

Developing a Textbook of People's Economy-Based, Small and Medium Enterprises Management Course for Economics Education Students at Ikip Budi Utomo

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Abstract: This research of developing a textbook of People's Economy-based, small and Medium Enterprises Management was a part of a Research & Development (R&D) research design. The objectives of this research were (1) to design a textbook of People's Economy-based, Small and Medium Enterprises Management course for Economics Education students, (2) to make use of this textbook of People's Economy-based, Small and Medium Enterprises Management course as the textbook which helps the students to comprehend the Small and Medium Enterprises Management materials, and (3) to make use of this People's Economy-based, Small and Medium Enterprises Management textbook to be an innovative, creative, effective, enjoyable, and useful textbook to help the students of Economics Education Study Program. This textbook was tried out to 40 students of Economics Education Study Program year 2014. The development of this textbook, according to the material expert, attained average score of 3.95 which was categorized as Appropriate and the result of the media expert assessment concluded that this textbook deserved the average score of 3.9 which was categorized as Appropriate. The evaluation result from the students regarding the learning using small and Medium Enterprises Management textbook was 87.78%. From the result, it can be concluded that People's Economy-based, Small and Medium Enterprises Management textbook that the researchers developed was categorized as "Very Good" criterion. This Small and Medium Enterprises textbook consisted of six (6) chapters and contained people's economy points of view.

1 INTRODUCTION

Indonesian Law entrusts education to be included as the right for all of Indonesian people through Chapter 31 Verse 1 until Verse 5. Therefore, there will be no reason for Indonesian people not to skip their education. The education entrust in the Law is also reflected on Government Regulation Number 19 Year 2009 regarding the Education National Standard which rules that the process of learning in education units should be held interactively, inspiring, enjoyably, challenging, motivating, the students should participate actively, and giving sufficient space for the initiative, creativity, and independence based on the students' talent, interest, and physical and psychological development. As a result, the enjoyable education should be experienced by all of Indonesian people. The learning process cannot be separated from teaching aids, either teaching media or teaching method.

One of the requirements from a learning process is book. Textbooks become one of the essential parts in a learning process because it becomes one of the information sources or learning sources for the students in the level of elementary, junior high, and senior high schools or students in higher level education (university). In the learning process in Economics Education study program, Small and Medium Enterprises Management is one of the compulsory courses in Economics Education Study Program at Institute of Teacher Training and Education (IKIP) Budi Utomo Malang. For the students of Economics Education who mostly came from Nusa Tenggara Timur and Kalimantan, the books used as the learning guidance for Small and Medium Enterprises Management course varied but the language used in those books were difficult to be understood based on the characteristics and the competence of the students. Therefore, the students and the researchers, who were also the lecturers of Small and Medium Enterprises Management course,

faced difficulties in determining the textbook which was suitable to the curriculum of the Economics Education Study Program. In addition, the arrangement of this textbook was also based on the students' particularity that came from the east parts of Indonesia and also inserting the people's economy values in the textbook so that the students learn more about Indonesian economy and were involved in economic activities or applied people's economy-based entrepreneurship. Referring to that background, the researchers considered that they should conduct a research entitled "Developing A Textbook of People's Economy-Based, Small and Medium Enterprises Management Course for Economics Education Students at Ikip Budi Utomo".

The research problems in this research were 1) how to develop a textbook of People's Economy-based, Small and Medium Enterprises Management course for students of Economics Education study program, 2) how the textbook of People's Economy-based, Small and Medium Enterprises Management course can help the students' understanding on the materials of Small and Medium Enterprises Management, and 3) how can the researchers develop of the People's Economy-based, Small and Medium Enterprises Management textbook to be an innovative, creative, effective, and enjoyable textbook in order to help the students of Economics Education Study Program.

This textbook consisted of six chapters, as written can see in Table 1.

The developed textbook was a textbook for SMEs Management course in which the materials discussed were based on people's economy. People's economy is "national economy system which is developed as joint venture based on family values where the venture should be done by all the members, for all the members, and led by the member of society" (Pustek UGM). The implementation of people's economy is based on the 1945 Constitution of the Republic of Indonesia Articles 27, 28, 31, 33, and 34. In Indonesia nowadays, economy reality is far from the entrust of the 1945 Constitution of the Republic of Indonesia in the form of people's economy. Currently, there are a lot of large-scaled enterprises which are owned by foreigners or the major stock is owned by foreigners. Therefore, Indonesia economy foundation is downtrodden. In addition, the large-scaled enterprises greatly dominate the resources which affect many people's need and the situation.

