

ABSTRAK

Siti Muliani. NIM. 210101080359. Pengenalan kewirausahaan Anak Usia Dini Melalui Kegiatan *Market Day* di PAUD Terpadu Candra Utama Banjarbaru. Dosen Pembimbing Skripsi Dra. Hj. Ikta Yarliani, M.Pd. pada Program Studi Pendidikan Islam Anak Usia Dini Fakultas Tarbiyah dan Keguruan UIN Antasari Banjarmasin. 2025.

Kata Kunci: *Market Day*, Anak Usia Dini, Pengenalan Kewirausahaan.

Pengenalan kewirausahaan pada anak usia dini melibatkan usaha untuk mengajarkan sikap proaktif, kreatif, memiliki daya dan kemampuan mencipta, berkarya, bersahaja, serta berusaha meningkatkan pendapatan melalui kegiatan usaha. Penelitian ini bertujuan untuk menganalisis bagaimana perencanaan pengenalan kewirausahaan sejak usia dini melalui kegiatan *Market Day* pada kelompok B dan Untuk menganalisis bagaimana pelaksanaan pengenalan kewirausahaan sejak usia dini melalui kegiatan *Market Day* pada kelompok B juga Untuk menganalisis bagaimana evaluasi pengenalan kewirausahaan sejak usia dini melalui kegiatan *Market Day* pada kelompok B.

Jenis penelitian di gunakan adalah kualitatif dalam bentuk studi kasus, dengan subjek pada kelompok B, guru, orang tua murid dan kepala sekolah sedangkan objek nya penelitian ini adalah pengenalan kewirausahaan melalui kegiatan *Market Day* di kelompok B. Teknik pengumpulan data yaitu observasi, wawancara, dokumentasi, menggunakan teknik analisis data yaitu kondensasi data, pengajian data, penarikan kesimpulan.

Hasil penelitian yang dilakukan kegiatan *Market Day* direncanakan bersama sekolah dan orang tua, dengan informasi jelas tentang jadwal, tujuan, dan peran orang tua. Mereka membantu menyiapkan barang dan membimbing anak dalam sikap serta komunikasi. Anak terlibat langsung saat kegiatan, seperti menata, menawarkan, dan bertransaksi, yang meningkatkan keberanian, komunikasi, dan kemandirian. Guru menciptakan suasana nyaman dan membimbing anak memahami jual beli dengan cara menyenangkan. Evaluasi menunjukkan kegiatan ini berdampak positif, anak lebih percaya diri dan aktif bersosialisasi. Orang tua memberi respon positif dan menyarankan variasi produk serta pelibatan anak dalam pembuatan sebagai masukan kegiatan berikutnya.

ABSTRACT

Siti Muliani. NIM. 210101080359. *Introduction to Early Childhood Entrepreneurship Through Market Day Activities at PAUD Terpadu Candra Utama Banjarbaru.* Thesis Supervisor Dra. Hj. Ikta Yarliani, M.Pd. at the Early Childhood Islamic Education Study Program, Faculty of Tarbiyah and Teacher Training, UIN Antasari Banjarmasin. 2025.

Keywords: Market Day, Early Childhood, Introduction to Entrepreneurship.

Introduction to entrepreneurship in early childhood involves efforts to teach proactive, creative attitudes, have the power and ability to create, work, be humble, and try to increase income through business activities. This study aims to analyze how to plan the introduction of entrepreneurship from an early age through Market Day activities in group B and to analyze how the implementation of the introduction of entrepreneurship from an early age through Market Day activities in group B is also to analyze how the evaluation of the introduction of entrepreneurship from an early age through Market Day activities in group B.

The type of research used is qualitative in the form of a case study, with subjects in group B, teachers, parents of students and principals, while the object of this research is the introduction of entrepreneurship through Market Day activities in group B. Data collection techniques are observation, interviews, documentation, using data analysis techniques, namely data condensation, data review, drawing conclusions.

The results of the research conducted Market Day was planned together with the school and parents, with clear information about the schedule, goals, and roles of parents. They helped prepare the goods and guided the children in attitudes and communication. Children were directly involved in activities, such as arranging, offering, and transacting, which increased courage, communication, and independence. Teachers created a comfortable atmosphere and guided children to understand buying and selling in a fun way. Evaluation showed that this activity had a positive impact, children were more confident and actively socialized. Parents gave a positive response and suggested product variations and children's involvement in making as input for the next activity.