



The Development of Management Model of Maharani Production Unit in Akademi Kesejahteraan Sosial Ibu Kartini Semarang to Improve Competency on Knowledge, Attitude and Skill

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Abstract

The problem of managing the Maharani Production Unit is the weakness of the Production Unit management so that the utilization of Production Unit as a means of entrepreneurship training is not optimal. The objective of the study is to produce a valid and effective Production Unit management model. The method used in this study was Research and Development (R & D). The production unit management model was a college student-based management model that did not only involve the college students on services but also on the management so that it can improve college students' competence in the aspects of knowledge, attitude, and skills. The implementation of this model was conducted by holding selection activities for production unit members and training activities before students manage production units. Participants who were interested in developing entrepreneurship skills through the production unit and have passed the selection then they followed the training activities that were conducted in five meetings with 20 participants. The result of management model of the Maharani production unit shows that the model that has been validated by the expert, it shows very valid with the average score of 62.75. In the small trial results also shows that the management model of Maharani production unit is effective, resulting from the paired sample t test with significance of $0.001 < 0.05$ this indicates that the model can improve students' competence on the student' knowledge and skills aspects. The results of the training can also be seen from the change of students' attitude of in entrepreneurship which is scored from the confidence, responsible, leadership spirit, the way of communicating and have passion in seeking business opportunity. Besides, it can be a reference in conducting the production units activities, the developed model can provide experience and entrepreneurship skills for students.

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INTRODUCTION

Unemployment is still a serious problem in Indonesia. One of the factors the unemployment problem cause Indonesia to this day is of limited employment opportunities for graduates are educated so that the number of unemployment in Indonesia has increased. See the occurred fact then the students need to be directed to not only become job seekers but also capable of creating jobs with entrepreneurship. According to Dwi Pril Ranto (2016) to grow the soul of entrepreneurship skill through students the task of the College because it was the entrepreneurial education is believed to have an alternative way out to reduce the level of unemployment, scholars are expected to be young educated entrepreneurs capable of piloting his own business.

AKS Ibu Kartini is one of the college students who have the goal of producing graduates who are ready to enter the field of working independently as an entrepreneur. In order that these objectives can be achieved then the AKS Ibu Kartini needs to instill entrepreneurial souls on the students, one of which can be obtained through the activities in Unit production. But the facts show that AKS Ibu Kartini experience obstacles in the implementation of the activities of the production Unit.

The fundamental problems faced in the implementation of the production Unit Maharani in AKS Ibu Kartini was weak, proven management system with no clear organizational structure that can manage production units professionally so that the Unit The production does not run effectively. According to Fianda Gammahendra (2014) it is clear that the effectiveness of the Organization happened because are influenced by the structure of the organization that have similarities and relationships in the achievement of the goals.

Low motivation of college students in the conduct of activities in the marketing production units maximum kurang, less strategic locations and targets that are less precise so that the cause of the lack of customers who come in.

Based on the above issues, then needed a development model management of production units in the AKS Ibu Kartini is effective as a means of practicing entrepreneurial students. To support the development of a management model production unit Maharani then needed a training activities intended for students prior to the implementation of the activities of the production unit. It is hoped through this training will enhance the students competence not only in a hardskill but also in a softskill. According to Mustari, I Made Sudana and Eko Suprpto (2017) when the student has a good soft skill certainly hard skillnya is also good.

However there is the problem of the study time should be adjusted to a regular lecture schedule, so there is a tendency of college students will prefer the curricular schedule of activities in follow on production units. According to I Made Sudana, Dwi Winarni Raharjo and Eko Suprpto (2015) need for cultivation of the awareness of the importance of explanation and soft skills to the students.

The purpose of the development model of management of Maharani production in the Maharani AKS Ibu Kartini is to produce a production unit management model is valid and effective can be a means of training students in entrepreneurship so as to increase the Student competency on knowledge, attitudes and skills. The results of this research are expected to be useful as a reference in carrying out activities of production units.

