

Development of Learning Materials for Entrepreneurship Education Based on Cultural Conservation

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Abstract— The implementation of the implementation of entrepreneurship education in higher education is carried out in a gradual and sustainable manner. In its journey, entrepreneurship education in universities has recently been studied on various occasions. Entrepreneurship education courses are compulsory courses for undergraduate level students. This certainly requires the creativity and innovation of the lecturers of each study program in preparing materials or teaching materials in the implementation of their recovery. This includes the dance education study program. In accordance with the vision and mission of the Semarang state university as a conservation university, this paper offers the development of learning materials based on cultural conservation of entrepreneurship through a soft development model which includes 1) Analysis of needs; 2) Material design and development; 3) Testing; 4) Implementation.

Keywords— *pengembang, kewirausahaan, bahan ajar*

I. INTRODUCTION

Semarang State University has 70 Bachelor and S1 study programs plus 16 study programs at postgraduate. Entrepreneurship education courses are compulsory courses for undergraduate level students. This certainly requires the creativity and innovation of the lecturers of each study program in preparing materials or teaching materials in the implementation of their recovery. This includes the dance education study program, even though there is already a standard guide / syllabus from the university for conducting lectures on entrepreneurship education.

Cultural conservation is one of the 7 pillars of conservation listed in the vision and mission of Semarang State University as a conservation and international standard university. Cultural conservation is likened to perfect. Bamboo tools that have holes at both ends. The women used to blow the wind through splintering so that the coals could ignite. The aim is to keep the fire flame stable when cooking. The conclusion, blowing fire is not to turn it off, but rather provide a flow of oxygen to keep it burning. It's like breaking up, cultural conservation works in almost the same way. Cultural conservation works by keeping the

achievements and creative processes in culture together [1] Cultural conservation has dimensions back and forth. The rear dimension is represented by a process of protection and preservation of local wisdom that is owned by the community. Meanwhile, the future dimension is manifested by maintaining cultural sustainability.

Bambang Banu Siswoyo [2] .d.) Explained that basically the government and higher education leaders play an important role in developing entrepreneurial spirit, but operationally there are three important elements that are the key to the success of the development of entrepreneurial spirit in higher education, namely students, curriculum, and entrepreneurship lecturer. Three dominant factors in motivating scholars to become entrepreneurs are opportunity factors, freedom factors, and life satisfaction factors. Entrepreneurship soul development programs for students can be done through: structured entrepreneurship lectures, Business Internship Community Service programs, Business Consultation Clinics, Role models workshops, model student cooperatives, business collaboration with alumni, and the establishment of Entrepreneurial Incubators.

Entrepreneurship education lectures also have an impact on the growing interest in student entrepreneurship. Retno Budi Lestari and Trisnadi Wijaya [3] explained that entrepreneurship education has a significant influence on student entrepreneurial intentions. This is an empirical proof of the results of research conducted on 250 students from three different universities.

II. DISCUSSION

A Characteristics of Development

Development characteristics can be seen from the definition of development. Development is the process of translating design results into real forms [4]. According to Richey [5] development is the production process of learning devices. Some explanations of the definition of development from several other researchers are written as follows. Heinich [6] explains that development is a process of needs analysis, making material, achieving goals, designing learning and testing as well as revising program achievements to improve student learning outcomes. Richey et al. [5] explains that development has a broader meaning if

applied in research that will produce products. Development must have a planning, production and summative, formative or confirmatory stages. Tessmer and Richey [4] explain that development does not only carry out needs analysis, but also conducts backward analysis of problems in general, such as contextual analysis.

B Learning Material

Learning material (instructional material) is a form of material or a set of learning substances to help teachers / instructors in teaching and learning activities that are systematically arranged in order to meet established competency standards [7]

Learning material is essentially knowledge, values and skills as the content of a subject that is directed towards achieving learning goals. So that it can be said that the subject matter is a variety of experiences that will be given to students during the educational process or the learning process. Learning experiences obtained by students from school become learning material. Students carry out various activities in order to obtain these learning experiences, both in the form of cognitive, psychomotor and affective skills. These experiences are designed and organized in such a way so that what students get is in accordance with the goals.

