

**BUILDING STUDENTS' ENTREPRENEURSHIP SKILLS
THROUGH THE PRODUCTION AND MARKETING
PRACTICES AT SMK NEGERI 1 MALANG**

THESIS

By:

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**INTERNATIONAL CLASS PROGRAM
DEPARTMENT OF SOCIAL SCIENCES EDUCATION
FACULTY OF TARBIYAH AND TEACHING TRAINING
MAULANA MALIK IBRAHIM STATE ISLAMIC
UNIVERSITY OF MALANG**

2017

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PRACTICES AT SMK NEGERI 1 MALANG**

*Presented to Faculty of Tarbiyah and Teaching Sciences
of State Islamic University of Maulana Malik Ibrahim Malang
in partial fulfillment of the requirement
for the degree of Sarjana Pendidikan (S.Pd)*

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APPROVAL SHEET

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THESIS

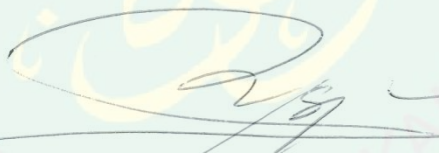
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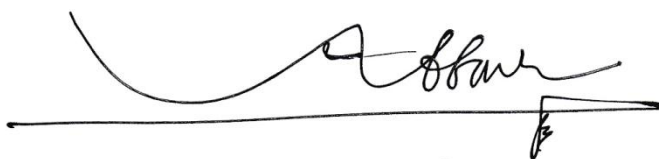


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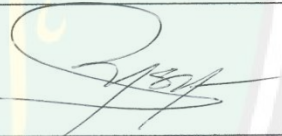
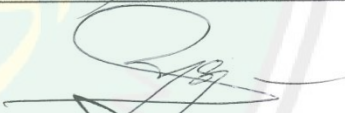

LEGITIMATION SHEET

**BUILDING STUDENTS' ENTREPRENEURSHIP SKILLS THROUGH
THE PRODUCTION AND MARKETING PRACTICES AT
SMK NEGERI 1 MALANG**

THESIS

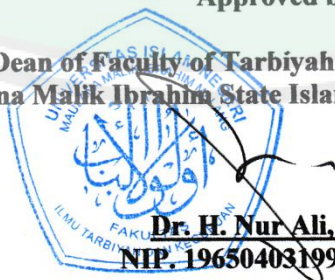
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DEDICATION

*By reciting Bismillah and Alhamdulillah, I dedicate this work of mine to:
Education in Indonesia*

*Beloved my father and mother (Mr. Sujatmoko and Mrs. Nuryati) who always
give me all of the best in the world. I just wanna say "I Love You".*

*My beloved husband (Mas Rifki Firdaus) who always gives me support and love
everyday.*

*My teachers from kindergarten until high school and lecturers are always
tirelessly devote their knowledge.*

*My beloved sister (Rosalia Nur Hanifa) and dear all my family that always
delivers the most beautiful smile, time, and money as my spirit through my days.*

MOTTO

يَا أَيُّهَا الَّذِينَ ءَامَنُوا أَصْبِرُوا وَصَابِرُوا
وَرَابِطُوا وَاتَّقُوا اللَّهَ لَعَلَّكُمْ تُفْلِحُونَ ﴿٢٠٠﴾

Hai orang-orang yang beriman, bersabarlah kamu dan kuatkanlah kesabaranmu dan tetaplah bersiap siaga (di perbatasan negerimu) dan bertakwalah kepada Allah supaya kamu beruntung.

(QS Ali-'Imraan:200)

H. Mokhammad Yahya, MA., Ph.D

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SUPERVISOR OFFICIAL NOTE

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Appendix : 4 (four) exemplar

To,

Dean of Tarbiyah and Teaching Training Faculty
Maulana Malik Ibrahim State Islamic University of Malang
At
Malang

Assalamualaikum Wr.Wb.

Having read all the chapters carefully in terms of its contents, language, and writing technique, I testify that this following thesis written by:

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NIM : 11130014

Program : Social Sciences Education

Title of Thesis : Students' Entrepreneurship Skills in Production and
Marketing Practices at SMK Negeri 1 Malang

as her main supervisor, I considered that this thesis is qualified to be proposed in the examination.

Wassalamualaikum Wr.Wb.

Supervisor,

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CERTIFICATE OF THESIS AUTHORSHIP

I certify that the thesis I wrote to fulfill the requirement for Sarjana Pendidikan (S.Pd) entitled *Building Students' Entrepreneurship Skills through the Production and Marketing Practices at SMK Negeri 1 Malang* is truly my original work. It does not incorporate any materials previously written or published by another person, except those indicated in quotations and bibliography. Due to the fact, I am the only person who responsible for the thesis if there is any objection or claim from others.

Malang, July 19 2017



Rosandra Pradani

PREFACE

Firstly I would like to thanks into Allah who always gives me his mercies, blessing, and also the opportunity to finish this thesis on the tittle “*Building Students’ Entrepreneurship Skills through the Production and Marketing Practices at SMK Negeri 1 Malang*” on time. My expectation *shalawat* and *salam* always be presented to our *Prophet Muhammad SAW*, the last messenger of Allah who has save the human’s life from destruction to safety namely Islam is the true religion.

This thesis is presented to the Faculty of Tarbiyah and Teaching Training of Maulana Malik Ibrahim State Islamic University of Malang in partial fulfillment of the requirement for the Bachelor Degree in Education or *Sarjana Pendidikan (S.Pd)*

During finishing this thesis the author have gotten help and guidance from many people. Therefore I would like to express great gratitude and highest appreciation to them. But firstly I never forgets to thanks a lot to my beloved parents that always give motivation to study hard till getting the bright future. And for some special persons in supporting and guiding me to finish this thesis are:

1. My beloved parent who always support me everytime Mr. Sujatmoko and Mrs. Nuryati.
2. My beloved husband who always support and love me everytime Riki Firdaus.
3. Rector of Maulana Malik Ibrahim State Islamic University of Malang, Prof.Dr.H.Mudjia Rahardjo, M.Si.

4. Dean of Tarbiyah and Teaching Training Faculty, Dr.H.Nur Ali,M.Pd.
5. Dr.H.Abdul Basith,M.Si, as the head of Social Science Education Department and also my beloved lecture.
6. Lecturers of State Islamic University of Maulana Malik Ibrahim Malang who has guided the writer during the learning in this university.
7. My beloved family who always help and support everyday especially my sister Rosalia Nur Hanifa.
8. Friends in ICP IPS 2011 and friends in primary IPS of 2011 who always cooperate, discuss and fight together in carrying out this study and always provide motivation and a lot of valuable experience.

All those who have helped in the completion of this thesis, which can not be mentioned one by one.

The last, hopefully through this thesis can provide benefits. Not only especially for the author, but through this research the author hope can give improvement in education world. Although the author believe that there are so many mistakes, so that I never forget to ask some suggestions for the mistakes in this thesis. May Allah give us his mercies and blessing. Amiiin.

Malang, July 20 2107

The Author

GUIDELINES FOR ARABIC – LATIN transliteration

In writing for Arab – Latin transliteration in this thesis uses the transliteration guidelines based on collective decision of the Minister of Religious Affairs and the Minister of Education and Culture Number. 158 year 1987 and Number. 0543 b/U/1987, that can be described broadly as follows:

A. Letter

ا = a	ز = z	ق = q
ب = b	س = s	ك = k
ت = t	ش = sy	ل = l
ث = ts	ص = sh	م = m
ج = j	ض = dl	ن = n
ح = h	ط = th	و = w
خ = kh	ظ = zh	ه = h
د = d	ع = ‘	ء = ,
ذ = dz	غ = gh	ي = y
ر = r	ف = f	

B. Vocal

Vocal (a) length = â

Vocal (i) length = î

Vocal (u) length = û

C. Vocal Diphthong

أَوْ = Aw

أَيَّ = Ay

أُو = û

إِي = î

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ABSTRACT

Pradani, Rosandra. 2015. *Building Students' Entrepreneurship Skills through the Production and Marketing Practices at SMK Negeri 1 Malang*. Thesis, Social Science Education Department, Tarbiyah and Teaching Training, Maulana Malik Ibrahim Islamic State University of Malang. Supervisor: Mokhammad Yahya, MA, Ph.D.

Keywords: Entrepreneurship, Skill, Production, Marketing, Vocational School, Student

Schools must giving skills are really productive for students. Skill that given is not only to the students learn to skill, but must these skills holistically and succeeded apply these skills in business activities productive. So throw entrepreneurship skill especially the production and marketing learners expected have skill can use in society of life. Because it is teaching students to learn entrepreneur is very needed through entrepreneurship skill they have capability to face of life in society. Entrepreneurship skill is one option matter education and learning that could contribute needs for society. If, school works, people trust more school as a vehicle to educate; teach, and train students to be important to a better life and quality. Here the importance of education and learning entrepreneurship given to the students.

Based on the research of study, the problem statements of this research are: 1) How is the implementation of the production and marketing practices in forming the students' entrepreneurship skills at SMK Negeri 1 Malang. What are the obstacles of the production and marketing practices in forming the students' entrepreneurship skills at SMK Negeri 1 Malang. What is the solution from the teacher of the production and marketing practices in forming the students' entrepreneurship skills at SMK Negeri 1 Malang.

This research uses descriptive qualitative research approach with describing PHP (*Processing Agricultural Product*) activity that attending by the student. The research is held at SMKN1 Malang Agribusiness 11 grade. Data instrument was gotten from interview by the teacher and the student, observation in student entrepreneurship activity, and documentations in research activity.

The result of Students' Entrepreneurship Skills in the Production and Marketing Practices at SMK Negeri 1 Malang is the implementation of the production and marketing practices in forming the students' entrepreneurship skills at SMK Negeri 1 Malang have success because the student can do the production and marketing practices. They have Beverage Herbal. The obstacles of the production and marketing practices in forming the students' entrepreneurship skills are minimally materials and tools, the less of student motivation to join PHP activity in Entrepreneurship Lesson.

التجريد

فقير 1 خبرة زيادة الأعمال الطلابية في ممارسات الإنتاج والتسويق في مكنيجيري / مهارة. 2015. براداني، روز اندرا. أطروحة، قسم التربية الاجتماعية، كلية التربية، جامعة الدولة الإسلامية في مولانا الكايراهيما لانج. محمد يحيى، ماجستير، دكتوراه: المستشار.

الخبرة، الإنتاج، التسويق، طالب / زيادة الأعمال، المهارة: كلمات البحث

يجب على المدارس أن توفر المهارات الإنتاجية للطلاب. نظرًا لأن قدرات التسويق في التعليم بلا مضافة إلى زيادة الأعمال الخاصة من أجل جعل المنتج وفاعلة. مهارا تنظيم المشاريع، وخاصة الإنتاج والتسويق ينبغي أن تستخدم بمثابة درسا لالحياة. تشدد الحاجة إليها الطلاب لتعلم الازيادة في الأعمال المنحلا لمهارا اتر زيادة الأعمال بحيث يكون لديهم القدرة على التعامل مع الحياة فيال. تعليم المهارا اتر وحال مبادرة هيواحدة يمكن أن تسهم في المجتمع والأوسع. مجتمع إذا توفر المدرسا تعلم الازيادة في الأعمال ثم الطلاب سوف تكون قادرة على إنتاج منتجات ذات جودة عالية منشأها أنتج لحياتهم أفضل.

1) واستنادا إلى البحوث التي أجراها الباحث هنا ثلاث نتائج هي مشكلة هم
2) ما لانجهو؛ 1 كيف تنفيذ ممارسات الإنتاج وازيادة الأعمال والتسويق للطلاب في مكنيجيري
3) فقير هي؛ 1 ما هي القيود المفروضة على ممارسا إنتاج وتسويق الطلاب بزيادة الأعمال في مكنيجيري
ما لانجهو 1 ما حل للمعلم لعقبات ممارسات الإنتاج وازيادة الأعمال والتسويق للطلاب في مكنيجيري
يليه الطلاب (تجهيز الإنتاج الزراعي) استخدم هذا البحثو عالبحثانو عيالوصف من خلال وصف نشاط فب
فقير في الصف الحادي عشر من كلية أغروبيسنيس 1 وقد أجري هذا البحث في مكنيجيري
تم الحصول على بيانات الصك من المقابلة مع المعلمينو الطلاب، والملاحظة نحو النشاط منظم الطلاب، وتوثيق الأنشطة البحتة.

1 نتائج البحث عن قدرات زيادة الأعمال الطلابية في ممارسات الإنتاج والتسويق في مكنيجيري
1 قالما لانج أن تنفيذ ممارسات الإنتاج والتسويق في مكنيجيري
ما لانج كانا جابا لفعالنا الطلاب كانوا ايمارسونا الإنتاج والتسويق من خلال امتلاك منتجاتها الخاصة هيالمشروبات والعشبية
القيود التي يواجهها الطلابو المعلمينوهم حيث المرافقا البنية التحتية التليم تكن كافية، وكاننا الصعبدامصلحة الطلاب بالذيك
انوا أقل حماسا في متابعة أنشطة فيفيتعلم بزيادة الأعمالو المواد الخام

ABSTRAK

Pradani, Rosandra. 2015. *Membangun Keterampilan Kewirausahaan Siswa Melalui Praktek Produksi dan Pemasaran di SMK Negeri 1 Malang*. Skripsi, Jurusan Pendidikan Ilmu Pengetahuan Sosial, Fakultas Ilmu Tarbiyah dan Keguruan, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Skripsi: Mokhammad Yahya, MA, Ph.D.

Kata Kunci: Kewirausahaan, Keterampilan/Keahlian, Produksi, Pemasaran, Siswa,

Sekolah harus memberikan kemampuan yang produktif bagi siswa. Kemampuan yang diberikan tidak hanya berbentuk pelajaran saja melainkan juga kemampuan berwirausaha agar menjadikan pribadi yang produktif dan aktif. Kemampuan wirausaha khususnya produksi dan marketing harus dimanfaatkan sebagai pembelajaran kehidupan. Pembelajaran kewirausahaan sangat dibutuhkan siswa melalui kemampuan berwirausaha agar mereka memiliki kemampuan menghadapi kehidupan di masyarakat. Kemampuan berwirausaha merupakan salah satu pendidikan yang dapat memberikan kontribusi terhadap masyarakat luas. Apabila sekolah memberikan pembelajaran wirausaha maka siswa akan dapat menghasilkan produk berkualitas yang akan membuat hidup mereka menjadi lebih baik.

Berdasarkan penelitian yang dilakukan peneliti terdapat tiga rumusan masalah yaitu: 1) Bagaimana implementasi praktek produksi dan marketing kewirausahaan siswa di SMK Negeri 1 Malang 2) Apa kendala dari praktek produksi dan marketing kewirausahaan siswa di SMK Negeri 1 Malang 3) Apa solusi dari guru mengenai kendala dari praktek produksi dan marketing kewirausahaan siswa di SMK Negeri 1 Malang?

Penelitian ini menggunakan jenis penelitian kualitatif deskriptif dengan mendeskripsikan kegiatan PHP (Pengolahan Hasil Pertanian) yang diikuti oleh siswa. Penelitian ini dilaksanakan di SMK Negeri 1 Malang kelas XI Agrobisnis. Data instrument didapat dari hasil wawancara dengan guru dan siswa, observasi terhadap kegiatan wirausaha siswa, dan dokumentasi terhadap kegiatan penelitian.

Hasil penelitian tentang Kemampuan Wirausaha Siswa pada praktek Produksi dan Marketing di SMK Negeri 1 Malang menyatakan bahwa implementasi praktek Produksi dan Marketing di SMK Negeri 1 Malang sudah dapat dikatakan berhasil karena siswa telah menjalankan praktek produksi dan marketing dengan memiliki produk sendiri yaitu minuman herbal. Kendala yang dialami oleh siswa dan guru adalah dalam hal sarana dan prasarana yang kurang memadai, minat siswa yang kurang antusias dalam mengikuti kegiatan PHP dalam pembelajaran Kewirausahaan dan bahan baku baik yang sangat sulit didapatkan.

CHAPTER I

INTRODUCTION

A. Background

Based on act of republic of Indonesia number 20 year 2003 on system of national education, it said that education is a consciousness and plan to create an environment of learning and the process of learning to students can actively develop their potential for having the power of spiritual religious, self-control, personality, intelligence, good morals, skills that are required by themselves, as well as society, nation and the country.¹

National education has purpose to develop the ability and to form the morals and dignified civilization of a nation in order to educate life of the of nation, to develop students' potentials to become the faithful human being and fearful of God, to have good morals, to be healthy, knowledgeable, creative, independent, and democratic and responsible citizens.

A program of education and learning suggests so that the students can be important figures in their life. But in fact they have not been able to actively involve in their life. They still experience a lot of difficulties when the learning is finished and when they enter into society life. They are not ready to live in society. Their uncertainty lies in the aspect of actuals of his life.

In the process of education and learning, there are three important basic aspects namely cognitive, affective, and psychomotor. The third aspect is

¹UUD RI No.20 Tahun 2003

given by a teacher in the process of education and learning. The third aspect is integrated in each subject given by teacher to the students in the process of education and learning. It means that during the process of education and learning, a teacher is transferring knowledge, value (attitude), and skill. The three aspects are given as provision of the students' life.²

However, although the programs are good and ideal, the results are still not maximum yet. From the evaluation of the education and learning results, it is known that not all the students are capable of receiving the process of education and learning properly. They cannot receive knowledge, value, and skill as it has been programmed as a minimum standard of graduation. This clearly shows how the process of education and learning is not successful yet.

No wonder if in society we still find the fact that there are schools that live by ignoring of values that applies in life. Those values are already rendered when followed the process of education and learning at school. Not even seldom did we find some people we considered models, but doing things they should not do as oriental people.

