TECHNIUM
SOCIAL SCIENCES JOURNAL

Vol. 27, 2022

A new decade for social changes

www.techniumscience.com

ISSN 2668-7798

9 772668 779000

Analysis of learning impact of MBKM Plunturan Wiradesa Program for partners and Universitas 17 Agustus 1945 Surabaya

Anggraeny Puspaningtyas¹, Febby Rahmatullah Masruchin², Abdul Halik³

Faculty of Social and Political Sciences¹, Faculty of Engineering², Faculty of Economics and Business³, Universitas 17 Agustus 1945 Surabaya^{1,2,3}

anggraenypuspa@untag-sby.ac.id¹, febbyrahmatullah@untag-sby.ac.id², halik@untag-sby.ac.id³

Abstract. The Wiradesa activity which was held in Plunturan Village, Ponorogo Regency provided a new learning experience for students in implementing the current MBKM curriculum. Direct learning in the field with partners to implement the knowledge that has been obtained when learning on campus, as well as new knowledge gained in the field enrich learning activities for students. The involvement of the State Administration Study Program Wiradesa Program brought by the Student Executive Board (BEM) FISIP was held in Plunturan Village, Pulung District, Ponorogo Regency. Where the business specifications are existing MSMEs and pioneering MSMEs that have been appointed as supporting identities for Plunturan Cultural Tourism Village. Its activity is to develop existing and pioneering businesses. The impact of implementing Wiradesa is not only felt by students, but also for lecturers and partners. Therefore, through this research, the authors conducted a survey to determine the impact of the implementation of Wiradesa activities on learning in the MBKM curriculum for students, lecturers and partners which was carried out in Plunturan Village, Pulung District, Ponorogo Regency. The results of the research carried out are that there is an impact on MBKM learning through Wiradesa activities in Plunturan Village with the resulting benefits greatly impacting the economy, social and other sectors. The impact on universities related to improving the performance of the KPI can be grouped into 3, namely the direct, ongoing and potential impacts. The direct impacts include the 2nd KPI, where students get experience outside of campus and the 7th KPI, which is a collaborative and participatory class. The ongoing impact in the 5th IKU is that the work of lecturers is used by the community. The potential impacts include the 1st KPI, which means that graduates get decent jobs and the 3rd KPI, which is lecturers who are active outside the campus.

Keywords. Wiradesa, Plunturan, MBKM Learning

Background

New challenges and opportunities continue to emerge today in the world, so that these dynamics make student demands to make changes faster. Students are dynamic young people who besides being part of the academic community but also as social control and agents of change in society. In accommodating the dynamic spirit of students, there is a formal student

organization. Universities have obligations as stated in the Tri Dharma of Higher Education which must be adhered to by the academic community, including students through student organizations. The Tri Dharma of Higher Education contains, 1) Education and Teaching, 2) Research and Development, 3) Community Service.

In accordance with the Ministry of Research, Technology and Higher Education policy, it was revealed by a policy issued by the Rector of Untag Surabaya and this concrete step was welcomed by all Study Programs (Prodi), one of which was the State Administration and Architecture Strata Study Program. Of the 8 MBKM BKPs held, one of them is the Wiradesa Program which is the implementation of the Village Building Program. Wira Desa is a program organized by the Directorate of Learning and Student Affairs, Directorate General of Higher Education, Ministry of Education, Culture, Research and Technology which aims to obtain a map of productive resources based on Village Human Resources and Natural Resources that can grow new Entrepreneurs or Village Startups and develop potential in the Village, through Micro, Small and Medium Enterprises (MSMEs/UMKM).

