

**PENGARUH MODEL PEMBELAJARAN *ENTERPRENEUR*
MENGUNAKAN KOMODITAS LOKAL (KERAJINAN GERABAH)
TERHADAP PEMAHAMAN KONSEP MATERI KEWIRAUSAHAAN
SISWA KELAS V SD GUGUS VI DESA KAPAL TAHUN AJARAN**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh model pembelajaran *entrepreneur* menggunakan komoditas lokal (kerajinan gerabah) terhadap pemahaman konsep materi kewirausahaan siswa kelas V SD Gugus VI Desa Kapal Tahun Ajaran 2025/2026. Penelitian ini dilatarbelakangi oleh rendahnya pemahaman konsep kewirausahaan siswa, yang ditunjukkan oleh hasil Penilaian Acuan Patokan (PAP) bahwa sebanyak 67,05% siswa belum mencapai kategori baik, sedangkan hanya 32,95% siswa yang telah mencapai kategori baik. Kondisi tersebut disebabkan oleh proses pembelajaran yang masih bersifat konvensional dan belum mengaitkan materi pembelajaran dengan potensi komoditas lokal di lingkungan sekitar siswa. Penelitian ini merupakan penelitian kuantitatif dengan jenis eksperimen semu (*quasi experiment*). Rancangan penelitian yang digunakan adalah *non-equivalent post-test only control group design*. Populasi penelitian adalah seluruh siswa kelas V SD Gugus VI. Sampel penelitian menggunakan teknik *random sampling*, diperoleh 2 kelas dengan banyak masing-masing 28 siswa, yaitu satu kelas sebagai kelompok eksperimen dan kelompok kontrol. Kelompok eksperimen dibelajarkan menggunakan model pembelajaran *entrepreneur* menggunakan komoditas lokal (kerajinan gerabah) selama 6 kali pertemuan, sedangkan kelompok kontrol dibelajarkan menggunakan pembelajaran konvensional. Metode pengumpulan data metode tes dengan instrumen tes esai untuk mengukur pemahaman konsep materi kewirausahaan. Data dianalisis menggunakan statistik deskriptif dan statistik inferensial dengan uji-t *polled varians*. Hasil penelitian menunjukkan rata-rata skor *post-test* siswa pada kelompok eksperimen 82,29, sedangkan pada kelompok kontrol 60,82. Berdasarkan hasil uji-t diperoleh nilai $t_{hitung} = 12,629$ dan $t_{tabel} = 2,021$ taraf signifikansi 5% ($\alpha = 0,05$) dengan $dk = 54$, sehingga $t_{hitung} > t_{tabel}$ H_0 ditolak dan H_a diterima yang berbunyi tidak terdapat perbedaan yang signifikan pemahaman konsep materi kewirausahaan siswa yang dibelajarkan model pembelajaran *entrepreneur* menggunakan komoditas lokal (kerajinan gerabah) dengan siswa yang dibelajarkan pembelajaran konvensional. Disimpulkan bahwa model pembelajaran *entrepreneur* berbasis komoditas lokal (kerajinan gerabah) berpengaruh. Guru disarankan menerapkannya, dan peneliti selanjutnya diharapkan mengembangkan penelitian sejenis.

Kata Kunci : model pembelajaran *entrepreneur*, komoditas lokal, kerajinan gerabah, pemahaman konsep, kewirausahaan.

**THE EFFECT OF AN ENTREPRENEUR LEARNING MODEL USING LOCAL
COMMODITIES (POTTERSHIP) ON THE UNDERSTANDING OF
ENTREPRENEURSHIP CONCEPTS OF GRADE V STUDENTS OF ELEMENTARY
SCHOOL GUGUS VI IN KAPAL VILLAGE IN THE 2025/2026 ACADEMIC YEAR**

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ABSTRACT

This study aims to determine the effect of an entrepreneurship learning model using local commodities (pottery) on the understanding of entrepreneurship concepts of fifth-grade students of Elementary School GUGUS VI in Kapal Village in the 2025/2026 ACADEMIC YEAR. This research is motivated by the low understanding of the concept of entrepreneurship among students, as indicated by the results of the Benchmark Assessment (PAP) that 67.05% of students have not reached the good category, while only 32.95% of students have reached the good category. This condition is caused by the learning process that is still conventional and has not linked the learning material with the potential of local commodities in the students' surroundings. This research is a quantitative study with a quasi-experimental type. The research design used is a non-equivalent post-test only control group design. The research population was all fifth-grade students of Elementary School Cluster VI. The research sample used a random sampling technique, obtained 2 classes with 28 students each, namely one class as the experimental group and the control group. The experimental group was taught using an entrepreneurial learning model using local commodities (pottery crafts) for 6 meetings, while the control group was taught using conventional learning. The data collection method was a test method with an essay test instrument to measure the understanding of the concept of entrepreneurship material. Data were analyzed using descriptive statistics and inferential statistics with a pooled variance t-test. The results showed that the average post-test score of students in the experimental group was 82.29, while in the control group it was 60.82. Based on the t-test results, the calculated t value was 12.629 and the t table value was 2.021 at a significance level of 5% ($\alpha = 0.05$) with $dk = 54$, so the calculated $t > t$ table. H_0 was rejected and H_a was accepted, which stated that there was no significant difference in the understanding of the concept of entrepreneurship material between students who were taught the entrepreneurial learning model using local commodities (pottery crafts) and students who were taught conventional learning. It was concluded that the entrepreneurial learning model based on local commodities (pottery crafts) was effective. Teachers are advised to implement it, and future researchers are expected to develop similar research.

Keywords: entrepreneurial learning model, local commodities, pottery crafts, conceptual understanding, entrepreneurship.