



TECHNIUM
SOCIAL SCIENCES JOURNAL

Vol. 27, 2022

**A new decade
for social changes**

www.techniumscience.com

ISSN 2668-7798



9 772668 779000

The impact of independent campus learning program (MBKM) through matching fund program for lecturers, students and partners in Minggirsari Village, Blitar

Ayun Maduwinarti¹, Eko April Ariyanto², Luvia Friska Narulita³, Sayidah Auli'ul Haque⁴, Hikmah Husniyah Farhanindya⁵

¹Business Administration, Faculty of Social and Political Sciences, Universitas 17 Agustus 1945 Surabaya, ^{2,4,5}Bachelor of Psychology, Faculty of Psychology, Universitas 17 Agustus 1945 Surabaya, ³Information Technology, Faculty of Technique, Universitas 17 Agustus 1945 Surabaya

ayunmaduwinarti@untag-sby.ac.id¹, eko_ariyanto@untag-sby.ac.id², luvia@untag-sby.ac.id³, sayidahaulia@untag-sby.ac.id⁴, hfarhanindya@untag-sby.ac.id⁵

Abstract. One of the activities in the implementation of the Independent Campus Learning Program (MBKM) has been implemented through the Matching Fund program which was held in Minggirsari Village, Blitar. This activity has succeeded in establishing the Creative Economy and Tourism Research Center. The potential of Minggirsari village is divided into 17 sub-sectors based on creative economy sub sector, namely game development, architecture, interior design, music, fine arts, product design, fashion, culinary, film-animation-video, photography, visual communication design, TV-radio, crafts, advertising, performing arts, publishing and applications. The synergy between intellectuals, business, and government is the main actor driving the birth of creativity, ideas, science and technology that are vital for the growth of creative industries in Indonesia. Based on the existing potential, this activity provides the widest possible learning space to improve students' ability in creative thinking and critical thinking to enter the business world. In addition, this activity is also a forum for lecturers to develop research results on the creative economy. This activity also facilitates village residents to get provisions in developing their potential to help build Minggirsari village into a creative economy village. For this reason, this research is expected to be able to measure the impact resulting from learning activities that have been carried out through the matching fund program for lecturers, students and partners. This research uses a quantitative approach with a survey method. Data analysis in this study used descriptive data analysis methods.

Keywords. Matching Fund, MBKM Impact, Creative Economy Village

Background

As part of the effort in connecting the development of science and technology produced by universities with the needs of technology and development in industry, the Ministry of Education and Culture has launched the Independent Learning Program-Independent Campus or simply called as MBKM. In this regard, the Ministry of Education and Culture has provided a matching fund incentive scheme that invites industry and relevant stakeholders to be jointly

involved in the process of establishing the Independent Learning-Independent Campus ecosystem.

Universitas 17 Agustus 1945 Surabaya is one of the universities that received the 2021 Matching Fund Grant which was held in Minggirsari village, Blitar. The potential possessed by Minggirsari Village is that there are MSMEs that produce crafts, namely the jimbe musical instrument. Minggirsari Village also has creative industry sub-sectors including fashion, performing arts, culinary, and architecture. In the culinary sector, Minggirsari Village has produced Blendi 'Yumi Sari' which is processed from Minggirsari's signature long beans. The long beans used are organic long beans produced from the Association of Farmers Groups (Gapoktan) of Minggirsari Village. Other Minggirsari cuisines that are being developed are Bronsu (milk brownies) as the use of cow's milk in Minggirsari Village and Spicy Field Conch culinary. In addition, Minggirsari Village still has a variety of typical culinary delights, including pecel sauce, opak gambir, cassava crackers, soto, meatballs, and others.

In the performing arts sector, Minggirsari Village has two (2) Kuda Lumping arts groups and one musical arts group. As for fashion, Minggirsari Village produces burlap skullcaps typical of Minggirsari Village. Meanwhile, in the architectural sector, there are six joglo houses inherited from the Dutch colonial era. Table 1 shows the creative industry sub-sectors in Minggirsari village.

Tabel 1. Creative Industry Sub Sectors in Minggirsari

No	Creative Industry Sector	Sub	Amount	Description
1	Culinary		40	Blendi, Pecel Sauce, Opak Gambir, Rempyek, Bakso, Soto, Cilot, Milk Brownis, Cow Milk, Cassava Crackers, Traditional Jamu, Bread Company, Spicy Field Conch
2	Arts		8	Jimbe, Doormat Factory, Furniture
3	Performing Arts		3	Kuda Lumping and Karawitan
4	Fashion		4	Songkok Goni and Konveksi
5	Architecture		6	Old Joglo House

MBKM learning through matching fund activities in addition to having an impact on the village community also has many impacts for students and lecturers who are involved in these activities. This study intends to examine the impact felt for lecturers, students, and partners in Minggirsari village from the matching fund activities that have been carried out. One of the expected impact is the enhancement of students' soft skills, as Untag Surabaya has already done some activities to increase the student's soft skills such as the activity done by [1] in enhancing the East Nusa Tenggara students soft skills in writing research proposal, the Matching Fund activity in Blitar is also expected to increase the students' soft skills.

