

DEVELOPMENT OF A CENTER OF EXCELLENCE FOR NUMERATION LITERACY TO SUPPORT THE COMMERCIALIZATION OF PRIMARY SCHOOL TEACHER PROFESSIONAL IMPROVEMENT SERVICES

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ABSTRACT

Increasingly advanced developments require humans to have the skills to understand and solve problems, including literacy and numeracy skills. In preparing competent people, it can be prepared through quality education provided by competent educators as well. Through collaboration with the Bantul Regency Education and Sports Department, the quality assurance design has produced several research products. However, the product of this quality assurance program cannot be implemented in a programmatic and detailed manner, including not yet targeting the commercialization of teacher professional improvement services and their products. This research aims to design activities oriented towards the commercialization of services from research-based quality assurance design for teacher practices in strengthening numeracy literacy. The research method that will be used in this research is design-based research by implementing case studies and participatory action research in it. This research is cyclical to answer key questions: (1) what needs do teachers as users need to improve their professionalism along with the implementation of the design? (2) Which of these needs has the potential for commercialization of services and/or products resulting from the design? (3) how is the implementation to maximize benefits both financial and non-financial for both parties? There are several products resulting from the implementation of quality assurance designs, both services and products resulting from design implementation. Two products are released, namely marketable products (superior products) and marketable services (superior services). Based on these two products, the potential for commercialization of services is greater than products. Furthermore, the optimization of superior products will continue to be improved as an effort to improve numeracy skills in schools.

Kata Kunci: *Literacy, Numeracy, design based research*