The Development of Fun Learning Media, Educative And Innovative Based on E-Learning Multimedia To Increase Teacher Competency In Teaching of Entrepreneurship In School At Malang Raya

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Abstract: Learning media is a component in learning because it contains material or information that will be submitted by teachers to their students. Learning media can be created by utilizing the facilities provided by the school. One example of learning media that can be made by utilizing the school facilities that is using software. The software is a video processing software that can combine text, images, sound / audio, and video into one component and easy in operation. This study was conducted with the aim to produce multimedia-based multimedia learning products on Entrepreneurship subjects. This learning media product in the form of CD (Compact Disc) which is packed into box equipped with user manual of use to facilitate user in its operation.
This research uses modified research model developed by Thiagarajan, Semmel, and Semmel that is 4-D (define, design, develop, and disseminate) and research model developed by Walter Dick & Lou Carey (1990) or commonly known as Dick & Carey model. The stages of the study consist of: (1) Define / identification of learning objectives); (identification of student characteristics); (task analysis); (formulating performance objectives), (2) Design / Design (constructing a test of reference); (media selection); (initial design), (3) Develop / Development (expert validation); (limited field trial); (field trial).
Data collection techniques used in this study is using a questionnaire. The data obtained are quantitative and qualitative data. Questionnaires are given to two material expert validators, two media expert validators, and students. Expert validation is done three times: the initial product, after a limited field trial, and after field trials.

I. BACKGROUND

In today's global era, Human Resources (HR) is an important factor for the country to remain competitive with other countries in the world. Therefore, the government needs to improve the quality of human resources of the country. Improving the quality of human resources can be done in various ways, one of them with the improvement of the quality of education involving several components of education. "Important components of education, including educators (teachers), learners (students / students / students / learners / learners), curriculum, learning methods, learning environment, and learning media" (Ahmadi, 2014: 63).

Sanjaya (2012: 61) states that "learning media are everything like tools, environment, and all forms of activities that are conditioned to increase knowledge, change attitudes or impart skills to everyone who utilizes them". Learning media is currently experiencing rapid growth that is influenced by the concept of teaching. The old concept says that teaching is the delivery of information from teachers to learners. Meanwhile, the new concept says that teaching is the process of teaching so students learn. Therefore, the learning media oriented to the convenience of students to change their behavior according to learning objectives.

Hamalik (in Arsyad, 2013: 19) states that "the use of instructional media in teaching and learning can generate new desires and interests, generate motivation and stimulation of learning activities, and even bring psychological influences on students". Teachers must be able to adjust the learning media with the characteristics of subject matter that will be delivered so as to improve understanding and student learning

outcomes. Therefore, the use of appropriate learning media is considered very useful for teachers in helping the delivery of materials in the learning process. In line with that, Rusman (2011: 77) states that "the use of Information and Communication Technology (ICT) media in the learning process is perceived the need and importance to improve and improve the quality of learning". The use of Information and Communication Technology media in the field of education is called E-Learning (Electronic Learning).

Wahono (2007: 226) states that "E-Learning is the solution in education in the era of globalization. E-learning and information technology support the delivery of information from the conventional learning process to digital, both in terms of content and system ". E-learning is a learning system that utilizes electronic media as a tool to help learning activities, E-learning can be defined as an effort to connect students with learning resources (teachers and libraries) that are physically separate or even apart but can communicate. The use of E-learning in learning allows teachers to use the internet to deliver learning materials to students, so that the learning process not only takes place face to face in the classroom but also outside the classroom. So that the learning process can be more effective and efficient.

Munir (2009: 99) states that "E-Learning has 3 main functions in learning, namely as supplements that are optional, complementary (component), or substitute". In this research the researcher focuses his research on E-learning that serves as a complement, one of them with the use of Hybrid E-Learning (HEL). Efendi (2014: 1) in his research stated that:

1. HEL is an online learning medium on a redesigned Learning Management System (LMS) that combines online and face-to-face systems in a classroom to create an independent, active, effective, and efficient learning activity.
2. The use of HEL as a learning media of basic vocational competence using Hybrid E-Learning model has internal and external effectiveness that can improve the ability of understanding or learning theory for students of SMK.

