

ABSTRACT

ENTREPRENEUR SHIP DEVELOPMENT OFTEACHING MATERIALS RUN FOR SMALL CRAFT HAND IN SMK

By

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The aim of this study resulted in the development of entrepreneur ship text book for class XII students of SMK attractive and fit for use in learning, and to determine the effectiveness of text books in improving learning outcomes. Design and development of procedures to follow step-by-step development of Dick and Carey. To determine the effectiveness of the product made with Test pretest-posttest Model Experiments (Control Group Design). Development of research results can be concluded: (1) design and entrepreneurship textbooks syntax that uses 9 steps of Dick and Carey model of development as follows: identify learning goals, identify learning analysis, identify the characteristics of students, working formulate goals, develop the grain problem, develop learning strategies , developing and selecting instructional materials, designing and implementing formative evaluation, revise learning, (2) the implementation of running a small business of handicrafts, which uses portfolio assessment with the assessment of five groups: good and very good, (3) testing of the effectiveness of instructional materials kewirausaha, material that is the result of expert assessment, design experts, students and teachers to design entrepreneurship textbook entrepreneurial development results very systematic, consistent enough, interesting enough, is very appropriate, and very precise, to improve learning outcomes, making it feasible to use in learning. Average learning outcomes in the experimental class taught using the textbook development results higher than the average classroom learning outcomes learning control by not using products of development. Completeness results of an experimental class classical study > 65%, while the control class mastery learning classical <65%.

Keywords: textbook, entrepreneurship, development.