

Digital Transformation for the Future of Education: Community Service in Website Design Company Profile Tutoring Institution Scholastica Education Center (SEC)

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Abstract

This community service project explores the growing and crucial role of tutoring institutions (Bimbel) in providing important academic support to students in need. Traditionally, tutoring has been conducted in physical settings, involving face-to-face interactions between students and teachers. However, with the rapid advancement of technology and the soaring popularity of the internet, online tutoring has witnessed a tremendous surge in demand, becoming easily accessible and highly sought after. The Scholastica Education Center (SEC) located in Larantuka, East Flores, NTT, recognizes the importance of following technological advances and using them to increase access to education for children throughout Indonesia. Through these community service initiatives, SEC is wholeheartedly dedicated to making the most impactful contribution to the education sector, catering to the diverse needs and academic levels of its students. An integral aspect of promoting online learning programs is the role of official websites. As a result, Servants designed and launched a company profile website for the SEC, leveraging cutting-edge web technologies such as HTML, CSS, and Javascript. The implementation of this website aims to increase SEC's reach to its target audience, effectively disseminate information about their online tutoring services and programs, and provide an interactive and enriching learning experience for all students. The overall goal of this community service project is to generate a positive and transformative impact by improving the overall quality of education in Indonesia. The seamless integration of technology and the ease of access to learning through online tutoring offered by leading institutions such as the Scholastica Education Center actively contribute to the educational progress and holistic success of students.

Keywords: Community service, tutoring institutions, company profile, education quality

INTRODUCTION

Tutoring activities are a process of providing assistance and support to students by a tutor who has special expertise in the field of study assistance. The purpose of tutoring is to help students overcome learning challenges and find solutions to problems that arise during the learning process (Santoso and Rusmawati, 2019). Tutoring can be obtained from each individual through the aim of helping each student to know himself and be able to act naturally. In facilitating students in developing understanding and skills in learning, it is hoped that tutoring activities will be present as a form of assistance. In addition, tutoring can also help solve students' learning problems

(Sriyono, 2021). In the early 2000s, online tutoring began to be in demand by students who needed additional help preparing for college entrance exams and school exams. In addition, parents are also starting to look for alternatives to online tutoring for their children who face difficulties in certain subjects or need additional assistance to improve academic skills. Therefore, this learning guidance and assistance is necessary carried out to drive the spirit of student learning. Implementation of education, research and Community service must support and complement each other. Guidance activities This study can help parents who cannot accompany their children in attending online learning and also to increase the learning motivation of school students (Amelia, 2021). Students' understanding of subject matter at school is further enhanced by the repetition of material provided by tutors (teaching) in the afternoon after school, and students and undergraduate graduates can use their free time in the afternoon to carry out activities that are beneficial to the community. community, namely active teaching in tutoring (Yuliana, 2019). As well in SMP Negeri 2 Tapian Nauli the number of students who are allowed to attend school only 50% of each class and 50% do deep learning network which in reality online learning has not use educational platforms as required (Pardede *et al.*, 2022). Several technological, pedagogical and social challenges. Technological challenges are mainly related to unreliable Internet connections and lack of electronic devices required by many students (Ferri, Grifoni and Guzzo, 2020).

Developments in technology and the internet have opened up new opportunities for students and parents to get academic assistance flexibly and efficiently through online tutoring platforms. This phenomenon has had a positive impact in increasing the accessibility and quality of education services, enabling students to learn from anywhere according to their needs and schedules (Abdurrahmansyah *et al.*, 2022). Guidance learn by using the learning method the fun can improve cognitive abilities and memory of children (Hidayati *et al.*, 2022). If tutoring is given properly it will affect understanding student learning so that students will be able to easily understand each lesson received, this will certainly have a positive impact on student learning achievement (Akmaliah, Ardiati and Suryana, 2021). With an information system in the form of a website, it can provide output in the form of detailed data reports (Prasetyaningrum, Chandra and Pratama, 2022). All participants have the flexibility to access the system around the clock from any location, provided their device remains connected to the Internet (Bakhrun *et al.*, 2022).