The selection of basic competencies is based on the students' learning outcomes on the subjects that are less than the maximum and the characteristics of the material in accordance with the media that will be developed. Material characteristic in this basic competence is material which is much related to student cognitive aspect so that this media is expected to help students discuss online about the less understood material.

Partners of the school is a place of teaching and learning activities of students who take advantage of the development of information and communication technology is increasing rapidly, one of them through the use of computers / laptops to find information about the material submitted by teachers. Therefore, teachers should maximally be able to utilize it by using a variety of learning media during learning activities, one of them by using media learning related to the internet. If teaching and learning activities only use the same learning media, it is feared there will be a decrease in student learning outcomes.

An educator is required to be able to condition the class and master the class so that the learning activities we design can be successful. A teacher is also required to be able to combine or make learning interesting and fun so that learners are motivated to follow the lesson. Interesting learning can be made using varied learning media. Arsyad (2014: 3) says "media is a tool that conveys learning messages". Learning media can be created by utilizing the facilities and infrastructure available in schools. The facilities provided by the school now have many developments. The development of the era makes the development of technology and knowledge growing rapidly. This is evident from the many schools that provide facilities and infrastructure-based technology such as computers, laptops, LCD projector, and so forth. Efforts to create learning media by utilizing technology are also growing and changing a lot.

Learning media is a component in learning because it contains material or information that will be submitted by teachers to their students. Learning media can be created by utilizing the facilities provided by the school. One example of instructional media that can be made by utilizing school facilities that is using a fun, educative and innovative learning media based on E-learning multimedia to improve teacher competence in entrepreneurship teaching is a video processing software that can combine text, images, sound / audio, and video into one component and easy in operation.

The learning objectives and characteristics of the media should be adjusted at the time of media selection. Seels& Glasgow in Sutirman (2013:16) divides the media based on technological developments, namely media with traditional technology and media with cutting-edge technology. One example of the latest learning media is multimedia-based learning media. Multimedia is a combination of various media (file format) in the form of text, images, graphics, sound, animation, video, and others that have been packaged into digital files (computerized) used to deliver the message to the public (Munir, 2013: 2).

The world of education is in dire need of multimedia technology. If the learning media using multimedia technology, then the media will become interactive learning media. "Interactive means users can control the operation of the program in accordance with the desired ...." (Sutirman, 2013: 19). This is because multimedia learning media is supported by various aspects such as voice / audio, video, animation, text, and graphics.

Research and Development Methods

The method used is research and development method or in English called Research and Development. The model used in this research is the research and development model of Borg and Gall. "Research and Development is a research method used to produce a particular product, and test the effectiveness of the product" (Sugiyono, 2013: 407).

The steps of the research and development process show a cycle, which begins with the needs and problems that require solving by using a particular product. Researchers should not use all the research and development steps of Borg and Gall, but researchers can choose and determine the most appropriate measures by adjusting the specific conditions encountered in the ongoing research and development process.

In this study researchers did not use the overall steps Borg and Gall, but only use 8 steps only. This is because the steps taken are tailored to the needs of research and development to be studied. Research and development model in this research is research and development of learning media, especially multimedia-based learning media. Sugiyono (2013: 407) states that a research and development method (research and development) is a research method used to produce a certain product and tested the effectiveness of the product.

Meanwhile, according to Sukmadinata (2013: 164), research and development is a process or steps to develop a new product, or refine an existing product, which can be accounted for. The product is not always in the form of an object or hardware (hardware), but also software (software).

