

Improving the Quality of Digital-Based Education for Students of SMK Cendikia Rancakalong Sumedang

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Abstract

Massive innovations have always influenced human civilization. Technological development is considered one of them. Today, we can see the massive creation of human ideas and the increasing development of technology that can support daily human activities more efficiently and effectively. The presence of technology in education requires students to be able to speak in virtual public spaces, both to meet the demands of school assignments and interact with other people. It required students to improve the quality of education technology based. Therefore, the presence of the Telkom University lecturer team aims to provide digital literacy in the digital world, theory, and practice, to students at SMK Cendekia. The ability to have digital knowledge is needed by students, especially vocational students, who later, after graduating from school, might have to go directly to the world of work. Some take part in the selection to enter college. The ability of education digital bases will help students control the unique combination of skills, experience, and personality in the world to see outside of the standard practices. It creates an opportunity to follow the trends of worldwide practices. It is critically important to support school children's personal branding to become a superior generation. The results of the implementation of this activity include (1) personal branding, (2) Public speaking, and (3) Motivation.

Keywords: Community Service, Education, Digital literacy, Education quality.

INTRODUCTION

Massive innovations always impact the civilization of human beings. Technological development is considered one of them. Nowadays, we can witness the massive idea created of people toward the rising of technological development, which can support daily human activity being more efficient and effective. According to (Bourrie et al., 2016), efficiency refers to the quality of doing something well without wasting so much time or money. Reality tells the same perspective about an efficient technological innovation, and it can optimize the quality of activity while minimizing the time or money spent on the activity. For instance, the invention of the internet network, which can now streamline people's communication globally, like connecting people everywhere and every time even previously, people must spend much more money using long-distance calls or wasting much more time meeting each other. Besides efficiency, technological innovation or development must be measured based on its effectiveness (Craig & Schroeder, 2017).

The terminology of effectiveness has a keyword of success, and intention refers to how innovation is capable of reaching the ideal of its products based on its initial formulation and production purpose. Quoting the perception of Marshall McLuhan, information technological development or invention will always be a source of civilization movement. People unintentionally is affected by technological development, especially information technological invention, because communication patterns could shape the cognition and behavior of people as social actors (All et al., 2017). According to this technological determinism theory, we could assume that the effectiveness of technological development measurement is about its capability to influence people's behavior or cognition (Creswell, J.W. & Creswell, 2018).

The study (Lord et al., 2017) also stated that by technological information invention, people will always move from one technological century to another. It has been relevant to reality for many

centuries. In the first stage of technological information invention, it was about printed media until nowadays, it is dominated by the invention of digital media, which is connected to the internet network. Nowadays, information technology development or invention is also expanded to optimize quality improvement in various sectors such as government, education, or other services. This kind of technological determinism theory approves that at the end of the day, human interaction will be integrated with technological development, or, probably, it depends on its development. One of the countries that develop technology development in Indonesia.

Indonesia massively intensifies digital transformation as a road to economic progress and human resources enhancement. Joko Widodo, as President of Indonesia, delivered “Digital Transformation Grand Design” in a limited working meeting in August 2020, which consisted of five instructions, namely digital infrastructure access escalation and enhancement, strategic digital roadmap in governmental sectors, integrated national data center, preparation for digital talents’ need, and financial scheme (Dirjen Pendidikan Tinggi, 2020). The instruction also emphasized the revitalization of the educational sector, with specific points, human resources escalation, digital skills, and productivity enhancement through economic insight in industrial 4.0. Actualization of the statement is also followed by the total number of financial planning for education which is much more than other sectors, namely information technology and infrastructure. According to figure 1., In 2022, the government proposed IDR 541,7 trillion for the budget of national education. The budget is expected to prioritize the procurement of digitalization in national education also based on the data report, financial planning by Educational Ministry consists of some indicators such as procurement of digital tools in state schools, digital partnership, or digital acceleration.