Table 1: Materials for SMEs management textbook.

N0	Chapter	Sub-Chapter
1	Basic concept of management	Introduction of management Basic functions of management
2	Entrepreneurship	Introduction of Entrepreneurship (Saragih, 2012) Entrepreneurship characteristics The concept of Entrepreneurship of Islam
3	Introduction to SMEs Management	Introduction of small and medium enterprises (Tambunan, 2012) The development of SMEs in Indonesia Identification of small and medium enterprises opportunity in Indonesia The importance of compiling SWOT analysis for SME's
4	SMEs Management	Business management Human Resource management Production process management Capital management Maintaining the quality of SMEs production outcome The obstacles of SMEs development in Indonesia
5	The development of SMEs' female agents in Indonesia	SMEs' female agents in Indonesia Barriers for female in SME's in Indonesia The struggle stories of SMEs' female agents
6	SMEs in people's economy	Togetherness principles (Mubyarto, no date) Economic activities in Indonesia (Santosa and Baswir, 2010) Economic sovereignty for SMEs agents

leads to the more prosperous the rulers and the more suffering the civil citizens. The phenomenon becomes a sign that people's economy is "killed" in this own country. The fact is truly in the opposite site of the aim of economy democracy reflected on Verse 33 of the 1945 Constitution of the Republic of Indonesia.

Referring to those background, it is expected that through this people’s economy-based, SMEs Management textbook, the students who are the younger generation of Indonesia can restore Indonesian economy soul to guarantee Indonesian people economic welfare.

2 METHOD

In general, this research was a study aimed at developing a textbook, so the method used was Research and Development design. This research applied research and development model adapted from ADDIE equipment development. ADDIE appeared in 1990 developed by Reiser and Mollenda (Putra, 2015). One of the ADDIE functions was to become the guidance in developing the effective, dynamic, and supportive training program infrastructure and equipment to assist the mentioned training performance. ADDIE covered analyse, design, development, implementation, and evaluation.

This research was conducted in Campus C of IKIP Budi Utomo which was located at Jalan Citandui Number 46, Blimbing, Malang City, East Java, Indonesia, on 30 students of Economics Education Study Program Year 2014. The research was conducted from April to June 2018. The arrangement of these textbook passed five (5) steps, they were:

Determining the teaching materials of the course which would be developed. In this stage, the researchers determined what course would be developed and would be used as the textbook for students of Economics Education Study Program. The determination was based on several consideration, they were the unavailability of Small

and Medium Enterprises Management book which could be modified to equip the students of economics education at IKIP Budi Utomo, the students’ difficulty to understand the materials in the books related to Small and Medium Enterprises Management which were the translated version of the original ones.

Identifying the materials that would be discussed in the Small and Medium Enterprises Management course. The materials from Small and Medium Enterprises Management textbook which focused on the people’s economy consisted of six (6) chapters of discussion (Table 1).

The third stage was the process of developing, arranging, and writing the textbook. In this stage, there were seven steps done, they were: (a) identifying the learning objectives, (b) analysing the learning objectives, (c) identifying the behaviours and characteristics of the students, (d) designing the outcome indicators, (e) developing question items, (f) developing the learning strategies, and (g) developing Small and Medium Enterprises Management textbook.

Expert validation and try out. This stage was the information collecting process as the foundation of decision making for the developed product quality. In developing Small and Medium Enterprises Management textbook, there were two expert validations, they were: (1) material expert review and teaching design expert, and (2) try out.

Revising Small and Medium Enterprises Management textbook. The result attained from the previous tests was used as the foundation and guidance in revising the textbook so that it could idealize the textbook to help the students to understand and master the materials of Small and Medium Enterprises Management. The five steps in the research design can see in Figure 1:

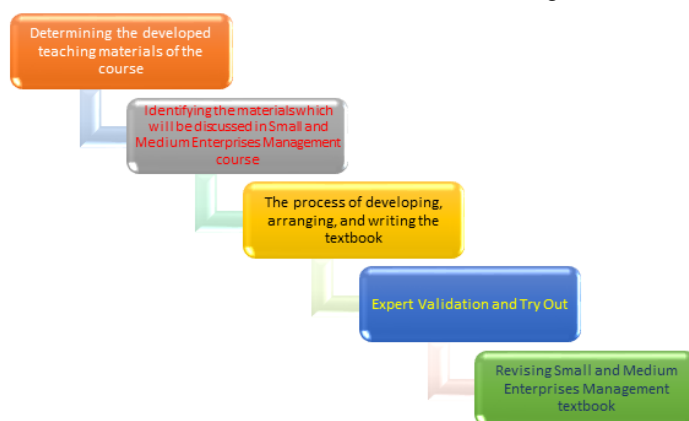


Figure 1: ADDIE research design (Putra, 2015).

