**ABSTRACT**

**Purpose:** Education is an important component for students in preparing to enter the world of work. Education can be completed by students well through the learning process in college. In learning, of course, there are outputs or results that can measure students' abilities. Benchmarks can be seen from student learning outcomes after using the media marketplace. Marketplace is one that can be used to market entrepreneurial products. The purpose of this study is to improve student learning outcomes after participating in learning with the media marketplace.

**Design/methodology/approach:** Benchmarks can be seen from student learning outcomes after using the media marketplace.

**Findings:** Marketplace is one that can be used to market entrepreneurial products.

**Research limitations/implications:** The research method used qualitative methods, namely to determine the increase in student learning outcomes after participating in learning with the media marketplace.

**Practical implications:** Based on the results of this study, it is known that seen from the average student score increased from 84.88 to 86.24 after the use of marketplace learning media, this means that the use of marketplace learning media can improve student learning outcomes in accounting education study programs.

**Originality/value:** This Paper is Original.

**Paper type:** Research paper

**Keyword:** Education, Learning Outcomes, Marketplace.

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**I. PRELIMINARY**

Education is an important component for students in preparing to enter the world of work. Education can be completed by students well through the learning process in college. One of the lessons that students take in the accounting education study program is entrepreneurship. In learning, of course, there are outputs or results that can measure students' abilities. Benchmarks can be seen from student learning outcomes after using media that can support entrepreneurship learning. Media that can be used in this learning is the marketplace. Seeing current technological developments, technology is very influential, especially for product marketing. Marketplace is a marketing medium for entrepreneurial products that uses social media so that it can be ascertained that social media users are quite high, this means that there are also many consumers. The use of this media can also provide several benefits, namely it can facilitate the marketing of products to consumers directly, in a short period of time, low promotional costs, and a broad market. So it is hoped that the marketing of entrepreneurial products through the marketplace can improve learning outcomes in entrepreneurship courses. The problem that will be examined in this study is the improvement of student learning outcomes after participating in learning with the media marketplace.
The objectives to be obtained are to make the marketplace as a marketing medium and the promotion of student creative products in entrepreneurship courses in improving student learning outcomes. This research is also expected to provide input in the form of: appropriate online marketing techniques, product preparation processes and product descriptions before distribution, on the marketplace, good online communication techniques, and market analysis and analysis of sales results.

According to Yaumi, (2018) "the term media refers to anything that serves to carry and convey information between sources and recipients of information". Meanwhile, according to Jalain & Ambiyar, (2016) "Learning media is everything related to software and hardware that can be used to convey the content of teaching material from learning sources to students which can stimulate the thoughts, feelings, concerns and interests of learners in such a way that the learning process. to be more effective ". From the opinions of the experts above, it can be concluded that learning media is everything both software and hardware are used to convey information, teaching materials to students that can increase interest in learning.

According to Alvonco, (2014) sales are a marketing function that determines the effort to achieve company goals.

Abrahams, Abrahams & Laplante, (2010) says that sales are the most important part of business. So that it can be seen that sales are the most important part of a business by having a marketing function in achieving company profits.

II. MARKETPLACE FOR ENTREPRENEURSHIP LEARNING

Online sales and marketplace are an integral part of marketing products. In online sales, of course, there is a principle that can make consumers interested in the products we sell. According to (AlHakim & Slanscript, 2011) the main principle in online sales is trust so that it becomes a consideration for buyers to make transactions.

Marketplace is a medium for product marketing. This marketplace can be found on various social media such as Facebook, Instagram and others. Of course, the marketplace is already familiar to students so that this marketplace can be used as learning in entrepreneurship courses, so that the implementation of entrepreneurship learning can be in accordance with the present era and prioritize technology.

III. METHOD

The research method is a scientific way of obtaining data for specific purposes and uses. The research method used in this research is qualitative methods. According to Mamik, (2015) qualitative methods are research that aims to understand social reality, namely seeing the world as it is, and not the world it should be.

