ABSTRAK

PENGEMBANGAN MODUL PEMBUATAN SULAM USUS LAMPUNG PADA PENDIDIKAN DAN PELATIHAN KEWIRAUSAHAAN BAGI WARGA BELAJAR DI KOTA BANDAR LAMPUNG

Oleh :

RIDA APRILIA

Penelitian ini dilakukan untuk menganalisis (1) data dan informasi tentang potensi dikembangkannya modul (2) proses pengembangan dan karakter modul (3) efektifitas modul (4) efisiensi modul serta (5) daya tarik modul. Pendekatan penelitian yang digunakan adalah penelitian dan pengembangan yang dikombinasikan dengan model desain pembelajaran *ASSURE*. Data dikumpulkan dengan angket dan instrumen tes selanjutnya analisis data menggunakan deskriptif kuantitatif. Hasil penelitian menunjukkan bahwa (1) modul dikembangkan berdasarkan analisis kebutuhan dan produknya digunakan untuk memperbaiki proses dan hasil diklat; (2) modul dinilai berkualitas baik pada tahap telaah pakar, uji coba desain dan uji lapangan; (3) efektifitas modul cukup efektif dengan hasil (2.78 > 2.01); (4) pengukuran efisiensi di peroleh skor 92,08% (sangat efisien); (5) daya tarik pembelajaran diperoleh skor 90,98% (sangat menarik).

Kata kunci; pengembangan, modul, efektif, efisien, daya tarik

ABSTRACT

THE DEVELOPMENT OF SULAM USUS LAMPUNGMODULEIN TRAINING ENTREPRENEURSHIP FOR STUDENTS LEARNING

By

RIDA APRILIA

This research was conducted to analyzed (1)data and information about potential of module development; (2)the development process and character module; (3) the effectiveness of module; (4)the efficiency of module and; (5)the attractiveness of module. Research approach that is used in this research about research and development which is combined by using design model in ASSURE learning. Data collected by questionnaire and test instrument, thenquantitative descriptive data analysis technique have used to analyze the data in this research. The results show that (1) the module has developed based on needs analysis and the product is used to improve the process and the results of the training; (2)the module are considered good quality at the experts review, design trials and field test; (3) the effectiveness of the module is quite effective and which is score (2.78 > 2.01); (4) while the efficiency measurement obtained 92.08% score (very efficient); (5) learning attractivenessmeasurement obtained 90.98% score (very interesting).

Keyword : development, module, effective, efficient, attractiveness