METHODS

The research is research that uses the methods of research and development (Research and Development). The step research R&D according to Borg & Goll (1983) developed by Sugiyono (2015:133). In general the procedure this research starts from a preliminary study, stage of development, design validation, field trials are limited, the revision of the model and the model of the end.

Preliminary Study

A preliminary Study carried out a preliminary study in two ways namely analyze potential problems in the field and study of literature. The results of the analysis of potential problems in the field gained a factual model management of Maharani production units, while the study of literature is acquired theoretical models.

Development Step

Study of development done to draw up a conceptual model of the management of production units "maharani" based upon empirical findings in the field and also the theoretical models developed from the study of literature. A conceptual model was then tested with test expert judgement and input from experts to improve the conceptual model. An instrument that is used in the form of the now filled by experts. From the results of these tests are then retrieved the model hypothetic the management of production units. Having retrieved the model hypothetic the next step does is test management model production unit.

Trial Model

A test performed on the students who will be trained through the activities of the production unit. The effectiveness of the management model of production units is obtained by comparing between State before being given the treatment and the circumstances after being given the treatment related to the management of the production unit. Pre test and post test is given the limited testing with "one group pretest posttest ". Subject in a trial phase is a student course makeup AKS Ibu Kartini Semarang totalling 20 people interested to develop entrepreneurial competence through training activities and the management of production units. Evaluation of the results of training management of production units using instruments that consist sheet assessment of knowledge, attitude, and technical skills. The results of a pretest and posttest aspects of knowledge and technical skills were analyzed with paired sample t test calculations.

The limited trial will show the results of the implementation of the management model of production unit maharani developed. If still found flaws in the model then done the revision back to obtain the final model of the model is valid and effective. Form of the physical product is a management model guides the production unit maharani.

RESULT AND DISCUSSION

Results and discussion in this research presents a model of factual management of production units maharani and the impact of the model management that has been developed to knowledge, attitudes, and skills of the students.

Factual Model Management Of Production Units Maharani In AKS Ibu Kartini

Model of factual management of production units Maharani acquired based on results of interviews. Conducted as preliminary studies stage or observation. Field observations as preliminary

study produced some findings concerning the management of the production units maharani was organized by AKS Ibu Kartini.

Table 1. Models Lack A Factual Description. The Management Of The Production Units Maharani And The Development Of A Conceptual Model

No	Step	Strapped	Development
1	Planning	the design activities of the production unit Maharani not optimal. lack of preparation of Handbook modules as well as handouts for lecturers and students	hold a selection process to get students interested in managing production unit Conduct training before managing a production unit Preparation of the book guides and handouts related to the management of the production unit Planned activities of the production unit.
2	Organizing	Structure organization of the production unit is not clearly.	Making of the structure of organizations and organizing the planning of predetermined.
3	Actuating	implementation activities production units only in the even semester i.e. the semester 6, in semester 1 to 5 production unit does not operate.	Determine the role of work in the organization structure Implementation the activities production units executed with system properties. Managed production units started the semester 3 to 6 semester.
4.	Controlling	Evaluation Activities have not been implemented. Reporting only limited financial statements related to swallow a payback	The evaluation was carried out one month with accompanied by professors as a quality control supervisor. Evaluation performed not only in the form of the financial statements but also the program evaluation and barriers experienced as well as how to deal with it..

These findings were obtained based on the results of interviews conducted on 2 February 2017 with the informant Widiati Alifah as Chairman of course makeup and as a business management make up lecturer. Istri Haryanti as speaker unit production and Devi Anggarini as a student who manages production units.

Based on the results of a factual model, student run production units only because of the demands of the attainment targets and gets the value in the courses management of business dressing not because awareness increase skills in managing the business. Management of production units do not comply with management functions in program planning activities production units Maharani has not been optimal, in addition to the absence of guide books and modules for lecturers and students in carrying out activities of production units. The organizational structure and the role of work which has not been clearly made the production units is hampered in its management.

