

Media Development Based Learning of E-Learning Course in Entrepreneurship Education Study Program at Business Education of Economics Faculty Universitas Negeri Medan

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Abstract. Education is seen as one of the aspects that have an important role in shaping the future generation. Various countries in the world take part in improving the quality of human resources through education. In the normal teaching and learning process in entrepreneurship course in Business Education courses it is mandatory to use e-learning based learning media. But in reality e-learning based learning has not been clearly seen to be done and focused in accordance with specified operational standards. It is important to develop a media-based e-learning in entrepreneurship courses at business education courses Faculty of Economics Universitas Negeri Medan. This study is a research and development type, which aims to produce or develop a product. The location of this research is done in the Faculty of Economics, Business Education Program State University of Medan. This study uses a model of ADDIE (Analysis, Design, Development, Implementation, and Evaluation). As of the indicators in this study was learning module with e-learning based in entrepreneurship courses and international scientific journals indexed publications.

Keywords: Entrepreneurship, Media Learning, E-Learning, ADDIE

1 Introduction

Education is seen as one of the aspects that have an important role in shaping the future generation. Various countries in the world took part in improving the quality of human resources through education. This research is expected to produce quality human resource, responsible and able to meet the future advancement.

Today, universities are required to produce graduates who have the skills to compete in the world of work. In order to compete later in the work then the college should prepare students to educate and provide training to students learning by using various media. Along with the development of Information Technology (IT) is rapidly increasing, the need for a concept and IT-based teaching and learning mechanism becomes inevitable. The increasing development of technology has a large impact on many sectors in the education sector, no exception. The use of Information and Communication Technology in education has given birth to an electronic learning model, known as e-learning.

E-learning based learning should really be something that needs to be considered and

applied to campus. Online learning (e-learning) has three functions, namely, supplements (enhancer), complement and substitution (replacement) of learning in the classroom [1]. Implementation in Indonesia, including Universitas Negeri Medan, particularly in the Business Education courses of Economics Faculty, according to the author is still limited to supplement and complement in learning process.

This study aims to assist the development of instructional media based e-learning in entrepreneurship courses in Business Education study program at the Faculty of Economics Universitas Negeri Medan planned and scalable system so that students and faculty can apply effective and efficient learning.

The overall objective of the above related to the research umbrella established by Universitas Negeri Medan Research Institute in 2015-2020 in the research process and learning outcomes, namely the development of e-learning in entrepreneurship courses in Business Education courses Faculty of Economics Universitas Negeri Medan.

E-Learning is a convergence or integration of computer technology, Internet network, with aspects of communication and educational materials in supporting the creation of internet-based teaching systems. The term e-Learning is more precisely intended as an effort to make a transformation of teaching and learning process in the schools into a digital form that is bridged by information technology (internet).

This research is the development of previous research regarding the development from demonstration-based multimedia learning modules in business administration education courses at the Faculty of Economics Universitas Negeri Medan. The results of the study show that demonstration-based learning method produces a valid learning multimedia modules, effective, and practical learning.

Based on preliminary studies that have been done the research roadmap can be seen as follows:

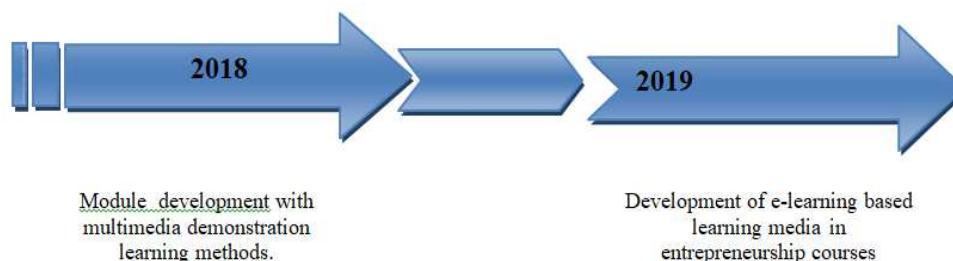


Fig 1. Roadmap

2 Research Method

This study is a research and development (R&D) method, which aims to produce or develop a product. Research is the development of research methods used to produce a certain set and test the effectiveness of the product. In this study, the authors use development model ADDIE (Analysis, Design, Development, Implementation, and Evaluation).

