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The Pattern of Performance Management of Community Service Learning Empowerment in Improving the Entrepreneurship on the Graduation Candidate of Vocational Technology Education Institution

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Abstract. The purpose of this research is to evaluate the pattern of performance management of Community Service Empowerment Learning-Universitas Negeri Semarang in improving the entrepreneurship of the graduate candidate of Vocational Technology Education Institution.This evaluation research uses Context Evaluation, Input evaluation, Process evaluation and Product evaluation method (CIPP) to evaluate the performance management of Community Service of Empowerment Learning- Universitas Negeri Semarang. The location of research was in Kandri Subdistrict-Indonesia. The subject of research is the Kandri Subdistrict community, especially the groups of the youth, students, subdistrict organizers, community organization, and culinery and handicraft industry, as well as the students who join the program of Community Service of Empowerment Learning-Universitas Negeri Semarang. The object of research is the pattern of perfomance management of Community Service Empowerment Learning-Universitas Negeri Semarang in improving the entrepreneurship of the graduation candidate of Vocational Technology Education Institution. The research result shows the pattern of Community Service Empowerment Learning-Universitas Negeri Semarang is able to improve the enterpreneurship of graduate candidate of Vocational Technology Education Institution.The pattern of Community Service Empowerment Community-Universitas Negeri Semarang which is *Education for Sustainable Development (ESD)*in the field of education, training, and assistance continuously can grasp and develop competency and balance mindset of students including *triple bottom line which* mutually connectedamong the sectors of social, economic, cultural, and environment so that it can increase the entrepreneurship on the graduates candidate of Vocational Technology Education Institution

INTRODUCTION

The Community Service Empowerment Learning-Universitas Negeri Semarang is the field study activities for students of Bachelor Degree of Educational Program of Universitas Negeri Semarang to encourage the empathy of student and give contribution to solve the problems that exist in the community. Through Community Service Empowerment Learning-Universitas Negeri Semarang, the community will learn from students to solve variety of village problem sand problems on culinary and handicraft industry. For students, Community Service Empowerment Learning-Universitas Negeri Semarang has a benefit to add an experience in solving the community problems, and to improve the entrepreneurship.

This research has a purpose to measure the pattern of performance management of implementation of Community Service–Empowerment Learning-Universitas Negeri Semarang in improving the entrepreneurship. The Community Service Empowerment Learning was accompanied by 30 students during 45 days at Kandri subdistrict Semarang-Indonesia. The pattern that is taken on applying the Community Service Empowerment Learning can become solution tools in handling the development problem in Indonesia, namely by the concept

of community-based empowerment. The Community Service Empowerment Learning-Universitas Negeri Semarang develops themes which have a partner with government and business worldby the concept of co-creation, co-financing and co-benefit.

The Developed Potencial of Agro-Eco-Tourism at Kandri Subdistrict.

Based on the result of survey which is done by the writer at Kandri subdistrict, there are some potential problems which need to be repaired through this Community Service Empowerment Learning, it is shown in table 1.

TABLE 1. Potency of agro-eco-tourism at Kandrisubdistrict

Location of RW	Potency of Kandri Subdistrict
I	Education tourism potential
II	Nature tourism potential
III	Culture tourism Potential, such as people puppet, suket puppet, gambyong dance, and Semarangan dance, then
IV	Culinary tourism

Community Service Learning Empowerment-Universitas Negeri Semarang

The Community Service Learning Empowerment isa field study activity which is taken by students in the end part of Bachelor Degree of Education Program. The Community Service program is a compulsary for all sudents. Implementation of Community Service can be solution tools in handling the development problems in Indonesia, namely by concept of community-based empowerment. Program of Community Service Empowerment Learning -Universitas Negeri Semarang develops themes which have a partner with government and business world, and communityby concepts of co-creation, co-financing dan co-benefit. For students who joint Community Service Empowerment Learningas a chance in applying and developing self potential that can be a model after joining the community.

