Learning Management for Graduates Entrepreneurship Skills Education with Blended Learning

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Abstract. The program implemented by the Directorate of coaching and training courses is Entrepreneurship Skills Education.after graduate from this programe on average, already have skills that can be used as the ability to start a business, after completing the program, some of them do not open a business and some are able to open a business, the business will face many problems and here there is no supporting activities carried out to help so that can develop entrepreneurial activities. The problem in this research is how the management of learning for students who have graduated with blended learning so that graduates can still learn and while entrepreneurship.To answer the problems mentioned above, researchers used a qualitative method approach to the type of descriptive qualitative research. The results of the study it was concluded that by using education management entrepreneurial skills through blended learning are expected to grow and be independent.

Keywords: Learning management · Entrepreneurial skills education · Blended learning

1 Introduction

One of the programs implemented by the directorate of training and training courses to help overcome the problem of unemployment is Entrepreneurship Skills Education (PKW), the purpose of implementing this program is to provide knowledge and opportunities for community members to become entrepreneurs.

In 2017 in North Sumatra Province there were 40 institutions that organized the Entrepreneurship Skills Education program with 865 students (Government Agencies Accountability Performance Report 2017 – Ditbinsuslat), in 2018 there were 71 institutions that submitted applications through BP-PAUD dan Dikmas North Sumatra's with the number of participants ± 1420 people. In order for the program to be more successful it needs to be reviewed and developed a learning program for Entrepreneurship Skills Education program participants who have completed activities (graduated). The form of learning can be in the form of developing business ideas or learning communication skills to obtain sources of funding, maybe also other forms so that the product or productivity can be increased even more.

Graduted Entrepreneurship Skills Education on average already have skills that can be used as the ability to start a business, after completing the Entrepreneurship Skills Education program, there are graduted who do not open a business and some are able

to open a business, but in the middle of the business journey will face many problems and there are no activities here maximum support is carried out by organizers to help so that alumni can develop their entrepreneurial activities. Many obstacles faced by graduted are caused by many factors.

With the large number of graduatesd from the Entrepreneurship Skills Education program who have participated in this program, we need a learning model that can be accessed by each graduated according to their respective problems so that individuals who experience problems are no longer collected in one group but can be given or receive learning in their respective everyone. For this reason it is necessary to design an Entrepreneurship Skills Education Self-Reliance Program through Blended Learning.

This learning model is expected to help graduted of Entrepreneurship Skills Education be able to be independent in running their businesses, be more successful in overcoming business problems and carrying out their entrepreneurial activities to be more successful.

2 Literature Review

Entrepreneurship Skills Education is an educational service to the community through courses and training to provide knowledge, skills and foster mental attitudes of entrepreneurs in managing their potential and the environment that can be used as provisions for entrepreneurship [1].

"Pemandirian" is a process carried out in order to create the independence of a person or group. Independence comes from the word "independence" which is interpreted as a condition where a person is not dependent on others.

Understanding Independence is an attitude that allows someone to act freely, do things on their own and for their own needs without help from others, or think and act original / creative, and full of initiative, able to influence the environment, have confidence and gain satisfaction from his business [2].

Self-understanding means being able to act according to circumstances without asking or depending on others. Independent is where a person wants and is able to realize his own desires / desires that are seen in real actions / actions in order to produce something (goods / services) for the fulfillment of his life needs and each other [3]. Independence psychologically and mentally, namely the condition of someone who in his life is able to decide and do something without help from others. This ability is only possible if someone has the ability to think carefully about something he did or decided on, both in terms of benefits or advantages, as well as negative aspects and losses that will be experienced, every activity undertaken by someone to succeed according to his wishes then strong independence is required [4].

From the opinions of the experts above, it can be concluded that independence is an attitude that allows someone to act freely, do something on their own and the ability to self-regulate, in accordance with their rights and obligations so that they can solve their own problems without asking for help or depending from others and can solve their own problems without asking for help or depend on others and can be responsible for all decisions that have been taken through various previous considerations.

Independence will bring someone towards progress, also encourage him to excel and be creative, and make him someone who is productive and efficient so that he can produce a creative product. Someone who is independent in every action is done of their own free will and does not depend on others. Everything is faced with high spirits and patience. An independent person also has a sense of trust in his own abilities and obtains satisfaction and effort he does the term Blended Learning consists of two words namely Blended and Learning. The word blend means mixture, a combination of two things to improve quality so it gets better. While learning has a general meaning that is learning, thereby cursing meaningful learning patterns that contain elements of mixing, or merging between one pattern with another pattern. Mixed learning patterns are the two main elements namely learning in the classroom with online learning. In online learning there is learning to use internet networks in which there is web-based learning. Blended Learning is a combination of multimedia technology, CD-ROM, video streaming, virtual classrooms, e-mail, voicemail and others with traditional forms of classroom training and training for whatever they need. The point is the merging or mixing of two learning approaches that are used so that new learning patterns are created and will not cause boredom in students' participation. [5]. Blended learning is a combination of various different learning media to create a learning program that is optimal and useful for students. Blended Learning here is a combination of traditional learning methods and is supported by other electronic facilities. Blended learning is the main focus of students. Students are required to be independent and responsible for their learning. Blended learning atmosphere requires students to play an active role in learning both inside and outside the classroom. Blended Learning is not made to completely replace conventional learning models in the classroom, but to strengthen the learning model through the development of educational technology [6].