The implementation of the Wiradesa BEM FISIP University activity on August 17, 1945 Surabaya entitled "Development of a Local Culture-Based Creative Economy to Support the Dolan Plunturan Program". Where the business specifications are existing MSMEs and pioneering MSMEs that have been appointed as supporting identities for Plunturan Cultural Tourism Village. Its activity is to develop existing and pioneering businesses. Details of field conditions in Plunturan Village after the Wiradesa Program are as follows:

1. Improvement of Production Quality and Quantity, among others: a) Procurement of production support equipment: Press Machine, Cassava Cutting Machine, Milling Machine. b) Sales increased by 20%;
2. There is a Transformation of Marketing Strategy through Instagram, WatshApp, Facebook, and E-Commers media;
3. Expansion of Outer Village Market Outreach, including Pulung District, East Java Area and nationally through Marketplace media;
4. There is an increase in the efficiency and effectiveness of production management by assisting the production work strategy;
5. Implement time management so that time in production can be more organized and effective so that work is completed faster. Finance, including changes in income and profits;
6. Structured Bookkeeping of MSMEs and Increase in Total Sales using cash books, profit and loss and bookkeeping both traditional and computerized.

From the implementation that has been carried out by students of the Architecture and State Administration Study Program, measurement research is needed which will later be carried out as an evaluation, input and preparation for the implementation of MBKM in 2022, especially the Wira Desa program. This is intended to help improve the quality of research, service that has an impact on the welfare of the wider community.

Theoretical Concept

According to Simonn (1959), "Administration can be defined as the activities of groups cooperating to accomplish common goals" (Syafiie, 2006). It can be seen that according to Simonn, administration can be formulated as cooperative group activities to achieve common goals. Meanwhile, according to Siagian (1985), "administration is the entire process of implementing the decisions that have been taken and the implementation is generally carried out by two or more human beings to achieve predetermined goals" (Syafiie, 2006). From Simonn and Siagian's opinion, it can be concluded that in principle administrative processes

and activities are carried out by many people with cooperation and to achieve a common goal as well.

According to Tjokroamidjojo, "development administration is an administration for socio-economic development efforts" (Sudriamunawar, 2012). Specifically, it can be observed that socio-economic development efforts lead to better conditions through policies and programs that are supported by effective implementation. Sudriamunawar concluded that "development administration as a science and art can be limited in scope to the study of paradigms (theories, approaches, methodologies, models, strategies and policies on state administration and development management aimed at increasing the ability to administer general functions of government and development). or ability in development management which is basically in the form of the ability to carry out the entire cycle of development policies" (Sudriamunawar, 2012).

The economic problems faced, especially in Indonesia, are not only problems of utilizing the potential of available resources, but also how to implement the economic development process effectively, productively, providing sufficient employment opportunities, overcoming poverty and realizing people's welfare. Aspects of economic development are very broad, according to Adisasmita, the problems of economic development include:

"changes in the economic structure in the development process, the potential and conditions of production factors in economic development (i.e. labor, capital, land resources, and technology), economic development theories, indicators in economic development, development planning, economic development policies , development inhibiting factors (internal and external), the government's role in development, and others" (Adisasmita, 2013:55)."

Rodam (1957) argues that "implementing industrialization in less developed areas is a way to create a more equitable distribution of income in less developed areas more quickly than in richer areas" (Adisasmita, 2013:63). In order for developing countries to escape the cycle of poverty, it is necessary to implement a balanced development program. A balanced development program is an activity that is related to one another carried out at the same time. Djojohadikoesoemo in Adisasmita also recommends that "the development of the agricultural sector and the industrial sector is carried out simultaneously simultaneously and simultaneously" (Adisasmita, 2013:64).

Research methods

The research method in this study used a descriptive quantitative approach. In a study, appropriate research methods are needed so that research results can be obtained in accordance with the research objectives. "Quantitative method is a research method based on the philosophy of positivism, used to research on a particular population or sample. The sampling technique is generally done randomly, data collection uses research instruments, data analysis is quantitative/statistical with the aim of testing the established hypothesis (Sugiyono, 2012).

