming more commercialized saw a sharp increase (Davidson, S., 2013). Before 2005, technology-mediated education was not given enough priority in schools, despite the fact that the early 2000s saw the combination of education and technology as a crucial sector for business growth (Yadav, N. et al., 2018). Education became a product that could be purchased and sold (Saylan, 2014).

As soon as the COVID pandemic prompted schools to switch to online learning, other businesses seized the chance to enter new markets. Of course, companies have always offered products and services for sale. For instance, publishers have been providing schools with textbooks for well over a century (Heller, R., 2020). In this instance, private tutoring is defined as the commercialization of education by Jokila, Haltia, & Konsunen (2020).

Based on the infographic Databoks (2022) sourced from Statistis Indonesia (BPS), Indonesia has more than 394 thousand schools with over 45,21 million students enrolled and around 8,96 million students in 3.957 higher education institution. With so many students, Indonesia has one of the largest education systems in the world (Statista, 2022) and holds an important position in the global education industry (Yadav, N. et al., 2018).

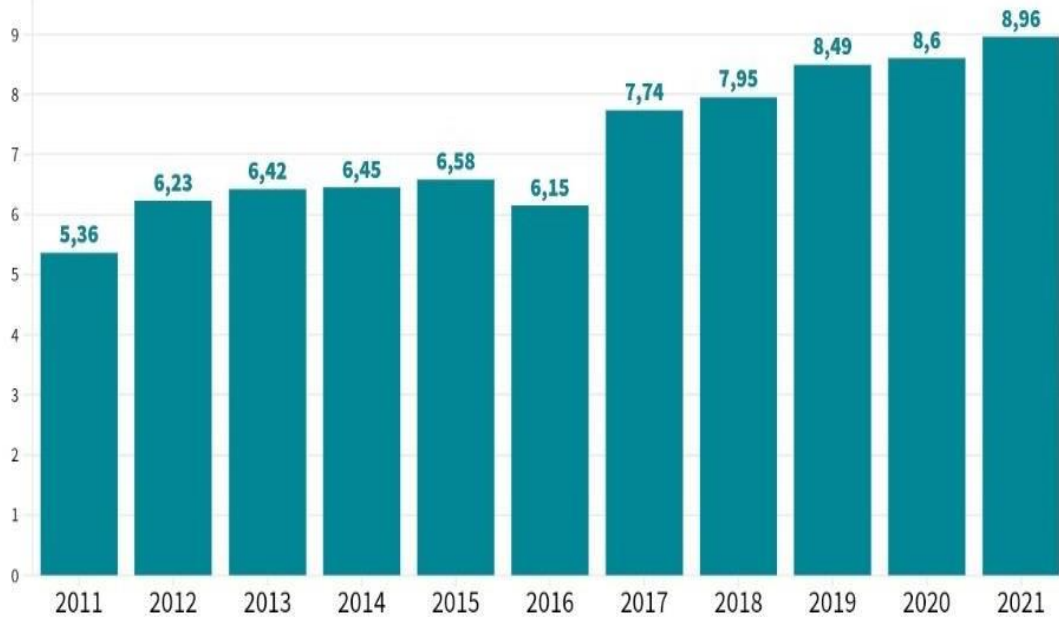


Fig. 1. Number of student's higher education in Indonesia (source: databoks, 2021)

