

DEVELOPMENT OF ENTREPRENEURIAL LEARNING MODEL TO INCREASE STUDENTS ENTREPRENEURS' INTEREST AT COLLEGE EDUCATION

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Abstrak: Penelitian ini didasarkan pada kenyataan bahwa model pembelajaran kewirausahaan belum efektif untuk meningkatkan minat kewirausahaan siswa. Mengacu pada kondisi ini, penelitian ini bertujuan untuk mengungkapkan dan merumuskan model pembelajaran kewirausahaan yang dapat meningkatkan minat kewirausahaan siswa. Penelitian dan pengembangan metode penelitian (R & D) dengan memodifikasi desain Borg dan Gall. Ini adalah mahasiswa program studi Biopsi Optik. Data dalam penelitian ini adalah data kualitatif dan kuantitatif. Model pembelajaran baru ini telah diuji secara terbatas untuk mengetahui validitas, kepraktisan, dan efektivitas. Berdasarkan hasil penelitian, disimpulkan bahwa kontekstual didasarkan pada validitas model pembelajaran kewirausahaan, pengembangan praktis dan efektif untuk meningkatkan minat kewirausahaan siswa. Model pembelajaran ini direkomendasikan untuk diterapkan dan diperkenalkan secara luas ke program studi serupa di perguruan tinggi.

Kata kunci: Model Pembelajaran, Kewirausahaan, Minat Kewirausahaan.

Abstract: This research is based on the fact that entrepreneurship learning model has not been effective to increase student entrepreneurship interest. Referring to these conditions, this study aims to reveal and formulate entrepreneurial learning model that can increase student entrepreneurship interest. Research and development research (R & D) method by modified Borg and Gall design. The population of this research is student of Refraction Optician study program. The Data in this research is qualitative and quantitative data. This new learning model has been tested in a limited way to know the validity, practicality and effectiveness. Based on the result of the research, it is concluded that contextual based on result validity of entrepreneurship learning model, practical and effective development to increase student entrepreneurship interest. This learning model is recommended to be applied and introduced widely to similar study programs within the college.

Keywords: Learning Model, Entrepreneurship, Interest in Entrepreneurship.

A. Background

The role of the entrepreneur in showing the progress of a nation/country has been proven by some developed countries such as America, Japan and also the closest country from Indonesia such as Singapore and Malaysia. Looking at the success of the developed countries, which nearly all the university insert the material of entrepreneurship in most every course. The countries in Asia like Japan, Singapore and Malaysia also implemented the materials of entrepreneurship in at least two semesters. That is the reason that makes other countries which are near from our country more advanced and make a long leap in improving the development of their country. In Indonesia, the efforts to instill the entrepreneurial spirit and soul in university persistently cultivated and improved, and with a variety of methods and strategies that make the students interested in entrepreneurship, such as the establishment of the

entrepreneurship center on campus, the entrepreneurship priority, program development student entrepreneurial (PMW), the independent entrepreneurial programs for students, workforce competency improvement program, and productivity of granting programs for students, business capital for college students. According to Buang and Isteti Murni (2006), self-employment is regarded as the catalyst of economic development of society and the State, Therefore, the development of entrepreneurship through education is very important to presenting a tough new entrepreneurial, resilient, powerful and able to compete. The success by universities in Indonesia has managed to increase the students' interest in entrepreneurship for the high level (Indarti dan Rostiani, 2008). But the interest of students in entrepreneurship has not been up to the level of the brave and able to directly open and manage a new venture as you want in the end of the goal in educational entrepreneurship (Coutler, 2003).

Refraction Optician courses make the entrepreneurship courses as compulsory subjects that are oriented in business-of sunglasses in order to understand and make the pattern of life of entrepreneurship with the ability to communicate, to lead and implement the management effort in managing their business well and true. The existence of this entrepreneurial subjects expected the emergence of a new entrepreneur in the field of eye glasses (optical). However, based on the early observation in refraction option courses, students interest in entrepreneurship is still low after they graduation. Because of that, learning model which are interactive, inspiring, fun, challenging and meaningful need to be developed and also applied in refraction option course. According to Ganefri and Hendra Hidayat (2017), an effective strategy in teaching the material of entrepreneurship for students should be agreed with the students itself and should be monitored by the so that it becomes more effective. According to Owens (2001), learning *Contextual Teaching and Learning* (CTL), practically promising to increased the interest, the students' interest in learning from different background, increase students participations by encouraging actively in providing an opportunity to connect and apply the knowledge that they have acquired. This is in line with the research which are conducted by Robert G. Berns and Patricia M. Erickson (2001) entitled *Contextual Teaching and Learning: Preparing Students for the New Economy*. This Research focus on the study of the CTL. CTL is a concept of teaching and learning which has been designed and implemented to help the lecturer to link the learning material content with the real-life situations, and motivate the students to link the knowledge and its use in their lives as members of families, communities and workers.

