

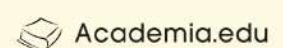
ADI JOURNAL

ON RECENT INNOVATION

The 3rd Edition Vol. 2 No 1. September 2020

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Publisher's & Editor's Address:

Universitas Raharja, Jl. Jenderal Sudirman No. 40, Cikokol, Kec. Tangerang, Kota Tangerang, Banten 15117, Indonesia.

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FOREWORD FROM CHAIRMAN OF ADI

By saying thanksgiving, Alhamdulillahrabbi 'Alamin,

It is a reputable Scientific Publication Media aim to foster research finding that concentrate on recent innovation and creativity to support advancement in global civilization and humanity, Adi Journal On Recent Innovation (AJRI) is continuously published by referring to the principles of journal writing. AJRI is a scientific journal published by Asosiasi Dosen Indonesia (ADI), to facilitate and accommodate the results of scientific journals of qualified academics in the field of Multidisciplinary.

According to the vision and mission of the AJRI Journal, In 2022, ADI Journal On Recent Innovation (AJRI) becomes a journal publisher who succeeds in accommodating information on the development of Multidisciplinary throughout the world, contributing to researchers in promoting information on Multidisciplinary in the world. Therefore, AJRI always supports the Ministry of Research, Technology and Higher Education, Revised Implementing Rules And Regulations (RIRR) to prepare as early as possible the generation of the nation to face the education revolution era, one of which is through the quality ADI Journal On Recent Innovation (AJRI) journal, digitally packaged and based on Open Journal System (OJS).

AJRI is published 2 (two) times a year, in March and September. Insya Allah, the quality improvement will be achieved by registering AJRI in the journal indexation with the national reputation Science and Technology Index (SINTA) and the international level indexation of Scopus.

It is expected that through this journal AJRI, the downstream of education in the field of Multidisciplinary science can be realized better so that it can be beneficial for the entire academic community in ADI in particular and the global community in general in order to increase knowledge of Multidisciplinary science.



Indonesia, September 2020

Dr. Dino Patti Djalal
Chairman Of ADI

<https://bit.ly/ForewordFromChairmanofADIV2N1>

FOREWORD FROM HEAD EDITORIAL

Bismillahirrahmanirrahim praise and gratitude we pray over the presence of the Allah SWT who has given grace and guidance so that it can be finished publishing the AJRI Volume 2 Number 1 September 2020. Where the publication of this journal can be defined as media documentation and scientific information that can help lecturers, students and researchers in publishing research results, opinions and scientific studies to a wide scientific community. Publication of the AJRI Volume 2 Number 1 contains 10 papers, which evolves in the field of Multidisciplinary. Expected to be beneficial to a wide scientific community.

As for 10 (ten) journal published in this edition are:

1. Aris Suryadi
The Implementation Of Turbine Ventilator As An Alternative Power Plant
2. Gun Gun Wiguna
Kholil Darkun
Professor
Kohar Sulistyadi
Professor
Sast & Ahp Method In Determining The Best Strategy Of Office Ergonomics Program Improvement To Prevent Risk Of Musculoskeletal Disorders At Xyz Company Qatar
3. Wendy Andriyan
Visual Audio Communication Design On The Role Of Information Technology On Student Life Style Of Universitas Raharja
4. Rida Aulia
Ahmad Sururi
Sukendar Sukendar
Effectiveness Of Featured Product Of Rural Areas Program (Prukades) In Improving The Economy Of Teluk Village Community Pandeglang Regency
5. wafah fadilah
Prototype Of E-office Administration Letter System In General Part Of Government Of Tangerang Regency
6. Septi Fitri Meilana
Development Professionalism Strategy In Lecturers Improve The Competitiveness Of The Nation Through The Development Of Science And Technology
7. Sutirna
Total Quality Management Through Lecturer Assessment With Students To Improve Graduate Quality
8. Khasanah
The Effect Of Lecturer Professionalism And Teaching Motivation On Lecturers Strengthening The Nation's Competitiveness (Survey On Xyz College Lecturers In Central Jakarta City)
9. Nurhablisyah
Behaviour Of User Of Women Workers Of Hero Supermarket Jakarta In Foster Family Pattern
10. Winny Gunarti Widya Wardani
Drive Campaigns: "Anti-sharing Images/Photographs Harassing Women On Instant Messaging Apps Phone Visiting

On this occasion, we invite researchers to submit a manuscript to our editorial summary. Finally do not forget we say many thanks to all those who have helped the publication of this journal, in particular to participate in sending articles to our editors. May be useful for all of us.



Indonesia, September 2020

Professor. Jalel Ben-Othman
Editor in Chief

<https://bit.ly/ForewordFromHeadEditorialAJRIV2N1>

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The Implementation Of Turbine Ventilator As An Alternative Power Plant

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Author Notification
27 November 2019
Final Revised
21 January 2020
Published
23 January 2020

To cite this document :

Suryadi, A. (2020). The Implementation of Turbine Ventilator as an Alternative Power Plant. *ADI Journal on Recent Innovation (AJRI)*, 2(1), 180-185.

DOI : <https://doi.org/https://doi.org/10.34306/ajri.v2i1.34>

Abstract

Indonesia is actively developing the potential for renewable energy as a substitute for depleting fossil energy reserves. Wind energy is clean energy without polluting the environment. Wind energy in Indonesia has great potential, but it is still not optimal enough for its utilization. One form of alternative energy that can be utilized as mechanical energy by wind turbines to convert into electrical energy by dc generators. Ventilators that operate for 24 hours function to suck water and, located on the roof of a warehouse, sports hall . Utilization of wind to become electrical energy is designed from the use of a turbine ventilator as a medium to convert wind into motion energy, where the movement of the turbine is continued by pulley and v-belt comparisons to the generator, this generator produces electricity. This research examines how much electrical energy is produced at different wind speeds ranging from 3 to 5.4 m/s. From the tests conducted, the generator rotation, and the lowest voltage is at wind speed of 3 m/s which is 3.6 V. while the generator speed and the highest voltage is obtained if the wind speed is 5.4 m/s which is 10.3 V.

Keywords: wind energy, turbine ventilator, dc generator

I. INTRODUCTION

The need for energy in the world in general and Indonesia, in particular, continues to increase because of economic growth and energy consumption due to population growth. Wind is one of the potential natural resources as an alternative and environmentally friendly energy and is renewable so that there are huge opportunities for development [1], [2].

Electrical Energy is a very important need, but the electrical energy we use today still comes from conventional power plants that have negative threats such as pollution and fossil fuel reserves that are decreasing. To overcome this, by utilizing alternative energy that is environmentally friendly, one of them is wind energy and solar energy [3].

To convert kinetic energy in the wind into electrical energy, a wind turbine is needed. By utilizing the wind energy as a propeller in ventilation turbines that are often used and located in the roof of buildings that function as ventilation of residential and industrial buildings [2], [4].

It is a tool that works to circulate the air in the room such as a *roof fan*. Unlike the case with fans such as *exhaust fans* that require electric power while the turbine ventilator is driven by wind [5].



Figure 1. Turbine ventilator [6].

Even weak winds or high-speed winds can spin the fins so that indoor air can escape. This can be seen in Figure 2. Ventilator turbines mounted with gusts of wind in their environment can remove hot air from the room and can flow up and press out through the fins [7].

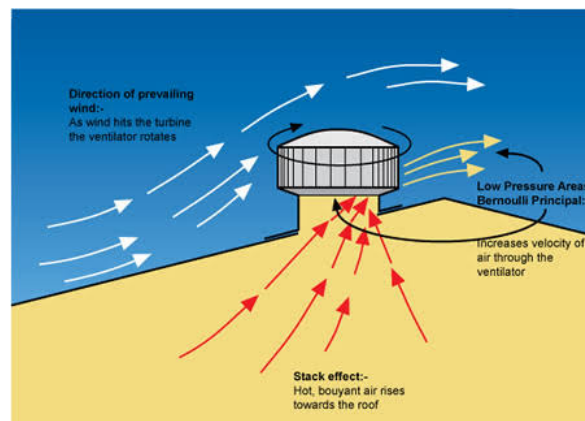


Figure 2. Principle of the performance of Turbine ventilator [6].

II. RESEARCH METHODS

It is a stage that starts with studying the literature and continues with surveys for two different locations namely the location in front of the Electrical Technology Study Laboratory building, and the second location in the park area near the Vocational Training Center building, Indorama Engineering Polytechnic as well as measuring the existing wind speed. The second step is to choose a ventilator and design the seat, determine the needs of the controller circuit, the inverter and the accumulator selection. The third stage is to evaluate the system design, then the fourth stage is to measure and test the feasibility of the device if it is following the design and produces the planned power.

The assembly of the realized tool is then tested on the tool, if the device experiences problems with the initial plan, then repair is made to the point that becomes an obstacle by repeating the assembly process. Meanwhile, if the tool is following the plan and there are no obstacles, then the process of taking data measurement of wind speed rotation of the rotor, current, voltage and the performance function of the tool.

The duration of the research has been carried out within 5 months, starting from the signing of the research contract. The research location is to test the equipment that has been carried out at two locations, namely in front of the laboratory building (location A), the Electrical Technology

Study Program and in front of the Vocational Training Center building (location B), the Indorama Engineering Polytechnic.



Figure 3. Location of Wind Measurements at The Indorama Engineering Polytechnic (107 ° 25'06.0 "East Longitude and 6 ° 33'12.1" South Latitude)

III. RESULT AND DISCUSSION

From the survey results of the two locations, location B which is a wind condition that has wind potential for electricity generation. After determination the wind potential at the location B the measurement results obtained for testing without a load as shown in table 1 as below.

Table I. Measurement No-load on location B

No-Load Testing				
Measure to	Speed. Wind (m / s)	Voltage. (V)	Current (mA)	Rotation. Gen. (rpm)
1	5.3	10.4	0	159
2	5.3	10.3	0	157
3	5.3	8.6	0	147
4	5.0	8.6	0	133
5	4.9	8.5	0	128
6	4.8	4.9	0	113
7	3.5	4.8	0	90
8	3.4	4.7	0	77
9	3.4	4.2	0	74
10	3	3.6	0	70
Avg	4.39	6.86	0	115

Furthermore, the burden test with wind potential at location B is obtained, the measurement results for the load test are shown in table II as below.

Table II. Measurement Loading on location B

Test Loading				
Measure to	Speed. Wind (m / s)	Voltage (V)	Current (mA)	Rotation. Gen. (rpm)
1	5.4	9.7	1.1	159
2	5.1	9.2	1.1	148
3	5.1	9.1	1.0	145
4	4.1	7.0	0.8	110
5	3.8	5.9	0.6	104
6	3.8	5.3	0.6	101
7	3.7	4.3	0.5	95
8	3.5	4.0	0.4	59
9	3.3	3.4	0.3	53
10	3.3	2.4	0.2	49
Avg	4.11	6.03	0.66	102.3

For more details, graphs are presented as shown below. Figure 4 is a graph of wind speed in the no-load test of the generator speed, voltage, and current generated. No-load stresses are indicated in blue, while brown loads are present. It can be seen that the lower the wind speed, the less voltage will be produced for no-load conditions.

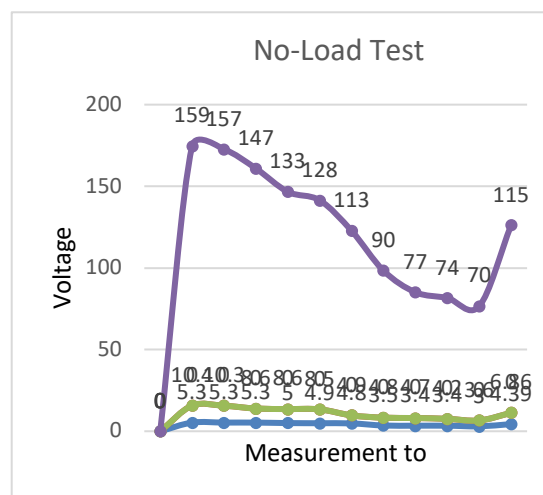


Figure 4. No-Load Test.

Furthermore, in Figure 5 is a graph for the generator rotation generated under load conditions indicated in blue while in the presence of a light green *accumulator*. It appears that the lower the wind speed produced, the smaller the load condition.

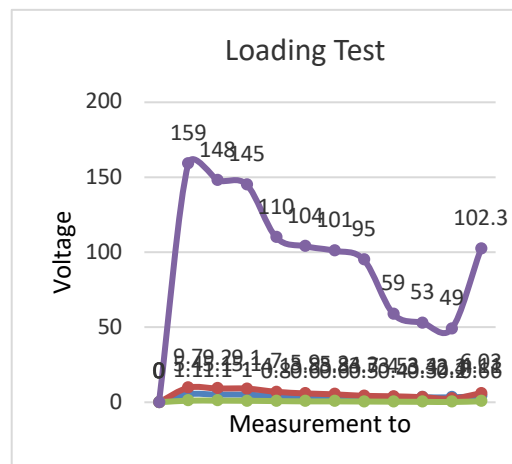


Figure 5. Loading Testing.

The picture 6 is a ventilator as a power plant that has been tested at different locations, but for the feasibility of generating electricity obtained location B which allows producing optimal electricity generation.



Figure 6. Ventilator as a Power Plant

IV. CONCLUSION

Utilization of the ventilation turbine as an alternative power plant can produce electricity generation at the test site in front of the Vocational Training Center building. The effect of wind speed on the voltage and current generated by the generator, where at the lowest wind speed of 3.3 m/s produces a voltage of 2.4 V and a current of 0.2 mA and at the highest wind speed of 5.4 m/s produces a voltage of 9.7 V and a current of 1.1 mA are loaded.

V. ACKNOWLEDGMENT

The authors would like to thank the institute for Research and Community Service (LPPM), Indorama Engineering Polytechnic.

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SAST & AHP In Determining The Best Strategy Of Office Ergonomics Program Improvement To Prevent Risk Of Musculoskeletal Disorders At XYZ Company Qatar

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Author Notification
11 November 2019
Final Revised
21 January 2020
Published
23 January 2020

To cite this document :

Wiguna, G. G., Darkun, K., & Sulistyadi, K. (2020). SAST & AHP METHOD IN DETERMINING THE BEST STRATEGY OF OFFICE ERGONOMICS PROGRAM IMPROVEMENT TO PREVENT RISK OF MUSCULOSKELETAL DISORDERS AT XYZ COMPANY QATAR. *ADI Journal on Recent Innovation (AJRI)*, 2(1), 186-193. <https://doi.org/https://doi.org/10.34306/ajri.v2i1.28>

DOI : <https://doi.org/https://doi.org/10.34306/ajri.v2i1.28>

Abstract

Ergonomics Program has been recommended by many studies as one of the main guidelines in equipping employees at work to prevent injuries and health problems. One of the main benefits gained from implementing the Ergonomics Program is that it reduces the risk of injury by adapting work that suit to human, not forcing human to adapt to work. Offices that are designed using ergonomic principles can improve performance and reduce workplace injuries such as musculoskeletal disorders (MSDs).

This study aims to obtain strategies of Office Ergonomics Program Improvement to prevent risk of musculoskeletal disorders (MSDs) cases in XYZ Company Qatar. The research approach was conducted through qualitative descriptive using expert based approach (System of System Methodology - SoSM). The study began by analyzing data on MSDs cases and sick leave related to MSDs. The results of analysis are taken into consideration when collecting assumptions for office ergonomics program improvement and its level of importance and certainty. The method used is Strategic Assumption Surfacing and Testing (SAST). Prioritizing of strategic assumptions are determined using Analytic Hierarchy Process (AHP) method. The data obtained were analyzed using Software Expert Choice 11. The results of analysis showed that Policy and procedure had the greatest value with 0.256, while the work station was 0.219, health check-up 0.059, awareness program 0.087, regular exercise 0.202, training 0.088 and supervision / monitoring 0.089.

Keyword: AHP, SAST, Office ergonomics, Musculoskeletal Disorders.

I. INTRODUCTION

Background

In recent decades, there has been a strong tendency for corporate and business organizations to reconfigure their office space in new ways and models. In addition, it shifted to a more attractive

and flexible work environment. The need to meet various expectations and requirements from employees relating to the management of a work space that is safe, comfortable and does not cause health problems.

Ergonomics Program has been recommended by many studies as one of the main guidelines in equipping employees at work to prevent injuries and health problems. One of the main benefits gained from implementing the Ergonomics Program is that it reduces the risk of injury by adapting work that suit to human, not forcing human to adapt to work. Offices that are designed using ergonomic principles can improve performance and reduce workplace injuries such as musculoskeletal disorders (MSDs).

Musculoskeletal disorders (MSDs) are a condition of impaired joint, ligament, muscle, nerve and tendon and spinal function. Musculoskeletal disorders can occur in any area of the body including the neck, shoulders, wrists, back, legs, knees and feet. The causes of musculoskeletal disorders vary greatly: elderly due to degenerative cells, repetition of movements, poor work position, excessive use of muscles, static positions such as prolonged sitting, height, weight and work posture.

Based on the U.S Bureau of Labor Statistics (2014), the average office employee with musculoskeletal disorders is 32%. Mahmud (2011) mentions that the number of cases of work-related musculoskeletal disorders occurred in 33.8% of the 10,000 employees and the worker needed 13 days to recover and return to work.

The XYZ company branch office is the focus of this research has implemented a policy regarding ergonomic principles that are part of the Ergonomics Program, but in fact there are still a number of cases of Musculoskeletal Disorders (MSDs) where some employees complained about the condition of their office space that caused several conditions of health problems such as lumbago, stiff neck, back pain, tingling of feet and hands, headaches, dizziness, Carpal Tunnel Syndrome, tennis elbow, lower back strain and others. This condition if left unchecked will lead to declined performance, increased absence due to sick leave which will ultimately affect the productivity and performance of the company in general.

Data taken from the results of the Office Ergonomic Self Risk Assessment (OESRA) throughout the period of 2016 - 2018 thru periodic medical check-up program showed results that were almost constant at an average rate of 11% of workers who had high risk of Musculoskeletal Disorders.

This study aims to obtain strategies of Office Ergonomics Program improvement to prevent risk of musculoskeletal disorders (MSDs).

Literature Review

According to the International Ergonomics Association (IEA), (2019) Ergonomics (or human factors) is a scientific discipline that deals with understanding of interactions between humans and other elements of a system and profession that applies theories, principles, data and methods to design and optimize well-being human and overall system performance. O'Neil (2011) in his article "Office Ergonomics Standards; Layperson's Guide ", confirms that furniture designed using ergonomic principles can improve performance and reduce workplace injuries such as musculoskeletal (MSDs).

The Washington State Department for Labor and Industry in its document: "Office Ergonomics - Practical Solution for a Safer Workplace (2002)" identifies office ergonomics and defines it as an ergonomics branch that deals specifically with the office environment. This ergonomic field considers how important elements in the workplace such as workstations, computers, chairs, lighting, noise levels, room temperature, etc. can be adjusted to improve employee's health, safety and performance. The goal of Office Ergonomics is to design the work station of worker's office so that it suits the worker and allows a comfortable work environment for maximum productivity and efficiency.

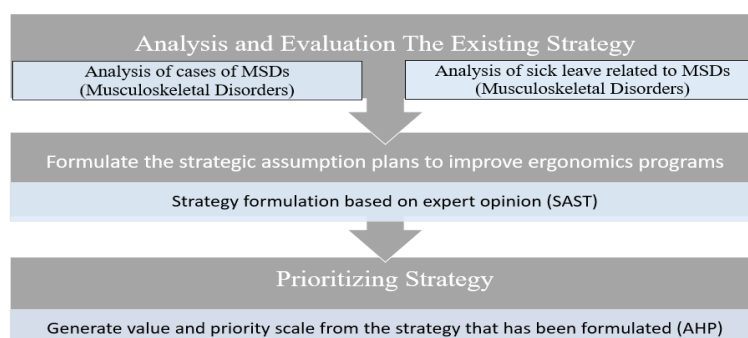
Winnie (2014) in her article "Five Critical Elements for Managing an Ergonomics Program" states that the success of the Ergonomics Program focuses on identifying, measuring and reducing the risk of Musculoskeletal Disorders (MSDs) factors. Five key elements in Ergonomic Programs include: 1) Target Cause, 2) Common Goal, 3) Top Down, 4) Familiar System, 5) Regular Checks. According to the results of Kuswanto's research (2017), it explains that some workers who work in offices experience musculoskeletal complaints in the workplace. Office is the place where administrative activities are carried out. Activities therein depend on the system between people, technology and procedures for handling data and information (Nuraida, 2014). Office work includes gathering, recording, processing, copying, sending and storing information orally and in writing and making written scripts needed in any collaborative effort. Such information can be in the form of data and information (Laksmi, 2015).

