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## Proceedings of the Eighth Southeast Asia Design Research (SEA-DR) & the Second Science, Technology, Education, Arts, Culture, and Humanity (STEACH) International Conference (SEADR-STEACH 2021)

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Southeast Asia Design Research (SEA-DR) International Conference is an annual conference held in the Southeast Asia region with the aim of developing the design research field in Education. The conference also aims to disseminate research results related to design research both for policy interests and for practical use in their application in various educational disciplines. The 8th SEA-DR International Conference was combined with The Second Science, Technology, Education, Arts, Culture, and Humanity (The 2nd STEACH) International Conference.

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# Proceedings of the Eighth Southeast Asia Design Research (SEA-DR) & the Second Science, Technology, Education, Arts, Culture, and Humanity (STEACH) International Conference (SEADR-STEACH 2021)

## PREFACE

Southeast Asia Design Research (SEA-DR) International Conference is an annual conference held in the Southeast Asia region with the aim of developing the design research field in Education. The conference also aims to disseminate research results related to design research both for policy interests and for practical use in their application in various educational disciplines. The 8th SEA-DR provide excellent opportunities for academics, lecturers, teachers, students, educators, researchers, and educational stakeholders to share knowledge and research findings and to promote best practices in design research. The topic of interest covers all theoretical and practical aspects of design research in the fields of teaching and education in science, technology, engineering, mathematics, sports, languages, management, economics, and other social sciences. The 8th SEA-DR International Conference was combined with The Second Science, Technology, Education, Arts, Culture, and Humanity (The 2nd STEACH) International Conference, which was first held on 29 October 2018.

The main theme for this joint conference is “Empowering creative education

for freedom of teaching and learning” with the main scope of the accepted paper is all the theoretical and practical aspects of design research in the fields of education in science, technology, engineering, mathematics, sports, art & language, and cultural & humanities.

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## [Unfolding the Practical of Numerical Literacy for Specialist in Teaching Mathematics](#)

Mohamad Rif'at, Sugiarno Sugiarno

This research aims to explain the typical rationale design of mathematics education research for a teacher to become a specialist in teaching mathematics. The structure shows learning environment as a natural way to address the teachers in their primary role and as the approach for effectively improving...

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## Development of STEM Animation Learning Media with Feedback to Facilitate Students' Critical Thinking Ability on Global Warming Materials

Fitria Lafifa, Parno Parno, Erti Hamimi, A M. Setiawan

Critical thinking skills are needed to face the 21st century. PISA 2018 data shows that students' critical thinking skills are still low. The Earth is experiencing an increase in temperature so it requires a solution to overcome it. STEM animation learning media with feedback can increase student reality...

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## Linguistic Challenges in Solving Mathematics Word Problems: A Case of EFL University Students

Namirah Fatmanissa, Maria N. R. Novianti

One of the biggest challenges English as Foreign Language (EFL) learners face in solving Mathematics word problems at the English college level is understanding the information presented through that language. This study aimed to investigate the importance of language in Mathematics word problems tests...

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**Proceedings Article**

## Designing *Siri' na Pacce* Values-Based Learning Model Nurturing Local Wisdom in Elementary School

Abdul Azis, Kokom Komalasari, Sapriya Sapriya, Rahmat Rahmat

This study aimed to propose an appropriate learning model that promotes siri' na pacce to nurture and strengthen the character of elementary school students. Siri' na pacce is the local wisdom of the Bugis-Makassar tribe, one of the prominent tribes in Indonesia. This study was educational design research....

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## Improving Student Geometry Problem-Solving Skills Through Spatial Training

Yenny Safrina, M. Ikhsan, Cut M. Zubainur

Problem-solving is an integral part of learning mathematics, and geometry is one of the basic subjects of mathematics. However, students' geometric problem-solving skills are relatively lacking due to some factors, including spatial skills. There is a significant relationship between spatial skills and...

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## Development of Science E-module Based on SETS (Science, Environment, Technology, and Society) with Formative

## Assessments to Improve Critical Thinking Ability of Grade Students on Biotechnology Materials

Dwi T. Arianti, Parno Parno, Muhammad F. Marsuki, Isnani J. Fitriyah, Safwatun Nida

Biotechnology is essential to learn, but students still have difficulty learning due to a low understanding of learning materials, and students are not directly involved in learning, so that it hampers students' ability to think critically. However, the development of SETS-based teaching materials with...

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## Improving Reading Comprehension of Simple Reading Text Using Directed Reading Thinking Activity (DRTA) Strategy for Deaf Students

Reza A. Fauzan, Asri Wijastuti, Yuliati Yuliati

The purpose of this study was to describe the steps in using the Directed Reading Thinking Activity (DRTA) strategy to improve reading comprehension skills of simple reading texts in class VII deaf students of SMPLB Karya Mulia Surabaya. This research is a Classroom Action Research (CAR) carried out...

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## Exploring the Critical Thinking Process of Prospective Teachers with High Mathematics Ability in Solving Ill-

## Structured Problems

Abd. K. Jaelani, Siti M. Amin, Abadi Abadi

This study explored the features of critical thinking process skills of prospective teachers with high mathematics abilities in the process of solving ill-structured problems in mathematics classes of private universities in Makassar, Indonesia. Participants solved ill-structured problems by following...

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### Proceedings Article

## Professionalism Development of High School Teachers in Improving the Ability to Implement Realistic Mathematics Education in East OKU Regency

Edwar Edwar, Ratu I. I. Puteri, Zulkardi Zulkardi

The results of the teacher competency survey from the 2018 Program for International Student Assessment (PISA) put Indonesia in rank 74 out of 79. This shows the low quality of teachers that has an impact on student achievement. The ability of students is very lacking, especially in the ability of understanding,...

