

SURAT PENCATATAN CIPTAAN

Dalam rangka perlindungan ciptaan di bidang ilmu pengetahuan, seni dan sastra berdasarkan Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta, dengan ini menerangkan:

Nomor dan tanggal permohonan : EC002025106045, 6 Agustus 2025

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Nomor Pencatatan : 000946306

adalah benar berdasarkan keterangan yang diberikan oleh Pemohon.

Surat Pencatatan Hak Cipta atau produk Hak terkait ini sesuai dengan Pasal 72 Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta.



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Development of PJBL-Based E-Module Accompanied by Authentic Evaluation to Optimize Students' Marketing Skills and Adaptability



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Abstract

Marketing and adaptability skills are important skills that students must have to face the dynamics of the ever-evolving world of work. Appropriate teaching materials are needed to develop these two skills optimally. This study aims to develop and evaluate e-modules based on Project Based Learning (PJBL) which is equipped with authentic evaluation to optimize marketing skills and adaptability of students. The research method used is Research and Development (R&D) with ADDIE. The subjects of the study consisted of 6 expert validators, 2 lecturers of entrepreneurship courses, and 60 students of the economics education study program. The results of the study showed that the developed e-module had a high level of validity with a score of 4.05, and practicality of 4.09. The T-test showed a significant influence on improving student skills, while the N-Gain test showed an increase in marketing skills by 66% and adaptability by 67%. Thus, the PJBL-based e-module accompanied by authentic evaluation is declared feasible, practical, and effective in improving students' skills holistically, as well as supporting learning that is relevant to the needs of the 21st century.

Introduction

Marketing Skills and adaptability are two essential competencies that students must have to face the challenges of the dynamic global era. Marketing Skills not only include the ability to recognize market needs and develop marketing strategies, but also involve analytical thinking skills, communication, collaboration, and creative problem solving (Keller & Kotler, 2022). ;Armstrong, 2022). On the other hand, adaptability or adaptability refers to an individual's readiness to respond to change quickly, flexibly, and effectively, both in the context of social, technological, and disruptive work environments (Bennett et al., 2021; Jackson, 2022). These two competencies are important elements in forming graduates who are resilient and relevant to the needs of the 21st century workforce.

Methods

This research uses research and development methods (Research and Development) and Development) ADDIE development model (Analysis, Design, Development, Implementation, and Evaluation). At the definition stage, became the basis for formulating the content and features of the e-module. The design stage includes the preparation of an e-module framework based on PJBL syntax and authentic evaluation, The development stage involves validation from material experts. As trials on 2 lecturers and 30 students of Economic Education at colleges at the University of Muhammadiyah Metro.

References

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Findings And Discussion

Expert Validation Results

Aspects	Score	Information
Material	4.05	Very Valid
Media	4.09	Very Valid
Language	4.03	Very Valid
Average	4.05	Very Valid

Results of Practical Tests by Lecturers and Students

No	Aspects	Score	Information
1.	Contents	4.07	Very Practical
2.	Practicality	4.03	Very Practical
3.	Language	4.14	Very Practical
4.	Design	4.12	Very Practical
	Average	4.09	Very Practical

Results of N gain pretest and posttest

Indicator	Score	Category
N Gain Score	0.572	Quite Effective
N Gain Score (%)	58.88	Currently

Conclusion

Based on the research results, it can be concluded that the development of e-modules based on Project Based Learning (PJBL) accompanied by authentic evaluation has proven effective in optimizing marketing skills and adaptability of students at Muhammadiyah Metro University.

The results of the effectiveness test showed a significant increase in students' ability to understand and apply marketing concepts and adapt to the challenges of the digital workplace.

