

Utilization Of Information And Communication Technology As A Learning Promotion On High School

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Abstract:

The use of digital information and communication technology in the world of education and learning will make it easier for users to provide services and search for information, but can also be used for educational promotional activities that are of appropriate value to users Besides being able to be used as educational developments and strategies and innovations in educational activities, it can also be used as a development of learning management learning materials in the field of economics in tertiary institutions. Direct implementation of learning innovation, and mastery of material can be realized with good feedback between education actors and students in utilizing digital information as a transformation of learning promotion strategies.

Keyword: *Learning Promotion Strategy, Educational Development, Learning Innovation.*

A. Introduction

Through the learning of acting or scimatography to deliver learning materials in front of the class conducted by universities, presenting the phenomenon of the Use of Information and Communication Technology in the world of education amid the conditions and situations of the New Normal Covid 19 and the strictness of the Health Protocol in order to implement law no 6/2018 concerning Health Quarantine, is not only to provide convenience in service and search for information to users, but can also be used for promotional activities, such as in the field of education and making knowledge of appropriate value for its users, of course the right strategy and innovation is needed for educators and higher education managers to improve the quality of learning services that are oriented towards the information needs of users (user oriented). Education is indeed a non-profit, but it is not wrong if the world of education makes innovations in increasing customer satisfaction, in this case students.

The idea of service innovation that can be carried out in the world of education is to promote educational products and services and conduct natural information in various forms of knowledge packages, besides that innovation ideas can also be developed in the process of using learning technology to convey knowledge of learning materials. Various issues arise in the use of digital in education, such as digital libraries, institutional repositories, online learning, online bookshops, online mass media education and online education promotion, which are expected to be opportunities for educational actors to improve digital information services and promote their digital resources to society. .

Related to the world of education, besides being used as promotional activities and learning media for higher education, strategies and innovations in educational promotion activities, it can also be used as the development of learning materials, especially in the field of learning management in the economic field, especially in the digital era. Direct implementation can be fulfilled in learning in the economic field, and mastery of material can be realized with good feedback between producers as education actors to consumers as customers or education users, in this case students in utilizing IT as a transformation of learning strategies in the digital era. This paper seeks to describe the developments that have occurred in the world of education regarding the use of information and communication technology both for learning promotion media, instructional media and implementation which may be carried out directly in studying learning promotion strategies as part of management economics learning materials.

B. Discussion

Learning is a process that involves taking information, understanding it, and then using it to do something you couldn't do before. Education (education) A process and a series of activities aimed at enabling individuals to assimilate and develop knowledge, skills, values and understanding which are not only related to narrow areas of activity but allow various problems to be defined, analyzed and solved. (Buckley, 2004)

Learning is a process of interaction between students and educators and learning resources in a learning environment. Learning implies an interaction between teachers and students. The assistance provided by educators so that the process of acquiring knowledge and knowledge can occur, mastery of skills and character, and the formation of attitudes and beliefs in students is the key to learning. In other words, learning is a process to help students learn well.

Quality learning is very dependent on student motivation and teacher creativity. Students who have high motivation are supported by teachers who are able to facilitate this motivation, which will lead to the successful achievement of learning targets. Learning targets can be measured through changes in student attitudes and abilities through the learning process. Good learning design, supported by smart facilities, coupled with teacher creativity will make it easier for students to achieve learning targets.

The learning strategy is a pattern, where there is learning planning, resource direction, and interaction with universities, competitors, consumers and so on. Promotion is essentially a learning communication, meaning learning activities that try to spread information, influence / persuade, and / or remind target colleges of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned (Tciptono, 2002)

Information technology (IT) is still undergoing various changes and has not yet seen its saturation point. Digital information contains a broad definition, namely all activities related to processing, manipulation, management, transfer of information between media. The combination of the two technologies has developed rapidly beyond other fields of technology; has two aspects, namely information technology and communication technology. The term

comes after a combination of computers (both hardware and software) with communication technology.

Information technology (IT) covers all matters relating to the process, use as a tool, information management, and information manipulation. Communication technology is all things related to the use of tools to process and transfer data from one device to another. Information processing and distribution through telecommunication networks opens up many opportunities to be exploited in various fields of human life, including one in the field of education. The idea of using machine-learning, simulating complex processes, animating processes that are difficult to describe is very attractive to learning practitioners.