If we return this condition to the process of his life, at least education is one of the processes led by everybody. In fact their lifestyles are far away from a pattern of education. Especially affection aspects given by teachers. affection aspect is aspect of the life value, positive values of them that must be applied in daily life. If in reality they live with a pattern of negative attitude, it means that

²Mohammad Saroni, *Mendidik dan Melatih Enterprener muda: Membuka Kesadaran Pentingnya Kewirausahaan Bagi Anak Didik* (Jogjakarta: Ar-Ruzz Media, 2012), page 20.

the essence of learning and education of the affection aspect is not successful to implant to the students.

Then preceptors will consider it a failure in building a pattern of human life. Therefore, it needs to implant other aspects of education and learning. Cognitive aspect has already been clearly controlled maximally. Because of this aspect, the students can answer many problems in their life demanding a mastery of knowledge. On the other side we can say that the process of education and learning were very successful. Many students are smart and become champions in the Olympic games of science such as mathematics and physics. They are as smart as foreign children.

On the other side we are still left behind by other countries namely in psychomotor aspect. In fact skill of students is still low. Therefore teacher must give more provisions for the students. Training in this context is applicative skill provision, namely directly applicable skill when the students live in society. Education and life are inseparable. Education is creating candra dimukanya life (hard training) to the next generation of life. With applicative skills, students have provisions to face life in society.

These skills can be used as a source of income and can take care of themselves in a community around them. What they learnt was not only to be skillful, but also the applicative skills allowing them to survive in their life. Next, it shows that the process of education and learning really includes three basic aspects of education. The three aspects can not be separable and must be given in proportional for maximum achievement. The three aspects will show

an existence of a students as a complete human being. These three aspects can be implemented into students through entrepreneurship education,³ especially through the production and marketing practice where the students can train skill of entrepreneur.

Hence, schools must give really productive skills for the students. The given skill must be comprehensive and successful to apply in productive business activities. So through entrepreneurship skill especially the production and marketing learning, the students are expected to have applicative skill in society. Because teaching students to learn entrepreneur is very important. By the entrepreneurship skill, they have capability to face this life. Entrepreneurship skill is a matter of education and learning to contribute something for society. If people trust school more deeply as a vehicle to educate, teach, and train, students will have important and better quality life. This is the importance of entrepreneurship education and learning given to the students.

Entrepreneur skill is then expected to become branding to students in society. Branding could be a measure of the students' success of following the process of education because generation of entrepreneurs will create independent and creative. So that between the affective, psychomotor, and cognitive skill could be given proportionally through entrepreneur skills especially in vocational schools. In entrepreneur skills, the students do not only get theory but also direct practice in the society. Surely, through production

³ Mohammad Saroni, *Mendidik dan Melatih Entrepreneur Muda: Membuka Kesadaran atas Pentingnya Kewirausahaan Bagi Anak Didik* (Jogjakarta: Ar-Ruzz Media, 2012), page 46.

and marketing practice, the student can apply theory and practice. So the third aspect can be implemented in proportional. According to the explanation, researcher wants to research about **“Building Students’ Entrepreneurship Skills Through the Production and Marketing Practices at SMK Negeri 1 Malang”**.

B. Question Research

Based on the context of study above, the problems of this research are :

1. How is the implementation of the production and marketing practices to build the students’ entrepreneurship skills at SMK Negeri 1 Malang?
2. What are the obstacles of the production and marketing practices to build the students’ entrepreneurship skills at SMK Negeri 1 Malang?
3. What are the solution from the teacher of the production and marketing practices to build the students’ entrepreneurship skills at SMK Negeri 1 Malang?

C. Objective of the Study

Based on the problems above, then researcher specially determines objectives of this study as follows :

1. To explain the implementation of the production and marketing practices to build the students’ entrepreneurship skills.
2. To know the obstacles of the production and marketing practices to build the students’ entrepreneurship skills.
3. To know the solution from the teacher of the production and marketing practices to build the students’ entrepreneurship skills.

D. Significance of the Study

This thesis is going to be useful such as for schools and teachers. This research can be as a guide for schools that apply subjects of entrepreneurship to continue to improve entrepreneur skills to be able to produce graduates who are ready to work and have the enough capability of being in the society. This can also be used as inputs and entrepreneurial values of consideration for investment and entrepreneurial skills in shaping the students, especially in the production and marketing.

On other side, the benefits for researchers are to develop a pattern of thinking and practical insight in accordance with a discipline of sciences which the researcher has during this time. This research is an intellectual research which is expected to be able to increase the power of scientific thought and to increase the scientific competency and as a means to know students entrepreneurship skill in the production and marketing practice.

It will also bring the positive effect for students themselves, increase spirit to develop interest entrepreneur, inculcate positive values inside the students through entrepreneurship education, prepare to work in society because of having entrepreneurship skill.

For science developer: as scientific work that can be used as a reference in developing science especially of entrepreneurship. As an addition and consideration in giving students entrepreneur skills.

E. Limitation of the Study

The researcher gives the limitation in this research by considering time efficiency and to make the discussion not too spread. Researcher feels necessary to limit the study to understand this thesis easily. Researcher only take object of the students in marketing and agribusiness department especially in 10th class. Researcher took marketing and agribusiness department they made various products like “minuman herbal, jamu, crafts, etc”. Agribusiness department needs collaboration to promulgate and sell the product to society. So they need to help the marketing department.

F. Definition of the Terms

To facilitate the understanding and avoiding confusion, there are some main words that have to be known well what the definitions are. The terms used in this research as follows:

1. Definition of Skill

According Muhammad Barnawi skill is the learned ability to carry out a task with pre-determined results often within a given amount of time, energy, or both (citation needed). In other words, the abilities that one possesses. Skills can often be divided into domain-general and domain-specific skills. For example, in the domain of work, some general skills would include time management, teamwork and leadership, self motivation and others, whereas domain-specific skills would be useful only for a

certain job. Skill usually requires certain environmental stimuli and situations to assess the level of skill being shown and used.⁴

Stock of knowledge alone is not enough if it is not equipped with the skills, which must be owned entrepreneurial skills are:

- a. Conceptual skills in managing risk-draft strategy.
- b. Skills in creating added value.
- c. Skills in leading and managing.
- d. Skills to communicate and interact.
- e. Skills engineering work done.

Knowledge and skills build the personality of an entrepreneur. According to Bradstreet, small businesses must have a special personality, which is full of establishment, realistic, full of hope. According to Ronald J. Ebert, the effectiveness of the company's managers depends on the skills and abilities. The basic management skills include:

- a. Technical skill, the skill required to perform specific tasks, such as secretary, accountant-auditor, and expert image.
- b. Human relations skills, the skills to understand, understand, communicate, and relate to others in the organization.

- c. Conceptual skills, which is personal ability to think abstractly, to diagnose and to analyze the different situations, and see outside.

Conceptual skills are very important to obtain new market opportunities and face the challenges.

⁴ Muhammad Barnawi, *SchoolPreneurship: Membangkitkan Jiwa dan Sikap Kewirausahaan Siswa* (Jogjakarta: Ar-Ruzz Media, 2012), page 128.

- d. decision making skills, the skills to formulate the problem and choose the best way to act to solve the problem.
- e. Time management skills, the skills in using and set the time as productive as possible.

2. Definition of Entrepreneurship

The concept of entrepreneurship was first established in the 1700 century, and the meaning has evolved ever since. Many simply equate it with starting one's own business. To some economists, the entrepreneur is one who is willing to bear the risk of a new venture if there is a significant chance for profit. Others emphasize the entrepreneur's role as an innovator who markets his innovation. Still other economists say that entrepreneurs develop new goods or processes that the market demands and are not currently being supplied.

In the 20th century, economist Joseph Schumpeter (1883-1950) focused on how the entrepreneur's drive for innovation and improvement creates upheaval and change. Schumpeter viewed entrepreneurship as a force of "creative destruction." The entrepreneur carries out "new combinations," thereby helping render old industries obsolete. Established ways of doing business are destroyed by the creation of new and better ways to do them.

According Joseph Schumpeter entrepreneur as the person who destroy the existing economic order by introducing new products and service, by creating new forms of organization or by exploiting new raw materials. So

according to Joseph Schumpeter, an entrepreneur was a man who broke into a system of the existing economic by introducing goods or services of a new kind and by creating the form of a new organization or process raw materials new somebody who sees the opportunities then takes advantage of an organization to take advantage of that opportunity.⁵

Entrepreneurial definition here emphasizes on everyone who starts something new business. While the process of entrepreneurship function includes all activities and actions to pursue and take advantage of opportunities to create an organization. Some American scholars give the definition of entrepreneurship as the activities of individuals or groups who opened a new business with a view looking for profit, maintain that business and raise it. In the field of production or distribution (marketing) economic goods or services.

Most economists today agree that entrepreneurship is a necessary ingredient for stimulating economic growth and employment opportunities in all societies. In the developing world, successful small businesses are the primary engines of job creation, income growth, and poverty reduction.

3. Definition of Production

Production is the activity to add use of things/goods or create new things/goods so it is more beneficial into fulfillment of necessary and add the benefit. Production function is that part of an organization, which is concerned with the transformation of a range of inputs into the required

⁵Winardi, *Entrepreneur & Entrepreneurship* (Jakarta: Prenada Media, 2006), page 60.

outputs (products) having the requisite quality level. Production is defined as “the step-by-step conversion of one form of material into another form through chemical or mechanical process to create or enhance the utility of the product to the user.” Thus production is a value addition process. At each stage of processing, there will be value addition.

Edwood Buffa defines production as ‘a process by which goods and services are created’. Knowing that the productivity of our production has the ability to produce more goods and services with a little more human resources and other input. Production is the ratio between input and output shows amount of output reached from many input. According R.C. Monga to the production of creating wealth through knowledge can be provided to the creation of products and services that meet the needs of users and that are consistent with social objectives the environment the relevant community and economic.⁶

4. Definition of Marketing

Marketing according to Russ-Kirckpatrick citing Noah Webster dictionary marketing is performance a seller that covers various kinds of other activities, interlocking aimed at creating a favorable exchange following the merchant deals.⁷

Marketing is the process of communicating the value of a product or service to customers, for the purpose of selling that product or service.

⁶Winardi, *Entrepreneur & Entrepreneurship* (Jakarta: Prenada Media, 2006), page 119.

⁷*Ibid.*.

Marketing techniques include choosing target markets through market analysis and market segmentation, as well as understanding consumer behavior and advertising a product's value to the customer. From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. Marketing satisfies these needs and wants through exchange processes and building long term relationships.

Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably." The official academic definition from The Chartered Institute of Marketing (CIM). This means the ideas, the brand, how you communicate, the design, print process, measuring effectiveness, market research and the psychology of consumer behavior, all count as part of the bigger picture of 'marketing'.

CHAPTER II

LITERATURE REVIEW

G. Previous Studies

Previous study about identity is: The thesis of Mr Tuatul Mahfud on the title *Praktek Pembelajaran Kewirausahaan Pada Unit Usaha Produksi Jasa Boga, in SMK Negeri 6 Yogyakarta* with Qualitative methodology.⁸ He says “Awareness of the importance of education has been understood by entrepreneurship educators in vocational high schools 6 Yogyakarta. This is reflected in the process of learning by organizing the unit of production facilities as one of student learning and training skills of productive entrepreneurship by direct application. Planting values entrepreneurship and knowledge acquired students in normative, adaptive and productive subjects will be applied for real by the students in learning activities in a unit of production. So it can be said that of learning unit of production is an estuary entrepreneurship learning for students.

Therefore, entrepreneurship learning values are not only performed on cognitive aspect , but skill aspect too. Entrepreneurial competence developed in learning unit of production that is:

1. Entrepreneurship knowledge, includes: self knowledge and practical knowledge;

⁸ Tuataun Mahfud, “Praktek Pembelajaran Kewirausahaan Pada Unit Usaha Produksi Jasa Boga SMKN 6 Yogyakarta”, *Skripsi*, 2005.

2. The attitude of entrepreneurship , includes: work ethic, independence, discipline , creativity and innovative entrepreneurial skills;
3. Technical skills, includes technical skill, human relations skill (conceptual skills), includes decision-making skills, the skill of managing time and time management skill, leadership skills.

While this research entitled *Dampak Program Telecenter Terhadap Peningkatan Pengetahuan dan Keterampilan Masyarakat Dalam Bidang Kewirausahaan*, Telecenter Bromo thesis of Ani Damayanti Program Studi Magister Perencanaan Wilayah dan Kota, Sekolah Arsitektur, Perencanaan dan Pengembangan Kebijakan (SAPPK), ITB.⁹ With results of research using descriptive qualitative show that some findings of the study are:

1. After this project telecenter in bromo telecenter, there was a rise in entrepreneurship, knowledge experienced by almost 100 percent of entrepreneurs respondents
2. On entrepreneurship skill, experienced entrepreneurs respondents said the increase was significant and various. Where nearly whole indicators were increasing though the percentage was not as big as the increasing of knowledge. The increase in skill happened only in some entrepreneurs with some influences of their age factors, levels of education and their participation in the programs and activities telecenter Bromo.

⁹ Ani Damayanti, "Dampak Program Telecenter Terhadap Peningkatan Pengetahuan dan Keterampilan Masyarakat Dalam Bidang Kewirausahaan, Telecenter Bromo," *Skripsi*, SAPPK, ITB.

While the research of the title *Pengembangan Model Pembelajaran Internalisasi Nilai-Nilai Kewirausahaan pada Sekolah Menengah Kejuruan di Kota Malang* by Agung Winarno Fakultas ekonomi UM Malang with descriptive qualitative method showed that the tendency of attitudes or values owned entrepreneurial students based on test results showed less favorable figures indicating that entrepreneurial attitudes of students yet well formed. The results of the analysis of the curriculum used by SMK indicated that the competency achieved by serving entrepreneurial subject showed little material directed at formation of attitudes / values/skills, but more enhanced the knowledge and skills of entrepreneurship. Teaching materials are used as teacher reference for very limited entrepreneurship subject, then assessed by the value formation and supported by books about entrepreneurship and skills to manage the business. Research also showed the lack of variation and did not touch much the use of model which led to the formation of values (affection).

H. Foundations of Analysis

In order to understand the literatures dealing with *Students' Entrepreneurship Skills in the Production and Marketing Practices at SMK Negeri 1 Malang*. It is important to look at some theories to enrich the research and to give a great analysis in this thesis as below:

1. Skill of Entrepreneur

An entrepreneur must have a lot of expertises. An entrepreneur with expertise of business can do better. Not only does need sharp analysis of skill from an entrepreneur, but also needs technical skills to support the

success of an entrepreneur. According to Philip A. Wickham the general expertise in nature that must be owned by each entrepreneur, such as:¹⁰

a. Strategy Skill

Every entrepreneur should make a marksman strategy if he wants to succeed. The strategy is the ability to get information in market to be more superior, quicker and more accurate than other competitors. It can be tactics or manners to make an entrepreneur successful. The strategy among entrepreneurs must be different. The key is the speed of the obtained information.

b. Planning Skill

An entrepreneur must have a good planning to start a business.

c. Marketing Skill

An entrepreneur must have the science of a good marketing to be able to give customer satisfaction and to maintain relationship with the customers for a long term and continuity. This can be successful with the help of the science of marketing.

d. Financial Skill

Financial skills can help an entrepreneur manage the finance properly.

This is reflected in the balance of financial they own.

e. Project Management Skill

Project management skills will help an entrepreneur allocate resources for proper and efficient use, he is not extravagant.

¹⁰Willy Arafah, *Konsep Ekonomi Lingkungan Bisnis & Entrepreneurship* (Jakarta : Universitas Trisakti, 2010), page 146.

f. Time Management Skill

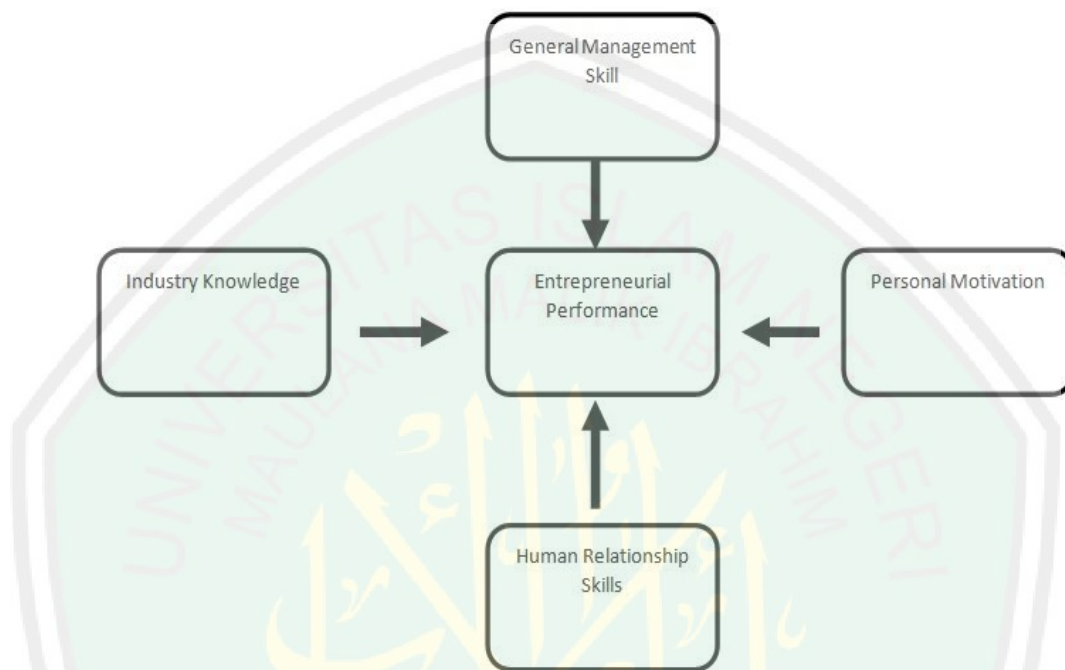
Time management skills help an entrepreneur determine good and proper scale of priority and also proper use of time.

g. Communication Skill

Communication skills is ability of an entrepreneur to do good communication. if the communication does not run well, the purpose will not be reached.