Implementation of activities production units only in the semester 6, so that in the first semester to five semesters to one production unit does not operate. In terms of services not in accordance with SOP so that excellent service for customers less than optimal. Activities of the evaluation has not been carried out on a regular basis. In addition the promotion done students are still weak.

The Validity Of Management Production Unit Maharani.

Production unit maharani management model is developed needs to be done before the model validity test tested field. The purpose of testing the validity of the model that is to test the feasibility of the model of management of production units. The validity model test results obtained from the opinions of the experts with the goal of keeping the production unit management model drawn up can be used or not, in other words, the model is the conceptual level test will be on the validities so that it becomes a model the hypothetic can be tested in field. Testing is done using the techniques of expert judgement. The criteria used in determining the validity of the model with the reference frequency distribution table.

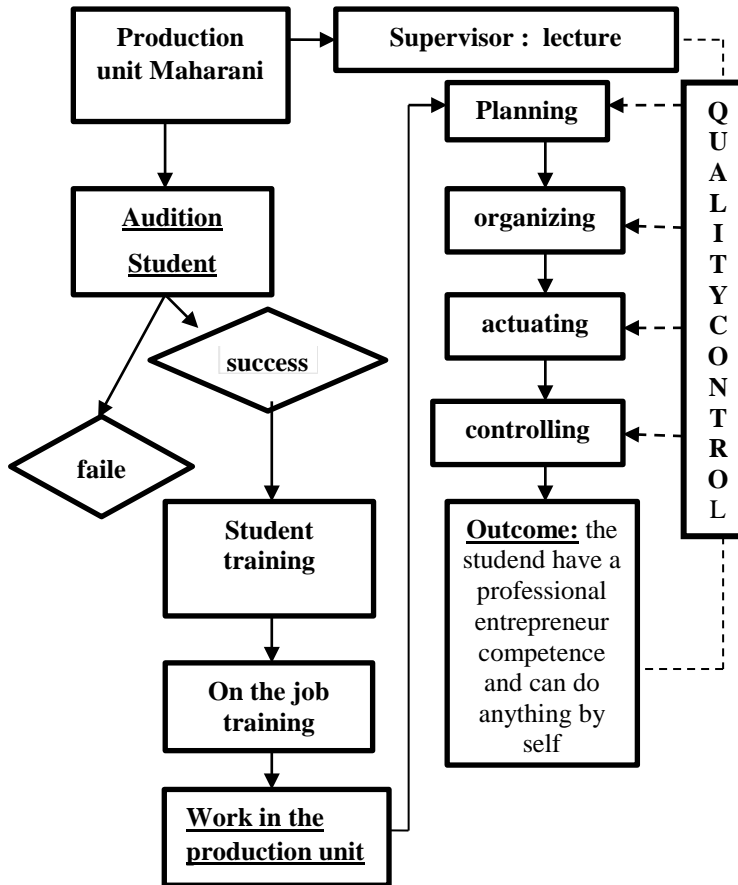
Determination of the criteria or the numbers in the table based on the formula of the distance intervals, the amount of the highest score minus the amount of the lowest score and divided the number of class intervals. Highest score and lowest score determinde from the amount of grain the statement on the instrument validation. The underlying validity of the results can be seen in table 2 below:

Table 2. Frequency table of the validity Management Production Unit Maharani Model

The achievement of value (score)	Validity category	Description
18,00 -29,75	less	Can be used by the major revision
29,76- 42,51	enough	Can be used by the small revision
42,52 - 55,27	Valid	useable
55,28 - 68,03	Very strong	Very worth to use

Based on the analysis of the assessment model of 4 experts against production unit management model developed obtained an average value of 62.75 so categorized model "very valid". This shows that the design of a conceptual model production unit maharani management model is contained in the Handbook can be used or worth implemented in field. Assessment of the results of the expert (expert judgement) shows the management model production unit Maharani developed very decent but still there are some suggestions and improvements that need to be done.