Performance Management

Performance Management of this research is performance management of Community Service Empowerment Learning at Kandri subdistrict. The students study and apply the knowledge in empowering the community to become the agro-eco-tourism village at Kandri Subdistrict-Indonesia. In line with the research of Hadromi at all, (2015) states the learning management is began from analysis of requirements, planning, organizing, supervision, and assesment. Futher, theat mosphire of academic environment which is harmonious and productive as well as urgent creates the active learning condition if the functions of management are suported by the competent human resource. The Community Service Empowerment Learning-Universitas Negeri Semarang is the implementation of learning material for students in the community to empower community on the potency that is had to use developing theirself and environments go towardsKandriwhich is agro-eco-tourism.

Then Paauwe (2010) states that performance management is the continuous process to indentify, measure, and develop the performance of organization members and to adjust the performance with strategic goal of organization. It is clarified by Rohaga, and Tody (2014), Hadromi (2015) states that performance management is a process which consolidates the implementation of goal, assesment, that hasa purpose to ansure employee performance to support the strategic goal of company. Next, Suhartono (2010) states that the change of business environment creates a challenge for business organization. Kandri Subdistrict based on agricture, horticulture quickly changes to be a subdistrict based on agro-eco-tourism after changing from agricture land becomes Jatibarang reservoir land.

METHODS

The research method of evaluation of Community Service-Empowerment Learning-Universitas Negeri Semarang uses model of Context evaluation, Input evaluation, Process evaluation and Product evaluation (CIPP) that is developed by Stufflebeam at all in 1967 in Ohio State University (Guili Zhang, at all, ,. The variable research is Performance management of Community Service Learning Empowerment, Universitas Negeri Semarang covers: (1) Context; (a) Goal of Community Service Learning Empowerment, (b) benefit of Community Service Learning Empowerment, (c) target of Community Service-Learning Empowerment, (2)

Input;(a). Human resource of target community (b).The condition of infrastructure of Kandri Subdistrict that supports Kandri as agro-eco-tourism, (3) Process; (a). Implementation of Community Service Learning Empowerment, (b). People in Charge of Community Service-Learning Empowerment (c). Completed activities of Community Service-Learning Empowerment, and (4) Product (a). Community Service student participants score (b). An increase inquantity of culinary product, (c) An increase in quantity of handicraft product, (c) An increase in infrastructure of Kandri Subdistrict, and (d) An increase in student enterpreunership. The research was conducted in Kandri Subdistrict Semarang when Community Service Learning Empowerment-Universitas Negeri Semarang Semarang program was done during 45 days.

RESULT AND DISCUSSION

Result

The result of CIPP research on the performance management design of Community Service-Learning Empowerment Universitas Negeri Semarang is tabulated in the table 2.

TABLE 2. CIPP on Performance Pattern of Community Service

No	Component	Target	Score	Categori
	Contextof performance management pattren of Community Service-Learning Empowerment– Universitas Negeri Semarang	Target/Goal of Community Service-Learning Empowerment, generally has been achieved	3,24	good
		Implementation of Community Servicecan increase performance of Culinary MSME	2.36	poor
		Implementation of Community Service can increase performance of handicraft MSME	3,28	good
		Performance Management of Community Service helps realizing agro-eco-turism village in Kandri Subdistrict	3,44	good
		Avarage score of context	**3,08**	**good**
	Input of Performance management pattern of Community Service Learning Empowerment- Universitas Negeri Semarang	Implementation of Community Service Learning Empowerment increases Human Resourse of target community of Community Service which has an impact on increasing the income.	2,60	poor
		Implementation of Community Service increases community resource who supports the agro-eco-tourism village.	3,00	good
		The accomplished of Community Service increases the infrastucture condition that supports Kandri as agro-eco-tourism.	3,00	good
		Human resource of Community Service Leaning Empowerment student participants suitable with the requirements of Kandri Subdistrict that supports as agro-eco-tourism.	3,44	good
		Average score of input	**3,01**	**good**
	Process of performance management design of Community Service-Learning Empowerment Semarang State Univrsity	Students can conduct Community Service according to plan	3,20	Good
		Implementation of Community Service according to plan	3,60	excellent
		Activities of Community Service suitable with requirements of Community	3,08	good
		The target community supports the accomplished of Community Service	3,20	good
		The Kandri Subdistrict officials support the accomplished of Community Service	2,96	poor
		The completed of Community Service activities suitable with schedule	2,50	poor
		There is an act after Community Service-Learnig Empowerment has finished	3,12	good
		Average score of process of Community Service	**3,10**	**good**
	Product of performance management design of Community Service-Learning Empowerment Universitas Negeri Semarang	80% of Community Service score forparticipant studentis excellent (A)	4,00	excellent
		There is an increase in quantity of culinary product	3,28	good
		There is an increase in quantity of handicraft product	3,24	good
		There is an increase inquality of culinary product	3,44	good
		There is an increasein quality of handicraft product	3,32	good
		there is an increase in infrastructure at Kandri subdistrict	3,24	good
		Students feel, there is a learning which is obtained in implementation of Community Service	3,32	good
		There is a step on achieving the agro-eco-tourism village in Kandri Subdistrict Indonesia significantly.	3,4	good
		Average score of Productof pattern performance management of Community Service	**3,41**	**good**