Atlas Injury Prevention (2017) in their research states that adjustments to seats, computer types, keyboard / mouse positions, and monitor positions are analyzed to determine the effect they have on employee's discomfort. They concluded that the proper use of an adjustable work height office setup can have a positive effect on productivity and back discomfort. Along with the correct use of an ergonomic chair that will support the lumbar spine, the height adjustment of the chair can be used to help reduce the level of low back pain in office layout settings.

II. RESEARCH METHODS

Types and approaches Research in this study the author uses this type of qualitative research The research method was conducted through qualitative descriptive using expert based approach (System of System Methodology - SoSM). Data analysis is utilizing SAST (Strategic Assumption Surfacing and Testing) method which was developed by Mason and Mitroff (1981) to formulate the strategy, and AHP (Analytical Hierarchy Process) developed by Saaty (1983) to prioritize the strategy. The data consists of primary and secondary data. The primary data obtained through observation, questionnaire and in-depth interview while the secondary data obtained through study literature and documents related to research material. The study began by analyzing data on MSDs cases and sick leave related to MSDs. The results of the analysis are taken into consideration when collecting assumptions of strategies for the office ergonomics program improvement and its level of importance and certainty through SAST. The assumptions of strategies are collected through a series of discussion, in-depth interview with the experts in which end up with the point obtained of what the possibility assumption are for strategy of office ergonomic program improvement.

Prioritizing of strategic assumptions obtained from SAST method is determined using Analytic Hierarchy Process (AHP) method. AHP is used to solve a problem in an organized frame of thinking so that it can make effective decisions of problem solving and select the best choice according to the objective condition determined (Kholil, Susanti, & Soechayadi, 2016). According to Saaty (2008) in Kholil (2018), there are three principles in solving problems with AHP, namely the principle of compiling a hierarchy (Decomposition), the principle of determining priority (Comparative Judgment), and the principle of logical consistency (Logical Consistency). In this research, five experts from different expertise are involved with a series of discussion, in-depth interview using AHP questionnaire. The collected data were analyzed using Software Expert Choice 11.



Picture 1. Method of Research

III. RESULTS AND DISCUSSION

The table below shows the data analysis of MSDs cases and sick leave related to MSDs within 3 years 2016 – 2018.

Table 1. Cases of MSDs within 3 years 2016 -2018

	2016	2017	2018	Total/Ratio
Total Respondent	93	83	89	265
Low Risk	20	31	31	83/31%
Medium Risk	63	41	49	153/58%
High Risk	10	11	9	30/11%
High Risk Ratio every year	10.7%	13.2%	10.1%	11.3%

The above table shows that MSDs are still found with an average annual rate of 11% for those categorized as high risk. While moderate risk amounts to 58% and low risk 31%.

Table 2. Sick leave data related to MSDs

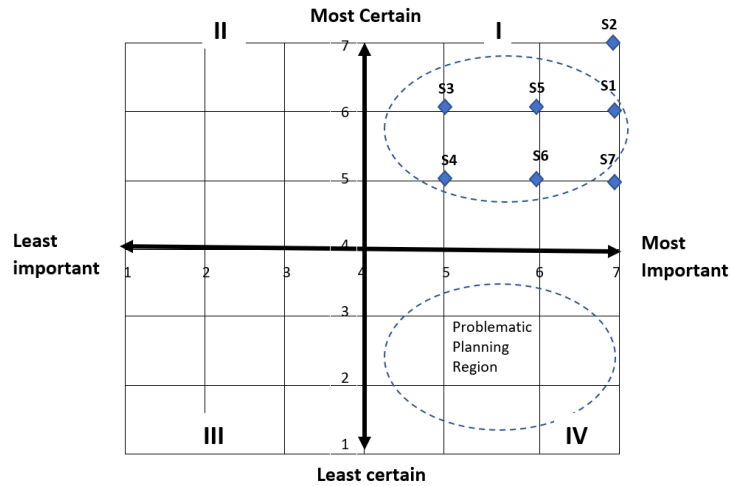
Sick leave data	2016	2017	2018	Total
Total days of Sick leave cumulative (all cases)	481	364	473	1318
Total days of sick leave related to MDSs cases	81	78	91	250
Ratio of sick leave days of MSDs to all cases	17%	21%	19%	19%

The above table shows cases of MSDs contributing around 20% per year to the number of sick days.

Results Analysis of MSDs cases and sick leave related to MSDs obtained from the previous research phase was taken into consideration to produce strategic assumptions. Strategic assumptions for office ergonomic programs improvement from each expert are summarized in table below.

Table 3. SAST Weighting the strategic assumptions for office ergonomic programs

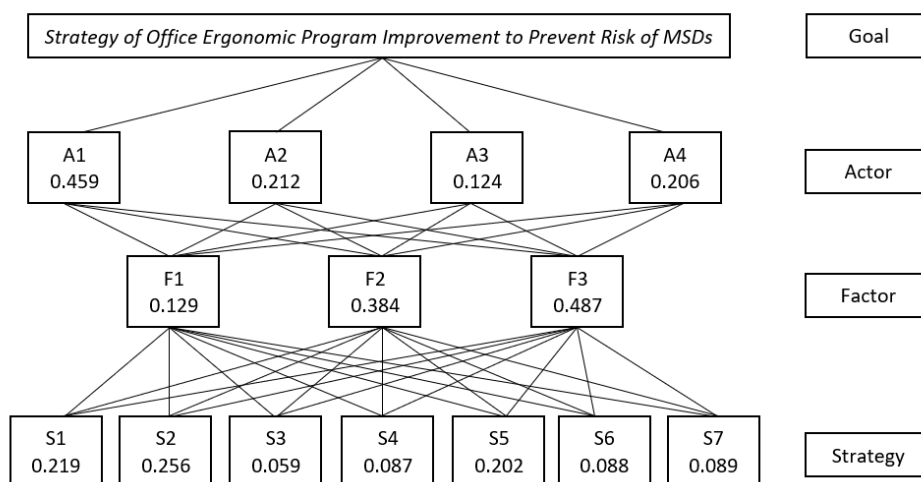
No	Asumsi	Penting	Pasti
S1	Work Station	7	6
S2	Policy and Procedure	7	7
S3	Health Check up	5	5
S4	Awareness Program	5	5
S5	Regular Exercise	6	6
S6	Training	6	5
S7	Supervision/Monitoring	7	5



Picture 2. Ranking of strategic assumptions

Assumptions in quadrant I are considered to have a high level of importance and certainty. This explains that the assumptions that have an optimal value with the value of the level of importance "very high" and the level of certainty "very certain" in accordance with needs. Assumptions spread in diagram I include S2 (Policy and Procedure) with the highest value (7.7), S1 (Work Station, 7.6), S7 (Supervision / Monitoring, 7.5), S5 (Regular Exercise, 6.6), S6 (Training / special training on ergonomic office, 6.5), S3 (Health Check up, 5.5), S4 (Awareness Program, 5.5).

The AHP method involves five experts consisting of experts who have been in the field of work for more than twenty years. They work in HSE field with their respective specialties such as safety specialists, industrial hygienists, occupational health specialists and environmental safety. Each expert filled out a questionnaire. The collected data are then analyzed using Expert Choice 11 software. The level of expertise can be seen from the Consistency Ratio (CR). The data used are data with CR values less than 0.10 as shown in below picture.

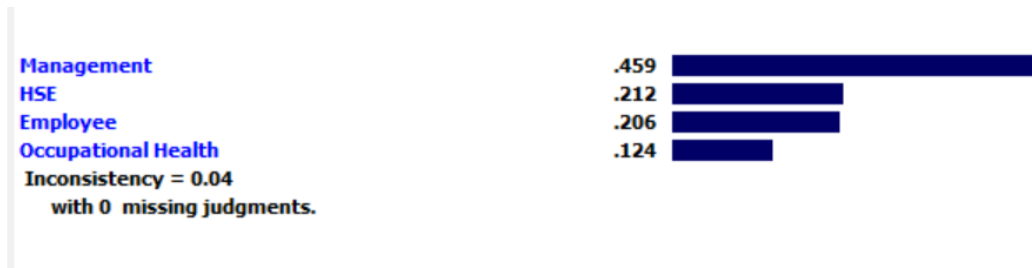


Picture 3. AHP Hierarchy

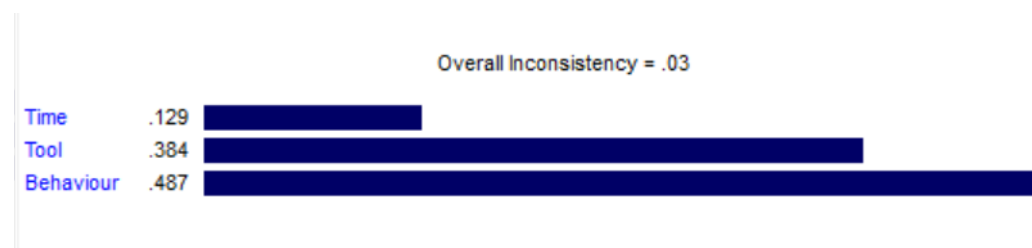
Note:

A1: Management, A2: HSE, A3: Occupational Health, A4: Employee,
F1: Time, F2 : Tool, F3 : Behaviour,

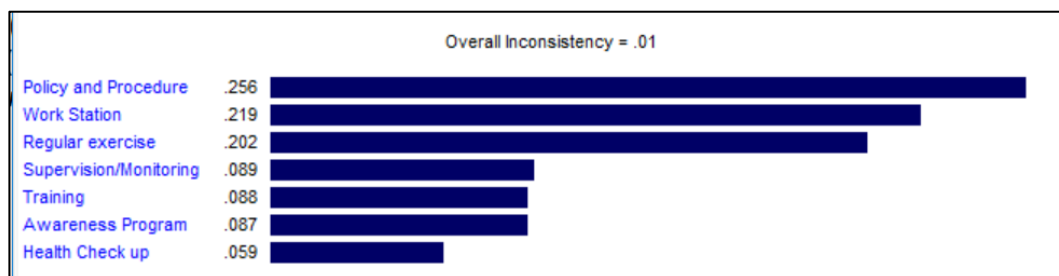
S1 : Work Station, S2 : Policy and Procedure, S3 : Health Check up, S4 : Awareness Program, S5 : Regular Exercise, S6 : Training, S7 : Supervision/Monitoring.
 Program, S5 : Regular Exercise, S6 : Training, S7 : Supervision/Monitoring.



Picture 4. Priorities of Actors with respect to Goal



Picture 5. Priorities of Factors with respect to Goal



Picture 6. Priorities of Strategies with respect to Goal

The analysis shows that Management is the actor who has the most influential role in office ergonomic programs improvement. Management scored 0.459 compared to HSE 0.212, Occupational Health 0.124 and Employee 0.206.

Three factors have different analysis values. Behavior is a priority factor. This can be seen from the value of behavior analysis of 0.487 greater than 0.384 of tools and time (0.129). Behavior is the most priority factor in implementing the policy.

Policy and procedures of office ergonomics have the greatest value compared to other alternatives. Policy and procedure have the greatest value with 0.256, while work station is 0.219, health check-up 0.059, awareness program 0.087, regular exercise 0.202, training 0.088, supervision / monitoring 0.089.

IV. CONCLUSIONS

Based on the analysis of the existing ergonomics program, the data showed that the office ergonomics program still needs to be improved, marked by the presence of MSDs cases accompanied by quite high sick leave. In general, there are weaknesses in the ergonomics program where the program is only limited to appeals and general information so it is not binding on workers in implementing an office ergonomic program.

The results of the analysis show that Management is an actor priority, behavior is a factor priority and policy and procedure is a strategy priority. Based on this, management can focus on making and developing policy specifically for the ergonomic office program with consideration of existing worker behavior and the environment.

V. ACKNOWLEDGMENT

Based on the results of the research that has been carried out, it is expected that further research can formulate strategies for improving office ergonomic programs based on specific policies, workplace conditions, worker's culture and character, attitudes and behavior of workers and considerations of various ethnicities because workers come from various backgrounds and multinational so as to maximize the risk prevention for cases of health problems in general and MDSs in particular.

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Visual Audio Communication Design on the Role of Information Technology on Student Life Style of Universitas Raharja

AJRI



Author Notification
11 November 2019
Final Revised
21 January 2020
Published
23 January 2020

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To cite this document :

Andriyan, W. (2020). Visual Audio Communication Design on the Role of Information Technology on Student Life Style of Universitas Raharja. *ADI Journal on Recent Innovation (AJRI)*, 2(1), 194-203. <https://doi.org/https://doi.org/10.34306/ajri.v2i1.22>

DOI : <https://doi.org/https://doi.org/10.34306/ajri.v2i1.22>

Abstract

The development of information technology is increasingly rapidly from past to now create a condition in which people want to get at the information source needs want to easily, quickly and accurately. In college, technology is indispensable to meet the needs of students in the learning process and look for the information needed to meet the needs of learning. The utilization of current technology can create a good condition and also not good that can affect one's personality. The utilization of current technology can create a good condition and also not good that can affect one's personality. The design of audio visual communication leads to the college environment as a media monitoring technology role that students use to create a good lifestyle in the college environment in the learning process. The design of audio visual communication leads to a college environment as a media monitoring technology role that students use to create a good lifestyle in a college environment in the learning process, So that it can create a high-quality and interactive community college in the use of technology as a learning medium. The purpose of this research is as a form of understanding the role of technology as a medium that helps the learning process in college students, whether the technology that has been used so far is enough to help students in learning and Whether it is well directed or not by the presence of a system of learning that uses technology in higher education.

Keywords: Media, Video information, Visual Information

I. INTRODUCTION

In the current Era of the 4.0 industrial Revolution, the existence of technology is needed by every individual who is required to be able to learn and develop his knowledge in using technology, especially in the scope of college. In the world of education, technology plays an important role in supporting the quality of teaching learning. In addition to easing learning, technology provides a broad insight into what information students want to acquire. With the various benefits that can be get, technology will create a bad impact if the technology user is not monitored properly. Technology is known not only by adults only, many children and also students who already know the technology like what and how to use it. It is certainly a must-be aware of the negative things that may be attacking and forming bad characters due to dependence on technology.

The bad things in the use of this growing technology should be avoided, by monitoring, giving direction, or giving strict rules to use the technology effectively and usefully. Like the use of technology in education, for example, learning Media based audio and visual communication can

also help the use of technology that is very effective in education in the learning process. With the form of audio visual communication presented in the teaching process, can make the interest of learning increasingly increasing and students will feel a different learning atmosphere that will make it feel not bored. To further maximize the learning process that uses technology, teachers as lecturers of universities must participate actively in supporting the effectiveness of learning use such as making materials based on audio communication Visual (VIDEO). So it can avoid students who do not pay attention, chat and feel bored. By participating in teachers ' participation in an active teaching process, it can create a conducive learning environment, effective and gaining new knowledge in the delivery of learning materials through audio-visual communication media.

II. RESEARCH METHODS

In completing the design in writing this journal, then carried out a study so that it can obtain and achieve an end result in accordance with the expected desires. The methodology used in the study are:



Figure 1. Research Methods

Method of Collecting Data

1. Observatiion Research

Researchers conducted an observation or observation method on the use of technology in Universitas Raharja students in the learning process for Kokoro data needed in the research underway.

2. Interview Research

Researchers conduct a series of FAQ process to students who do activities in the environment of the University of Raharja implementing a technology-based learning process to better know the role of technology in student lifestyles, conditions and Problems when using technology, precisely in terms of needs, requirements and systems used by university students Raharja who use technological-based learning whether it can be overcome or not.

3. Library Research

In this method it is used to collect information by analyzing and studying existing journals in accordance with the research conducted by the authors to find and obtain various sources of study. Data collection Also, the authors do by conducting a search of the internet site to collect data that can support in a study related to this research.

Analysis Method

In this method the writer analyzes and observes the activities of students who use technology in the scope of the Raharja University and makes several points of consideration such as how technology works whether it is appropriate for a Raharja College that runs a technology-based learning system if it is effective or there is still a lack and observe the use of technology during the learning process whether used properly or not and the author has the desire to provide an overview through audio-visual communication media about the role and use of technology used by students as a student's lifestyle at the College of Raharja based learning systems using technology.

Design Method

The data and information obtained will be analyzed again in order to obtain data that is truly accurate and important to be used as the contents of the design of video media and will be processed using several software supporting audio visual communication media, such as: Adobe Premiere Pro CS 6, Adobe After Effects Pro CS6, and Adobe Audition Pro CS 6.

III. RESULT AND DISCUSSION

Problem Analysis

Based on the analysis done, there are several problems encountered among them:

1. During the learning process in the classroom, some students are still using technology for purposes that are not related to courses. Like playing games and playing social media. This will make the knowledge given by the lecturer will not be understood by the students and will lead to a decrease in the value of not serious learning.
2. Learning materials conducted by the University of Raharja some still use the media slide presentation or PowerPoint, this is what makes students tend to become bored and do not notice so that the use of technology as a medium Studies at Raharja University are poorly utilized.
3. There are still some disruption of local network access and Internet network that used in learning process that make students learning activities often disturbed. Such as local network access to connect ipad to the projector media.
4. Students are more in the use of technology such as smartphones that are more used to play games or simply open social media such as Facebook, Instagram, Line, Twitter and others so as to make the students do not focus with Responsibilities that should be undertaken.
5. Not all students have basic knowledge in the field of information technology, therefore it is necessary to be given instructions on the use of good technology positively and effectively so that the facilities of information technology owned can be a place to Add insight into science and support success in lectures to get higher scores.

Troubleshooter

Seeing the problems that occur, then to overcome these problems an alternative solution is

needed:

1. Audio and visual communication-based materials can make learning students a little different. With the giving of interesting effects, visual audio delivered and supporting drawings on the lecture materials will certainly make the learning atmosphere more colorful and enable students to pay attention to the material well supported by Lecture explanations on certain courses. The boring material will make the student seek a breakout like playing a smartphone or undoing yourself by opening a laptop. This will certainly create a less effective learning and make students not serious in learning.
2. To further maximize the learning process that uses technology, teachers as lecturers of universities must participate actively in supporting the effectiveness of learning use such as making material based on Audio-visual communication (Video). So it can avoid students who do not pay attention, chat and feel bored. By participating in teachers ' participation in an active teaching process, it can create a conducive learning environment, effective and gaining new knowledge in the delivery of learning materials through audio-visual communication media.
3. To make a course based on a well-running technology, Raharja University, lecturers and students must cooperate in addressing technological problems at existing colleges. Such an example of a network interference problem (Wi-Fi) that is instrumental in the technology-based Learning (iLearning) method at Raharja University. All parties must be able to cooperate in overcoming distractions that can interfere with the learning process.
4. Lecturers as advisers in the courses taught must make regulations when they are in class to prohibit their students from using technology while explaining when they are not given permission, such as searching for discussion materials or Definitions of the material being taught. This is done to create a learning atmosphere that is conducive, comfortable and enjoyable without being bothered by the use of technology that is not used without the permission of the lecturer. When the lecturer explained the material, the right of the student was to acquire a science, a useful material, an information about what the lecturer explained. So students get feedback, what students have paid to enter Raharja University and what will be obtained by the students that is in the form of lecturing material.
5. In the teaching and learning process, lecturers have to give practice several times about the materials taught through facilities that have been provided by the University of Raharja and those owned by students. With the learning methods that bring practice, can make students more active in the materials taught and make the student understanding will increase about the role of technology in the learning process as a support to train skills and Learning outcomes in class.

Basic Media Concepts

The Media production concept is a stage in designing a media Audio visual communication on this research. Media production concept used is as follow.

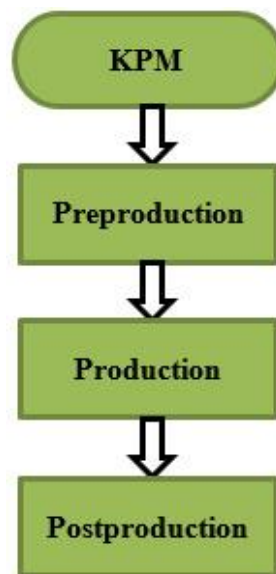


Figure 2. Media Production Concept Chart

1. Preproduction

For Preproduction is the stage where the start of ideas, planning and preparation of Media production concept. There are four Preproduction steps in the Media production concept, starting from ideas that are systematically poured, then followed by questions for interviews, documentation permissions and tool settings. For more details see the following chart:

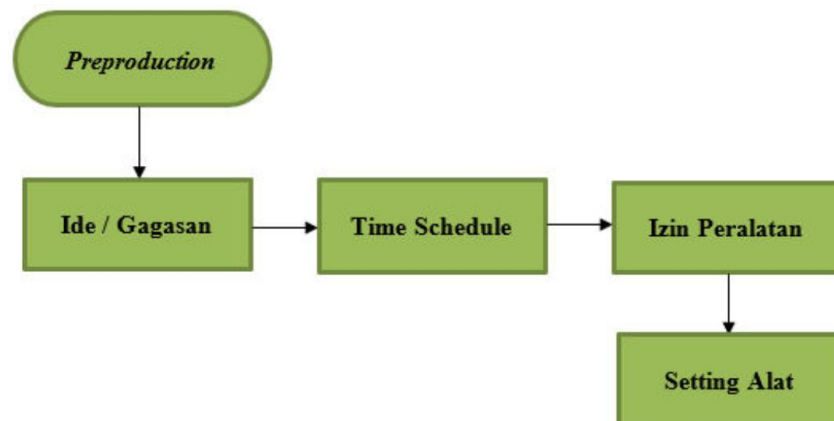


Figure 3. Preproduction Chart

- a. Idea
At this stage is the start of a running project. The medium of information that we often enjoy is the realization of ideas and ideas that have been poured into the media. Ideas can start from the purpose of information media to be created. From this purpose, lead the design idea.
- b. Questions
At this stage is the process of making questions that will be asked to university students Rahaarja as a complement to this research.