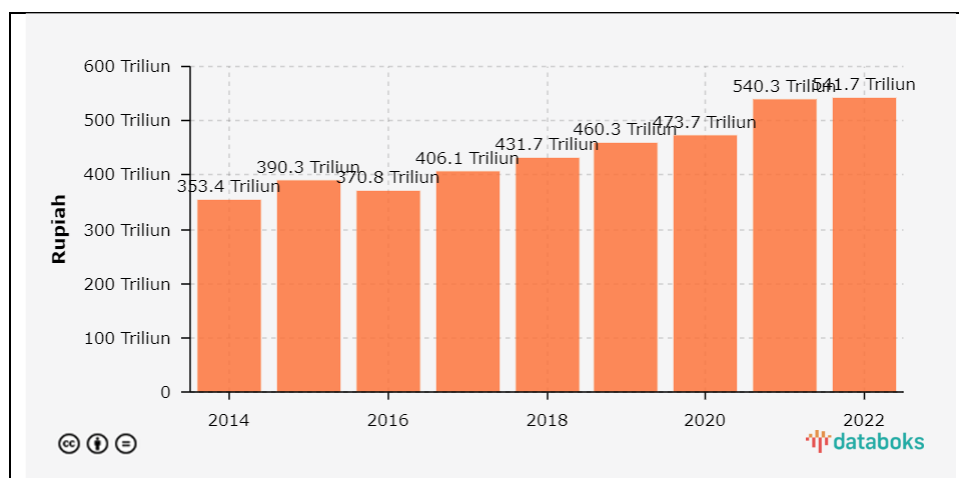


Figure 1. Indonesia's education budget 2016-2022

Based on the opportunity of efficiency of the Kemendikbud program the study empowerment program is applied in SMK Cendekia in the form of contributing the literacy digital study for students to increase knowledge about applying the digital skill and trends to reduce the late adaptation in Sumedang. The program is as follows:

- Provide knowledge on personal branding toward the digital method of work-from-home study.
- Public speaking implementation based on digital literacy procedures.
- Motivation expansion to student online study, guided by the standard covid conditions.

METHODS

This study used a qualitative approach through a case study and observation approach. Qualitative research methods are strongly associated with an emphasis on processes and meanings that are not measured in terms of quantity, better prioritizing the nature of reality that is built socially (Nurdin et al., 2004). The close relationship between the researcher and the studied subjects gives priority nature of total value. It seeks answers to questions about how social

experience's advent is well-meaning (Creswell, 2016). This approach is used to understand how the response of the student digital literacy program by Telkom University lecturers' collaborative program in SMK Cendekia in Sumedang in July 2022. The measurement uses the POAC Management Theory which consists of planning, organizing, actuating, and controlling (Chathoth & Olsen, 2003). The method commonly used to measure the effectiveness of observation data collection according to the real conditions (R. Mangruwa, 2021). The research data were taken based on observation of students: (1) planning of students from a vocational high school in Sumedang whom the target of the literacy program (2) was Organizing of students who were participating in the literacy program, as participants in the class, (3) Actuating the response during the activity was conducted (4) Controlling students' knowledge based on the teaching materials was given (R. D. Mangruwa et al., 2021).

RESULTS AND DISCUSSION

This community service activity will begin on Wednesday, 14 June 2022, at 08.00 WIB at SMK Cendekia Rancakalong, Pasir Biru, Rancakalong, Sumedang Regency, West Java. The activity went smoothly and was attended by 150 students. The activity begins by explaining the activities to be carried out. Before giving the training, the team gave the rundown and code of conduct:

Planning of Students from a Vocational High School in Sumedang Who is The Target of The Digital Literacy Program

The types of community service programs include arrangements, workshops, courses, counseling, campaigns, publications, projects, pilots, and demonstrations such as exhibitions (Christwardana et al., 2022). Timeline dan documents at SMK Cendekia Rancakalong:

Table 1. Rundown of activity

No	Day/date	Duration	Activity
1	Tuesday, 14 June 2022	9 am -10 am	Ice breaking and Introduction
2	Tuesday, 14 June 2022	10 am 11.30 am	Personal branding
3	Tuesday, 14 June 2022	00.13 pm	- Break
4	Tuesday, 14 June 2022	01 pm – 01.30 pm	- Public speaking
5	Tuesday, 14 June 2022	09 am – 11 am	- Motivation

The purpose of this plan is that the objectives through community service activities can be carried out effectively, and the speed of the process of increasing the ability of human resources is in accordance with the rate of development growth of the existing duration.

Organizing Students Who Were Participating in The Literacy Program, As Participants in The Class

Organizing is the management and arrangement of all available resources in the organization both human and material resources. Organizational resource management is based on the right concept for each function such as task requirements, work procedures, responsibility, and the relationship between functions. These functions form a relationship in the system, in which one supports the other and the line depends on another line. Thus, organizing is an activity to establish a relationship between all activities work, the use of labor, and the use of all resources, through a formal structure with respective authorities.