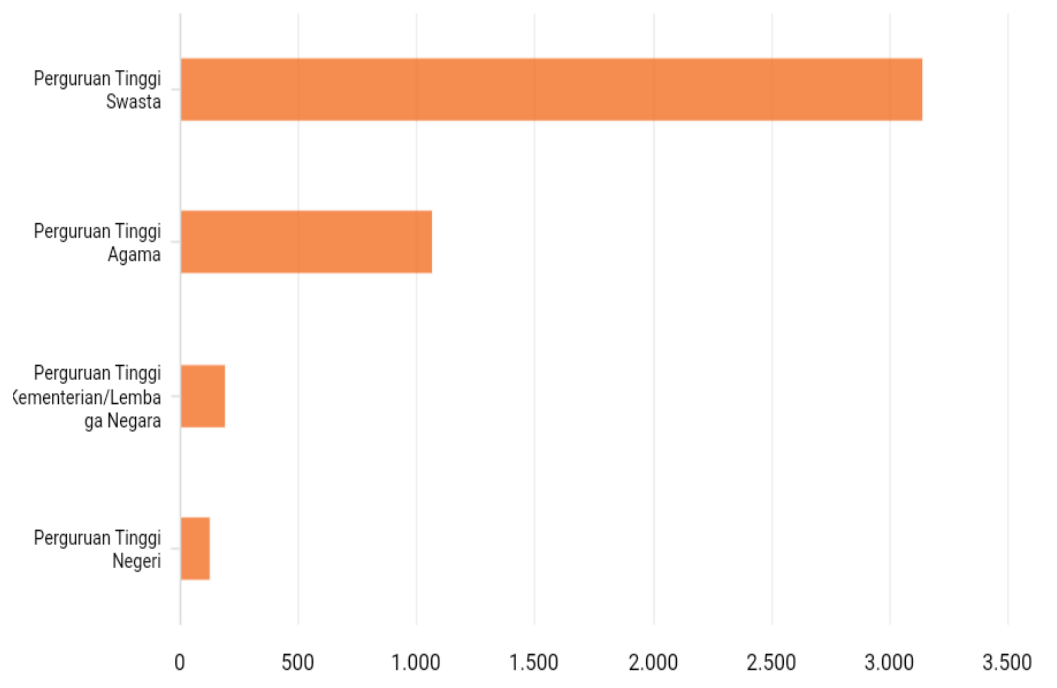


Fig. 2. Number of higher education in Indonesia (source: databoks, 2017)

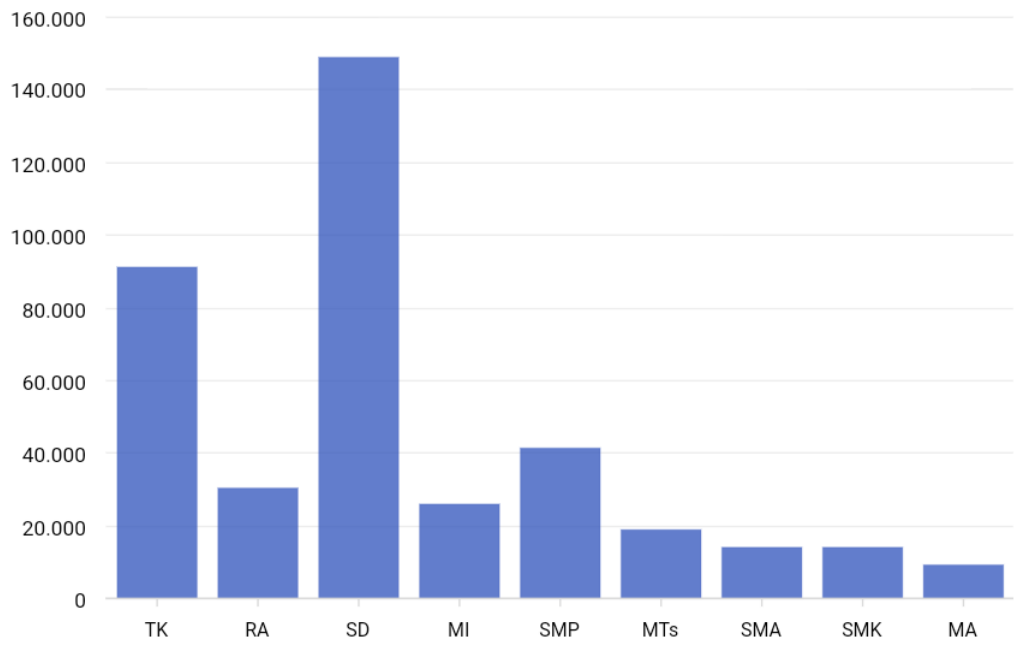


Fig. 3. Number of school in Indonesia (source: databoks. 2022)**Fig. 4.** Number of students in Indonesia (source: databoks. 2021)

