

DEVELOPING ENTREPRENEUR LEARNING BOOK AT SUBSTANCE OF SELLING PRODUCT OR SERVICE TO BE BASED ON ONLINE BUSINESS TO UNIVERSITY

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ABSTRACT

Student as candidate of entrepreneur should have ability to point at potential market. Occurred to transformation behavior of consumer shopping from offline become online bring out should be done the developing of learning material at entrepreneurship subject at University. This researching is Research and Development with model design of developing according to PUSTEKOM DEPDIKNAS by 7 developing phases. Result of researching suitable with research step which showing that 1. Surgery of Entrepreneurship Curriculum at university state that Entrepreneurship curriculum is not combine to necessary with developing of information technology especially trading through Internet Network, 2. Identification of Learning material which available right now not have relevance enough with developing of consuming behavior and global, 3. Developing of manuscript at selling material of good and service by online are done according to actual necessary of internet entrepreneur, 4. The beginning production of learning book is done after completing the manuscript, 5. Completing phase of learning book is done with validation of learning book by specialist of media and material by specialist of language material, 6. Experiment carried out to FKIP (Faculty of Teaching and Knowledge) Student amount 15 students to see which part should be revised, 7. The end of Revise after being experiment and see the result of effectively in using of learning book. Based on result of analysis validity which done by expert showing result 88% with valid category, Practicality 82% with practical category, and effectively 91% with very affectivity category.

Keywords: Learning Book, Entrepreneurship, Selling Product and service, Online

INTRODUCTION

Every year human sees technology of information always more than be done at year before, increasing global competitiveness has forced every organization to find way to become better, faster, and cheaper in selling product and service (Valacich and Schneider, 2012:5). By using global telecommunication network, every individual or organization has easier to operational integrating in accessing change of new market to product and service. This condition is called by E-Business term (e-business or electronically business) and more famous by On Line.

Because of transformation which happening in human life will fluency behavior and habit so with observe behavior candidate of consumer in Internet era right now, students as candidate of entrepreneur should have ability to shoot potential market when behavior of shopping in internet has being available in candidate of consumer's mind and behavior. Through competition of selling product and service, students are claimed to have mastering in cognitive sector which understand process of selling product and service as artery of business, psych motorically student have spontaneity and automation to see market's change and

affective ability student to have character entrepreneur in daily days. (Ditjen Pendidikan Tinggi, 2013).

Nowadays, learning of entrepreneurship which done at university still minimum with make contact with information technology material, especially to the material to increase competence of selling product and service. The material which served only teoritically about how to sell product and service in conventional trading by face to face directly between seller and buyer. This againts with phenomenon pn-line market which now has being bright to influencing the way of selling product and service. To cope irrelevance learning material with integrate necessary of real world for high education graduation so researcher intend to developing entrepreneurship learning book at material of selling product and service based on On Line business. Limited problem in this researching is to knowing that Entrepreneurship learning book with material of selling Product or service the basis of Online Business can increase student ability practically end effectivelly to do Selling product and service.

THEORITIC LEARNING

1. Learning Material

According to Majid (2010:174), book is material of written learning which served knowledge, contain of book describing something which suitable with the writer idea, book has content of knowledge which can be used by student to learn. According to Prastowo (2012:166) ,book is written material which servingknowledge or idea from the author , content of book can be gotten through result of experiment, observation, and experience actualization or someone imagination is called fiction.

Material or material which available in the learning book in basically is “content” from curriculum, namely subject or part of study with topic/subtopic and the detail (Ruhimat,2011:152). Suitable with above explanation, can be concluded that role of student in designing or arranging learning book extremely determine the success of

learning process and learning through a learning material. By the existence of learning material which one of that is learning book so teacher will more harmonious in teaching the material to the student to reach all competence which has been chosen before.

2. Competence of selling product or service

Competence of Selling product or service has formula purpose in order student to understand process of selling product or service as artery of business to retail consumer although corporation and able to do spontaneously and automatically in every change and becoming as role of life in daily activities (Ditjen Pendidikan Tinggi, 2013). Competence formula be clarified, 1. Understand the concept of retail consumer and corporation and serving way, 2. Capable to plan retail and tender selling, 3. Implementing communication ability and negotiation in selling, 4. Able to do presenting and negotiating in marketing. While the criteria accomplishing of assessment at this competence is student can sell product and service which produced clearly and suitably, accurate to the consumer, able serve excellently as well as satisfied the consumer.