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### Proceedings Article

## Teacher Interpersonal Communication With Autism Students In Inclusive School

Faiqotul Himmah, Wiwik Widajati, Budiyanoto Budiyanoto

In teaching and learning activities, communication is the most important factor as the main source in conveying knowledge. The purpose of this study was to describe the interpersonal communication of autistic students with teachers. This research uses qualitative research methods with qualitative descriptive...

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### Proceedings Article

## Application of Fading in Expressive Language E-Learning for Autistic Children

Nur R. A. Siddieqy, Sujarwanto Sujarwanto, Wiwik Widajati

Language is a means of communication that gives symbols and meaning to thoughts and feelings to convey messages or information to others, but children with autism have difficulty in expressive language communication. This happened to children with autism in one of the special schools in the city of Sidoarjo...

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## Implementation of Differential Reinforcement of Other Behavior (DRO) with Digital Video Assistance to Reduce Maladaptive Behavior in Deaf Children

Sibi D. Novialassafitri, Siti Masitoh, Endang Purbaningrum

This study aims to determine the effect of the Differential Reinforcement of Other Behavior (DRO) program to reduce maladaptive behavior or behaviors that should not appear in children with hearing disabilities that occur during

online learning at home. The research approach uses quantitative research



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### Proceedings Article

## A Study Accessibility of Deaf Students During The Covid-19 Pandemic

(Case Study of Online and Offline Learning)

Melania Safirista, Sofiarti Murtadlo, Endang Pudjisartinah

The COVID-19 pandemic has changed various sectors including education. One of the vital things is the education sector including Deaf Education. In this qualitative research, the researcher invited some informants to explore various things since the problem that occurs among Deaf students is about access...

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## User Interface and User Experience Design of Family Intervention Application for Parents of Children with Autism

Luqyana D. Amira, Wagino Wagino, I K. Budayasa

Children with autism need optimal and consistent intervention at school and home. Parents need an application as a guide for implementing interventions at home. This study aims to develop a home-based intervention application design so that it is easy to use by parents and match with the intervention...

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## Development of Automated Assessment Tool to Measure Student Creativity in Computer Programming

Ricky E. Putra, Ekohariadi Ekohariadi, I K. D. Nuryana, Yeni Anistyasari

Computer programming is one of the favorite learning topics among students in the 21st century. However, the students' creative thinking skills are often less able to compensate for this computer programming learning. One of the learning activities applied to hone students' creativity in computer programming...

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## Development of Authentic Assessment Models in Research Methods Courses

Sri Wahyuni, Fertilia Ikashaum, Endah Wulantina, Juitaning Mustika, La Mustika Putri

Assessment is one of the learning processes used to see the success of learning. If the assessment system is correct, then the data obtained will describe the actual learning outcomes. This research aims to produce an authentic assessment model used as an assessment guide for research methods courses....

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### Modern Art Inculturation Oriented Education in Flores

Waruh Handayaningrum, Dwiki N. Mukti, Setyo Yanuartuti

An island in the East Nusa Tenggara region, Flores shows dynamics of artistic development- making it different from other islands in Indonesia. One of the influencing factors in the development of art school. In Flores, a junior secondary seminary school was established in Sikka in 1926. In the seminary,...

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### Strengthening Students' Motivation in Statistics Online Learning Through Interactive Animation Media on Android Smartphone

Ni W.D. Ayuni, Agus A. Putrawan, Kadek C. Dewi

Students' motivation plays an important role in increasing students' ability

and learning outcomes, especially in online learning. Strengthening student motivation can be conducted by using proper and creative learning media. With an interesting media will make students enthusiastic in taking lessons....

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### Ethnomathematics: Traveling Trade on The Musi River

Malalina Malalina, Ratu I. I. Putri, Zulkardi Zulkardi, Yusuf Hartono

The culture around students can be used to understand mathematical concepts even though there is not much linking the culture in students in the learning process. This study aims to discover the mathematical concepts in traveling trading activities on the Musi River. The research subject is a traveling...

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### Visually Impaired Students' Creative Thinking in Solving a Geometry Problem

Luthfiana Tarida

Every person has an equal opportunity to pursue education, with no exception for visually impaired students. Sometimes, it is difficult for them to learn mathematics, especially geometry. Geometry is usually learned by visual that visually impaired students have limitations due to damaged eyesight.

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## Islamic Financial Literacy in Mathematics Education: Proposed Design for Instruction

Intan B. Kusumawati, Achmad D. Fachrudin, Ratu I. I. Putri, Zulkardi Zulkardi,  
Soffil Widadah, Muhammad K. Mubarok

This study aims to develop a social arithmetic learning design by integrating Islamic economic principles. Using various Islamic financial products as a context in mathematical tasks, we propose a hypothetical learning trajectory (HLT) to support the students' Islamic financial literacy (IFL) skills....

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## How Pre-Service Elementary Teachers Deal with Mathematical Literacy Problems? A Case Study

Rita Novita, Tatang Herman, Didi Suryadi, Dadan Dasari, Mulia Putra

Pre-service elementary teachers (PSETs) must understand in-depth mathematical concepts and procedures. Still, they must also improve their mathematical ability and skills in solving mathematical problems and applying them in all aspects of life. Such mathematical capacity is known as mathematical literacy....

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### Development of Student Worksheet Based on Ethnomathematics Traditional *Engklek* Games on Cube and Rectangular Pyramid

Mar'atush Sholihah, Soffil Widadah, Dewi Sukriyah

The math learning associated with traditional games will make students learn while playing, but unfortunately not many teachers have developed learning devices related to ethnomathematics. The purpose of this study is to describe the process and result of the development of student's worksheet based...