The first step in data analysis is to process and prepare data for analysis, this step involves field results from interviews and other sources of information by recaping interviews, sorting data, compiling data, typing field data and sorting out material. The second step is to read the entire data by building a general sense of the information obtained and reflecting on its overall meaning. At this stage, the researcher writes ideas related to the data obtained. The third step is to analyze in more detail by coding the data. "Coding is the process of processing material/information into written segments before interpreting them" (Creswell, 2014).

The fourth step, consider detailed instructions that can help in the coding process. After identifying the themes during the coding process, the researcher took advantage of it by making a more complex analysis. The fifth step is to show a description and present it in a narrative/report. The approach that is widely used is to apply a narrative approach in conveying the results of the analysis. The sixth step is to interpret or interpret the data. In this case, the researcher confirms whether the results of the study confirm or refute the previous information. In addition to using a theoretical perspective, researchers can interpret those that are oriented towards change according to the information obtained.

Research Results and Discussion

Research Results Research results on the Impact of MBKM Learning Through Entrepreneurial Activities for Students, Lecturers, and MSMEs. This Wiradesa activity was carried out by FISIP Students and Architect Engineering Students Untag Surabaya. The benefits obtained in the teaching field are providing students with real case studies on the practice of mentoring MSMEs. Get input on problems that exist in the community. The results of the activities add insight into the learning material. Learning materials can get practical input in the field. The results of Wiradesa can be used as case studies and materials for lecture materials. The benefits obtained in the field of research are the opportunity to conduct further research on the evaluation of Wiradesa activities as a whole. In addition, it can find problems that exist in the community so that it can add knowledge in the field of research and as research input related to village development.

The plan that can be applied to the field of service to match the 8 IKU of Higher Education in MBKM learning for future Wiradesa activities is the implementation of research so that it becomes a package to see the potential of community activities that can be used as service activities. Study Programs, Faculties and Universities can adjust the priority of problems that exist in the community according to the roadmap. Service oriented towards increasing village potential can be expected to be marketable. Inviting lecturers and students to increase activity in terms of service with partners as well as design development, digital marketing development and so on. Thus, in the upcoming period of Wiradesa activities, there will be more partners fostered by Higher Education, increasing the productivity of outputs generated from research and service through seminars and exhibitions of MSME results. add material in the form of experience, add practical insight in addition to theoretical. The impact of Wiradesa activities in Ponorogo in the field of teaching for lecturers who are not directly involved in Wiradesa activities, namely lecturers can develop results from the field in the Wiradesa program into enrichment of teaching materials or teaching methods as well as being able to adjust the curriculum and syllabus with courses that have the right impact and can be used in community, becoming a new method to bring students closer to phenomena in society and students can more easily understand concrete examples of problems that exist in society more easily, helping students to be more active and dialogical in class learning, and lastly, adding practical insight apart from theoretical material.

From the questionnaires that researchers have distributed, the results of the study conclude that partner villages have received activities from the Untag campus and other campuses through various programs and activities. In 2021, students and lecturers at the Universitas 17 Agustus 1945 Surabaya will carry out MBKM learning through Wiradesa activities in Plunturan Village. According to the residents, the impacts and benefits for your village are very large as well as having an economic impact on community businesses. Viewed from the field of production and management of community business production, it can be seen

that there are changes in Wiradesa activities. Another impact is that MSMEs have a stronger marketing strategy so that market coverage and marketing strategies are getting better. The Entrepreneurial Activities of Untag Surabaya students provide changes in the amount of income and profits of your business. Related to the management of business legality, it is still in the process of collaborating with the Cooperatives and Trade Office and the Health Office in providing business development or new businesses. In the future, the partners of the Universitas 17 Agustus 1945 Surabaya are very willing to cooperate in carrying out the next Wiradesa Activities.

Plunturan Village has many opportunities to develop a creative economy based on cultural tourism. The strategy generated from the analysis results by utilizing strengths to take opportunities in tourism product development, creating new products, and product marketing. In developing and managing products, Pokdarwis must be consistent in implementing the programs that have been planned by involving the active participation of the village community.

