

MADE IN ME PROJECT IN MARKET DAY TO DEVELOP ENTREPRENEUR VALUES OF CHILDREN'S

Indra Zultiar¹ Leonita Siwiyanti² Dyah Lyesmaya³

¹ Universitas Muhammadiyah Sukabumi, Sukabumi, Indonesia

² Universitas Muhammadiyah Sukabumi, Sukabumi, Indonesia

³ Universitas Muhammadiyah Sukabumi, Sukabumi, Indonesia

*dlyesmaya27@gmail.com

Abstract: This research aims to developing Entrepreneurs values through Market Day Project in Early Childhood Education. This study was qualitative descriptive design with observation and interviews as a research instrument. The subjects were a B class student at Kindergarten/TK Aisyiyah Bustanul Athfal 1 (TK ABA 1) Sukabumi. The *Made in Me* Project consists of four phases. They are Making Product (*Made in Me*), Packaging, Promoting, and Selling. Based on this study results, the MIM in MD gives the opportunities for children to have a platform in direct selling and meets their customers. MIM in MD also as a media in social education, where the children make their social transaction with others. This project meets an entrepreneur values when children doing the phases and calculating the selling. It means that entrepreneur attitude and values appearance in The *Made in Me Project* in Market Day at TK ABA 1.

Keywords: *Early Childhood Education, Entrepreneur, Market Day, Values.*

1. Introduction

Children acquiring knowledge through experiencing things. The real situation of the real life, which attend in classroom, helping children to understand better about something. In particular, Maria Montessori [1] said that “education is acquired not by listening to words, but by experiences upon environment” (Montessori, 2007:6). In recent years, this education called as an experiential learning. In other hand, our constitution [2] said that “Early childhood education aims to help children lay the groundwork towards the development of attitudes, knowledge, skills and creativity needed in the child adjust to the environment and to the growth and subsequent development”. The consequence of this rule is how to develop the whole dimension of children in the form of knowledges, skills, and attitudes in a classroom activity. In conclusion, the early childhood education is not only focused on one aspect development, but oriented towards the development of all aspects of children development. This study was to exploring the children achievement (knowledge development, social skills, and attitudes) through a specific method of experiential education, which is a Project Based Learning (PBL), and assessing what students have learned from the experience.

The curriculum of TK ABA 1 consists a Market Day (MD) Project as a learning method. The event of MD is at the end of semester. The purpose of the MD is to introduce children the way of marketing activity. The target customers of the MD are friends, parents, teachers, and public visitors. Usually, MD in TK ABA 1 is only for the selling-buying activity without implementing an awareness of entrepreneurship. The teacher also did not know about the marketing phase and which entrepreneur values need to developed in every phase.

Based on the problem describe above, it requires special handling in learning activities to developed an entrepreneur value. Therefore, researcher chose a topic for the MD in TK ABA 1. It called *Made in Me (MIM) Project*. MIM Project is a marketing project which children make their own product by their self, named it, and teachers encourage children to be proud of their own product. Through MIM, researcher exploring the development of knowledge, skills, and entrepreneur’s attitudes and describe what was student have learned from the MIM experience.

2. Literature Review

PBL becoming an important approach and method in modern teaching and learning. David [3] said that “The core idea of PBL is that real-world problems capture student’s interest and provoke serious thinking as the students acquire and apply new knowledge in a problem-solving context. The teacher plays the role of facilitator, working with students to frame worthwhile questions, structuring meaningful tasks, coaching both knowledge development and social skills, and carefully assessing what students have learned from the experience”. PBL also gives a huge opportunity for teacher to developed values. As Lyesmaya [4] and Lyesmaya&Saepuloh [5] studied that project-based learning improving the critical quality of writing as well as a means for students in making moral action (to express, show, and construct pedagogical values). In addition, Lyesmaya [6] said that “in the PBL learning process, students are trained to build their own knowledge of their active involvement in the learning process. In the implementation of pedagogic learning, there are three phases of the project were applied in the teaching-learning process, namely: (1) Preparing Project; (2) Developing Project; (3) Summing Project”. Amamou&Belchadi [7] also said that PBL learning allows the learner to be involved in the analysis of a given project and the search for possible solution.

Jufri [8] said that there are several ways to introduce the value of entrepreneurs for early age children especially kindergarten students (4-6 years old).

- 1) Through cause and effect integration
the main purpose of this method is to make children adapt, involve and understand about cause and effect. The children could be directly involved in materials shopping process, and given understanding about the entrepreneur could make money because they make something to sell and of course we give the explanation about that matter as simple as we can.
- 2) Learn from shape and picture
We ask the children to coloring a picture, drawing shapes, and draw lines from dot to dot and creating certain picture. Along with the activity of the children, the teacher and the parents

could directly make an explanation to the children about the picture that they are working on. This kind of activity should be in cheerful and preferred and sort kind of pressure vibe Is not necessary to make them understand this activity purpose.