This study uses ADDIE (Analysis, Design, Development, Implementation, and Evaluation) model, ADDIE model image following the implementation of the development of teaching materials.

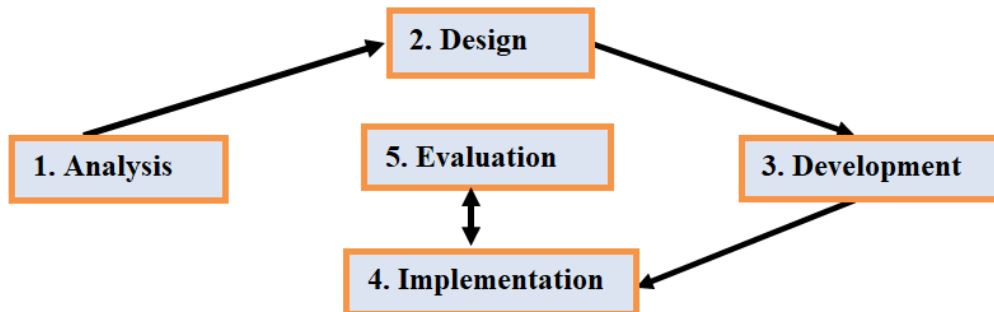


Fig 2. Blog ADDIE Model Development

The indicators of achievement can be seen in the following table:

Table 1. Indicators of Accomplishment

Year	Achievements	Final
2019	1. The learning module based on e-learning in entrepreneurship courses.	100%
	2. Publication of the international scientific journal indexed.	100%

Based on the research development model of this research plan, it can be seen in the following study flow chart. Regarding the development of a demonstration-based learning multimedia modules on business administration education courses in the Faculty of Economics Universitas Negeri Medan.

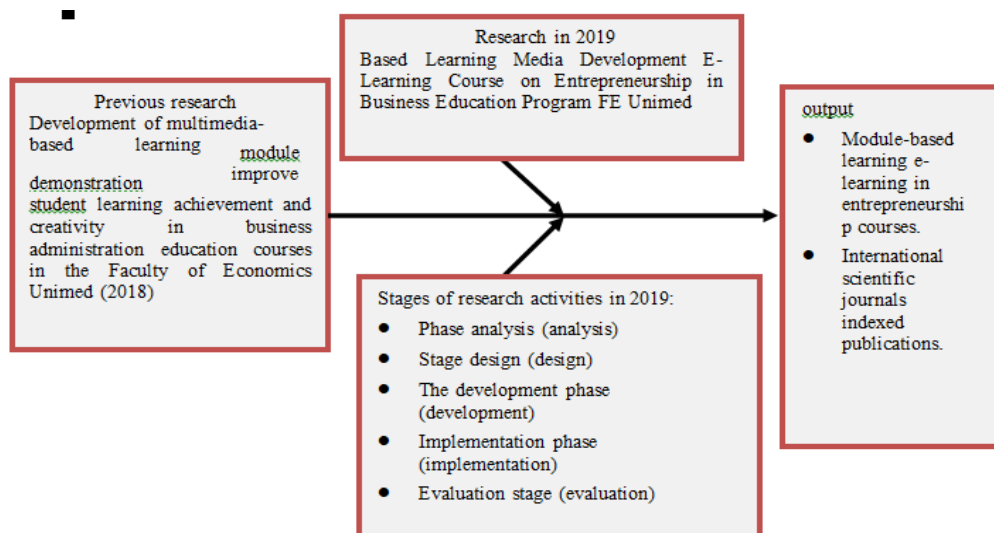


Fig 3. Fish Bone Diagram

3 Results and Discussion

a. Analysis Phase

At the stage of the analysis performed to determine the existing problems in the learning of subjects including analyzing curriculum, students, and concepts. In accordance with the educational development resulting Presidential Decree 8 of 2012 on the Indonesian National Qualifications Framework which contains about levels, equalization, and application qualification of human resources. In this KKNi reflect learning outcomes (learning outcomes) through education, training, work experience, and independent learning. The analysis is done by analyzing curriculum SK and KD on entrepreneurship courses. The results of the analysis is requires students to understand and able to use e-learning account of Universitas Negeri Medan in which built using a CMS e-Learning named SIPDA.

