

CHAPTER I

INTRODUCTION

A. Background

Education, according to the Marimba (2005:19) means a guidance or leadership consciously by the educator on the development of physical and spiritual of the educated person toward the establishment of the main personality. According to Suhartoyo (Widoyoko, 2009:1), the education quality is influence by many factors, namely students, school administrators. The principal, employees, and the school board, environment (parents, community and school) the learning quality, curriculum.

Education is one way to prepare a qualified and professional resource, include preparing the workforce before entering work place for the knowledge and skill acquired in accordance with the terms required by a job. Because the things that encourage students to learn that is associated with the tasks and roles that must be prepared in the institution where they study.

As an organization, school is an open system because it has a relationship with the environment (Triatna, Komariah, 2006:3). In reality, the vocational school is still the second class after the Junior High School. This is due to before the era of the free trade, there is the demanding need of the human source.

One cause of the unemployment problem is the educational system that produces only the technical skill that has not given many benefits to the State (Danuhadimejo: 1998). This indicates that the new schools are just able to prepare students to fill jobs and not become the entrepreneurship. Schools must equip students with the specialized skills in one area, which makes them more valuable than other Junior High School graduates. The Vocational High School is also much to improve itself, complete the school with several supporting facilities to make students compete in the work place (Efim, 2009: 1). With the knowledge and skill that the students got, it is expected that graduates of Vocational High School ready enter the work place based on the specification of their ability

Teachers are challenged to create the output, who are competent and ready to compete in the work place (Anonym, 2009: 1). The entrepreneurship teachers in Vocational high school have strategic role in growing an entrepreneurial attitude to students, so the students' mindset of "pass and looking for job" become "pass and creating job" or become the entrepreneur.

Entrepreneurship is a subject that must exist in the vocational high school. And this time, the entrepreneurship is expected to become the unemployment solution and the regional and national economy of the unemployment, because when come back in 2000-2006, the unemployment rate in most of the ASEAN countries were stable and even decreased, whereas Indonesia became raise on 10.4 percent. The report of United Nations on May

2007 stated that Indonesia was the highest unemployment among ASEAN countries (Pranashaki, 2011: 3).

The entrepreneurship subject in vocational high school is conducted to grow the entrepreneurial spirit to every student to make them ready if they enter the work place. One of the basic competencies provided to the vocational high school students is to plan a small business with an indicator capable of planning the promotion. With the variation of the learning methods, students are asked to go to the field to do promotion.

This aspect is related to the various efforts to provide information on the market about the product or service sold, place and time. There are several ways to give this information, including advertising, personal selling, sales promotion, and publicity. Promotion is to introduce the product, to make the consumer familiar and then enjoy it, even for those who forget are expected to be recalled. The promotion can be done by selling door (Rahman, 2009: 24). The selling door is a way to promote the product to the consumer (Rahman, 2009: 24).

The school will give a number of items to students and then promote it to the community. The selling door program will train the students' mentality, and the readiness of students to enter the field. The free trade as the form of global capitalism makes the local and foreign products overflow the domestic market. As a form of improving the profit, the businessmen try to improve the sale of product and service produces. Based on the monopoly capitalism system, the price competition is not appropriate and focuses on sale. One area

of sales is to develop selling technique which is called direct selling or selling door (Priyanto, 2010: 1).

SMKN 2 Purbalinga is one of vocational schools in Purbalingga. It is one of the favorite schools in this regency. In learning activity, each study program in this school has an entrepreneur subject in the curriculum. The teachers of SMKN 2 Purbalingga train the students to have a high entrepreneurship spirit by giving a selling door program in entrepreneur subject. Broadly speaking, the selling door program is an activity that train students to sell the goods provided by the school independently whether done by entering from home to home or saying to one person to another person. The program held by SMKN 2 Purbalingga is effected to students, where they have good mental because of the items sold. Based on the above explanation, the researcher was interested to conduct a research in SMKN 2 Purbalingga entitled “The Management of Selling Door program on the Entrepreneur Subject (A Site Study at SMKN 2 Purbalingga).”

B. Focus

Based on the above research background, the focus of this research is “What are the characteristics of the management of the door to door selling program at SMKN 2 Purbalingga.” The focus is described into two sub focuses, namely:

1. What the characteristic of the teachers’ activity in the door to door selling program on the entrepreneurship subject at SMKN 2 Purbalingga are

2. What students' characteristic in the door to door selling program on the entrepreneurship subject at SMKN 2 Purbalingga are

C. Objectives

The purposes of this research to describe:

1. The characteristic of the teachers' activity in the door to door selling program on the entrepreneurship subject at SMKN 2 Purbalingga.
2. The students' characteristic in the door to door selling program on the entrepreneurship subject at SMKN 2 Purbalingga.

D. Benefit

1. As the material study of science related to this research. So it can develop science related to the entrepreneurship subject or the selling door program in the vocational school.
2. As a material to increase the repertoire of library and resource for further research.

E. Glossary

1. The entrepreneurship is the entrepreneurship subject as a collection of material and lesson that reveal the variety of application, principle, and ideas about entrepreneurship.
2. A selling door is a directly promotion of product.