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

Sri Dwiyanti¹, Bambang Suprianto², I Gusti Putu Asto Buditjahjanto³

¹ Postgraduate Vocational Education, State University of Surabaya, Surabaya, Indonesia
E-mail: sridwiyanti@unesa.ac.id

^{2,3} Postgraduate Vocational Education, State University of Surabaya, Indonesia E-mail: bambangsuprianto@unesa.ac.id,
asto@unesa.ac.id

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
