

# **APLIKASI MODEL *WORK BASED LEARNING* PADA PERKULIAHAN PRAKTEK USAHA BUSANA**

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## **Abstract**

*This research aims to apply the model of work based learning in the Praktek Usaha Busana course. Application Business Practices is intended to increase the competence and readiness of students to plunge into the world of work in particular areas of the world fashion industry. Learning model applied in this study is Work Based Learning (WBL). The approach used in this study is a qualitative approach. The results showed that the Application Work Based Learning (WBL) has a significant influence, especially from the aspect of individual quality of business planning and creation of job loyalty. The weakness of the approach Work Based Learning model is the ability to communicate and cooperate with others is still not optimal. The influence of application Work Based Learning (WBL) in the Praktek Usaha Busana that can known of the industry assessment is as follows: aspect of personal qualities of the most prominent student was responsive to commands given by the company and also loyalty to the company, and in terms of seriousness in perform the work. But the aspect that has not developed an optimal model of the application Work Based Learning is the student leadership.*

**Key word** : Application , Work Based Learning, Praktek Usaha Busana