

ABSTRAK

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PERMAINAN EDUKASI *LEAN STARTUP MONOPOLY*

Skripsi, Fakultas Sains dan Teknologi (2019)

(xv + 86 halaman; 25 gambar; 7 tabel; 3 lampiran)

Pada saat ini, bisnis *startup* sedang sangat diminati generasi milenial. Mulai dari maraknya kedai kopi, bisnis aplikasi, bisnis makanan, dan lainnya. Mereka percaya bahwa adanya *demand* dari produk atau jasa yang mereka tawarkan. *Startup* merupakan pengetahuan yang masih sangat baru. Dalam proses pengembangan suatu *startup*, ada sebuah metode yang bernama *lean startup*. Metode ini ditemukan oleh seorang *entrepreneur* bernama Eric Ries. Eric menawarkan suatu metode agar para pendiri *startup* dapat mengubah asumsi menjadi *validated learning* secepat dan seefisien mungkin. Metode ini sangat baik bila digunakan sebagai pengenalan *startup*. Berdasarkan penelitian yang dilakukan oleh (Hackathorn, Solomon and Blankmeyer, 2011), teknik pembelajaran aktif berhasil menambahkan pembelajaran, dilihat dari *in-class activities* mendapatkan skor tertinggi dibandingkan dengan *lecture* yang mendapat skor terendah. Melihat hal-hal tersebut, dibuat alat pembelajaran bernama "*Lean Startup Monopoly*" yang mampu mensimulasikan tahap-tahap dari metode *lean startup*, agar partisipan mengetahui dan memahami metode *lean startup*. Hasil evaluasi permainan akhir menunjukkan bahwa terdapat peningkatan pengetahuan partisipan sesuai tujuan dari permainan melalui tes yang dikerjakan sebelum dan sesudah bermain.

Kata kunci : *entrepreneur, startup, lean startup, in-class activities, lecture*
Referensi : 18 (2002-2018)

ABSTRACT

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EDUCATIONAL GAME LEAN STARTUP MONOPOLY

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(xv + 86 pages; 25 figures; 7 tables; 3 attachments)

At present, the startup business is in great demand by the millennial generation. Starting from the rise of coffee shops, application businesses, food businesses, and others. They believe that there is a demand for the products or services they offer. Startup is very new knowledge. In the process of developing a startup, there is a method called lean startup. This method was invented by an entrepreneur named Eric Ries. Eric offers a method so that startup founders can turn assumptions into validated learning as quickly and efficiently as possible. This method is very good when used as an introduction to startup. Based on the research conducted by (Hackathorn, Solomon and Blankmeyer, 2011), active learning techniques succeeded in adding learning, judging from the in-class activities getting the highest score compared to the lecture which scored the lowest. Seeing these things, a learning tool called "Lean Startup Monopoly" was created that was able to simulate the stages of the lean startup method, so that participants knew and understood the lean startup method. The final game evaluation results show that there is an increase in participants' knowledge according to the objectives of the game through tests done before and after playing.

Keywords : entrepreneur, startup, lean startup, in-class activities, lecture

References : 18 (2002-2018)