
MERANISTIKA: DEVELOPMENT OF SOLID SOAP PRODUCTION WEBSITE MEDIA IN BEAUTYPRENEURSHIP LEARNING

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Abstract

Meranistika is an interactive media for beauty and health. Website-based learning media created to make it easier for Unesa Cosmetology Education S1 students to study entrepreneurship courses. Entrepreneurship courses are courses that consist of material and are structured. Entrepreneurship learning is focused on managing the beauty salon business in the laboratory and receiving beauty services from house to house (mobile salon). In the analysis of business opportunities, currently many people are starting to be interested in the use of cosmetics with active natural ingredients found in nature. To capture this business opportunity, it is necessary to innovate and be creative in the manufacture of traditional cosmetics. Technological advances require the development of innovative learning media so that the goals of entrepreneurship courses that want to foster an entrepreneurial spirit can be achieved. Then the development of website-based learning media on entrepreneurship learning was carried out. Which is easy to understand, fun and can be seen using cellular phone technology or personal computers. The research includes R&D development research which includes stages 1) define, namely conducting needs analysis and studies to make learning media innovations, 2) Design, making Meranistika learning media designs based on learning objectives, 3) development, namely making Meranistika website media and respondents' assessments of the media. Then the development of website-based learning media on entrepreneurship learning was carried out. Which is easy to understand, fun and can be seen using cellular phone technology or personal computers. The research includes R&D development research which includes stages 1) define, namely conducting needs analysis and studies to make learning media innovations, 2) Design, making Meranistika learning media designs based on learning objectives, 3) development, namely making Meranistika website media and respondents' assessments of the media. Then the development of website-based learning media on entrepreneurship learning was carried out. Which is easy to understand, fun and can be seen using cellular phone technology or personal computers. The research includes R&D development research which includes stages 1) define, namely conducting needs analysis and studies to make learning media innovations, 2) Design, making Meranistika learning media designs based on learning objectives, 3) development, namely making Meranistika website media and respondents' assessments of the media.

Keywords: Learning Media, Web, Beautypreneurship

I. INTRODUCTION

The development of technology resulted in the need for the development of learning media that adapts to the needs of the times. [1] One way to improve the effectiveness and quality of learning is to utilize technology in distance learning systems through electronic learning or better known as e-learning. E-learning can also be interpreted as learning through electronic media. Through e-learning, learning materials can be accessed anytime and from anywhere, besides that the material can be enriched with various learning resources including multimedia that can be quickly

updated by the teacher.

Several studies have focused on developing media that are integrated in the learning process, one of which is [2] Thomas' research, trying to integrate mobile learning tools, such as mobile phones, photo-sharing websites, wikis, podcasts, and walking tours as educational tools into entrepreneurial learning. Chinese at a higher education institution in Singapore. The results show that student-centered online learning resources integrated into mobile assignments play an important role in facilitating the sharing of information and knowledge with students beyond the confines of class schedules and seminar rooms.

Entrepreneurship is one of the lessons that really need technology in learning. [3] The role of entrepreneurship, as a vehicle for economic and societal transformation, is

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familiar in the economic literature. Several authors have studied the relationship between global problem solving and entrepreneurship. [4] Entrepreneurship is essential to face intellectual challenges.

[5] Today, Society 5.0 has reached its peak where technology has to be human-based. In order to spread Society 5.0, entrepreneurship is applied to education, namely Entrepreneurship Education. However, it is unfortunate, this subject is less attention to both teachers and students. This can be seen from the delivery of material that seems boring to be the main cause of the lack of interest of students to study and explore this subject. According to [6] shows that teachers find it difficult in teaching entrepreneurship subjects. Many students complain that the learning media used by the teacher is unattractive and irrelevant to current conditions

According to [7], one of the most perfect methods used in entrepreneurship education is experience stories. It provides real experience to students about the material and problems taught by the teacher. Based on the research, the question arises how is the right interactive learning model to provide experiential stories that will support in improving the competence of entrepreneurship subject teachers. This research was conducted with a focus on developing an interactive learning model.

Entrepreneurship in the field of beauty, hereinafter referred to as beautypreneurship is entrepreneurship that focuses on the field of beauty products and services. Beautypreneurship in the field of beauty is very diverse, ranging from beauty salon services, wedding organizers, mobile salons, Make up Artists, hairdressers, Solus per Aqua. Beautypreneurship in the form of products in the form of selling cosmetics, and producing cosmetics. The purpose of this research is to develop a website-based media for the production of solid soap for beauty students.