If we look at the skills which should be owned by an entrepreneur, An entrepreneur should see the condition of the market which is still occurring.



An entrepreneur must have high motivation to achieve a desire or ideals and be able to build good relations with subordinate or the other persons. Those all skills would be reflected in the performance of an entrepreneur.¹¹

Figure 2.1. Entrepreneurial Performance

2. Entrepreneur

The entrepreneurial according to Fortable MBA Entrepreneurship is the person who perceives an opportunity and creates an organization to pursue.¹²

¹¹Willy Arafah, *Konsep Ekonomi Lingkungan Bisnis & Entrepreneurship* (Jakarta : Universitas Trisakti, 2010), page 245.

¹²Sudradjat, *Kiat Mengentaskan Pengangguran dan Kemiskinan Melalui Wirausaha* (Jakarta: Bumi Aksara, 2011), page 134.

Understanding the entrepreneurial here stressed on every person who started a new business. In simple terms, it can be said that an entrepreneur is a person who has ability to see and assess the opportunities or business opportunities. The business opportunities are in fact around us. We just need to be sharp and alert as well as accurate in looking at some objects for a business opportunity. The object can be modified for the market.

The difference between entrepreneurship and entrepreneurial. According Reymond W.Y the difference in entrepreneurship and entrepreneurial is a process of creating something new and making something different from the earlier. Having purpose of welfare for individual and extra value for the society. While entrepreneurial refers to the human or people that can create new ideas, combines resources, and realize the idea into reality. Entrepreneur is a loan word from the French “entreprendre”. It is a verb that means doing.¹³ The word is a combination from “entre “ word that means between, and “prendre” that means to take. So the word entreprendre can be defined as one who dares or brave take the risk of heavy difficulty and start new something. In French term worker, the end of word changed to eur.¹⁴

There are differences between entrepreneur, entrepreneurship, and entrepreneurial. Entrepreneur refers to individual that does a change. Entrepreneurship refers to the process or ability of individu to change ideas

¹³ Sudradjat, *Kiat Mengentaskan Pengangguran dan Kemiskinan Melalui Wirausaha* (Jakarta: Bumi Aksara, 2011), page 211.

¹⁴ Muhammad Barnawi, *SchoolPreneurship: Membangkitkan Jiwa dan Sikap Kewirausahaan Siswa* (Jogjakarta: Ar-Ruzz Media, 2012), page 95.

into action through creativity and innovation. Although, Entrepreneurial refers to attitude, skill and behavior in making change. The essence of difference between entrepreneur, entrepreneurship, and entrepreneurial can be seen in pictures below:¹⁵

Entrepreneur	→ Individu
Entrepreneurship	→ Process
Entrepreneurial	→ Attitudes,Skills,and Behaviours

Figure 2.2 The differences meaning between entrepreneur, entrepreneurship, and entrepreneurial

Entrepreneurship is a value which is needed to start a business and to develop a business.¹⁶ Entrepreneurship is the process of creating something new with value by devoting the necessary time and effort, assuming the accompanying financial, psychic, and social risk, and receiving the resulting rewards of monetary and personal satisfaction and independence.

Entrepreneurship is behavior based on concept and theory. Behavior, concepts, and theory are things that can be studied by anyone as we have

¹⁵ Muhammad Barnawi, *Schoolpreneurship: Membangkitkan Jiwa dan Sikap Kewirausahaan Siswa* (Jogjakarta: Ar-Ruzz Media, 2012), page 86.

¹⁶ Ibid.

willing to open hearts and minds to study; then chance or opportunities to become entrepreneurial stay open.¹⁷

The word entrepreneur in Indonesian is a combination of the word "hero" which means brave, the mighty, and the word "business", so literally entrepreneur is defined as a person who brave or mighty in attempt.

Self-employment or self-employed according to Priyono and Soerata comes from the word "officer" means a major, gallant, noble brave or fighters; "Self" means alone; and the word "sta" meaning to stand. of origin he said "private" means standing on your own feet or standing on your own capabilities. Then they concluded that the entrepreneur or entrepreneur means people struggling manly, bravely, nobly and exemplarily in the field of business. In other words, entrepreneurs are people who have qualities of entrepreneurship or self-employment such as: courage to take risks and exemplary virtue business dealing with a willingness and ability to stand on its own

a. Theory of Entrepreneurship

Knowledge and experience are very important to form an attitude, mental, and skill in Entrepreneurship. The skill is from education and experience and will create motivation. Motivation is internalization or process of soul that is needed. Heart motivation determining behavior is concepts of motivation for achievement in entrepreneur. Through an attitude, someone will be encouraged to take real action. Real action is

¹⁷WillyArafah,*Konsep Ekonomi Lingkungan Bisnis & Entrepreneurship* (Jakarta : Universitas Trisakti, 2010), page 126.

entrepreneurship behavior. The result of which can be seen in the performance of business.¹⁸

The study of role of education and experience shape attitudes and behavior. There has been so much discussed by Bloom, that a person would have certain behavior because it has certain gesture then, he will have attitudes like this because he has knowledge and experience like that. Knowledge of entrepreneurship can come from good education formal and non-formal sectors or from experience.

Many experts find that entrepreneurship is talent and can be studied. According to some of experts, there are three opinions that are still relevant to pay attention. First, an opinion saying that the entrepreneurship is the purely innate character of entrepreneur. So in conclusion that entrepreneurial cannot be studied. Second, an opinion saying that entrepreneurship is a process to be learned so that it can be studied.

This is the second and third in terms of entrepreneurship education that are relevant for them who want to develop it. The function in entrepreneurship education is as an opening the characteristic which is still hidden to develop. And getting managerial skills is necessary for the development of business. Some experts have convinced that education and experience affect the attitudes and personality. Cognitive skills, knowledge and experience are reflected in the business affecting

¹⁸WillyArafah, *Konsep Ekonomi Lingkungan Bisnis & Entrepreneurship* (Jakarta : Universitas Trisakti, 2010), page 128.

affective skills reflected in the form of the attitudes and personality. Psychomotor skills are reflected in behaviour and entrepreneurial skills and attitudes build soul.

3. Production

Concept of production is not away from the assumption, that consumers want cheap products and available in everywhere. Manufacturer that follows this concept will make the production in Mass, press high cost efficiently. So that factory can reduce the cost of production and sell in lower price than other competitors.¹⁹

Many Asian countries begin to notice the problem of productivity and try to solve them. Because of the increasing of and intensity of economic matters, high productivity strengthens economic conditions of a country that cause the onset of repairs and standard of life. The quality of life is better as well as in relation to education, health, and job opportunities. The concept of production is that consumers are fond of cheap products that are available everywhere.²⁰

4. Marketing

Marketing is ability in determining product, prices, advertising and promotion. It is ability how to find a suitable market, to identify customers and to ensure/guarantee business continuity. An entrepreneur in determining

¹⁹ Tirtan, *Panduan Sikap dan Perilaku Entrepreneurship: Kiat Sukses Menjadi Pengusaha* (Tugu Publisher: 2007), page 147.

²⁰ Winardi, *Entrepreneur & Entrepreneurship* (Jakarta: Prenada Media, 2006), page 56.

marketing plan must arrange marketing plan. So he must answer three questions below: Where we are, Where we want to go, How we get there.²¹

Characteristic of a good marketing must fulfill some criteria: it should be based on fact and right assumptions about who the targets of marketing are, where their locations are, and how much the retention is. Marketing activity is very important in a business. Because marketing division will face directly consumers/ public/ and this will determine the success or failure of a business.

a. The Marketing Theory

Concept of the marketing is A I D A + S. Every activity of entrepreneurship should pay attention to the concept of A I D A + S in marketing its products.²²

A I D A + S is abbreviation from :

A =Attention

I =Interest

D =Desire

A =Action

S =Satisfaction

²¹ Sudradjat, *Kiat Mengentaskan Pengangguran dan Kemiskinan Melalui Wirausaha* (Jakarta: Bumi Aksara, 2005), page 92.

²² Willy Arafah, *Konsep Ekonomi Lingkungan Bisnis & Entrepreneurship* (Jakarta : Universitas Trisakti, 2010), page 65.

Concept of attracting the consumers' heart. Example of products which satisfies consumers. At first consumers will make relation or browse the products that appear attractive. Then the consumers take the products they consider interesting. After that they bespeak a waiter to take the goods they have observed. This means that desire is increasing. Then the buyers ask how much and do a bargain. If the price is suitable, the buyers will directly pay.

After the goods or the products are consumed, there are two possibilities. Consumers are satisfied or unsatisfied. The purpose of every marketing is creating satisfied consumers. If consumers are satisfied to the product, the consumers will buy the goods or the products. If the consumers are unsatisfied, the consumers will not buy the goods or the products and give negative reactions and inform the negative reactions to his family and friends. So this marketing cannot reach the purpose. This will create failure for the company or business.

The success of the marketing of products or services determines the success of their businesses. Many writers gave their definition of commercial activity. William Stanton, one of the marketing expert in marketing activities, formulated as follows: The essence of distribution is a transaction. Exchange is meeting the needs and desire of human then he defines marketing as a system of the total business activities which are

designed, set the price and distributes goods and services that meet the needs of customers now and the potential customers.²³

5. Vocational High School

Program of education at the vocational high school is different from the general schools. Because the education purpose at the vocational school is learning practices to give applicative skills provision. Vocational education prepares the students as labor in medium class who have been ready to work in society. So applied learning program is learning program with the concept of learning by doing.

Learning with the concept of learning by doing is a program with a concept of effectiveness of learning where the students experience directly. At least the students will experience the problem related to the psychical and psychological aspects. Applying the concept of learning by doing leads a balance of psychical and psychological experiences. This condition is very valuable experience.²⁴

Specification program of vocational school can be seen from the productive learning materials where the students need to produce goods not service. This aspect cannot be got in general schools. Productive learning is implementative concept of learning by doing. Learning program at vocational school is very specific. This goal of learning is different from

²³Willy Arafah, *Konsep Ekonomi Lingkungan Bisnis & Entrepreneurship* (Jakarta : Universitas Trisakti, 2010), page 82.

²⁴ Mohammad Saroni, *Mendidik dan Melatih Eentrepreneur Muda: Membuka Kesadaran atas Pentingnya Kewirausahaan Bagi Anak Didik* (Jogjakarta: Ar-Ruzz Media, 2010), page 80.

learning at general schools. The students must be familiar to do activities in order that they understand the concept and also know and apply the concept in a real job.



CHAPTER III

METHOD OF THE RESEARCH

A. Approach and Type of the Research

Based on the problem formulation, this research can be classified into qualitative research. Nana Syaodih Sukmadinata explains in his book that, qualitative research is a research indicated to describe and to analyze the phenomenon, the incident, social activity, the attitude, trust, the perception, as well as people thinking individually and in group.²⁵

Qualitative research is a research meant to understand the phenomenon experienced by the subject for example; perception, the motivation, the action, etc. Wholly and by means of description in the form of words and language, in a context of natural and particularly by using various methods of natural.²⁶

Denzin and Lincoln 1987 say that the qualitative research is research that uses natural background of phenomenon decrees that occurred by involving various methods. From this definition, usually used methods are interview, observation, and documentation.

In this thesis, the researcher used qualitative approach. According to Bogdan and Taylor, qualitative approach is research procedure that yields descriptive data of written or spoken words and unmannerly observed. One reason of this approach usage is: with the qualitative approach, researcher did

²⁵Sukmadinata, Nana Syaodih, *Metode Penelitian Pendidikan* (Bandung: PT.Remaja Rosdakarya, 2007) , page 56.

²⁶Prastowo, Andi, *Metode Penelitian Kualitatif dalam Perspektif Rancangan Penelitian* (Jogjakarta : Ar-Ruzz Media, 2012), page 68.

research on scientific background by looking at the reality in field. Researcher observed students of agrobisnis and marketing department in entrepreneurship practice through the production efforts and marketing product. The qualitative approach with no a priori theory means that researcher can trust what it appeared as far as possible so that it can be neutral. In this case, the researcher observed and recorded all the data with without reducing or adding .²⁷

Type of research used is descriptive qualitative because researcher will outline explaining and record in detail about all of the data obtained in the place of research without reducing. Qualitative research is descriptive research intended for exploration and clarification on a phenomenon or a social reality by the way described with a number of variables that regard the problem and a unit that would be studied. Descriptive method is a method used to research a status of a group of humans, an object, a condition, mind system, or today's class. Suharsismi Arikunto says that descriptive qualitative is not meant to test hypotheses certainty, but only to describe something. It describes variables of something, phenomenon or condition. The purpose of this research is to describe an object systematically. Entrepreneurial skills is described through the practice of production and marketing by students in Vocational High School 1 Malang.

²⁷Ulyatin,Nurul,*Metode PenelitianKualitatif di BidangPendidikan* (Malang: Bayumedia, 2013), page 67.

B. Research Site

In this research, researcher set a location that will be used as an object in his research at *SMK Negeri 1 Malang*, at *Jl Sonokembangsteet-Janti-Sukun*. Po box 108 phone (0341) 348328 Malang East Java. The researcher's reason of taking this school because practice of entrepreneurship in terms of production and marketing in *SMK Negeri 1 Malang* has shown very significant results in the production and a lot of people are interested in the output of products through the practice of entrepreneurship.

C. Data Sources

This data is a real material that can be used as a basic review (analysis or conclusion) so that the data must be disclosed in this part. Although source of data based on data refer to the original data obtained, it can from people. So, it needs to mention identity of an informer and document identity for data obtained through the guidelines are for a documentary.²⁸

The data in this study can be divided into two categories namely the primary and secondary data. The following is the detail expalnation on process of data collection.²⁹

²⁸Murni, Wahid, *Cara Mudah Menulis Proposal dan Laporan Penelitian Lapangan* (Malang:UIN Press,2008), Page.41-42.

²⁹Moleong, *Metodologi Penelitian Kualitatif* (Bandung: PT.Remaja Rosdakarya, 2007) page 77.

1. The Primary Data

Primary data are the data directly observed from the direct source, observed and noted for first time. Primary data in the research are also obtained from the interview with some students of 10th class especially in marketing and agrobisnis department, chief of department, headmaster and teachers who have taught practicum.

2. Secondary Data

Secondary data are the data not provided by research. Secondary data come from second hand, third and so on, it passed through one or more parties who the researcher did not own.³⁰

Secondary data are also very important. Because researcher needed a lot of useful and potential information to get maximal result. This secondary data can books, articles and relevant literature that have relationship with the explanation of research.

The secondary data are the data obtained from the literature and basic notes mentioned in the problem that will be used as the basis which is secondary theory. Data are noted in the reports on the results of the value of the practice of entrepreneurship and interviews with the teachers.

D. Data Collecting and Instruments

To get accurate and accountable data for this research, researcher used a technique of data collection with a variety of data collection techniques as follows:

³⁰Marzuki, *Metodologi Riset* (Yogyakarta:PT.Prasetia Widia Pratama,2000), page.55-56.

1. Observation

Observation is one of the most common techniques used in qualitative research. Sutrisno Hadi explained that observation is recording systematically on a phenomenon of the object of research.³¹

In this research, field of observation was done by researcher by seeing directly the location which has been chosen by researcher in SMKN 01 Malang. Purpose of this observation is to obtain the clear research object. Direct observation is right methods in collecting data because research can see the real reality in the research location.

According Patto in Nasution 1998, said that the benefits for the following observation are:

- a. Researcher will be able to understand the context of the data and get the a large experience.
- b. Researcher can see weakness which is not observed by other people.
- c. Researcher can find things out of the perception of informan, so researcher get more comprehensive description.
- d. Researcher did not only collect complete data, but also got personal impressions and can feel the situation of subject³²

2. Interview

The interview is meeting two persons to exchange information and ideas through asking some questions to construe meaning of a certain topic.

³¹Marzuki, *Metodologi Riset* (Yogyakarta:PT.Prasetia Widia Pratama,2000), page.55-56

³²Moleong,*Metodologi Penelitian Kualitatif*, (Bandung : PT.Remaja Rosdakarya,2007) page 78.

The interview was done openly. Informants knew our presence as a researcher to do an interview.

The primary data were taken directly from the primary source by doing interviews and direct observation. The interviewees are students of agribusiness and marketing department and the teachers who teach entrepreneurship subject.

Here the researcher interviewed the student of 10th class especially marketing and agrobisnis department by using the method of snowball. At first, the researcher would observe the activity in production and marketing. Then the researcher chose two students as representatives from each department especially marketing and agrobisnis departement. Agrobisnis as a manufacturer and marketing as a seller. Then researcher interviewed them and asked some questioned to them about skill of entrepreneur and asked them about the students having skills. The researcher took 6 students from each department especially marketing and agrobisnis departement. The information required is about the implementation of the practice of entrepreneurship of 10th grade of agribusiness and marketing department.

Researchers held an interview with head of the department of marketing and agrobisnis because they know and understand the practice of production and marketing well.

Researchers held an interview with the chiefs of the classes because they know the character of each student.

Researchers held an interview with the teachers who taught about the entrepreneurship practice because they know well the character and skill of every student.

Researchers held an interview with head master because she knows how to the quality of the graduates and the purpose of arranging the practice of entrepreneurship.