Digital is able to exist as a means of information and communication in our daily lives, including: 1). Computers are information technology (IT) and communication tools for processing data in accordance with formulated program procedures; 2). The LCD projector is a useful tool for displaying something that comes from a computer or other media that can be connected to the projector; 3). Radio is an information tool in the form of electromagnetic waves so that the radio produces sound; 4). Television is an information medium from a combination of picture and sound; 5). The Internet is a very global network that is currently popular. The internet is useful for exchanging information through global networks; 6). GPS (Global Positioning System) is an information tool that is useful for determining the location and direction of the entire earth's surface; 7). Satellite is a man-made information device placed in space for communication purposes; 8) The telephone is a long-distance communication tool. The telephone can send our voice through its electrical signals; 9). Mobile, the meaning is not much different from the telephone, only the facilities are more complete by combining the functions of the telephone and computer in one device; 10). Modem is hardware or hardware in order to convert digital signals into electrical signals. To access the internet, we need this modem hardware, because a modem is a connecting device to the internet; 11). Network (WIFI) is a technology that utilizes electronic equipment to exchange data wirelessly (whether using cable, radio waves or via satellite) as a high-speed Internet connection; 12). Video Conference (Video Conference) is a set of interactive telecommunications technology that allows two or more parties in different locations to interact through two-way transmission of audio and video together; 13). Social Media (Medsos) is an online media, where users can easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common forms of social media used by people around the world; 14). An application is a computer program designed to perform and carry out special tasks from users, such as processing documents, managing Windows & games, and so on; 15). e-Mail (electronic mail) is a type of internet service that can be used to send letters electronically. The letter will be sent according to the address given to him.

Innovations in learning in increasing the ability to achieve student learning targets need to be continuously updated and developed properly by utilizing IT facilities that are currently developing to support the learning process in the world of education. The establishment of

teachers in utilizing IT and cultivating their creativity in teaching and learning facilitates the creation of new innovations that are well implemented as solutions for achieving learning targets.

Promotion is an effort or company activity in influencing "actual consumers" and "potential consumers" so that they want to make purchases of products offered, now or in the future. Actual consumers are consumers who directly buy the products offered during or shortly after the product promotion is launched by the company. And potential consumers are consumers who are interested in making purchases of products offered by the company in the future (Shimp & Terence A, 2002).

One of the strategies to win the competition in the learning promotion strategy is to use Public Relations with the term P-E-N-C-I-L-S, which is described as follows: 1). Publication (publication): The company can seek certain publications to enhance the company's image; 2). Event (activity): An event that is designed appropriately can achieve a certain public relations objective; 3). News (news): Every effort is made to make certain activities of the company become news material in the mass media; 4). Community Involvement (concern for the community): The company tries to be friendly and friendly to the people around it. This is especially necessary when a branch of a company is established in a new area; 5). Identity Media (use of media as identity): All stationery used, starting from business cards, paper and envelopes must be made in such a way as to enhance the image of a company. Besides, media identity can also be applied to other facilities or infrastructure, such as buildings, cars carrying goods, and so on; 6). Lobbying (influencing): Personal contact made on an informal basis to achieve a specific goal; 7). Social Investment (social investment): Companies can win the hearts of the people they aim at by carrying out social participation such as building bridges, mosques, parks, and other public facilities (Kotler in Kartajaya, 1992).

The increasing number of smartphone users and other gadget products encourages economic actors to start adjusting the learning strategies they are running. Not only reaching consumers who use PCs, now companies are starting to change the appearance of their websites to be mobile friendly so that more consumers visit their websites.

In digital learning activities there is the term AIDA (Awareness, Interest, Desire, and Action), sepecially in the process of introducing products or services to universities (consumers) as the key to successful digital learning. (Haryanto, 2008): 1). Awareness: In the digital realm, marketers build consumer awareness by placing advertisements in online media; 2). Interest: Interest arises after building consumer awareness. In the offline system, consumers immediately look for information in universities. Online system, consumers find out about products through search engines) and social networks; 3). Desire: Confidence arises in consumers so that they want to try a product or service. Online systems are characterized by seeking complete information about products or services through the website; 4). Action (Action): The last stage is a determination on the part of the consumer towards products or services. Image 1:

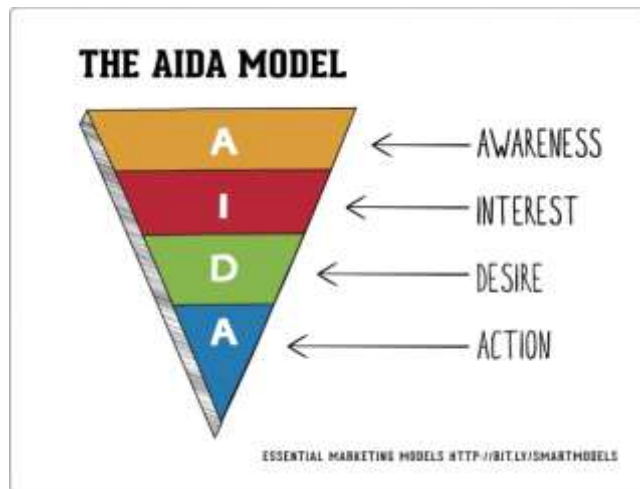


Image 1: The Term AIDA

Higher education is a place of two-way communication with digital, to carry out the right promotion placement through various media (forums, blogs, etc.) and the most effective way is through social networks. In the world of education, higher education promotion is carried out to inform by inviting prospective students to be able to study following the field they want in a place that suits the student's wishes. With digital promotions, prospective students can get information about learning strategies, study programs, and the learning process.

The use of digital in learning has a long history. The initiative to organize educational radio broadcasts and educational television is an effort to disseminate information to educational units scattered throughout the archipelago. This is a form of awareness to optimize the use of technology in helping the community's learning process. The main weakness of educational radio and television broadcasts is the absence of immediate feedback. Broadcasts are unidirectional, namely from resource persons or facilitators to learners. The introduction of computers with their ability to process and present multimedia shows (text, graphics, images, sound, and moving images) provides new opportunities to overcome weaknesses that radio and television broadcasts do not have.

If television is only able to provide unidirectional information (especially if the material is recorded), internet technology-based learning provides an opportunity to interact either synchronously (real-time) or asynchronously (delayed). Internet-based learning allows learning in sync with the main advantage that both the learner and the facilitator do not have to be in the same place. The use of video conferencing technology that is run using Internet technology allows learners to be anywhere as long as they are connected to a computer network. Apart from such superior applications, several other opportunities that are simpler and cheaper can also be developed in line with current IT advances.

One of the learning innovations that greatly utilize IT in its processing is e-learning. e-learning is learning through electronic services. Although there are various definitions, it is basically agreed that e-learning is learning by utilizing electronic technology as a means of

presenting and distributing information. This definition includes educational radio and television broadcasts as a form of e-learning. Although radio and television education is a form of e-learning, it is generally agreed that e-learning reaches its peak after synergizing with internet technology.

Internet-based learning or web-based learning in its simplest form is a website that is used to present learning materials. This method allows learners to access learning resources provided by the resource person or facilitator whenever they want. If necessary, a special mailing list can also be provided for the learning site which functions as a discussion forum. Complete e-learning facilities are provided by special software called learning management software or LMS (learning management system). The latest LMS runs based on internet technology so that it can be accessed from anywhere as long as there is access to the internet. The facilities provided include student or student management, management of learning materials, management of the learning process including management of learning evaluation, and management of communication between learners and their facilitators. This facility allows learning activities to be managed without direct face-to-face contact between the parties involved (administrators, facilitators, students, or learners). The 'presence' of the parties involved is represented by e-mail, chat channels, or video conference.

The use of technology as a learning process is carried out starting with the use of radio and television e-learning, as a one-way learning process between teachers and students. UNIS utilizes technology both in its learning system and in implementing its educational strategies. As a private university that implements a learning system through Utube or other social media applications that are packaged through scimatogrefi art. This institution realizes that the presence of technology provides solutions to the limited space and time that must be taken to get the world of education and increase the potential of human resources (HR) and develop careers.

Even though the e-Learning learning process is considered to be less than optimal, in the development of technology itself Syekh-Yusuf Islamic University has increasingly perfected the learning process by making innovations in its learning. By utilizing the internet and applications that can be used as a learning service process at the University, in fact it is able to take advantage of technological developments as part of the development process of the university itself. Various computerized and digital applications and software are constantly being developed in developing a service, developing a system, and optimizing the efficiency of information technology-based education.

Starting from a flexible registration system with an innovative student online registration application via the internet. Then there is a distance learning system that is increasingly flexible with the existence of an online tutorial application either via the internet or via a digital network that can be downloaded via a portable cellphone, so you can learn anytime and anywhere. There is a Video Conference, which can provide direct interaction between students and their teachers in both mentoring and in delivering material. Then there are library services

that can be done through online library applications, to the development of various computer-assisted programs.

For the business world, telecommunications networks were initially used as well as electricity networks, water distribution and other utility networks. What was once a cost of doing business is now a source of competitive advantage. IT services are now used by all sectors of the economy, from mining and agriculture to financial services, manufacturing and tourism. This private network is present in all global industries, where multinational companies become networking companies. Large business users have a need for a system that is cost-effective, flexible, secure, automated, integrated and reliable. If local service providers cannot meet this need, at a reasonable cost, large companies have the option of developing their own private or public networks that are constantly evolving in the technological world.