3. Material of learning Online business entrepreneurship process

According to the result of Kummitha (2015) research, creation initiative need following an approach social “life cycle”, so that way it needs to put in the strategy start from creative thinking to adopt innovation in several steps of education, balancing between theory and practice, learning basis of field and learning in the class is reflective from experience learn entrepreneurship. Result of Kakouris (2014) researching which do a research hooked with developing of entrepreneurship theory state that: learning experience, theory developing and reflective process influence all aspects of entrepreneurship learning, because the relevance between learning processes have not enough be gotten from clear literature without involved life relevance. Researcher use this

idea which more concrete at the part when theory frame be served.

4. Subject of Entrepreneur Education

Premand (2015) said that Entrepreneur Education have potential to enable the student get skill and create job field. Result the research show that entrepreneurship education significantly increase in entrepreneur in a circle university graduation about a year after graduated. In official recommendation, teacher be pushed to adopt pedagogic innovative to entrepreneur course for reaching positive impact to the student. So that way Mcgrath & MacMillan, (2000) state that establish entrepreneurship as mind role can be considered as education competence, based on learning experience instructionally.

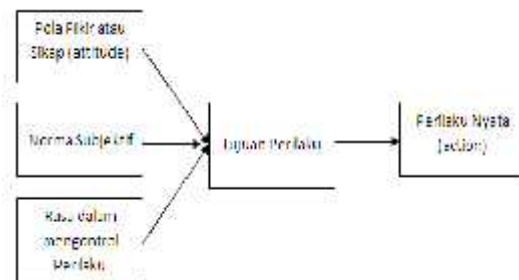
Research of Jiménez (2015) state that entrepreneurship has become indication of economy developing in a country, positive impact in formal entrepreneur education is existence ability which be gotten through education be needed to detecting and to evaluating business opportunity with better increase the confident to guarantee the risk which be flavored, along growing with a caring and job vacancy. Coduras (2010) underline that individual slanting to obtain knowledge which can give benefit to the ability of skill through education (formal especially).

5. Motivation Theory in construct internet entrepreneur

Its height potential of developing internet entrepreneur is this globalization era in a line with entrepreneur necessary to compete and have hypercompetitive habit. Existence cheaper budget to start operational initiative bring strong intent for the entrepreneur to be internet entrepreneur. Formatting initiative creator which appear as influence from entrepreneur intent is factor which is influencing effectivity entrepreneur behavior. Ajzen Theory (1991) about planning behavior useful in explaining and predicting some behaviors confirm that stance, subjective norm, and behavior control which be felt

influence intent that innig, influencing actual behavior.

Paylou (2006) state that Intent is predictor especially which can be trusted in shaping actual behavior. Subjective norm refers to how person can be value environment potential and other people be an important factor in planning the behavior. Behavior control which felt describe individual perception that he has resource which needed, ability, and control feeling that success done its behavior. Behavior intent is motivation factor which catching how hard someone ready to try to do a behavior. Behavior formatting scheme which planned based on Ajzen Theory can be seen in this Picture:

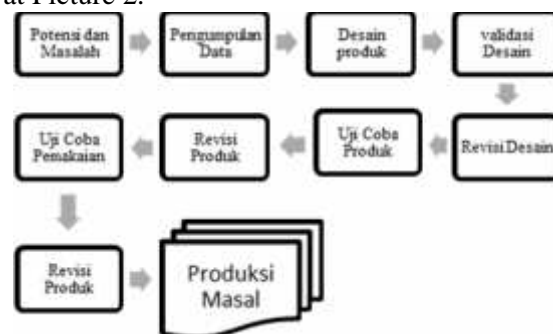


Picture 1. Planned Behavior Theory (Ajzen, 1971)

RESEARCH METHODOLOGY

1. Kind of Research

Developing Entrepreneur learning book at material of Selling Product or Service basis of Online Business in University is research and development. According to Sugiyono (2013:335) existed ten steps at research and development method which be seen in sketch at Picture 2.



Picture 2. Using of *Research and Development* (R&D) Method Steps

2. Developing procedure

Based on developing steps in research and developing method which be suggested by Sugiyono (2013) researcher is combining with developing steps model which be done according to PUSTEKOM DEPDIKNAS (2008) in order research to be done more complete and directed so researcher suggest developing sequence procedure as this following: 1) Curriculum dissection, 2) Media Identification, 3) Manuscript developing, 4) Production, 5) Completing, 6) Testing, 7) Revise.

