

**DOOR TO DOOR SELLING PROGRAM MANAGEMENT
ON THE ENTREPRENEURSHIP SUBJECT
(A Site Study at SMK N 2 Purbalingga)**



THESIS

Submitted as a Partial Fulfillment of the Requirements
for Getting Master Degree of Education
in Educational Management Department

by
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TESTIMONY

Herewith, I testify that in this research paper there is no plagiarism of the previous literary work which has been raised to obtain master degree of a university, nor there are opinions or masterpieces which have been written or published by others, except those the writing which are referred to the manuscripts mentioned in bibliography.

Hence later, if it is proven that there are some untrue statement in this testimony, I will hold fully responsibility.

Surakarta, 10 November 2011

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MOTTO

Allah akan meninggikan orang-orang yang beriman diantaramu dan orang-orang yang berilmu pengetahuan beberapa derajat

(Terjemahan Al Mujadilah: 11)

Hidup adalah ibadah

DEDICATION

This research paper is dedicated to :

My beloved father, mother and my husband, Supriyanto my lovely children,

Muhammad Ilham Yafi and Nabila Salma R. brothers, sisters,

and all my relatives, and all of my dearest nice friends.

PREFACE

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamu'alaikum Warohmatullahi Wabarokatuh

*Alhamdulillahirobil'alamin, praise and gratitude to the Most Merciful and the Most Beneficent, Allah SWT, for blessing the writer in accomplishing this research paper entitled **Door to Door Selling Program Management on The Entrepreneurship Subject (A Site Study at SMK Negeri 2 Purbalingga)** Praising is also given to the Messenger, our Prophet Muhammad SAW, peace be upon him, a glorious person who gives his blessing to her in the future life.*

The writer would like to express her deepest gratitude and appreciation to the people who have ever helped her in finishing this research paper by support, advise, and even the criticism.

1. Prof.Dr. Bambang Setiaji, Rector of Muhammadiyah University of Surakarta who permitted her to conduct her thesis.
2. Prof. Dr. Khudzaifah Dimiyati, M.Hum., Director of Graduate School who has given the permission to the writer finishes her thesis.
3. Prof. Dr. Harsono, M.S., Head of Educational Management Department and as the expert examiner, who has given some suggestion patiently and wisely to the writer to complete the research paper.
4. All Lecturers of Educational Management from whom the writer can enrich her knowledge.
5. The lifetime motivator, my mother and father for their everlasting effort for undeniable love, affection, support, and pray that is always spoken every time.

6. Everyone who can not be mentioned one by one, thanks so much for the spirit and support in finishing this research.

The writer realizes that this research paper is far from being perfect, in order to make it better, the writer accepts some advice and criticism. Finally, the writer wishes this research paper would be useful for all readers.

Wassalamu'alaikum Warohmatullahi Wabarokatuh

Surakarta, 10 November 2011

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ABSTRACT

Sri Pinuji Handayani. Q.100.090.249. Door to Door Selling Program Management on the Entrepreneurship Subject (A Site Study at SMK Negeri 2 Purbalingga). Thesis. Graduate School. Muhammadiyah University of Surakarta. 2011.

The objectives of this study are (1) to describe the characteristic of the teachers' activity in the door to door selling program on the entrepreneurship subject at SMK N 2 Purbalingga. (2) to describe the student' characteristic in the door selling program on the entrepreneurship subject at SMK N 2 Purbalingga.

Type of this study is a qualitative study using ethnography design. This study was conducted at SMK N 2 Purbalingga. Data Collection method used in depth interview, participation observation, and documentation. Data analysis used a data analysis model arranged in a site to be described. Testing data validity used credibility, transferability, confirmability, and dependability.

The results of this study are (1) Teachers of SMK N 2 Purbalingga are active in the door to door selling program on the entrepreneur subject. The teachers' activeness is seen from the preparation done, where teachers socialize and give the door to door selling theory in learning. Mental training is also provided by teachers through motivating and asking students to stimulate the door to door selling activity. Teachers conduct cooperation with the supplier or distributor such as PT Indomarco, PT Wingsfood, PT Ultra Prima Abadi (OT), PT Mayora Indah Tbk, and others. Teachers ask students to take the product from supplier when the teachers have completed an agreement with the supplier. To know whether the door to door selling activity run well or not, teachers control the students' activity through the students' weekly report and give solution to students who find some problems in performing the program. Teachers assess the implementation of the program by checking the product sold, income achieved, benefit got, and the accuracy of the payment to the supplier. (2) Students of SMK N 2 Purbalingga are active in the door to door selling program of the entrepreneur subject. Students follow the preparation activities including learning activity and briefing. Students take the product from the supplier and promote it directly to the customer the will. Students conduct direct promotion in front of the customer, if they find a difficult customer, they will look for another customer such as seller, retailer, even looking for customer who have a celebration. Students persuade and convince the customer to buy the product offered by allowing the customer to pay with a credit system. Students of SMK N 2 Purbalingga conduct the door to door selling program professionally. It is proved from the income they get. Students can exceed the specified target, they will get the more score from KKM and get bonus in form of money and voucher.

Keywords: *activity, door to door selling, teacher, student*

TABLE OF CONTENTS

TITLE.....	i
CONSULTANT NOTE	ii
APPROVAL.....	iii
THE STATEMENT OF THESIS AUTHENTICITY	iv
MOTTO AND DEDICATION	v
PREFACE	vi
ABSTRACT.....	vii
TABLE OF CONTENTS.....	viii
CHAPTER I INTRODUCTION	1
A. Background.....	1
B. Focus.....	4
C. Objective.....	5
D. Benefits	5
E. Glossary	5
CHAPTER II THEORY	6
A. Door to Door Selling Program.....	6
B. Management of the Door to Door Selling Program on the Entrepreneurship Subject	6
C. Previous Research.....	9
CHAPTER III RESEARCH METHOD	12
A. Type and Design of the Research	12
B. Location	12
C. Roller of Researcher	13
D. Data, Data Sources, and Informant.....	13
E. Data Collection	13
F. Data Analysis Techniques	14
G. Data Validity.....	15
CHAPTER IV DATA DESCRIPTION AND FINDING	16
A. Data Description	16

1. Characteristic of Teachers' Activity in the Door to Door Selling Program of the Entrepreneurship Subject at SMK Negeri 2 Purbalingga	16
2. Characteristic of Students' Activity in the Door to Door Selling Program of the Entrepreneurship Subject at SMK Negeri 2 Purbalingga	20
B. Findings	23
CHAPTER V DISCUSSION AND PROPOSITION	26
A. Discussion	26
1. Characteristic of Teachers' Activity in the Door to Door Selling Program of the Entrepreneurship Subject at SMK Negeri 2 Purbalingga	26
2. Characteristic of Students' Activity in the Door to Door Selling Program of the Entrepreneurship Subject at SMK Negeri 2 Purbalingga	30
B. Theory of The Research Results	35
CHAPTER VI CLOSING	37
A. Conclusion	37
B. Implication	38
C. Recommendation	39
BIBLIOGRAPHY	40