Conclusion

Based on the implementation of research activities on the Impact of MBKM Learning Through Wiradesa Activities for Students and Lecturers at Universitas 17 Agustus 1945 Surabaya and Partners in Ponorogo which have been carried out by students of the Architecture and State Administration Study Program. Measurement research as an evaluation, input and preparation for the implementation of MBKM in 2022, especially the Wira Desa program. This is intended to help improve the quality of research, service that has an impact on the welfare of the wider community. follow-up actions that can be input for the University and the Ministry of Education and Culture for the Wiradesa program or other MBKM programs related to village building and entrepreneurship. The benefits obtained for the university from this research are increasing socialization to all faculties and study programs, improving the shortcomings of the implementation of the university team, preparing better services that can be supported by the university and improving strategies through 8 KPIs from Wiradesa activities. This research can be an encouragement for SMEs in improving their business performance, so they do not feel alone but are accompanied by universities, one of which is through Wiradesa activities. So that the business can be bigger and more advanced. The impact resulting from this research is expected to be able to provide input into policy recommendations for local government, central government, and universities.

Suggestion

The suggestion from the research activity on the Impact of MBKM Learning Through Wiradesa Activities for Students and Lecturers at Universitas 17 Agustus 1945 Surabaya and Partners in Ponorogo is to allocate sufficient time for conducting research.

Acknowledgement

In completing this research, the researcher would like to thank the Directorate of Research and Community Service of the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia through the Directorate General of Higher Education for providing financial support for this research. We also give our highest appreciation to the academic community of the Universitas 17 Agustus 1945 Surabaya and the UMKM Partners of Plunturan Village, Pulung District, Ponorogo Regency who have supported this research activity.

References

- [1] S. Abipraja, *Perencanaan Pembangunan di Indonesia (Konsep, Model, Kebijakan, Instrumen serta Strategi)*. Surabaya: Airlangga Press, 2002.
- [2] R. Adisasmita, *Ekonomi Archipelago*. Yogyakarta: Graha Ilmu, 2008.
- [3] R. Adisasmita, *Teori-Teori Pembangunan Ekonomi (Pertumbuhan Ekonomi dan Pertumbuhan Wilayah)*. Yogyakarta: Graha Ilmu, 2013.
- [4] R. Adisasmita, *Pengembangan Wilayah: Konsep dan Teori*. Yogyakarta: Graha Ilmu, 2008.
- [5] Riyadi Deddy Supriady dan Bratakusumah, *Perencanaan Pembangunan Daerah (Strategi Menggali Potensi dalam Mewujudkan Otonomi Daerah)*. Jakarta: Gramedia Pustaka Utama, 2004.
- [6] L. Arsyad, *Ekonomi Pembangunan*. Yogyakarta: Unit Penerbit dan Percetakan STIM YKPN, 2010.
- [7] D. Yundy Hafizrianda dan Arief, *Model-Model Kuantitatif untuk Perencanaan Pembangunan Ekonomi Daerah (Konsep dan Aplikasi)*. Bogor: PT Penerbit IPB Press, 2010.
- [8] T. Pramesti dkk, "Pengembangan Wisata Budaya Plunturan Dalam Meningkatkan Ekonomi Kreatif,," 2020.
- [9] J. W. Cresswell, *Research Design Pendekatan Kualitatif, Kuantitatif dan Mixed*. Yogyakarta: Pustaka Pelajar, 2014.
- [10] Sjafrizal, *Ekonomi Regional (Teori dan Aplikasi)*. Padang: Pranita Offset, 2008.
- [11] Sjafrizal, *Teknik Praktis Penyusunan Rencana Pembangunan Daerah*. Padang: Baduose Media, 2009.
- [12] DPR, *Undang Undang Nomor 12 Tahun 2012 tentang Pendidikan Tinggi*. 2012.