

PRODUCTION OF LEARNING MEDIA AS A ENTREPRENEURSHIP FOR STUDENT OF SPECIAL EDUCATION

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Abstract: PLB Students as special education teacher candidates are expected not only to study some various scientific special education professionally but also to have an entrepreneurial spirit in order to compete openly in social life without boundaries between formal and non-formal. The purpose of this paper was to describe the process and outcomes of learning media production who performed by PLB FIP UM students to support the spirit of entrepreneurship in the field of special education.

Keywords: production, instructional Media, entrepreneurship

PENDAHULUAN

Special education student (PLB) put up a candidate for a special education teacher both in special or regular school that organizers inclusive and non-formal education institutions (the rehabilitation center, clinic, home schooling, equivalency programs). The characteristic of PLB FIP UM study program is to prepares students to become entrepreneurs in special education independently or in cooperation with the person and/or institution to produce goods and services related to the development of compensatory service and support growth and development for children with special needs.

The term of entrepreneurship is the ability to be creative and innovative which is used as the base, tips, and resources to seek out opportunities to success. Conceptually, a entrepreneurship is the ability to create something new and different through creative thinking and innovative actions for the creation of opportunities. The entrepreneurship is as a process of applying creativity and innovation in solving problems and finding opportunities to improve business and work in life.

Nowadays, the term of entrepreneur is more widely used mainly because it is emphasizing business. Nevertheless, considering the challenges faced by young people today in various fields of employment, entrepreneur education then leads to survival and independence should be more highlighted. Slight differences in the perception of entrepreneurship and entrepreneurs should be understood, especially by students as candidates of special education teacher, so that, the direction and purpose of education provided is not wrong. The education entrepreneur is more appropriate if the expectation is a person or an individual who is mentally steel or, in other words, more emotional intelligence (EQ) and advirsity intelligence (AQ) whose role is to live (face the challenges of life and living). Otherwise, if the direction and purpose of education is to produce individual figure who is more astute in business or financial management, or to be more intelligent financial (FQ), the more precise is the entrepreneurship education. Because both

aspects are equally important, the education provided is now more likely to both aspects of using the word entrepreneur.

In this era, development of entrepreneurship perception is including the financial, personal, social, and professional aspects (Soesarsono, 2002). Entrepreneurship consists of the spirit, attitude, behavior person's ability to handle a business or activity that produces new products to improve efficiency in order to provide better services and or obtain greater profits. This is in line with simple media production activities in the course of learning media for students with special need in the majors PLB FIP UM requires creativity and innovation to generate added value for products that benefit society and bring prosperity to the entrepreneur.

METHOD

This article is the result of studies from various published sources such as textbooks, research reports, journals, papers, combined with the author's experience as a researcher and practitioner in the field of learning media. The study was conducted using the method of descriptive-kualitative, because in addition to understanding the data regarding the existence of special education students FIP UM in producing instructional media in the course of learning media ABK also to obtain a picture of the interests and abilities of students in entrepreneurship. In this study the scope of the subject matter is limited to issues students' ability to produce simple learning media for ABK of the raw material that is easy to be in the neighborhood. The collection of data through library research and operational studies in the field, which includes the following activities: (1) The data is written and visual documentation of books, magazines, journals, newspapers, tabloids, photographs, followed by the inventory process for library research materials; (2) Interview on student representatives from each class and resource faculty entrepreneurship courses, followed by reduction of the answer to be analyzed; (3) Observation by means of judicial and shoot objects in the classroom where learning media production process is done to classify the visual data as study materials.

DISCUSSION

Entrepreneurship

Understanding Entrepreneurship

Prior to interpret entrepreneurship (wirausaha in Bahasa) should first understand the meaning of entrepreneurship and entrepreneurs. Etymologically, the entrepreneurial terms are comes from the word business and entrepreneurship. The word wira meaning fighters, heroes, superman, exemplary, virtuous, valiant and noble character. And the word usaha means charity, doing something. The entrepreneur (wirausahawan in Bahasa) is an innovator who implements the changes in the market through new combinations. The new combination can be in the form of: (1) introducing new products, (2) introducing new production methods, (3) opening a new market, (4) obtaining a source of new supply of materials or components, or (5) running a new organization in an industry.