Organizing has been formed by Telkom University into several groups related to the implementation which have their respective responsibilities. each of these groups has the task of explaining the material, speaking in public, motivation, and are, sales division, creative and production division, marketing communication division, corporate secretary division, and supporting division. Lecturer groups are formed according to their expertise to achieve common goals. Public speaking material, it functions to increase students' self-confidence to speak in front of many people, improve leadership quality, and convey ideas or opinions smoothly. It is hoped that this can be realized for these students to support their skills. The next is motivational material, where the function is for students to encourage humans to act, namely as a driver of every activity to be carried out. Determine the direction of action, namely towards the goal to be achieved. Thus, motivation can provide direction and activities that must be carried out according to their goals. Selecting or determining the actions that must be done to achieve the goal, by setting aside actions that are not useful for the goal.

Lastly, the speaker explained the material presented, namely the personal branding strategy. The students were very enthusiastic about listening to the material and asking questions about things who do not understand the concept of Personal branding and its relation to public speaking activities and motivation. The event ended by giving quizzes related to the material to students to get feedback and input related to the activities that have been carried out. All the materials provided are related to each other, with the aim of improving students' abilities in public speaking, personal competition, and being motivated in achieving their goals. collaboration between lecturers can provide material that can improve students' ability to understand the material so that the community service program at SMK Cendikia Sumedang is successfully carried out.



Figure 2. Organizing the workshop

Actuating The Response During The Activity Was Conducted

Movement is the actualization of planning and organizing concretely. Planning and organizing will not achieve the goals set without actualization in the form of activities. Mobilization can be

defined as a manager's action to provide encouragement to his subordinates, either individually or collectively, formally, or informally, through certain approaches so that the enthusiasm for carrying out tasks grows, so that they are enthusiastic to carry out tasks without any coercion to achieve goals.

At the stage of implementing community service at SMK Cendikia Sumedang, it has been running according to what was expected, this can be seen from the materials presented and received satisfactory results, for example, motivational material that serves to increase the quantity of students' self. public speaking which has the aim of increasing students' self-confidence in socializing and the last is personal branding which aims for each student to be able to identify himself and make his own branding according to his needs in the future.

The Actuating of community service on June 14, 2022. Each group carries out its duties and functions according to its respective job desk. In its implementation, each division is directed by a head of the implementing team for community service. lecturers who are responsible for providing material according to their expertise, such as public speaking, motivation, and personal branding. From the results of the activity, it was found that each small group from each large group in the implementation of community service at SMK Cendikia Sumedang had worked according to their respective duties, functions, expertise, and competencies to achieve common goals.

Controlling Students' Knowledge Based on The Teaching Materials Was Given



Figure 3. Documentation of the workshop

An effective classroom can be achieved when educators are able consistently to manage student behavior. They should understand how social and emotional learning impacts the classroom, between teachers and students, relationship. In the literacy program, educators combined some ways to control students' behavior:

Question and answer

Whenever educators start their turns, they ask students whether they are being used to the teaching material or not. If the students confirm "yes", they can continue their lectures to the next step. However, when the students answer "no", they will show some examples, such as pictures or videos, relating to the materials to help the students become familiar with the materials.

Pictures and videos

Pictures and videos will be shown to stimulate students to be familiar with the teaching materials. Moreover, these can be utilized as an example of topics that have been discussed in the literacy class. Through this stimulus, students are expected to understand the teaching materials more effectively.

Practice

Some lectures, such as public speaking, need an extension tool to help students understand the materials successfully by experiencing them directly. It can help stimulate the students in studying the materials and evaluating them at the same time. It can be seen as one of the effective methods to the materials being acceptable as possible.

CONCLUSIONS AND SUGGESTIONS

The implementation of community service carried out by digital literacy for students at SMK Cendekia Sumedang has met expectations and the forecast but increased the student knowledge and skills toward digital basic application to applied study from home with the result of the evaluation of the average indicator of program learning. Students' response to training showing collaborative enthusiasm and obtained a positive outcome. The cognitive aspect of student SMK is that regularly studying from home can follow the content of the training accordingly. The activity obtained feedback from the participants that the program must be held for 3 months monthly. There is an excellent opportunity to give students an understanding of the world of digital literacy from personal branding and public speaking, which can increase students' interest in digital communication skills that the Sumedang Vocational School can accommodate. Although the challenges of the native language of the respondents were most difficult to understand the formal Bahasa Indonesia, the respondent showed interest in asking questions and participating in some quizzes during the workshop.

However, the result of the program, in terms of improving communication competence, the students showed changes in attitudes and understanding quite well. Even though the preparation process for the activity seemed less than optimal, the lecturers understood the respondent's condition by applying a series of communication strategies in approaching the participants and delivering effective materials.

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