Discussion

The Pattern of performance management of Comminty Service Learning Empowerment-Universitas Negeri Semarang can empower the community and potency in the area of Kandri subdistrict-Indonesia. Education, training, socialization, assistance which are done in Community Service Learning Empowerment Universitas Negeri Semarang activity is the development of human resources (HRD) which impacted in realizing an independentsociety economically, can improve the social welfare of local community and realize the agro-eco-tourism at Kandri subdistrict-Indonesia. Especially for students can be spririt in improving student entrepreneurship.

Context of the performance management pattern of Community Service Learning Empowerment-Universitas Negeri Semarang (Table 1) in line with the achievement of objectives. Training, counseling and assistance have been implemented so that partner industry and communiti to be able to empower their potentials. This is accordance with opinion of Nurulitha (2013), that in the development of sustainable agro-tourism and community-based, the principle which always held is the participation of local community. Local community Kandri village who acts starting from youth, community leaders, and Kandri subdistrict officials also jointly realize the village Kandri as agro-eco-tourism. Furthermore Barkema et al. (1998) stated that the compensation / reward is a powerful motivator for the improvement of overall organizational performance

Input of the performance management pattern of Community Service Learning Empowerment-Universitas Negeri Semarang has been good. A total of 30 students of the Community Service have been selected suitable with interest and competency at Kandri District. Selection and implementation of Community Service program proper with the requirements of community and agro-eco-tourism village.

Process of performance management pattern of Community Service Learning Empowerment-Universitas Negeri Semarang has been obtained good category. Component that supports the pattern of performance management is (1) Implementation of Community Service according to plan, (2) Activities of Community Service suitable with requirements of community, (3) there is a support from community and Kandri Subdistrict officials, (4) and there is an act on Community Service activities.

Product of performance management pattern of Community Service Learning Empowerment Universitas Negeri Semarang consists of : (1) for students, the obtained product is the obtaining maximum score of Community Service with excellent category, and there is an increase in learning experience in applying the knowledge during the Community Service Learning Empowerment Universitas Negeri Semarang, and enhance the entrepreneurship. This condition is supported by the opinion of Ayi (2011). Based on the analysis of the research results, in fact, the model of outdoor education learning of physical education has a positive influence on student learning result and has significantly impact toward the ability of mastery learning material. Therefore Community Service Learning Empowerment-Universitas Negeri Semarang was conducted in Kandri is believed in increasing the score and entrepreneurship on students.

CONCLUSION

The Patternof performance management of Community Service Learning Empowerment-Universitas Negeri Semarang can realize the agro-eco-tourism village at Kandri subdistrict-Indonesia. For the students, these activities support the entrepreneurship which is formed. Specially, the evaluation result of performance management pattern of Community Service is obtained the achievement on (1) context of 3,08, (2) input of 3,01, (3) processof 3,10, dan (4) productscore of 3,41. The performance pattern of Community Service Learning Empowerment-Universitas Negeri Semarang at Kandri Subdistrict which focuses on education, training, and assistance has encouraged community who becomes the target of activities to explore and enhance their own potency.

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