

DEVELOPMENT OF A PROMOTIONAL WEBSITE TO INCREASE ENTREPRENEURIAL INTEREST IN VOCATIONAL HIGH SCHOOL STUDENTS

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Abstract

The background of this research is that there are many students in the Craft Production Design Vocational School who are able to produce usable products such as cabinets, chairs, souvenirs and other household appliances, but it turns out that the products produced by students are not put to good use. on display in the school gallery and there are some products that students take home because they are only used for school work. This research method uses Research and Development (R & D) with Borg and Gall research and development procedures which consist of six stages, research and information gathering, planning, product development, field trials and product revisions, final product revisions and dissemination. Based on the research and development that has been done, a website is produced. The results obtained from this study are website-based product promotion media and student expertise that are valid and effective for increasing interest in entrepreneurship.

Keywords: Website Promotion, Research and Development, Validity, Interest in Entrepreneurship, Vocational High School Students

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INTRODUCTION

Entrepreneurs are human resources who have the ability to innovate, be creative, dynamic and proactive in responding to existing challenges. Entrepreneurial figures are needed by the state, awaited by every agency, and required by every company. With so many entrepreneurs, two important indicators in a country economically can be fulfilled, namely low unemployment and high foreign exchange, especially from the results of the exported goods produced. This is supported by a UN statement which says that: A country will be able to develop if it has entrepreneurs as much as 2% of its population. So, if a country has a population of 200 million people, then there are at least 4 million entrepreneurs. Say, if we count all Indonesian entrepreneurs, from small traders to large companies, there are as many as 3 million, of course the largest part is small groups whose quality is not guaranteed and their survival is not guaranteed continuously [1].

This opinion was reinforced by David McClelland, a scientist from the United States [2] who stated that "a country can be said to be prosperous if it must have a minimum number of entrepreneurs or entrepreneurs of 2% of the total population". The Minister of Cooperatives and SMEs Anak Agung Gede Nugrah Puspayoga stated in VIVAnews that the percentage of entrepreneurs is currently only 1.56% of the total population of Indonesia.

The data shows that the number of entrepreneurs in Indonesia is still very far from the ideal of at least two percent to develop optimal economic growth. Vocational education is often seen as something that makes a strong contribution to the national economy [3]. Vocational education is synonymous with learning "how to work", vocational education seeks how to improve one's technical competence and position in the environment through mastery of technology and vocational education is closely related to the needs of the labor market [4]. This is a great challenging opportunity for the younger generation to innovate and be creative in competing their skills in order to participate in developing the country. The existence of Vocational High Schools (SMK) in preparing a skilled middle-level workforce still needs to be improved [5]. Not all SMK graduates can meet the demands of employment in accordance with their specialization. This is because there is a gap between the skills possessed by SMK graduates and the skills needed in the world of work. In addition to skills, vocational students are not yet fully ready for work, because there are still many vocational graduates who are still unemployed. Most vocational students prefer to work for companies rather than building businesses independently [6]. The narrowness of the job market cannot contain too many workers, causing unemployment.





Even though students have interest and motivation to become entrepreneurs after graduation, efforts are needed because being an entrepreneur is not enough just to have interest and motivation, but there must be a willingness to do entrepreneurship from the students themselves, and the availability of adequate facilities [7]. If this is allowed to continue, it is feared that it will trigger an increase in unemployment along with the increasing number of graduates and the small number of available jobs. Therefore, it is necessary to make efforts to increase the entrepreneurial interest of SMK students. Vocational high school students as young intellectuals who are mostly literate in information and technology, especially the internet, should be able to take advantage of this opportunity to become real [8]. The internet is not a new thing in the eyes of today's students. When you need references or literature to do assignments from the teacher, it is undeniable that the references were initially browsing via the internet [9]. Not only that, the internet can also be used as a forum to foster an entrepreneurial spirit and increase entrepreneurial interest. In line with previous research with the title, *The Influence of Social Media on Students' Interest in Entrepreneurship*, concluded that social media is one of the internet facilities that can be used as a forum for online entrepreneurship and has a contribution of 48% to interest in entrepreneurship.