- c. Documentation Permissions
At this stage researchers ask for permission when you want to take pictures and perform the recording process for purposes of collecting data to complement this research.
- d. Tool Setting
At this stage the needs of tools should be prepared as supporting media in the manufacture of audio visual communication design. Like the camera for shooting, a tripod for the camera and laptop standing place is used for the editing process.

2. Production

Production is the process of execution of manufacturing (shoting) which refers to the preparation resulting from the Preproduction process.

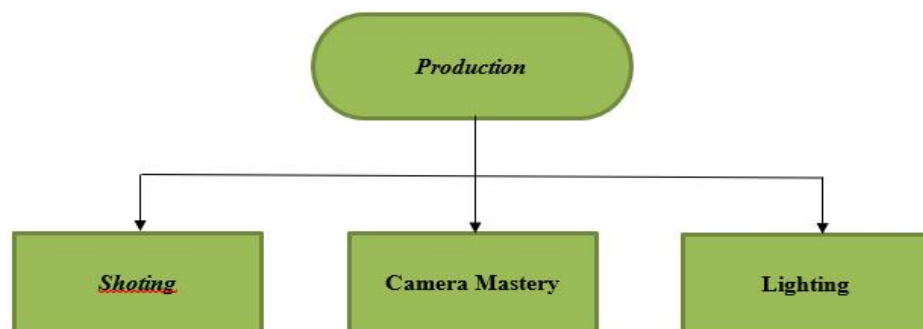


Figure 4. Production Chart

- a. Shooting
Shoting is a shooting process for making a video or movie. Filming of this study was in the scope of Raharja University.
- b. Camera Mastery
Camera Mastery is the correct rule of choosing a wide area of both the width and narrow frames and the limitation of cutting of the subject by the frame according to the type of shooting technique used in camera mastery, there are five ways, namely Bird Eye View, High Angle, Low Angle, Eye Level and Frog Eye.
- c. Lighting
In a shooting process it is necessary to have adequate lighting. Whether it is obtained from natural sources (sunlight) in exterior/outdoor shoting, or through the help of light rays on the interior shoting/in the room.

3. Postproduction

Postproduction is the process of finishing the finish of a series of production (Shoting) which includes editing images, adding title, graphics, animation & special effects, music, sound effects & audio dubing

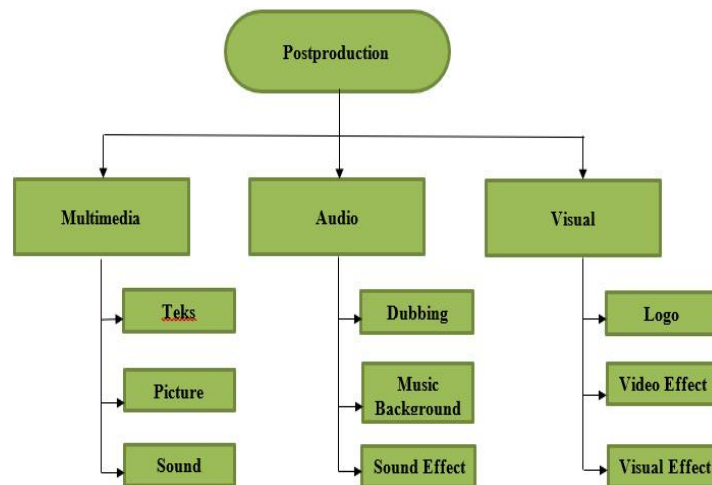


Figure 5. Postproduction Chart

- a. Multimedia
Multimedia is the use of computers to present and combine text, voice, images, animations, Audio and Video with tools.
- b. Audio
Audio is an element that must exist on each display Video because if there is no Audio later Video displayed feels less appealing to the audience, then Audio has an important factor in determining the interest or absence of information media Generated.
- c. Visual
Visual is a series of process of delivering information or messages to other parties with the use of imaging media that is read only by the sense of sight. Visual communication combines art, symbols, typography, drawings, graphic design, illustrations, and colors in its delivery.

Design Support Application

1. Adobe Premiere CS6 PRO

According to Alan Stevenres Bentel, dkk in E-Journal informatics engineering titled "Animated 3-dimensional Cyber Crime Prevention (case study: Manado city) (2016), Adobe Premiere is one of the popular software and is widely used in video editing. There's the same interface as Adobe Photoshop. Adobe Premiere and Adobe After Effect are to provide ease of use, images can be created with Adobe Photoshop and special effects can also be prepared from Adobe After Effect. Adobe Premiere is a program that has been commonly used by production houses, television and practitioners in their field. The advantage of learning to edit video using Adobe Premiere's main functions is to set up images, video, and audio, not for animations, to make the multimedia appearance more appealing.

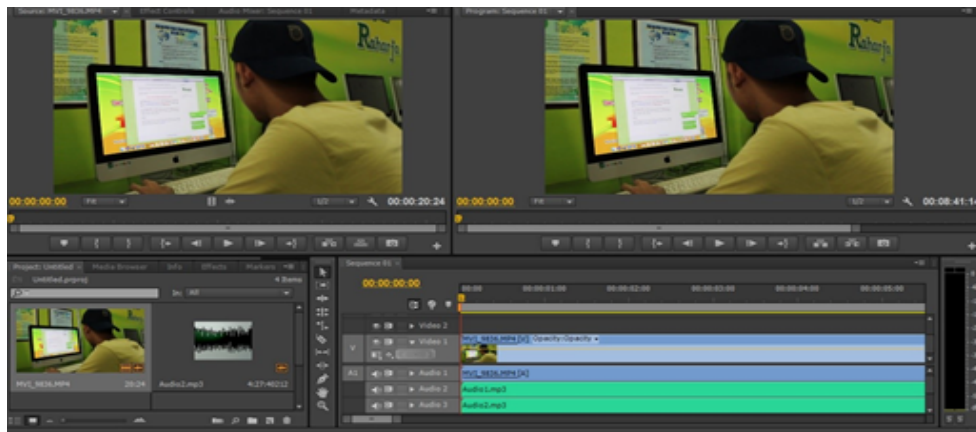


Figure 6. Adobe Premiere CS6 Display

2. Adobe After Effect CS6

According to Supriyadi in the Journal of Communication (2019), entitled "Utilization of plugins After Effect for Film production". Adobe After Effect is a very professional software for the needs of Motion Graphic Design. With the combination of various software design that already exist, After Effect becomes one of the reliable software. The standard effect is more than 50 different, which is very able to change and animate objects. In addition, creating animations or effects with Adobe After Effect can also be done by simply interpreting some script code commonly called Expression to create a more dynamic movement.

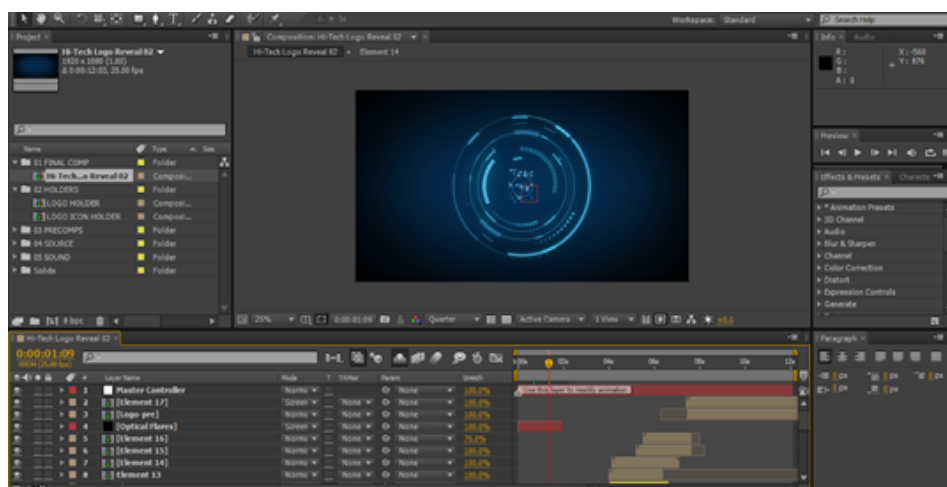


Figure 7. Adobe After Effect CS6 Display

3. Adobe Audition CS6

According to Rina Adrianti, Dkk in E-Proceeding of Applied Science titled "Media learning how to easily learn prayer-based Augmented Reality for third grade students elementary School (SD AR-RAFI case study) (2016). Adobe Audition is a multimedia application for the processing of audio files. Adobe Audition is an easy-to-use multitrack digital audio recording, editor and mixer that has a wide range of facilities, audio processing.



Figure 8. Adobe Audition CS6 Display

Adobe Audition provides audio recorder facility up to 128 tracks only one sound card. Audio editing can be done in the form of a .wav and its output files can be converted in the form of audio formats, such as .Wma, .mp3, .mp3PRO, etc. Adobe Audition provides different views for editing audio files. If you want to edit the audio individually, use Waveform Editor. Multitrack Editor is used to process multiple audio files and integrate with video files. Waveform Editor and Multitrack Editor use different editing methods and each one has unique advantages.

IV. CONCLUSION

With the design of audio visual communication, Raharja University can find out the role of technology in learning used by students. The technologies include students' technology or technology facilities available at Raharja University to support learning to produce better learning effectiveness and enhance the image of Raharja University as a user of technology as a learning medium

V. ACKNOWLEDGMENT

The author would like to thank Raharja University for allowing me to do research.

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Effectiveness Of Featured Product Of Rural Areas Program (Prukades) In Improving The Economy Of Teluk Village Community Pandeglang Regency

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Author Notification
6 December 2019
Final Revised
24 January 2020
Published
24 January 2020

To cite this document :

Aulia, R., Sururi, A., & Sukendar, S. (2020). EFFECTIVENESS OF FEATURED PRODUCT OF RURAL AREAS PROGRAM (PRUKADES) IN IMPROVING THE ECONOMY OF TELUK VILLAGE COMMUNITY PANDEGLANG REGENCY. *ADI Journal on Recent Innovation (AJRI)*, 2(1), 204-211.
<https://doi.org/https://doi.org/10.34306/ajri.v2i1.37>

DOI : <https://doi.org/10.34306/ajri.v2i1.37>

Abstract

The purpose of this study was to analyze on how the effectiveness of the Featured Product of Rural Areas Program (Prukades) in improving the economy of rural communities and to determine on how the level of success of Featured Product of Rural Areas Program (Prukades) in improving the economy of the community. This study used descriptive study with analytical descriptive approach. The technique of collecting data was conducted by using interviews, observation and questionnaire. Respondents in this study were 23 respondents who are actively involved in Prukades with data analysis techniques that were used to measure the effectiveness of Prukades by using simple statistical methods and the submission of questions presented in the form of a questionnaire, then of the response is given a score. These results indicated that the program of Prukades in Teluk Village of Pandeglang Regency, included into the category of quite effective. Referring to the four indicators of the effectiveness used, that are the appropriate targeting, socialization, objectives and monitoring, the indicator of monitoring conducted by the part of DPMPD remains a constraint for the community, because even though it is regularly checked, people still do not feel the impact. And the success level of Prukades program is indicated by the absorption of 20 members who joined from three types of Prukades in Teluk Village.

keywords: effectiveness, featured product of rural areas program, improving the economy

I. INTRODUCTION

Featured Product of Rural Areas Program (Prukades) is one of the priority programs of the Ministry of Rural, Rural Development and Transmigration in 2018 that aimed at encouraging the capacity of rural economy and rural economic development, as well as become the focus of government of supradesa in realizing the autonomy ideals. In addition, Prukades formed to strengthen and expand economic businesses that are focused on one featured product in the area of the village and inter village that are managed through cooperation between the village of partnering with entrepreneurs and village-owned enterprises (Regulation of the Minister of Rural of PDPT Number 19 of 2017 About Prioritas Use of the Village Fund). Based on the official website of Kemendesa of PDPT, currently, the development of Prukades reaches 343 Prukades spread across 148 regencies with a total labor of 20 million people absorbed, with wages to be distributed of Rp. 353 trillion annually.

The partnership pattern of Featured Product of Rural Areas Program (Prukades) which covers the stages of availability of private, in charge of the field, and a cooperation agreement between the Ministry of Rural Development Rural and Transmigration, Regent and chief executive officer of the company. The pattern is expected to develop in accordance with the Article 83 of Law No. 6 of 2014 on the village of mentioning that Rural area development undertaken in an effort to speed up and improve the quality of service, development, and community empowerment of Villages in Rural Region through participatory development approach.

Study on rural development through various model and development program has been implemented, such as (Purbantara, 2018) which discussed the Smart Village Model for Rural Development, and the study conducted by (Sururi, 2015) about empowering the community through infrastructure development program in improving the welfare of society, moreover, study conducted by (Masrur & Mabbruroh, 2019) about Prukades in improving the productivity of household handicraft industry.

Furthermore, study on rural tourism and its implications for resistance of social and cultural area was done by (Agung & Andriyani, 2017) where one of the village development efforts through rural tourism to be one part of the work plan of Featured Product of Rural Areas Program (Prukades). Next (Yudanto, Raharjo, Ubed, Jaya, & Selatan, 2018) in the results of his study suggested about the increase of knowledge (cognitive) of community about Featured Product of Rural Areas Program (PRUKADES), online marketing, as well as the importance of a packaging and brand in a product. Moreover, in terms of affective (attitude), there is the willingness of people to work in a more collective which based on the community of village. In terms of psychomotor, participants can directly practice the online marketing that has been simulated.

From various studies, it can be concluded that rural development by empowering local resource potential of becoming one of the important agenda for the implementation of rural development programs. Nonetheless, the study on how the effectiveness of Featured Product of Rural Areas Program (Prukades) has not been done in depth, and therefore the focus of this study was to analyze the effectiveness of Featured Product of Rural Areas Program (Prukades) and how the level of success in improving the economy of community.

One potential villages with a focus on the development of Prukades with a mix business types of fisheries and tourism called Mina Argowisata Prukadesa is Teluk Village, District of Labuan, Regency of Pandeglang. Teluk village become focused regional centers to manage Prukades in this type of fish. According to data from the DPMPD of Pandeglang Regency since 2015 up to 2019, the area processing of Prukades with the processed fish reached 77.5 hectares with a quantity of the capture of 95.000 tonnes per year and sales have reached the national area. However, based on the findings of field, it was obtained information that the groups that manage this type of Prukades are still not have any clarity until now, related to ownership of area as a business license area.

Then in favor of helping the process of saving the fish catches by the community, the Government of Pandeglang Regency has been providing facilities of depot ice cube with a great capacity and electric power up to tens of megawatts to help local residents lighting when there are nighttime arrests, but the lack of socialization and management of Regional Government cause such facilities are not running optimally. Besides, the lack of operationalization of local marketing location of Bumdesamart or shelter houses produced by the community of Teluk village cause sales targets have not been reached optimally.

To measure on how the effectiveness of the community economic development, there are four important components of appropriate program targeting, the socialization program, objectives and monitoring program (Subagyo, 2000 dalam Budiani 2007). Definition of effectiveness by Mahmudi (2007:92) deals with the relationship between the expected results with the actual results achieved, whereby the effectiveness is the relationship between the output goals. Effectiveness is generally a result of pre-planned goals. Goals are achieved for the activities process. According to Sedarmayanti (2006: 61) effectiveness is a measure that gives an idea of how far away the target can be achieved. The opinion states that the effectiveness of a measure that gives an idea of how far the target previously set by the agency can be reached, useful to see the development

and progress achieved by an institution. Meanwhile, according to Peter F. Ducker, effectiveness in Moenir (2006:166) is doing or working on something right on target. The purpose of this study was to analyze on how the effectiveness of Featured Product of Rural Areas Program (Prukades) in improving the economy of rural community and how the level of success of the Featured Product of Rural Areas Program (Prukades) in improving the economy of the community.

II. RESEARCH METHODS

This study used descriptive study with analytical descriptive approach. Data was obtained through primary and secondary data. The primary data obtained through obtained interviews and secondary data that documents emanating from the source of news, articles, books, and journals related to the study. The technique of collecting data was conducted by using interviews, observation and questionnaire. Respondents in this study were 23 respondents who are actively involved in Prukades. Data analysis methods used to measure the effectiveness of Prukades by using simple statistical methods and the submission of questions presented in the form of a questionnaire, then of the response is given a score. Data analysis techniques that were used inductively is the conducted data analysis as qualitative researchers build patterns, categories, and themes from the bottom up (inductive). Effectiveness calculation formula is as follows:

$$\text{Effectiveness of Prukades} = \frac{\text{Realization}}{\text{Target}} \times 100\% \dots \dots (1)$$

Information:

Realization : Achievement of Featured Product of Rural Areas Program (Prukades)

Target : The success of the program in accordance with the Program Planning

The standard measure of the effectiveness based on the guideline of study and development of the Domestic Department, namely:

Table 1
Effectiveness Ratio and Achievement Level

Effectiveness Ratio	Achievement Level
Under 40	Highly Ineffective
40 to 59.99	Ineffective
60 to 79.99	Quite Effective
Above 80	Very Effective

Source: Research Department of Home Affairs, 1991

III. RESULTS AND DISCUSSION

A. Effectiveness of Featured Product of Rural Areas Program (Prukades) in Improving Economy of Community

Prukades as one of the innovative programs of the government is a community-based development efforts based on potential and local resources, social capital, local culture and local wisdom become an essential prerequisite of success in a regional development program (Sururi and Mulyasih 2017). In assessing the effectiveness level of Featured Product of Rural Areas Program in Teluk Village, District of Labuan, Regency of Pandeglang, in this study, the researchers combined the results of interviews (descriptive), and literature to test the effectiveness of the program by using a simple statistic of 23 respondents to the four indicators of the effectiveness of which is as follows;

1) Appropriate targeting

On this indicator, researchers focused on one of the most important parts of the establishment of a sustainable business that is existence or location of a permanent production. Researchers

continued to assess the results of discussions with over 23 informants (all members of Prukades), respondents associated to feedback on how the quality of appropriate targeting in this program and the results are as follows:

Table 2
Assessment Percentage on Appropriate Targeting

No.	Information	Number of Respondents	Percentage
1	Right on target	19	82.61
2	Not on target	4	17.39
Total		23	100

Source: Primary Data (processed by Researchers of 2019)

In table 2 above, it can be seen that as many as 19 respondents (members of prukades) or equivalent to 82.61 percent of the residents stated that the Featured Product of Rural Areas Program in Teluk Village has been right on target, while as many as 4 residents or by 17.39 percent stated that this program has not been or is not appropriate target. The number of members expressed the response that if this program has been targeted is because they are part of the citizens who elected to coordinate with the chairman and produce products that can be sold.

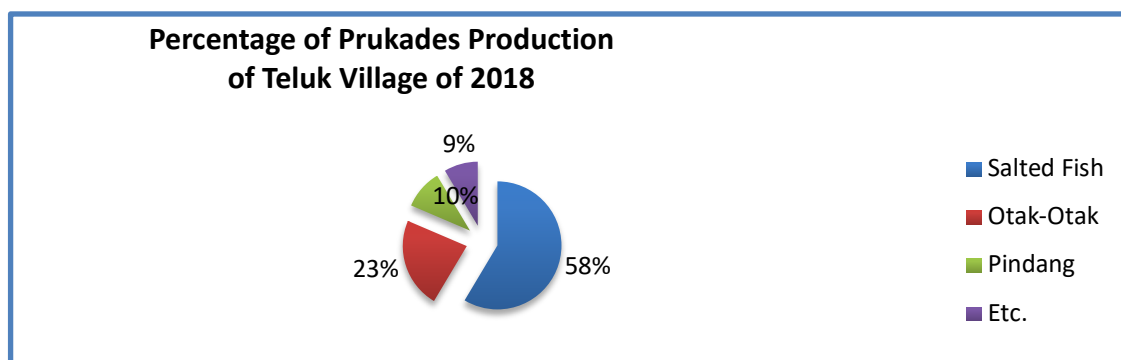


Chart 1 Percentage of Prukades Production
Source: DPMPD and Researchers of 2019

Based on the Chart 1 above, currently, developments of Prukades in Teluk Village by 58% dominated for salted fish, 23% for otak-otak, 10% for pindang and 9% for other processed types.