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### Tetra-Helix Concept Model Based on Vocational Realistic Education (VRE)

Agus A. Putrawan, Ni W. D. Ayuni

Even though many studies have been conducted regarding realistic mathematical concepts, there is only a little research on their implementation in vocational mathematics learning. This study aims at producing a mathematics instructional materials development model. This study was a research and development...

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## Pedagogical Skills Exercise as an Alternative to Increase Teaching Ability of Pre-Service Chemistry Teachers at Field Experience Practice

Mohan T. Mashuri, Suyatno Suyatno, Utiya Azizah

This study aims to determine the effect of providing Pedagogical Skills Exercise (PSE) on the teaching ability of pre-service chemistry teachers in the Field Experience Practice (FEP). The PSE used in this study consist of three different aspects, namely the skill of developing teaching materials, the...

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## The Effects of Sample Size and Options Number on the Validity Item of Students' Environmental Personality Score

Rahmirini Datau, I M. Putrawan, Wardani Rahayu

Personality possesses close ties with character education or building. A student that studied character building will be able to apply pro-environmental behaviors. An instrument is needed to determine a students' environmental personality, and the most important trait in a test/instrument is validity....

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## Understanding Philosophy of Mathematics Education Through Numeracy Task with the Context of Covid-19

## Pandemic

Tatag Y. E. Siswono, Masriyah Masriyah, Shofan Fiangga, Ahmad W. Koh

Philosophy as a science that studies general objects of knowledge needs to be introduced in various activities, such as solving problems related to numeracy in the context of the COVID-19 pandemic. Hence, this study aims to explore students' understanding of the general philosophy of completing numeracy...

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## Pre-service Science Teachers' Critical Thinking Dispositions and Critical Thinking Skills

Amiq Fikriyati, Rudiana Agustini, Suyatno Suyatno

Critical thinking disposition and critical thinking skills are essential parts of critical thinking that are mutually reinforcing. This study is aimed to describe and examine the relationship between critical thinking dispositions and critical thinking skills of pre-service science teachers. In this...

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## Development of Mathematical Literacy Problems Using Bengkulu Context

Agus Susanta, Hari Sumardi, Zulkardi Zulkardi

The implementation of the Minimum Competency Assessment (AKM) in 2021 created confusion among students and teachers, especially in secondary schools in Bengkulu City due to the limited number of problems that refer to

the AKM. The purpose of this study was to generate mathematical literac problems using...

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## Publication Performance and Scientific Impact of Unesa Postgraduate Lecturers

Wasis Wasis, Tsuroyya Tsuroyya, Muhammad A. Ghofur

The performance of scientific publications of the Postgraduate lecturers at Universitas Negeri Surabaya is one of the important indicators in measuring the quality of learning as well as the reputation of the institution. Therefore, the performance requires continuous support. This study seeks to describe...

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## Profile of Students' Science Process Skills on Substance Pressure Material

Saidawati Saidawati, Zainul A. I. Supardi, Fida Rachmadiarti, Eko Hariyono, Arif Sholahuddin, Binar K. Prahani

Science education essentially involves students in a systematic scientific investigation. SPS can be developed in science-based learning so that students can use it as a basic skill to master science. 100 students of class VIII of Junior High school in the first year were the samples used in this research....

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## The Relationship of Eye-foot Coordination with Football Skill: A Correlation Study in Young Football Player

Razali Razali, Myrza Akbari

Football skills are one of the fundamental aspects that football players must possess. In addition, to support football skills, football players must be equipped with abilities in good physical condition. Based on previous research studies, movement in football is dominated by dynamic movements, so that...

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## The Effectiveness of Using Problem Based Learning and Video Scribe

R. A. Rica Wijayanti, Didik Hermanto, Mety Liesdiani

This study aims to describe the effectiveness of the Model Problem-Based Learning and video scribe media in terms of mathematical reasoning and motivation to learn. This study was quasi-experimental with the nonequivalent control group design. The population of this research was all students in SDN Bilaporah...

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## The Use of STEM-Integrated Project-based Learning Model Improve Learning Outcomes of Junior High School Studen

Roudhoutul A. Rochim, Prabowo Prabowo, Mohammad Budiyanto, Eko Hariyono, Binar K. Prahani

The research objective to get the profile of STEM-integrated PjBL (project-based learning) models for improving learning outcomes of junior high school students. Qualitative descriptive analysis using literature review was conducted to get the profile of STEM-integrated project-based learning models....

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## The Study of Implementation SETS Approach to Improve Students' Critical Thinking Skills

Wardatul Aini, Fida Rachmadiarti, Prabowo Prabowo, Eko Hariyono, Binar K. Prahani

Some skills need to be developed in the 21st century, namely communication, collaboration, critical thinking and problem solving, and creativity. SETS is an approach in learning activities that consists of four components, namely science, technology, environment, and society. This approach is applied...

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## Ethnomathematics in Wedding Traditions of Dayak Ethnic

Hodiyanto Hodiyanto, Karsoni Bertadinata, Gemi Susanti, Andi M. Ramlan,

Hartono Hartono, Iwit Prihatin, Utin D. Susiaty, Muhamad Firdaus, Darwa Darwanto, Sumarno Sumarno, Agustina Marlina

The purpose of this study was to explore ethnomathematics in the Dayak Pompak'ng ethnic marriage tradition. The type of research used in this study is qualitative research with an ethnographic approach. This research was conducted on the Dayak Pompak'ng community, especially in Lintang Pelaman Village,...