The picture of the final production unit Maharani management model



Picture 1. Final Model The Management Of The Production Units Maharani

Keefektifan Model Pengelolaan Unit Produksi Maharani

The effectiveness of the model can be seen from the difference in the significance of the results of the activities on the knowledge, attitude and skills before and after the implementation of the management model of production units maharani presented in table 3 below:

Table 3. The result of Pretest and Postest form the knowledge category

aspect	Gain Result	Indeks gain	criteria
knowledge	0,78	>0,7	good

Tabel 4. The result of Pretest and Posttest form the skill category

aspect	Indicator	Gain result	Indeks gain	criteria
Skill	service	0,62	<0,7	middle
	Customer diagnosis	0,73	>0,7	good
	Persiapan	0,68	<0,7	middle
	preparation	0,62	<0,7	middle
	[acking	0,70	>0,7	good

Reference criteria of the average value of the participants can be seen in table 4 below:

Tabel 5. Average Value Indeks Gain

Indeks Gain	Criteria
$g > 0,3$	bad
$0,3 > g \leq 0,7$	middle
$g > 0,7$	good

Purposes of organizing production unit that is in an effort to increase competence in order to prepare the prospective labor expert and competent according his skill by optimizing the utilization of production units as a means of training for entrepreneurship . According to Emilda Jusmin (2012) the better practice activities in the production units, then the increasing readiness of entrepreneurship.

Production unit management model developed, beginning with the selection process through the test of interest. Students who qualify in the selection process, namely students who have an interest and high spirits to develop themselves through entrepreneurial activities in the production unit so that it has the right to attend training organized production units management. According to Rapita Ulan Rusdarti Sari, and Rodia Syamwil (2016) learners who have a interest in learning and positive attitude towards learning is given will feel happy and diligent in following the learning theory and practice that is done , so the expected competencies results can be achieved with optimal.

Training is held considered effective if the results of a Posttest > then pretest . The category of aspect of the assessment of knowledge, attitudes and skills which are: 1 (less good), 2 (pretty good), 3 (good) and 4 (very good).

The results of the assessment of the knowledge aspect, pretest and posttest 34.6 scores 85.8. Based on a reference frequency distribution aspects of knowledge i.e. 85.8 included on the category "very good". These results indicate that the implentasi model is quite effective on aspects of knowledge. The increase in knowledge after the training aspects can be seen in the following graph:



Picture 2. Increasing graphic from the knowledge category

Improvement on evaluation seen from the aspect of the attitude with the average score showed excellent results. On the indicator showed confidence score 70. Based on the reference frequency distribution skills that is 70 included in the category of "very good". These results indicate that the implentasi model is quite effective in boosting student confidence.

The results of the assessment of this aspect of the position paper on the communication indicator shows the score 70. Based on the reference frequency distribution skills that is 70 included in the category of "very good". These results indicate that the implentasi model is quite effective in improving students' communication attitude.

The results of the assessment of this aspect of the communication indicator on results score is 65. Based on the reference frequency distribution skills that is 65 included on the "good" category. These results indicate that the implentasi model is quite effective in raising the soul of leadership on student.

The results of the assessment of this aspect of the attitude indicator in the spirit of looking for opportunities shows the score 67. Based on the reference frequency distribution skills is 67 included in the category of "very good". These results indicate that the implentasi model is quite effective in fostering a spirit of looking for opportunities.

The results of the assessment of this aspect of the attitude indicator responsible shows score 68.25. Based on the reference frequency distribution skills is 68.25 included on the category "very good". These results indicate that the implantation of the model is quite effective in fostering a sense of responsibility on the student.

Evaluation of assessment skills aspect of the results obtained on average showed very good results. Customer service indicators on pretest and posttest scores 41.5 - 65,5. Based on a reference frequency distribution skills that is skilled on categories including 65.5. These results indicate that the implentasi model is quite effective to enhance student skills in serving customers.