This Analysis of students is to find out students' characteristics which determine how the module should be made so that it can easily be understood. The student characteristics include age, motivation, background, science and knowledge, academic and social abilities. It is important to understand the characteristics of students as a capital in the analysis of students to develop learning modules.

b. Design Phase

At the design stage to explain the views of the cover, the formulation of learning objectives, and describing the content of the module. Cover is designed so that students are more interested in the learning process. The cover used in this module can be seen as in the picture below.

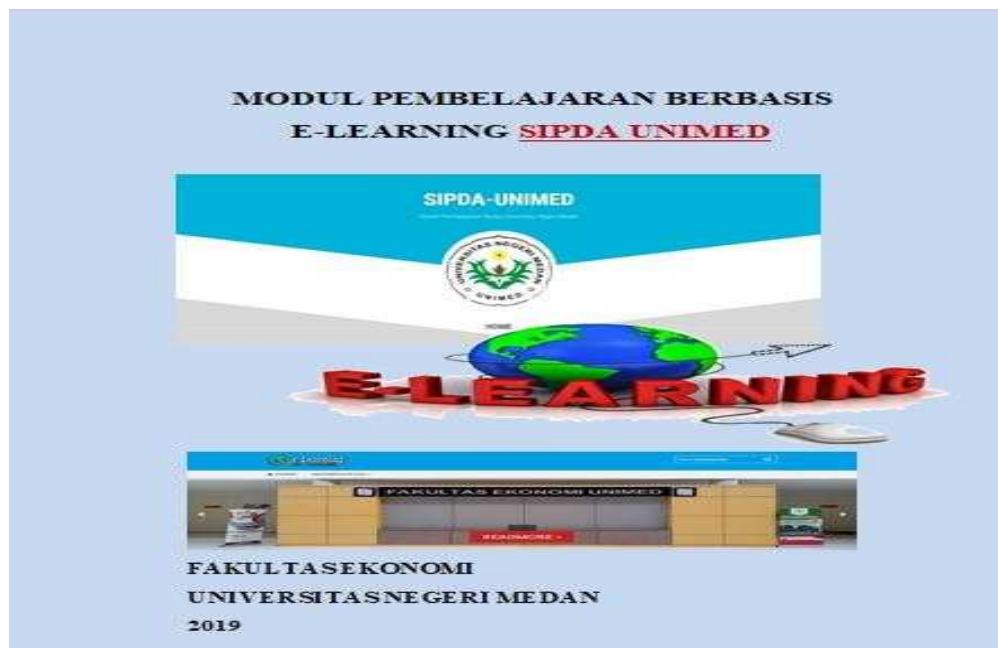


Fig 4. Cover module-based learning e-learning

Formulation of interest is based on the target accuracy of the curriculum in entrepreneurship courses. The draft formulation of learning objectives can be seen in the following figure.

