

# Media Platform Development Entrepreneurship-Based Learning Animation Using Project Methods Based Learning For Students

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**Abstract.** The teaching materials on entrepreneurship subjects are still text book oriented. This research is very important because there is no alternative module entrepreneurship other than text books. In this research, a media platform will be built animation-based learning in the form of application using the approach Project Based Learning (PBL) about Business Model Canvas. The system platform development method that the author uses is the Waterfall SDLC (System Development Life Cycle) method. Based on the design carried out in this study, the results obtained are in the form of an animated Business Model Canvas application. Testing the system interface was declared good based on an assessment using 3 aspects (usability aspects, user aspects and interaction aspects). Based on the usability aspect, 30% of respondents chose very good; 70% voted Good. Based on the user aspect 20% chose very good; 80% voted good. Based on the interaction aspect 10% chose very good; 90% voted good.

**Keywords:** Platform Digital, PBL, Entrepreneurship

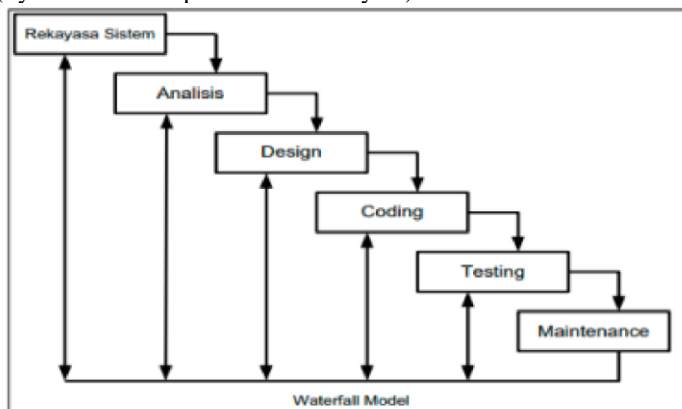
## 1 Introduction

Currently learning more entrepreneurship courses using the lecture method which is varied with the discussion method yet emphasizes the student's thinking process independently. Because in general the discussion was carried out in a large class dominated by lecturers, the material discussed not in accordance with the context and developing moral issues in society, especially those related to entrepreneurship other than The teaching materials on entrepreneurship subjects are still text book oriented. This research is very important because there is no alternative module entrepreneurship other than text books. In this research, a media platform will be built animation-based learning in the form of games using the approach Problem Based Learning (PBL). PBL is a learning approach where students are faced with real problems so that they are expected to can organize their own knowledge, develop skills high level and inquiry, emancipating students and improving their confidence. The application of this Project Based Learning-based educational Animation Program is a problem-solving-based approach. This application is a simulation of making a business model canvas to find out problems in entrepreneurship and contains Polimedia's entrepreneurship curriculum, namely business model analysis which includes customer segments, value propositions, channels, customer relations, revenue streams, key resources, key activities, key partners, and cost structure . So that by using this application, students are able to practice analysis, train intelligence, creativity, logic and neural reflexes and better understand

entrepreneurial material. This application is important because it will help many small business owner in the future. It will help them to analyze their Business Model in a very effective and simple way because it can be used in almost every smart phone and the Business Model Canvas can be shared easily through smart phone.

## 2 Research Methods

The system platform development method that the author uses is the Waterfall SDLC (System Development Life Cycle) method. These are the steps that are used.



**Fig. 1.** System Development Life Cycle Waterfall

The waterfall methodology applied in this study includes:

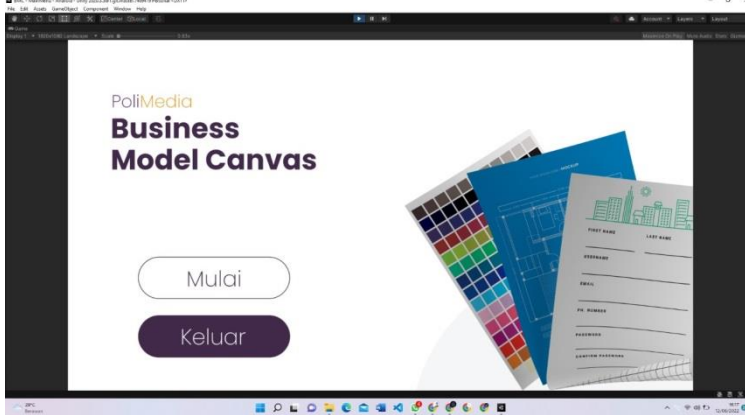
1. Analysis: Starting from the preparation of the background of the problem to be studied formulate the problem along with the limitations of the problem as well examine the object of research.
2. Design: Followed by program design according to the results of observations and user needs.
3. Coding: In this phase, work on the required application program code begins.
4. Testing: In this phase the program begins to be tried to find strengths and The downside.
5. Maintenance: After testing, the program is repaired according to the latest user needs.