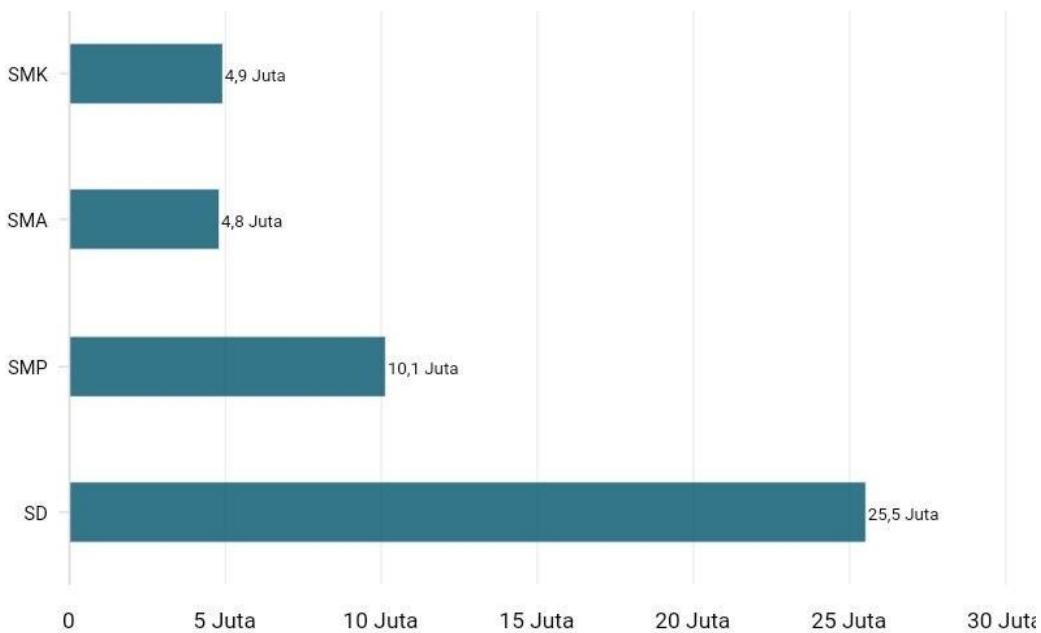


Fig. 4. Number of students in Indonesia (source: databoks. 2021)

A decade ago, there were concerns that only affluent students had access to computers and the internet, while less fortunate students did not have access to these amazing tools and resources (Heller, R., 2020); however, nowadays all students can access it via cell phones and internet usage has become their daily necessity. The postmillennial age, which is exposed to technology frequently, has a limited attention span, and requires immediate learning. They want for the power to select the education they pursue (Yadav, N., Gupta, K., & Khetrpal, V., 2018).

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The institution expects the student to be proficient in all subject areas quickly so that they can uphold their standards (Nwadiokwun, C. N., 2018), but not all students can accomplish this due to a variety of factors. Some of them are only capable of learning a single subject, thus inventive students hire cheaters to do assignments they don't like or understand so they can focus on their interests and support their future.

The "exchange-value" and "use-value" components of educational goods are central to the conundrum surrounding the commercialization of education. Use value is the utility a good or service has for the buyer, whereas exchange value is the good or service's market-mediated monetary value for the seller. If there is no exchange value, the goods will not be produced for sale, and they acquired without use value (Sum & Jessop, 2013). Overall, this commercialization of education has an effect on students in that it alters how they view educational institutions more generally as well as the quality of their education (Nwadiokwun, C. N., 2018).