2) Program Socialization

Based on the results displayed, on the indicator of program socialization, researchers considered that the Prukades program has been socialized from the agenda of musrenbangdes (bottom up) and for the authority to elect the head of Prukades, it is also submitted to the village head with the community of Teluk village democratically.

Table 3
Assessment Percentage on Program Socialization

No.	Information	Number of Respondents	Percentage
1	There is	16	69.57
2	There is no	7	30.43
Total		23	100

Source: Primary Data (processed by Researchers of 2019)

Based on Table 3 above, it can be seen that as many as 16 respondents (members of prukades) or a total of 69.57 percent of the whole members of prukades got the socialization of the DPMPD of Pandeglang Regency regarding to the implementation of the program, the purpose of organized programs as well as all other matters related to program of prukades, while 7 persons or 30.43 percent stated that they did not get the socialization of the program of DPMPD related to the sustainability of the program

3) The objectives of program

Based on the results of this study, it was found that for the program objective indicators of Prukades in Teluk Village with the achievement focus to realize the community empowerment is should be oriented towards all aspects of improvement, which is still considered less, as well as infrastructure that can support the success of a program.

Table. 4
Assessment Percentage on Program Objectives

No.	Information	Number of Respondents	Percentage
1	Know	15	65.22
2	Do not know	8	34.78
Total		23	100

Source: Primary Data (processed by Researchers of 2019)

Based on Table 4 above, it can be seen that 15 respondents or 65.22 percent amounting to know the purpose of this Prukades program implementation, while as many as 8 respondents or by 34.78 per cent stated that they did not know the purpose of implementation of the Prukades Program. This proves that the socialization that was done on purpose of Prukades program objectives began to be understood by people who are members of this program, but several other members stated that they were merely invited to assist with given wages.

4) Monitoring program

Based on the results of the study, it was obtained that for monitoring program indicators of Prukades in Teluk Village are already routinely done by the area assistant by about 2 times a month, but according to researchers, monitoring activities will not be effective if the evaluators have just come without making any improvement.

Table. 5
Assessment Percentage of Monitoring Program

No.	Information	Number of Respondents	Percentage
1	There is	13	56.52
2	There is no	10	43.48
Total		23	100

Source: Primary Data (processed by Researchers of 2019)

According to the table 5, it can be seen that 13 respondents out of 23 people or 56.52 percent of the respondents said that in the implementation of the program of Prukades, there was any monitoring carried out by the DPMPD and the Ministry of Rural as many as 10 other respondents,

or by 43.48 percent stated that there was no monitoring which has a significant effect from the current implementation of the monitoring program.

Then, for the accumulated results of the calculation of the four indicators that have been previously discussed, then it was obtained the results as follows:

Table 6. Effectiveness Calculation of Featured Product of Rural Areas Program in realizing Community Empowerment in Teluk Village- Pandeglang (in person)

No.	Indicator	Target	Realization	Percent	Effectiveness Program
1	Aproprate Targeting	23	19	82.61	Very Effective
2	Program Socialization	23	16	69.57	Quite Effective
3	Program Objectives	23	15	65.22	Quite Effective
4	Monitoring	23	13	43.48	Ineffective
		92	63		
Average				65.22	Quite Effective

Source: Primary Data (processed by Researchers of 2019)

Based on Table 6, as a whole is of appropriate targeting, the program socialization, the objectives of the program, until the monitoring program of the executor can be quite effective. This is because the average of overall indicators obtained the level of program effectiveness by 65.22 percent.

Through four indicators above, "monitoring program" is an indicator that needs to be improved for the sake of the success of a program. Often the program was not effective simply because it is nice when it comes to implementation but not evaluated properly, causing the program does not run long.

B. Level of Success of the Effectiveness of Featured Product of Rural Areas Program (Prukades) in Improving Economy of Community

For the calculation of the level of success of the Featured Product of Rural Areas Program in Teluk village is shown with most of the income of members of the program that have increased. The increase in income occurred because after the program, the members also felt they could improve the skills possessed of providing training and socialization, so that members can better develop other innovative businesses and so this resulted in increasing the income of Prukades members.

Table 7. Income Percentage of Featured Product of Rural Areas Program Members in Teluk Village – Pandeglang

No.	Information	Number of Respondents	Percentage
1	Increased	18	78.26
2	Consistent	5	21.24
3	Declined	-	-
Total		23	100

Source: Primary Data (processed by Researchers of 2019)

Based on Table 7, there were 78.26 percent or 18 respondents stated that the their incomes increased due to the Prukades program, while as many as 21.24 percent or as many as 5

respondents stated that their income is consistent or not yet experienced a significant increase of their Prukades program.

In addition, the success of prukades program also can be seen from the number of members that had been absorbed and join in and perform production to marketing activities of three groups that have been formed, as shown in chart 2 as follows;

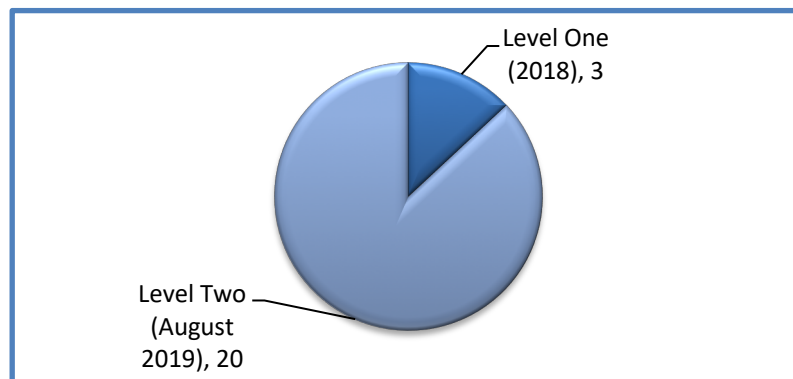


Chart 4.2. Employment

Source: Village Secretary of Teluk Village of 2019

The improvement focus to improve this program is by developing the quality of the mindset of Teluk village residents to work together in order to execute the program of Prukades. So far, many people are choosing to run their business privately without involving many parties because it is considered more profitable and turnover to be more modest, researchers considered that the public mindset must be changed through a social approach and the provision of education to the concept of not only focused on profit alone, but also accompanied by improved quality mindset that is more open to look for strategic opportunities that will be able to provide a greater profit.

IV. CONCLUSIONS

Featured Product of Rural Areas Program (Prukades) implemented in Teluk Village has been quite effective because through Prukades, there was already created a business group of salted fish, otak-otak and pindang, although the use of them was still modest. The program is still very weak in monitoring indicators for the supervisor only do the routine checks, but does not give significant effect of change. While the level of success of Prukades program in Teluk Village was already showing good results, it is shown in the result of increased income and employment while the result of product marketing is still undeveloped

V. ACKNOWLEDGMENT

Thank you to all those who have helped in the completion of this study, especially to the Dean of Faculty of Social, Political and Law Sciences, the Head of Public Administration Study Program of Serang Raya University and study partners of Agrotourism community groups of Teluk Village, District of Labuan, Regency of Pandeglang.

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Prototype Of E-Office Administration Letter System In General Part Of Government Of Tangerang Regency



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Author Notification
6 December 2019
Final Revised
24 January 2020
Published
24 January 2020

To cite this document :

fadilah, wafah. (2020). PROTOTYPE OF E-OFFICE ADMINISTRATION LETTER SYSTEM IN GENERAL PART OF GOVERNMENT OF TANGERANG REGENCY. *ADI Journal on Recent Innovation (AJRI)*, 2(1), 212-221.
<https://doi.org/https://doi.org/10.34306/ajri.v2i1.35>

DOI : <https://doi.org/10.34306/ajri.v2i1.35>

Abstract

Along with the development of information and communication technology today, the internet has become a powerful tool to rethink the government system with a new model. However, the application of information technology has not been fully implemented in all fields in the government. One of them is in the General Section of the Regional Secretary of the Tangerang Regency Government which still manage the administration of the mail manually and archives the letter data that is still stored in Microsoft Excel. So for that it is necessary to make an information system that can help the work of the General Section Regional Secretary of the Tangerang Regency in managing and filing data letters. The information system that will be built later will store data letters that have been inputted into the database so that the stored data will be safer and easier when searching for data. E-Office is a system related to office administration that is done electronically and uses the help of communication device and information system. With the creation of this system, it will be able to assist in the administration of correspondence to make it easier, faster and more accurate.

Keywords : Administration of the mail, E-Office.

I. INTRODUCTION

The State of Indonesia is now entering the age of competing freedom in all fields, so it is necessary to develop a strategy in the field of information and communication technology in development that is continuously increasing and can apply it in everyday life, so as to produce competent and empowered human resources high competitiveness.

The development of information technology today is very useful for government and private institutions. With this information technology, all work activities will be easier, faster and more accurate to do. The use of information technology cannot be separated from the use of computers, so with the existence of computerized or computer-based information, the work done will be more effective and efficient. Some reasons for the use of computers are very important to meet the needs of information, namely, the desire of users to handle information systems that have a large database, and the desire that existing data is not easily lost or damaged for several reasons.

For some fields within the Government Center, the development of information technology is very important to assist the implementation of work activities. One of them is useful to assist the work of the Tangerang Regency Government General Section in handling mail administration.

The General Section is part of the organizational structure of the Tangerang Regency Regional Secretary which has the task of recording, sending and storing data on incoming and outgoing letters. In addition, in carrying out routine tasks, the General Section performs the recapitulation of staff absent from one Regional Secretary building and also arranges salary increases for Regional Secretary staff. The letter management procedure that has been carried out until now is still ineffective and inefficient, namely by recording the data of incoming and outgoing letters in the ledger and filing the data of these letters into Microsoft Excel. Management of letters that are still manual like this has several obstacles, namely the human resources on duty at that time sometimes forget to input the data of the incoming letter into the ledger so that the data of incoming mail cannot be archived in Microsoft Excel and the management of such letters also requires the use of paper that is too much ranging from letter data collection to letter archiving. Therefore it is necessary to have an information system that can help data collection of incoming and outgoing letters so that it is faster and more accurate and data search will be easier. This will later improve the performance of the organization.

II. RESEARCH METHODS

The research method is a procedure or activity of carrying out research in order to collect information or data and conduct an investigation of the data that has been obtained. which is based on basic assumptions, philosophical and ideological views, questions and issues faced. A study has a specific research design. This design describes the procedure or steps that must be taken, the time of the study, the source of the data and the conditions of meaning for what data is collected and by how the data is collected and processed for analysis in preparing reports.

2.1 Observation Method (Observation Research)

At this stage the authors make direct observations of the object of research to obtain accurate and complete data and information from various parties involved and related to the research themes that the author successfully formulated in the inventory section.

A. Observation Method

In this case the authors conducted a field survey to find out how the data collection of incoming and outgoing letters at the agency.

B. Interview Method

Conduct interviews or provide questions aimed at gathering data to related parties.

Literature Study Methods

Literature study was conducted to take some literature about research, such as books, papers and from the internet.

2.2 Data Analysis Methods

a. System Analysis Method

The author uses the method of problem analysis and system requirements PIECES (Performance, Information, Economy, Control, Efficiency and Service). PIECES is a method of analysis as a basis for obtaining more specific issues. In analyzing a system, it will usually be carried out on several aspects including performance, information, economy, application security, efficiency and service.

b. Prototyping Method

In preparing this study the authors used the Prototyping approach method. This method was chosen because it is very well used to solve the problem of misunderstanding between user and analysis that arises because the user is not able to clearly define the problem. This prototype was created using Notepad ++ and XAMPP software with PHP and HTML programming languages.

2. RESULTS AND DISCUSSION

To be able to describe the procedure as a whole requires several stages of analysis as a form of information gathering in order to get a model that suits your needs and be able to provide solutions quickly, effectively and efficiently, starting from the stages of gathering information and needs, analyzing documents, designing relationships between documents and designing database diagram models and system design models. Some of the stages that are meant up to the design model created can be seen in Figure 1,2,3.

3.1 Use Case Diagram of Current Procedure

After the scenario regarding the incoming and outgoing mail system that is currently running has been defined, the scenario will be drawn into a diagram so that it can be easily read. From the definition of the above scenario, it can be illustrated in the use case diagram about the habits that occur in the current incoming and outgoing mail system. Use case diagrams will illustrate the relationship between use cases and actors. Use case diagrams can be seen in the picture below.

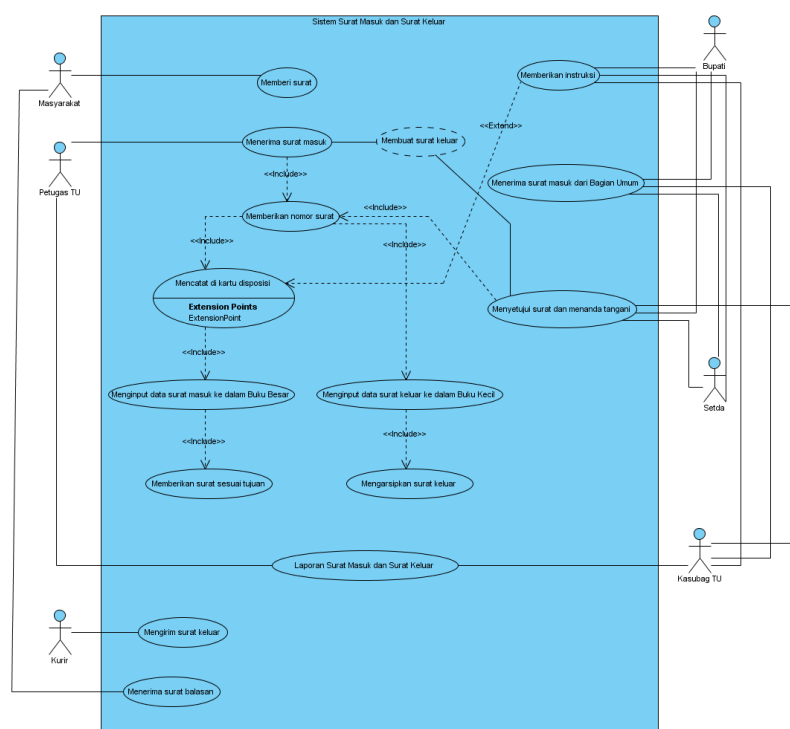


Figure 1. Use Case Diagrams of Incoming and Outgoing Letters

1 use case diagram system that includes data collection of incoming letters, 5 actors who carried out activities, including the Community Officials of the Administration, the Regent, the Regional Secretariat, and the Head of the Sub-Office of the Administration, 13 use cases including giving letters, receiving incoming letters, giving letter numbers on incoming letters, inputting incoming mail data into the Big Book, recording incoming letters on disposition cards, giving instructions on dispositions, sending letters according to their purpose, receiving incoming letters from General Section, approve letters and sign, input incoming mail data into the Small Book, file outgoing letters, receive incoming mail reports, and receive letters of reply. collaboration including making outgoing letters

3.2 Activity Diagram of Current Procedure

Activity Diagrams are special state diagrams, where most states are actions and most transitions are triggered by the completion of the previous state. Therefore, the Activity Diagram does not describe the exact internal behavior of a system, but rather describes the processes and pathways of activity from the top level in general.

Activity Diagram of Incoming and Outgoing Letter

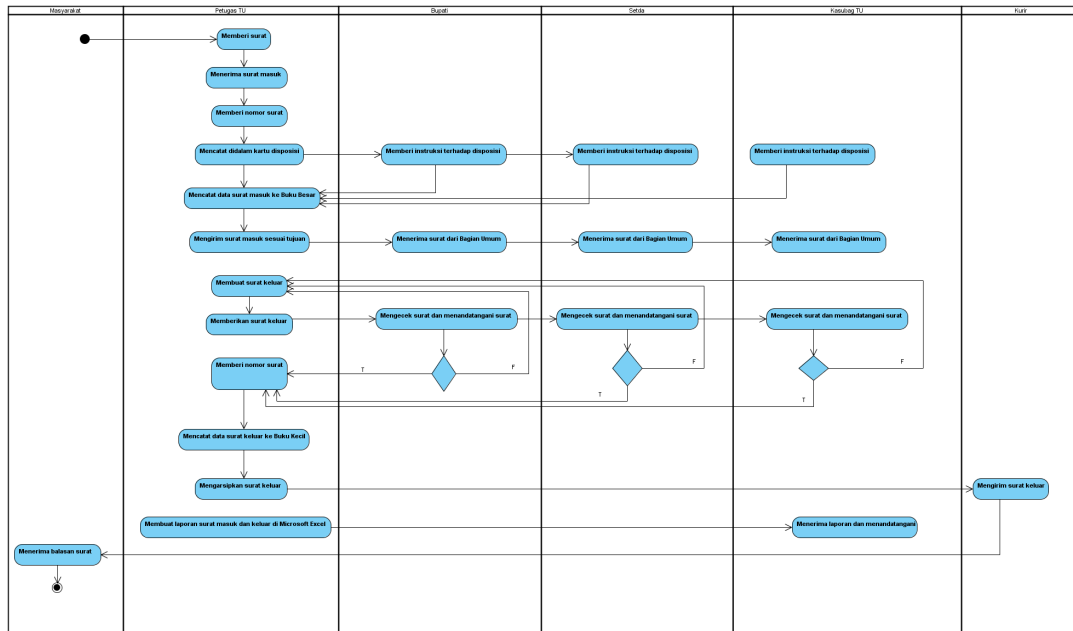


Figure 2. Activity Diagram of Incoming and Outgoing Letters

Based on the incoming activity diagram incoming mail is illustrated by the activity diagram above, which has the following activities:

- 1 initial node to start the activity.
- 17 action states including giving letters, receiving letters, giving letter numbers, recording letters into the Big Book, recording on disposition cards, giving instructions on dispositions, sending letters as intended, receiving letters from the General Section, making letters, giving letters, check the letter to give approval, give the letter number, record the letter in the Little Book, file the letter, and receive a letter reply.
- 1 vertical swimlane to distinguish the actors who carry out these activities.
- 1 final node to end the activity.

