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**THE EFFECT OF THE USE OF LEARNING MEDIA IN THE ENTREPRENEURSHIP  
SUBJECT ON THE STUDENTS' ACTIVENESS AND ENTREPRENEURIAL INTEREST  
(A STUDY OF GRADE XII OF THE MARKETING DEPARTMENT OF SMK  
MUHAMMADIYAH 2 BANTUL)**

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**Abstract**

This study aims to investigate: 1) the effect of the use of entrepreneurship learning media on the activeness in entrepreneurship learning among Grade XII students of the Marketing Department of SMK Muhammadiyah 2 Bantul in the 2015/2016 academic year, and 2) the effect of the use of entrepreneurship learning media on their entrepreneurial interest.

This was a causal associative study using the quantitative approach. The research population comprised Grade XII students of the Marketing Department of SMK Muhammadiyah 2 Bantul with a total of 47 students. This was a population study. The data were collected through a questionnaire and documentation. The instrument tryout was conducted to assess the validity and reliability. The data analysis included the descriptive analysis of the variables and tests of analysis assumptions comprising tests of normality, linearity, and homoscedasticity. The hypotheses were tested by means of multiple regression.

Based on the results of the study, the conclusions are as follows. 1) There is a significant positive effect of the use of entrepreneurship learning media on their activeness and entrepreneurial interest as an aggregate. 2) There is a significant positive effect of the use of entrepreneurship learning media on the activeness of the students of SMK Muhammadiyah 2 Bantul. 3) There is a significant positive effect of the use of entrepreneurship learning media on their entrepreneurial interest.

**Keywords:** Learning Media, Activeness, Students, Use, Entrepreneurial Interest

**INTRODUCTION**

Indonesia is one of countries with a very large population. The 2010 Population Census reports that the total population of Indonesia as of December 31, 2010 reaches 259,940,857 people. This large population, unfortunately, can induce numbers of problem. One of which is the narrowing of employment results to increasing numbers of unemployed.

Data from the Central Bureau of Statistics 2014 show that the highest open unemployment rate is from high school graduates (SMA) and vocational school (SMK) as much as 9.55% and 11.21%. Furthermore, unemployment from primary school graduates is (SD) 3.04. Moreover, unemployment from Junior High School graduates is 7.15% while from diploma I / II / III is 6.14%. The last, unemployed university graduate is 5.65%. The data indicates that students who from vocational graduates who are ready-made personnel, in fact, become the most unemployed citizen.

This social problem should therefore be able to be alleviated by the role of entrepreneurship in vocational high school curriculum. At school, students are given subjects on workshop and entrepreneurship education. The provision of these subjects are

intended to foster entrepreneurial spirit from an early age and to change paradigm of the learners in which previously believe "to seek works after graduate" into "to create employment after graduate". Particularly, in the department of marketing, entrepreneurship lesson is taught more intensively, with the supports of marketing skills subjects and entrepreneurial practices. Thus, it is expected that the graduates can create job opportunities as a result of the attitude and mentality of self-reliance which will be beneficial to him, others, and especially in enhancing the nation's development in order to minimize the unemployment rate caused by the above depletion of employment.

Graduates of vocational high school should be the figures that have the ability to implement entrepreneurship knowledge, both concept and practice. If the graduates are able to implement the science of entrepreneurship in their lives, they will be a part of solution to reduce the number of unemployed in Indonesia, so that they are considerably productive figures with the ability of entrepreneurship. In this case, the role of schools is critical. Schools are supposed to be doing the process of training of entrepreneurship skills for their students and providing knowledge and attitude to the students, so

that when the students graduate, they have already had the desire and interest in entrepreneurship, and of ready to work.

In entrepreneurial learning activities, teachers must have a powerful learning media strategy so that the students are able to absorb entrepreneurial subjects. The success of entrepreneurial learning is determined by the learning media created by teachers in schools. The knowledge and skills of students acquired through learning media during school study are the basic capital that can be used for entrepreneurship. Knowledge, skills, industrial work experience and work skills possessed by students can encourage the growing interest to entrepreneurship.

Muhammadiyah 2 Vocational High School Bantul is a vocational school that has implemented entrepreneurship education for all students. Nevertheless, this private school still needs a very hard work to carry out entrepreneurship teaching and learning activities, because in terms of infrastructure and input conditions, the ability of students in this school is not as good as public schools. In addition, in terms of entrepreneurship learning, Muhammadiyah 2 vocational high school Bantul equips the students with theories and practices/tasks outside the classroom. Besides, Muhammadiyah 2 vocational High School Bantul consists of 3 departments, namely Marketing, Network Software Engineering and Administration Office. Furthermore, the theoretical entrepreneurship education is given in the classroom for students' debriefing before doing a practicum of entrepreneurship in the field. Besides, the practice is done by giving the task of students to practice in field according to the level of ability. The most intensive major having an entrepreneurship subject matter and the practical program is the Department of Marketing.