Implementation method

The research uses a quantitative approach, which is a research approach that uses a lot of numbers, starting from collecting data, interpreting the data obtained, and presenting the results [2] The study also used survey methods in data collection. Based on the book written by [3] said that survey research is research conducted on large or small populations, but the data

studied are sample data taken from the population by distributing questionnaires. The population in this study consisted of university leaders, 7 deans, 15 study program heads, 30 implementing lecturers, 30 education staff, 263 students and partners involved in matching fund activities in Minggirsari Village. For data analysis, the method used is descriptive analysis method, namely the method of analysis by describing or describing the data that has been collected as it is without intending to make generally accepted conclusions or generalizations.

The steps of the research carried out were through data collection which was distributed through questionnaires regarding the evaluation of the impact of the implementation of matching fund activities on the entire population, followed by the implementation of focus group discussions (FGD) with partners, tabulation of survey data, data analysis, compiling research articles, publications. research results and evaluation of the implementation of a series of studies.

Discussion

Matching Fund activities in Minggirsari Village, Blitar Regency have had many impacts on the community and universities, both economic and social. The impact for universities from matching fund activities is to become a connecting bridge for lecturers and students in improving the activities of the Tri Dharma of Higher Education, creating a multicultural academic climate and providing new perspectives to be more visionary in thinking. The other impact for universities are as a forum for pioneering, fostering and motivating students, so that postgraduate students already have the ability to start a business and have the motivation to move forward build a network between study programs to carry out various collaborations in the academic field, in the field of research as well as in the field of community service, providing quality improvement for the graduates of the Universitas 17 Agustus 1945 Surabaya. As a forum to encourage students and lecturers to participate in community service activities. If the provision of guidance is appropriate, it can increase the potential to make partners as permanent partners of Untag Surabaya can also be the impact of matching program for universities. Other impacts for universities are as a forum for students to implement scientific theories that have been obtained in lectures, provide future work opportunities and add experience and open students' horizons, also sharpen the ability of students to analyze the needs and problems that exist in the field and create solutions to these problems.

By implementing matching fund programs, the universities can obtain these benefits:

- Adding relationships that can support each other in the future.
- Knowing firsthand the ecosystem in the village.
- Improving additional competencies such as skills in solving real problems, and preparation for the world of work, continuing education, entrepreneurship, etc.
- Increasing the capacity and capability of educators in implementing the Tri Dharma of Higher Education.
- Increase cooperation opportunities between universities and partners.
- Increase business opportunities for partners.
- Increase the participation of students and education staff in service programs.
- Provide benefits in socialization and debriefing related to the implementation of service programs in Higher Education.
- Provide benefits in improving the hard-skills and soft-skills for students.
- Provide benefits on the impact on the student learning process.

- Provide experience for students to go directly to the field and directly implement scientific theories that have been obtained in lectures.

From the survey results that have been carried out, data is obtained that MBKM activities can develop graduate competencies and can be used as provisions when graduating. This is evident from 57 percent of respondents stating that MBKM activities are very useful. 42 % said it was quite useful, 1% said it was less useful and 0% said it was not useful. In addition to the impact that affects the performance of universities, another impact that is felt economically and socially is the increase in economic factors in ten MSEs in Minggirsari Village, including UMK Sambel Pecel Pas Mantap, Banana Gethuk, Tempe Chips, Cow Milk, Pineapple Noodles, Cenil and Pethulo, Kue Basah, Traditional Herbal Medicine, Yumi and Opak Gambir. The income from the MSEs increased by 40% after the Matching Fund activities with marketing through social media and marketing intermediaries from industry and the government

The perceived social impact of the Matching Fund activity in Minggirsari Village, Blitar is an increase in community capacity. An example that can be mentioned is the increase in the ability of outbound guides obtained from the training program for the trainers for youth organizations. Students also benefit from the increased ability to communicate with foreigners such as partners, youth and residents of Minggirsari Village who have the same goal of improving the economy of Minggirsari Village.

Matching Fund activities in Minggirsari Village can also have an impact on other sectors, including improving attitudes, knowledge, soft skills and hard skills for both partners and students. Based on the survey that has been carried out, it was found that 46% of respondents stated that there was a fairly good improvement in soft skills, then 35% of respondents stated that there was a good improvement. Of the total respondents, 13 percent stated that there was a very good improvement in soft skills in matching fund activities. While the rest, only 1% stated that there was no improvement at all and 5% stated that there was an improvement but not good. Figure 1 shows a graph showing the results of the survey. Figure 2 shows that most of the respondents as much as 78% stated that studying outside the campus can provide additional competencies, such as skills in solving complex real problems, skills in analyzing, professional ethics and so on.