Based on these problems, researchers feel the need to design a website as a promotional medium to promote the work and expertise possessed by students of SMK Negeri 8 Padang broadly and thoroughly. In addition, the development of this website is expected to foster an entrepreneurial spirit from an early age among students, especially for students of SMK N 8 Padang, as a means to train students so that they have an interest in the world of entrepreneurship. The development of this website is also expected to help change the mindset of students to no longer think that they will work as employees after graduation but are motivated to become entrepreneurs. So that in the end the younger generation as cadres of the nation's intellectuals can become formidable entrepreneurs in their fields to create better welfare for the Indonesian people.

RESEARCH METHODS

The research method that the author uses is Research and Development research, better known as R&D. According to Sugiyono [12] the R&D research method is a research method used to produce certain products, and test the effectiveness of these products. Information Research and Development Stage. The research and information gathering stage here is a needs analysis consisting of:

a. Study of literature

Literature study by conducting theoretical studies through books and





other sources of information related to promotional media in the form of a website that will be developed.

b. Field Study

At this stage, the researcher gave an observation sheet to the teacher which contained several lists of questions to obtain information about what products and expertise existed at SMK N 8 Padang and to find out so far how the SMK N 8 Padang widely publicized the products and expertise of its students.

c. User Analysis

User analysis is carried out to target which users use the website to be designed. There are four users who can use the developed website, namely teachers as admins, students as pelapak, product customers and website visitors.

d. Device Analysis

Analysis of the equipment was carried out to find out the hardware and software that can support the creation of this website-based promotional media. Other considerations for software are also adjusted to the hardware used for making media and the use of this media in the field.

RESULTS

Retrieval of web-based product validity data as a promotional medium is to use a questionnaire. The validation test phase is carried out so that the feasibility of the product being developed can be determined based on an expert's assessment. Before testing the validity of the validator in accordance with the field, testing the effectiveness of teachers

and students, the questionnaire instruments used in the validity test and effectiveness test are first tested for validity by experts who understand the questionnaire instrument, in this case the validity test of the questionnaire instrument is validated.

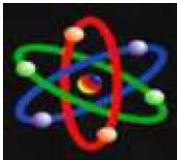
Validation testing was carried out by 5 (five) web programming experts using a questionnaire containing 30 question items with 4 aspects. Validity aspect testing data is presented in a tabulation like the table below:

N o.	Statem ent	Validator Response				Amo unt
		S	SS	R	T S	
1	Item 1	4	1	0	0	5
2	Item 2	5	0	0	0	5
3	Item 3	2	2	1	0	5
4	Item 4	3	2	0	0	5
5	Item 5	2	3	0	0	5
6	Item 6	5	0	0	0	5
7	Item 7	1	4	0	0	5
8	Item 8	3	2	0	0	5
9	Item 9	5	0	0	0	5
Total		30	14	1	0	45
Percentage (%)		66. 67	31. 11	2.2 2	0 0	100

Table 1. User Ease Aspect Validation Data

Based on the table above, it can be concluded that from the distribution of the questionnaire conducted to five validators, 66.67% of them agreed, 31.11% strongly agreed and 2.22% doubted the ease of use aspect. For testing data validation aspects of information quality





according to validator responses as shown in the table below:

No.	Statement	Validator Response					Amount
		S	SS	R	TS	STS	
1	Items 10	1	4	0	0	0	5
2	Item 11	2	3	0	0	0	5
3	Item 12	3	2	0	0	0	5
4	Item 13	0	5	0	0	0	5
5	Item 14	1	4	0	0	0	5
6	Items 15	3	2	0	0	0	5
7	Item 16	2	3	0	0	0	5
8	Item 17	2	3	0	0	0	5
9	Items 18	2	2	1	0	0	5
Total		16	28	1	0	0	45
Percentage (%)		35.56	62.22	2.22	0	0	100

Table 2. Information Quality Aspect Validation Data

Shows that from the distribution of the information quality aspect questionnaire to five validators, 35.56% of them agreed, 62.22%, strongly agreed and 2.22% doubted the ease of information quality aspect. The following is the visual communication aspect test data:

No.	Statement	Validator Response					Amount
		S	SS	R	TS	STS	
1	Item 19	1	4	0	0	0	5
2	Items 20	2	3	0	0	0	5
3	Item 21	2	3	0	0	0	5
4	Item 22	1	4	0	0	0	5
5	Item 23	1	4	0	0	0	5
6	Item 24	2	3	0	0	0	5
7	Items 25	2	2	0	1	0	5
8	Item 26	1	3	1	0	0	5
Total		12	26	1	1	0	40

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Percentage (%)	30	65	2.5	2.5	0	100
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Table 3. Data Validation Aspects of Visual Communication

The distribution of a visual communication validation questionnaire with 9 item statement items to five validators resulted in 30% agreeing, 65% strongly agreeing, 2.5% doubting, 2.5% disagreeing.