RESEARCHING RESULT

Amenable with research procedure which suggested researching result from developing Entrepreneur learning book at Material of selling product and service basis of Online which done

1. Curriculum Surgery

Curriculum surgery is done to consider the exist curriculum, subject and competence description which be reached. Based on essence competence and basis competence which will be reached, so can be done the decision of learning book title and collect the material which hooked. Based on curriculum surgery which be done so there is a problem that curriculum of entrepreneur subject which this all has be used is not integrated with student necessary in entrepreneur that follow communication technology developing. Curriculum still have concept and sets that have not refer to understanding of cognitive ability, affective, and psychomotor to implement entrepreneur activity by online. This is causing adorableness student to join lecture become low because it does not create desire of learning based on theirs necessary to develop entrepreneur ability through internet just like right now become public phenomenon in society. So that way it need be designed the curriculum which put in the material about

internet entrepreneur and selling product and service through Online Business

2. Media Identification

Based on current problem we know that learning material is irrelevance with developing consumer behavior and global development. So that way, it be needed learning book which content tell about selling product and service material with trading basis on line. Collect the hooked data with problem analysis and needed in developing relevance learning book with learning needed. Media which seen can support entrepreneur learning process which easy be possessed, used and understood by student is a learning book. This way the learning book which developed is effort to answer research problem to the internet entrepreneur learning material especially implement online business to the student.

3. Manuscript Developing

After done curriculum surgery and media identification, manuscript developing be done with using ADDIE Developing Model. By result base on procedure:1) Necessary Analysis Phase, done to determine the problem and to seek the solution of problem through developing learning book which developed, this phase has been done by conclude that its need to do developing learning material that include ability to sell the product and service by online to answer the material relevance with necessary of entrepreneur behavior developing and consumer shopping habit in 21s. 2) Design phase, to determine special competence which include with learning material that developed, this phase has been developing with develop suitable with direct sources through process product an Online Shop and complete the design by journal and new resource book to rich knowledge which in the book. 3) Development phase, it be done by producing learning book which has been developed to be used in entrepreneur learning process. 4) Implementation Phase, where product which has been developed then be used in learning process, implement to the student of Teaching and knowledge Faculty Computer Information Technology Education

Major at January-July Semester 2016/2017. 5) Evaluation Phase, it is done by evaluate to the learning process with using learning book which has been developed and evaluating the learning result of student by using learning book which has been developed. The result at cognitive aspect showing average score at 87 in the last semester examination.

4. Production

Production of learning book be adapted by necessary of Putera Indonesia Padang University student, especially student of Teaching and knowledge Faculty Computer Information Technology Education Major. The learning book production still limited to fulfill the student necessary in this major.

5. Completing

After producing the begin of learning book, then handed over to Validator to be revise. Completing phase is done by validation learning book by expert of media and expert of language material. Completing phase be done after production process and does not based on the evaluation process only to give input not in evaluating form. In this phase, completing is meant to validate the product before be distribute by involving many people. Completing be done by validation the learning material and material using survey, revise the product suitable with criticize and suggestion from validator, then be done validate again to ensure the adequate experiment product. Completing the learning book be done base on expert suggestion, which useful to complete the appearance book, language and material according to expert suggetion.

6. Testing

Testing be done to the two phases, it is small scale group and big scale group to student of Teaching and knowledge Faculty Computer Information Technology Education Major. In test of small group, test to 15 students by giving poll to student and evaluating the student ability by cognitive and psychomotor in operating web and internet in

sell product and service. Test to the 15 students to see which part should be revise, and see the using book student perception as using from learning book which has been developed. Based on analysis result, validity which be done by expert showing result at Validity 88% valid category, Practicality 82% practice category, and Effectively 91% very effective category.

7. Revise

After validate product and material, then do test try so the research result be processed which next weakness and benefit of product be found. After find product weakness, then revise which the final result from developing learning material will be used as Entrepreneur learning book. Final revise after be tried and see the effectively result in the using of Learning Book.

DISCUSSION

Entrepreneur learning book is focusing to the material of Selling product and service basis of On-Line Business which purpose to make student able sell product and service which resulted clear and suitable, exactly at the consumer, serve by as well as satisfied with using internet facility. This learning book have designed material to theory and practice learning of entrepreneurship. The using of this learning book be hoped can lead student to finish problem of marketing authentically suitable with real life for getting achieve awareness to change seek job culture become create job culture and create job field.

This suitable with research result which be done by Kakouris (2014) who state that even many literature that grown to business developing, though a theory which systematic about entrepreneur still not complete yet, if theoretic aspect not be done with contingency approach irrelevance scientific surface, by science entrepreneur way be taken from experience while learn entrepreneurship, instruction necessary learning come from complete entrepreneur theory which suitable with develop of life

during the student have business experience, priority progression entrepreneur theory will very easier entrepreneur education to practice. Learning experience under frame theory depend on the identification constituency between theory and student necessary. So, it is existence theory learning such a learning book which relevance with entrepreneurship learning which have relevancy with experience and human life progression is important thing to do.

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