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## How Does Social Science Education Drive Marketing Mindset to Shape Entrepreneurial Interest?

Harti Harti, Nasution Nasution, Nugroho H. Purnomo, Andre D. Witjaksono, Norida C. Sakti, Ramlee b. Ismail, Mohd A. b. M. Noor

The study of entrepreneurial interest and marketing mindset were limited to entrepreneurial education and has not taken into account a broader scientific family, specifically the social sciences. Previous studies also omitted to mention the influence of external environments on the social science education...

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## Unpacking Primary Teachers' Initial Knowledge of Realistic Mathematics Education: A Case of Iceberg Model of Fraction Division

Evangelista L.W. Palupi, Ahmad W. Kohar, Rooselyna Ekawati, Shofan

Fiangga, Masriyah Masriyah



Iceberg model of realistic mathematics education (RME) is known as a metaphor to illustrate how informal, pre-formal, and formal mathematical models and strategies are used by students to develop a “floating capacity” for the understanding of formal representations of mathematics. This is a survey study...

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## STEAM-Integrated Project Based Learning Models: Alternative to Improve 21st Century Skills

Zayyinah Zayyinah, Erman Erman, Zainul A. I. Supardi, Eko Hariyono, Binar K. Prahani

Education in Curriculum 2013 has to create and design learning for the 21st century. 21st-century skills have to possess critical thinking, problem-solving, creativity, collaboration, communication, science literacy, etc. STEAM-integrated project-based learning consists of five aspects, namely science,...

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## Statistical Reasoning Ability of Banda Aceh City High School Students

Vaniyon Ariwinanda, Cut M. Zubainur, Hizir Sofyan

Statistical reasoning ability is the ability to understand the information that exists in everyday life based on statistical data, the ability to answer problems

properly based on existing data in different ways, and obtain results that not much different. The purpose of this study was to examine...

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## Readability of Higher-order Thinking (HOT) Mathematical Problems in Disaster Context for Junior High School Students

Fahlida Harnita, Rahmah Johar, Rina S. Oktari

Disaster mitigation efforts in learning mathematics need to be carried out to foster disaster awareness in students through higher-order thinking (HOT) mathematical problems in a disaster context. One effort that can be done is to design HOT math problems with disaster context. However, the problems...

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## Developing a Realistic Mathematics Education Based Learning Module on Sets Subject in Junior High School

Rinoanus E. Jenaman, Kadek A. Wibawa, I G. A. P. A. Wulandari

The 2013 curriculum emphasizes student activity in the learning process. Therefore, learning resources used are expected to support the curriculum. Learning resources used in schools are in the form of textbooks and worksheets which only contain a summary of material and assignments for students. This...

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## Preliminary Learning Design Based Realistic Mathematics Education on Entrepreneurship Arithmetic Content in Junior High School

Kadek A. Wibawa, I P. A. A. Payadnya, Rinoanus E. Jenaman, Dilla Safira, Gede I. Gunawan, Ni L. P. K. W. Lestari, Putu Y. Prawesti

One thing that the causes boring mathematics learning is teachers often do not relate the concepts to students' experiences in their life. This research aims to develop learning designs based on realistic mathematics education on entrepreneurship arithmetic content in junior high school. In this paper,...

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## World Complexity in BIPA Textbook Levels A-C as Material for Indonesian Vocabulary Mastering for Foreign Speaker

Agusniar D. Savitri, Dianita Indrawati, Suyatno Suyatno

One of the things that foreign speakers find difficult when learning Indonesian is the form of derivation. Foreign speakers find it difficult to distinguish the use of affixed words. One of the books used as a reference in learning Indonesian is the A-C level BIPA textbook published by Badan Bahasa....

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## The Effect of Using Online Learning Media and Learning Styles Towards Marine Cadets Learning Motivation

Ardhiana Puspitacandri, Sutoyo Sutoyo

The study aims to determine the interaction of web-based learning media used and the student learning styles in influencing learning motivation during the distance learning process during the pandemic. The research population was cadets of Surabaya Merchant Marine Polytechnic in the second semester....

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## Improving Parents' Attention to The Interest of High School Students Continuing Study in Higher Education through a Parenting Program

Ninin Irmawati, Najlatun Naqiyah, Hadi Warsito



Continuing to college is the dream of high school graduates living in urban areas. With good grades in semesters 1-5, they can pass SNMPTN with a study program that suits their interests, especially if they have KIP or PIP scholarship cards. With KIP they do not need to spend money, tuition fees are...

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## A Study of ICT-Based Learning in Elementary School Mathematics Learning Concepts During the COVID-19 Pandemic

Wiryanto Wiryanto, Chusnul Chotimah, Ni'matur Rochmah, Mario Florentino

This study aims to examine the application of technology to mathematics learning at the time of the Covid-19 pandemic. The research method used is comparative analysis research. The variables being compared are Information and communication technologies-based learning media with the contribution of several...

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## High School Students' Self-Regulated Learning and Academic Procrastination Level in Blended Learning Model: A Correlation Analysis

Nanang Habibi, Retno Hariastuti, Rusijono Rusijono

The Covid-19 pandemic causes teachers to conduct limited face-to-face learning with online and offline (blended learning), impacting students' self-regulated learning (SRL) and high academic procrastination (AP). This study aims to describe students' SRL and AP levels in the blended learning model...

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## Implementation of Lesson Study for Learning Community (LSLC) and PMRI in Three-Dimensional Learning at A State Secondary School in South Sumatera

Rini H. Rusiyanti, Ratu I. I. Putri, Zulkardi Zulkardi

Lesson Study for Learning Community (LSLC) is one of the efforts that can be done to improve teacher learning abilities. LSLC is an activity that can solve problems faced by teachers by applying various methods or appropriate learning strategies according to the demands of the 2013 curriculum and 21st...