Table 3.1 informant

Informant	Question
Six students of 10 grade students of agribusiness department	<p>How is the production implementation in the PHP unit?</p> <p>How to produce these herbal drinks?</p> <p>What benefits do the students gain in practice in PHP?</p> <p>What are the weakness in PHP?</p> <p>What are the obstaice while practicing production in PHP?</p> <p>What are the solutions?</p> <p>Are you happy during the production practice in PHP?</p>
Six students of 10 grade of marketing department	<p>How to market these herbal drinks?</p> <p>What are the obstaice during the</p>

	<p>marketing of herbal drinks?</p> <p>What are the solutions?</p> <p>Are you happy while marketing the herbal beverage products?</p>
<p>WAKA (Deputy Curriculum)</p>	<p>How is the implementation of production and marketing practices in PHP unit?</p> <p>What are the weakness in PHP?</p> <p>What are the obstacles faced when practicing production and marketing in PHP?</p> <p>What are the solutions?</p>
<p>Chief of PHP</p>	<p>How is the implementation of production and marketing practices in PHP unit?</p> <p>What are the weakness in PHP?</p> <p>What are the obstacles faced when practicing production and marketing in PHP?</p> <p>What are the solutions?</p>

<p>PHP Secretary</p>	<p>How is the implementation of production and marketing practices in PHP unit?</p> <p>What are the weakness in PHP?</p> <p>What are the obstacles faced when practicing production and marketing in PHP?</p> <p>What are the solutions?</p>
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3. Documentation

Documentation is collecting data by running or taking data from records, documentation, administration according to the problem of the study. Documentation was obtained through documents or examined archives of institutions. The data were collected by these methods:

- a. History of SMKN 01 Malanng.

- b. Geographical location and Form of Identification (name of school, NO.SK establishment, Identity schools, No.Statistik, school, land area,address.
- c. Objective condition of SMKN 01 Malang, include: vision, mission, goals, organizational structure, the state of teachers, employees, students, and facilities.
- d. Implementation of entrepreneurship in the production and marketing practices in SMKN 01 Malang.
- e. Skills of students in the practice of production and marketing in SMKN 01Malang

E. Data Analysis

Analysis of data used in this research is as follows: data collection: in this case, the researcher noted all the data and the observation objectively according to interviews. In addition to the presentation of data collection also used data. If the three things were done and the researcher made a decision or verification.³³

Analysis of data in the qualitative research has been done since the beginning until the research process. Data analysis is constantly being done from the beginning to the end of the study by inductive and looking for pattern, models, theme and theory.

³³Marzuki, *Metodologi Riset* (Yogyakarta:PT.Prasetia Widia Pratama,2000), page.55-56

The data analysis process began by reviewing all available data from various sources from the interview, observation, and documentation. After being learned, the next step was to held the data reduction by doing abstraction. Abstraction was made as a core summary. The next step was compiling into units which were categorized then.

Categories were made by coding. The last step of the data analysis was to hold the examination of the validity of data. After finishing this step, the writer did interpretation of data.³⁴ Data analysis is effort by processing the data, organizing and verify them so that they can be managed and integrated by looking for the data and discovering what are important and what will be studied and decide what are told to others.

According Jnince Mc Drury, steps of data analysis especially in qualitative data are as follows :

1. Reading and learning the data, marking the key words and idea into the data.
2. Learning the key words and trying to find themes derived from data.
3. Wtiting the model founding.
4. Giving the codes

³⁴Prastowo, Andi, *Metode Penelitian Kualitatif dalam Perspektif Rancangan Penelitian* (Jogjakarta: Ar-Ruzz Media, 2012) , page 99.

F. Validity of the Data

An effort to increase trustworthy data is called the validity of the data.

What is meant by the validity of the data is that any of data must fulfill:

1. Demonstrating the right value.
2. Providing the basis so that it can be applied and allow a decision from outside.
3. The basic issue from relations among the validity of the data is essentially simple. How the researcher persuaded the informan including himself that can be trusted or considered.

To determine the validity of the data required to check the data. There are four criteria used namely trust degrees, diversion, dependence, and confidence.

In this research , researchers used techniques to check the validity of the data with triangulation. Triangulation technique is the most widely used. It is checking through the available sources. Denzin (1978) differentiates as a technique of four types of triangulation, resource of technique, a method of investigation, and theory.

Triangulation with the source means comparing and checking back a degree of trustworthy information obtained through time and tool from which it differs in the qualitative study. This could be achieved by comparing the result of the data observation with interview data. Comparing what people said in front of the public with what were said personally. Comparing the results of interviews with the content of a related document.

In this case the writer did not expect many results from comparing common view, opinion or thinking. The important thing is the writer can know the causes of these differences

G. Stages of the Research

There are four stages and the last stage of research was writing research reports. Those stages were (1) Pre-field stages, which included drafting a research, choosing the field of research, the licenses, exploring and assessing the condition of the field, selecting and utilizing the informants, setting up scientific and research equipment regarding with ethical issues, (2) stage of field work, which included understanding the background of the research. This research included 3 procedures :

1. Research design on this stage, researcher made a proposal research. The research proposal included a pedestal or the research background, methods and the theory of the research.
2. The implementation research stage. In this stage, researcher tried to gather the data needed both primary and secondary data obtained from the respondents and the informers or documents. Data obtained through the research in field were then used to describe the object of which was the focus of the research that has been determined by the researcher for accurate results.
3. The stage of preparing the report prepared in this stage which was written systematically determined in accordance with regulation so that people

would know the result. Procedures taken in the research were also known by others so they could the truth of the research.



CHAPTER IV

RESEARCH FINDINGS

C. Research Site

1. History of SMK Negeri 1 Malang

SMEA Negeri Malang was established on October 1, 1963 by the Decree of the Minister of Education and Culture of the Republic of Indonesia On December 9, 1963 No. 1028 / B.3 / Kedj. As Chairman of the Organizing Body SMEA Negeri Malang was the Principal Hakim and Djaksa (SHD), Mr. Arief Soedjono, S.H . This school stood without buildings and equipment. It just consisted of two classes, namely Tata Buku and Tata Niaga. By borrowing some classrooms of SMP Negeri 1 Jalan Lawu Malang street, and teachers who were still freelance (they ere also teaching at other schools / other institutions) by degree B1 or Bachelor of Guidance and Counseling.

On January 4, 1964 was held the handover between the Chairman of the Organizing Body SMEA Negeri Malang and the official principal, Mr Faiz. By Decree No. 4540 / C.1 Date January 31, 1964. At that time, learning was held during the day. In support of the government (Ministry of Education and Teaching) 1964 SMEA Negeri Malang was appointed to hold East Java Congress (Radin) of Principals Kep. SMEP and succeeded.

Around 1978 the Government intended to designate State SMEA Pembina (as a counselor for all SMEA around). The first phase, The State SMEA was appointed to represent the province of East Java for SMEA I Surabaya, SMEA Negeri Malang, SMEA Negeri Madiun, and SMEA Negeri Jember. These SMEA were obliged to make a proposal for assessment of feasibility.

This was a take off for SMEA Negeri Malang for further development. For the appointment, the infrastructures of SMEA Pembina would be quickly met.

Negotiations with municipality government, the late Mr. and Mr. Sulistio Kabul Hartono, SH., We got a plot of land in North Janti (the location of which is now the central campus). Buildings, facilities, and equipment increasingly came gradually.

In 1981 SMEA Pembina changed in SMEA Negeri by the decree of Minister of Education and Culture of Republic of Indonesia No. 0436/0/1981. In 1984, a new problem arose, the enactment of curriculum SMEA 1984, where changes occurred for additions of new subjects to adjust the development of technology and trade / economy. The problem had been imposed. But teachers and infrastructure were not ready / prepared, thus the learning process did not run well for a long period. But in the end SMEA Negeri managed to overcome.

Later in 1997 by decree of the Minister of Education and Culture No. 036/0/1997 State SMEA changed into SMK (Vocational High School) until now.



Figure 4.1. SMK Negeri 1 Malang

2. The Goal of SMK Negeri 1 Malang

The goals of SMK Negeri 1 Malang are:

- a. Developing the school as a place of education and training that produces graduates with global and noble perspective.
- b. Raising awareness of cultured environmental to the whole school community.
- c. Creating a healthy school environment to support the optimization of teaching and learning activities.
- d. Equipping the ability and skills of learners with excellent service in order to become a national human personality, resilient and adaptable professional and independent in their environment.
- e. Channelling graduates as executive personnel who mastered science and technology in accordance with the demands of the working world and the world of industry.

f. Creating graduates who are able to do entrepreneurship.

2. Job Field of SMK Negeri 1 Malang

Table 4.1. Job Fields

No	Skill Competency	Job field
1	Office Administration	<ul style="list-style-type: none"> - Junior Secretary - Receptionist - PR - Office Operator - Administrator - Librarian - Entrepreneurial
2	Accountancy	<ul style="list-style-type: none"> - Junior Accounting staff - Cashier - Entrepreneurial
3	Marketing	<ul style="list-style-type: none"> - Shop Assistant - Cashier - Business machinery - Shop Manager - Entrepreneurial
4	Tourism Travelling	<ul style="list-style-type: none"> - Tour Planning Staff - Tour Marketing Staff

		<ul style="list-style-type: none"> - Tour Guide - Reservation Staff - Ticketing Staff - Assistant Tour Leader - Entertainment Staff - Event Organizer - Receptionist - Entrepreneurial
5	Computer and Network	<ul style="list-style-type: none"> - Computer Technician - Network Technician - Network Administration - Entrepreneurial
6	Audio Video Technique	<ul style="list-style-type: none"> - Audio Video Technician - Video Editing - Industrial Machinery Control
7	Agrobusiness	<ul style="list-style-type: none"> - Seedling Technician - Teknisi di laboratorium kultur jaringan - Technicians in the field of plant seeding - Entrepreneurial

D. Research Findings

1. The Implementation of the Production and Marketing Practices to build Students' Entrepreneurship Skill

Becoming one of vocational schools in Malang City, SMK Negeri 1 Malang certainly has special products to be promoted. In accordance with the title of this research about production and marketing practices in forming entrepreneurship skill, the researcher takes the subject of class “*Agrobisnis*”. Throughout doing observation and interview, the researcher found a special quality product from SMK Negeri 1 Malang produced by Agrobussiness Class, Herbal Beverage. Herbal Beverage was generated by students through Entrepreneurship craft subjects which uses curriculum 2013 conducted once in a week (2x45 minutes) with the practice of making work.



Figure 4.2. Herbal Beverae

Through production the Herbal Beverage, SMK Negeri 1 Malang has special way to build the students' entrepreneurship skill. Particularly in

production and marketing practices. SMK Negeri 1 Malang has concentrated to support students' entrepreneurship skill. School has facilitated the students with some programs and facilities. They are :

First, PHP program or it usually calls processing of agricultural . Products It is a special way in SMK Negeri 1 Malang to produce a Herbal Beverage in Entrepreneurship Subject. To support PHP program, SMK Negeri 1 Malang also has a mini supermarket called Karisma Supermarket.

Beside PHP program and Karisma Supermarket, there is also Student Shop (*School cooperative*) where school can form students' entrepreneurship skill. According to Mrs. Dharmi as Secretary PHP, SMK Negeri 1 Malang students engage directly with Karisma Supermarket in Entrepreneurship learning and make Karisma Supermarket as a forum for students to practice entrepreneurship.

*"Karisma Supermarket is very important in helping students, especially in the practice of entrepreneurship and facilitating the activities of production and marketing students to be able to market their practice immediately. Here, students can learn to make food and drink well and to learn by themselves by creating products. "*³⁵

³⁵ Interview with Assisten of PHP Mrs. Dharmi on September 10th, 2015. Original interview of it is "Karisma Supermarket sangat penting dalam membantu siswa terutama dalam praktek Kewirausahaan dan mewadahi kegiatan produksi dan marketing siswa untuk dapat memasarkan hasil praktek langsung. Disini siswa dapat belajar membuat makanan dan minuman dengan baik dan dapat belajar mandiri dengan menciptakan produk."

The importance of Karisma Supermarket was also expressed by Ms. Rina as subject teacher of Entrepreneurship stating that Karisma Supermarket could train students' mental.

*"I think Karisma Supermarket has very important role in creating an entrepreneurial mental. The students will be taught how to make food and drinks sold to the public directly. Students are also accompanied by a teacher who is in the field of entrepreneurship and monitors student activity."*³⁶

It is the same as that delivered by Ms. Erna as Waka Curriculum SMK Negeri 1 Malang stating that school shop should be put in good use.

*"The schools shop should be used wisely and not only as a place to buy something but students can also play an active role to create a product and sell it in the shop. At SMK Negeri 1 Malang, Karisma Supermarket facilitates students to learn and go directly into the entrepreneurial world."*³⁷

³⁶ Original interview with mrs Rina on September 10th,2015 "Menurut saya Karisma Supermarket sangat berperan penting dalam menciptakan mental seorang wirausaha. Para siswa akan diajari bagaimana membuat makanan dan minuman yang akan dijual kepada masyarakat secara langsung. Siswa juga didampingi oleh guru yang ada dalam bidang kewirausahaan dan memantau aktifitas siswa."

³⁷ Original interview with waka mrs Erna on September 10th,2015 "Koperasi sekolah harus dimanfaatkan dengan bijak bukan hanya sebagai tempat membeli perlengkapan kalau bisa siswa juga berperan aktif menciptakan produk dan menjualnya di koperasi sekolah. Kalau di SMK Negeri 1 Malang ada Karisma Supermarket yang mewadahi siswa untuk belajar dan terjun langsung ke dalam dunia wirausaha"

With the Karisma Supermarket, students can create and market their merchandise out of school in order to produce a good profit as expressed by Ms. Panca as Chairman of PHP.

*"It is important to benefit the school shop for students. Because students must have skills in the field of entrepreneurship especially vocational students who will create their own jobs in the community. In this case there Karisma Supermarket in school as a house for the students to compete outside. ."*³⁸

The importance of Karisma Supermarket was also stated by some students majoring in Agribusiness horticultural and Tissue Culture that are following extracurricular PHP.

"Karisma Supermarket is very important for me to learn entrepreneurship. I love entrepreneurship because I am familiar with

³⁸Original interview with Head of PHP Mrs. Panca on September 10th, 2015. "Menurut saya Karisma Supermarket sangat berperan penting dalam menciptakan mental seorang wirausaha. Para siswa akan diajari bagaimana membuat makanan dan minuman yang akan dijual kepada masyarakat secara langsung. Siswa juga didampingi oleh guru yang ada dalam bidang kewirausahaan dan memantau aktifitas siswa."

the entrepreneurial lesson and PHP program. I learned trading to make salted egg and I marketed them in Karisma Supermarket.”³⁹

“It is important because as long as I participate in PHP or studying entrepreneurship in Karisma Supermarket, I become mentally strong when my products did not make profit. But with my experience, I became accustomed to it. It is proven my friends and I can produce 5000 bottles of herbal drinks.”⁴⁰

“Karisma Supermarket has provided a place for me and my friends in entrepreneurship. So, yes, it is very important. Moreover it is beneficial and provides many lessons entrepreneurs for my friends and me even though at first we were not able to do it properly. But thanks to the guidance of the teachers we, could finally create products.”⁴¹

³⁹Original interview with student Syakilla Eka Putri Lestari on September 14th, 2015. “Karisma Supermarket sangat penting bagi saya dalam belajar berwirausaha. Saya suka wirausaha karena saya terbiasa dengan pelajaran Kewirausahaan dan program PHP. Saya belajar berdagang kecil-kecilan dengan membuat telur asin dan saya pasarkan di Karisma Supermarket”.

⁴⁰Original interview with student Amanda Dwi Rahayu on September 14th, 2015. “Penting sekali karena selama saya ikut PHP atau mendalami wirausaha di Karisma Supermarket saya menjadi kuat mental saat produk yang saya buat tidak untung tapi dengan banyaknya pengalaman saya jadi terbiasa buktinya saya dan teman-teman bisa memproduksi 5000 botol minuman herbal”

⁴¹Original interview with student Panji Ramadhan on September 14th, 2015. “Karisma Supermarket yang memberikan tempat bagi saya dan teman-teman dalam berwirausaha jadi ya sangat penting apalagi dapat menguntungkan dan memberikan banyak pelajaran wirausaha untuk saya dan teman-teman meskipun pada awalnya kami tidak dapat berwirausaha dengan baik tapi berkat bimbingan para guru akhirnya kami bisa menciptakan produk-produk”.

(Effort of Mikro) and also exhibition of education program in Malang, SMK Negeri 1 Malang is very diligent to attend every events which can support the students' entrepreneurial skill.

In improving the entrepreneurial skills of students in the field of production and marketing, SMK Negeri 1 Malang endeavours to implement entrepreneurial activity. As Mrs. Rina said as the teacher of Enterprise subject at SMK Negeri 1 Malang as follows:

In improving the students' entrepreneurial activity in the field of production and marketing, the school has done ome things to implement the entrepreneurial activities.

In implementing the production and marketing activities, I directed the students to market the products at the school first by producing herbal drinks of tamarind, turmeric, Aloevera, and roselle. The profit of one production based on per recipe (80 cups) is Rp. 25000. We can not take the profit much because it is in PHP from student to student as the principle of the school shop. The profit then is managed to to buy the materials again. So the money just spin around for the production process. ".⁴²

⁴²Result interview with Teacher Entrepreneurship Mrs. Rina on September 10th, 2015. "Dalam mengimplemetasikan kegiatan wirausaha siswa dalam bidang produksi dan marketing, para siswa saya arahkan memasarkan produk dari dalam sekolah dulu dengan membuat minuman Herbal dari asem, kunyit, alavera (lida buaya), dan rosella. Laba dari satu kali produksi per resep (80 gelas) Rp. 25000. Keuntungannya tidak bisa ambil banyak karena dalam PHP dari siswa untuk siswa seperti pada prinsip koperasi. Keuntungan dikelola PHP untuk beli bahan lagi, jadi sistemnya uang itu berputar untuk proses produksi".