Implementation of entrepreneurship learning activities in vocational high school is expected in the long run will be able to increase the number of entrepreneurs in Indonesia. The optimal indicator of entrepreneurship learning activities in vocational school, among others, is the activeness of students during the learning process and the interest of students for entrepreneurship when the students have finished following the entrepreneurial learning activities. Furthermore, students' activeness and entrepreneurial interest can be achieved by the way the teacher creates an active and fun learning atmosphere, namely with an interesting learning media. With the learning media is expected to be able to increase the engagement of students in learning activities and able to attract students to try entrepreneurship after following entrepreneurial learning in school.

Based on the observation and experience, the teachers still do not use optimally the instructional learning media. This is contradict with the fact that learning media in the subject of entrepreneurship in vocational high school should be more interesting aimed to increase the students' activeness and entrepreneurial interest. Entrepreneurship learning media should therefore be able to change the paradigm of students and galvanize their entrepreneurship soul. To respond this issue, this study aims to examine the influence of entrepreneurship learning media on students' activeness and entrepreneurial interest in students of marketing department, grade XII at Muhammadiyah 2 vocational high school Bantul.

## **RESEARCH METHOD**

### **The Nature of Research**

This study is a causal associative research because it analyzes causal relationship between Y variable and X variable causally and using quantitative approach. Quantitative method is a positivistic method because it is based on the philosophy of positivism. This method is considered as a scientific method / scientific because it has met the scientific principles that are concrete / empirical, objective, measurable, rational and systematic (Sugiyono, 2012: 7).

### **Time and Place of the Research**

This study was conducted on February 2016 in Muhammadiyah 2 vocational high school in Bantul.

### **Subject**

The population of this study was students of grade XII of marketing department in Muhammadiyah 2 vocational high school Bantul as many as 47 students.

### **Instrument, Data Collection Techniques, and Data Analysis Technique**

In this study, data collection techniques were questionnaires and documentation. These questionnaires were used because they are efficient for large samples spread over a large area (Sugiyono, 2009: 199). Questionnaire is a data collection technique that is done by giving a set of questions or written statement to the respondent to answer. After the questions or statements answered then returned again to the researcher.

In this study, questionnaires were used to obtain data about entrepreneurship learning media, students' activeness, and entrepreneurial interest. Documentation was used to obtain data on the number of students Marketing Department SMK

Muhammadiyah 2 Bantul academic year 2015/2016 who have taken the subject of entrepreneurship.

To find out the validity of the item (validity) and the consistency (reliability) of the instrument, the instrument test was performed. Validity test was executed by Product Moment formula and reliability test was done by using Alpha Cronbach formula ( $\alpha$ ). The technique of data analysis was descriptive analysis of variables, prerequisite analysis test including normality, linearity, and homoscedasticity test. Hypothesis testing used multiple regression analysis.

## RESULTS AND DISCUSSION

### Results

To describe and test the influence between independent variables and dependent variable, the following section is presented to give description of each variable based on the data obtained in class XII Marketing Department of Muhammadiyah 2 vocational high school.

1. The Description of Variable of Entrepreneurship Learning Media Use on Entrepreneurship Subject (X)

Data on the use of learning media on entrepreneurship subject based on the responses of 47 respondents to 16 items of questionnaires were as follows.

The frequency of use of learning media on entrepreneurship subject in the category of "very high" is 21 respondents, "high" is 22 respondents, in the category "enough" is 4 respondents, and in "low" and "very low" are none. Thus, it can be seen that the highest frequency of respondents in the variable of learning media use on entrepreneurship subject is in the "high category" as many as 22 respondents (46.8%).

2. The Description of Students' Activeness Variable (Y1)

The following is the data of students' activeness based on the responses of 47 respondents on 13 items of questionnaire.

The frequency of student activity in the category "very high" is 31 respondents, "high" is 15 respondents, "enough" is 1 respondent, and in low and very low are none. So, it is inferred that the frequency of respondent at most in student activeness variable is in "very high category" as many as 31 respondents (66,0%).

3. The Description of Entrepreneurial Interest (Y2)

The following is the data on entrepreneurial interest based on the responses

of 47 respondents on 14 items of questionnaire.

The frequency of entrepreneurial interest in the category "very high" is 22 respondents, "high" is 22 respondents, "enough" is 3 respondents, and in "low" and "very low" are none. Thus, it can be said that the highest frequency of respondents in the entrepreneurial interest variable is in the category of "very high" and "high" that is equal to 22 respondents (46,8%).