SCHOLASTICA EDUCATION CENTER (SEC), a renowned tutoring institution located in Lantaka, East Flores, NTT, has embarked on a transformative journey by embracing advancements in education technology. The institution recognizes that upgrading its learning systems to online media will open up new horizons and offer unparalleled access to education for all Indonesian children. By adopting this modern approach, SEC aims to fulfill its commitment of providing exceptional education tailored to the individual needs and academic levels of its students. Through the integration of online learning platforms, SEC envisions a future where every child in Indonesia can easily access high-quality educational resources, irrespective of geographical barriers. The institution firmly believes that by embracing digital education, it can effectively address the challenges posed by traditional learning limitations and enhance the overall learning experience for students. In this digital age, SEC endeavors to create an engaging and dynamic virtual learning environment. The adoption of innovative teaching methodologies, interactive learning tools, and personalized instruction will empower students to excel academically and develop critical skills essential for success in the modern world. SEC's mission

is to nurture well-rounded individuals who possess not only academic excellence but also strong character and a thirst for knowledge. By leveraging the potential of online learning, the institution aims to instill a love for learning and foster a passion for exploration and discovery in each student. As a catalyst for positive change in the education landscape, SCHOLASTICA EDUCATION CENTER (SEC) strives to remain at the forefront of educational innovation. By embracing online learning, the institution aspires to make a significant and lasting impact on the lives of countless Indonesian children, empowering them to embrace their potential and become future leaders and contributors to society. With the presence of online tutoring, it is hoped that more students will be able to achieve their academic success with proper and targeted support. In addition, parents can also more easily support their children's educational development through online tutoring options that suit their learning needs.

METHOD

In this community service, data was obtained through several methods that focused on obtaining comprehensive and accurate information regarding SEC company website profiles. The following are the data collection methods used to develop this system is the Waterfall Model, the stages of this method are:

Interview Method (Interview)

The interview method is an approach used to obtain information directly from business owners or companies. Researchers conducted interviews with relevant parties in the SEC to obtain detailed and in-depth information about the research objectives. The advantage of this method is to get information directly from the source and avoid misinformation that may occur from other sources. The data obtained from the interviews will form the basis for compiling the report and provide guidance for the future.

Data Analysis

Based on data obtained from research on website profiles, the steps that need to be taken to create a new website are as follows:

- Collect and analyze information and data needs to be published on the website.
- Compile and deliver the latest reports to raise the profile of the website.
- Designing the website and identifying the system that will be applied to the website profile that will be published.

System planning

In this study, system design for SEC company profile websites uses various tools, such as flowcharts, use case diagrams, and activity diagrams. These design steps aim to create a website that is efficient and in accordance with the company's needs.

Implementing System

After the system design is complete, implementation is carried out using the HTML, CSS, and JavaScript programming languages. In addition, the search engine used in system implementation is FireFox.

Testing

When testing on the FireFox server, the SEC can see how the company profile website system works. Every page designed is tailored to the SEC's needs.

This community service has a holistic and integrated approach in collecting data and designing website systems. With the right method and good implementation, it is hoped that SEC's company profile website will be more effective, interactive, and better meet user needs.

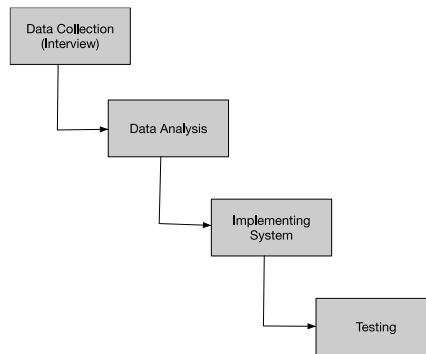


Figure 1. Waterfall Model

RESULTS

From the results of partner interviews conducted, there are several partner problems, including:

- There is no information technology-based goods website system that can be easily accessed for students, parents, teachers, and the general public to obtain information about educational institutions
- There is no promotion and marketing of this educational institution

Through the solutions provided, this community service activity has two output targets to be achieved, namely:

- Create a website application to distribute learning materials to students. Educational institutions can upload study materials, assignments, reading materials, or presentations on website, which can be accessed by students from anywhere and anytime. This facilitating accessibility and flexibility in the learning process.
- Implementation of the Website as an effective promotional tool for educational institutions. By having an attractive and informative website, educational institutions can expand their reach and improve visibility. Prospective students and parents can view school profiles, facilities available, the curriculum, and the advantages of the educational institution.