The research and development model used by the researcher in this research is to modify the research model developed by Thiagarajan, Semmel, and Semmel in Trianto (2012: 189) which are four stages of research and development abbreviated with 4-D (define, design, develop, and disseminate) and a research model developed by Walter Dick & Lou Carey (1990) in Trianto (2012: 186) or commonly known as Dick & Carey's model. The development procedure in this research uses modification of research and development model of Thiagarajan which is 4-D (define, design, develop, and disseminate) and Dick & Carey model that has been adapted to field condition, limited time, effort, and cost. The steps taken in developing multimedia-based learning media as follows:
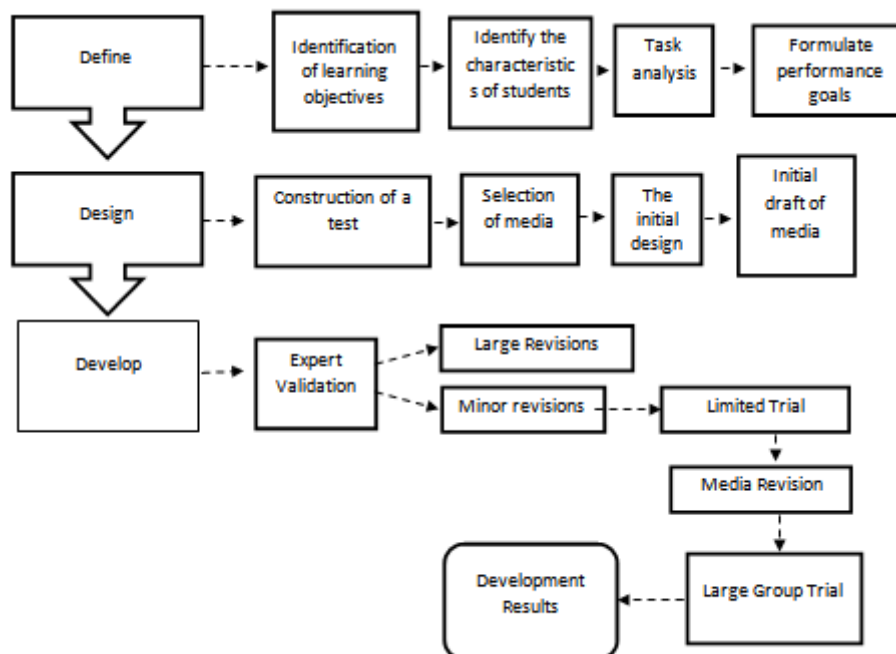
II.   RESULTS AND DISCUSSION

Aspect Accessibility Media Learning

In general, learning media have visual quality (appearance) and sound (audio) good, Learning media includes materials for students and teachers (guide for teachers and student LKS), Content is up to date, Content contains message to be conveyed , The content corresponds to the assignment / learning activity given to the student, the visual, auditorial, and tactile information (touch) is correct, Graphics, images, or other things have a good color, texture, symbol, Material may be used partially for a segment, or as a whole, The cost required for the manufacture and development of media is proportional to the benefits, Audio media components have other alternative forms in the form of print outs, video components are clarified by the audio component.

Manipulative audio-visual learning media can be accessed with the help of technology or other activities, instructional media safe for use by students.

The results of this development in the form of applications that contain material in a media, the test results obtained are 96.43% for media experts, 89.28% for material experts. Even concluded here the media developed valid so feasible to use. While the learning method used already includes a fun learning innovative.

Student Value List In Media Use

No	NIS	Mengoperasikan Media Pembeajaran	MembacaBukuPanduan	Mengaplikasikandengankehidupansehari-hari	Mengerjakan Tugasdengan Media	Rata-rata Nilai	Rata-rata NilaiPraktek	Rata-rata
1	5049	70	80	70	80	75	80	77
2	5050	80	70	70	80	75	85	80
3	5051	80	80	80	80	80	75	77
4	5052	70	70	70	70	70	75	72
5	5053	80	85	90	85	85	80	82
6	5054	70	70	70	60	67.5	78	72
7	5055	68	80	80	80	77	75	76
8	5056	80	80	90	70	80	70	75
9	5057	80	90	90	80	85	78	81
10	5058	85	90	80	85	85	80	82
11	5059	65	65	65	73	67	85	76
12	5060	70	85	70	87	78	80	79
13	5061	80	88	80	80	82	90	86
14	5062	75	70	60	65	67.5	70	68
15	5063	65	75	70	80	72.5	70	71
16	5064	75	75	70	70	72.5	80	76
17	5065	60	80	70	70	70	70	70
18	5066	70	70	80	70	72.5	85	78
19	5067	70	70	90	80	72.5	78	77
20	5068	75	75	70	60	70	85	77
21	5069	75	80	70	75	75	80	77
22	5070	75	78	85	70	77	85	81
23	5071	70	65	65	68	67	80	73
24	5072	80	87	80	85	83	87	85

