

Pengembangan Pembelajaran Kewirausahaan Industri MICE (Meeting, Incentive, Convention & Exhibition) di Jurusan Pendidikan Administrasi FE-UNY

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ABSTRACT

Abstract

This study aims to: 1) improve the effectiveness of entrepreneurial learning, especially the development of the MICE industry, 2) responding to the challenges of change is a growing phenomenon in which universities are expected to produce graduates who are more independent and able to capture the business opportunities that exist. To achieve these objectives apply your learning to the learning model of entrepreneurial learning. This study used a quasi-experimental design. Subjects were students of the Department of Educational Administration, Faculty of Economics, Yogyakarta State University (UNY) as many as 52 people were divided into two. One group of 30 people as an experimental group and a second group of 22 people as a group appeal. Data were analyzed using t-test, to determine differences in the achievement of students who use your learning learning model and conventional learning model that emphasizes mastery of the theory of entrepreneurship. The results showed as follows: 1) the pattern of the lecture by applying your learning is effective in improving student performance; 2) the speed of comprehension, creativity, and the ability of students to make a business proposal higher than the 36.79% of students who apply conventional pattern learning process. From the findings of the study suggested that learning MICE Industry Entrepreneurship applying the learning model with your learning strategy and integrated with other subjects that support, among others, events management and financial management, so that students can bring business opportunities and creative ideas in business.

Keywords: entrepreneurship, MICE, learning model, learning guide

Kata Kunci: *entrepreneurship, MICE, learning model, learning guide*