

ABSTRAK

Untuk meningkatkan kualitas sumber daya manusia supaya bisa berdaya saing maka diperlukan pendidikan. Pendidikan adalah usaha sadar dan terencana untuk mewujudkan suasana belajar dan proses pembelajaran agar warga belajar secara aktif mengembangkan potensi dirinya untuk memiliki kekuatan spiritual keagamaan, pengendalian diri, kepribadian, kecerdasan, akhlak mulia, serta keterampilan yang diperlukan dirinya, masyarakat, bangsa, dan negara. Melihat kenyataan ini penulis ingin meneliti dengan judul “**ANALISIS STUDI GAYA BELAJAR MAHASISWA DALAM MEMBENTUK KOMPETENSI MANAGERIAL (STUDI KASUS MM WIDYATAMA)**”

Berdasarkan identifikasi diatas, penelitian ini bertujuan : 1. Mengetahui gaya belajar individu melalui *Concrete Experience/ feeling (CE)*, *Reflective Observation/Watching (RO)*, *Conceptualization Abstract/ Thinking (CA)*, *Experiment Active/Doing (EA)* Mahasiswa MM Widyatama. 2. Mengetahui pembentukan kompetensi manajerial di MM Widyatama. 3. Sejauh mana pengaruh gaya belajar individu melalui *Concrete Experience/ feeling (CE)*, *Reflective Observation/Watching (RO)*, *Conceptualization Abstract/ Thinking (CA)*, *Experiment Active/Doing (EA)* terhadap pembentukan kompetensi manajerial Mahasiswa MM Widyatama.

Jenis penelitian ini adalah survei sedangkan metodenya yaitu deskriptif analisis. Pengumpulan data dilakukan dengan mengambil sampel mahasiswa Program Magister Manajemen Universitas Widyatama Bandung secara random acak sederhana. Pengolahan statistik terhadap data-data yang diperoleh menggunakan perangkat lunak statistic package for social science (SPSS) for windows version 20.

Uraian dan analisis data-data yang diperoleh dari data primer dan sekunder penelitian. Data primer penelitian ini adalah hasil kuesioner yang disebarkan kepada 100 orang. Data tersebut merupakan data pokok dimana analisisnya ditunjang oleh data-data sekunder yang analisisnya didapat dari hasil observasi lapangan dan beberapa sumber pustaka untuk memperkuat dan memperdalam hasil analisis.

Berdasarkan hasil pengolahan data dan pembahasan penelitian studi peningkatan kualitas belajar di Magister Manajemen Widyatama melalui analisis pengaruh gaya belajar individu terhadap pembentukan Kompetensi Manajerial. Gaya belajar mahasiswa akan membentuk, mempunyai pengaruh terhadap pembentukan Kompetensi Manajerial di Magister manajemen Widyatama.

Kompetensi Manajerial diidentifikasi meliputi Kompetensi *Impact And Influence*, *Achievement Orientation*, *Teamwork and Cooperation*, *Analytical Thinking*, *Initiative*, *Developing Other*, *Self-Confidence*, *Directiveness*, *Information Seeking*, *Team Leadership*.

Gaya belajar yang paling berpengaruh membentuk kompetensi Manajerial yaitu gaya belajar *Aktive Eksperimentation* dimana mahasiswa sudah terbiasa melakukan kebiasaan dengan cara mencoba-coba teori atau konsep baru serta sistematis berdasarkan pengetahuan yang dimilikinya untuk mengambil suatu keputusan atau membuktikan kebenaran suatu teori. Kurikulum pembelajaran senantiasa dibuat untuk meningkatkan kemampuan dan memiliki Kompetensi Manajerial percaya diri (*Personal Maturity*), kompetensi ini dipengaruhi oleh gaya belajar individu *Aktive Eksperimentation*

Kualitas Dosen harus terus ditingkatkan dengan meningkatkan pendidikan dan pelatihan, terutama pelatihan softskill agar gaya belajar membiasakan diri untuk berfikir analitis dapat ditingkatkan. Sarana dan prasarana sebagai penunjang proses belajar mengajar harus terus dievaluasi agar dapat berfungsi dengan baik. Setiap mata kuliah diikuti tugas/praktek/latihan secara bertanggung jawab.

Kata Kunci : Gaya Belajar, Kompetensi Manajerial

ABSTRACT

To improve the quality of human resources in order to be competitive we need education. Education is a conscious and deliberate effort to create an atmosphere of learning and the learning process so that learners are actively developing the potential for him to have the spiritual power of religion, self-control, personality, intelligence, noble character, and skills needed him, society, nation, and state. Given this reality the author would like to examine with the title "ANALYSIS STUDY STUDENTS LEARNING STYLE TO FORM MANAGERIAL COMPETENCE (CASE STUDY WIDYATAMA MM)"

Based on the identification of the above, this study aims to: 1. Knowing the individual learning styles through Concrete Experience / feeling (CE), Reflective Observation / Watching (RO), conceptualization Abstract / Thinking (CA), Experiment Active / Doing (EA) Students MM Widyatama. 2. Knowing the formation of managerial competence in MM Widyatama. 3. The extent to which the influence of individual learning styles through Concrete Experience / feeling (CE), Reflective Observation / Watching (RO), conceptualization Abstract / Thinking (CA), Experiment Active / Doing (EA) on the formation of managerial competence Students Widyatama MM.

This research is a survey while the method is descriptive analysis. Data collection is done by taking a sample of students of University of Management Master Program Widyatama random Bandung simple random. Statistical processing of the data obtained using the statistical software package for social science (SPSS) for Windows version 20.

Description and analysis of the data obtained from primary and secondary data research. Primary data of this study is the result of a questionnaire distributed to 100 people. The data is the main data which is supported by the analysis of secondary data obtained from the results of the analysis of field observations and some literature sources to strengthen and deepen the analysis results. Data obtained from the questionnaire consists of research data.

Based on the results of data processing and discussion of research studies to improve the quality of learning in the Master of Management Widyatama through analysis of individual learning styles influence on the formation of Managerial Competence. Learning styles of students will form, has an influence on the formation of Managerial Competence in Management Master Widyatama.

Managerial competence identified include Competence Impact And Influence, Achievement Orientation, Teamwork and Cooperation, Analytical Thinking, Initiative, Other Developing, Self-Confidence, Directiveness, Information Seeking, Team Leadership.,

Learning styles are the most influential form of Managerial competence is learning style Aktive Eksperimentation where students have become accustomed to the habit by way of trial and error theory or new concepts as well as systematic based on his knowledge to take a decision or to prove the truth of a theory. The curriculum is constantly made to improve and have confidence Managerial Competence (Personal Maturity), this competence is influenced by individual learning styles Aktive Eksperimentation

Lecturers quality should be improved by increasing education and training, especially the soft skill training in order to familiarize themselves to the learning style of analytical thinking can ditingkatkan.Sarana and infrastructures as supporting the learning process should continue to be evaluated in order to function properly. Each course is followed tasks / practice / exercise responsibly.

Key Word : Learning Style, Competence Managerial