

ABSTRAK

Penelitian ini dilatarbelakangi oleh meningkatnya kebutuhan kompetensi komunikasi bisnis multibahasa di era globalisasi, khususnya penguasaan Bahasa Mandarin dalam konteks profesional lintas budaya. Pembelajaran Bahasa Mandarin di perguruan tinggi masih berfokus pada aspek struktural dan belum terintegrasi dengan strategi komunikasi kontekstual serta pengembangan kewirausahaan sosial. Penelitian ini bertujuan menganalisis pengaruh penerapan Project-Based Learning (PjBL) terintegrasi praktik code switching terhadap kemampuan komunikasi bisnis dan pengembangan socio-entrepreneurship mahasiswa.

Penelitian menggunakan pendekatan kuantitatif eksperimen semu dengan desain pretest-posttest control group. Sampel terdiri atas 39 mahasiswa yang dibagi ke dalam kelas eksperimen dan kontrol. Data dikumpulkan melalui tes performatif dan penilaian proyek, kemudian dianalisis menggunakan statistik deskriptif dan inferensial. Hasil penelitian menunjukkan adanya perbedaan signifikan antara kedua kelompok dengan pengaruh yang sangat besar, serta korelasi positif yang kuat antara kemampuan komunikasi bisnis dan socio-entrepreneurship.

Disimpulkan bahwa model PjBL terintegrasi code switching efektif meningkatkan kompetensi komunikasi bisnis Bahasa Mandarin sekaligus mengembangkan kapasitas socio-entrepreneurship mahasiswa secara simultan. Temuan ini memperkuat integrasi pedagogi bahasa berbasis konteks profesional dan pendidikan kewirausahaan sosial dalam pembelajaran bahasa asing.

Kata kunci: Project-Based Learning, code switching, komunikasi bisnis Mandarin, socio-entrepreneurship, pembelajaran bahasa berbasis proyek.

ABSTRACT

This study is motivated by the increasing demand for multilingual business communication competence in the era of globalization, particularly proficiency in Mandarin within cross-cultural professional contexts. Mandarin language instruction in higher education remains predominantly focused on structural linguistic aspects and has not yet integrated contextual communication strategies and social entrepreneurship development. This research aims to analyze the effect of implementing Project-Based Learning (PjBL) integrated with code-switching practices on students' Mandarin business communication skills and socio-entrepreneurship development.

The study employed a quantitative quasi-experimental approach using a pretest–posttest control group design. The sample consisted of 39 students divided into experimental and control groups. Data were collected through performance-based business communication tests and project assessment rubrics, and were analyzed using descriptive and inferential statistics. The findings revealed a significant difference between the two groups with a very large effect size, as well as a strong positive correlation between business communication skills and socio-entrepreneurship.

It can be concluded that the PjBL model integrated with code-switching effectively enhances Mandarin business communication competence while simultaneously developing students' socio-entrepreneurial capacity. These findings reinforce the integration of context-based language pedagogy and social entrepreneurship education in foreign language learning.

Keywords: Project-Based Learning, code-switching strategy, Mandarin business communication, socio-entrepreneurship, project-based language learning.