According to Mrs. Dharmi as PHP assistant, implementation of production and marketing processes has been undertaken by the students attending extracurricular subjects of PHP and Entrepreneurship.

"I think how to implement the production and marketing processes has been undertaken by the students learning PHP practices and Entrepreneurship. They have studied in Karisma Supermarket and provided results that can be sold like Herbal Beverage in the School shop or Karisma Supermarket. ".⁴³

Similar to Mrs. Panca as Chairman PHP stating that the students were required to do production and marketing as an implementation of the Enterprise.

"When students are required to produce food or drink, and they then sell them, that is already an entrepreneurial process. Especially in SMK Negeri 1 Malang there is a PHP program that requires the students to produce goods. That the students produce and sell Herbal

⁴³Result interview with Assistant of PHP Mrs. Dharmi on September 10th, 2015. "Menurut saya cara menerapkan proses produksi dan marketing itu sudah dijalani siswa saat belajar praktek PHP maupun Kewirausahaan. Mereka sudah belajar di Karisma Supermarket dan memberikan hasil produk yang bisa dijual seperti Herbal Beverage yang ada di Koperasi Sekolah atau Karisma Supermarket"

Beverage in Karisma Supermarket is a pretty good implementation.

„44

According to Ms. Erna as Waka curriculum stated that the implementation of production and marketing processes ran when students received entrepreneurship knowledge and applied it.

"At first, they will receive the knowledge first afterwards it is implemented in the form of product. It is proven that the students already have many products with PHP programs and sell them in Karisma Supermarket with a capital from the school at first and then they are on their own after the production and marketing process are done by the students." ⁴⁵

Implementation of student entrepreneurial skills in the practice of production and marketing is also expressed by some students majoring in Agribusiness horticultural and tissue culture that follow the PHP program.

⁴⁴Result interview with Head of PHP Mrs. Panca on September 10th, 2015. Ketika para siswa dituntut untuk memproduksi makanan atau minuman dan mereka kemudian menjualnya itu sudah merupakan proses wirausaha. Apalagi jelas di SMK Negeri 1 Malang ini terdapat program PHP yang menuntut siswa memproduksi barang. Disini siswa memproduksi Herbal Beverage dan menjualnya di Karisma Supermarket ini merupakan implementasi yang cukup baik.”

⁴⁵Result interview with Waka Kurikulum Mrs. Erna on September 10th, 2015. Awalnya kan menerima ilmunya dulu setelah itu diimplementasikan dalam bentuk produk, buktinya para siswa sudah banyak menghasilkan produk dengan program PHP dan menjualnya di Karisma Supermarket dengan modal awal dari sekolah lalu kemudian berjalan sendiri setelah proses produksi dan marketing itu dilakukan oleh siswa ”

*"I sell products in the school shop and Karisma Supermarket and I have already implemented production and marketing activities and got profit from. Initially my friends and I were accompanied by teachers who taught us how to make and sell the products. In addition, I am following PHP program so I know how to process raw materials from agricultural products."*⁴⁶

*"I used to produce, sell, and learn a lot how to cook, to manage skill, my time, to estimate and to calculate profit. I joined PHP program and made herbal drinks. I also joined the school shop and supermarket as a assistant for my implementation."*⁴⁷

"At first my friends and I were accompanied the teachers and told to make a product and then we sold it in the school shop or Karisma

⁴⁶ Result interview with student Syakilla Eka Putri Lestari on September 14th, 2015. "Saya berjualan di koperasi dan Karisma Supermarket sudah menerapkan kegiatan produksi dan marketing dan saya juga mendapatkan laba dari penjualan produk yang saya buat. Awalnya saya dan teman-teman didampingi oleh para guru yang mengajarkan kami bagaimana cara membuat dan menjual. Apalagi saat saya mengikuti program PHP saya jadi tahu bagaimana mengolah bahan baku dari hasil pertanian."

⁴⁷ Result interview with student Amanda Dwi Rahayu on September 14th, 2015. "Dulu saya membuat dan menjual diajari banyak ilmu mulai cara memasak, management skill, time skill, cara memperkirakan modal dan menghitung laba. Saya ikut program PHP dan membuat minuman herbal. Saya juga ikut piket jaga koperasi dan supermarket itu menurut saya merupakan proses produksi dan marketing".

*Supermarket. Fried foods, chips, homemade snacks and homemade liquor sold best. "*⁴⁸

Students of Entrepreneurship have done the production and marketing process with Herbal Beverage as the output with the supervision of the teachers. Implementation of the production and marketing process by SMK Negeri 1 Malang has made the students skillful as expressed by Ms. Rina as a teacher of entrepreneurship.

*"Skills the students gained will increase like their independent attitude due to PHP program. The students also learnt to cook and select good raw materials. The students must be keen in buying raw materials, for example tamarind. Because it is sometimes mixed so the taste is not pure tamarind. The students' mental will also be tough if they engage in the entrepreneurial world. "*⁴⁹

⁴⁸Result interview with student Panji Ramadhan on September 14th, 2015. "Penerapannya pada awalnya saya dan teman-teman didampingi guru dan disuruh membuat produk kemudian kami jual di koperasi sekolah atau Karisma Supermarket. Banyak yang menjual ada yang menjual makanan gorengan, keripik, snack buatan sendiri dan minuman buatan sendiri".

⁴⁹ Result interview with Teacher Entrepreneurship Mrs. Rina on September 10th, 2015. "Keterampilan siswa yang didapat akan bertambah misalnya sikap mandiri dengan adanya kewirausahaan dan program PHP. Siswa juga belajar memasak dan memilih bahan baku yang baik karena harus jeli dalam membeli bahan baku misalnya asem karena biasanya ada campurannya jadi rasanya nggak asem murni. Mental siswa juga akan menjadi tangguh jika berkecimpung di dunia usaha."

Ms. Panca, as PHP Chairman, emphasized that students in Entrepreneurship could benefit the materials in the surrounding areas such as toga plants for the production of herbal drinks and other agricultural products as taught in the PHP program.

*"Beside self determination, the students will be more creative and innovative in developing any products. The Students need to understand the concept of entrepreneurship in PHP practice. Because the students can utilize toga crops and other agricultural products to produce food or beverage. Moreover, if the students want to develop or grow their own toga. Thus the quality of the raw materials can be known."*⁵⁰

Similar to Mrs. Dharmi, PHP Assistant, that the students can take advantage of the medicinal plants as raw material products.

"The skills that students obtained are very much to me like independent attitude and boldness in taking the risk of

⁵⁰Result interview with Head of PHP Mrs. Panca on September 10th, 2015. "Keterampilan yang didapat siswa tentu selain mandiri siswa akan lebih kreatif dan inovatif dalam mengembangkan produk apa saja. Siswa perlu memahami konsep Kewirausahaan dalam praktek PHP karena siswa dapat memanfaatkan tanaman-tanaman toga dan pertanian lainnya untuk dihasilkan sebagai produk makanan atau minuman. Terlebih lagi kalau siswa mau mengembangkan atau menanam tanaman toga sendiri sehingga kualitas bahan bakunya dapat diketahui."

*entrepreneurship and of course in entrepreneurship especially in practice PHP program the students will be required to utilize agricultural products as raw materials such as toga plants.*⁵¹

A number of skills will make the students trained in entrepreneurship as expressed by Ms. Erna as Waka curriculum.

*"In the PHP program, they got many skills like Financial Skill. They can manage capital and income earned. Management Skill for determining the price, the consumer determine, calculate capital and profits. Time Management Skill to set the time of the business itself. Those skills will form the students to be ready to compete in the world outside.*⁵²

The number of the skills acquired by the students will make students enthusiastic about entrepreneurship. As expressed by some students on the skills they can after studying Entrepreneurship in the PHP program.

⁵¹Result interview with Assistent of PHP Mrs. Dharmi on September 10th, 2015. "Keterampilan yang didapat siswa sangat banyak menurut saya seperti sikap mandiri dan berani dalam mengambil resiko berwirausaha dan tentunya dalam kewirausahaan khususnya dalam praktek program PHP siswa akan dituntut memanfaatkan hasil pertanian sebagai bahan baku seperti tanaman toga".

⁵²Result interview with Waka Kurikulum Mrs. Erna on September 10th, 2015. Dalam program PHP banyak keterampilan yang didapat misalnya Financial Skill mereka dapat mengatur modal dan laba yang didapat. Management Skill untuk menentukan harga, menentukan konsumen, menghitung modal dan laba. Time Management Skill untuk mengatur waktu dari usaha itu sendiri. Banyak keterampilan yang didapat itu sendiri akan membentuk pribadi siswa menjadi siap bersaing ke dunia luar".

Those many skills gained by the students will make them enthusiastic in entrepreneurship. As some students conveyed about skills they got from learning entrepreneurship and PHP program.

*"The skills made me tough and not easy to give up as started a business until I was able to market the product. Even this persistence also appears in my daily activities. Thank you very much to the teachers who have guided me."*⁵³

*"Initially I got knowledge in the form of materials such as management and financial skills. And in my opinion it is a little bit boring but the practice made it fun. I feel responsible at school and home. I also became more resilient in facing many problems in entrepreneurship."*⁵⁴

"Learning PHP and entrepreneurship are pleasing. I knew entrepreneurship and how to cook. I became independent at home and liked cooking for myself and my time at school is more useful time to

⁵³Result interview with student Syakilla Eka Putri Lestari on September 14th, 2015. "Keterampilan yang saya dapat saya bisa menjadi tangguh dan tidak mudah menyerah saat memulai usaha sampai saya bisa memasarkan produk. Bahkan rasa tidak mudah menyerah ini juga muncul dalam kegiatan sehari-hari saya. Terimakasih banyak kepada para guru yang telah membimbing saya".

⁵⁴Result interview with student Amanda Dwi Rahayu on September 14th, 2015. "Awalnya saya mendapat ilmu dalam bentuk materi seperti management skill, financial skill dan menurut saya agak sedikit membosankan tapi saat praktek menjadi menyenangkan. Saya merasa memiliki rasa tanggungjawab saat di sekolah dan di rumah. Saya juga menjadi lebih tahan banting saat menghadapi banyak masalah dalam berwirausaha".

*learn entrepreneurship. I am quite happy because basically entrepreneurship made me tough. "*⁵⁵

From the exposure of the speakers above, the teachers and the students cited that the students gained a lot of the skills through the PHP program, especially for the students who considered themselves better. Many skills in organizing the business operation such as the Financial, Management, and Time Management Skill as expressed Ms. Erna.

Not only did the student gain the skills, but it is also beneficial for all citizens of SMK Negeri 1 Malang. As for the exposure of Ms. Rina as subject teachers about the benefits of Entrepreneurship are as follows:

*"The benefit of Entrepreneurship for students is moment to learn entrepreneurship and then can produce at home. Meanwhile, the existence of school has made Karisma Supermarket and the school shop ran well. Furthermore, we would like to develop entrepreneurship and PHP so that it can be practiced for all faculties. The Students will also learn a lot about agricultural products that can be made as a food and beverage products. "*⁵⁶

⁵⁵ Result interview with student Panji Ramadhan Lestari on September 14th, 2015. *"Belajar wirausaha dan PHP itu menyenangkan saya menjadi tahu dunia usaha dan memasak. Saya menjadi mandiri kalau di rumah suka buat makanan sendiri dan kalau di sekolah lebih banyak waktu yang berguna dengan belajar wirausaha. Saya cukup senang karena pada dasarnya wirausaha mendidik saya bermental besi".*

⁵⁶ Result interview with Teacher Entrepreneurship Mrs. Rina on September 10th, 2015. *"Manfaat Kewirausahaan bagi siswa agar dapat belajar berwirausaha dan memproduksi di rumah. Kalau manfaat untuk sekolah, beroperasinya Karisma Supermarket dan koperasi sekolah dengan baik. Kedepan ingin mengembangkan Kewirausahaan dan PHP agar dapat dipraktekkan untuk semua*

On the contrary with Mrs. Panca as Chairman and Ms. Dharmi PHP as PHP Assistant who said that benefit is like toga plant.

*"With PHP and Entrepreneurship, the students are expected to be able to benefit the toga plant. Because we know that the plants are very good for health and hopefully the students can choose the best raw materials. In the future the students may be able to develop this business via Karisma Supermarket that has been provided by the school."*⁵⁷

*"The benefits are that many students are motivated and try to make other products at home. It shows that the students are brave and independent. The students become very concerned with agricultural and medicinal plants used as raw materials for example turmeric, tamarind, etc. In the future, hopefully entrepreneurship in SMK Negeri 1 Malang can develop a lot of businesses and products. We will make Karisma Supermarket as a shelter for the students so that their products can be consumed by the public at large."*⁵⁸

jurusan. Siswa juga akan mengetahui banyak mengenai hasil-hasil pertanian yang dapat dibuat sebagai produk makanan dan minuman".

⁵⁷Result interview with Head of PHP Mrs. Panca on September 10th, 2015. *Manfaat PHP dan Kewirausahaan agar siswa dapat memanfaatkan tanaman toga karena kita tahu bahwa tanaman toga sangat baik bagi kesehatan dan siswa dapat memilih bahan baku yang baik. Kedepannya agar siswa SMK Negeri 1 Malang mampu mengembangkan usaha lewat Karisma Supermarket yang telah disediakan pihak sekolah".*

⁵⁸Result interview with Assistant of PHP Mrs. Dharmi on September 10th, 2015. *"Manfaat sangat banyak siswa ada yang termotivasi dan mencoba membuat sendiri produk lain di rumah. Berarti*

Meanwhile, according to Ms. Erna as Waka curriculum said that the students would be independent and be able to create their own products to compete with the wider community.

*"The benefits are many when they participate in PHP and Entrepreneurship seriously. Moreover, they can receive entrepreneurship knowledge that we provide so that they can create their own products which will be useful in the wider community. In the future we want students to be able to take advantage of Kopearsi to promulgate school entrepreneurship and many students from other faculties follow the PHP program."*⁵⁹

The author also conducted interviews with some students to find out the benefits of entrepreneurship and the PHP program. And their responses of the benefits of Entrepreneurship and PHP according to class XI students of Agribusiness faculty, syakila Eka Putri Lestari, stated that Enterprise converted her to be an independent person and firm in carrying out something.

menunjukkan siswa itu berani dan mandiri. Siswa menjadi sangat peduli juga dengan hasil pertanian dan tanaman obat yang digunakan sebagai bahan baku misalnya kunir, asem, dll. Kedepannya semoga kewirausahaan di SMK Negeri 1 Malang dapat menumbuhkan banyak usaha dan produk yang dihasilkan. Kita akan membuat Karisma Supermarket sebagai wadah yang menaungi siswa sehingga produk-produknya dapat dikonsumsi masyarakat luas".

⁵⁹Result interview with Waka Kurikulum Mrs. Erna on September 10th, 2015. *Manfaat sangat banyak kalau mereka ikut PHP dengan niat yang tulus apalagi untuk mata pelajaran Kewirausahaan, mereka dapat menerima ilmu-ilmu kewirausahaan yang kami berikan sehingga mereka dapat menciptakan produk sendiri yang nantinya akan berguna di masyarakat luas. Kedepannya kami ingin siswa dapat memanfaatkan Kopearsi Sekolah sehingga dapat memajukan kewirausahaan sekolah dan banyaknya siswa-siswa dari jurusan lain yang mengikuti program PHP".*

Meanwhile, according to Dwi Rahayu Amanda grade XI student of entrepreneurship Agribusiness faculty stated that entrepreneurship can generate its own advantage, called satisfaction. According to Panji Ramadan grade XI students from Agribusiness faculty stated that entrepreneurship can educate him to create jobs and do not depend on the government.

From the results of the exposure in the above it can be seen that there are many benefits of Entrepreneurship and PHP program in the production and marketing practices in SMK Negeri 1 Malang.

2. The Obstacles of Implementation of the Production and Marketing Practices to build Students' Entrepreneurship Skill

Although the process of production of the *Herbal Beverage* in SMK Negeri 1 Malang has got support from various parties, this school can not be separated from some obstacles such as:

Firstly, raw materials are limited. Particularly for Aloe vera and Rosela. School can not plan them. They are produced by other district. For example Rosela is from Blitar. Aloe vera although comes from Malang, it is not always available, moreover in dry season.

Secondly, because the school property becomes narrow every year. School needs to build a new classroom and other broad room. So the school can not optimize the process of planning for the raw materials.

Thirdly, while promoting the products, it was known that the public trust about the quality of the Herbal Beverage is low. So school needs to promote the products actively again. There are some students who want to try to make the product at home and will get support from school.

The constraints, according to Ms. Rina as teacher of entrepreneurship, lied in the marketing process.

*"Constraint on PHP (Agricultural Products Processing) is a marketing process. While there is no problem in financial matter because the initial capital is on the school. Another obstacle is on perishable products. So we must produce them suddenly so that we have to work over time if there are a lot of orders. We had ever tried to use acid preservative benzoate but consumers did not want to consume it. There was a difference in taste when we used preservatives."*⁶⁰

⁶⁰Result interview with Teacher Entrepreneur Mrs. Rina on September 10th, 2015. *Kendala pada PHP (Pengolahan Hasil Pertanian) adalah proses marketing, kalau dana tidak ada masalah karena dana awal dari sekolah. Kendalanya juga terdapat pada produknya yang mudah basi sehingga kita harus melakukan proses produksi mendadak jadi kalau pesanan banyak kita sampai lembur. Kalau dulu pernah mencoba menggunakan pengawet asam benzoate tapi konsumen tidak mau lagi mengkonsumsinya. Ada perbedaan rasa ketika kita menggunakan pengawet".*

According to Mrs. Panca as Chairman stated that the constraints of PHP is capital and raw materials as described below:

*"Obstacles in PHP are that we usually do not get enough and good raw and few equipment. Capital is also an obstacle for start-up capital comes from school the next one is determined by the results of product sales. The students who cannot choose the raw materials in the production process is another obstacle. For example in the process, students less understand their production practices. In marketing, for example, students cannot market the products smartly."*⁶¹

Mrs. Panca, Mrs. Dharmi as the coordinator of the Production and Marketing and Mrs. Erna as Waka curriculum also explained that there are constraints on capital, tools and human resources (students).

