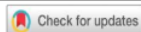




Effectiveness of Role Playing Cards (RPC) Learning Models Based on Madura Ethnic Entrepreneurship Values In Increasing Entrepreneurship Interest In Junior High School Students

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ABSTRACT

Objective: This research aims to measure the effectiveness of the RPC (RPC) learning model based on Madurese entrepreneurial values in increasing junior high school students' interest in entrepreneurship. **Method:** The method used in this research is quantitative with a quasi-experimental design, a non-equivalent design (pretest and post-test), and a control group design. **Results:** The research results show that the RPC learning model based on Madurese ethnic entrepreneurial values effectively increases junior high school students' interest in entrepreneurship. This can be seen from the average percentage of N-gain in the experimental class is 60.70%. Meanwhile, the average percentage of N-Gain for the control class is 16.00%. So, the conventional learning model in the control class is ineffective in increasing interest in entrepreneurship among junior high school students. **Novelty:** This learning model is the only role-play learning model developed with a combination of card games and based on ethnic entrepreneurial values to increase students' interest in entrepreneurship. The effectiveness of this learning model can contribute to social studies learning; that is, through creative learning, students' entrepreneurial interest in entrepreneurial activities can increase.

INTRODUCTION

Learning is an activity that is inseparable from education because it is carried out jointly between teachers and students in order to acquire knowledge. There is a fundamental difference in definition between learning and learning. Learning is a constructive activity carried out by someone independently to gain knowledge and achieve changes in behavior (Alfaiz et al., 2019; Kemal & Rosyidi, 2019; Tabroni et al., 2022; Zhumash et al., 2021). Learning is an effort made by someone to create an environment so that people are encouraged to do learning activities. To create a condition that causes individuals to be motivated or involved in a learning activity, a creative and innovative learning model is automatically needed. Apart from teaching the values espoused by society so that individuals can then be accepted in that society (good citizens), social science also teaches how an individual can live in society independently (entrepreneurship). Therefore, one of the competencies taught in social studies subjects is entrepreneurial competence. As a first step, at least introduce terms or concepts in entrepreneurship.

In several developed countries, the issue of entrepreneurship has become a trending topic of discussion put forward by experts and observers for the economic resilience of a nation. For them, one of the determinants of the progress of a nation is the role of entrepreneurship. In America, for example, more than 12.00% of the population are

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