Program / model of independent life skills education graduates through Blended Learning is a learning program implemented by combining face-to-face models, hands-on practice (internships) with computer-based learning both online and offline as well as using learning media so that students (independent graduates of life skills education) can independently to solve obstacles / problems encountered in conducting entrepreneurial activities, and can independently to do and develop their business. The material is delivered to students so that they have independence in doing business and facing the problems they face.

3 Methodology

To answer the problems mentioned above thoroughly and in depth, researchers used a qualitative method approach to the type of descriptive qualitative research. In accordance with these problems, the data collection techniques are carried out by researchers through interviews, observation and documentation. In this technique, the researchers did not actively participate in the activities of the organization or educational unit after the data were collected and analyzed in depth.

Descriptive qualitative research is intended to describe and describe the phenomena that exist, both natural and human engineering, which pay more attention to the characteristics, quality, interrelationships between activities [7]. In addition, descriptive research does not provide treatment, manipulation or alteration of the variable variable

under study, but rather describes a condition as it is. The only treatment given is the research itself, which is done through observation, interviews, and documentation. Descriptive method is a method used to describe or analyze a research result but is not used to make broader conclusions [8].

4 Result and Discussion

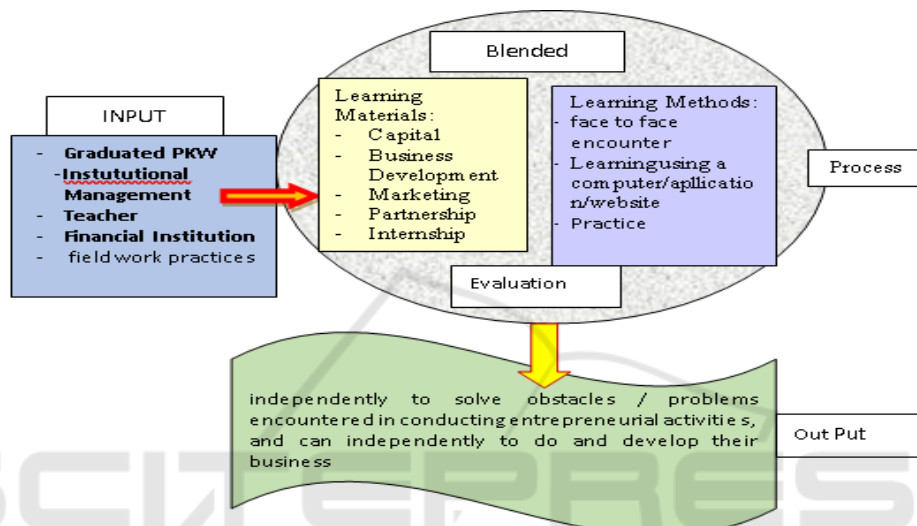The flow of PKW independent program development through Blended learning is:

Fig. 1. Development flow.

From this development flow, the following subjects are made:

Table 1. Subjects Blended Learning.

No	Subjects	Study time	Learning Methodes
1	Resources and access to capital	10	face to face encounter
2	Marketing	20	In the network (learning using a computer/application/web site)
3	Business Development	20	In the network (learning using a computer/application/web site)
4	Partnership	10	face to face encountermagang
5	Process of business activities	30	internship
	TOTAL	**90**	

The purpose of learning is for participants to acquire the following competencies:

Table 2. Competency Standards.

No	Competency Standards	Basic Competencies	Indicator
1	Student understand the source and access to capital	Student know about resources and access to capital	a. Student can know the source of the capital b. Student can access capital
2	students understand about marketing	students know about marketing	a. Students can find out the methods of business marketing b. Students can perform a single marketing method
3	Students understand about business development	Students can conduct business development	a. Students know how to develop a business b. Students know how to develop the product
4	Students understand about partnerships	Students can find out the partnership process	a. Students know how to communicate b. Students can communicate to partnership
5	Students can understand about the process of business activities (internships)	Students can see the process of business activities	Students know the process of business activity

The learning process has been able to learn well, each participant already has a business marketing through social media such as, Facebook, Instagram and whatsapps, learning by using the application at "belajar.wweb.site", each participant registers in the application using the user name and password provided by the development team, in the application available learning media in the form of learning videos, teaching materials in the form of PowerPoint (PTT) / PDF, and live streaming videos. From the implementation of the activity, the learning process has been able to help students to develop marketing methods, products and try to find solutions for each problem faced in its own way, both through searching the internet and communicating with existing speakers independently. For material resources and access to capital, participants get information about the KUR program, but have not made a follow-up to access it, but they try to register their business through an existing program at PT.Telkom's Creative home which has a CSR program for UKM, the activity is in the process of being processed. identification by the party giving or PT Telkom.

5 Conclusion

Independent of graduates Entrepreneurship Skill Education Model is a program that is designed so that participants who have participated in Entrepreneurship Skills Education activities in carrying out their business activities can independently carry out their business so that they can run better and more independently in facing and finding alternative solutions to existing problems.

Graduates Entrepreneurship Skill Education Independence Program through Blended Learning has been implemented and has been able to foster independence for participants to become entrepreneurs. The business developed has a relationship with the bridal gown's long-term bridal makeup skills and several participants have started to start accessing funds from partners, and marketing has been carried out with customers' orders

The existence of this model is expected to be able to increase the ability of participants to run their businesses so that they can improve their welfare.

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