

Summary

INSTRUCTION STRATEGY IN ENTERPRENEURSHIP IN DIPLOMA STUDY PROGRAM (THE STUDY OF THE FACTORS EFFECT TO THE STUDENTS DIPLOMA STUDY PROGRAM IN ENTERPRENEURSHIP).

Enny Zuhni K, Emy Yuli S, Kokom Komariah

The main problem of this study was what factors effect to the student's ability in enterpreneurship? This main problem was added by asking the enterpreneurship instructional process in a good diploma study program.

The main objective of this study was to find out the instructional factors effect to the student's ability in enterpreneurship and to find out the instructional process in Diploma Study Program.

This study was conducted by using qualitative approach with multisitus design combined by analitical-induction and constant-comparative methods. This study was conducted in Diploma Study Program UNY Yogyakarta and UM Malang. The data of this study was collected using documentation, indepth interview and participant observation. Triangulation technique was used to check the credibility of that data.

The result of this study revealed that the process of instruction in enterpreneurship in a good Diploma Study Program was started by designing the instruction, continued with instructional process and evaluation. This instructional process using The variety of instructional media, methods and evaluation.