

ABSTRAK

Nur Arifin. 2026. *Analisis Keterampilan dan Kreativitas Bidang Jasa Teknologi Audio dalam Mendukung Minat Berwirausaha Siswa*. Skripsi. Program Studi Pendidikan Teknik Elektro, FKIP, Universitas PGRI Madiun. Dosen Pembimbing (I) Ihtiari Prastyaningrum, S.Si., M.Si. (II) Ir. Sulistyaning Kartikawati, M.M., M.Pd,

Penelitian ini bertujuan untuk menganalisis keterampilan dan kreativitas bidang jasa teknologi audio dalam mendukung minat berwirausaha siswa SMKN 1 Jiwan. Penelitian menggunakan metode *Mixed Method* dengan desain *Concurrent Qualitative Embedded*, yaitu pendekatan kualitatif sebagai metode primer dan pendekatan kuantitatif sebagai metode sekunder. Subjek penelitian berjumlah 28 siswa kelas XI Jurusan Audio Video SMKN 1 Jiwan. Teknik pengumpulan data meliputi wawancara semi terstruktur, observasi, dokumentasi, dan kuesioner. Analisis data kualitatif dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan, sedangkan data kuantitatif dianalisis secara deskriptif menggunakan rata-rata, Persentase dan analisis regresi sederhana. Hasil penelitian menunjukkan bahwa keterampilan siswa bidang jasa teknologi audio memperoleh nilai rata-rata 80 dengan kategori tinggi, sedangkan kreativitas memperoleh nilai rata-rata 81,2 dengan kategori tinggi. Meskipun demikian, minat berwirausaha siswa masih tergolong rendah. Hasil analisis regresi menunjukkan bahwa keterampilan dan kreativitas memberikan kontribusi sebesar 19,69% terhadap minat berwirausaha, sedangkan 80,31% dipengaruhi oleh faktor lain, seperti pengetahuan kewirausahaan, keterbatasan modal, dan orientasi siswa yang lebih memilih bekerja di industri setelah lulus.

Kata Kunci: Keterampilan, Kreativitas, Jasa Teknologi Audio, Minat Berwirausaha, *Mixed Method*.

ABSTRACT

Nur Arifin. 2026. *Analysis of Skills and Creativity in Audio Technology Service to Support Students' Entrepreneurial Interest*. Undergraduate Thesis. Department of Electrical Engineering Education, Faculty of Teacher Training and Education, Universitas PGRI Madiun. Advisor (I): Ihtiari Prastyaningrum, S.Si., M.Si. Advisor (II): Ir. Sulistyaning Kartikawati, M.M., M.Pd.

This study aimed to analyze students' skills and creativity in the field of audio technology services in supporting entrepreneurial interest among students at SMKN 1 Jiwan. The study employed a *Mixed Method* approach with a *Concurrent Qualitative Embedded* design, in which the qualitative approach served as the primary method and the quantitative approach as the secondary method. The research subjects consisted of 28 eleventh-grade students majoring in Audio Video at SMKN 1 Jiwan. Data collection techniques included semi-structured interviews, observation, documentation, and questionnaires. Qualitative data were analyzed through data reduction, data presentation, and conclusion drawing, while quantitative data were analyzed descriptively using mean scores, percentages, and simple regression analysis. The results showed that students' skills in the field of audio technology services obtained an average score of 80, categorized as high, while creativity obtained an average score of 81.2, also categorized as high. However, students' entrepreneurial interest remained relatively low. The regression analysis indicated that skills and creativity contributed 19.69% to entrepreneurial interest, while the remaining 80.31% was influenced by other factors, such as entrepreneurial knowledge, limited access to capital, and students' preference for pursuing employment in industry after graduation.

Keywords: Skills, Creativity, Audio Technology Services, Entrepreneurial Interest, Mixed Method.