### 3. Result and Discussion

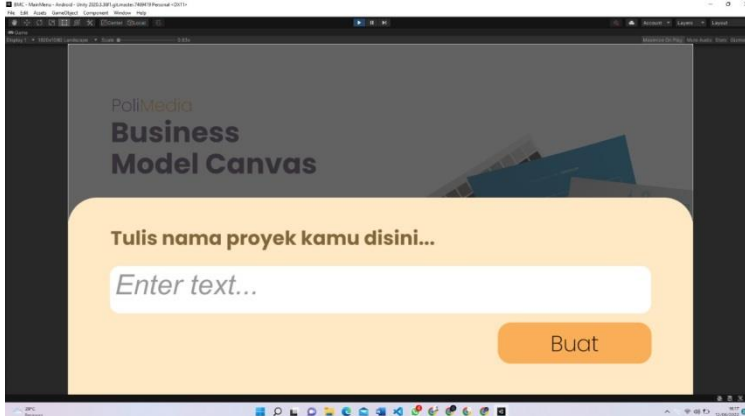
#### 3.1 Result

Based on the design carried out in this study, the results obtained are in the form of an animated Business Model Canvas application. The following is the resulting application output:

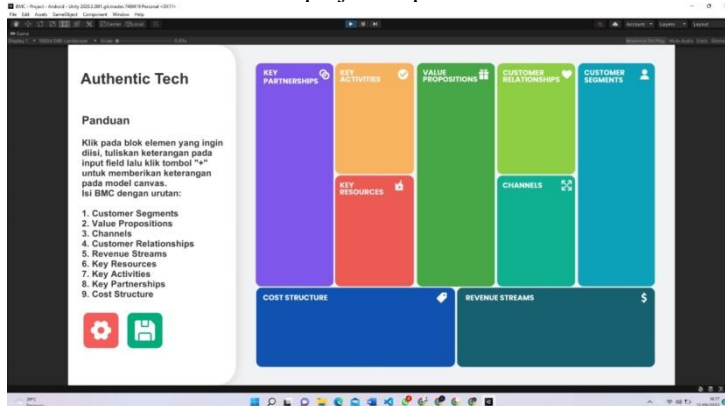
**Home Page.** In this page, there are two options to start the programs or to quit.



**Project Name Page.** After we choice to start the programs, we can type the name of the project for the Business Model.



**Main Menu Page.** We can click Customer Segments, Key Resources, etc and input the data. The disk icon is to save the project in pdf format.



### 3.2 Discussion

Testing of the application is carried out by testing the process and face-to-face system. Process testing is carried out by running each process provided in the system to ensure that there are no errors in both the data processing and the calculation of Business Model Canvas Application. Based on the results of the tests carried out, the system has been able to run properly and there are no errors in any data processing. Testing of the system interface is carried out through a questionnaire given to students of the advertising study program.

#### System Interface Assessment Aspects

Score : 5 = Very Good; 4 = Good; 3 = Fair; 2 Bad; 1 = Very Bad		
No	Pertanyaan	SCORE
<b>USABILITY</b>		
1	Is the application design is easily recognise ?	
2	Is the application easy to operate?	
3	Is the application display pleasing to the eye & not boring	
<b>USER</b>		
1	Is the menu display in the application easy to recognize?	
2	Is the application easy to read?	

3	What are the image symbols easy to understand ?	
<b>INTERACTION</b>		
1	Is it easy to access information provided?	
2	Is the information provided appropriate needs?	
3	Is the menu and appearance of the application easy to remember?	

Questionnaires were given to 30 students of the advertising study program. The results of the system interface assessment questionnaire are as follows:

No	Questions	Percentage
<b>USABILITY</b>		
1	Is the application design is easily recognise ?	5= 30%, 4=70%, 3=0, 2=0, 1=0
2	Is the application easy to operate?	5= 30%, 4=70%, 3=0, 2=0, 1=0
3	Is the application display pleasing to the eye & not boring	5= 30%, 4=70%, 3=0, 2=0, 1=0
<b>USER</b>		
1	Is the menu display in the application easy to recognize?	5= 20%, 4=80%, 3=0, 2=0, 1=0
2	Is the application easy to read?	5= 20%, 4=80%, 3=0, 2=0, 1=0
3	What are the image symbols easy to understand ?	5= 20%, 4=80%, 3=0, 2=0, 1=0
<b>INTERACTION</b>		
1	Is it easy to access information provided?	5= 10%, 4=90%, 3=0, 2=0, 1=0
2	Is the information provided appropriate needs?	5= 10%, 4=90%, 3=0, 2=0, 1=0
3	Is the menu and appearance of the application easy to remember?	5= 10%, 4=90%, 3=0, 2=0, 1=0

## 4. Conclusion

Based on the tests of Business Model Canvas Application, it is concluded that the system testing based on process criteria has no errors (errors) while the program is running. Testing the system interface was declared good based on an assessment using 3 aspects (usability aspects, user aspects and interaction aspects). Based on the usability aspect, 30% of respondents chose very good; 70% voted Good. Based on the user aspect 20% chose very good; 80% voted good. Based on the interaction aspect 10% chose very good; 90% voted good.

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