

**PENGEMBANGAN INSTRUMEN PENILAIAN PROPOSAL BISNIS UNTUK  
MENGUKUR KEMAMPUAN BERPIKIR SISTEM MAHASISWA DALAM  
PEMBUATAN *BUSINESS MODEL CANVAS* PADA MATA KULIAH  
*BIOENTREPRENEUR***

**TESIS**

Diajukan untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Magister pada  
Program Studi Pendidikan Biologi



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UNTUK MENGUKUR KEMAMPUAN BERPIKIR SISTEM MAHASISWA  
DALAM PEMBUATAN *BUSINESS MODEL CANVAS* PADA MATA  
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## ABSTRAK

Penelitian ini bertujuan untuk menyediakan instrumen penilaian guna mengukur kemampuan berpikir sistem mahasiswa dalam materi *Business Model Canvas* (BMC). Penelitian ini dilakukan karena *Business Model Canvas* (BMC) adalah bisnis model yang harus dikuasai mahasiswa dalam mata kuliah *Bioentrepreneurship* sebagai bekal awal terjun dalam dunia wirausaha, sedangkan dalam menyusun *Business Model Canvas* (BMC) diperlukan kemampuan berpikir yang sistematis. Metode yang digunakan dalam penelitian ini yaitu *exploratory mixed method* dengan tahapan *exploratory sequential design*. Partisipan yang terlibat adalah 40 orang mahasiswa prodi Biologi yang mengontrak mata kuliah *Bioentrepreneur* di salah satu Universitas di Kota Bandung. Instrumen yang dikembangkan berupa rubrik penilaian dengan 29 indikator kemampuan berpikir sistem dalam *Business Model Canvas*. Kualitas instrumen dengan validitas berdasarkan *expert judgment* diperoleh nilai sebesar 89,3% dengan kategori sangat valid, serta kualitas instrumen dengan reliabilitas *inter-rater* berdasarkan nilai *Cronbach's Alpha* diperoleh nilai sebesar 0.762 hingga 1.000 yang dikategorikan sangat baik. Kemampuan berpikir sistem mahasiswa dapat muncul dan terukur pada pembuatan *Business Model Canvas* (BMC) di dalam proposal bisnis dengan menggunakan instrumen penilaian yang dikembangkan. Sehingga dapat disimpulkan bahwa instrumen penilaian kemampuan berpikir sistem mahasiswa dalam pembuatan *Business Model Canvas* dinyatakan valid dan layak untuk digunakan pada mata kuliah *Bioentrepreneurship*.

**Kata kunci:** Instrumen penilaian, kemampuan berpikir sistem, *Business Model Canvas*, *bioentrepreneurship*

## ABSTRACT

This research aims to provide an assessment instrument to measure students' system thinking skills in Business Model Canvas (BMC) material. This research was conducted because Business Model Canvas (BMC) is a business model that must be mastered by students in bioentrepreneurship courses as an initial provision for entering the entrepreneurial world. While compiling Business Model Canvas (BMC), system thinking skills are needed. The method used in this research is an exploratory mixed method with exploratory sequential design stages. The participants involved were 40 undergraduate students of the Biology program who contracted bioentrepreneurship courses at one of the universities in Bandung City. The instrument developed was an assessment rubric with 29 indicators of system thinking skills on Business Model Canvas (BMC). The quality of the instrument with validity based on an expert judgment obtained a value of 89.3% with a very valid category, and the quality of the instrument with inter-rater reliability based on Cronbach's alpha value obtained a value of 0.762 to 1.000 which is categorized as very good. Students' system thinking skills in making Business Model Canvas (BMC) in business proposals can appear and be measured using the developed assessment instrument. It can be concluded that the assessment instrument of students' system thinking skills in making Business Model Canvas is valid and feasible to be used in Bioentrepreneurship courses.

**Keywords:** Assessment instrument, system thinking skills, Business Model Canvas, Bioentrepreneurship

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