DISCUSSION

This service activity is carried out with the aim of solving existing problems. The solutions given to solve these problems in this service activity are:

- **Designing and Implementing Informative Website Applications:** One of the key solutions is focused on improving the image of educational institutions in the eyes of students, parents and the wider community. By developing an informative website, institutions can display accurate and up-to-date information, highlight student achievement, and create a positive atmosphere in the school environment. A well-designed website has the potential to build a strong reputation and foster increased public trust in educational institutions.
- **Build Efficient Communication Channels through Website Applications:** One important aspect of community service activities is the use of the website application as an effective means of communication between educational institutions, students, parents and teachers. This implementation aims to streamline the communication process, minimizing delays in obtaining important information. By providing a centralized platform for sharing important

updates, announcements and notifications, websites become convenient and reliable communication hubs for all stakeholders.

These solutions are carefully designed to address the specific challenges faced by educational institutions and to promote a positive and interactive environment within the school community. An informative website not only serves as a source of information but also plays a vital role in establishing a transparent and efficient channel of communication, ultimately contributing to the growth and success of the institution as a whole. Through these service activities, educational institutions aspire to create a friendly and supportive atmosphere, foster strong relationships between all stakeholders, and enhance the overall educational experience for students, parents and teachers.

Hopefully, this activity can be sustained over time, allowing for the assessment of the solutions developed during the program. Additionally, the trainees' comprehension of digital literacy and their ability to produce positive content continue to grow (Juddi, Nugroho and Haqqu, 2023).

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of this service, it can be concluded as follows:

- A website application that has proven to be very useful for tutoring institutions. This website effectively increases engagement and accessibility for potential users, enabling SEC to reach a wider audience and broaden the scope of its business.
- Implementation of an information system through a website allows SEC to offer comprehensive and quality learning programs. This initiative has empowered students to effectively achieve their academic and career goals. The website serves as a valuable resource for students, giving them easy access to information on the different learning programs available, thereby helping them make informed decisions aligned with their specific needs.

Recommendations

Developments that can be made on this system for further research are more focused on developing mobile application systems to make them more accessible.

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APPENDIX

This appendix contains images that document data on the implementation of Community Service at the SCHOLASTICA EDUCATION CENTER (SEC).



Figure 2. Documentation Presenting the Website to the Secretary of the SEC



Figure 3. Home Page Display

Scholastica Education Center Home Program Belajar Tentang Kami Testimoni Hubungi Kami

Program Belajar

Home > Rincian Program Belajar

RINCIAN PROGRAM BELAJAR KAMI

Program SD

Tersedia untuk kelas 1-6. Mata pelajaran terdiri dari:

MTK IPA IPS
BINDO BING

Cat: Harga yang ditampilkan pada slide paling bawah adalah harga per mata pelajaran

Program SMP

Tersedia untuk kelas 1-3. Mata pelajaran terdiri dari:

MTK IPA IPS
BINDO BING

Cat: Harga yang ditampilkan pada slide paling bawah adalah harga per mata pelajaran

