

# INDEPENDENT CURRICULUM SUPPORTS STUDENTS BECOMING AN ENTREPRENEUR IN THE DIGITALIZATION AGE THROUGH LEARNING “PRESENTING ENTERTAINING INNOVATION NEWS”

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## Abstract

The development of communication sciences such as social media networks is very popular with all circles of society. This, of course, provides benefits for entrepreneurs. By the development of social media access, we can introduce what we sell to consumers all over the world. One of them is using news media. Now the news media is starting to follow the times, there are lots of promotions broadcast by the news. This is what prompted Nadiem Makarim (Mr. Minister of Education, Culture, Research, and Technology of the Republic of Indonesia) to issue this Merdeka Learning curriculum. With the existence of the Merdeka Learning curriculum which includes learning related to news, it is hoped that future generations will be able to take advantage of business opportunities in the era of digitalization. Therefore, this research focuses on the study of how to maximize entrepreneurial opportunities with news media in the digitalization era in relation to government programs, namely the holding of an independent learning curriculum. The research used is descriptive qualitative with natural observation method. Thus, after making observations, it can be concluded that several factors can maximize entrepreneurial opportunities with news media in the era of digitalization, namely always following the development of existing technology, and paying attention to trends, online to make new innovations that can develop new things, and always utilizing social media. to seek business opportunities.

**Keywords:** Independent Curriculum, Entrepreneurship, and News

## Abstrak

*Berkembangnya ilmu komunikasi seperti jejaring media sosial sangat digemari oleh seluruh kalangan masyarakat. Hal ini tentunya, memberikan keuntungan bagi para wirausahawan. Dengan berkembangnya akses media sosial kita bisa mengenalkan apa yang kita jual kepada konsumen di seluruh penjuru dunia. Salah satunya, menggunakan media berita yang sekarang ini media berita mulai mengikuti zaman, banyak sekali promosi-promosi yang disiarkan oleh berita. Hal ini lah yang mendorong Nadiem Makarim, B.A., M.B.A. (Bapak Menteri Pendidikan, Kebudayaan, Riset, dan Teknologi Republik Indonesia) mengeluarkan kurikulum Merdeka Belajar ini. Dengan adanya, kurikulum Merdeka Belajar yang mencakup pembelajaran terkait berita, diharapkan generasi yang akan datang mampu memanfaatkan peluang bisnis di era digitalisasi dengan menjadi wirausaha literasi. Maka dari itu, penelitian ini memfokuskan pada kajian cara memaksimalkan peluang wirausaha dengan media berita di era digitalisasi dengan kaitannya pada program pemerintah yakni diadakannya kurikulum merdeka belajar. Penelitian yang digunakan adalah deskriptif kualitatif dengan metode pengamatan alami. Demikian setelah dilakukannya pengamatan dapat disimpulkan beberapa faktor yang dapat memaksimalkan peluang wirausaha dengan media berita di era digitalisasi, yaitu selalu mengikuti perkembangan teknologi yang ada, dan memperhatikan tren, berani melakukan inovasi baru yang dapat mengembangkan hal-hal baru, serta selalu memanfaatkan media sosial untuk mencari peluang usaha.*

**Kata Kunci:** Kurikulum Merdeka, Wirausaha, Dan Berita

## INTRODUCTION

Education is an effort to achieve changes in each individual, both from attitudes, knowledge and skills. With education, it is hoped that each individual can maximize their potential to meet future needs. Over time, education in Indonesia underwent a change. These changes greatly affect the potential of each individual, especially the education of students who must be considered in focus.

The educational curriculum is one important aspect to support the potential of each individual, we focus on the individual students themselves. Along with the times, the curriculum has changed to suit their needs. In Indonesia, the education curriculum has undergone many changes from KTSP, the 2013 curriculum, and this new one, namely the independent learning curriculum. The condition of the COVID-19 pandemic has caused many obstacles in the learning process in educational units. Therefore, after conditions began to improve, the government, especially Minister Nadiem Makarim, created a new formula as a result of the 2013 curriculum swaying into an independent learning curriculum.

The independent learning curriculum has quite optimal advantages, namely 1) Implementation is not limited by space and time by visiting tourist attractions, museums, etc., 2) Project-based by applying the skills possessed. 3) Experience in the field with collaboration between the world of education and industry, students are directed to enter the field applying *soft skills* and *hard skills* so that they are ready to enter the world of work. This practice is the characteristics and objectives of education and the level of Vocational High School (*SMK*).

