

ABSTRAK

Sofiea Nisa As'syami (1400580) "Studi Kasus Program Pelatihan Kewirausahaan Layanan Informasi pada Level Pemula di USB School. Skripsi, Program Studi Perpustakaan dan Ilmu Informasi, Departemen Kurikulum dan Teknologi Pendidikan, Fakultas Ilmu Pendidikan, Universitas Pendidikan Indoensia. Bandung 2018.

Penelitian ini dilatarbelakangi karena lulusan perguruan tinggi khususnya pada lulusan bidang informasi makin meningkat. *USB School* sebagai sekolah bisnis yang menyelenggarakan program pelatihan kewirausahaan layanan informasi berjenjang. Fokus penelitian ini pada level pemula, Mulai dari perencanaan, pelaksanaan dan evaluasi. Tujuan penelitian ini mengungkapkkan bagaimana perencanaan, pelaksanaan dan evaluasi dari rangkaian proses program pelatihan kewirausahaan layanan informasi serta mengetahui mengapa program pelatihan dijalankan. Pendekatan studi kasus dengan metode kualitatif menghasilkan kontruksi model pelatihan kewirausahaan layanan informasi. Hasil penelitian pada tahap perencanaan meliputi analisis kebutuhan, penetapan tujuan penelitian, merumuskan rencana pelatihan. Selanjutnya tahap pelaksanaan meliputi pengarahannya, koordinasi, pemberian motivasi dan komunikasi tahap terakhir evaluasi meliputi evaluasi pada peserta, pelatih, proses pelatihan dan sarana. Secara umum pelatihan kewirausahaan layannan informasi di *USB School* baik karena setahap komponen berjalan sesuai standar pelatihan, meski pada tahap perencanaan masih memerlukan supervisi. Penelitian ini berimplikasi pada pengembangan kewirausahaan layanan informasi berbasis proyek bagi mahasiswa perpustakaan.

Kata Kunci: Layanan Informasi, Program Pelatihan Kewirausahaan, USB School.

Sofiea Nisa As'syami, 2018

STUDI KASUS PROGRAM PELATIHAN KEWIRAUSAHAAN LAYANAN INFORMASI PADA LEVEL PEMULA DI USB SCHOOL

Universitas Pendidikan Indonesia | repository.upi.edu |
perpustakaan.upi.edu

ABSTRACT

Sofiea Nisa As'syami (1400580) Case Study Training Program For Information Services In Business Level In School In Usb School. Thesis, Library Educational Program and Information Science, Department of Education Curriculum and Technology, Faculty of Education, Indonesia University of Education. Bandung 2018.

This research reveals the uniqueness of the USB School as a business school that organizes a tiered information service entrepreneurship training program. The focus of this research is on the beginner level, from planning, implementation and evaluation. The purpose of this study reveals how the planning, implementation and evaluation of a series of information service entrepreneurship training process programs as well as to know why the training program is run. A case study with qualitative approach resulted in the construction of an information service entrepreneurship training model. The results of the research at the planning stage include needs analysis, goal setting research, formulating training plan. Furthermore, the implementation phase includes guidance, coordination, motivation and communication. The last stage of evaluation includes evaluation on participants, trainers, training process and means. In general, the entrepreneurship training of information layout in USB School falls in the category of good because the components are running according to the standard of training, although at the planning stage it still requires supervision. This research has implications for entrepreneurship development of project-based information services for library students.

Keywords: Information Service, Entrepreneurship Training Program, USB School.

Sofiea Nisa As'syami, 2018

STUDI KASUS PROGRAM PELATIHAN KEWIRAUSAHAAN LAYANAN INFORMASI PADA LEVEL PEMULA DI USB SCHOOL

Universitas Pendidikan Indonesia | repository.upi.edu |
perpustakaan.upi.edu