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## Designing Learning Trajectory on The Topic of Simplifying Fractions Using Realistic Mathematics Education with Flipped Classroom Strategy

Stevanus Trionanda, Hongki Julie

This study aims to design a learning trajectory-based instruction that is used

to teach simplification of fractions using realistic mathematic education flipped classroom. This study is the design research which aims to develop learning instrument theoretically and empirically. The instruments...

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### Proceedings Article

## Analysis of Mathematical Creative Thinking Ability of Junior High School Students on Angle Materials

Bahagia Bahagia, Rahmah Johar, Anwar Anwar

Creative thinking is an important ability in mathematics, but the studies that have analyzed students' creative thinking abilities on angle material are still limited. This study aims to determine the mathematical creative thinking ability of junior high school students on angle material. The type of...

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## Prospective Mathematics Teachers' Pedagogical Content Knowledge in Teaching Mathematics Using Flipped Classroom Strategy

Hongki Julie

The purposes of this study are to describe (1) how the learning trajectory of students taking Micro Teaching courses in class D for the 2020/2021 academic year is so that students can practice the Flipped Learning model, and (2) how the Pedagogical Content Knowledge (PCK) of students who take the Micro...

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**Bibliographic information:**

**Title**

Proceedings of the Eighth Southeast Asia Design Research (SEA-DR) & the Second Science, Technology, Education, Arts, Culture, and Humanity (STEACH) International Conference (SEADR-STEACH 2021)

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**ISSN**

2352-5398

**ISBN**

978-94-6239-505-3

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# How Does Social Science Education Drive Marketing Mindset to Shape Entrepreneurial Interest?

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## ABSTRACT

The study of entrepreneurial interest and marketing mindset were limited to entrepreneurial education and has not taken into account a broader scientific family, specifically the social sciences. Previous studies also omitted to mention the influence of external environments on the social science education curriculum and one's way of thinking and mindset. In examining entrepreneurial interest, studies have mainly focused on the determinants of entrepreneurial intention with less focus on the cognitive, conative and affective aspects in practicing entrepreneurship. This paper aims to address conceptually, how social science education drives the marketing mindset to shape entrepreneurial interest. This paper laid down a discussion of the previous literature and provided a major argument on social science education, marketing mindset, and entrepreneurial interest. The method of the study is a qualitative literature review. Finally, this paper argues that the external environments influence the social science education and marketing mindset; and marketing mindset mediated the influence of social science education on entrepreneurial interest. This study contributes to the existing literature on the conceptualization of social science education influence on the marketing mindset and then on entrepreneurial interest by engaging the external factors, which is missing in the prior studies. However, empirical studies are needed to examine this argument.

**Keywords:** Social science education, Marketing mindset, External environments, Entrepreneurial interest, Conceptual paper.

## 1. INTRODUCTION

Policymakers in both developed and developing nations are concerned about developing new businesses [1–3]. The primary reason is that small and medium enterprises offer potential jobs, which may result in a significant benefit to economic development and growth, as well as community welfare [4–6]. Prior research has invariably found a link between entrepreneurial education, and the formation of new businesses [7–11]. According to the findings, entrepreneurial education is critical in defining entrepreneurial mindset, knowledge, interest, and intention to be an entrepreneur [12]. Entrepreneurial interest from the younger generation can remedy unemployment, particularly given the high labor-force participation rate of educated persons [10]. Because it has been claimed to play a vital role in the formation of new businesses, entrepreneurial or business education, which belongs to the social science family, has piqued the

interest of academics [13,14]. However, in the study of entrepreneurial interest and marketing mindset, most research was limited to entrepreneurial education and has not considered a broader scientific family, specifically the social sciences. The social sciences, with their emphasis on human behavior and the generation of cumulative knowledge [15], offer tremendous potential to inform, encourage, and produce social innovation for the formation of a social enterprise or generating social impact [16]. Utilizing the potential of a diverse variety of social science disciplines, such as economics, sociology, psychology, political science, law, public policy, anthropology, geography, and history, enable students to provide new perspectives to pressing public-sector issues [17] or generating marketing ideas.

Previous studies also omitted to mention the influence of external environments on the social science education curriculum [18,19] and one's way of thinking and

mindset. Factors like social relationships, community, education, technology, geography, culture, economic conditions, and political systems will expose someone to various life experiences, resulting in varying perspectives of marketing and entrepreneurial activities as a whole. Someone with limited ability to recognize consumer behavior, the market, and the current trend might struggle and find that entrepreneurial activity is complex, high-risk, and unappealing. In contrast, someone with a good marketing mindset might have the confidence to practice entrepreneurship and thus increasing their interest in entrepreneurship.

In examining entrepreneurial interest, studies have mainly focused on the determinants of entrepreneurial intention with less focus on the cognitive, conative and affective aspects in practicing entrepreneurship [20–31]. Therefore, this paper emphasizes an individual's enthusiasm to start an entrepreneurial activity in the future [32,33]. Although the entrepreneurial intention is the first step in forming a new company in the entrepreneurial process, persons with a strong passion or interest in entrepreneurship have a higher probability of owning a business start-up in the future. As a result, research is scarce in the literature that gives findings regarding factors of entrepreneurial interest, particularly among students. Thus, this paper addresses how social science education drives the marketing mindset to shape entrepreneurial interest. The fundamental reason is that university students are expected to build a business start-up instead of middle-class workers [12].