3) Learning from story

Parents or teacher could give the children a valiant story of certain wonderous character. Usually they tell the story about a successful figure in entrepreneurs world and the main behaviors and habits that could lead them into the way of success. The story can be given other than a figure of entrepreneur, but we also can deliver a story about a great leader, great leader of honesty, wise and could be a great role figure to anyone else. There's a lot of story that can introduce entrepreneurs to our children.

4) Learning about social capability

Social capability and teamwork with other people are growing as the development process goes by in responding their surrounding environment. The children also trained to work as a team. Their communication ability with others will also develop gradually. When they reach 4-7 years old we can give them more complex educative games, such as buying and selling simulation. There are several aspects that will be developed through this game, the aspects are: the development of social problem-solving skill and negotiation and bargain skill. Along with the activity the confidence at self-exploration using language and leader ability in their group.

According Siwiyanti [9] that entrepreneurial values can be instilled in early childhood through one method, Market Day activities. By using this activity there are several values that can be instilled in children, including: self-confidence, having an attitude that is always task-oriented and results, risk taking, having the attitude of a leader, creative and able to be effective in the future. The above is based on the characteristics and character of entrepreneurship in general according to Abidin [10] are: 1) confidence, confidence, independence, individualism and optimism, 2) task oriented and the result of the need for achievement, orientation profit, perseverance and fortitude, determination of hard work, having a strong drive, energetic and initiative, 3) risk taking, the ability to take reasonable and challenging risks, 4) leadership behaviors as leaders, associating with others, responding to suggestions and criticism, 5). Innovative and creative and flexible originality, 6). future-oriented and forward-looking, perspective.

3. Material & Methodology

This study is intended to describe the entrepreneur values which occurred in Market Day Learning process in the field (in early childhood education). Therefore, this study using explorative research Maleong [11]. Using the explorative research is conducted focus to discovery of ideas and insights about the *Made in Me* learning model of learning process in developing children entrepreneur's skill. This research was conducted in kindergarten TK ABA 1 of Sukabumi City, West Java, Indonesia. Researchers chose this location because the TK ABA 1, is already has a facility and curriculum that can support the development of entrepreneurship, a market day project. The subjects of the study were a child in TK ABA 1 Sukabumi, amounting to 6 female children and 8 males. Data obtained from the results of the final evaluation was analyzed qualitatively by breaking, compare, categorize and develop a systematic manner. The development of research instruments in this research are observation, interview and documentation study.

4. Discussion

Based on Phillip Kotler [12], marketing is kind of social activity and adjustment that attempted by an individual or a group in mean to achieve to get everything they wanted with a way of making product and exchange them with certain nominal value to the other party. So, we can say that marketing activity is a whole process to fulfill the consumer needs which is implemented to maximize the profit of the company. Matters that covering the marketing activities is determining product, determining price, post-selling service (packaging and promotion) and selling (goods distribution). The MIM project in MD gives the opportunities for children to learn the marketing activities by made their own product, how to make the product interesting by packaging and promoting, and how to sell it with attractive ways.

The implementation of MIM in MD and the buying and selling activities are fundamentally same. It consists of 4 steps and components.

- 1) Product/produce, is anything that promoted to other people for them to see, hold, buy or consume. Products are consisted from: product variety, quality, design, feature, brand name, packaging, sizes, services, warranties, and returns.
- 2) Price, is a specific amount of money that customer used for paying the products or changing some parts of the selling goods.
- 3) Place, is many kind of selling activities for producing the selling goods and will be available for the market or consumer.
- 4) Promotion, is various activities that conclude the process of communication and product introduction to the consumer directly.

In the implementation of the MIM in MD apply the 4 components above.

- 1) Children make their own products to be marketed, such as: making goods that are suitable for sale in the form of their work. Example: make a frame from ice cream sticks, decorated pencils, and bookmarks.
- 2) Children set prices on each product produced in accordance with the difficulties and production costs of the goods when made, but usually on market day activities in kindergarten children can sell goods at prices not too expensive and in accordance with the agreement of the teacher and parents and usually the price of the product same.
- 3) For the place of sale the child is invited by the teacher to decorate and arrange the stalls they will use to sell the results of their products.
- 4) Finally children learn to promote merchandise to consumers by communicating directly to mention the name of the item and the price of the item. And they can also learn trade calculations that support when they make transactions.

5) Conclusion

Based on study result that MIM in MD TK ABA 1 stimulates original thinking and developed a wide range of entrepreneur's strategies and perceptual entrepreneurs' skills which are not called forth by books or lecturers. Children learning by doing a marketing process and how to be entrepreneur. In this way, learning is not limited in terms of knowledge and information, but rather with their teachers help, it provides students with the opportunity to transform themselves during the MIM in MD process. Also, through the MIM in MD, students could cooperate, communicate, and use their critical thinking to make up their product and train their entrepreneur's skills.

The MIM in MD gives the opportunities for children to have a platform in direct selling and meets their customers. MIM in MD also as a media in social education, where the children make their social transaction with others. This project meets an entrepreneur values when children doing the phases and calculating the selling.

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