The purpose of this study was to develop a beautypreneurship learning media that was made in the form of the Meranistika website.

II. RESEARCH METHODOLOGY

This type of research is Research and Development (R&D). [8] Research and Development (R & D) is research that is carried out in stages and is sustainable, structured and measurable. There are stages that must be carried out and passed to formulate and test and disseminate the new findings. R & D is intended for practical purposes and has direct and operational uses and therefore focuses on problems, challenges, demands, potentials and real needs of society, the business world, industry, education and market demands. In this study, the reference model is a research and development model that refers to the 4D theory from Thiagararan (1974).



Figure 1: 4D Models

In this study, the resulting product is a website-based learning media. The data collection technique used in this research is the validation of student responses using response instruments. The data analysis technique used is the data analysis technique used, namely the analysis of the results of the validation based on the percentage of the validator's assessment.

Media development in this study uses a 4D research model, namely Define, Design, Development and Dissemination

1. Define

Define is a stage that includes activities of determining and defining development requirements, where a needs analysis is carried out on the development of learning media in entrepreneurship courses.

2. Design

The design stage is the stage of determining the reference used in development. In this study, the website media was determined as a medium for learning innovation in entrepreneurship courses.

3. Development

The development stage includes two activities, namely expert appraisal and development testing. Expert appraisal is carried out to carry out the feasibility of the product design being developed. while development testing is for media product testing which is carried out on the actual target object.

4. Dessimination

Dessimination is also known as the dissemination or publication stage. This stage is carried out after a revision of the implementation product has been carried out on the real target

III. RESULTS AND DISCUSSION

Define

In the stage of establishing and defining the development requirements, a needs analysis was carried out on the development of learning media in the beautypreneurship course.

Analysis of media needs in entrepreneurship courses is carried out based on the needs of practical learning strategies that must be carried out. To find solutions on how students can still carry out entrepreneurial practices, innovative learning media are needed and can bring up the entrepreneurial spirit of students. One thing that students can do is make an effort to make various kinds of traditional cosmetics that are easy and safe. In online learning in the current era of this pandemic, you can create a website. To determine the material content on the website, it is done through observing the organic cosmetics market which is currently a trend.

Design

At the design stage, the website material is determined, namely beauty and health material. Starting with going through several website creation procedures.

The procedure for creating Meranistika website-based media is as follows:

1. Order domain and hosting for the meranistika.com website
2. planning

The process of creating a meranistika website starts with planning. at this stage to determine the purpose of the website to be created, then analyze and collect the necessary data, after that put some of these needs into the website that will be developed

3. Design

This design process is made according to the plan. This process includes the use of colors, images, layouts, font shapes to make it easier to use the meranistika.com website

4. Programming (coding)

This stage realizes the ideas from the previous stages to the meranistika.com website. From the description obtained from the design stage, then the scripting of the design results is carried out into a web language so that it can be accessed on the internet.

5. Trial

Test try, testing is done to ensure that all website pages are properly linked and all external links to the website are maintained. This stage tests the functionality of all the designs and coding that have been made

6. Evaluation and maintenance

If a bug or error is found on this meranistika website, it will be repaired.

Development

The development stage includes two activities, namely expert appraisal and development testing. Expert appraisal is carried out to carry out the feasibility of the product design being developed. while development testing is for media product testing which is carried out on the actual target object.

To carry out an expert appraisal, it can be done by trying to operate the media website through portable media. Innovation learning media in the entrepreneurship course <https://meranistika.com> can be accessed in the following ways:

1. Open the browser via your laptop/PC or Smartphone and type meranistika. com. Here's the appearance of the meranistika website for Laptop/PC



Figure 2: meranistika.com website display for laptop/PC

2. select one of the materials in the list of materials, for example, click on entrepreneurship material, then click on the material, you will be directed to login first so you can access it. set up a google account and it will automatically connect to the selected material.