3.3 Sequence Diagram of Current Procedure

Sequence Diagrams depict dynamic collaboration between a number of objects and to show the sequence of messages sent between objects as well as interactions between objects, something that occurs at a certain point in system execution. Simply Sequence Diagram is a step-by-step picture that should be done to produce something in accordance with the Use Case Diagram

Sequence Diagram of Incoming and Outgoing Letters

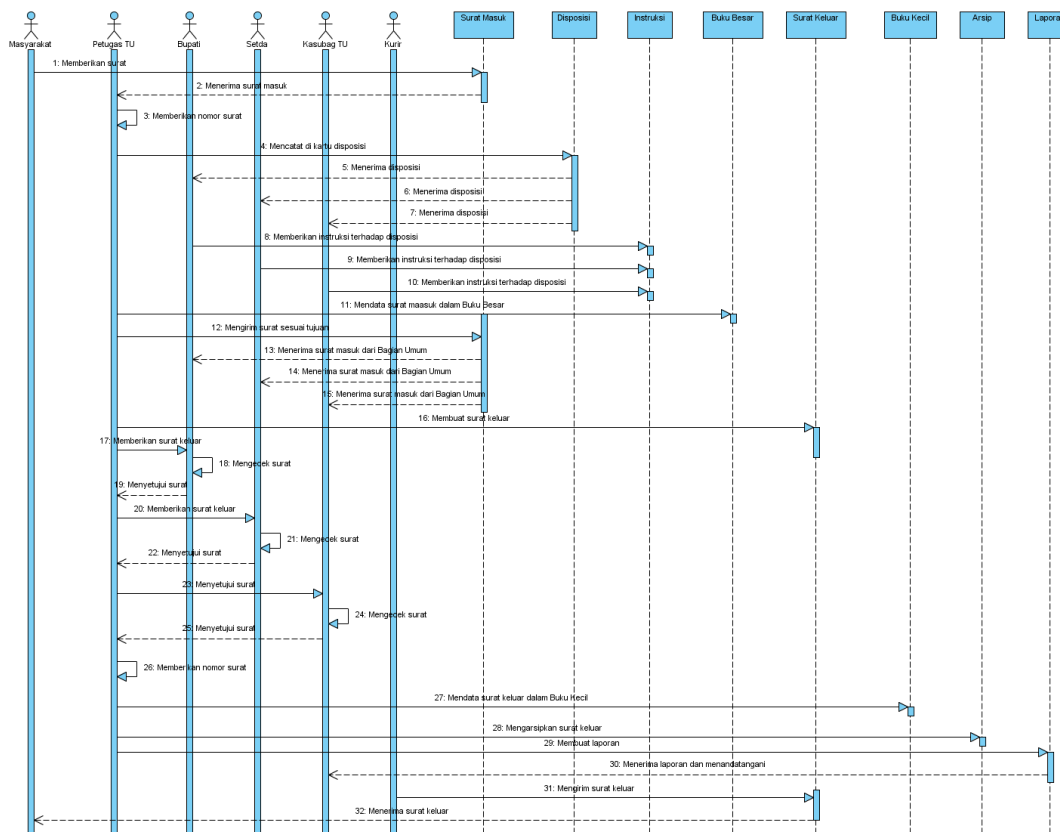


Figure 3. Sequence Diagram Incoming and Outgoing Letters

3.4 Prototype Design

Prototype design is a picture of a complete design for the users and websites under study as well as the requirements of the system user. The following is a prototype of the Mail Administration E-Office system, namely :

Design of Login Display Prototype

Figure 1. Prototype Display Login

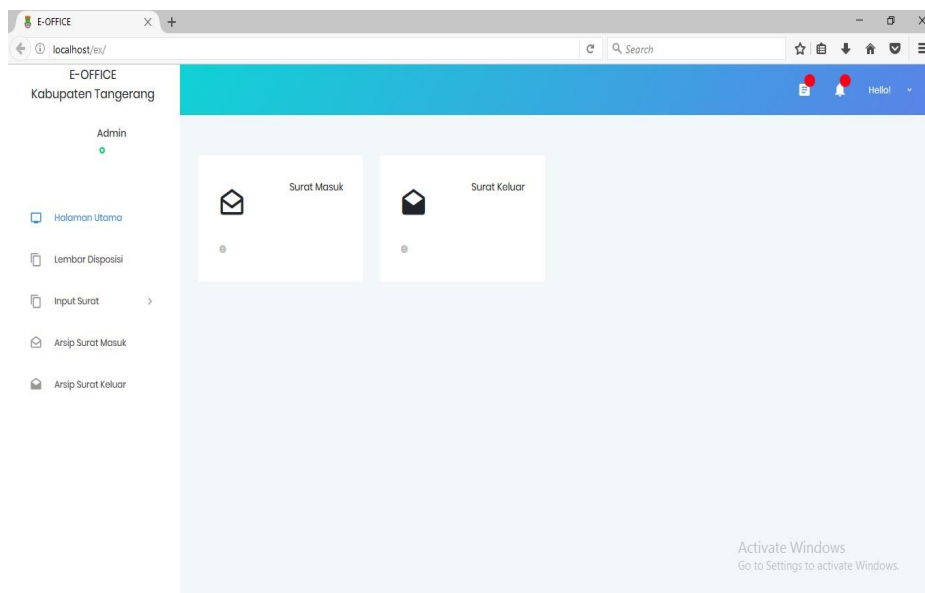
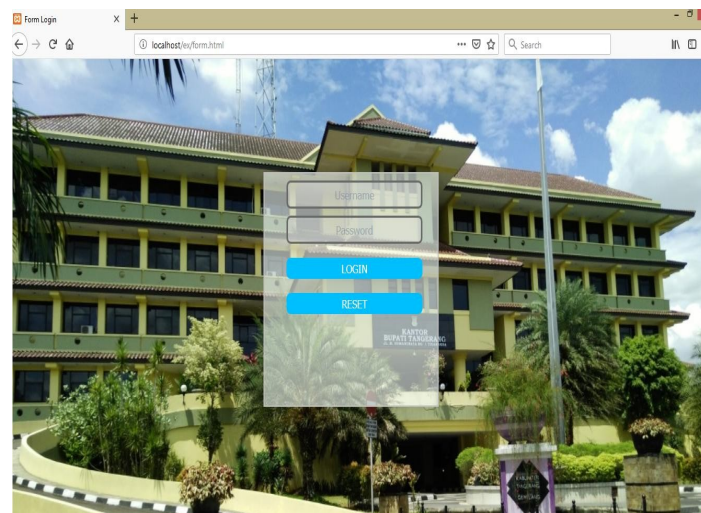


Figure 2. Prototype of Main Page Display
Design of Disposition Sheet Display Prototype

E-OFFICE
Kabupaten Tangerang

Admin

Lembar Penerus Disposisi

Disposisi

Indeks

Tanggal Penyelesaian

Perihal

Tanggal

Asal

Instruksi

Informasi

Diteruskan Kepada

Kirim Cancel

Catatan:
1. Kepada bawahah "Instruksi" dan atau "Informasi"
2. Kepada atasah "Informasi" kosongkan "Instruksi"

Activate Windows
Go to Settings to activate Windows.

Figure 3. Disposition Sheet Prototype
Invoice Form Prototype Display Design

E-OFFICE
Kabupaten Tangerang

Admin

Tambah Surat Masuk

Anrip Surat Masuk

Nomor Surat

Tanggal Surat

Tanggal Terima

Sumber Surat

Tujuan Surat

Perihal

Lampiran

Save Cancel

Activate Windows
Go to Settings to activate Windows.

Figure 4. Prototype of Inbox Form
Prototype Design for Outgoing Letter Form

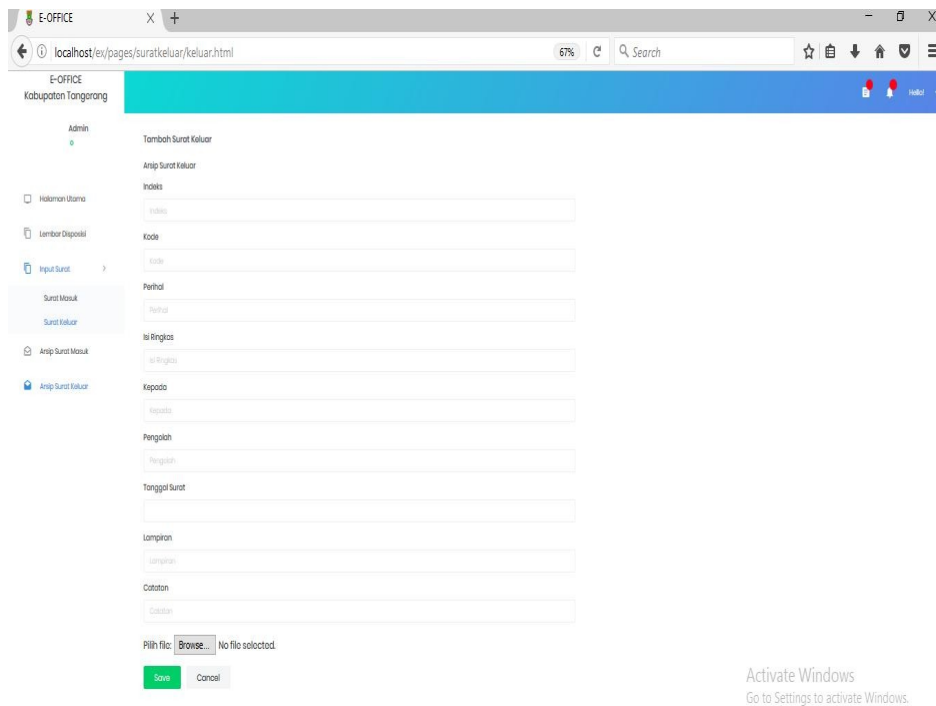
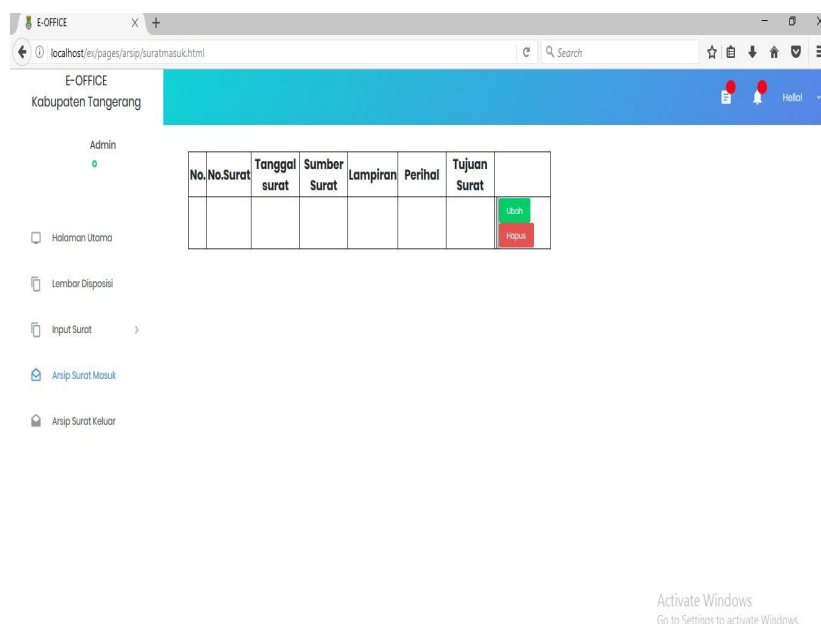
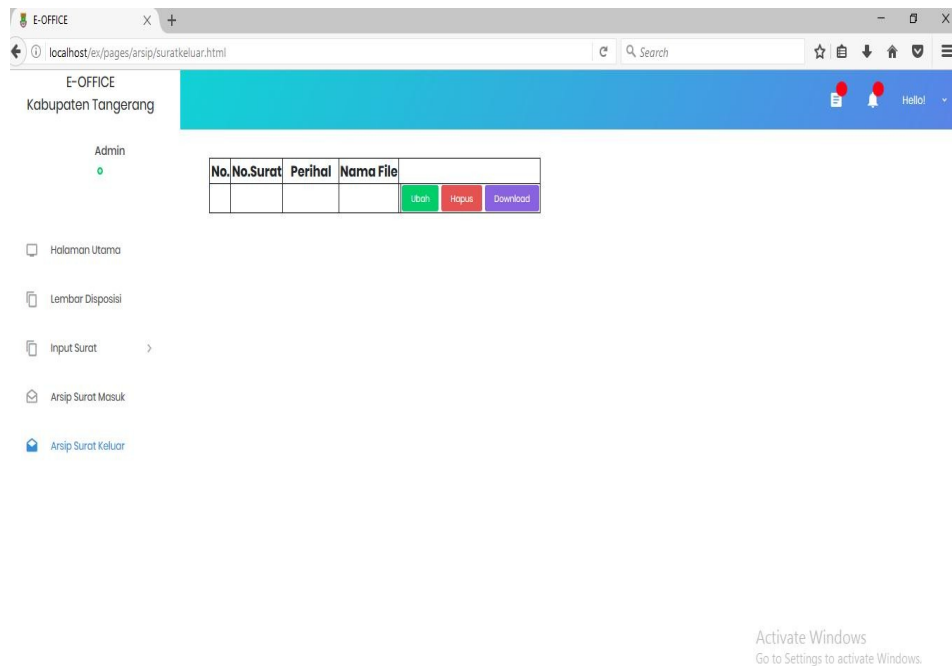


Figure 5 Prototype Outgoing Letter Form
Prototype Design of Incoming Letter Archive Display



Prototype Design for Outgoing Letter Archive Display

Figure 7 Prototype Outgoing Mail Archive.



IV. CONCLUSIONS

Based on the discussion of the results of the examination and analysis carried out by the author regarding the Prototype e-office System Administration Letter in the General Section on the Government of Tangerang Regency takes the following conclusions:
Creating a Prototype E-Office System administration letter that is able to help reduce errors and shorten the work of the Administrative staff. Because errors that occur in the collection of incoming and outgoing letters can affect decision making. by creating an E-Office system that can help the Administration staff to recapitulate incoming and outgoing mail data more effectively and efficiently.

V. ACKNOWLEDGMENT

The author would like to thank the Institute of Research and Community Service, especially to the administration of letters in the general section of the tangerang district government who has helped and allowed to conduct research conducted by the author

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Total Quality Management Through Lecturer Assessment With Students To Improve Graduate Quality



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To cite this document :

Sutirna, S. (2020). TOTAL QUALITY MANAGEMENT THROUGH LECTURER ASSESSMENT WITH STUDENTS TO IMPROVE GRADUATE QUALITY. ADI Journal on Recent Innovation (AJRI), 2(1), 227-242. <https://doi.org/10.34306/ajri.v2i1.55>

DOI : <https://doi.org/10.34306/ajri.v2i1.55>

Abstract

Total Management System or abbreviated as TQM is a management system quality that is focused on the customer (Customer focused) by involving all levels of employees in making improvements or continuous improvements (in a manner continuously). Total Quality Management or TQM uses strategy, data and effective communication to integrate quality discipline into culture and company activities. In short, Total Quality Management (TQM) is a management approach to achieve long-term success through satisfaction Customer (Customer Satisfaction). Lecturers are the spearhead of a TQM in college with always carry out Tri Dharma College, but keep in mind that customer satisfaction (in this case students) is the main key to the implementation of the tri dharma of the university high, because with the assessment of students we will be able to find out weaknesses what we have done in PBM. With this weakness, the lecturer is obliged to make changes so that TQM is achieved so that our graduates' expectations will be become competitive with overseas college graduates. The results of this study concluded that the assessment of the implementation of the learning process most lecturers have done from the preparation, implementation and evaluation stages states agree that the stages are prepared in advance by the lecturer before carrying out the lecture process.

Keywords: Lecturer, TQM, PBM Assessment, and Lecture Process.

I. INTRODUCTION

Indonesian Media (05/04/2010) send a paper about the effort to improve the quality of higher education. False one sentence delivered as hence in general quality Higher education in Indonesia is still lacking adequate, except for UI, UGM, ITB, and IPB who have successfully

broken through the rankings relatively well in the world. Quality universities, among others, are marked by academic reputation, staff availability qualified instructors (lecturers and researchers, and supported by research traditions which strong and good tradition of scientific writing (books and journals). However, it's deep a key aspect of that is college performance high is considered low. Therefore, the main challenge going forward is to improve quality by strengthening a number of very basic aspects that. Especially with the development of the

world in Indonesia The current era of globalization is really a condition with various kinds of competitions tight from various fields in it. Competition is not free from all elements humanity's needs always develop every second. Here it is very clear that efforts must be made reform for that change can answer all challenges the development of the global era, moreover Indonesia is obliged to do it, especially in the world of higher education. Efforts to improve quality a good university is a PTN (university upper state) or PTS (college) private) to provide services exceptional education for prepare human resources competing is important considered in an effort to improve high quality education. Lecturers are one important factor important to improve quality education, especially in universities and lecturers who have high integrity towards implementing the tri dharma of tertiary high institutions. Because of this, management universities must be based modern management principle, total quality management (TQM), which confirms that all elements in the system Higher education must be maximized, ie directed at efforts to improve quality thoroughly and continuously. This is in accordance with the objectives of higher education, namely:

1. Prepare students to be community members who have academic and professional skills who can apply, develop and create knowledge knowledge, technology and art.
2. Develop and disseminate science, technology and art and optimize its use is to increase the level of people's lives and wealth national culture (Law No. 20 years) 2003; PP 30 of 1990, Article 2, Paragraph (1)).

Mohamad Ali (2009: 233) at his book is entitled education for National development says that Higher education should not only teaching and students not only come, sit, listen and note (lack of thought) what was said lecturer. Higher education must also be not only gives a chance sharpening the right brain. Only information that must be submitted to college student. As a result, residents of the university we have no chance (and ability) to change information becomes new knowledge will extend to wisdom, which way unlock knowledge and civilization. Higher education must be able to awaken your inner intelligence graduate. Extensive knowledge, intelligence (smartness), ability to know the essence of things known (Insight), caution (caution), understand the norm the truth, and the ability to digest it life experience that characterizes intelligence is no longer found in person graduated from university. Therefore PT graduates are able to handle the real world. PT graduates must be different with a society like never before higher education, which besides that have the ability too true learning (true learner).

By paying attention to goals higher education and exposure about the quality of PT graduates above, must be PT graduates can already compete with PT graduates from abroad will but it's really worrying when we are read from the report about level unemployment in Indonesia turned out based on the results of information from the Head Central Statistics Agency (BPS) Suryamin let's say the open unemployment rate in February 2016 it reached 7.02 million people or 5.5%, then Suryamin words, reviewed by level of education, the percentage of school graduates the bottom of the idle decreases, namely from 3.61% to 3.44%. "Level the highest unemployed are graduates vocational high school with percentage of 9.84%, up from 9.05%, " she says. Then a percentage of the population diplomas I, II, and III are educated unemployment also declined. "Whatever the level unemployed university graduates instead increased from 5.34% to 6.22%, " she says. (<https://m.tempo.co/read/news/2016/05/04>). From this data are a reality that must be made into motivation or encouragement for the world higher education, especially now heard from the Ministry of Technology Research and Higher

Education (KemristekDikti) claimed to have received 141 community reports related to fake diploma cases involving regional heads, members and DPRD apparatus civil state throughout 2016. Therefore Menristekdikti M Nasir is not kidding with a fake diploma case. Paristiyanti said, Minister Nasir had instruct dismissal

all state civil apparatus in the environment Kemristek Dikti is involved. (<http://www.liputan6.com>) So TQM is very must depart from the Lecturer element as a leading educator with do agents of change starting from assessment of the implementation of learning which has been done for one semester or one academic year through a questionnaire given to students. Certainly thing this also requires a questionnaire that is owned high validity and reliability too Transparency

lecturers receive answers students provide does not involve the giving element grades to students because with answers that don't give a rating.

TQM Results from the Implementation Questionnaire This learning will barometer to be able to compete with PT graduates from abroad and will become a stepping stone for moral change in lecturers towards the learning process quality, of course this also has to be has very strong support from related parties in one university.

II. STUDY OF LITERATURE

1. Higher Education

Higher education is one unit education education provider high. College student called students, while in power college educators are called lecturers. Higher education is the level of education after secondary education which is including bachelor, master, doctors and organized specialists by college. Next to college height is generally divided into two types, namely state tertiary institution is college organized by public and private universities is a tertiary institution hosted by a private party. As you already know, education is a very important thing to improve living standards and life, it's like a community promote education a wrong one element that is in us.

Education itself is seen from understand that education conscious and planned effort to realize the learning process so students become active and develop in developing potential he has spiritual power religion, self control, personality, intelligence, noble morals, and skills that is needed by himself and the community.

Thus the college is the gate of the print environment future generations to be able to act fully for the sake of continuity life and life through provisions academic and non academic have. Because provision for life and life cannot be guaranteed its existence on the one hand controlled academic field, but they also have to master non-academic fields or language in soft mastery today skills and hard skills needed so they have balance. Therefore, the KKN curriculum is now enforced in college is a very appropriate step to overcome the era of globalization which is increasing increasingly competitive in all fields, let alone the Asian Economic Community began January 2016 has begun to run, competencies of higher education graduates will increasingly competitive.

Below I submit a trailer from the University of Indonesia Student Press (www.suaramahasiswa.com, 05 November 2014) as an illustration for the lecturers and students to serve as materials increase competitiveness in the era global. The following snippet:

Without us knowing, AEC already prepared since 2003 will soon be present. In 2015, Indonesia will immediately entering a new chapter in global competition. It should be in the run this short amount of time, is appropriate Indonesia is more than ready to face AEC. Ironically,

Indonesia is far from being the word "ready". According to research results from Center for International research institute Relations Studies (CIReS) Faculty of Science University Social and Political Sciences Indonesia (FISIP UI) until the beginning of the year 2014 still only 17 percent of the population general includes students who know about the AEC. "This can be recommendations for the government so that we are ready for AEC 2015, only 17 percent of the general public including students who know it, and only 2 percent who are aware of the benefits, why we chose LGs because they were most directly impact later, and who can compete only with capital and skills," said CIReS FISIP UI Researcher, Sofwan Albanna is like Quoted by sindonews.com.

From the statement above, it can be understood that the main challenges from Indonesia for facing AEC is Resources Humans (HR) who know and are able to face the AEC 2015. In facing AEC, students as iron stock is the main pillar or front guard in the HR field.

For comparison with countries other ASEAN members, can Indonesia's competitiveness data is examined according to The Global Competitiveness Report 2013-2014 by World Economic Forum (WEF) as quoted by kpiunhas.com. Indonesia is still lagging behind countries its neighbors like Malaysia, Thailand and Singapore. Besides that data from ASEAN Productivity Organization (APO) also shows from 1000 Indonesian workers only about 4.3% are skilled while Philippines 8.3%, Malaysia 32.6% and Singapore 34.7%.

Indonesia needs to rise from the conditions this concern. Such that already stated above, one of the things that need to be considered from the AEC is power skilled. Indonesia needs to prepare his students as Iron Stock in the face of AEC. In terms of skilled workers, of course education plays an important role. Especially higher education that has an important role in determining fate Indonesia when the AEC came into force. The article was in 2014, the question is whether there is 2017 change? Temporary answers do exist very optimal change because of things this is evidenced by the unemployment rate PT graduates still remain dominant as well the ability of graduates who have not been able to compete with overseas graduates, like PT graduates in the Asian region Southeast. This problem is really very ironic, when the era of the 1980s, countries Southeast Asia is asking a lot Indonesia to become a teacher (teacher) in their countries with a contract system, this thing still reminds me of sitting on bench high school class III, there is a teacher IPA at that time left for Malaysia to teach there, it means a reputation high towards Indonesian educators. But in the 20th century until the 21st century the above reality is reversed, the Indonesian nation always unable to compete with outside nations our nation once was education there?