### Discussion

1. The Effect of Entrepreneurship Learning Media Use on Students' Activeness and Entrepreneurial Interest of Students of Muhammadiyah 2 Vocational High School Bantul

This study finds that there is a positive and significant influence of the use of entrepreneurship learning media on both the activity and entrepreneurial interest of students of Muhammadiyah 2 vocational high school Bantul. It is shown by the score of *hotteling's trace* with a significance of  $0.000 < 0.05$ .

The use of entrepreneurial learning media has an effect on students' activeness, because media can attract students' attention and therefore they are actively involved in entrepreneurial learning. Students who are interested and actively involved in learning certainly have a high interest in entrepreneurship activities. This is in line the notions of Agus Wibowo (2012: 112) which state that the learning media is everything that can be used to distribute messages or content of the lesson, stimulate the thoughts, feelings, attention and ability of students, so as to encourage the process of teaching and learning. Thus, undoubtedly, the media of entrepreneurship learning can motivate the students and thereby they have a positive attitude on entrepreneurship

Ida Yulianti (2013: 18) explains that entrepreneurial interest is the tendency of the heart in a person's to be interested in creating a business then organizes, organizes, risks and develops the business it creates. In other words, the entrepreneurial interest comes from within a person to create a business field. The more interesting learning media will be easier for educators in instilling mental and love of students to the world of entrepreneurship. Through learning media that attract students' attention and activeness, it will be easier to understand

students' descriptions of entrepreneurship, entrepreneurial characteristics, entrepreneurial traits, entrepreneurial attitudes and behavior, leadership, analyzing business opportunities, analyzing aspects of business planning, preparing business proposals, preparing business establishment and calculating the risk of running small business. As a result, teachers ease to foster entrepreneurship interests of students, at the same time, students are more interested to be able to perform entrepreneurial activities

2. The effect of Entrepreneurship Learning Media Use on Students' Activeness (Study in grade XII of marketing department of Muhammadiyah 2 vocational high school, Bantul)

In this study, it is obtained the average use of entrepreneurship learning media as much as 62.66. From the distribution of data table 6, it shows that the variable of entrepreneurship learning media use at most in the range 64-67 with 16 respondents (34.04%). Furthermore, the distribution of respondents on the variable entrepreneurship learning media use is the highest frequency in the high category, 22 respondents (46.8%). This means that the use of entrepreneurship learning media in Marketing Department SMK Muhammadiyah 2 Bantul is good and has been supported by facilities and infrastructure that support the students to be active, interesting and fun media.

From the results of this study, it is shown that the use of entrepreneurial learning media have a positive influence on student activeness. This can be seen from the significance of the effect of entrepreneurship learning media use (X) on student activity (Y1) is 0,000 which means less than 0.05 and the value of t count is 4,216. Result of regression analysis X to Y1 can be obtained by regression equation, that is  $Y = 24,037 + 0,473X$ . The equation means that if the score of X increases by one unit then the score of Y will also increase by 0.473 units. From the analysis of X to Y1 also can know that the influence of the use of entrepreneurship learning media to the activity of students by seeing  $R^2$  of 0.377, which means the influence of the use of entrepreneurship learning media to the liveliness of students by 37.7%, while the remaining 62.3% is influenced by factors others not examined

In accordance with the results of the study, the use of entrepreneurial learning media

affect the activeness of students of grade XII of Marketing Department of Muhammadiyah 2 vocational high school Bantul because the students feel attracted to the media learning in entrepreneurship subject. With an interesting medium, students can actively engage in entrepreneurial learning. The better the use of entrepreneurial learning media is the better the activity of students in entrepreneurship subjects.

The results of this study are consistent with the results of research conducted by Anita Volintia Dewi (2013). The results of this study suggest that entrepreneurship education experience in schools, families and communities and vocational skills together have a positive effect on students' entrepreneurship motivation. The learning process is essentially to develop student activities and creativity through various interactions and learning experiences.

According Sardiman (2001), activeness is an activity that involves physical and mental, in which are doing at the same time and can not be separated. Students' activeness are influenced by several factors such as; providing motivation for or attract the attention of learners, so that they play an active role in learning activities. Moreover, explaining the instructional goals or basic skills to learners, reminding students of learning competencies, providing stimuli (problems, topics, and concepts to be learned), and providing instruction to learners about how to learn. In addition to the activities, active participation of learners in learning activities and provide feedback, do the bills to learners in the form of tests so that the ability of learners are always monitored and measured, and concluded any material presented at the end of learning.

Agus Wibowo (2012: 112) states that the learning media is everything that can be used to distribute messages or content of the lesson, stimulate the thoughts, feelings, attention and ability of students, so as to encourage the process of teaching and learning. Using the media of entrepreneurship learning, students can be motivated and have a favorable attitude of entrepreneurship. The more interesting the learning media the more students will be animated the lessons they get. Student motivation becomes higher after getting learning with entrepreneurship media that is interesting, so through learning and debriefing of entrepreneurship education theoretically

and also practice will influence and increase student motivation in entrepreneurship. With an interesting medium, students can also actively engage in entrepreneurial learning; the better the use of entrepreneurial learning media, the better the activity of students in entrepreneurship subjects.