Based on the Decree of the Minister of Cooperation and Development of Small Entrepreneurs No. 961 / KEP / M / XI / 1995, the term of entrepreneurship is a passion, attitude, behavior, and ability to handle the business or activities that lead to efforts to find, create, and implement ways of working, technologies and new products by improving efficiency in order to provide better services and or obtain greater profits.

Many figures that gives an understanding of entrepreneurship as follows: (1) Entrepreneurship is a value manifested in behavior that form the basis of resources, propulsion, goals, tactics, tips, processes and business results (Achmad Sanusi, 1994); (2) Entrepreneurship is a process of applying creativity and innovation in solving problems and finding opportunities to improve life. (Zimmerer, 1996); (3) Entrepreneurship is a value required for starting a business (star-up phase) and business development (venture growth). (Soeharto Prawiro, 1997); (4) Entrepreneurship is an ability (ability) in creative thinking and innovative behavior that basis, the resources, the driving force of interest, tips and tricks in the process of facing the challenges of life. (Soeparman Spemahamidjaja, 1977).

From the various opinions of the above experts, one of the conclusions that can be drawn from the various notions of entrepreneurship is that entrepreneurship is seen as a function which includes the exploitation of the opportunities that arise in the market or in the world of work. The exploitation is mostly associated with the direction and or a combination of productive inputs. An entrepreneur is always required to face the risks or opportunities that arise, and often associated with creative and innovative action.

The characteristic of Entrepreneurs

Some understanding of above entrepreneurship, there are four characteristics possessed by an

entrepreneur as follows: (1) The process of the creation namely to create something new by adding value. This value addition is not only recognized by the entrepreneur alone, but also by consumers who will use the results of such creations; (2) a high commitment to the use of time and effort given. The greater focus and attention given in this endeavor, it will support the process of creation that will arise in entrepreneurship; (3) Estimate the risks that may arise. In these conditions the possible risks ranging from financial risks, physical and social risks; (4) Obtaining reward. In this case the most important reward is independence and freedom followed by personal satisfaction, while the rewards in the form of money is usually considered to be a degree of success of the business.

CREATIVITY

Understanding Creativity

According to Selosoemardjan (1983) creativity is the personal characteristics of the individual and not a social nature that is internalized by society. Although, according to Selosoemardjan, individual creative abilities are not completely separated from the influence of culture and society that surrounds it. Rise and growth of creativity and further development of a creation created by individuals not escape from society's influence in which the individual lives and works; whereas Munandar Utami (1995) suggest that the creativity associated with the project which aims to train thinking and creative problem-solving skills is directly linked to specific subjects such as botany, astronomy, theater, photography, or writing (creativity of special talent).

Based on the opinion on the notion of creativity, it can be concluded that creativity is the ability to create or produce something new, previously unknown, or solve new problems encountered in public life. Creativity is not to be entirely new, but also as a combination of existing combined with something new.

Characteristics of Creative People

Here are the characteristics of creative people: (1) Never fear with their rivals, the creative is fun because with the rival is able to think out loud again and would not match, people are afraid of rivals means not creative; (2) Feeling more able, creative people will feel proud of the products of others, he is more proud of the product itself eventhough his product was lower than others. Many people have left the company because he wanted to open his own business that is the hallmark of creative people; (3) Always use the right brain thinking, by running right brain then the braveness will appear on ourselves whereas if we use a lot of left brain would we just be limited to employees only never more; (4) The person is not too smart, most people who have grade point average (IPK Index Prestasi Kumulatif in Bahasa) are very high, usually will be an employee, but for people who are not smart or in medium IPK usually open their own business.