3 RESULT AND DISCUSSION

3.1 The Development of Small and Medium Enterprises Management Textbook

The implementation of the development of this textbook applied the procedure of ADDIE which was explained as follow:

3.1.1 Analyse

The researchers observed and analysed what hindered the teaching and learning process of Small and Medium Enterprises Management course in Economics Education Study Program. Based on the analysis result, it was known that most of the learning textbooks used by the students were translated version of the original one. As the result, the students faced difficulties in understanding the materials. In addition, the materials found in the textbooks were mostly about global economy and did not show Indonesian economy particularity, that was People's Economy.

3.1.2 Design

After identifying the problems in Small and Medium Enterprises Management learning process, the researchers collected the materials which were considered as suitable and supported the development of Small and Medium Enterprises Management. The suitable materials were related to management, entrepreneurship, explanation on Small and Medium Enterprises and people's economy.

3.1.3 Development

The development of this textbook was conducted after passing the analysis and planning step. It was when the researchers have known the materials which would be included in this textbook. After selecting the materials, the researchers chose six (6) materials and each chapter or material consisted of several sub-chapters. In this stage, after the research design was arranged, the textbook was applied for expert's validation; they were media expert validation and material expert validation. Media expert validation was done by Dra. Yulita Pujiharti, M.Kes. And the results were showed in Table 2.

Based on the Table 2, the media validation test showed the result of average score of 3.9 which was categorized as Appropriate and was in the range of $3.4 < X \leq 4.2$ so that the appropriateness level of this

textbook was in the Appropriate category. The second test was material expert test or material expert validation. The test was done by Dra. Titik Purwati, M.M. and the result was shown in Table 3.

Table 2: The result of media expert validation.

No	Assessment Aspect	ΣScore	Average Score	Category
1	Media	78	3.9	Appropriate
Total		78	3.9	Appropriate

Table 3: The result of material expert validation.

No	Assessment Aspect	ΣScore	Average Score	Category
1	Media	69	3.98	Appropriate
2	Question Items	44	3.77	Appropriate
3	Linguistics	17	4.33	Very Appropriate
4	Feasibility	22	3.72	Very Appropriate
Total		152	3.95	Appropriate

Based in Table 3, material validation test showed the result of the assessment was the average score of 3.95 which was categorized as Appropriate and was in the range of $3.4 < X \leq 4.2$ so that the appropriateness level of this textbook was categorized as Appropriate.

3.1.4 Implementation

The fourth process of the development was implementation. Implementation test was done by 40 students of Economics Education year 2014. After reading and attending the teaching and learning process using this textbook, the students were asked to give the assessment on the textbook arranged. The result of the assessment by the students was 87.78% so that it can be assumed that the textbook of People's Economy-based, small and Medium Enterprises Management was categorized as "Very Good" criterion.

3.1.5 Evaluation

After passing the four stages above, the last stage was evaluation. According to the observation of the researchers, aside from becoming the alternative or the reference in the teaching of Small and Medium Enterprises Management course, there were some notes which became the consideration and revision in the future, they were: (1) the figures or animations included in the textbook was less maximum or less

attractive, (2) the available materials were still insufficient, and (3) the question items were insufficient.

4 CONCLUSION

The development of Small and Medium Enterprises Management textbook applied ADDIE instructional model and ADDIE steps, they were analyse, design, development, implementation, and evaluation. After being arranged and before tried out to the students, this textbook was tested and validated by two experts; they were material expert and media expert. After passing the expert validations and being revised, this textbook was used in the teaching and learning process to the students or tested by the students. The first test was expert validations and it got the average score of 3.9 for media expert validation and was in the range of $3.4 < X \leq 4.2$ and was categorized as appropriate. The result of material expert validation was the average score of 3.95 and was in the range of $3.4 < X \leq 4.2$ and was categorized as appropriate. Meanwhile, the result of the students' assessment showed that it got 90.78% and can be said that this textbook was categorized as "Very Good" criterion.

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