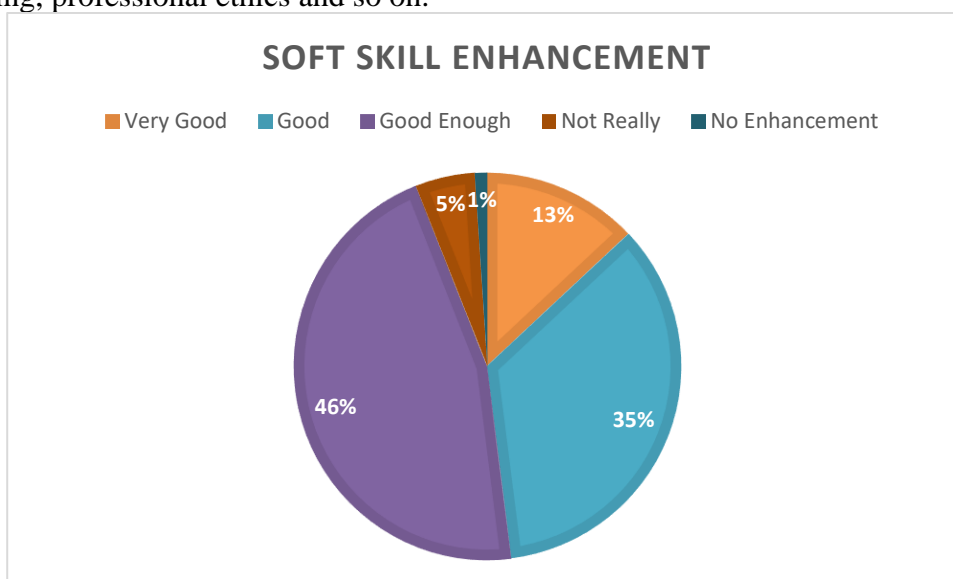


Figure 1. Skill Enhancement

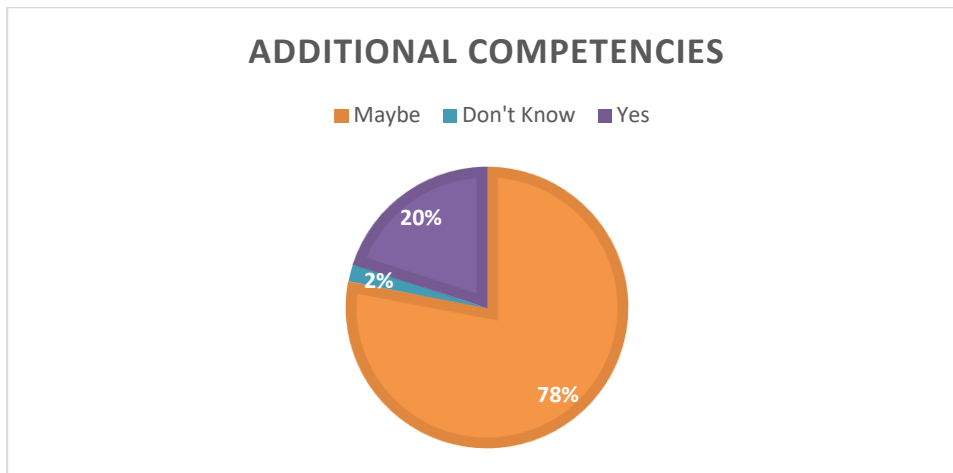


Figure 2. Additional Competencies

Closing

The matching fund activity that has been carried out in Minggirsari Village, Blitar in the context of establishing a creative economy study center is indeed inseparable from various obstacles and problems. Constraints faced by students, including program titles that are not in accordance with the activities, lack of understanding of students about the matching fund program, sudden schedule of matching fund activities, causing schedule clashes. In addition, the obstacles faced by lecturers include limited time, lack of socialization, not maximizing the potential that exists in the village, inappropriate activity targets and so on.

In conclusion, the matching fund activity carried out by Untag Surabaya in Minggirsari Village, Blitar Regency has many positive impacts, both in the social, economic fields, and increasing soft skills and hard skills. The technical conversion of courses is an important note in the implementation of matching funds in Minggirasi Village. the efficiency of activities that are felt to be lacking so that they take more time and the lack of socialization regarding the matching fund program.

Acknowledgement

This research would like to thank the Directorate of Research and Community Service of the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia through the Directorate General of Higher Education for providing financial support for this research. We also give our highest appreciation to the University of 17 August 1945, Surabaya, which has supported this research activity.

References

- [1] T. Michael, "PENINGKATAN SOFT SKILL PROPOSAL PENELITIAN BAGI MAHASISWA NUSA TENGGARA TIMUR," *JMM (Jurnal Masyarakat Mandiri)*, vol. 2, no. 1, p. 34, Nov. 2019, doi: 10.31764/jmm.v2i1.1336.
- [2] S. Arikunto, *Metode penelitian kualitatif*. 2006.
- [3] Prof. Dr. Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. 2018.