Does Impact of Using an Online Learning on Salesmanship Course in The Era Covid 19 Pandemic?

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ABSTRACT

This research aims to explore the application of learning salesmanship courses during the COVID-19 pandemic, where there are social policies and physical distance conducted by online lectures, while salesmanship courses will be effective if done with many direct practices. Approved implementation of planning, implementation, and evaluation of the implementation of online learning with the support of learning applications such as learning modules and videos. This research was conducted using descriptive qualitative, discussion, and collect data about responses and submissions of learning applications consisting of modules and video sales used during the online learning process. The technique of collecting data is done by collecting, observing, and questioning. Data were analyzed qualitatively using NVIVO software. The results showed that learning tools in the form of salesmanship modules and videos received very high responses, and were effective in fostering student interest in learning, the results of data analysis showed that with modules and videos made learning salesmanship easier, especially on the topic of effective selling techniques online at a pandemic period, very relevant to current needs.

INTRODUCTION

Coronavirus Disease (COVID-19) is increasing in Indonesia (Joharudin et al., 2020; Sumarni, 2020). PHEOC of the Ministry of Health on May 29, 2020 accessed via covidl9.kemkes.go.id stated that the number of positive cases in Indonesia was 25,773 people and 1,573 people died. This outbreak has an impact on educational factors, this is evidenced by the policy to stop the process of face-to-face learning activities (Muliadi et al., 2021). The Ministry of Education and Culture issued a policy by issuing Circular Number 4 of 2020 concerning Implementation of Education in the Coronavirus Disease (COVID-19) Emergency Period. Two important policies from the circular are schools conducting Distance Learning (PJJ) for students, and canceling the implementation of the National Examination (Atsani, 2020; Pakpahan & Fitriani, 2020).

Learning is done remotely or via E-Learning. Minister of Education and Culture (Mendikbud) Nadiem Makarim also seeks to build cooperation with various parties that focus on developing an online education system. The application of online learning demands the readiness of various parties, both from education service providers or from students themselves (Susanty, 2020). Online learning is not something new for universities, because many universities have innovated and developed online learning to improve its quality and quality (Hutauruk, 2020).

Salesmanship is a course in the Commerce Education study program that discusses knowledge about products and marketing strategies, knowing and having good relations with customers and being able to form networks with the business world, as well as excellent service and after-sales (Rusly & Sudarwanto, 2021). In the lecture implementation plan, previously carried out by the method of lecturing, discussion, observation, case studies, presentations, and reflections carried out with a face-to-face

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