“Discovering the Business of Asian Business”

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The Effectiveness of Experience Based Learning on Teaching International Marketing

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The Effectiveness of Experience Based Learning on Teaching International Marketing

Abstract

The rapid development of technology has made many changes in the teaching and learning process, it is because students can directly access to knowledge via the Internet. Changes in economic and technological environment must be addressed positively by educators in how to adjust teaching and learning methods appropriate to change because it uses the traditional way of teaching and felt less effective. Learning Based Experiential is the process whereby knowledge is created through the transformation of experience. Knowledge results from the combination of Grasping and transforming experience. Experience-based learning will help students to learn a concept through the experience vicariously, through three aspects: knowledge aspects, aspects of activity and reflection aspects. For that an educator can design concept be delivered through these three aspects. In addition there are four stages that must be passed when a student-based learning experience, such as the stage of experiencing, reviewing, concluding and planning.

Key word: Experience Based Learning, International marketing, Teaching method

Introduction

The era of globalization that occurred in 2015, Indonesia will enter a new era called the AEC (ASEAN Economic Community) which will begin on January 1, 2016. The AEC (Asean Economic Community) is formed in order to maintain security in the ASEAN region and maintaining political stability and improve the competitiveness of the region as a whole in the world market, reduce poverty and improve living standards. MEA will give a huge impact to its members, especially to encourage economic growth.

The rapid development of technology has made many changes in the teaching and learning process, it is because students can directly access to knowledge via the Internet. Changes in economic and technological environment must be addressed positively by educators.
in how to adjust teaching and learning methods appropriate to change because it uses the
traditional way of teaching and felt less effective.

Currently an educator is required to be able to use the learning model (http://learn
psikologi.com) is a systematic procedure to manage the learning experience to achieve the
learning objectives include the approach, strategy or learning methods that suit their needs.

Learning Based Experiential (Kolb, 1984) is the process whereby knowledge is created
through the transformation of experience. Knowledge results from the combination of Grasping
and transforming experience."

An important aspect of Experiential Learning Based Learning consists of: 1) Knowledge that discusses the concepts, facts, and information), 2) activity, is responsible
Activity's being done to support the learning process, 3) Reflection is analyzing the impact of
activities on development of each individual.

Methodology
This study used a qualitative approach, because it wants to further explore how effective of
Entrepreneurship 5 subjects using experiential learning methods based learning.

The samples used were 28 students who participated in the International Exhibition in Malaysia
as seen on Table 1

<table>
<thead>
<tr>
<th>No</th>
<th>Group</th>
<th>Product</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Radine</td>
<td>bags</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>Benechis</td>
<td>clothes</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Sirsakoe</td>
<td>Tea</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>Lucious</td>
<td>Potato chips</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Emaline</td>
<td>Bag</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Product</td>
<td>Item</td>
<td>Quantity</td>
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<tr>
<td>---</td>
<td>-------------</td>
<td>---------------</td>
<td>----------</td>
</tr>
<tr>
<td>6</td>
<td>Popsy Tubby</td>
<td>Clothes</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>Bubby Bubling</td>
<td>soap</td>
<td>3</td>
</tr>
<tr>
<td>8</td>
<td>Custpillow</td>
<td>custpillow</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>28</td>
</tr>
</tbody>
</table>

There are some picture from the student’s product as seen on the Figure 1 and Figure 2

Figure 1. Benechis

Figure 2. Emaline

At the time stepping 5th semester, students will follow the course Entrepreneurship 5. This course is designed to produce students with the competencies can perform an analysis of the global marketing activities. To achieve these outcomes it is designed to use experiential learning methods Based Learning.

Entrepreneurship 5 courses are designed in the 14 meetings that include the extension of the theory and its application. For that at a meeting of 1 to 7 meetings, the student is prepared to be able to prepare from the product, as well as the legality of marketing communication tools.
After that the preparation that has been done, the student will be invited to participate in international exhibitions and experience firsthand how to market their products to the international market.

The first aspect in Experiential Learning Based Learning discusses aspects of knowledge, which at this stage students are given stock in the form of international marketing concepts such as: what products can be sold to the International market, knowing the international product certificates, and how to find a buyer. Debriefing concept tutorial is done in the classroom with gave the task to each group of students.

The second aspect is the activity, the activities carried out to support the students learning process, so that students can learn firsthand by experiencing the real situation. So at this stage, students are asked to participate in international exhibitions to sell their products directly. At this time International exhibition "Intrade Malaysia 2014", which was held in Kuala Lumpur from 20 to 22 October 2014 decision to choose Intrade Malaysia in 2014 as a means of activity on the basis that the implementation of this exhibition is in Kuala Lumpur, Malaysia 'm so students can really feel the atmosphere of international because they have to meet with prospective buyers from various countries. For the student will learn how to communicate as directly with international buyers can also learn about the culture of other countries.

The third aspect is: Reflections Here each individual is asked to make a reflection about 5 Entrepreneurship learning course, such as what is learned and how it impacts the student's knowledge of the material presented.

In Experiential learning, then there are four stages that must be passed, namely: 1) Experiencing, personal challenge or group, Experiencing Stages, at this stage the students were given a challenge to sell its products to the International Market, the student should be able to
search and find the product that become a necessity from the international market to be addressed. 2) Reviewing: dig individual to communicate the lessons learned from the experience gained, Stages Reviewing, at this stage then conducted interviews with each student to explore the experience gained during the learning activities in the course Entrepreneurship 5. Results Interview explain that each student receives many of the benefits of learning from the experience at the time of direct practice .3) Concluding draws conclusions and the link between past and present, of the results of experiential learning and the student can perform as well as 4) Planning: to apply their learning experiences. Thus experience based learning is helping students understand the concepts that are presented, because they learn directly from his own experience.

Conclusion:
Experience -based learning will help students to learn a concept through the experience vicariously, through three aspects: knowledge aspects, aspects of activity and reflection aspects. For that an educator can design concept be delivered through these three aspects. In addition there are four stages that must be passed when a student -based learning experience, such as the stage of experiencing, reviewing, concluding and planning

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