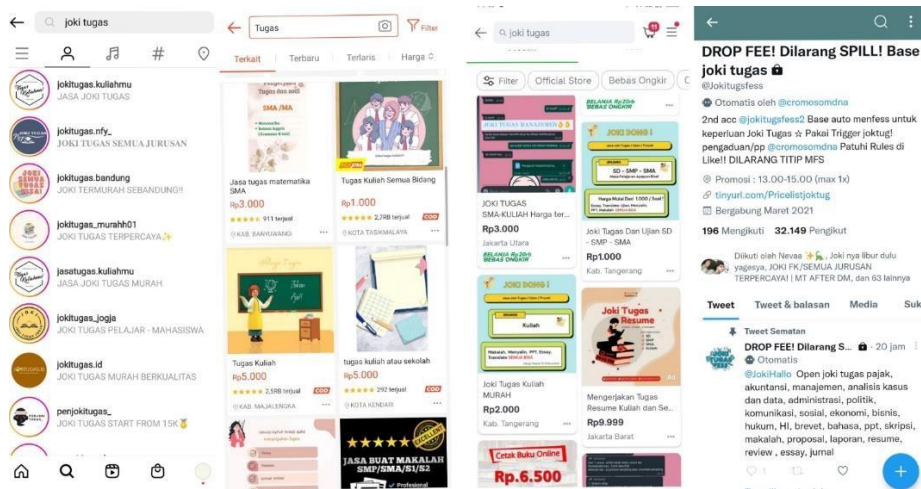


Fig. 5. Contract cheating services in any platforms in Indonesia

JASA TULIS BUKU KECIL 4K/HAL BUKU BOSS 4K/HAL HVS/FOLIO 4K/HAL	MAKALAH, ESSAY, ARTIKEL, JURNAL, LAPORAN, DLL MATERI DARI: CUST TANPA PARAFASE 10K/HAL CUST DENGAN PARAFASE 15K/HAL PENJOKI TANPA PARAFASE 20K/HAL PENJOKI DENGAN PARAFASE 25-65K/HAL	MENCARI JURNAL JURNAL INDO 5K JURNAL INTR 10K
JASA KETIK MS WORD 5K/HAL MS EXCEL 15K/HAL (RUMUS)	REIUME/REVIEW VIDEO 5K/MENIT FILE 25K/HAL JURNAL 35K	SASTRA PUISI 4K/BAIT PANTUN 4K/BAIT
PEMBUATAN PPT TEMPLATE: KOSONGAN 2K/SLIDE SOFTWARE 3K/SLIDE DESAIN 5K/SLIDE	PEMBUATAN CV SIMPLE 20K DESAIN 25-35K ATS 50K	HARGA RAPAT BERUBAH SESUKU TINGKAT KESULITAN DAN DATE LINE
SOAL PILGAN 3-5K ESSAY 5-25K	JASA GAMBAR GAMBAR A4 35-100K GAMBAR + WARNA A4 65-150K GAMBAR A3 50-120K GAMBAR + WARNA A3 75-160K DIGITAL 30K	

Fig. 6. Example pricelist of contract cheating

CONCLUSION

Education is the process of shaping a person's personality and fundamental abilities. (Hemlata & K.L. Sharma, 2019) After clothing, housing, and food, education has become the most important necessity. That is, anyone has the cash can purchase it from the knowledge or educational institution. (Hemlata & K. L. Sharma, 2019). Education and expertise will continue to

be valuable to rise economically (Pearson, 2013). Contract cheating is an example of how education has become commercialized in modern society. It is a significant topic with expanding scientific interest, so it is important to consider the potential causes. Regardless of the impact they have, businesses just do what they can to turn a profit in the current market situation (Heller, R., 2020).

Similar to other industrial sectors that are becoming more globalized, education is becoming more and more inhabited by individuals and enterprises driven by profit (referred to as "edu-businesses"), with global connections and operations as well as competitive dynamics amongst edu-businesses. Khamsi, G. et al. (2017). In addition, as education is becoming more commercialized and therefore more expensive, it follows that students will have a greater influence on how education is directed (Nwadiokwun, C. N., 2018).

The findings of this research suggest that 1) students who were involved in cheating contract transactions were creative, 2) the internet plays a major role in facilitating contract cheating transactions, and cheating contract transactions present a portrait of the commercialization of education in Indonesia. Suggestions for other researchers is to try to do research on contract cheating or the commercialization of education with another perspective, so that public knowledge about phenomena in the world of education is wider.

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