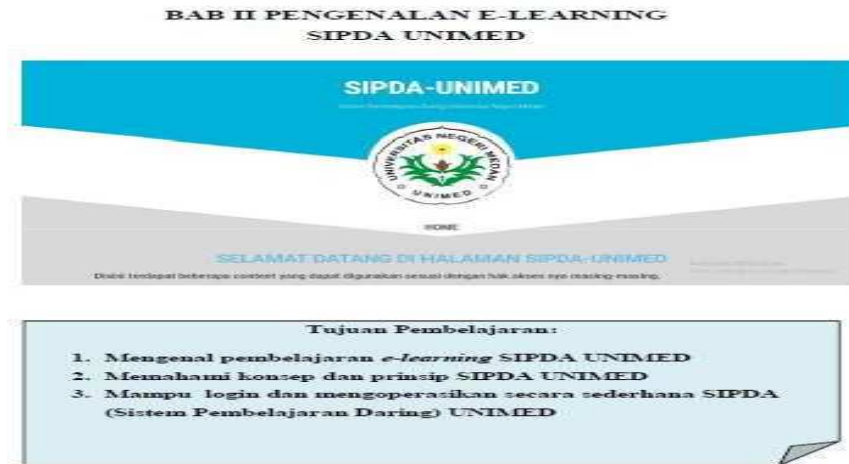


Fig 5. The design of the learning objectives

Materials module refers to the Indonesian National Qualifications Framework (KKNI) which refers to the learning outcomes (learning outcomes). The following description of the learning modules based on e-learning in entrepreneurship courses.

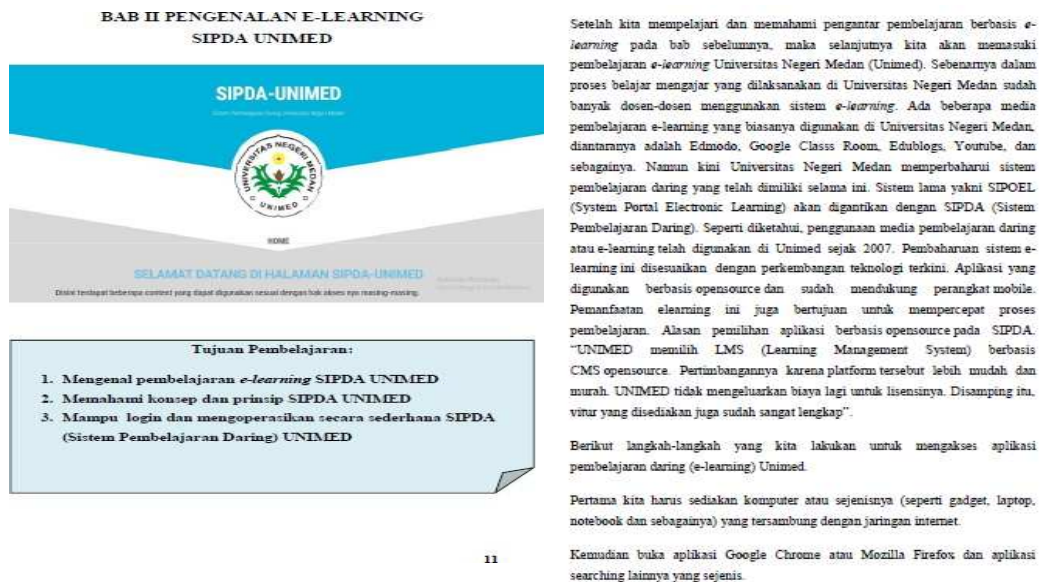


Fig 6. Introduction to E-learning

c. Development Phase

The development stage is the process of realizing the blueprint into reality. After the first step, the next step is to carry out validation of media products developed to expert language support and expert (lecturer). Validation is done by two experts to examine the draft modules and provide an assessment of the questionnaire that was given, from the results of the assessment will be obtained validity of the draft modules.

d. Implementation Phase

Based learning module implementation of e-learning SIPDA by how educators provide examples first, followed by all students. Students are asked to demonstrate what a module that is unknown whether they understand the stage or not.

e. Evaluation Phase

The evaluation phase is done by observing activities student activities in the learning process. Observation activities carried out four times. Students' activities categorized by observers, among others: read the modules and practice in accordance with the directives, the students ask questions that are poorly understood, students solve problems, and to modify the outside of the module.

4 Conclusion

Based on the results and discussion it can be concluded that this research-based learning module generates a valid e-learning, effective, and practical learning. Usage-based learning method SIPDA e-learning is very effective in improving student's learning, achievement and creativity. Not only that, the use of teaching methods based on e-learning SIPDA should be use for materials that require practice in the learning process.

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