The results of the assessment of aspects of skills on Diagnostics indicator customers, 30.5 and pretest score posttest 66.7. Based on the reference frequency distribution skills is 66.7 including highly skilled category. These results indicate that the implentasi model is quite effective to enhance student skills in diagnosing customer.

The results of the assessment indicators in the preparation of the skills aspect, pretest and posttest 41.5 score of 67.7. Based on the reference frequency distribution skills is 67.7 including highly skilled category. These results indicate that the implentasi model is quite effective to enhance student skills in preparing.

The results of the assessment of aspects of implementation indicators on skills, scores pretest and posttest 48.7 68.2. Based on the reference frequency distribution skills is equal 68.2 included in the category of "highly skilled". These results indicate that the implentasi model is quite effective to enhance student skills in the implementation of the activities of care to customers.

The results of the assessment of skills in aspects of indicators arose, pretest and posttest score 39.6- 68.2. Based on the reference frequency distribution skills is equal 68.2 included in the category of "highly skilled". These results indicate that the implentasi model is quite effective to improve the skills of students in packing.

Improved aspect of the entrepreneurial knowledge on students can be seen from the results of the tests had been completed. After training, the student is able to understand the importance of management in an effort and excellent service to customers in achieving customer satisfaction. In addition to that student understanding about how to communicate to the customers. The results of this study are in line with the results of research conducted by Bambang Purnomo Radityo (2017) that one of the ways to increase one's knowledge and motivation is through the entrepreneurial training. To be a successful entrepreneur, has talent alone is not enough, but it should also have knowledge of all aspects of the business which will be practiced. According to Ahmad Tri Atmaja

and Margunani (2016) that that more good education entrepreneurship student is accepted then the better student entrepreneurship interest anyway

The increase in student competency on knowledge is inseparable from the role of facilitator in presenting the material in consultative, communicative and motivatif to be able to help students better understand, and motivated in practice manage venture through the Unit production of the Empress. This is in accordance with the results of the study of Muhammad Zainul Majdi (2012) that the professor has an important role in enhancing the understanding and the spirit of entrepreneurship in students by way of further optimize again a willingness to provide assistance as well as guidance to students in the learning process of entrepreneurship.

The increase in the results of the score on the attitude is not apart from the effectiveness of the business management training event is implemented. Based on interviews with the participants. After following the entrepreneurial training participants are aware of the importance of confidence in the running of a business, other than that attendees have a spirit in the search for opportunities and demonstrate a sense of responsibility. Facilitators noticed the attitude of participants in communicating to customers. This is because they also get training in a wide range of knowledge about attitude when meeting with customers.

Based on the results of research and analysis conducted, researchers found that entrepreneurial training programs influence attitudes and intention entrepreneurship. It is seen from how the resulting attitude after training in entrepreneurship. Results of this research, in line with research conducted by Anita Christanti (2016) that through entrepreneurship training program, the resource person get knowledge they can never, even after following the training is not just show the attitude and intention, but also came to the realization (behavior) to start and grow a business. The results of this study are in line with the results of research conducted by Anisa L.Kadiyono (2014) that training provides a real effect in improving the understanding of the potential and developing orientation of their enterprenuer. Training is proven to increase the knowledge, attitudes and skills imbued by the spirit of entrepreneurship. It was also autonomous increase the motivation to increase the knowledge and experience to be able to continue learning and opens the orientation of future students to entrepreneurship.

According to Nurlita Agustina Sari (2012) to foster the entrepreneurial attitude needed courage risk, perseverance, motivation, interests, skills, creative, hard work, responsibility, full calculation, diligent, brave and confident.

On the aspect of skills, based on the analysis of the calculation has been done, there is an increase in the skills of the students. The results of this discovery is in line with the results of the discovery of Anita Christanti (2016) that through entrepreneurship, entrepreneurial resource capabilities increase, both in terms of management skills, technical skills, as well as entrepreneurial skills personal. Because of the ability of the narusumber rise and speaker applying it in their efforts.

