MODEL PENGEMBANGAN SISTEM MANAJEMEN MUTU BIDANG PEMBELAJARAN PEMROGRAMAN DI *EDTECH STARTUP* BERBASIS ISO 21001:2018

TESIS

Diajukan untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Magister Sains

Pada Program Studi Manajemen Perkantoran

Konsentrasi Manajemen Mutu

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PROGRAM STUDI

MAGISTER MANAJEMEN PERKANTORAN

SEKOLAH PASCASARJANA

UNIVERSITAS PENDIDIKAN INDONESIA

2024

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Model Pengembangan Sistem Manajemen Mutu Bidang Pembelajaran Pemrograman di *Edtech Startup* Berbasis ISO 21001:2018

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M.Si Universitas Pendidikan Indonesia, 2024

Sebuah Tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Magister Sains (M.Si.) pada Sekolah Pascasarjana

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BIDANG PEMBELAJARAN PEMROGRAMAN DI *EDTECH STARTUP*
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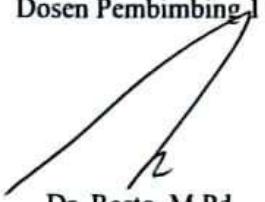
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Dosen Penguji 1
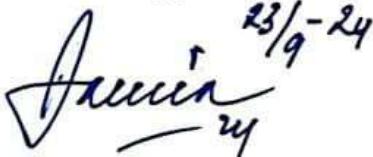
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SURAT PERNYATAAN TENTANG KEASLIAN TESIS DAN PERNYATAAN BEBAS PLAGIARISME

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Menyatakan bahwa proposal tesis yang saya ajukan dengan judul "**Model Pengembangan Sistem Manajemen Mutu Bidang Pembelajaran Pemrograman di *EdTech Startup* Berbasis ISO 21001:2018**" adalah karya asli saya sendiri. Saya telah menyusun proposal penelitian ini secara mandiri dan menggunakan sumber informasi yang sah. Saya juga menyatakan bahwa proposal tesis ini bebas dari unsur plagiat atau penggunaan informasi dari sumber lain tanpa mencantumkan sumbernya.

Atas pernyataan ini, saya siap menanggung risiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

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KATA PENGANTAR

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"Model Pengembangan Sistem Manajemen Mutu Bidang Pembelajaran Pemrograman di EdTech Startup Berbasis ISO 21001:2018." **Filianti, 2105092, Universitas Pendidikan Indonesia, 2024**

ABSTRAK

Menurut riset World Bank dan McKinsey, dalam kurun waktu 2015-2030 Indonesia membutuhkan 600.000 talenta digital setiap tahunnya. Hal tersebut menginisiasi kemunculan banyak *EdTech Startup* di bidang pembelajaran pemrograman. Namun perjalanan *EdTech Startup* untuk mencetak talenta digital menemui banyak tantangan, mulai dari proses pembelajaran yang belum maksimal, belum adanya standardisasi dalam proses kerja yang dilakukan, hingga tingginya tingkat pergantian karyawan. Berdasarkan permasalahan ini, dalam penelitian dilakukan pengembangan set dokumen Sistem Manajemen Mutu (SMM) berbasis ISO 21001:2018 pada bidang pembelajaran pemrograman *EdTech Startup* yang bertujuan untuk menyusun standar penyelenggaraan pembelajaran di bidang pemrograman guna meningkatkan kualitas pendidikan. Metode penelitian ini menggunakan *Research and Development* (R&D) model Plomp (2013), yaitu Investigasi Awal, Desain, Realisasi/Konstruksi, serta satu tahapan tambahan yakni Penilaian Ahli, Praktisi, dan Pengguna. Penelitian ini dilakukan pada *EdTech Startup* yang bergerak di bidang pembelajaran pemrograman yang ada di Jabodetabek. Berdasarkan tahapan-tahapan penelitian tersebut, telah dihasilkan set dokumen SMM berbasis ISO 21001:2018 untuk Divisi Teaching and Learning Implementation (TLI) pada *EdTech Startup*, dimana divisi ini menangani bidang pengajaran dan pembelajaran di bidang pemrograman. Set dokumen ini meliputi Pedoman Mutu sebagai Dokumen Tingkat I, Standar Operasional Prosedur sebagai Dokumen Tingkat II, *Work Instructions* yang meliputi *playbook, checklist,* dan *handbook* sebagai Dokumen Tingkat III, serta *Form/Records* yang meliputi laporan dan formulir isian sebagai Dokumen Tingkat IV. Berdasarkan hasil penilaian oleh Ahli SMM ISO 21001 dan praktisi *EdTech Startup* bidang pembelajaran pemrograman, didapatkan rata-rata 4.63/5. Dan berdasarkan penilaian oleh pengguna yakni karyawan Divisi TLI *EdTech Startup* mendapatkan rata-rata 4.62/5. Sehingga dapat disimpulkan bahwa produk penelitian dinyatakan Sangat Layak untuk dilanjutkan ke tahap penelitian selanjutnya pada model R&D Plomp (2013), yakni tahapan Percobaan, Evaluasi, dan Revisi.

Kata Kunci: *EdTech Startup, ISO 21001:2018, Lembaga Pendidikan Nonformal, Pembelajaran Pemrograman, Sistem Manajemen Mutu*

"Development of Quality Management System for Programming Learning at EdTech Startup Based on ISO 21001:2018." Filianti, 2105092, Universitas Pendidikan Indonesia, 2024

ABSTRACT

According to World Bank and McKinsey research, Indonesia needs 600,000 digital talents every year between 2015 and 2030. As a result, numerous EdTech startups in programming learning have emerged. However, EdTech startups face numerous challenges in their quest to cultivate digital talent, including underutilization of the learning process, lack of standardization in their work processes, and a high employee turnover rate. Based on this problem, this research developed a set of ISO 21001:2018-based Quality Management System (QMS) documents in the EdTech Startup programming learning field. These documents aim to develop standards for organizing learning in the programming field, thereby improving the quality of education. This research method uses the Research and Development (R&D) model of Plomp (2013), namely Initial Investigation, Design, Realization/Construction, as well as one additional stage, namely Expert, Practitioner, and User Assessment. This research was conducted at an EdTech startup in Jabodetabek that specializes in programming learning. Based on these research stages led to the production of a set of ISO 21001:2018-based QMS documents for the Teaching and Learning Implementation (TLI) Division at EdTech Startup, which manages teaching and learning in the programming field. This document set includes Quality Guidelines as Level I documents, Standard Operating Procedures as Level II documents, Work Instructions (playbooks, checklists, and handbooks) as Level III documents, and Forms/Records (reports and forms) as Level IV documents. The assessment results from QMS ISO 21001:2018 expert and EdTech Startup practitioners in the field of programming learning yield an average score of 4.63/5. The TLI Division's employees, who conducted the assessment, scored an average of 4.62/5. Therefore, we can infer that Plomp's R&D model (2013) declares the research product highly feasible for advancement to the subsequent stage of experimentation, evaluation, and revision.

Keywords: *EdTech Startup, ISO 21001:2018, Non-formal Education Institution, Programming Learning, Quality Management System*

DAFTAR ISI

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DAFTAR GAMBAR

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