The role of learning material in the education process occupies a very strategic position and also determines the achievement of educational goals, because learning material is an instrumental input along with educational curricula / programs, teachers, media, evaluation, and so on. Learning material is one aspect that can affect output. In other words the quality of the process and results of education can be influenced by the learning material used. On this basis, in the education system, learning material plays a significant and decisive role [8]

C Entrepreneurship Education

Entrepreneurship is an attitude, soul and ability to create something new that is very valuable and useful for himself and others. Entrepreneurship is a mental and soul attitude that is always active or creative empowered, created, created and modest and strives to increase income in its business activities. Someone who has a character is always not satisfied with what he has achieved. Entrepreneurship is a person who is skilled at exploiting opportunities in developing his business with the aim of improving his life [9].

Entrepreneurial freedom can be interpreted as soul, spirit, attitude, behavior, and the potential of one's ability to handle business and / or activities that lead to efforts to find, create, apply work methods, technology, and new products by increasing efficiency in order to provide more services good for greater profits. " In other words, entrepreneurship in this case is a creativity and innovation that is owned by college graduates to produce added value for themselves and benefit others / the community and bring mutual benefit.

Epistemologically, entrepreneurship is in principle an ability to think creatively and to behave innovatively as a basis, resources, motivators, goals, tactics / strategies, and tips for dealing with the challenges of his life [10] Entrepreneurship arises when someone dares to develop his

business and his new ideas are smart and meticulous by anticipating various risks that might occur. Therefore, the essence of entrepreneurship is creating added value through the process of combining various resources with different new ways, so as to be able to compete freely in the business market.

In essence, entrepreneurship is the nature, characteristics, and character of someone who has the will and ability to realize innovative ideas in the real world (business) creatively and productively. A person who has the potential or entrepreneurial spirit, he is able to see and assess business opportunities, gather the various resources needed to take action appropriately and take advantage of reaching business opportunities[10].

Entrepreneurship education in higher education is ideally carried out in the long term, through a gradual and continuous learning process. Some important aspects that should be carried out by universities in the implementation of entrepreneurship education include positioning universities as entrepreneurial universities, designing clear and directed entrepreneurship curricula, establishing appropriate methods, selecting teaching staff who have competencies in the field of entrepreneurship, creating an entrepreneurial atmosphere, and design a gradual and continuous learning process. It is expected that if these aspects are met, the goal of creating new young entrepreneurs from the campus through entrepreneurship education can be realized [11, p. 164]

D Cultural Conservation

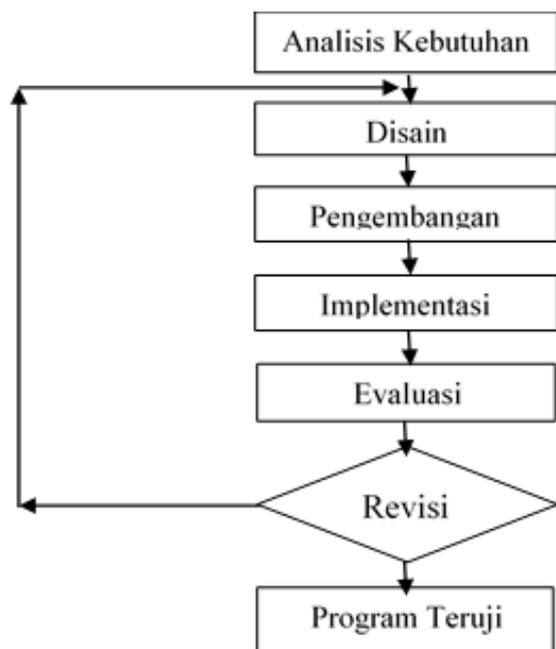
Conservation is an effort to manage change towards the preservation of better and more sustainable values and cultural heritage. In other words, in the conservation concept there is a flow of renewing, reusing, reducing, recycling and refunding[12]

Cultural conservation works by keeping the achievements and creative processes in the culture together. Cultural conservation has dimensions back and forth. The rear dimension is represented by a process of protection and preservation of local wisdom that is owned by the community. Meanwhile, the future dimension is manifested by maintaining cultural sustainability [1].

III. CONCLUSION

The development of learning materials on entrepreneurship education in the Semarang language faculty and art education department study programs in Semarang can be done through the stages of planning and developing this learning material using a soft mining model through five stages including; 1) Needs analysis; 2) Designing learning materials; 3) Development of learning materials; 4) Testing; 5) Implementation.

The following is a picture of a chart of the development model of learning materials based on cultural conservation of entrepreneurship education.



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