2. The Role of Tri Dharma College

If we talk about college height, then there is a very important element we examine, namely lecturers as staff educators and students as learning that will receive knowledge. Known student as an agent of change, social control, and iron stock, basically according to the Dictionary Big Indonesian Language (KBBI) is people who study in college. Like schools have students, college has college students. Vision and Mission is a goal of every organization of college, any activities carried out in Higher education must start from vision and mission. Therefore Learning, Research and Service are elements of the Tri Dharma College in Indonesia in its activities must be pay attention to the vision and mission of the college high. Education is the first and foremost point from Tri Dharma College. Education and teaching have a very important role in a learning process. Constitution expressly states that education is a conscious and planned effort to creating an atmosphere of learning and process learning so that students actively develop her potential to have religious spiritual power, self control, personality, intelligence, noble character and skill needed himself, society, nation and country. (National Education System Law No. 20/2003). Higher education needs to do revitalization in this case. Need to understand that development and realm of education now it is very different and very complex. Higher education needs equipping its students with skills the work world needs now. Based on reports from Pearson (2014) like tribunews.com,

education today is no longer just 3Rs (Reading, wRiting, and aRithmetic), but it must also concern new skills are needed by the world of work now, such as: Leadership, Digital Literacy, Communication, Emotional Intelligence, Entrepreneurship, Global Citizenship, Problem Solving, and Team-working. Leadership is a skill to affect yourself (self leadership), influence the team (team leadership), and also affects everyone inside organization (organizational leadership) so commit and work together to achieve the vision and mission that was declared the organization. Digital Literacy deals with skills in the following three things, namely:

the ability to use technology digital, communication or network tools for find, evaluate, use and create information, capabilities to understand and use information in various formats from various sources when presented through computer, and one's ability to perform tasks effectively in a digital environment. Communication related to communication skills important, easily and briefly so you can used for decision making improvement in organizational performance. Emotional Intelligence (EQ) is the skills to identify, use, understand and manage emotions positively to relieve stress, communicate effectively with people others, empathize with others, overcome challenges and defusing conflicts. Entrepreneurship is a skill to develop, manage and manage creative endeavors together with risk calculated (calculated risks) in order to create benefits from creative endeavors. Global citizenship is a skill someone who is able to put their identity to match global community is more than identity them as certain citizens or the origin of certain ethnic groups. Problem Solving is a mental process involved, find, analyze and solve the problem. The main purpose of problem solving is to overcome obstacles and find solutions that are best for solving problems. Teamwork is the process of working together with a group of people to achieve a goal together. Teamwork is part important from organizational success, because we need coworkers to work well together, try ideas their best in any situation so achieve synergy in results. Principle two heads are better than one head applies in this teamwork. Research is the second point in Tri Dharma College. Research has a role for progress college, community welfare and the progress of the nation and state. From research so students are able to develop their knowledge and thinking critical. Students must be able to utilize research and this development in a process learning to obtain the changes that will bring Indonesia towards more advanced and front. Unfortunately, even in the case of research, Indonesia is also still inferior to countries other ASEAN member neighbors. According to data presented by Suara magazine 30th edition student, scientific publication conducted by academics in Indonesia is still very far compared with member neighboring countries ASEAN, especially with Singapore. In the magazine said that number of University scientific publications Indonesia (UI), as one of Indonesia's top universities, even unable to reach just 10 percent of the number of University of scientific publications Singapore. In the magazine, it is said that scientific publications are done UI only amounted to 2714 publications, whereas the University of Singapore has did 64,991 publications. SBY, president of the Republic of Indonesia, say that the nation is advanced is a culture-oriented nation write it. This is confirmed through the account Twitter that says, "Get used give a gift book to a child, because of the nation which is oriented towards written culture compared to speech and oral culture, "like quoted news.bisnis.com. In conducting research, mindset students also play a role urgent. Students need to have goals to be achieved through the research. According to Suparno and Mohamad Yunus, a good writer has the goal of making the reader come along think and reason, make the reader know about the news, make the reader opinion and understand, make readers overwhelmed by his essay, as well as making the reader happy with living up to values put forward. Third is devotion. According to Act, devotion to society is activities that are conducted by academicians with utilizing science and technology to advance the well-being of society and educate life nation. Community service can be carried out with various positive activities. In this case, students must be able to socialize with the community and able to contribute significantly. Concrete form student devotion can be done with socialization around the AEC 2015 to Public. Socialization can be done youth in various ways. Young man can do socialization in a way conventional as do door to door socialization. Youth

can too utilizing various media inside socializing, like using various social media applications, make blog, make various posters, make short films, and so on. In doing so, a young man too can work with young people others and form a group in conducting socialization. In this case, they can share roles in dividing duties and responsibilities, can be mutual support in weakness, and which Most important is the existence of trust to the ability and sincerity of friends which can have a positive impact on implementation of responsibilities. There are a number of things to note in in group implementation, namely: vision and mission, strategy, awareness of interests to be together, performance, mutual trust and support each other. In strategies, among others, will be elaborated on: purpose, target, message content, media used, organized, and monitoring the impact of socialization.

3. Total Quality Management (QTM)

Total Management System or abbreviated where TQM is a quality-focused management system to the customer (Customer focused) with involving all levels of employees in making improvements or improvements that continuously (continuously). Total Quality Management or TQM using strategy, data and communication which is effective for integrating quality discipline into culture and company activities. In short, Total Quality Management (TQM) is a management approach to achieve long-term success through Customer Satisfaction

(Customer Satisfaction). (Budhi Kho, 2016). Based on this understanding it is clear that in college there is called tracer studies (tracking studies) customer satisfaction, in this case students as customers who must the information about preparation, implementation and evaluation in terms of learning. Therefore it is necessary every lecturer to know until the extent of providing transfers deep knowledge, skills and attitudes provide learning services to college student. This too will be a benchmark to improve when the results of the questionnaires were filled out students tend to be lacking or very weak in carrying out the process learning. Next, according to Budhi Kho, there are eight main elements in TQM, namely:

a. Focus on the customer (Customer Focussed)

Customers are parties who determine whether the product or quality services produced by the company meet the needs or levels of quality he wants. Whatever is done by an organization / company like employee training, process improvement, use of sophisticated machines or adoption the latest technology in the end The customer decides whether the efforts made useful or not. In this case what the customer said is a student. Where is the student in a college that will determine whether the lecturers are in give lecture material already meet the needs of students and the environment? Therefore the focus element this is what lecturers must implement in carrying out basic tasks and its function.

b. Employee Involvement overall (Total Employee Involvement).

Employees are a resource company that is important in achieving the planned purpose. Therefore that is, employee engagement overall can support the company in improving the process and continuous quality then produce products and services the best for its customers. In employee empowerment, is needed training and improvement of employee skills in working his assignment. In this case the so-called employees are the entire academic community which is in one college which is a necessary PT resource continuously developed through various training, comparative studies, and others in order to improve quality education services.

c. Concentration on Process (Process Centered).

Attention to process improvement is a basic foundation in the system TQM management. Process is a series of steps that begin from receipt of INPUT from suppliers (internal or external) and transform- its become the OUTPUT will be sent to the customer (internal and External). In this case learning is part of a satisfaction process students towards quality, because it is through statements student answers in giving assessment of the performance of

a PBM lecturer after finishing in one semester, will be a yardstick in improving the quality of PT through processes learning. But keep in mind this can not be instant but through a process.

d. Integrated system (Integrated system)

Although there is a lot of expertise and the scope of work in a company which form departmentalisation vertical or horizontal. All need an integrated system so that the vision, mission, strategy, company policies, goals and objectives can be well communicated and clear to all employees. System integration in this case is all results from student assessments brought to be solved together in a system in college so the components are still not the maximum can be continuously improved and in turn will lead to achievement the purpose of PT. Therefore TQM is needed integrated system throughout the civitas academic in a college, that can not be done individually, This requires a commitment very strong of all components related to TQM.

e. Strategic and Systemic Approach (Strategy and Systemic Approach)

One important part in Quality Management is the approach Strategic and Systematic in achieving Company Vision, Mission and Objectives. Process is usually referred to as Strategy or Management Planning Strategies that do the formulation and deep strategic planning integrating the concept of quality into Overall Company Strategy. In improvements to results student assessment in terms of the process of learning should be a what strategies to do and systems which is good for achieving quality, because improvements will be seen if only if results student assessment of the PBM process implemented through strategy and the right system. Therefore strategy and system needed for anticipating deficiencies in service quality of learning.

f. Continuous improvement(Continual Improvement)

Continual improvement encourage companies to do analysis and creating ways more competitive and effective in achieving company goals and meet expectations all interested parties. Implementation in the service process learning through implementation questionnaires PBM given to students, should be done in a manner continuous and carried out by all lecturers. From the results of the assessment it must also be analyzed continuously so hopes, shortcomings and strengths will be a learning guide next. It seems that this has not been done at PT optimally, so that the learning process only produces value merely for students but for quality learning quality can not be assessed yet.

g. Fact-based decisions (Based Decision Making)

To find out the extent of performance a company, data is needed to measure it. TQM requires that company to collect and analyze data in a manner continuous order or decision the policy taken is absolutely accurate and right on target. With data, we can draw conclusions based on previous events or results. In making lecturer decisions to use strategy, approach and the method to be used is needed very powerful data as well as analytics in-depth from the data. Assessment data PBM from these students became momentum to make an election decisions about how to teach ones expected students in order to improve the quality of learning outcomes.

h. Communication

In daily operations, the company will definitely change both changes in strategy, policy, schedule and method of implementation. These changes need to be communicated well to all employees who concerned. Good communication too will lead to motivation and enthusiasm work in achieving the company's goals. In this case communication results Student assessments must be communicated the meaning is not closed so it is expected will be an input for dosendosen in order to improve quality learning.

4. Tracer Study (Tracking Study)

Feedback can be said as a bait behind which has meaning in general is a reflection of a job has been done for a period of time certain. One implementation process is reflective must be carried out learning process for one semester or ongoing activities for a certain period of time. Because by conducting feedback studies the implementation of learning will be very valuable for institutions, lecturers, and students as a barometer for make various changes that will be an influence on quality improvement and development learning that will eventually lead to quality improvement.

This is very much in accordance with the phrase which the Ustazds often say, Lecturer, and the Missionary said that: "Whoever is the day now better than yesterday then he is among the lucky ones. Whoever has the same day yesterday then he is a person losers. Who is now worse than the day yesterday then he is cursed." (Momentumpedia. Blogspot, 2015).

In Government Regulation No.60 years 1999 on Higher Education at college or what is commonly referred to campus education is education on school education pathway at a level higher than secondary education in the path of school education. College Higher education units are organize higher education. The Purpose of Higher Education According to PP No. 60 of 1999 concerning Higher Education (PT), Article2, is: Preparing participants students become members of the community who have academic ability and / or professionals who can apply, develop and / or enrich realm of science, technology and / or art and developing and disseminating knowledge, technology and / or art as well strive for its use to improve the standard of living of the people and enrich national culture. To achieve the goal of higher education It is clearly needed an evaluation, one of them is evaluation of the learning process which has been carried out by all workers instructor (lecturer) for improvements in a more advanced and targeted direction what is expected in the goal of higher education.

Therefore, implementation of tracer studies about PBM conducted by lecturers, can be done at the level University / high school, faculty, and the lowest at the level of the study program. Uhar Suharsaputra (in www.uharsuharsaputra.wordpress) said that the College environment High wherever, medium undergoing very rapid changes, Globally, changes are seen in the form of development of society science based information and technology. In such a situation mastery of science by individuals and or organization will be a prerequisite and basic capital for development efforts self and organization in an increasingly situation competitive. Thus the competition of graduates the more competitive the day it can't be postponed if you want to have a graduate who are ready to compete with other PT graduates especially with overseas graduates. By therefore the key is the process learning must be managed with well and planned, especially input input from students, parents and community about how to implement learning that has been done for one period so it will be seen weaknesses that need to be fixed for the implementation of learning in the future will come.

III. METODOLOGI PENELITIAN

This research is based on the objectives included in the research category Verify where to test the truth from the student's assessment of the learning process that has been implemented lecturer in higher education as a barometer towards the quality of learning.

While this research is based approach is included in the research qualitative. This qualitative research is research to answer the problem which requires understanding deep in the context of time and situation concerned, carried out properly and natural according to objective conditions in the field without any manipulation, as well as the type of data collected is mainly data qualitative. The research process in question inter alia observing people in their daily lives, interact with them, and try in understanding language and interpretation they are about the world around it. Therefore, researchers must dive into the field with quite a long time.

While this research is based function is included in the study evaluative. Evaluative research is research used for assessment success, benefits, usability, donations, and eligibility for a program, product, or activity of an institution based on certain criteria. The benefits this research can be add insight about an activity and can encourage research or further development, as well as helping leaders to carry out policies. The research method used in this study is the method Descriptive. Descriptive research is research used to describe, explain and answer questions about phenomena and events that occur at this time. These descriptive research patterns include: surveys, case studies, causal-comparative, correlational, and development. The purpose is to (a) explain something phenomenon, (b) gathering information which is actual and factual based existing phenomena, (c) identify problems or justification conditions and practices ongoing, (d) create comparison and evaluation, and (e) determine what people do other if you have a problem or situation the same and benefit from their experience to make a plan and future decisions come. (Sutirna, 2016: 16).

IV. RESULT AND DISCUSSION

1. Research Results

The results of this study are based on the questionnaire was given to all students with TS answer choices (not suitable), KS (not suitable), S (according to), and SS (very suitable) for know the management of the learning process from the beginning of the preparation to the evaluation study. The result can be considered the following table 1:

Table 1

List of Questionnaire Results
Lecturer Learning Process
From students

No	Pertanyaan	T S	K S	S	S S	B
1	Silabus, Materi Perkuliahan dan alat bantu pembelajaran	-	-	2 7	1 6	1

	yang dipersiapkan dosen					
2	Pada pertemuan pertama, apakah dosen menyampaikan Silabus kepada mahasiswa dan meminta mahasiswa memilikinya sesuai dengan yang diajarkan?	-	1	2 9	1 4	-
3	Menyiapkan daftar nama mahasiswa untuk frekwensi absensi.	-	1	3 0	1 3	-
4	Pelaksanaan perkuliahan sesuai dengan jadwal perkuliahan.	-	4	3 0	1 0	-
5	Dosen menyiapkan atau membawa buku agenda perkuliahan	-	4	2 8	1 1	1

6	Dosen menetapkan atau menginformasikan tata tertib dan ketentuan perkuliahan yang harus diikuti oleh mahasiswa.	-	1	3 0	1 2	1
7	Dosen	-	2	2	1	-

	menyampaikan program perkuliahan kepada mahasiswa dan tujuan perkuliahan yang akan dicapai			4	8	
8	Ketepatan waktu dosen dalam mengawali dan mengakhiri perkuliahan	-	2	3 1	1 1	-
9	Kehadiran tim pengampu mata kuliah.	2	5	2 9	8	-
10	Ketertiban dosen dalam mengisi berita acara perkuliahan (buku agenda perkuliahan)	-	5	2 9	9	1
11	Pada saat kuliah perdana, dosen menyampaikan sosialisasi tentang perkuliahan, kehadiran (absensi), tujuan mata kuliah, materi tugas-tugas, penilaian dan jenis evaluasi yang dijalankan dalam proses perkuliahan.	-	-	2 6	1 8	-

12	Penggunaan media/alat pembelajaran dalam setiap pertemuan	-	1	2 6	1 7	0
13	Penguasaan perkuliahan oleh dosen pengampu	-	-	2 8	1 6	-
14	Penggunaan metode perkuliahan yang sesuai dengan materi kuliah dan tujuan pembelajaran	-	-	2 8	1 5	1
15	Dosen melakukan pembelajaran berpusat pada mahasiswa	-	3	2 7	1 3	1
16	Kemampuan dosen dalam mengakan peraturan dalam perkuliahan	-	2	3 3	9	0
17	Dosen memberikan tugas terstruktur sesuai materi perkuliahan	-	-	3 1	1 3	-
18	Dosen memberikan tambahan pembelajaran, jika jumlah pertemuan belum 14-16 pertemuan	1	6	3 0	7	-
19	Kemampuan dosen dalam menciptakan	-	-	2 5	1 9	-

	suasana kelas yang kondusif					
20	Penampilan dosen, seperti kerapuhan, kebersihan, dan keserasian dalam perkuliahan	-	-	28	16	-
21	Penggunaan bahasa dalam menyampaikan materi (kejelasan, sopan dan santun dalam berbahasa)	-	2	32	10	-
22	Dosen menerima saran dan kritik dari mahasiswa tentang upaya-upaya perbaikan kualitas pembelajaran	-	-	30	14	-
23	Sikap dosen menerima pendapat mahasiswa yang terkait dengan materi perkuliahan.	-	-	32	12	-
24	Kemampuan dosen dalam menghadiri penggunaan bahasa yang bersifat menghina, melecehkan, mengejek, dan menyinggung perasaan	7	3	27	5	2

	orang lain.					
25	Dosen melaksanakan UTS sesuai dengan waktu yang telah ditentukan/ditetapkan/kalender akademik	-	-	21	22	1
26	Dosen melaksanakan UAS sesuai dengan waktu yang telah ditentukan/ditetapkan/kalender akademik	-	2	25	17	1
27	Dosen melayani mahasiswa mengikuti UAS yang jumlah kehadirannya dalam perkuliahan sekurang-kurangnya 80% dari jumlah tatap muka	-	3	24	17	-
28	Obyektivitas dalam memberikan nilai kepada mahasiswa	-	1	32	11	-
29	Pengawasan ujian dilakukan langsung oleh dosen pengampu mata kuliah	2	8	26	8	-
30	Transparansi dalam	-	2	29	10	3

	penetapan nilai akhir mahasiswa					
31	Dalam pelaksanaan ujian dosen hanya melayani mahasiswa yang terdapat sebagai peserta mata kuliah	-	-	3 2	1 2	-
32	Dosen memberikan ujian susulan bagi mahasiswa yang tidak hadir pada saat ujian dengan alasan yang kuat.	-	-	3 3	1 1	-
33	Dosen penanggungjawab mata kuliah menentukan waktu dan tempat ujian susulan	-	1	3 4	9	-
34	Dosen menyelenggarakan ujian ulang bagi mahasiswa yang memperoleh nilai D dan E.	1	1	3 1	1 0	1
35	Jika ada keberatan atas nilai ujian, mahasiswa dapat mengajukan	-	4	3 2	6	2

	keberatan kepada dosen yang bersangkutan.					
36	Kesesuaian antara materi yang diujikan dengan materi kuliah yang disampaikan.	-	3	3 2	9	-
37	Kesesuaian materi ujian dengan tujuan pembelajaran	-	-	3 0	1 4	-
38	Ketepatan waktu dalam memberikan nilai	-	3	3 1	1 0	-
39	Dosen mengolah nilai sesuai dengan pedoman akademik	-	-	3 3	1 1	-
40	Pengumuman nilai akhir kepada mahasiswa.	-	1	2 8	1 4	1

2. Discussion of Research Results

From the results of the assessment process answers learning that has been done by lecturers for the preparation stage in the indicator Syllabus and RPP, prepare attendance list students,

agree on lecture time and delivery of joint commitments the results of lectures are almost complete half of the students agree if the lecturer before the lecture prepare all forms of administration PBM. Thus this needs to be done by all lecturers before the event lectures begin, because this thing becomes the teacher's initial steps to do learning in the classroom, so learning process does not use as they wish but has a foundation operations that have been prepared as guidance in providing material lecture. Furthermore, in terms of implementation or implementation of the learning process, almost all students gave answers agree if a lecturer is

capable have capacities in accordance with the field his knowledge, it means not from teaching but more than teaching, as can be guide and direct to student towards quality. Likewise with giving value, almost all students also give the answers agree about the implementation of the exam or transparent and appropriate evaluation with the provisions in effect according to which discussed in the first meeting lecture. Student assessment results in give an assessment to the lecturer should be a feedback for lecturers to improve quality educational outcomes in a college. This is still a small part of it seems to be conducted by a good lecturer at PTN or PTS, so PBM runs without there is an evaluation that ultimately quality graduates become a bad phenomenon in our country. Thus if we want to compete with graduates from other nations, this is necessary be an important note for all components related in organization of higher education with immediately make repairs education services for students, so by knowing the whole teaching weaknesses will become valuable learning to be able to make changes in the future.