Tabulasidataprimer

Res	Lea	T	Learning achievement
1	46	79	77.5
2	42	71	80
3	48	79	77.5
4	49	78	72.5
5	46	72	82.5
6	42	65	72.75
7	49	72	76
8	47	77	75
9	53	72	81.5
10	50	86	82.5
11	41	67	76
12	45	76	79
13	47	81	86
14	42	62	68
15	44	79	71.25
16	44	67	76.25
17	43	65	70
18	45	69	78.75
19	46	72	77.75
20	44	66	77.5
21	45	72	77.5
22	46	72	81
23	42	66	73.5

24	51	7	85
25	47	8	75
26	54	7	81.25
27	43	6	82.5
28	47	5	84.75
29	40	8	87
30	49	6	82.25
31	44	7	80
32	44	7	80
33	46	5	79.75
34	54	6	87
35	42	6	71
36	43	7	79
37	45	8	83.5
38	46	8	87
39	44	7	72.5
40	47	6	78.75
41	41	6	78.5
42	45	8	85
43	41	6	77.5
44	36	7	73.75
45	42	7	80
46	39	7	80
TOTALN	46	4	46
SUM	2076	3307	3621.25

       Achievements that can be seen is the achievement of students who feel happy in the learning method used, this is evidenced by the average achievement of students above the average KKM, and the role of teachers in teaching also has shown no longer orientation to the teacher, but already refers to student creativity or student orientation.

       Developed learning media that can be run already refers to the orientation of students, so that developed learning media can run anytime and anywhere. This learning media can be called also leads to learning mobile learning. This is in accordance with the definition of mobile learning expressed by O'Malley (2003: 6), a learning (learner) does not dwell on a place or learning activities that occur when the learner utilizes learning media with the help of technological devices.

       In this study there is the most important menu, namely competence, prerequisite, material, evaluation. The most important menu is the competence expected to be mastered by the students and provide the material understanding presented by the teacher. While the material presented is the material that is educative and fun so that students never feel bored to find out. While the evaluation, allows teachers will continue to be able to evaluate student development based on existing processes. So the evaluation results are done throughout the learning process, not the evaluation at the end of the course.

       Learning media developed in this research can be run on all types of mobile devices considering this media can only run on all learning. Therefore it can continue to be developed and is expected to improve the mobile device in the field of education and provide student learning motivation. In addition, the existence of this learning media can provide an interesting and new learning experience for students.

III. CONCLUSIONS AND RECOMMENDATIONS

       The learning methods undertaken by teachers have led to student creativity.Media developed is a learning media that improves on student achievement and motivation. Learning media developed leads to learning that refers to mobile learning, which means learning can be done anywhere and anytime can be done learning.

       In this study there are 3 important components namely, competence, material and evaluation. All of these components are learning throughout the learning process. So the three components can be aligned to the end of learning that can improve student achievement and motivation in learning.

       The results of this development in the form of applications that contain material in a medium, the test results obtained are 96.43% for media experts, 89.28% for material experts. Even concluded here the media developed valid so feasible to use. While the learning method used already includes a fun learning innovative.

       Learning media and methods of learning certainly have advantages and disadvantages that exist. This should require continuous development. This weakness is a change in the need for continuous learning media that adapts the existing learning and learning methods should continue to grow in accordance with the needs of students.

IV. RECOMMENDATION

Learning media created should follow the needs of students, so that the media developed can increase motivation or creativity based on educative, innovative and can improve teacher's competence in teaching.Media development is not only teachers who make materials, but also based on the experience of students in their daily life can be involved as a better material development. Teaching methods undertaken by teachers is a continuous improvement of competence should develop, therefore teachers should be sensitive to technological developments to facilitate the delivery of materials

The role of teachers is needed to improve students' motivation and learning achievement in the learning process. Teachers should develop learning media that can assist students in developing competencies and abilities as well as actively developing knowledge. See the limitation in this study is expected that more research leads to informative research on the use of audio visual aids in learning.

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