**2. LITERATURE REVIEW**

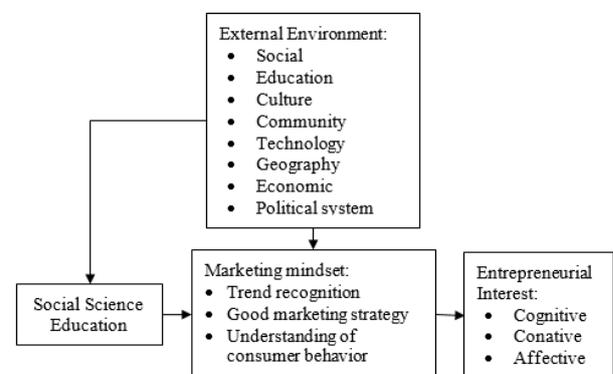
**2.1. Social Science Education, Marketing Mindset, and Entrepreneurial Interest Relationship Model Development**

Literature on education, mindset, and interest predominantly employs theories in psychology, among others are human capital theory [34], entrepreneurial event theory [35], social learning theory [36], ) and theory of planned behaviour [37], ) also the social constructivism approach [38–41] in relation to the external environment variable. This paper establishes a conceptual model that integrates social science education, external environment, and marketing mindset based on these theories. We argue that these variables must be examined concurrently better to understand their combined influence on the entrepreneurial interest.

To be able to earn profit and stay viable in the long run, a business needs to collect revenue and marketing is one of the ways. Seeing as the marketing mindset consists of trend recognition, good marketing strategy, and understanding consumer behavior, we reckon an individual with a good marketing mindset can bring success to their venture. Thus, a marketing mindset increases the confidence to practice entrepreneurial

activities. Nevertheless, not every individual will be interested in entrepreneurship. We argue that external environments and social science education are essential for individuals to succeed in a marketing mindset

Possession of a marketing mindset enables these individuals to effectively and successfully promote and sell their products to bring in revenue and their social science education can also affect how good their marketing mindset is. Similar to the impact of external environments on individuals, we argue that not all individuals have similar environments, thus, not all students can develop a marketing mindset. The degree of marketing mindset affects the possibilities of an individual to have entrepreneurial interest despite having good social science education and supporting external environments. Figure 1 below depicts the conceptual framework model, described further in the following sections.



**Figure 1** Conceptual framework model.s

**2.2 Propositions Development**

**2.2.1. Marketing Mindset and Entrepreneurial Interest**

Human minds are inventive and entrepreneurial; when chances and rewards are possible, natural human drives encourage the extraordinary ways of thinking and acting [42]. The concept of mindset was employed as a time period in the topic of learning about the human mind; it demonstrates the human mind's ability to distinguish the right effects in connection to actuality and reality. It is a terminology associated with cognitive psychology, or as it is sometimes referred to as cognitive psychology, which is a subfield in psychology whose mission is entirely based on exploring individual mental models strategies, as this science studies how people think, perceive, communicate, and solve problems. Cognitive psychology also acknowledges the presence of internal states of thought, for example: perception, attitude, desire, intention, knowledge, and motivation.

A shift in attitude has a multiplier impact on individual lifestyle, character, and behavior changes. Because the trade-in mentality is a long-term system with

certain unwritten principles that eventually lead to changes in behavior, it must be adjusted in a way that can be reflected and demonstrated in the goal individual's actions [43]. It is worth emphasizing here the beneficial role that a marketing mindset may play in encouraging the creativity and innovation of individuals. Marketing mindset consists of: an image of future market demands, a comprehension of the businesses model, a relationship that exists in the market that demonstrates some causality or goal outcomes, a depiction of essential aspects of interconnections in the value stream, or an illustration of the chain of activities in the strategic design [44], those includes trend recognition, good marketing strategy, and an understanding of consumer behavior.

Marketing mindset, in particular, depicts the comprehension and interpretation of information obtained and guides the behavior of decision-makers, which includes their market-oriented actions [45]. Lee and Kotler [46] highlighted the following characteristics of an effective marketing mindset:

- **Adopting a customer-centric mindset.** Marketing understands the needs of consumers and how to address their difficulties. This should be either recognizing the market demands and satisfying these desires to attract new consumers or resolving present customers' problems to keep them.
- **Segmenting, targeting, and positioning.** Customer segmentation enables marketers to employ a more methodical technique when preparing for the future. This results in the more effective use of marketing resources, resulting in creating a more finely tailored advertising program.
- **Utilize the marketing mix very well.** When most individuals hear or use the phrase "marketing," they have a limited understanding of what it entails. When asked what they think of when they think of marketing, most individuals would say direct selling, advertising, public transport boards, and outdoor billboards. In truth, they are just a few of the aspects of advertising instruments that should be considered: promotion. In the finest marketing strategy scenarios, promoting decisions are no longer taken into account until decisions are made for each of these policies, which are the decisions that produce the offer to be pushed: product, price, and distribution. Marketers with a marketing mindset understand their clients' desires and needs and translate them into marketing products (goods and services). They provide a genuine cost to the customer, allowing the organizations to improve their marketing effectiveness, find and develop new markets, and be creative in delivering fantastic products and services.

Due to the paucity of literature that explicitly examines the relationship between the marketing mindset and entrepreneurial interest, we will associate the marketing mindset with entrepreneurial mindset although it is slightly different. Fayolle and Linan [47] and

Akmaliah et al. [48] identified entrepreneurial mindset as a state of mind that directs people's behaviour toward entrepreneurship-related activities and outcomes. Furthermore, those researchers claimed that the entrepreneurial mindset is strongly related to individuals states of mind (conscious or sub-conscious) or how one thinks or the viewpoint through which one perceives the world, impacting one's dispositions for entrepreneurship and success in these activities. Shepherd et al. [49] corroborate this viewpoint and have proven that the entrepreneurial mindset provides prospective insights into the many outcomes and situations required for entrepreneurial research, including entrepreneurial interest.