B. Research Methodology

This research is used the development method (Research and Development (R & D). the development model in this research is the model of Borg and Gall (1989). The subject of the trial is conducted in limited tests which are conducted on two students (individual test) and 6 students (small group test), i.e the students of Refraction Optician courses which are listed in semester from January to June 2017 that follow the course of entrepreneurship. The types of the data in this research is qualitative and quantitative. The instrument of the research is the instruments to test validity, practicality and effectiveness of models of learning.

C. Results and Discussion

Learning Model. The learning model is a conceptual frame work that describes a systematic procedures in organizing the learning experience to achieve the learning objectives that are already set. Joyce and Weil (1992) stated that “Models of teaching are really models of learning”. As we help student acquire information, ideas, skills, value, way of thinking and means of expressing themselves, we are also teaching them how to learn”, it means that learning model is the model which is used to guide the student to study in learning. On the other hand, Iru dan Arihi (2012) stated that learning model means the reference of study which carried out on the basis of specific learning patterns systematically. Joyce and Weil (1992) stated that there are five essential elements which are being a requirement in learning model: syntax, social system, the principles of reaction, supporting system, the impact of instructional and accompanist.

Entrepreneurship. In the philosophy of living, entrepreneurship is a choice and success. Entrepreneurship is the accumulation of the right choices heading to one direction, that is a dream. The Foundation of success to be a savvy entrepreneur is the philosophy of life and work. Therefore, entrepreneurship can be classified in a philosophy of living or pursue a career in the foundation of life in order to achieve success. According to Amar (2012), the education of entrepreneurship is one way to customize the output of education with the needs of the mrket and entrepreneurial education to cultivate the entrepreneurial soul. On the other hand, Zimmerer (2005) stated that entrepreneurship as a process of applying creativity and innovation in solving problems and finding opportunities to improve the lives of (business). Suryana (2008) stated that entrepreneurship is the ability to create something new and different.

Contextual Teaching & Learning (CTL). Model contextual teaching & learning is one of the learning model which are construct the **meaning** that has quality by linking one learning with other learning with the individual and social environment of the students. CTL make the learning activity more fun and meaningfull. According to Johnson (2014) CTL have a potention to be more than just screen noktah in classroom practice, CTL offers a path to academic excellence that can be followed by all students, because CTL is suitable with the brain work and the principles which are support the system of life. According to Johnson (2014) to applied CTL as a strategy, there are some ways or srategythat should be changed, learning based in the problem, used the variety of contex, consider the promoting diversity, empower the students to learn by themselves, learn through collaborations, using authentic assessment and the pursuit of high standards.

The Interest in Entrepreneurship. The interest in entrepreneurship is an attraction of someone toward in entrepreneurship activity and the willingness to continue the learning by taking the advantages of the resources belonging to harness existing business opportunities. According to Alma (2004) the reasons that makes someone interested in entrepreneurship is the tougher of the competitions among the job seekers, the difficulties to having a job which are supported the individual to entrepreneurship and the development of small industry rapid impact on the competence of an increasingly tight.

According to Suryana (2001) the interest in entrepreneurship can influence by some factors, the factors are the knowlledge of entrepreneurship, the information of job, the motivation to get the achievment, talent, the social economic of parents, capital, intelligence and positive thinking. On the other hand, Wibowo (2011) stted that, interest in entrepreneurship is influenced by: the personality aspect of the

students. Relationship with fellow students, college students and relationship with the environment.

D. Conclusion

According to the finding and the discussion the result of the research, this research has successfully developed a model of entrepreneurial courses learning to cultivate the student' interest in entrepreneurship. The results obtained from t test of the student learning outcome which are comparison of experimental and control classes. The results show that there is a significant difference in the results of learning class experiments with the control class. The final value of the average student learning outcome class was 80.0 and class control 71.0. According to the finding of the research, it is suggested that learning model should be introduced to other program to the other university.

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