

ABSTRACT

SITI NIDA HASANAH. 2024. INSTRUCTORS' EFFORTS IN IMPROVING ENTREPRENEURIAL INDEPENDENCE THROUGH THE ENTREPRENEURSHIP SKILLS PROGRAM (STUDY ON HAIR STYLING TRAINING AT LKP TQ PROFESSIONAL). Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

The highest unemployment is in West Java, namely Tasikmalaya City and the participants' interest in entrepreneurship is low. The solution to this problem is through hair beauty training at LKP TQ Professional. The research aims to determine the efforts made by instructors to increase participants' entrepreneurial independence through the entrepreneurial skills program. The research method used is descriptive qualitative and the type of data collection is through interviews, observation and documentation. The data analysis techniques in this research are data reduction, data presentation and drawing conclusions. The results of the research are the efforts made by the instructor to increase entrepreneurial independence as an informant by teaching material on the steps to become an entrepreneur in the field of hair beauty, namely; teaches basic salon business knowledge, teaches excellent service practices, trains problem solving in business, teaches salon management practices and hone creative, innovative and imaginative skills in business planning. Second, as a motivator, the instructor motivates through success stories of LKP TQ Professional alumni and provides regular guidance and counseling once a week. Third, as a facilitator, the instructor lends tools and materials to be used during learning and provides tools and materials to support the entrepreneurial process. Fourth, as an evaluator, the instructor holds written and oral hair beauty examinations

Instructor, Instructor, Entrepreneurial Independence, Entrepreneurial Skills Program