

## ABSTRAK

Penelitian ini dilatarbelakangi oleh belum berkembangnya kreativitas perajin keramik Kampung Anjun, Kecamatan Plered, Kabupaten Purwakarta dalam pengembangan desain keramik, sehingga produk keramik yang dihasilkan memiliki desain yang cenderung tidak berubah dari waktu ke waktu. Berbagai pelatihan desain telah dilaksanakan namun dirasakan belum efektif dalam menumbuhkembangkan kreativitas perajin keramik dalam membuat keramik dengan desain yang berbeda dari biasanya, yang berdampak pada nilai jual keramik yang relatif rendah. Tujuan penelitian ini adalah implementasi model pembelajaran mandiri dalam konteks pelatihan pengembangan desain.

Konsep yang dijadikan rujukan penelitian ini, diantaranya adalah (1) Konsep Pelatihan, (2) Konsep Belajar dalam Pelatihan, (3) Konsep Pembelajaran Mandiri, (4) Konsep Kompetensi, (5) Konsep Kreativitas dan Inovasi, dan (6) Konsep Difusi Inovasi. Penelitian ini menggunakan metode kualitatif yang bersifat *naturalistic-inquiry*. Pengukuran efektivitas model pembelajaran mandiri dalam meningkatkan kompetensi desain keramik didasarkan pada aspek *learning, reaction, result, dan behavior*. Teknik Pengumpulan data melalui observasi, wawancara, studi dokumentasi, tes, dan triangulasi.

Temuan yang diperoleh dari penelitian ini adalah (1) pelatihan desain yang selama ini diberikan bagi perajin keramik belum mampu menumbuhkembangkan kreativitas perajin dalam pengembangan desain keramik, (2) pelatihan desain keramik yang dirancang bertumpu pada pembelajaran mandiri, di mana setiap perajin keramik dituntut kreatif dalam pengembangan desain keramik secara mandiri. Prosesnya dilakukan secara bertahap dan memerlukan intervensi instruktur serta perlu adanya interaksi dua arah antara instruktur dan peserta pelatihan, (3) implementasi model pembelajaran mandiri telah memperhatikan kaidah-kaidah pengembangan desain keramik secara komprehensif dan tahapan konstruksi belajar mandiri mulai dari *dependent, interested, involved*, sampai dengan *self-directed*. (4) model pembelajaran mandiri ternyata berhasil dalam meningkatkan kompetensi desain, yang ditunjukkan dengan meningkatnya kognitif, psikomotorik, dan afektif perajin keramik berkenaan dengan desain keramik, respon positif perajin keramik terhadap pelaksanaan model pembelajaran mandiri, performansi produk keramik yang dihasilkan sangat baik, serta terjadinya proses difusi inovasi dalam skala yang terbatas dimana perajin keramik yang mengikuti pelatihan desain menjadi agen perubahan bagi masyarakat sekitarnya.

Berdasarkan temuan-temuan tersebut, dapat disimpulkan bahwa model pembelajaran mandiri dalam pengembangan desain dapat dijadikan sebagai standar bagi para *stakeholders* dalam membangun kreativitas perajin keramik untuk mengembangkan desain keramik, sehingga produk keramik yang dihasilkan benar-benar memiliki nilai jual yang tinggi dan dapat bersaing baik di pasar lokal maupun internasional.

**Kata Kunci:** Model Pembelajaran Mandiri, Komunitas Perajin Keramik, Pelatihan Pengembangan Desain Keramik

## ABSTRACT

*The background of this research is the underdevelopment of the ceramic artist's creativity in Anjun's village, placed in the subdistrict of Plered and regency of Purwakarta. This phenomenon has caused the monotonous inclined product design of those artists from time to time. Many capacity building trainings had been done but it seems that those trainings are uneffective in order to increase the growth of ceramic artists's creativities in making new designs which has a significant impact on the dropped rating sales of the ceramics. The objectives of this research was to construct a directed learning model in the context of ceramics design training.*

*This research was conducted based on concepts, namely: (1) the concept of training, (2) the concept of learning in training, (3) the concept of self directed learning, (4) the concept of competency, (5) the concept of creativity and innovation, and (6) the concept of innovation diffusion. This research used a qualitative method which has a characteristic of naturalistic-inquiry. The measurement of the effectivity of the self directed model in increasing the design competence was based on several aspect, which are; learning, reaction, result, and behavior. Data was collected through the use of interview, questionnaire, observation, documentation study, and triangulation.*

*The results of this research revealed that (1) the design capacity building which have been given to the ceramic artists wasn't able to push the creativity of the artists in improving their ability to evolve the ceramics design (2) the design capacity building that will be used should be focus on the independent learning concept, wherein every each of the artist should be more creative in evolving their ability to make any new ceramic design. The capacity building's process also should be divided into several sequence of phases, need the instructor's intervention, and need a dynamic interaction between the instructor and the participant (3) self directed model which will be used already has a special attention on the ceramic design's development principle and construction phases of an independent study method comprehensively, which consists of; dependent, interested, involved and self-directed. (4) the self directed model actually more effective in increasing the design's competence which is proved by the increasing level of artits's cognitive, psikomotoric, and affective in terms of ceramic's design, positive responses toward the actuating of the independent study method, a better performance of the ceramic's product, and actuating of the innovation diffusion in a limited scale wherein the ceramic's artists who is joining the design capacity building became the agent of change for their respective community.*

*Based on those facts, it could be concluded that self directed learning model for the development of ceramic's design could become the standard study model for the stakeholders in the development of the ceramic artists's creativities in design creation, so that their ceramic products could have a high rating sales and could be finely compete whether in a local or international market.*

**Keywords:** *Model of Self-Directed Learning, Community of Ceramic Artisans, Development of Ceramic Design Training*