"Obstacles in PHP (Agricultural Products Processing) are on the capital, tools and human resources, the students. It is still dominated by the students of Department of AGB (Agribusiness). Then their mindsets are not good enough. Their entrepreneurship soul is not

⁶¹Result interview with Head of PHP Mrs. Panca on September 10th, 2015. "Kendala dalam PHP biasanya tidak mendapat bahan baku yang cukup dan baik ,peralatan yang minim. Modal juga menjadi kendala karena modal awal berasal dari sekolah selanjutnya modal ditentukan dengan hasil penjualan produk. Siswa yang kurang bisa memilih bahan baku dalam proses produksi ada hambatan lain misalnya dalam pembuatannya siswa kurang begitu memahami praktek produksinya. Dalam pemasaran misalnya siswa kurang bisa memasarkan dengan cermat produk yang dibuatnya".

developed yet and they are not turnover oriented but school grade one.

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"The problem amounts a lot. For example from the capital, less benefit because we do not use preservative matter and herbal products are perishable. Three days are maximum and they will be stale afterward and cannot be sold in the stores. This caused the results very few whereas the demand is alot. The tool is simple. Cleansing and slicing turmeric are done manually. The production room is still small. HR is still dominated by students of Agribusiness and the students' interest is still low for the entrepreneurial spirit is still undeveloped. The students' orientation is not on turnover but on the school scores. PHP is an extracurricular activity but the members are only the students of Agribusiness. It returns to their mindset that selling products is a lowly job. " ⁶³

⁶²Result interview with Assistant of PHP Mrs. Dharmi on September 10th, 2015. . *"Kendala di PHP (Pengolahan Hasil Pertanian) ada pada modal, alat dan sumber daya manusianya yaitu siswa karena masih didominasi anak dari jurusan AGB (Agrobisnis). Kemudian kita berbicara tentang maind setnya anak-anak yang masih belum berkembang, bias dikatakan kalau jiwa entrepreneursipnya belum bias berkembang dan tergetnya siswa bukan pada omset tapi berorientasi pada nilai semata."*

⁶³Result interview with Waka Kurikulum Mrs. Erna on September 10th, 2015. *"Kendalanya sangat banyak sekali misalnya dilihat dari modalnya sedikit sekali keuntungan yang didapat karena tidak ada bahan pengawetnya dan produk herbal tidak bias tahan lama hanya maksiamal 3 hari saja lebih dari itu sudah basi sehingga tidak bias dititipkan ke took- took dengan waktu lama. Ini menjadi penyebab hasilnya juga sedikit meskipun peminatnya banyak. Alat yang digunakan masih sederhana. Untuk melakukan pencucian dan pengirisan kunir masih manual. Kita bisa melihat ruangan produksisnya yang masih kecil. SDM yang masih didominasi oleh siswa Agrobisnis apalagi minat siswa masih kurang karena jiwa kewirausahaannya masih belum berkembang,*

Constraints on manufacturing products for Entrepreneurship subjects or PHP program are not only in the form of capital, equipment, and raw materials but also lies in enthusiasm of the students in class. According to Mrs. Rina as teacher of Entrepreneurship stated that students sometimes felt bored and less enthusiastic in making the product.

*"Sometimes there are students who are in bad mood and do not want to help the production process. They are enthusiastic because they are making their own products. Sometimes restoring their mood, I have to break the ice breaking and take a short break so that the students can produce many products."*⁶⁴

Mrs. Rina's opinion was strengthened by Mrs. Panca's as Chairman and Ms. Dharmi PHP as PHP Assistant which also stated that the students' enthusiasm was sometimes less good.

target siswa bukan pada omset penjualan tapi lebih ke nilai yang didapat. PHP itu kan masuk ekstrakurikuler tapi peminatnya hanya anak Agrobisnis. Ini kembali lagi ke mindsetnya mereka yang menganggap bahwa orang penjualana adalah suatu pekerjaan yang rendah."

⁶⁴Result interview with Teacher Entrepreneur Mrs. Rina on September 10th, 2015. *"Kadang juga ada siswa yang bad mood dan nggak mau bantu proses produksi. Kalau antusias ya sangat antusias karena mereka berkreasi dan membuat produk sendiri. Kadang untuk mengembalikan mood siswa saya harus melakukan ice breaking dan istirahat sejenak karena kan memang target siswa memproduksi banyak produk"*.

*"Very enthusiastic, especially if the products can be marketed well by the students. But there are also some students who are less enthusiastic and lazy in implementing PHP. But I am optimistic that the students can develop the business outside later."*⁶⁵

*"There are enthusiastic and less enthusiastic students during the production process and marketing. Some are enthusiastic to produce and others are enthusiastic to market the products. They can learn to cook and create products. So this is a fun activity for students through learning Agribusiness Entrepreneurship especially for agribusiness department."*⁶⁶

In reverse to the opinions above, Mrs. Erna as Waka Kurikulum stated that the students were very enthusiastic during the process of production and marketing.

"I saw the students enthusiastic enough in PHP program and some of them were touched to start their own business. They are quite

⁶⁵Result interview with Head of PHP Mrs. Panca on September 10th, 2015. *"Sangat antusias sekali siswa apalagi kalau produk itu sampai bisa dipasarkan dengan baik oleh siswa. Tapi ada juga beberapa siswa yang sedikit kurang antusias dan malas dalam melaksanakan praktek PHP. Namun saya optimis jika siswa dapat mengembangkan sebuah usaha di luar nantinya"*.

⁶⁶Result interview with Assistant of PHP Mrs. Dharmi on September 10th, 2015. *"Ada yang antusias dan ada yang kurang antusias tapi lebih banyak yang antusias selama proses produksi dan pemasaran. Ada yang antusias membuat dan ada yang antusias saat memasarkan produk. Mereka dapat belajar memasak dan berkreasi menghasilkan produk jadi ini merupakan kegiatan yang menyenangkan bagi siswa lewat pembelajaran Kewirausahaan khususnya jurusan Agrobisnis"*.

passionate in creating new product, Herbal Drinks. I am sure they are ready to compete with other students as well as outsiders when they have graduated from the SMK Negeri 1 Malang. ⁶⁷

Enthusiasm seen by the teachers did come from the students themselves. The writer conducted interviews with class XI students of Agribusiness Department to learn the cause of the less enthusiasm.

According to the students who took the PHP program, the constraints were on the students themselves as expressed by the students of class XI of Agribusiness Department, syakila Eka Putri Lestari stated that the barriers were laziness to join the classes because the timetable was too late, at 18.00. This opinion was also reinforced by Amanda Dwi Rahayu grade XI student of Agribusiness Department stating that the time was too late and made her lazy and tired though it was only once a week. Sometimes when other students took a rest, I had to do the production process in PHP (Processing of Agricultural Products)

The both opinions above are different from Panji Ramadan's of class XI from Agribusiness department which revealed that there was no constraint in following an entrepreneurial class and PHP program. Instead, they felt happy to have a new and implementative experience and

⁶⁷Result interview with Waka Kurikulum Mrs. Erna on September 10th, 2015. *“Saya melihat siswa saat ada di PHP itu cukup antusias dan beberapa dari mereka cukup tergerak hatinya ingin memulai usaha sendiri , mereka cukup semangat dalam menciptakan produk baru Minuman Herbal. Saya yakin mereka sangat siap bersaing dengan siswa-siswa lain maupun orang-orang lain di luar sana saat mereka lulus dari SMK Negeri 1 Malang ini”*.

knowledge in the environment. Who knows we could open PHP (Agricultural Products Processing) at home.

Judging from the accounts above, constraints in the production process and marketing were the lack of capital, simple equipment, and raw materials. Meanwhile, according to the teachers, there are students who were less excited, but mostly they were. While the students stated that the barriers came from hours of classes that lasted until late afternoon.

3. The Solutions from the Teachers to Cope the Obstacles

Based on the obstacles above, the solutions from the teachers to cope the obstacles are:

"The solutions to these constraints are two: the encouragement of teachers and the encouragement of the students themselves. Firstly, every day the teachers provide direction, motivation, and spirit. I encourage the students to keep trying to make products because it is important for their future. The financial problem was the school policy. So it is better to rely on turnover from the sale. So I direct the students to do more to produce quality products and ready to compete in the market. To be ready for competitive products on the market then I direct the students how to choose a good raw material and profit from the sale should be saved for the purchase of equipment. The medicinal plants or agricultural outputs should belonging to SMK

Negeri 1 Malang to PHP program. So we will not consume a lot of capital to buy agricultural materials. ⁶⁸

The solutions offered by Mrs. Rina were two things. Firstly, the teachers encouraged and motivated the students for the quality products and much profit as capital and the complement of the equipment. Secondly, the students were encouraged to improve their HR in managing the products.

To avoid burdening the school and to be independent, we need to improve the product to provide our own capital.

"The solution I gave was about the human resources. So if the resources at SMK Negeri 1 Malang in making this herbal drink improved, the sales revenue would also improve. How to improve human resources in producing this beverage is not easy. The students must intention and spirit in making the product. So my duty is to reinvigorate and guide the students during the production process. ⁶⁹

⁶⁸Result interview with Teacher Entrepreneur Mrs. Rina on September 10th, 2015. "Solusi dari kendala-kendala tersebut ada dua yaitu dorongan guru dan dorongan dari dalam siswa itu sendiri. Pertama kalau dari guru, setiap hari guru memberikan arahan, motivasi, semangat. Semangat dari saya biasanya siswa-siswi saya semangati untuk tetap berusaha membuat produk karena itu penting bagi masa depan mereka. Kalau masalah dana itu merupakan kebijakan sekolah jadi lebih baik mengandalkan modal dari penjualan, makanya para siswa saya arahkan untuk lebih berusaha agar menghasilkan produk yang berkualitas dan siap saing di pasaran. Agar produk siap saing di pasaran maka siswa saya arahkan bagaimana memilih bahan baku yang baik dan laba dari penjualan harus di save untuk pembelian peralatan. Solusinya juga seharusnya terdapat tanaman-tanaman obat atau hasil pertanian milik SMK Negeri 1 Malang untuk program PHP, jadi kan tidak banyak memakan modal untuk membeli bahan pertanian".

⁶⁹Result interview with Head of PHP Mrs. Panca on September 10th, 2015. "Solusi yang saya berikan adalah mengenai sumber daya manusianya. Jadi kalau sumber daya di SMK Negeri 1

The second solution of Mrs. Panca as Chairman of PHP was that human resources in SMK Negeri 1 Malang had to be addressed first. Good products start from the human resources.

The next solution is from Mrs. Dharmi as PHP ssistant which stated that the solution came from the production process and marketing. Production must be conducted correctly and smartly to keep the quality of the product. Marketing needs a strategy in marketing products and finding out about the consumers.

*"It is clear that what must be addressed in entrepreneurship is the production and marketing. And about capital, it initially requires a lot of capital. But the following capital depends on the results of product sales. Moreover, PHP students should learn about agriculture so that they can choose quality raw materials."*⁷⁰

Malang dalam membuat produk minuman herbal ini membaik maka omset penjualannya pun juga akan membaik. Cara memperbaiki sumber daya manusia dalam memproduksi minuman ini tidaklah mudah, siswa harus berangkat dari niat dan semangat dalam membuat produk. Maka dari itu tugas saya harus selalu mengembalikan mood siswa dan menuntun selama proses produksi".

⁷⁰ Result interview with Assistant of PHP Mrs. Dharmi on September 10th, 2015. "Kalau berwirausaha itu kan jelas yang harus dibenahi adalah produksi dan marketingnya. Kalau bicara soal modal, memang awalnya membutuhkan banyak modal tapi selanjutnya modal bergantung pada hasil penjualan produk. Apalagi anak PHP harus tahu tentang ilmu-ilmu hasil pertanian agar bahan baku yang dipilih juga berkualitas".

The final solution was expressed by Ms. Erna as Waka curriculum revealing that the Agricultural Products Processing (PHP) has to be socialized to the students and parents so that that the students' entrepreneurial interest of the agricultural products can increase.

*"PHP should be more socialized to students of all faculties so that the students' entrepreneurial interests increase, especially in the agricultural results and medicinal plants. Restoring the students' interest in entrepreneurship and providing direction about the importance of entrepreneurship. Besides, they are supported by the Entrepreneurship, handicraft, and PHP program."*⁷¹

From the results of the expression of the teachers regarding the solution of the constraints on the PHP program is about motivation and Human Resources at SMK Negeri 1 Malang in producing food and drinks in higher quality results.

⁷¹Result interview with Waka Kurikulum Mrs. Erna on September 10th, 2015. *"PHP lebih harus disosialisasikan kepada para siswa semua jurusan agar minat wirausaha siswa menjadi meningkat khususnya pada hasil pertanian dan tanaman obat. Mengembalikan minat siswa dalam berwirausaha dan memberikan arahan siswa tentang pentingnya berwirausaha apalagi mereka akan dinaungi oleh kelas Prakarya Kewirausahaan maupun program PHP"*.

CHAPTER V

DISCUSSION

After the researcher collected data from studies on Students' Entrepreneurship Skills in the production and Marketing Practices at SMK 1 Malang through observation, interviews, and documentation, the researcher will conduct data analysis to further clarify the results of the research. As explained in the techniques of data analysis of this study, researcher used a descriptive and qualitative analysis of data that researcher obtained either through observation, interviews, and documentation that have been collected by researcher for conducting the research with related agencies.

Qualitative research is a designated research to describe and analyze the phenomena, events, social activities, attitudes, beliefs, perceptions, and thoughts of people individually or in groups. Some of the descriptions were used to discover the principles and explanations for the conclusion. Below are the results of the analysis on Students' Entrepreneurship Skills in the Production and Marketing Practices at SMK Negeri 1 Malang.

A. The Implementation of the Production and Marketing Practices to build Students' Entrepreneurship Skill

Before I explain the implementation production and marketing practices PHP SMKN 1 Malang. I will begin by giving the relationship between production and marketing and the educational goal of vocational high school especially SMKN 1 Malang. SMK is the level of ability to achieve the standard of graduate competency that must be possessed by a school student in preventing of vacation at every grade level. As mentioned above consist of: competence of spiritual attitude, competence of social attitude, competence of attitude of knowledge and skill. SMK put forward more soft skills. SMK more practice, because in SMK PKL its harder and more than in high school. SMK will teach you many things that cover theory and practice based on your department. As an example, you take a major in electricity. Potential of talent about electricity will be developed there. In addition to your theory, you can also get a productive lesson that is a bright side of SMK.

SMKN 1 Malang has a production unit of processing the agricultural products usually abbreviated in PHP. Before discussing more about PHP, researchers will give a little picture about the history of PHP in SMKN 1 Malang. SMK Negeri 1 Malang has an area of $\pm 33,920$ square meters where part of the land is used as a cultivation place of various crops consisting of hard plants (mahogany, sono, teak), palm as a protector and lungs of the school environment, ornamental plants and productive plants either which can be enjoyed directly or through the processing first such as;

sweet potato (casava, Javanese), dragon fruit, mango, peanuts, corn, organic vegetables, and family medicinal plants (TOGA) such as; rosella, aloevera, turmeric, ginger, galingale, lemongrass, etc.

Agricultural Processing Working Group has an important role in supporting the health of students through the provision of healthy, safe and nutritious beverages sold in the school environment. Occupying the Production Unit space managed by 3 counselors from the teacher element, they are supported by 29 students from various classes and majors. Products are in the form of beverage like acid turmeric, rosella, and aloevera.

Various processed healthy drinks produced by PHP among others Aloevera can be processed into drinks or food. Drinks Aloevera juice, aloevera instant drink, nata de aloe and then rosella can be processed into drinks such as: rosella juice, rosella syrup, ice rosella, and drink acid turmeric. Processing of agricultural products in SMKN 1 Malang has a vision of being a place of exercise and development of student creativity in processing nutritious, healthy and safe agricultural products as well as a container of entrepreneurial learning. Here researchers see that the vision of PHP production unit focuses on the skills of students in production practices and Marketing herbal drink. It means that entrepreneurial learning is directly related to production and marketing practices in this PHP unit. While the mission of PHP production unit is empowering the potential of agricultural resources maximally based on entrepreneurship. Developing healthy, nutritious and beneficial food with

correct and safe processing techniques. According to the researcher, mission of the PHP production unit is focusing more on agribusiness majors. Because productive subjects have class about empowering the potential of agricultural resources maximally and process them into a nutritious food or beverage. The purpose of PHP itself is increasing the potential value of agricultural products, teaching safe and healthy food processing techniques to students, increasing the students' knowledge about healthy, nutritious, and safe foods, improving the students' achievements through consuming healthy and nutritious food and building the soul of Entrepreneur on the students.

So the benefits of PHP unit itself is Providing healthy food that can be consumed by students in School, knowing the nutritional and calorie content of processed foods by PHP working group, knowing the safe and healthy food processing technology and transferring knowledge about the processing and healthy food in the wider environment (family and people).

School provides facility to practice PHP. So this supports the training activities of agricultural product processing, SMKN 1 Malang has facility of integrated agriculture area like horticultural area, in school vacant land planted with vegetable, fruits, ornamental plants, perennials, productive crops and TOGA (family medicinal plants), various kinds of Ornamental Plants – Greenhouse, productive cropping unit, working group processing of agricultural products including essence Aloe vera products, Rosella juice, acid turmeric in the packaging, working group

manufacturing organic fertilizer (compost) and working group on liquid waste treatment (canteen waste).