As mentioned in the previous section, there are several theoretical grounds for entrepreneurial interest in relation to marketing mindset, among others are entrepreneurial event theory [35], social learning theory [36], and theory of planned behaviour [37]. According to the theory of entrepreneurial event [35], the desire to be an entrepreneur is dependent on the individual's perception of entrepreneurship's desirability and feasibility. Before forming an interest and engaging in entrepreneurship, an individual must first perceive it as desirable. Feasibility refers to an individual's view of accessible resources, such as knowledge, financial 'safety net', and skill. On the other hand, desirability refers to an individual's attitude, values, and emotions, which are influenced by their social environment, including family, friends, and co-workers.

Bandura's [36] social learning theory, often known as social cognitive theory, describes human behavior as the interactions of personal, behavioral, and environmental variables. The emphasis of personal variables is on whether one has low or high self-efficacy. Behavioral factors refer to the individual's reaction to a specific behavior, good or bad. Environmental variables capture the impact of the environment on the performance of an activity.

While other theories, such as the theory of planned behaviour [37], predict that intention is influenced by three factors: attitude, subjective norm, and perceived behavioural control. These elements give birth to intention and, as a result, participation in a specific behavior. It assesses how much importance an individual places on a specific sort of behavior. On the other hand, subjective norm refers to the social pressure or influence exerted by someone's parents, friends, and other respected family members to engage or refrain from engaging in an act or behavior. Perceived behavioural control describes a person's impression of their capacity to conduct a behavior and whether or not resources are available to do so. The TPB has been used to model entrepreneurial intention in most research. This is because the TPB is the most recent behavioral theory in

the literature and incorporates factors from previous theories of entrepreneurial intention.

There are conflicting findings on the elements that impact entrepreneurial intent. In most situations, not all TPB factors substantially impact the intention to run a firm. For example, Iqbal et al. [25], found that attitude and perceived behavioural control are key predictors of entrepreneurial intention, with a substantial positive effect, when they examined answers of undergraduate students to the topic of entrepreneurial interest. As a result, the inference is that subjective norm does not influence on entrepreneurial intention among university undergraduate students. Simple regression analysis between entrepreneurial intention and TPB factors gave study conclusions. In similar research, Tong et al. [23] used multiple regression analysis to show that the need for accomplishment, family business background, and subjective norm influence entrepreneurial intention. The findings show that students will opt to become entrepreneurs if there is a desire for accomplishment, if they come from a business-oriented household, and if close persons such as family members and friends encourage them.

Grounded on these theories, we propose that someone with limited ability to recognize consumer behavior, the market, and the current trend might struggle and find that entrepreneurial activity is complex, risky, and unattractive. In contrast, someone with a good marketing mindset might be confident to practice entrepreneurship. Thus, it might build their interest in entrepreneurship. Based on the explanation, we propose: *P1 = Marketing Mindset has a positive and significant influence on Entrepreneurial Interest.*

### *2.2.2. Social Science Education, Marketing Mindset, and Entrepreneurial Interest*

Social Science is the study of society and human behaviors. The study of people and their relationships and interaction with one another, with their political and social institutions, and with their environment is what social science is all about. As a result, Social Science Education significant offers a diverse set of courses and disciplines. Students are required to exhibit both breadth and depth of knowledge in the academic areas that comprise the Social Sciences. The curriculum for Social Science generally contains social, historical, political, geographical, and ecological fields of study, which are being treated under many perspectives taking into account possible links to other subjects. The present Social Science curriculum considers competencies that are in line with the aspects of education for the twenty-first century. Not only is information acquisition at the center, but so is the development of the student's personality and mindset [50].

The connection of topic knowledge, subject-specific didactics, and pedagogical psychology are especially significant in the setting of Social Science [51]. With its unique structure and didactics, it provides a wide foundation for action-oriented, character-forming learning through projects. This includes off-site learning places, activities, and events. According to Conrad and Kalcsics [52], social science students must make their own decisions, behave autonomously in social situations, and reflect on their actions. Giesinger [53] asserts the presence of modern autonomy, which is required to transform children into social agents. They must accept responsibility for themselves and their community and actively engage in the creation of their living environment. With research-based or problem-based learning in social science education, is very useful in shaping meaningful experiences, empathy, and social sensitivity [54], and hence, enhancing the student's potential.

The human capital theory [34], primarily thinks that formal education is vital and required for improving a population's productive potential. It stresses the importance of education in developing a person's productive capacity and self-efficacy through improving their reasoning skills. Entrepreneurial human capital is described in this context as one entrepreneurial attitude and abilities. Individual autonomy, risk, effort, and income are elements of entrepreneurial attitudes, whereas entrepreneurial abilities encompass opportunity identification, viability assessment, and innovative problem-solving abilities [20]. With this entrepreneurial human capital, we argue that one can develop sensitivity in recognizing market trends, consumer behavior, and developing excellent marketing strategy; which all these three aspects are the concept of marketing mindset. Based on this, we propose:

*P2 = Social Science Education has positive and significant influence on Marketing Mindset*

*P3 = Social Science Education has positive and significant influence on Entrepreneurial Interest*

*P4 = Social Science Education has positive and significant influence on Entrepreneurial Interest, intervened by Marketing Mindset*

### *2.2.3. External Environment, Social Science Education, and Marketing Mindset*

This paper employs social constructivism [38–41] as a ground in relation to the external environment variable. The principle of social constructivism may be summarized as follows: Knowledge is actively produced by the learner rather than passively absorbed from the environment. This response to other epistemologies promotes fundamental communication conceptions as the straightforward transfer of meanings from one person to another. The learner's existing information is required to "actively" create new knowledge. Factors like social

relationships, community, education, technology, geography, culture, economic conditions, and political systems will expose someone to various life experiences, resulting in varying ‘knowledge’ of marketing and perspective of entrepreneurial activities as a whole. A learner's social world comprises individuals who directly impact them, such as parents, instructors, friends, and participants in many types of activities.