Types of Creativity

In general, creativity is a process of understanding a problem, look for solutions that might be, interesting hypothesis, test and evaluate, and communicate the results to others. In the process, the creativity includes original ideas, a different perspective, to solve the problem chain, combining back ideas or see a new relationship between the ideas. There are four types of creativity that can be assessed as follows: (1) Smoothness (fluency); the ability to generate a number of ideas; (2) Dexterity or flexibility (flexibility); the ability to generate ideas vary; (3) detail or elaboration (elaboration); the ability to develop, embellish, or issuing an idea; (4) Originality (originality); the ability to generate ideas unusual among most or rarely.

Instructional Media Understanding Media

Learning media is anything that is used by teachers to convey the subject matter to the students, so that students attracted the interest and attention, arousal and feelings on learning activities in order to achieve the learning objectives (Kustiawan, 2013: 3). According to Gagne (in Arsyad, 2004: 5) The media are different types of components in the environment of the students who can motivate students to learn. Sedangkann Briggs (1970) suggested the media is all the physical tools that can present the message and stimulate students to

capture, process, and reconstitute the visual and verbal information.

It can be concluded that the media is anything that can be used to deliver messages from the sender to the recipient of the message, so as to stimulate the mind, feelings, concerns, and interests of students.

Various Media Learning

Judging from the raw materials and tool making, how to manufacture and how to use was, learning media can be generally grouped into: (1) Media Learning Simple namely media that raw materials for manufacture easily available and cheap, it is easy to make and use, no syilit learning. Simple learning media types include; (A) simple 2-dimensional learning media, consisting of: graphic media, media boards, and print media; (B) simple learning Media 3-dimensional, consisting of: the actual media object (the original) and the media model or mock objects (imitation); (2) Modern Learning Media is electronic and complex media that the raw materials and manufacturing tools are difficult to obtain and expensive, in the creation and utilization require special adequate skill. This learning media types include; (A) Media Learning Modern projection consisting of: overhead projector, slide projector, an opaque projector, the film strip projectors, LCD projectors; (B) Non-Instructional Media Modern projection consists of: radio, tape recorders, televisions, VCD DVD, video games, computers, laptops, mobile phones (Kustiawan; 2013)

Production of Learning Media for Entrepreneurship of PLB student Production Design of Learning Media

1. Writing a title (in the center position)

PRODUCT DESAIN

Institutional Media (filled with the name of media type)
About (filled with Institutional subject)

2. Write identity (written in left side margin)

EDUCATION UNIT :(diisi TKLB, SDLB, SMPLB, SMALB)
GROUP/CLASS :(TKLB A, B atau Kls I, II, III dst)
SEMESTER/WEEK :(menyesuaikan)
TOPIC/SUB TOPIC :(menyesuaikan)
DAYA/DATE :(menyesuaikan)

3. Main Competence

.....

4. Basic Cmpetence

.....

5. Indikator

.....

6. Institutional Objective

.....

7. Desain of Picture

1. Sketch

Describe the shape of media that will be made, given the description of the size, the materials used, the color of each part.....

2. Materials, tools, and costs

Material

a.....Rp.....
 b.....Rp.....
 c.....Rp.....

Tool

a.....Rp.....
 b.....Rp.....
 c.....Rp.....
 Cost / Cost for doerRp.....
 Sum of cost.....Rp.....

8. Making Process

1. Maker and Time

- a. Maker/Doer.....person
- b. Time needed.....week/day/hour

2. Step of Making

- a.
- b.

9. Utilizing

The usage of Media.....(clasical, group,individual)

The step of utilizing

Before the media used: (filled with activity in the class opening)

.....

While the media used: (filled with the main activity in the class
 Learning; applying scientific approach)

.....

After the media used: (filled with closing activity in the class)

.....

Product Outcome of Learning Media for students of Special Education Department



CLOSING

Creativity (creativity) is the ability to develop ideas and new ways to solve problems and identify opportunities. While innovation (innovation) is the

ability to apply creativity in order to solve and find opportunities. Creating and finding new ways to solve the issue of jobs, daily, either in the form of ideas, methods and means and in order to improve the quality

and benefits of the goods and services, so has the competitiveness and added value is the result of the entrepreneurial process. Learning media production PLB FIP UM student describes creativity and innovation that can be used as a business area with high economic value.

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