Kursus Bahasa Inggris - Pre Elementary

Dikhususkan untuk anak-anak usia 4 - 6 tahun

Level 1 Level 2 Level 3
Level 4 Level 5

Cat: Harga yang ditampilkan pada slide paling bawah adalah harga per LEVEL

Kursus Bahasa Inggris - Elementary

Dikhususkan untuk anak-anak usia 7 - 13 tahun

Level 1 Level 2 Level 3
Level 4 Level 5

Cat: Harga yang ditampilkan pada slide paling bawah adalah harga per LEVEL

Kursus Bahasa Inggris - Intermediate

Remaja hingga dewasa dapat mengambil kursus jenis ini

Level 1 Level 2 Level 3

Cat: Harga yang ditampilkan pada slide paling bawah adalah harga per LEVEL

Kursus Bahasa Inggris - Advanced

Remaja hingga dewasa dapat mengambil kursus jenis ini

Level 1 Level 2

Cat: Harga yang ditampilkan pada slide paling bawah adalah harga per LEVEL

HARGA PAKET BELAJAR

Harga terbaik yang hanya Anda dapatkan di SEC

Paket SD Kelas 1-6
HARGA PER 1 MATA PELAJARAN

Rp150.000 / Bulan

IPA ✓
IPS ✓
Matematika ✓
Bahasa Indonesia ✓
Bahasa Inggris ✓

[Chat Admin](#)

Paket Kursus Bahasa Inggris Terbaik
HARGA MULAI DARI

Rp50.000 / Bulan

Pre Elementary Level 1-5 ✓
Elementary Level 1-5 ✓
Intermediate Level 1-3 ✓
Advanced Level 1-2 ✓

[Chat Admin](#)

Paket SMP Kelas 1-3
HARGA PER 1 MATA PELAJARAN

Rp250.000 / Bulan

IPA (fisika dan biologi) ✓
IPS (Sejarah) ✓
Bahasa Inggris ✓
Bahasa Indonesia ✓

[Chat Admin](#)

SEC

Lembaga bimbingan belajar yang pastinya akan membantu kamu untuk mengembangkan kemampuan kamu dimana dan kapanpun. Tunggu kami tahun depan dan segera persiapkan diri ya!

Hubungi Kami di

secnew14@gmail.com
+62 822 3626 2793

Quick Links

Home
Program Belajar
Tentang Kami
Hubungi Kami

Social Media Kami

[Twitter](#) [Facebook](#) [Instagram](#) [LinkedIn](#)

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Figure 4. Learning Program Page Display