From the facility of integrated agricultural area above, SMKN 1 Malang selects superior products based on aloevera. Because the basic ingredients are always available and have the nutrients and vitamins needed by the body. In addition to the above products there are healthy drinks made from rosella petals and acid turmeric. All products produced by PHP working group (Agricultural Products Process) have health benefits as explained from the following sources.

From the PHP unit (Agricultural Products Process), students following the practice in the production unit are dominated only by Agribusiness and Marketing majors. Department of agribusiness has three classes with 30 students for each class. While marketing majors has 6 classes with 35 students for each class. Each practice of production is usually mandatory by the 10th grade of agribusiness majors accompanied by 11th grade of agribusiness majors. Then for marketing the product assisted by marketing majors class 10 and 11. For class 12 majoring in Agrobusiness and marketing is not obliged to join production and marketing activities in the PHP unit (Agricultural Products Process). Department of Agribusiness is obliged to follow activity in unit of PHP. Because Agribusiness is faculty focusing to agriculture by utilizing agriculture to create products that can be used as business. This department incised many achievements either at regional level of East Java or at national level.

Many things are learned in this department and this department will build graduates who can work in the following areas:

1. Technicians in the plant nursery
2. Technicians in the tissue culture laboratory
3. Technicians in the field of hatcheries
4. Entrepreneurship

So it can be said that production lessons obtained by students who are in the department of agribusiness sustainable with practice in the PHP unit (Processing of Agricultural Products). So it goes along with the knowledge gained in the classroom with the practice of producing herbal drinks in the production unit of PHP. They are not only doing production practices but also planting TOGA plants such as turmeric and aloevera. When students have entered the 11th grade, the students will be required to participate in prakerin (industrial work practices). Commonly there are two waves. The first one is in the first semester in October to December and the second wave is in around of February until April. Agribusiness has 4 classes. Usually the teachers will send two classes in advance and the rest will get lessons as usual. Students with good achievement in class will usually go in big companies like in agro kusuma in Batu. For students who are less active in class will usually go to PHP production units (Agricultural Processing) for 3 months. Their duties are

accompanying the juniors who do the practice and making prakerin reports which will then be handed to the leader of the faculty.

As in the world of business or economic organizations, a major part of entrepreneurship is very influential in the economic field. In learning at SMK Negeri 1 Malang, entrepreneurial behaviors of students are trained from the beginning of class X and followed up by vending on the street (as the Job Training) and PHP (Agricultural Products Processing) after receiving the previous theory. Entrepreneurial behavior is applied so that the students will have a spirit of entrepreneurship. In addition, the students are also taught entrepreneurship with both production and marketing practices and applied PHP learning.

In practice, production and marketing of Agricultural Products Processing (PHP) students can learn to manage and utilize the agricultural products to train the students' entrepreneurial by producing food and beverages processed from farming or medicinal plants which are then sold for profit. The selection of raw materials is also controlled by well-trained teachers to be able to create a good taste and quality.

This is in accordance with the words of God in the Holy Koran Chapter Al-Syu'ara verse 183.

وَلَا تَبْخَسُوا النَّاسَ أَشْيَاءَهُمْ وَلَا تَعْتَوْا فِي الْأَرْضِ مُفْسِدِينَ ﴿١٨٣﴾

This means:

And do not harm humans on their rights and do not rampant in the earth with mischief.

One result of the implementation of SMK Negeri 1 Malang of the PHP program is required to make and sell products such as Herbal Beverage. By making herbal beverage products means that the students has made the production process and sold it in Karisma Supermarket or Koperasi means students have been conducting a marketing campaign.

Based on the results of interviews with teachers and students of SMK Negeri 1 Malang, it is known that entrepreneurial behavior of students in applying economic activity is very visible from the efforts to start production of beverages up to selling their products to consumers both in school and outside school. This is done because the students first get a referral and the theory of teachers.

Production practices conducted in SMK Negeri 1 Malang, especially in learning the craft of Entrepreneurship and PHP programs are guided by the teachers concerned to produce the product. Known products are the Herbal Beverage or herbal drink made from roselle, aloe vera, turmeric. Furthermore students also make other products such as salted egg and rice packages. The

production process will affect turnover and marketing process. Therefore they should know the market and consumer desires. From selling such activities students get extra value to the practice of entrepreneurship. The concept of production begins from the assumption that consumers want cheap products and to be available in everywhere.⁷²

Marketing practices in entrepreneurship are conducted after the production process first. Marketing practices conducted in SMK Negeri 1 Malang is to sell products in Karisma Supermarket, School shop (koperasi) or they can create a product that they can sell later. The importance of the process of marketing is to know the turnover of businesses that will be obtained as done by a student named Syakilla selling salted egg in the School shop. Similarly Syakilla, a student named Amanda also sold 5000 bottled drinks in Karisma Supermarket. Marketing is covering ability in determining product, prices, advertising and promosi. The ability how to find a market is suitable, identify customers and how to ensure/guarantee business continuity. An entrepreneur in determining marketing plan must arrange the marketing plan. So we must answer the following three questions below: Where have we been, Where do we want to go, How do we get there.⁷³

⁷² Tirton, *Panduan Sikap dan Perilaku Entrepreneurship: Kiat Sukses Menjadi Pengusaha* (Tugu Publisher: 2007), page 217.

⁷³ Sudradjat, *Kiat Mengentaskan Pengangguran dan Kemiskinan Melalui Wirausaha* (Jakarta: Bumi Aksara, 2005), page 92.

Implementation of entrepreneurship and PHP program conveyed by teachers is to learn entrepreneurship through Entrepreneurship learning and PHP programs where the students can learn to practice producing and marketing by making herbal drink made from roselle, turmeric and aloevera sold in Karisma supermarket and School Shop. According to some students who took the PHP program stated that the implementation of production and marketing practices was also gained from their experience in learning Entrepreneurship and PHP program.

An entrepreneur must have a lot of expertises, an entrepreneur with the support of the expertises can do better. Not only does need sharp skills of analysis from an entrepreneur, but also does he need technical skills to support the success of a entrepreneur.⁷⁴

Entrepreneurship not only focus on the production and marketing generally but also on skill that must be known in negotiating the business of making products such as making herbal drinks that require medicinal plants without preservatives. This has teachers and students do immediate production process and is not sold in a long term. Entrepreneurial skills is needed to produce good products and skill is needed to sell the products intelligently by knowing the market demand and consumer interest.

In production and marketing practice in SMK Negeri 1 Malang, deliberately students also gain skills. These skills as conveyed by Ms. Rina that students can

⁷⁴ Willy Arafah, *Konsep Ekonomi Lingkungan Bisnis & Entrepreneurship* (Jakarta : Universitas Trisakti, 2010), page 146.

learn to cook and pick / sort out raw materials derived from agricultural products. Skill is included in Strategy Skill as conveyed by Willy Arafah in his book entitled “Konsep Ekonomi Lingkungan Bisnis & Entrepreneurship” which stated that the strategy is the ability to get an entrepreneur information in market to be superior, quicker and more accurate than other competitors. It can shape strategy tactics or manners to be successful entrepreneurs. Hence, the strategy between one entrepreneur and other entrepreneurs must be different, the key is the information obtained in terms of speed.

Besides, the students also got other skills which are different such as positive attitude as to be independent, risk-taking, innovative, and creative. According to Ms. Erna, students also received Financial Management Skill and Skill. According to Willy Arafah, Financial Skills is ability to manage the finance properly and this is reflected in the balance they own. Mean while, there are two Management Skills, they are Project Management Skills, where an entrepreneur must be able to allocate resources to use properly and efficiently. So there is no extravagance. Time Management Skills is that an entrepreneur should be able to determine the scale of priority well and correctly, and Also the proper use of time.

Entrepreneurship is a necessary value to start and develop a business.⁷⁵

Entrepreneurship is the process of creating valuable something new by devoting the necessary time and effort, assuming the accompanying financial, psychic, and

⁷⁵ Muhammad Barnawi, *SchoolPreneurship: Membangkitkan Jiwa dan Sikap Kewirausahaan Siswa* (Jogjakarta: Ar-Ruzz Media, 2012), page 86

social risk, and receiving the resulting rewards of monetary and personal satisfaction and independence. After studying entrepreneurship in Entrepreneurship and craft learning PHP program, there are many benefits for the students and the school. The benefits are that the students can learn entrepreneurship and make production at home. Students can also use the plant because we know that toga plants are very good for health. The existence of independent and brave attitude of the students are also becoming important benefits that can be applied by students in daily life. Benefits for school, Karisma Supermarket and school shop run well because the students' goods sold well. The Implementation of the Production and Marketing Practices in Forming Students' Entrepreneurship Skills in SMK Negeri 1 Malang has been relatively successful because the students have practiced the production and marketing to have their own products, namely herbal drinks.

B. The Obstacles of the Implementation of the Production and Marketing Practices to build Students' Entrepreneurship Skill

In the production and marketing practice in SMK Negeri 1 Malang is inseparable from the existence of obstacles that arise. These obstacles may consist of capital and enthusiasm students. As conveyed by the teachers that constraints of Production and Marketing Practices in entrepreneurship were in PHP (Agricultural Products Processing) and marketing, as pure raw materials of medicinal plants and

periods of drinks without preservatives. Thus the production process is done suddenly.

Constraints in the production process of SMK Negeri 1 Malang is very urgent because the production concept is determining the results. The production concept lies on the assumption that consumers want some products with low price and always available in everywhere. Manufacturer who followed to this concept will make the production in Mass, press high cost efficiently, so that the price of basic production could be reduced and lower than other competitors.⁷⁶

While the marketing process constraints that occurred in SMK Negeri 1 Malang were that they could not do much yet in Supermarket and the student shop. Marketing covering is ability in determining product, prices, advertising and promotion. The ability about how to find a suitable market, identify customers and ensure/guarantee business continuity. An entrepreneur in determining marketing plan must arrange the marketing plan. So they must answer the following three questions below: Where we are, Where we want to go, and How we get there.⁷⁷

Constraints are also in the raw materials that are not good and minimal equipment. Capital is also an obstacle for start-up capital comes from the school and then it is determined by the results of product sales. The students are less capable of marketing the product carefully.

⁷⁶ Tirton, *Panduan Sikap dan Perilaku Entrepreneurship: Kiat Sukses Menjadi Pengusaha* (Tugu Publisher: 2007), page 217.

⁷⁷ Sudradjat, *Kiat Mengentaskan Pengangguran dan Kemiskinan Melalui Wirausaha* (Jakarta: Bumi Aksara, 2005), page 92.

To increase the capital, we should increase the production quality in order to increase sales turnover. It would also require some good marketing practices of students. Characteristic of a good marketing must fulfill some criteria: should be based on fact and right assumptions about who the targets of market are, where their locations are, and how much the retention is. As known marketing activity that is very important in an operational a business. Because the marketing division will face consumers/public/ directly that will determine the success or failure of his business.

In spite of using the principle of school shop or koperasi, marketing is still important, how many items were sold and how much profit was generated. Koperasi principles citing that it is from student for student will impede the progress of the sales turnover. The sales turnover will affect the capital. Another obstacle is small capital and simple tools. Both of these also cause sales turnover plunge due to lack of facilities and infrastructure in entrepreneurship. Interest of the students is also short because the entrepreneurial spirit is still undeveloped. Moreover, the students were not profit oriented. They more thought of getting good marks for the subject. It is quite contrary to the principles of entrepreneurship to profit as much as possible.

To sum up, the obstacles during the implementation of students' entrepreneurship skill in production and marketing can be listed as follows:

- a. Low Students' Involvement
- b. Raw Material for Herbal Beverage
- c. Quality of this product (Consumption time)
- d. Unrational Profit/benefit

C. The Solutions from the Teachers to Cope the Obstacles

There are several obstacles that need to be coped with in this reserach. During my reserach i found that at least thre are three obstacles that can be summarised into three categories;

a. Low students' involvement

This PHP is considered as an extra curricular activity at SMKN 1 Malang. Only students from the Agrobusiness departement who are obliged to enroll in this program. This is actually the main reason why this PHP is not getting popular and not massively followed by the ordinanry students. The school has tried to propose the notion as confirmed by Bu Erna, the vice principle for curriculum,⁷⁸ that within a very near future the schooll will make the PHP to be included in the core curricullum at SMKN 1 Malang.

b. Raw Material for Herbal Baverage

The production of this herbal baverage up to this present stiill used the raw material from the outside of the school namely buying form the market. This is undoubtably cannot increase the benefit and profit since the schooll cannot produce the raw material for the herbal baverage itself. To cope with this obstacle, ibu Panca as head of PHP (pengolahan hasil pertanian) offer a very good solution to hire a apiece of land that the school agreed to realize it. Ibu

⁷⁸ Interview with Bu Erna, June 2015

Panca⁷⁹ proposed to hire a piece of land near the school for cultivating the raw material (kunir, rosella, alavera etc) so that by the very near future students will cultivate and grow all those raw material by themselves. This is definitely will decrease the cost of production since the raw material will be produced by themselves. This also will be able to decrease a little bit the price of selling the herbal beverage.

- c. Another obstacle is related to the quality of this product. So far this herbal beverage can only last up to three days. This is a bit complicated as the sale is not in a good condition yet. The students need to sell the herbal beverage only in a very limited time (three days). The school particularly as suggested by Bu Darmi⁸⁰ of secretary of PHP proposed the idea that in order to last a little bit longer, the students were asked to add benzoic acid so that the consumption time will be prolonged a bit longer. This is also beneficial in terms of marketing the product. However this solution still cannot solve all the problems, because by adding benzoic acid, the original flavor of herbal beverage is no longer the same even though people still have to tolerate the taste.
- d. Another problem with this product is that the profit that the students get from a cup of this herbal beverage is only 100 rupiah. This is a really a big issue in this whole business. A solution was offered by the group of teachers⁸¹ that in order to gain a bit more profit from the herbal beverage, the teachers

⁷⁹ Interview with Bu Panca, September 2015

⁸⁰ Interview with Bu Darmi, September 2015

⁸¹ Interview with group of teachers (Bu Erna, Bu Darmi, Bu Panca, Bu Titik), September 2015.

suggested to reduce the volume or the contain of the herbal baverage within a cup. This option was taken because if we add only more water as a cheap and simple solution in order to gain more profit, the customers will notice that the taste and the flaver are not tasty. So that the teacher opted to reduce the volume of the herbal baverage within a cup. Even though the volume is a bit decreasing baut we still maintain the quality.

Several other obstacle and constraints obtained at SMK Negeri 1 Malang on production practices and marketing, then there are some solutions from many teachers that are aware of these constraints. As conveyed by Mrs. Rina, there were two solutions : the teachers and the students themselves. Teachers encourage students and provide guidance on the production and marketing practices in PHP. While students provide maximum sale results by improving product quality. Seemingly it can be seen that the teacher's role is very important as a motivator that will have an impact on product sales turnover. Motivation or encouragement can improve the individual quality and accordingly students will be encouraged to produce good quality products. While the students as entrepreneurs should strive to create products with creative and innovative.

The skill is appear cause of education and experience will create motivation. Motivation is internalization or process of soul that is needed, hearth motivation determine behavior so concepts of motive for achievement in entrepreneur. Through an attitude, someone will be encouraged to take real action. An

entrepreneur should see condition of the market which is happening. An entrepreneur must have high motivation to achieve a desire or ideals and to be able to build good relations with subordinate or the other persons. Those all skills would be reflected in the performance of an entrepreneur.⁸²

The solution of Ms. Panca on Human Resources, a man must create the quality product. Creating a quality product should depart from the spirit of the students in order to obtain maximum result. Entrepreneur is a person who has the ability to see and assess the opportunities or business opportunities. Many business opportunities are in fact around us. We just need to be sharp and alert as well as accurate in looking at some objects as opportunity. The object can be modified if the products are for market sale.

In contrast to Ms. Dharmi, what it must be improved is the production and marketing practices undertaken by students. The concept of the production is that consumers are fond of cheap products and available everywhere.⁸³ Characteristic of a good marketing must fulfill some criteria: should be based on fact and correct assumptions, about who the targets of market are, where their locations are, and how much the retention is. As known, marketing activity is very important in a business. Because marketing division will face directly with consumers or public that will determine the success or failure of his business.

⁸² Willy Arafah, *Konsep Ekonomi Lingkungan Bisnis & Entrepreneurship* (Jakarta : Universitas Trisakti, 2010), page 245.

⁸³ Winardi, *Enterpreneur&Entrepreneurship* (Jakarta: Prenada Media, 2006), page 56.

Ms. Erna stated that students' entrepreneurial interest has to be returned. Not only do the students in a particular field but also students of other majors so that students can develop and work. Many experts considered that entrepreneurship is talent and can be studied. According to some of experts, there are three opinions that are still relevant to consider. First, an opinion that the entrepreneurship is the character of entrepreneur that is purely a birth gift. So in conclusion that entrepreneurship cannot be studied. Second, an opinion that says that entrepreneurship is a process to be learned so that it can be studied.