Likewise with the world of education, as part of a sector that is able to improve economic development, educational institutions have been able to coordinate learning and marketing products with satellite-based communication systems with video-conferencing capabilities, for the purpose of coordinating product development and the use of the learning process with smart classes. As with the use of IT for companies in general, educational institutions can also develop their own IT networks for promotional strategies, developing learning innovations, and developing innovations from the learning process.

Syekh-Yusuf Islamic University, which is given the privilege of implementing its learning system and its product development system, continues to adopt new IT to provide positive innovations in improving the quality of the institution. The presence of information technology is then realized by the wider community, when the internet is starting to be able to present various solutions in the delivery of information in the community, including being able to help the learning process and the process of developing existing educational information.

Directly or indirectly, it opens information to the wider community about the ease of learning with e-learning. Through websites, social media and application development that are continuously being carried out following the development of digital technology.

It is not wrong then that the University is able to maximize the use of IT in the world of education. When viewed from the use of learning promotion strategies, in fact they are able to use public relations well. From the results of the analysis, the University's public relations strategy is able to be carried out well, seen from:

- a. Publication (publication): University institutions have published and published many scientific papers, educational magazines, material books (modules) and application innovations that can improve the company's image.
- b. Event (activity): Various events that are often carried out are designed precisely so as to achieve a certain public relations goal, such as national seminars, socialization and promotion, anniversary, graduation and many events that show the good name of the agency.

- c. News (news): Various news about education, especially open and distance education as well as the use of e-learning, Education Actors are often used as speakers or presenters of material on every news, be it on television, radio or print media and digital media.
- d. Community Involvement (concern for the community): Universities often show their concern for the community around them by conducting community awareness activities in many areas. The Go Green activity by planting a thousand trees gives a positive value to the image of the institution as proof of its concern for the environment. Giving scholarships to students is also a form of concern for the Islamic University of Syekh-Yusuf to people who want to continue their studies but have collided with the budget.
- e. Identity Media (use of media as identity): The use of electronic media and social media for education actors is required to present a logo as part of a form of promotion for social and digital media that is currently developing.
- f. Lobbying (influencing): A number of institutions have collaborated in improving the quality of human resources, as well as collaborating with various international organizations in the world.
- g. Social Investment (social investment): The University provides social investment through community service activities in several areas in Tangerang Raya. In addition to Go Green activities by planting a thousand trees, Thematic Village, Pancasila Village, Hygiene etc., the University often conducts various training activities for the development of learning for educators as a form of long-term investment to the community regarding the benefits of e-learning.

In digital learning activities, the University can be said to have implemented the key to successful digital learning. Special attention to AIDA (Awareness, Interest, Desire, and Action), especially in the process of introducing educational products or services to universities (student affairs) as the key to successful digital learning.

1. Awareness: In the digital realm, UNIS markets its educational products and learning media online first.
2. Interest (Interest): Interest arises after building awareness of consumers, in this case prospective students. Offline system, prospective students directly seek information from local agencies. Online system, prospective students can find out about educational products and fields of education through (SPADA).
3. Desire (desire): Confidence arises in consumers so that they wish to try a product or service. The online system is characterized by seeking complete information about a product or service through a website. In order to fulfill consumer desires, UNIS provides transparency and openness of information regarding educational products, learning systems and management systems so that communication between consumers (students) and producers (Education Actors) can run well.
4. Action (Action): The last stage as a determination from the consumer to the product or service. To ensure that consumers (students) can join in interacting with the information students really need so that consumers can take action by joining being UNIS students. The use of IT can be maximized in making a positive contribution to the company, be it the use of learning digital media as an innovative

learning strategy, or utilization in implementing educational product learning promotion strategies. This can be seen from the various treatments above on the use of its digital learning promotion strategy.

C. Conclusion

By utilizing digital e-learning learning media, management students can discuss the development of strategies used in innovating products (in this case educational products) and can be adapted to the needs of higher education (in this case the world of education). By looking at and studying the successful use of IT by the University, it can be used as a reference for the implementation of learning management economics learning strategies. Providing examples of direct implementation can be applied to learning strategy courses. Students can then try to start creative and innovative ideas in the world of economic business by using the strategies that have been carried out as the base for implementing these learning strategies. By maximizing the use of IT for learning, directly increasing the insight of human resources from students.

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