The data collection technique in this study used tests obtained from student learning outcomes. This test is seen from the MID score or midterm test and the UAS value

IV. RESULTS AND DISCUSSION

This research was conducted through three discussions of teaching materials, namely:

1. Teaching design, initial preparation to enter the marketplace.
   In this discussion, before marketing entrepreneurial products to the marketplace, an initial design of the product to be marketed is required. This product design aims to prepare the initial product to be marketed in the form of the type of product to be sold, the payment system applied, and the delivery service used.

2. Teaches upload, upgrade and communication with consumers.
   The second teaching material, students will be taught strategies in product uploading, namely the right time to upload products and product descriptions which can include sizes, types and materials used in entrepreneurial products. Furthermore, regarding product upgrades. Product upgrades are carried out when the stock of items that are owned is used up and what products are left and if there are new products. Another very important thing is how to communicate with consumers online. This communication can determine whether our products will be accepted or not by consumers. Good communication can increase sales and generate profits. One good communication technique, namely Fast Response, or the seller must readily answer all questions asked by consumers, and use polite language and can attract the attention of consumers to be interested in buying the products we sell.

3. Teaches market analysis and sales results analysis.
   In this learning material, the right market is taught to market the product so that it is right on target and analysis of sales results. Analysis of sales results in the
form of an analysis of the increase and decrease in sales and profit or loss experienced by the seller or producer, this is very important because it will relate to the strategy that will be used next to achieve the goal in sales, namely profit.

V. STUDENT TEST RESULTS

In this case the test used is the MID value and the UAS value. So that it can be seen an increase in the use of marketplace learning media on student learning outcomes. Where the MID value is the test result that has not used the marketplace learning media and the UAS value is the test result that has used the marketplace media.

The following is the distribution table for the Student MID Value Frequency

Table 1. Student MID Value

<table>
<thead>
<tr>
<th>No</th>
<th>Value</th>
<th>F</th>
<th>F.Value</th>
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<td>4</td>
</tr>
<tr>
<td>5</td>
<td>90</td>
<td>1</td>
<td>90</td>
<td>4</td>
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<tr>
<td>Total</td>
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<td>2122</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

From the table above, it can be seen that students who get a score of 83 are 3 people with a percentage of 12%, students who get a score of 84 are 5 people with a percentage of 20%, students who get a score of 85 are 15 people with a percentage of 60%, students 1 person who gets a score of 88 with a percentage of 4%, and students who get a score of 90 are 1 person with a percentage of 4%. From the above scores for Student MID scores obtained an average of 84.88

Table 2. Student UAS Scores

<table>
<thead>
<tr>
<th>No</th>
<th>Value</th>
<th>F</th>
<th>F.Value</th>
<th>%</th>
</tr>
</thead>
<tbody>
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<td>83</td>
<td>1</td>
<td>83</td>
<td>4</td>
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<tr>
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<td></td>
</tr>
</tbody>
</table>

From the table above, it can be seen that students who get a score of 83 are 1 person with a percentage of 4%, students who get a value of 84 are 3 people with a percentage of 12%, students who get a score of 85 are 13 people with a percentage of 52%, students 1 person who gets a score of 86 with a percentage of 4%, and students who get a score of 90 are 7 people with a percentage of 28%. From the above scores for the Student MID scores obtained an average of 86.24

So it can be seen that the number of students who score 83 has decreased from 3 people to 1 person, this means that students who have the smallest score become fewer after the use of marketplace learning media. For students who get a score of 84 also decreases from 5 people to 3 people, students who get a score of 85 according to from 15 people to 13 people, and for students who get a score of 88, 1 person and the last student who gets a score of 90 increases from 1 person serve 7 people. Judging from the average student score increased from 84.88 to 86.24 after the use of marketplace learning media, this means that the use of marketplace learning media can improve student learning outcomes in accounting education study programs.

VI. CONCLUSION

From this research it can be seen that the use of the Marketplace as a marketing medium for student entrepreneurial products to improve student learning outcomes is very effective, it can be seen from the student's average score increased from 84.88 to 86.24 after the use of marketplace learning media, this means the use of learning media. marketplace can improve student learning outcomes in accounting education study programs.
REFERENCES