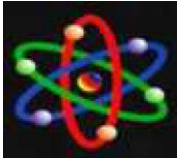
No.	Statement	Validator Response					Amount
		S	SS	R	TS	STS	
1	Item 27	4	1	0	0	0	5
2	Items 28	4	1	0	0	0	5
3	Item 29	2	1	2	0	0	5
4	Items 30	2	2	1	0	0	5
Total		12	5	3	0	0	20
Percentage (%)		60	25	15	0	0	100

Table 4. Compatibility Aspect Validation Data

Based on table above, it can be concluded that of the five validators with four statement items on the compatibility aspect, 60% agreed, 25% strongly agreed, 15% doubted the compatibility validation assessment of the product being developed.

Testing of the vocational website media is carried out by users, media experts and practitioners to determine the feasibility of the vocational website media that has been developed as well as user responses and ratings after using the media. From these results it can be seen whether the media is valid, practical, meanwhile to find out the effectiveness of the vocational website developed, the researcher





looks at how many people visit the website.

The validation test data was obtained through a validation instrument filled in by 5 validators. The questionnaire distributed to the validator contains 4 aspects to be validated. The distribution of this questionnaire was carried out to validate the products that had been developed before being tested on users. In general, the validation values of the 5 validators are summarized in the table below:

No	Validation Aspect	Validator Response					Average	Category
		V1	V2	V3	V4	V5		
1	User Ease	0.	0.	0.	0.	0.	0.91	Valid
		8	9	9	9	9		
		3	4	4	2	2		
2	Information Quality	0.	0.	0.	0.	0.	0.81	Valid
		9	8	7	8	7		
		2	0	8	9	8		
3	Visual Communication	0.	0.	0.	0.	0.	0.83	Valid
		7	8	7	9	7		
		8	1	5	4	5		
4	Compatibility	1.	0.	1.	0.	0.	0.89	Valid
		0	7	0	8	8		
		0	5	0	8	1		
Overall average						0.86	Valid	

Table 5. Website Promotion Validation Results

No	Validated Items	Average	Category
1.	Website is easy to use	0.95	Valid
2.	Website is easy to browse	1.00	Valid
3.	The interaction between the website and users is clear and easy to understand	0.8	Valid
4.	The content on the website is well organized	0.9	Valid
5.	Ease of use of menus and links as display components	0.85	Valid
6.	Ease of finding information on	1.00	Valid

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the website			
7.	Quick access to website links	0.8	Valid
The website creates a positive experience for users			
8.		0.9	Valid
The website presented is simple			
9.		1.00	Valid
Overall Average		0.91	Valid

Table 6. User Ease Aspect Validation Results

The effectiveness of promotional websites also requires input in the form of responses from students where students are the main users who will use the website that has been developed. This data was obtained after conducting research by distributing products and questionnaires with several statement items to 74 class XI students in the craft production design expertise program, through a questionnaire given to students. From the promotional website effectiveness instrument that was distributed to 73 students. The overall average percentage value was obtained, which was 87.24% in the very effective category. These results indicate that the effective categories developed can make it easier for students to promote products, so as to increase students' interest in entrepreneurship. Students can sell their products directly to the public.

CONCLUSION

Based on the results of research on the development of web-based student product promotion media and expertise, the following conclusions



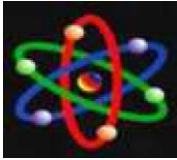


are obtained: The need for the development of web-based student product promotion media and expertise to introduce SMK student products widely to the public. Testing the validity of the development of web-based student product promotion media and expertise obtained a validation result of **0.86** which stated that web-based promotional media was valid. And based on student responses, a percentage of **87.24%** was obtained in the very effective category.

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