Increased student skills because the training is done by presenting sample images and video about examples of how employees are doing a good service and bad as well as the simulation do students accompanied by facilitators and carry out customer care to the customer in accordance with SOP so it can become the inspiration students to do an impersonation of how forms of providing service to the customer. Research results in accordance with the opinion of the Bandura (1996) in Qurrotul Ainiyah (2017) that the basic principles of social learning stated most of the learned humans occurs through imitation (imitation), presenting examples of behavior (modeling). Someone changed the behavior itself through penyaksian how a person or a group of people mereaksi or respond to a certain stimulus.

The skills students should come with a level of creativity that owned student because according to Bejo Sulasih, Rodia Syamwil and Saratri Wilonoyudho (2012) the creative people who

were able to solve the problem and be able to make something functional for life as well as to contribute greatly to the development of civilization

The effectiveness of the process of training activities seen from close to the competence of the participants as the purpose of the development of this model .Aspects of the measured product is knowledge, attitudes and skills. The effectiveness of the model was tested by using paired samples t test. Paired sample t-test results of test on the knowledge, attitudes and skills that is as follows:

Table 7. The Result Of The Paired Sample T Test From The Knowledge, Attitudes And Skills Aspects

Aspek	Indikator	Sig	A	criteria
skill	service	0,000	<0,05	different
	Customer diagnosis	0,007	<0,05	different
	preparation	0,005	<0,05	different
	implementation	0,033	<0,05	different
	packing	0,006	<0,05	different
attitude	confidence	0,003	<0,05	different
	communication	0,002	<0,05	different
	leadership	0,001	<0,05	different
	opportunities	0,011	<0,05	different
	Sense of responsibility	0,005	<0,05	different
knowledge	-	0,001	<0,05	different

Assessment of the level of effectiveness of management model production unit Empress shows results of significance (sig) test result then $0.05 <$ paired sample t test indicates that model management of production units maharani can increase student competencies on the knowledge, attitude and skills student AKS Ibu Kartini.

Positive reaction to training participants can also be seen from the attitude of students who show interest and interest in the training provided.

CONCLUSION

Management model production unit maharani is said to be valid. On the validation process conducted by experts produced an average value of 62, 75 with thus categorized very valid model so very worthy of the applied field.

The results of a test is the effectiveness of the model on the knowledge, attitude and skills show score at a considerable rate. On the knowledge score obtained after training amounting to 171.7 level gain an average of 0.78 with high or very good criteria.

The results of a test of the effectiveness of the model on the attitude indicator to believe in self score obtained after 70 training to the level of an average gain of 0.77 with high or very good criteria. On the communication indicator score obtained after the training of 70 with a level gain an average of 0.79 with high or very good criteria. On the soul of leadership indicators score obtained after the training of 65 with a level gain an average of 0.63 criteria was or both. In search of peluang skor indicators obtained after sebesar67 training to the level of the average gain 0.64 criteria was or both. On indicators of responsibility score is obtained after the training level of . 68.25 gain an average of 0.72 with high or very good criteria.

The results of a test of the effectiveness of the model on the skills in customer service indicator after the training of 65.25 level gain an average of 0.62 criteria was or both. Diagnostic indicators on customers after training of 66.75 level gain an average of 0.73 with high or very good criteria. In preparation, the indicator after the training obtained score of 67.75 level gain an average of 0.68 with medium or good criteria. On the indicators of the implementation after the training to customer care

score obtained of 68.25 level gain an average of 0.62 criteria was or both. On indicators arose, after training the score acquired for 68.25 level gain an average of 0.70 with high or very good criteria.

Advanced with the test results then paired sample t test on the knowledge, skills and attitudes can be seen from the pretest and posttest significant differences with the value < 0.05 . Production unit maharani management model developed can also optimize the utilization of production units as a means of training students in entrepreneurship.

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