The latest data from the Central Statistics Agency (*BPS*) shows that as of February 2022, the unemployment rate in Indonesia was recorded at 5.83 % of the total working age population of 208.54 million people. This is due to an imbalance between jobs and an increasing number of workers. Therefore, as time goes by, there is intense competition between newly graduated scholars and those who have experience in making new things which in the end an imbalance has occurred now.

This means that the problem of unemployment in Indonesia cannot be considered as a trivial problem, the government must provide a solutive policy to overcome this complex and multidimensional problem of unemployment, because if this unemployment rate growth is not immediately resolved it will be accompanied by an increase in crime. The results of the study show that unemployment can put psychological pressure on the

unemployed, which can lead to criminal acts. This pressure can make someone look for shortcuts and justify any means to meet their needs.

With all these problems the Minister of Education and Culture Nadiem Makarim created an independent learning curriculum that is expected to be able to change the mindset of teenagers, from wanting to work to wanting to open up jobs. Through this curriculum it is also hoped that future generations will be able to maximize digital entrepreneurial opportunities by utilizing news as a promotional medium. This is clearly seen from the textbook which also includes news learning with the chapter title "presenting entertaining innovation news" in the field of Indonesian language lessons.

By this learning, it is hoped that it can encourage interest in the talents of today's students to become a digital entrepreneur. The Indonesian Young Entrepreneurs Association (*HIPMI*) said that entrepreneurs in Indonesia still need growth with a target of 14% of the population in order to meet the requirements of becoming a developed country, currently the number of entrepreneurs in Indonesia has only reached 3.4%, still far from reaching the target set. .

Along with the development of increasingly sophisticated technology in the field of communication, internet access throughout the world makes it easier for entrepreneurs to introduce the goods or services they will sell. An entrepreneur to be successful must be able to take advantage of every opportunity, always think positive, and of course be innovative in running her business so that it can develop. Entrepreneurs have a tendency to continue to innovate and come up with new technologies to win market competition and increase the nation's competitiveness. In addition, entrepreneurs can create a lot of jobs that can reduce unemployment.

## **METHOD**

The research method used is descriptive (descriptive qualitative), namely a method that describes phenomena according to the object under study. The data collected is in the form of words or pictures, not numbers. In line with Sugiyono (in Sugiarto, E. (2017)). Qualitative research is a research procedure that produces descriptive data, in the form of written or oral data from people and characters that can be observed as research objects While the data analysis technique used in this study is natural observation. Its main purpose is to observe and understand the behavior of a person or group of people in a given situation. As for the data or observations studied, they discuss the independent

learning curriculum that supports students to become literate entrepreneurs in the digitalization era in learning to present entertaining news.

## **RESULTS AND DISCUSSION**

Based on the observations, the following results were found:

Students are given learning objectives (TP) regarding students being able to present news through vlog media. Adapted to the independent learning curriculum that learning activities are not bound by rules, are free in creativity and innovative. Students independently discuss plans for making a news story in the form of a vlog with a free theme. Students look for various references in digital media, especially examples of vlogs related to news. Indirectly the independent curriculum provides support for students to take advantage of digital media, namely vlogs to create various content according to the wishes and needs of each individual student.

Entrepreneurial literacy is the basis for researchers (direct teachers) to instill in students to have an entrepreneurial spirit, with this learning students do literacy in vlog media with content that can become a business or product. By showing content related to entrepreneurship, it makes a reference for opening a business.

Based on the observations of researchers, students are very enthusiastic, especially when learning news with vlog media, this is a media that is always accessed by students when watching youtube. From the researcher's questions about what they want in the future when they graduate, that is, they want to become a vlogger or youtuber because the job seems fun "it's already fun, it's more money again". It has been proven that the results of their vlogs are extraordinary, like creator content in general, and the pictures and videos taken are clear and interesting to look at. Then not only from the content but when presenting the news through oral intonation and clear articulation and systematically structured effectively.

### **Independent Learning Curriculum**

The independent learning curriculum is an imitation of the 2013 curriculum initiated by Nadiem Makarim. Merdeka learning has room for teachers to help students become creative, innovative, and character students who are adapted to the profile of Pancasila students. In line with Djumanto, D (2022) independent learning is learning that is free, free not bound by many rules, which moves students to develop their full potential

to achieve intellectual, moral and other skills capabilities. The independent learning curriculum makes it easier for students to express ideas that result in a project in accordance with learning outcomes. In the previous curriculum, both teachers and students were bound by the many rules contained in the syllabus, whereas in the independent learning curriculum the teachers were more creative in preparing teaching modules based on the learning objectives that were made. Therefore, teachers can adapt to developments in the current technological era with material guidelines made by the government to become the basis for creating creative and innovative learning processes.