V. CONCLUSION

Total Management System or abbreviated as TQM is a quality-focused management system to the customer (Customer focused) with involving all levels of employees in making improvements or improvements that continuously (continuously). Total Quality Management or TQM using strategy, data and communication which is effective for integrating quality discipline into culture and company activities. In short, Total Quality Management (TQM) is a management approach to achieve long-term success through Customer Satisfaction (Customer Satisfaction). Lecturers are the spearhead of a TQM in college with always implement Tri Dharma Perguruan High, but keep in mind that customer satisfaction (in this case student) is the main key of the implementation of the tri dharma of tertiary institutions, because of the assessment of our students will be able to find out the weaknesses of what we have done in PBM. With that weakness lecturers are required to make changes so that TQM is achieved so that hope our graduates will become competitive with overseas college graduates. The results of this study conclude that assessment of the implementation process learning that has been done by lecturers from the preparation, implementation and Most evaluations agree that these stages prepared in advance by the lecturer before carrying out the lecture process.

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The Effect of Lecturer Professionalism and Teaching Motivation on Lecturers Strengthening the Nation's Competitiveness (Survey on XYZ College Lecturers in Central Jakarta City)

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Author Notification
22 January 2020
Final Revised
31 January 2020
Published
31 January 2020

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To cite this document :

Khasanah, K. (2020). The Effect of Lecturer Professionalism and Teaching Motivation on Lecturers Strengthening the Nation's Competitiveness (Survey on XYZ College Lecturers in Central Jakarta City). ADI Journal on Recent Innovation (AJRI), 2(1), 243-249. <https://doi.org/10.34306/ajri.v2i1.56>

DOI : <https://doi.org/10.34306/ajri.v2i1.56>

Abstract

The purpose of this study was to determine the effect of Lecturer Professionalism and Motivation Teaching Lecturers equally against National Competitiveness in Higher Education XYZ in Central Jakarta. The research method used was a survey with correlation analysis and regression. Data on lecturer professionalism, teaching motivation, and national competitiveness obtained through a questionnaire compiled by researchers, namely those that measure things related to the three things above. The results showed: 1) There was an influence significant independent variable lecturer professionalism and lecturer teaching motivation together with the dependent variable of the nation's competitiveness. This is proven by the results of testing hypothesis through multiple regression analysis that the value of Sig = 0,000 and Fcount = 27,746, whereas F table = 3.25 so that the Sig value <0.05 and Fcount> F table which means the regression is significant. 2) There is a significant influence of the lecturer professionalism independent variable on the variable nation's competitiveness. This is evidenced by the results of testing the hypothesis obtained that the value Sig = 0.001 and tcount = 3.808, while table = 1.68 so the value of Sig <0.05 and tcount> table which means there is a significant influence. 3) There is a significant influence of variables free motivation to teach the nation's competitiveness variable. This is proven by the results Hypothesis testing obtained that the value of Sig = 0.001 and tcount = 3.772, while table = 1.68 so that the Sig value <0.05 and tcount> t table which means that there is an influence significant. The equation shows that there is an influence of professionalism lecturer on the nation's competitiveness.

Keywords: Lecturer, Survey on XYZ College

I. INTRODUCTION

Education is a process dynamic, therefore every activity or the action taken by the lecturer must be directed to achieve goals education. The object of education is students who have character, different abilities. The delivery of education must be supported by qualified human resources this is a professional lecturer, where with quality HR then education is projected to be able to take measurements of the value local traditions which are seen as good at once New values are seen more prospective and productive so that they can achieve excellence in competition global. Education is a conscious effort to grow and develop potential sources human power through teaching activities. There are two related education concepts with others, namely learning and learning. The concept of learning ends at learners and concepts learning is rooted in educators. Education is essentially business conscious to prepare students through activities through activities guidance, teaching or training for its role in the future (UUSPN No.2. 1989, article 1). So in developing lecturers' duties required to be able to educate, teach and train so that mastery of the concept more embedded. In the most statutory regulations of the Republic of Indonesia discussing education is RI Law No. 20 of 2003, because this law can be referred to as parent of the legislation education. This law regulates education in general, it means everything to do with education, starting from preschool to education height is determined in this education. Educational success influenced by change and renewal in all elements which supports. All of these elements interrelated in strengthening the achievement of educational goals. The development of the education world from changes year after year along with the challenges in preparing quality human resources and able to compete globally. One of the problems faced by the nation we are still of low quality on every level. Many things have been done to improve the professionalism of lecturers including various training and lecturer quality improvement ... However thus the professionalism of lecturers in strengthening the nation's competitiveness yet as expected. That fix done by the government will have no meaning if without the support of lecturers, students and society. Talking about competitiveness then the nation will not escape the process learn how to teach.

Where in the process teaching and learning lecturers must be able to carry out their duties and roles with professional. Lecturer as a professional educator has the main task of planning learning, carrying out learning, assessing learning outcomes, guiding and train students, who are supported by the competencies that should be possessed by a lecturer, as is hinted at in a Ministerial Regulation National Education Number 16 Year 2007 about Academic Qualification Standards and Lecturer Competencies include: (1) pedagogical competence, (2) competence personality, (3) social competence, and (4) professional competence. As a designer the future of the child lies to him the responsibility to empower and civilizing all students. [1]

In strengthening competitiveness the nation there are factors which affect as follows:

- a. Education
It is an attempt to give the possibility of changing attitudes based on motivation for achievers. Someone who knows the scope of work and deft, usually will too more productive or have better competitiveness.
- b. Skills
Produced by education and training and dexterity training have a relationship with personality, lifestyle and energy available in his body. The more skilled a person is then the higher competitiveness.
- c. Discipline
If the lecturer is in teaching based on the attitude of professionalism and good discipline, then the results will increase its strength in strengthening nation's competitiveness.

d. Attitudes and Work Ethics

Lecturer attitude in running his work is accompanied by work ethics the good will support competitiveness nation.

e. Motivation

Represents a force of motion encourage humans to act. If this motivation is strong then power the competition is strong too. On generally the motivation of someone who productive is to always be achievers in maintaining the nation's competitiveness.

f. Job Opportunities and Opportunities

Achievers If someone gets it job opportunities and opportunities achievement accompanied by supportive environment, existence adequate equipment, then power such person's competitiveness will be high.

According to Gorton work motivation lecturers are encouragement to do work, motivation is tight relation to work or behavior from a lecturer. Individuals act because of the existence of a number of forces which push in themselves, that is represented by terms, wants, needs (needs) and feelings of fear [2]

The work motivation process begins with a sense of lack of need, which move to get, resulting in a search process. Then people have a series certain actions. This motivational process is the initial model from James C. Gibson in his book Organizations Behavior StructureProcess cited by Winardi (2001:23).

In other words it can be interpreted that motivation is someone's encouragement in achieving work performance / performance best marked with several indicators or characteristics which are show motivation, like behavior, effort, craft, attention, discipline, perseverance, etc. In strengthening competitiveness nation then the lecturer must pay attention to the main determining factors productivity of the nation's competitiveness. As explained by Susilo Martoyo that there are six main factors which determines labor productivity i.e. [3]:

- a. Work attitude, such as: willingness to work well can accept additional duties from the leadership.
- b. Skill level, which is determined by education, training in management and supervision education.
- c. The relationship between labor and reflected school leadership in a joint venture between education and workforce to improve quality through quality control circle (quality control circles) and the committee regarding superior work.
- d. Educational management, i.e. efficient management regarding resources and work systems to achieve the improvement of students' quality.
- e. Labor efficiency, such as: workforce planning and additional tasks.
- f. Entrepreneurship, which is reflected in taking risks, creativity in trying and different on the right track.

According to Ministerial Regulation Utilization of Republican State Apparatus Indonesia number 17 of 2013 concerning Lecturer Academic Position mentioned that academic position of lecturer is a position which shows the duties, responsibilities, the authority and rights of someone lecturer in a higher education unit that is in its implementation based on certain expertise and are independent. [4]

To encourage lecturers inside carry out teaching and learning activities well then two motivational factors must be pay attention, be it hygiene factors or causes or motivational factors or booster. In encouraging lecturers to work or carry out activities teaching learning is not enough just a factor only motivators are considered, however health factors are also very important in efforts to encourage lecturers in carry out teaching and learning activities.

These two factors cannot be separated, because there are certain lecturers precisely motivating factor is not a factor booster. Preferably those items designed for healthful factors for lecturers certain is not a healthful factor, but rather as a driving factor. This is consistent with what was raised by Davies that the items designed for the motivating factors (motivation factors) for certain people not yet certainly a driving factor, instead the items are designed for hygiene factors for certain groups are not a factor healthful but a driving factor. Mc. Clelland argues satisfying the needs of personnel who raises their motivation, namely: achievement needs, need for power, and affiliate needs.

From the definitions above, you can it was formulated that Megajar's motivation was conditions that make lecturers have the will / need to carry out his duties and functions as a lecturer in in order to achieve the same goal as that set in educational goals. If lecturers have high work motivation, so the results are in accordance with the objectives nation to be achieved. Work motivation factors studied on the virgin from within the lecturer (intrinsic) and factors outside the lecturer (extrinsic). Factor intrinsic includes the ability of lecturers, seriousness of the lecturer in implementing task, personality, confidence and dedication. Extrinsic factors such as: achievement, support, recognition, appreciation, compensation received, and role models from the leadership.

II. METODE

The method used in this research is a survey with technique correlational analysis. In analysis correlational, the main thing being analyzed is a correlation coefficient, i.e. a number which shows the degree of relationship between two variables that have a relationship cause and effect and mutual cooperation change. The variables of this research are dependent variable (dependent variable) is strengthened the nation's competitiveness (Y) and independent variable (independent variable) is lecturer professionalism (X1) and motivation teaching (X2). Suspected between independent variables and the dependent variable is related cause and effect and mutual cooperation change. For this reason, analytical techniques proof of hypothesis must be used teknik correlational. The constellation model the relationship between variables in this study is as follows:

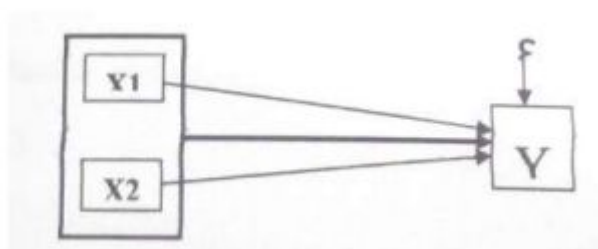


Figure 1.1 Constellation of relationships between research variable

Information :

Free Variable (X1): Lecturer professionalism

Independent Variable (X2): Motivation teach

Bound Variable (Y): Competitiveness nation

III. RESULT AND DISCUSSION

This research is to find out the influence of lecturer professionalism and teaching motivation of lecturers together towards the nation's competitiveness.

- a. Professional Effects of Lecturers and Teaching motivation of lecturers Against the Nation's Competitiveness From the description of the data after Correlation analysis is done then obtained correlation coefficient amounted to 0.775 and the coefficient determination of 60.06%, after testing with the SPSS program, then it is proven that the correlation coefficient it is significant. This means that there is influence independent variable X1 (lecturer professionalism) and X2 (motivation to teach lecturers) in a manner together with respect to variables bound to Y (nation's competitiveness). Whereas from regression analysis obtained by the regression line equation double $\hat{Y} = 14.165 + 0.236 X1 + 0.325 X2$. Constant value = 14,165 shows that with the influence of professionalism lecturer and teaching motivation the lowest lecturer is very difficult for the lecturer to be able to won the nation's competitiveness good, while the coefficient value regression of 0.236 and 0.325 show that there is positive effect of the independent variable X1 (influence of professionalism lecturer) and X2 (motivation teaching lecturer) together with the dependent variable Y (national competitiveness), and each increment of one variable unit the influence of lecturer professionalism at once with an increase of one unit variable teaching motivation lecturers will be followed by variable increase in competitiveness lecturers amounted to 0.703 units = (0.629 + 0.074). After testing linearity of the regression line with using the SPSS program then it is obtained that the line the regression is linear. From significance coefficient testing the regression is also done with the SPSS program obtained that the regression coefficient significant which means true that there is an influence positive independent variables X1 and X2 together against dependent variable Y. Based on quantitative information the researchers concluded that lecturer professionalism and teaching motivation of lecturers jointly affect competitiveness nation.
- b. Effect of Lecturer Professionalism Against the Nation's Competitiveness From hypothesis testing obtained that the value Sig = 0.001 and t count = 3.808, while table = 1.68. Because Sig value <0.05 and t count> t table then HO is rejected which means there is an influence which significant between independent variables X1 (lecturer professionalism) with respect to the dependent variable Y (power national competitiveness). The results showed that there is an influence significant between professionalism lecturer on competitiveness nation. Every increase is one unit lecturer professionalism variable will be followed by an increase variable competitiveness banagsa of 0.236 units, ceteris paribus or motivation variable lecturer teaching doesn't change. From quantitative information then, the researcher concluded that there was significant influence lecturer professionalism towards nation's competitiveness.
- c. Effects of Teaching Motivation Lecturer Against Competitiveness Nation From hypothesis testing obtained that the value Sig = 0.001 and t count = 3.772, while table = 1.68. Because Sig value <0.05 and t count> t table then HO is rejected which means there is a relationship significant between independent variables X2 (lecturer teaching motivation) with respect to the dependent variable Y (power national competitiveness). The results showed that there is an influence significant motivation variable teaching lecturers on variables nation's competitiveness. Every increase in one unit of motivation lecturer

- d. teaching will be followed with variable power increases nation competitiveness of 0.074 units, ceteris paribus or variable professionalism of lecturers not change. From quantitative information then, the researcher concluded that there was significant influence teaching motivation of lecturers to the nation's competitiveness.

IV. CONCLUSION

Based on data descriptions research and after analysis it can be concluded :

- a. There is a significant influence independent variable of lecturer professionalism and motivation to teach lecturers in a manner together with respect to variables tied to the competitiveness of the nation. This matter proven by test results hypothesis through regression analysis double that the value Sig = 0,000 and Fcount = 27.746, while Ftable = 3.25 so that the Sig value <0.05 and Fcount> Ftable which means regression it is significant.
- b. There is a significant influence independent variable of lecturer professionalism to the nation's competitiveness variable. This is proven by the results testing the hypothesis obtained that Sig = 0.001 and t count = 3,808, while table = 1.68 so the value of Sig <0.05 and t count> table which means there is influence significant.
- c. There is a significant influence independent variable of teaching motivation to the nation's competitiveness variable. This is proven by the results testing the hypothesis obtained that Sig = 0.001 and t count = 3,772, while table = 1.68 so the value of Sig <0.05 and t count> table which means there is influence significant.

V. ACKNOWLEDGEMENT

The author wishes to accept love to the Association Indonesian lecturer (ADI) for the opportunity given by the author to be able to join to explain the results of research the writer in this proceeding. other than that the author also thanks to:

- a. Both parents are writers your father Drs Amir Tohar, SKM and Mariani's mother and husband writer Supriyady, ST and son the always daughter of the writer provide support and his support so that the author can complete research this.
- b. Mrs. Septi Fitri Meilana, M.Pd who always takes the time to always share with each other with writers and always provide support to author.
- c. Mrs. Dwi Handayani, as general secretary of the Lecturers' Association Indonesia (ADI) who has been patient waiting for collection proceeding.
- d. Fellow Associates of Lecturers Indonesia (ADI) Center and Indonesian Lecturers Association (ADI) Jabodetabek which always shares in joy and sorrow.
- e. Fellow lecturers who can't mentioned one by one which always taking the time to want to be material author's research.

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Development Professionalism Strategy In Lecturers Improve The Competitiveness Of The Nation Through The Development Of Science And Technology

AJRI



Author Notification
24 January 2020
Final Revised
28 January 2020
Published
28 January 2020

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To cite this document :

Meilana, S. (2020). Development Professionalism Strategy In Lecturers Improve The Competitiveness Of The Nation Through The Development Of Science And Technology. ADI Journal on Recent Innovation (AJRI), 2(1), 222-226. <https://doi.org/10.34306/ajri.v2i1.64>

DOI : <https://doi.org/10.34306/ajri.v2i1.64>

Abstract

Professionalism is a performance quality and at the same time as a demand for behavior professional in carrying out their duties. Professionalism. General understanding of professionalism demonstrate hard work in a trained manner without certain conditions. professionalism refers to the degree of one's appearance as a professional or appearance jobs as a profession, some have high, medium, and low professionalism. Professionalism also refers to the attitudes and commitments of professional members to work based on high standards and professional codes of ethics. Thus professionalism is a performance quality and at the same time as a demand for professional behavior in carrying out their duties. This is as a demand to shape human resources quality and high competitiveness in local, national and international forums. Some characteristics of professional lecturers include: (1) having a soul calling and idealism, (2) have educator qualifications, (3) have the required competencies, (4) have ties collegiality and professional code of ethics, (5) is responsible for carrying out the task professionalism, (6) get a decent income, (7) have the opportunity for professional development, (8) has guaranteed legal protection in running professional duties, (9) and have professional organizations that have authority to regulate matters related to his professional duties (Nani Setiawati in Iskandar, 2014). Then from as a lecturer must have a strategy to improve professionalism through the development of science and technology.

Keywords: professionalism development, competitiveness, science and technology development

I. INTRODUCTION

Professionalism of educators and staff education is the main step for improve the performance and results of an education is therefore needed strategy to increase professionalism various efforts have been made by lecturers One of the government's policies at the field of national education is improving the quality of education. One of elements directly related to quality

education in college is lecturer, as one of the perpetrators transform cultural values and science to students, as the spearhead of activities learning. Given the strategic role lecturer position, required lecturers professional in carrying out their duties. Coaching lecturers need to continue developed both through inservice training and training outside campus to achieve professionalism teacher. Teacher and Lecturer Law (UUGD) is a political statute that

educators are professional workers, who has the right to rights at the same time professional obligation. With the Act it is expected that educators can devoted totally to his profession and can live well from the profession. In the UUGD it is determined that: Educators must have academic qualifications and competence of educators as agents learning; Academic Qualifications obtained through higher education bachelor program or diploma program four (D-IV) in accordance with their duties as a teacher for teachers and Masters for lecturer; and professional competence of educators including pedagogical competence, personality competence, competence professional, and social competence. The competency needed has a certain standard, though sometimes not written. According to Mulyasa (2003: 23) each standard competence consists of: 1) performance, i.e. expected behavior of someone in carrying out the task, 2) criteria success, those are the factors that are used as a reference for determine whether a performance is true or no, 3) a number of conditions or variables needed to support performance implementation (thus fulfilling success criteria). Generally in the form of equipment, place, time or even other facilities and constraints. Someone can be categorized as individuals who "Competent", if he has the ability to handle a task and a job in accordance with the standards that have been set. Self competence must be able demonstrated individually instead on a group level. based on criteria for achieving the ideal level of performance. There is a match between demonstration of competence with an ideal level of performance is a reference the basis for being able to say that figure certain individuals already have competence. Competence is a set knowledge, skills and behavior which must be owned, lived, and mastered by the lecturer in carrying out the assignment professionalism. In the law Number 14 of 2005 concerning teachers and The lecturer mentioned that the competence of lecturers include: pedagogical competence, personality competencies, social competencies, and professional competencies obtained through professional education, training, and professional experience. Each competence can be explained as follows: 1) Pedagogic competence is a management ability students which include: a) understanding educational insight or foundation; b) understanding of students; c) curriculum / syllabus development; d) learning design; e) implementation educational and dialogical learning; f) evaluation of learning outcomes; and g) student development for actualize the various potential ones it has. 2) Personality competence is a personality ability that: a) steady, b) stable, c) mature, d) wise and wise, e) authoritative, d) moral noble, e) be an example for students and the community, f) evaluating performance alone; and g) self-improvement sustainable. 3) Social competence is the ability of educators as part of the community to: a) communicating verbally and in writing b) using communication technology and functional information c) associating effectively with students, fellow educator, educational staff, parents / guardians of students; and d) associating politely with the surrounding community. 4) Professional competence is material mastery ability broad and deep learning which includes: a) concept, structure, and scientific / technological / artistic methods overshadow / coherent with teaching material; b) teaching material in the curriculum school; c) conceptual relationship between eyes related lessons; d) application of scientific concepts in everyday life; and e) professional competition in a global context permanently preserving national values and culture Facts on the field show still there are various problems that are relates to the condition of the lecturer (good who haven't or who haven't obtain an educator certificate) which haven't shown work professionalism in carrying out its main duties. The method of the learning process tends to be not yet effective and meaningful for students and not yet power oriented competitiveness. This is reflected in ability to manage learning not optimal, both in compiling learning plan, implementing and evaluating learning outcomes as well

follow-up of lecturer evaluation results. Likewise with development the self potential that is done by the lecturer in order increase its professionalism yet optimal. To achieve educational goals national, which is to educate life the nation and realize Indonesian people a lecturer is needed professional.