CHAPTER VI

CONCLUSION

From the description of the practice of Production and Marketing in Entrepreneurship at SMK Negeri 1 Malang can be summed up into several things, such as:

1. Before I explain the implementation production and marketing practices PHP SMKN 1 Malang. I will begin by giving the relationship between production and marketing and the educational goal of vocational high school especially SMKN 1 Malang. SMK is the level of ability to achieve the standard of graduate competency that must be possessed by a school student in preventing of vacation at every grade level. As mentioned above consist of: competence of spiritual attitude, competence of social attitude, competence of attitude of knowledge and skill. SMK put forward more soft skills. SMK more practice, because in SMK PKL its harder and more than in high school. SMK will teach you many things that cover theory and practice based on your department. As an example, you take a major in electricity. Potential of talent about electricity will be developed there. In addition to your theory, you can also get a productive lesson that is a bright side of SMK. From the PHP unit (Agricultural Products Process), students following the practice in the production unit are dominated only by Agribusiness and Marketing majors. Department of agribusiness has three

classes with 30 students for each class. While marketing majors has 6 classes with 35 students for each class. Each practice of production is usually mandatory by the 10th grade of agribusiness majors accompanied by 11th grade of agribusiness majors. Then for marketing the product assisted by marketing majors class 10 and 11. For class 12 majoring in Agrobusiness and marketing is not obliged to join production and marketing activities in the PHP unit (Agricultural Products Process). Department of Agribusiness is obliged to follow activity in unit of PHP. Because Agribusiness is faculty focusing to agriculture by utilizing agriculture to create products that can be used as business. This department incised many achievements either at regional level of East Java or at national level.

The Implementation of the Production and Marketing Practices in Forming Students' Entrepreneurship Skill done with practice Production and Marketing directly by students. In practice, production and marketing for Hail Agricultural Processing (PHP) students can learn to manage and utilize the agricultural products with the aim to train students' entrepreneurial by producing food and beverages processed from farmer or medicinal plants which are then sold for profit. The Implementation of the Production and Marketing Practices in Forming Students' Entrepreneurship Skill at SMK Negeri 1 Malang has been relatively successful because the students have been practicing with the production and marketing have their own products, namely herbal drinks.

2. The problem faced by the students and teachers are in terms of facilities and infrastructure are inadequate, the students were less enthusiastic interest in following the activities of PHP in learning Entrepreneurship and good raw materials are very difficult to obtain. Another obstacles can be listed as follows: Low Students' Involvement, Raw Material for Herbal Beverage, Quality of this product (Consumption time), Unrational Profit/benefit.
3. The solutions to cope with these obstacles consist of; PHP will be included in the core curriculum, Hiring a piece of land near the school, Adding chemical additive to maximise the product, and reducing the volume (content) instead of adding the more water that will change the original flavor and taste.

A. Recommendation

Production and Marketing Practices in Entrepreneurship at SMK Negeri

1 Malang developed by researchers is expected to support learning Entrepreneurship at SMK Negeri 1 Malang. They are as follows:

1. For School

School can develop the Entrepreneurship learning and PHP program so that the students can be trained and stand alone in inventing some products

2. For Teachers

It can be additional references for the teachers related to finding alternative ways to motivate and teach the students for participation of PHP activities.

3. For Students

It can train the students to be determined, creative, and innovative in inventing products.

4. For Other Researchers

As consideration materials, additional knowledge so that they can be more creative in entrepreneurship.



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Date of Consultation	Consultation Material	Signature
March 18 th , 2017	Proposal Revision	
.....	Chapter I	
	Revision of Chapter I	
	Chapter II	
	Revision of Chapter II	
	Chapter III	
	Revision of Chapter III	
	Chapter IV	
	Revision of Chapter IV	
	Chapter V and VI	
	Revision of Chapter V and VI	
	All Chapter (Final Proof Ready)	

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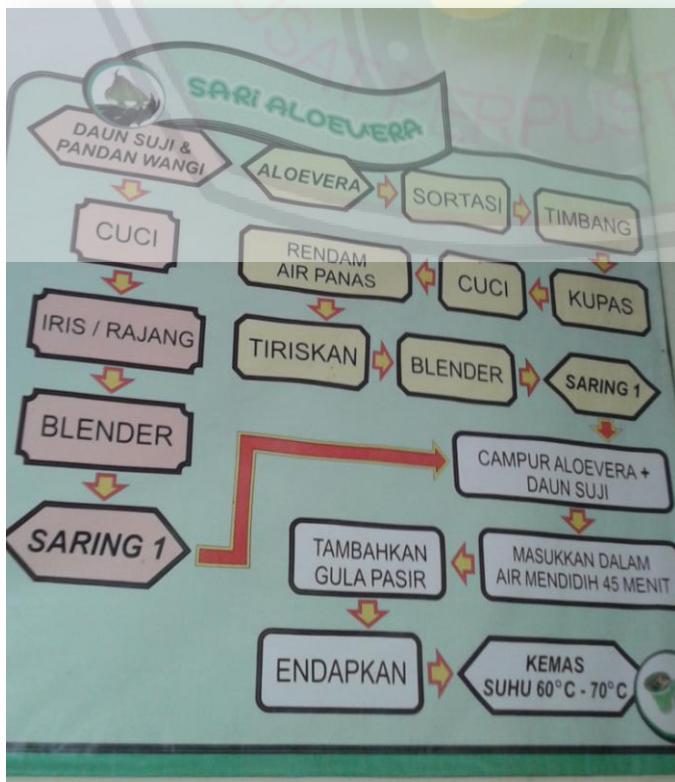
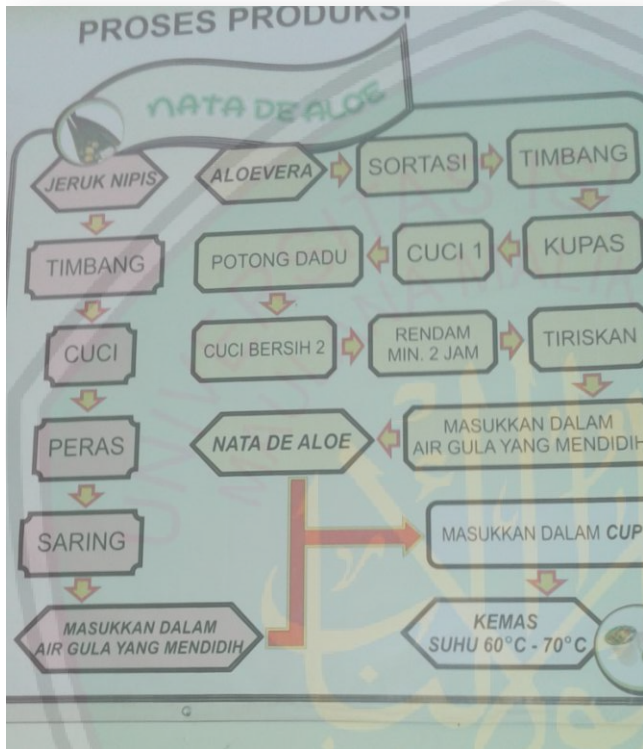
Date of Consultation	Consultation Material	Signature
March 18 th , 2017	Proposal Revision	
.....	Chapter I	
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	Chapter II	
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	Chapter III	
	Revision of Chapter III	
	Chapter IV	
	Revision of Chapter IV	
	Chapter V and VI	
	Revision of Chapter V and VI	
	All Chapter (Final Proof Ready)	

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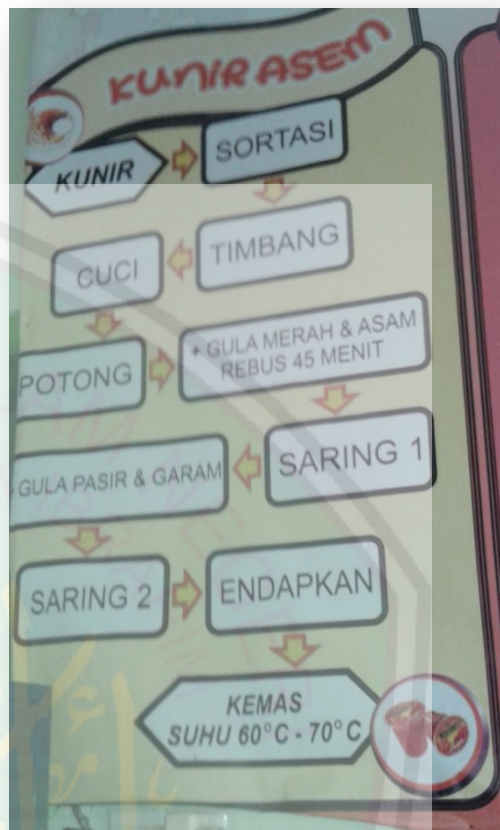
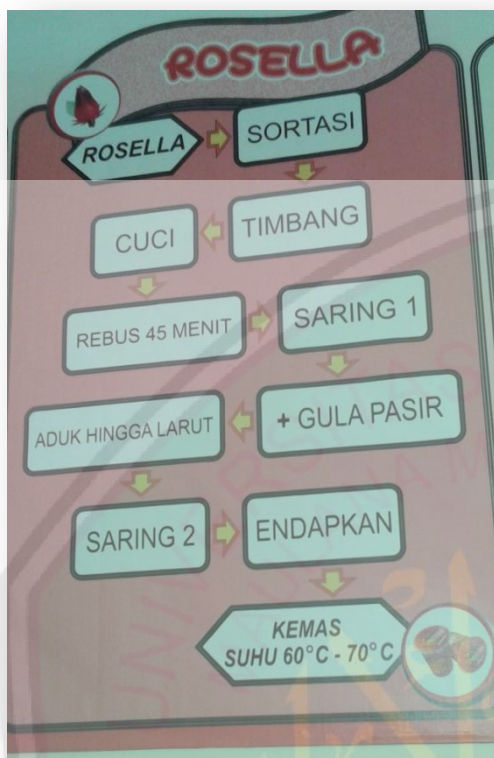


B. Processing Product





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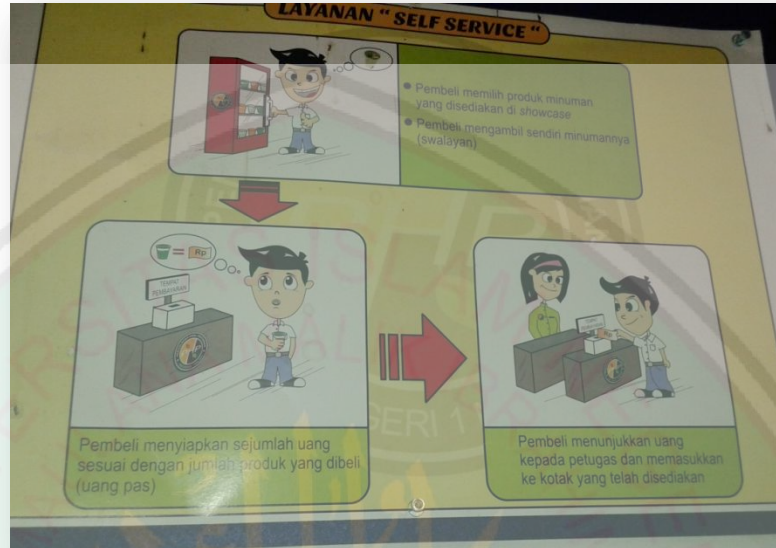
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C. School Products





D. Marketing Technique





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APPENDIX 3**DOCUMENTATION PROCESSING PRODUCT****HOW TO MAKE HERBAL BEVERAGE****“ALA VERA AND ROSELLA “**



APPENDIX 4

DOCUMENTATION PROCESSING PRODUCT

HOW TO MAKE HERBAL BEVERAGE

“ALOE VERA”



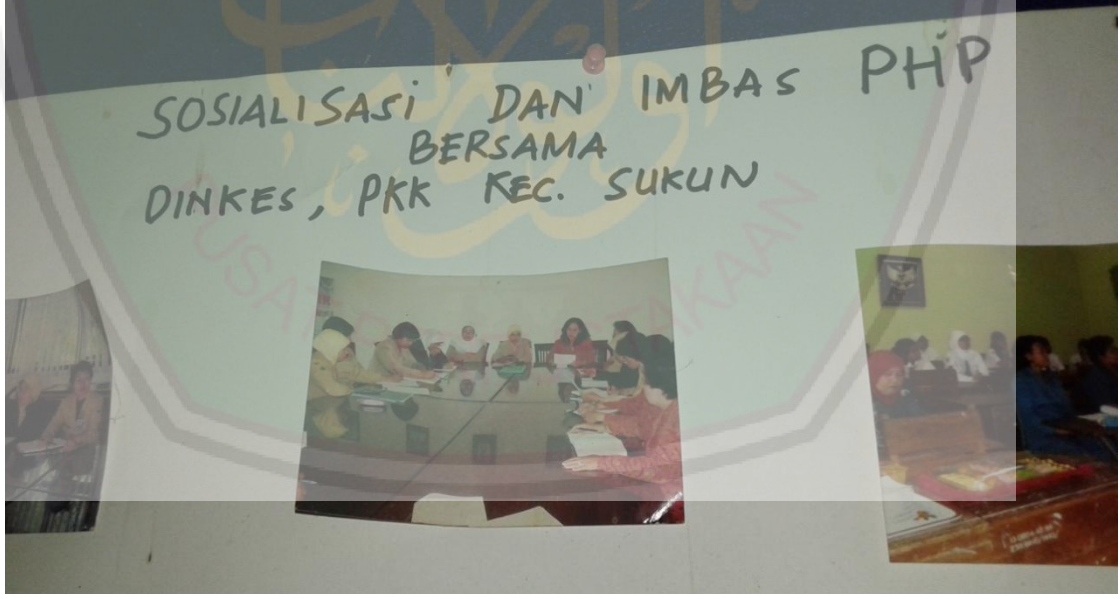




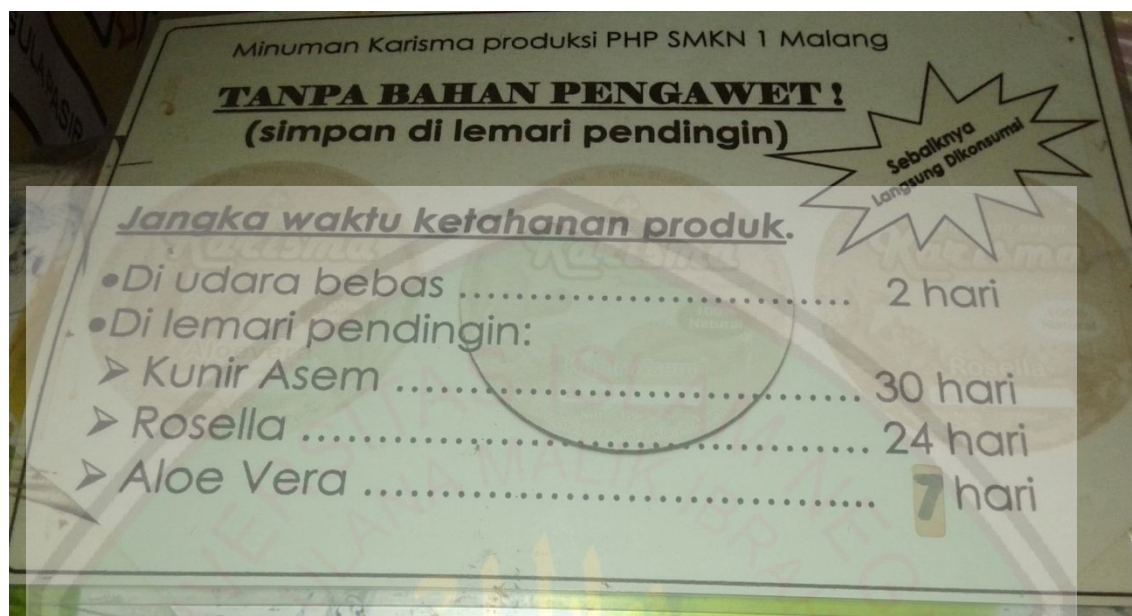
APPENDIX 5

RESEARCH DOCUMENTATION









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 Ketua Pokja PHP

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REKOMENDASI

Nomor : 074 / 2058 / 35.73.307 / 2015

Menunjuk surat dari Wakil Dekan Bid Akademik Fakultas Ilmu Tarbiyah dan Keguruan UIN Maliki Malang tanggal 20 Agustus 2015 Nomor Un.3.1/TL.00.1/1707/2015 Perihal : Permohonan Ijin Penelitian, maka dengan ini kami berikan ijin untuk melaksanakan kegiatan dimaksud kepada :

1. Nama : Rosandra Pradani
2. NIM : 11130014
3. Jenjang : S1
4. Prodi. / Jurusan : Pendidikan IPS
5. Tempat Pelaksanaan : SMK Negeri 1 Malang
6. Waktu Pelaksanaan : September s.d November 2015
7. Judul : Students Entrepreneurship Skill in The Production and Marketing Practices at Voational High School 1 Malang

Dengan Ketentuan :

1. Dikoordinasikan sebaik – baiknya dengan Kepala SKPD / Sekolah ybs;
2. Tidak Mengganggu proses belajar – mengajar;
3. Berlaku selama tidak menyimpang dari peraturan;
4. Selesai melaksanakan penelitian / Observasi / KKL / KKN, wajib menyampaikan laporan kepada Kepala Dinas Pendidikan Kota Malang.

Demikian untuk dilaksanakan sebagaimana mestinya.

Malang, 03 September 2015

Amir KEPALA DINAS PENDIDIKAN
Ka Sub Bug. Umum

DINAS PENDIDIKAN
IFA ROSITA, SE
Penata Tk. I
NIP. 19710816 199803 2 008

Tembusan :

1. Kepala SMK Negeri 1 Malang
2. Ka Jur P IPS FITK UIN Maliki Malang
3. Yang bersangkutan

CURRICULUM VITAE

Full Name : Rosandra Pradani
Place Date of Birth : Malang, 27 Oktober 1993
Gender : Female
Marital Status : Married
Address : Jl. Rukun Rt.13 Rw. 03 Sempalwadak,Bululawang

Formal Education

Graduated from SDN 01 SEMPALWADAK 2006

Graduated from SMPN 01 BULULAWANG 2009

Graduated from SMKN 01 MALANG 2012