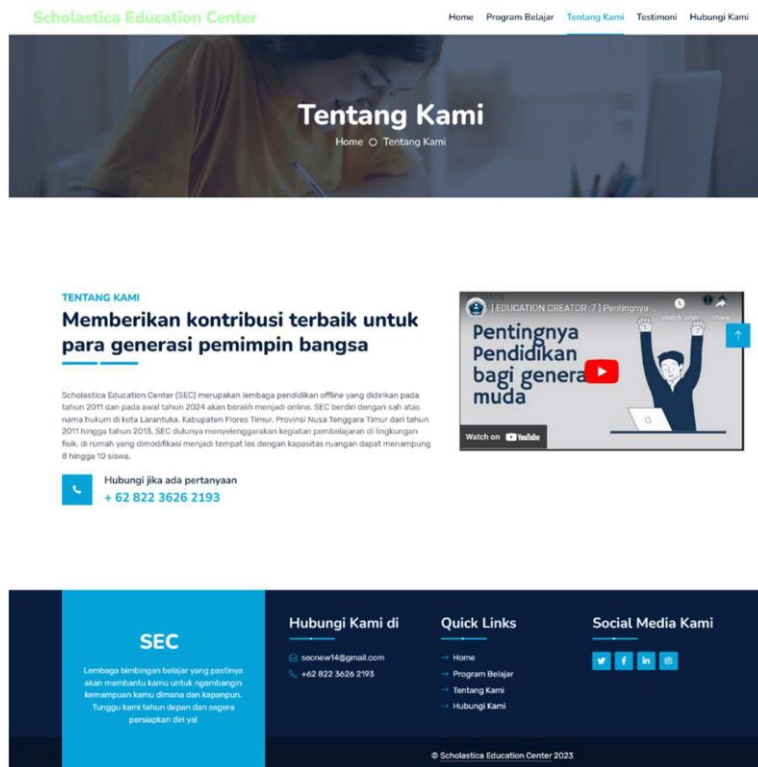


Figure 5. Display of About us Page

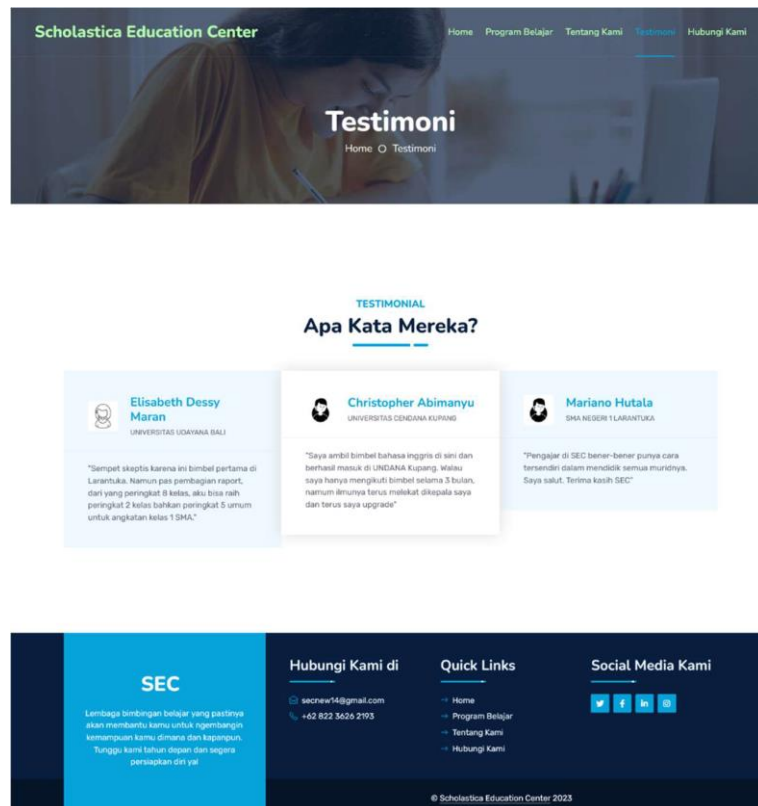


Figure 6. Testimonial Page Display

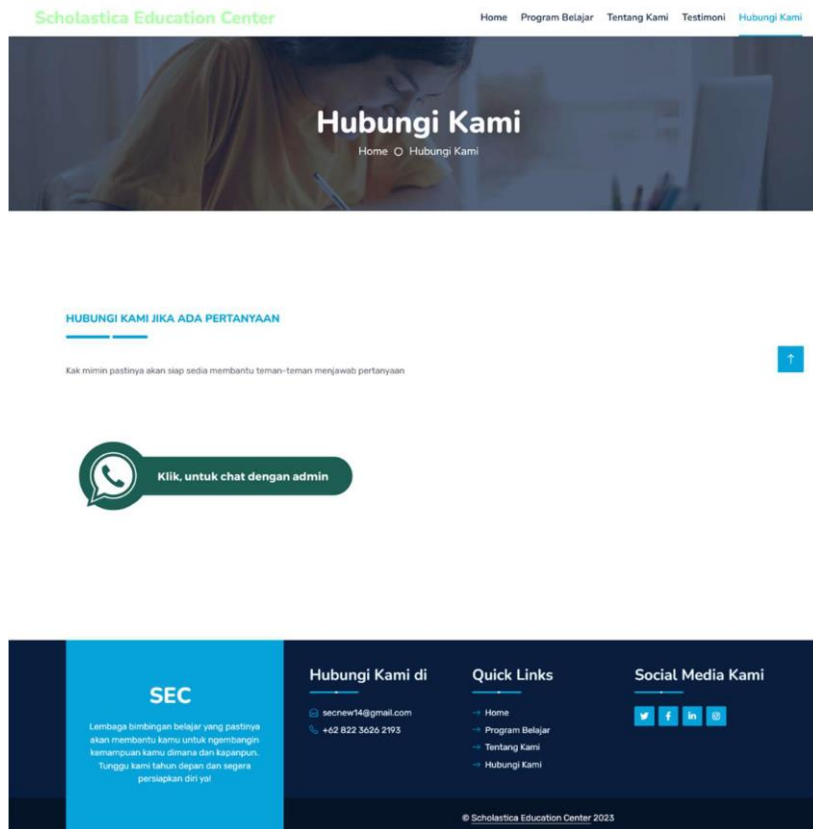


Figure 7. Display Contact us page