Figure 3. Login display in meranistika media

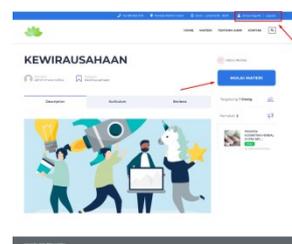


Figure 4. The display of the material menu on the meranistika website



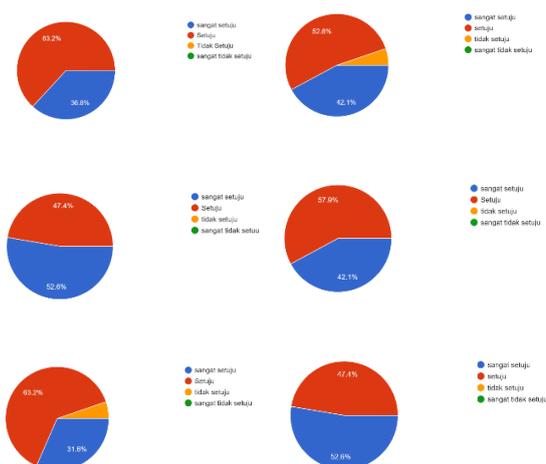
Figure 4. display of video material on the meranistika website

Furthermore, to carry out development testing, users are asked to submit suggestions for improving the meranistika.com media. To find out the student's response to the learning media, a questionnaire was conducted to the students on the content of the media material and the appearance of the media which was divided into 11 questions. 5 questions for media display, namely questions number 1,2,3,4, 5 and 6. Questions to find out media content

are questions number 7 to 15. The following is a list of questions asked:

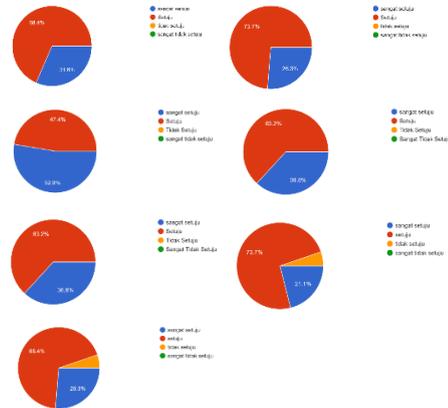
1. Is this website media interesting and fun?
2. Are the display menus on this website easy to understand?
3. Can the images and writings in this media be seen clearly?
4. Is the language on the website presented communicatively?
5. Can you understand the text on the website?
6. Are the sizes on the website appropriate?
7. Can you understand the material on the website?
8. Can you find examples of entrepreneurs on the website?
9. Can the website be accessed using portable or mobile?
10. Can a website help you learn entrepreneurship?
11. Does this website interest you to learn entrepreneurship?
12. Is this website not monotonous, not boring and a new thing for you?
13. Does this website motivate you to be entrepreneurial?
14. Can this website make learning easier during a pandemic?
15. Do you like learning to use this website?

Suggestions given by respondents are interesting and fun website media 63.2% agree, menu display is easy to understand 52.5% agree, images and writing can be seen clearly 52.6% strongly agree, communicatively presented language 57.9% agree, easy reading understood 63.2% agree, the font size on the mwebsite is appropriate 52.6% strongly agree,



ease of understanding the material 68.4% agree, can find examples of entrepreneurship on the website 73.7% agree, the website can be accessed using portable or mobile devices 52, 6% strongly agree, it is easy to learn

the material on their own 52.6% agree, the website is very helpful in learning entrepreneurship material 63.2% agree, the meranistica website attracts interest in entrepreneurship 63.2 & agrees, the website is not monotonous and boring and is a new thing for respondents 73.7% agree, the meranistica website makes learning easier during the pandemic 73.7% agree, and the preference for learning to use the meranistica website 73.7% agree.



Based on the results of student responses to the meranistika website media, it can be concluded that in this pandemic period, innovation in learning media to achieve lecture goals is very much needed. The meranistica.com website learning media is considered a good learning medium and can be applied in learning with some improvements in accordance with the suggestions of respondents, namely students.

Dissemination

The dissemination stage is the stage of disseminating the media to users which has been improved based on trials, input and suggestions. In this study, the meranistica website media still needs to be improved based on appraisal testing and development testing so that the meranistica website media can really achieve the goals of entrepreneurship learning.

IV. CONCLUSION

Based on the results of research and discussion, it can be concluded as follows:

Media meranistika still needs improvement based on trials and suggestions and input from users. However, this media is considered an interesting medium and is something new in entrepreneurship learning and is able to motivate students to practice entrepreneurship.

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