Cobb [38] investigates whether the "mind" is located in the head or social activity and suggests that both viewpoints should be utilized in tandem since they are equally helpful. What seems to one as the logic of a group of individuals mutually adjusting to one other's behaviours may appear to another as the norms and practices of a classroom community [40]. Teaching techniques that use social constructivism as a reference point include teaching in situations that are personally relevant to students, negotiating taken as shared meanings with students, class discussion, small-group engagement, and emphasizing meaningful activities above right answers [39]. Constructivism-related methods are becoming more prevalent in scientific and mathematical courses but have been utilized far longer in humanities subjects such as social studies and communication.

Beyond the immediate social setting of a learning condition, there is a larger backdrop of cultural influences, such as custom, religion, technology, tools, political systems, and language. The tools that people use have an impact on how they think (by tools, it includes language and other symbolic systems as well as physical tools). According to Salomon and Perkins [41], tools have two effects on the learning mind. To begin, they shift the cognitive burden of a task between people and the tool while it is in use. A product description, for example, may save lengthy explanations, and using a social media chat room can alter the tone of a conversation. Second, using a tool may alter the mind beyond its actual usage by altering skills, perspectives, and ways of perceiving the world. Computers, for example, contain a complete philosophy of knowledge building, symbol manipulation, design, and exploration that, when utilized in an educational environment, may subversively encourage changes in curriculum, evaluation, and other changes in teaching and learning. Based on this, we propose:

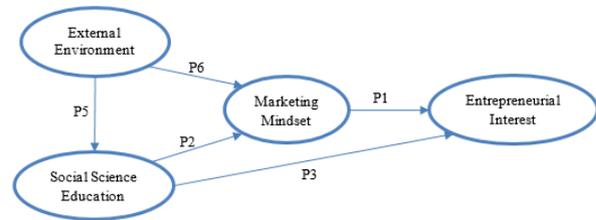
*P5 = External Environment has positive and significant influence on Social Science Education*

*P6 = External Environment has positive and significant influence on Marketing Mindset*

*P7 = External Environment has positive and significant influence on Entrepreneurial Interest, intervened by Marketing Mindset*

### 2.3 The Path Diagram of Research Variables

The previous sections have presented conceptual explanations on how social science education drives the marketing mindset to shape entrepreneurial interest. Thus, in this section, we present the path diagram of this research variables (Figure 2) and the list of this research propositions.



**Figure 2** The path diagram of research variables.

Below are the list of this research propositions:

*P1 = Marketing Mindset has positive and significant influence on Entrepreneurial Interest*

*P2 = Social Science Education has positive and significant influence on Marketing Mindset*

*P3 = Social Science Education has positive and significant influence on Entrepreneurial Interest*

*P4 = Social Science Education has positive and significant influence on Entrepreneurial Interest, intervened by Marketing Mindset*

*P5 = External Environment has positive and significant influence on Social Science Education*

*P6 = External Environment has positive and significant influence on Marketing Mindset*

*P7 = External Environment has positive and significant influence on Entrepreneurial Interest, intervened by Marketing Mindset*

### 3. METHODS

In developing the conceptual model, the methodology applied is qualitative. The main aim is to analyze the interaction between the external environment, social science education, and marketing mindset and the influence on entrepreneurial interest. We develop a model based on a literature review [55]. The researcher used Google Scholar and Microsoft Academics for article browsing by applying keywords such as “entrepreneurial interest,” “entrepreneurial intention,” “social studies influence on entrepreneurship,” “social science education and entrepreneurship,” and “marketing mindset.” Following that, we offer the conceptual model based on a review of the literature.

### 4. DISCUSSION AND CONCLUSION

This study contributes to the existing literature on the conceptualization of social science education’s influence on the marketing mindset and then on entrepreneurial interest by engaging the external factors, which is missing in the prior studies. Researchers could access the

marketing mindset variable from the conceptual model that influences the empirical results in entrepreneurship research. The conceptual model complements entrepreneurial interest studies that did not mention the impact of the marketing mindset. This paper also taken into account a broader scientific family, specifically the social sciences to connect it with entrepreneurial interest. Academics and policymakers might also understand the importance of social studies in their own operational context.

This argue that the external environments influence the social science education and marketing mindset. Factors like social relationships, education, culture, community, technology, geography, economic conditions, and political system will expose someone to different experiences in life, resulting in different perceptions of marketing and entrepreneurial activities as a whole. Someone with limited ability to recognize consumer behavior, the market, and the current trend can struggle and find that entrepreneurial activity is hard, risky, and unattractive. In contrast, someone with a good marketing mindset can have the confidence to practice entrepreneurship. Thus, it can build their interest in entrepreneurship as this paper supported the notion that marketing mindset mediated the influence of social science education on entrepreneurial interest. Yet, empirical studies are needed to examine this argument.

## AUTHORS' CONTRIBUTIONS

All authors provide equal contributions in the process of producing this article.

## ACKNOWLEDGMENTS

The paper is part of a research project funded by Institute for Research and Community Service (LPPM) and Postgraduate Department of Universitas Negeri Surabaya.

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