### **Independent Learning Curriculum in Learning "Presenting Entertaining Innovation News"**

News learning in the independent learning curriculum is in Vocational High Schools (*SMK*) at level XI. This material is a new innovation created by the government for teachers and students to learn. As a teacher there are many uses that can be made as creatively and freely as possible to help students learn speaking skills in Indonesian subjects, especially in learning news.

According to Suciati, Rofia, et al. (2019) News is the fastest report of the latest facts or ideas trustworthy and attractive that can be channeled through print or online media. A news article must be based on facts, but not all facts are made into news. The function of news text is that we can get various information about something. Increasing information means increasing insight, so that we can think thoroughly, effectively, creatively and critically about a problem that is happening around us. In addition, in learning to present innovative news that entertains students, they are required to achieve learning objectives, namely understanding the contents of news texts, analyzing the structure and elements of news technology, reading news stories, and presenting news texts in the form of vlogs. From the learning objectives of news text it can be understood that students must have creativity and innovation in carrying out the learning process for each of its objectives.

### **Literacy Entrepreneurs in the Era of Digitalization**

Entrepreneurial literacy or known as entrepreneurial skills is an external factor that has an important role in the success of a business. The higher the entrepreneurial skills a person has, the easier it will be to achieve success in a business. In line with

Kuntowicaksono (in Aulia, N. A (2021)) literacy entrepreneurship is a person's understanding of entrepreneurship with a variety of positive, creative and innovative characters to develop business opportunities into a business opportunity that benefits himself, society or consumers. In entrepreneurship, business actors must be serious in running their business so as to get results according to the expected goals. Entrepreneurial literacy is very important for business people in the current millennial era and helps to build an entrepreneurial spirit for the millennial generation. In an effort to increase the number of entrepreneurs, it must begin with the growth of interest in entrepreneurship. This should start from high school to college level.

The digitalization era provides great opportunities for entrepreneurs, especially the millennial generation who are capable of using today's technology. One of them, namely the younger generation who will later work (students) this is an opportunity for students to get jobs or create jobs. There are lots of digital platforms that support someone to become an entrepreneur, as long as the actor is able to understand the opportunities that exist by carrying out literacy according to what is developing. The platforms that accommodate entrepreneurship and are often used by the millennial generation, namely online stores, tiktok, youtube (vlog) and so on.

### **Vlog Media on News Learning Supports Literacy Entrepreneurs in Students**

industrial revolution 4.0. The Industrial Revolution 4.0 means that at least the industrial world has experienced four changes, and gave birth to 5 important things such as IoT (Internet of Things), artificial intelligence, 3D printing, human interface with machines, robots and sensors (Schwab, 2016). Revolution 4.0 provides a lot of benefits regarding technology which of course extends to all aspects of life, so that this can provide potential benefits that have a positive impact on the progress of a country.

One of the technologies that has a positive impact on the progress of the country, namely vlog media which is often used by various groups, both from children, adolescents, to adults. The application is called YouTube, in which there is vlog media which presents many interesting and useful shows. Not only as a consumer but also as a literacy entrepreneur, especially students who are going to enter the business world to work or create jobs.

The independent learning curriculum supports students to create literacy entrepreneurs in learning news by using vlog media, because news learning at the student

level, especially vocational high schools (SMK), is only the first in the independent learning curriculum. It can be seen that in the independent curriculum, teachers and students are given the freedom to be creative and innovative in understanding a learning process so that they can create characters that match the profile of Pancasila students. One of the learning objectives in news texts is the presentation of news texts through vlog media. Vlog media can bring quality in photography and marketing, this is suitable for entrepreneurship. Vlog media marketing can reach customers outside the region. Even from this vlog media, we as users can create jobs, not job seekers.

## CONCLUSION

After examining entrepreneurial opportunities in the digitalization era with vlog media on news learning and supported by the government curriculum, namely the independent learning curriculum, a conclusion can be drawn, namely:

1. Teachers must be able to keep up with the times, be innovative, and creative, so that the results of learning will be well received and clear by students.
2. The independent learning curriculum makes it easier for students to express ideas that result in a project in accordance with learning outcomes.
3. Learning objectives on the material of presenting news with vlog media can bring quality in photography and marketing.
4. The independent learning curriculum is able to support entrepreneurial opportunities in the digital field, especially in the news sector.

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