3. The Effect of Entrepreneurship Learning Media Use on Students' Entrepreneurial Interest (Study in Students of Grade XII of marketing department of Muhammadiyah 2 Vocational High School, Bantul)

From the results of research, it shows that the use of entrepreneurship learning media has a positive influence on entrepreneurship interests. This can be seen from the significance value of the influence of the use of entrepreneurship learning media (X) on entrepreneurship interest (Y2), 0,000. This means less than 0.05 and the value of t arithmetic is 2.130. Result of regression analysis X to Y2 can be obtained by regression equation, that is  $Y = 14,443 + 0,655X$ . The equation means that if the value of X increases by one unit then the value of Y will also increase by 0.655 units.

From the analysis of X to Y2, it can be seen that the effect of the use of entrepreneurship learning media on entrepreneurship interest by seeing  $R^2$  of 0.450, which means the influence of the use of entrepreneurship learning media to entrepreneurship interest of 45.0%, while the remaining 55.0% is influenced by factors others not examined.

Based on the results of this study, the use of entrepreneurial learning media has an effect on entrepreneurship interest of XII students of Marketing Department of Muhammadiyah 2 vocational high school Bantul. This is because the media are interesting varied so that it can attract students and foster the students' interest in entrepreneurship. The better the use of entrepreneurship learning media is the better the entrepreneurship interest of the students of grade XII of Marketing Department of Muhammadiyah 2 vocational high school, Bantul.

Ida Yulianti (2013: 18) states that entrepreneurial interest is the tendency of the heart of a person to be interested in creating a business that then organizes, organizes, risks and develops the business it creates. In this case, the learning process of entrepreneurship should therefore be able to increase the interest of students to engage into the business world.

Amin Hamzah Nasution (2003: 47), suggests that there are 5 ways to increase interest, namely; motivation, training, external stimuli, instill awareness, and habits.

Agus Wibowo (2012: 112) states that the learning media is anything that can be used to distribute messages or content of the lesson, stimulate the thoughts, feelings, attention and ability of students, so as to encourage the process of teaching and learning. Using the learning media entrepreneurship students can therefore be motivated. Good and interesting learning media can change the attitudes and mindset of students on entrepreneurship career choices. Furthermore, good learning media should therefore be technical and provide an in-depth description of entrepreneurship. The more interesting learning media is expected to facilitate educators in instilling mental and love of students to the world of entrepreneurship. The better the use of entrepreneurship learning media is the better the entrepreneurship interest of the students in class XII of Marketing SMK Muhammadiyah 2 Bantul.

## CONCLUSION

### Conclusion

Based on the results of this study, it can therefore be concluded as follows:

1. There is a positive significant effect of entrepreneurship learning media use on the activeness and entrepreneurial interest of students of Muhammadiyah 2 vocational high school, Bantul. This is shown by the results of the value of *hotteling's trace* with the following significant value,  $0,000 < 0,05$ .
2. There is a positive and significant effect of entrepreneurship learning media use on the activeness of students of Muhammadiyah 2 vocational high school Bantul. It is shown by the value of t count as much as 5,213 with a significant value of 0,000. In addition, the strength this influence of entrepreneurship learning media can be looked at from the determinant score ( $R^2$ ) as much as 0,377. This means that there is significant influence of entrepreneurship learning media use on students' activeness as much 37,7% while the remaining of 62,3% is affected by other factors are not the focus of this study. The result of regression analysis equation is  $Y = 24,037 + 0,473X$ .
3. There is a positive significant of entrepreneurship learning media use on entrepreneurial interest of students of Muhammadiyah 2 vocational

high school Bantul. It is shown by the t count value as much as 6,070 with a significant score of 0,000. Besides, the strength of influence can be seen from the determinant score ( $R^2$ ) as much as 0,450. This means that the strength of influence of entrepreneurship learning media on entrepreneurial interest of students is 45,0% while the other 55,5% are affected by other factors. The last, the result of regression equation is  $Y = 14,443 + 0,655X$ .

### Suggestion

Based on the conclusion, the suggestions are given as follow:

1. This study has not yet revealed 100% of research variables that have such contribution to affect the activeness and entrepreneurial interest of students of Muhammadiyah 2 vocational high school because this study is focused on the influence of entrepreneurship learning media use.
2. The use of questionnaires in obtaining the data, in fact, cannot capture the real samples' responses towards the research variables. It should therefore be accompanied by qualitative research.

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