II. METHODE

According to Sagala (2009: 2), said profession comes from the Greek "pbropbaino" which means publicly declaring and in Latin it is called "professio" yang used to show statements public made by someone who intends to occupy a public position. Roman politicians must do "Professio" in front of the public intended to establish that relevant candidates fulfill requirements needed for occupy public office. Sanusi, et al., in (Sagala, 2009: 8) outlining the features The main profession (1) is the position has a function, its significance determine and demand skills and certain expertise; (2) skills and the expertise is obtained with using theories and scientific methods based on certain disciplines; (3) position it requires education in college high with a long time; especially in the application and dissemination of professional values itself; (4) in provide services to the audience crowded, members of the profession always hold on adhere to a code of ethics that is supervised and controlled by related professional organizations; (5) however, members of the profession can freely and freely giving decisions in accordance with his profession, so they are free from interference other people. and (6) this position is obtained high respect in the middle community, so that Yulia: Building the Nation's Competitiveness | 440 get a high reward or salary, different from other non jobs profession. More teacher professionalism emphasized the mastery of science knowledge, management skills and its implementation strategies. Teacher professionalism is not just technological knowledge and management but rather the attitude and professionalism development more than a technician doesn't just have high skill but has a required behavior.

III. RESULT AND DISCUSSION

Lecturer as a professional position in empowering students to act as; 1) Professional educators and instructors in conveying information or knowledge knowledge of students, as well provide opportunities (stimulus) within develop abilities and interests students in learning, 2) motivators, give direction and motivation to students about learning strategies, activities and sequence of activities that must be followed, help develop emotional intelligence and develop learning responsibilities of students. 3) supervisor, helping students develop themselves and make plans learning both individuals and individuals, develop critical thinking, problem solving skills and encourage students to do reflection on experiences and knowledge has been mastered. 4) facilitator, provide training activities for activities well, organize learning resources needed students, implementing empowerment individually, small groups or groups big. 5) the assessor, makes a decision regarding recognition of skills or previous training, planning and using the right measurement tools, assess student achievements based on specified criteria and notes as well report the results of the assessment. The education sector is one factor which is very fundamental in the effort to improve the quality of life, in addition also a determining factor for social and economic development towards conditions better. Education is also seen as the most strategic means for lift up the dignity and dignity of a nation. Given the importance of the role of education in people's lives, then the government Today is very concerned about all aspects of existing education to be improved, including improving the quality of teacher productivity. The hope is that education in Indonesia rose from adversity and become the frontline in development nation. This form of attention, specifically reflected in government policy, between others: in the

form of fulfilling the laws and regulations, increasing the education budget, to the various improvement efforts applicable regulations to advance national education (Subandowo, 2009: 109- 110). Professionalism is a performance quality and at the same time as a demand for behavior professional in carrying out their duties. New context in increasing competitiveness Today's international communication is a necessity know all the changes. This can be done by the mastery path adequate field of science. Because of that, do not be surprised if various

nations can we witness very enthusiastic about racing in things mastery of science, including creating, developing, and use it in order to achieve competitive success. For a nation and business organizations, mastery of knowledge new knowledge is very important to mean to can participate in the global era. Party who deserves to be a winner in global competition are those who knowing (knowing) how to survive and find out how to develop organizational skills (Hatten and Rosenthal, 2000: 7). In relation to this, education is an important element of that must get top priority. In that framework, education is expected to be able to contribute to development everyone, soul, body, intelligence, sensitivity, aesthetics, responsibility, and spiritual values. Through education, everyone should be empowered to think independently and critically. In the world which is constantly changing and colored by innovation social and economic, education appears as one of the driving forces to improve the quality of imagination and creativity as an expression of human freedom and standardize individual behavior. Opportunities or opportunities need to be provided for the young generation to do Experiment and discover something new (UNESCO, 1996: 94). 3. Teacher Professionalism According to Sagala (2009: 2), the word profession originates from the Greek "pbropbaino" which means stated publicly and in language Latin called "professio" which is used to show public statements that are made by someone who intends to occupy a public position.

Politicians Roman must do "professio" in front public intended to establish that the candidate in question meets requirements needed to occupy public office. Sanusi, et al., In (Sagala,2009: 8) outlines the main characteristics of a profession (1) the position has a function, decisive and demanding significance certain skills and expertise; (2) these skills and expertise are acquired by using theories and scientific methods based on certain disciplines; (3) the position need education in college with a long time; especially in the application and socialization of values professional itself; (4) in giving services to the general public, members of the profession always adheres to a code of ethics which is supervised and controlled by the organization related professions; (5) even so, members profession can be free and free give decisions according to his profession, so they are free from interference other people's hands. and (6) this position get high respect in the midst of society, so that Yulia: Building the Nation's Competitiveness | 440 earned high reward or salary, in contrast to other non-professional occupations. Teacher professionalism is not just technological knowledge and management but rather the attitude and the development of more than professionalism a technician doesn't just have high skill but has a required behavior. Lecturer as a professional position in empowering students to act as; 1) Professional educators and instructors in conveying information or knowledge knowledge of students, as well provide opportunities (stimulus) within develop abilities and interests students in learning, 2) motivators, give direction and motivation to students about learning strategies, activities and sequence of activities that are must be followed, help develop emotional intelligence and develop learning responsibilities of students. 3) supervisor, helping students in develop themselves and make plans learning both individuals and individuals, develop critical thinking, problem solving skills and encourage students to do reflection on experiences and knowledge has been mastered. 4) facilitator, provide training activities for activities well, organize learning resources needed students, implementing empowerment individually, small groups or groups big. 5) the assessor, makes a decision regarding recognition of skills or previous training, planning and using the right measurement tools, assess student achievements based on specified criteria and notes as well report the results of the assessment. The education sector is one factor which is very fundamental in the effort improve the quality of life, in addition

also a determining factor for social and economic development towards conditions better. Education is also seen as the most strategic means for lift up the dignity and dignity of a nation. Given the importance of the role of education for people's lives, then the government Today is very concerned about all aspects your education to improve, including improving the quality of teacher productivity. The hope is a-gar education in Indonesia rose from confusion and become the frontline in development nation. This form of attention, specifically reflected in government policy, between.

Suggestion

Realizing the professionalism of lecturers is the duty of every stakeholder education, both from the ranks of makers decision to implement the decision. Synergy of all lines must be done so quality improvement in various ways ability can be realized. Look at the challenges that lie ahead are very snagit steep, the solution must indeed be mutual even shoulder to shoulder in repair professionalism. Lecturers must have strategies to improve professionalism in various fields, one of them is by developing science and technology.

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Behaviour Of User Of Women Workers Of Hero Supermarket Jakarta In Foster Family Pattern

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Author Notification
31 January 2020
Final Revised
05 January 2020
Published
05 February 2020

To cite this document :

Nurhablisyah, N. (2020). BEHAVIOUR OF USER OF WOMEN WORKERS OF HERO SUPERMARKET JAKARTA IN FOSTER FAMILY PATTERN. *ADI Journal on Recent Innovation (AJRI)*, 2(1), 250-260. <https://doi.org/10.34306/ajri.v2i1.67>

DOI : <https://doi.org/10.34306/ajri.v2i1.67>

Abstract

Female workers have to face the reality in supporting family's financial problem and taking care her children. This is not easy condition, they have to run their role as employee, mothers and wife. To run this decision, Female workers need support from family, parents and environment. The thing that can't be avoided is, gadget usage as one of tools and games in family. The research methods use qualitative with descriptive data analysis. The result was gained by distributing questionnaire in Parenting Seminar which held by Hero Supermarket Workers Association in 16 th Mei 2016. The respondents were delegated Female Hero Supermarket workers from east Jakarta. The result showed From 39 responden, 92,3% or the respondent gave smartphone to their children. 35,9% respondent gave smartphone to their children to play games, 20,5% to communicate with their children by whatsapp, message texting and telephone. The relationship and communication between respondents and their husband quite positive. 71,8% showed that they always discuss everything related to family's matter to their husband, 51,3% don't have any difficulties to communicate with their husband. Respondents understand that giving smartphone to toddlers will rise negative impact. That's worry them, but they haven't figure out the solution to this problem. Female workers in Hero Supermarket has limited access to parenting information. This encourage Hero Supermarket to held the seminar and balance the needs of the worker and make them feel comfort while working and raising their family.

Keywords: Hero's Supermarket Female Workers, Gadget using, Parenting.

I. INTRODUCTION

Use of the Gawai in

Elly Risman's family, an early childhood education expert and founder of our Foundation and Buah Hati, said parents should not give their gadgets or smartphones to their children. It was presented in a seminar themed — educating children in the Digital age, || at Cikeas Natural School, 6 December 2014. One of Elly Risman's concerns over the child's smart gadgets is

that the technology can pave the way to pornography and addiction. Another research conducted by the Pediatrician Assembly meeting, San Francisco United States on May 5, 2017, showed that from 894 children aged 6 months to 2 years in Toronto, Canada, 20% were using smart gadgets for an average of 28 minutes a day. 50% of children who spend time with smart gadgets, at least 30 minutes a day, experience a late talk.

(<http://www.independent.co.uk/life-style/health-and-families/child-smartphone-tablet-usage-speechdelays-toddlers-a7719066.html>, accessed July 10, 2017). The use of smart gadgets in children not only interferes with the development of children, but also disrupts the child's physical. In China, in 2015, children who have Miopi (long-sightedness) increased to 90%. It was delivered by Robert DiMartino, OD, professor at the Optometry clinic. One of the trigger is, the child's eye interaction to the screen of the phone, tablet or laptop. Children's phenomena, gadgets and parents are also commonly seen in the lives of Indonesian people, especially Jakarta. It's too common to see kids spending their time in internet cafes, with smartphones and more. The introduction of a child with a gadget of course cannot be detached from the role of parents. These parents were the first to bring gadgets in the lives of children. Start with photos and upload them to social media, just listen to songs or videos of children and so on.

The use of gadgets seems to have been supporting in children's foster pattern. Not infrequently we see children who have already been addicted to the gadget. The behavior of an already addictive child, usually indicated by his destructive attitude if not allowed to access the gadget, the shape can be angry, crying and slamming whatever he finds, even when in public. On the other hand, many parents also do not understand how smart gadgets are. Human eyes and brains are the most late organs of its development. The new eye becomes perfect when the child enters the age of 2-5 years. While the human brain also develops perfectly at the age of 0-2 years and continued until the age of 5 years. The colorful and dynamic phone screen makes the child's eye need to be at maximum accommodation prematurely. In addition, the distance between smartphones and children's eyes tends to be very close (one to two) and is personal, unlike laptop or television screens that require further visibility than the screen of the phone.

(www.aoa.org/patientsand-public/good-visionthroughout-life/childrensvision/preschool-vision-2-to-5-years-of-age? sso = y, retrieved July 10, 2017). Elly Risman added, because the character of the phone is very personal and the Rangsangannya is treated directly to the brain, so the information that enters the child's head also greatly affects the development of his brain. From smartphones children have been starting a variety of information, ranging from knowledge of various colors, various languages, fashion, to human behaviour. In fact, according to Siska Yudhistira Massardi, the education expert of Sentra method, as well as chairman of Yayasan Batutis Al Ilmi, in an educational training center at Batutis Al Ilmi School, December 2016, children aged 0-2 years only need to be introduced in the primary colors (red, yellow, blue). The introduction to color should be gradual, starting from the primary colour recognition, to the mixing of the primary color giving birth Secondary color.

In 2015, researchers also researched 7 mothers in the Cileungsi area about their behavior in using gadgets and social media. The research conducted with the Focus Group Discussion showed that 91% of mothers use gadgets in parenting. Gadgets form smartphones, tablets

and laptops. These mothers understand correctly that the gadget understands the consequences of the use of gadgets in children. 71% of them have social media accounts, using those social media accounts to add knowledge, connect with friends and find other information. Two mothers admitted, that while accessing social media they often did not

realize the time passed so fast. Another reason to use social media is to relieve stress, because as a mother, they are often at home every day and do endless homework (Nurhablisyah, 2015:362).

Elly Risman's concerns over the use of smart gadgets in children, because in some research conducted by our foundation and Buah Hati, smart gadgets become the gate of child behaviour in using games (electronic games on phones/tablets) and pornography. Here are the effects of games played through smart gadgets:

- a. It causes Repetitive Strain Injury, because it is when playing children in the same position for a long time.
- b. Scrape lutein on the retina of the eye. The screen of the phone, tablet, laptop has radiation levels, while the child's eyes are not perfect can be terkikically and cause the child's eyes to be damaged.
- c. As the founder of Ayan/Epilepsy.
- d. Introducing children to pornography, some games show the clothes, behaviors and scenes that have not been precisely watched by children.

Guild Hero Supermarket (SPHS) DPW East Jakarta

On 16 May 2017, Indonesian Hero Supermarket Indonesia, DPW East Jakarta, held an event to empower female employees. The event also held a parenting seminar aimed at providing insight into how women workers can manage the time between working in the office and taking care of the family. At the event, researchers distributed a questionnaire to participants that numbered about 60 people. This was the first time this event was held and received a very positive response from the seminar participants.

The Hero trade union Supermarket, was newly established on 1 September 1999 with a total of 13,000 members spread across Indonesia. The purpose of the establishment of SPHS is as an enforcement of rights and obligations between employees and PT. Hero, so it can cooperate to create a perfect management unit so that it reaches the welfare of employees. For DPW East Jakarta, the total number of members is about 1,300 people who are all employees of the various Hero Supermarket stores. In the seminar activities, participants were represented in the store in East Jakarta area. The activity itself takes place at — Learning Centre || Hero Supermarket, Giant extra Pondok Kopi East Jakarta.



Figure 1. The atmosphere of Seminar

Parenting in the family

Humans are naturally equipped with instincts to nurture children they were born or nearby. Sir Michael Rutter believes, in a family foster pattern, humans use 60% of his natural instincts, while 40% is the result of an upbringing brought from the environment. (Meggitt, 2012:18). Parenting Style or family foster pattern, refers to the overall pattern in parenting, not just a single action. According to Diana Baumrind in (Meggitt, 2012:18-19) There are four parenting styles based on the responsive relationship between parents and children:

- a. Authoritarian style, this style is characterized in a rigid or color manner, many punish and always regulates child behavior. Parents often emphasize adherence to parents. Discussion between parent and child is slightly done. Parents receive no objection from the child. The Level of the affection of the child tends to be low.
- b. Authoritative style, or better known with a moderate parental care style. The hallmark of this style is; Parents give their children the freedom to learn the consequences of their actions and mistakes, parents explain why the rules are important and should be followed, parents will receive the child's explanation, even if not necessarily agree, the attitude of parents remains Assertive, affectionate, friendly and warm. This style is also characterized by a high standard of behaviour for child behaviour and teaches children to be self-reliant.
- c. Permissive or generous style. This style is full of warmth, acceptance, but lack of control over the child. Parents deeply appreciate the child's freedom in expression, no behavioral limitations, parents allow the child to have his or her own rules. Parents also do not set high standards for children, unlike the authoritarian and authoritative styles.
- d. Default style or ignore style and not engage with child. This style is characterized by the presence of parents in the accompanying child's activities, the elderly only demands a little of the child and feels less warm. Parents also tend to respond to little child action, in other cases, parents are impressed to reject the child's presence and lack of attention.

Parenting impact

The parenting style in the family will have an effect on the development of the child's character and temperament, although in reality each child has a different character and the parents can adjust the proper style. The impact of parenting style according to Meggitt, 2012:20 is as follows:

- a. The authoritative force, in general, children in the authoritative parenting is more adaptable, more competent in social life. Parents can balance between emotional warmth and appreciation for the child's independence.
- b. Authoritarian style, children in this parenting pattern tend to be prone to stress and less spontaneous. Parents are considered too stiff and the child should accept all the decisions of parents, children also lack expressive freedom. In the future, children who are accustomed to not given the freedom of difficulty to determine their wishes/needs.
- c. Permissive force, children who live in this style will have difficulty controlling their impulses, they tend to be childish and irresponsible.

II. METODE

This research is a quantitative study with the method of dissemination of questionnaires. The questionnaire questions used a closed poll of the goal so that the respondent chose the

answer that best suited the reality he experienced. The spread of questionnaires was conducted when researchers participated in the event — the Parenting Seminar for Women Workers || held by the Guild Hero Supermarket of DPW Jakarta Timur on 16 May 2017. Seminar activities conducted at 13:00 to 16:00. In the event, there were 60 participants (including managers and organizers), but only 48 participants filled the questionnaire. The average educational background of the respondent is high school graduates and is married. The data analysis technique uses descriptive statistics, which is to see the frequency distribution of each question. The respondents were taken by Purposive Sampling where the respondents were chosen based on criteria according to the research purpose (Kriyantono, 2009:156). The purpose of the research in this case is to know — the behavior of the use of female worker Hero Supermarket Jakarta in foster family pattern.

After the questionnaire is disseminated, the next stage is the input data to be processed. Data processing uses the Excel program, because the data form is only a frequency and does not look for causal relationships or influences on two or more variables. After the data is processed, the data is then analyzed and concluded as the research result. In daily activities, respondents who are married and have children, generally leave their children at home with their families or caregivers. Respondents worked in the office for 8-10 hours a day (including travel time from home to work site). During the holidays (Saturday and Sunday), not necessarily the respondents also holiday, because it works in the field of retail, the holiday depends on the shift.

This organization is formed by the company in accommodating employee aspirations. But not all employees can participate in the organization, because to be able to join the organization of employees are obliged to participate in a variety of organizational activities such as management meetings, activities and so on. Generally, employees who belong to this organization are those who have previous organizational experience, love to find new experiences and can publicly express their opinions in public. Currently, for East Jakarta DPW There are 70 members representing the female employees of Hero Supermarket East Jakarta. However, during the event activities only 60 people can attend.

III. RESULT AND DISCUSSION

For the demographic category of data processing, the following results are obtained;

- a. From 60 questionnaires are disseminating and asked to be filled, only seminar participants are filling, while organizers and managers do not fill. The number of returned questionnaires was 39 pieces.
- b. The average education of respondents is SMU, as for those who have a background of D3 there are 2 people, D2 there is 1 person and S1 there is 1 person.
- c. All respondents were women consisting of Betawi, Sundanese, Javanese and mixed from various tribes. Religious respondents consisted of Islam, Protestant Christian and Catholic Christians. Results from the behavior category of smart gadgets usage (table 1.), 100% of respondents answered using smart gadgets and 36 respondents or 92.3% connected to Internet connections through their phones. According to the

respondent, the average child introduced the phone to the children, both to children, for married respondents, as well as to the young and younger for unmarried respondents. In table 2. The average respondent introduced the smart phone to the child, aged 5-7 years, that is, as many as 13 people (33.3%), children who have been introduced mobile phones/gadgets at the age of 2-4 as much as 10 people (25.6%), 0-2 years as many as 3 people (7.7%), and the age of 4-5 years 3 people (7.7%). Respondents who did not answer there were 10 people (25.6%).

Table 1. Is father/mother introducing the phone to the child?

		Freq	%	Valid Percent	Cumulative Percent
Valid	Ya	36	92.3	92.3	92.3
	Tidak	2	5.1	5.1	97.4
	Tidak Menjawab	1	2.6	2.6	100.0
	Total	39	100.0	100.0	

Table 2. Since what age are the children familiar with smartphones/gadgets?

		Freq	%	Valid Percent	Cumulative Percent
Valid	0-2 tahun	3	7.7	7.7	7.7
	2-4 tahun	10	25.6	25.6	33.3
	4-5 tahun	3	7.7	7.7	41.0
	5-7 tahun	13	33.3	33.3	74.4
	Tidak Menjawab	10	25.6	25.6	100.0
	Total	39	100.0	100.0	

Most likely the respondent who did not answer due to forget or not yet. Have a child/nephew/sister. Further questions regarding parental habits in using mobile phones. Table 3. Show the parents who spend time with mobile phone 1-2 hours a day as much as 10.3%, while answering erratic as much as 74% and who did not answer as much as 15%. Because generally respondents are workers who spend part of their time in the store and on the street. While at work, store employees are not allowed to open their phones. Mobile phones can be accessed at the moment instead of busy hours and not in front of the

customer. Arriving at home, generally married workers should be faced with the obligation to take care of households. This is what leads to their time with the phone not.

Table 3. How long is my father/mother using a smartphone in a day?

		Freq	%	Valid Percent	Cumulati ve Percent
Valid	1-2 jam	4	10.3	10.3	10.3
	Tidak Menentu	29	74.4	74.4	84.6
	Tidak Menjawab	6	15.4	15.4	100.0
	Total	39	100.0	100.0	

Erratic and not too much. From the data processing results in table 4. Obtained by the number of parents who give flexibility to the child in using a smartphone as much as 20.5%, while parents who do not give freedom to use the smartphone as much as 48.7%, while those

who do not Answer as much as 30.8%. When leaving a child at home, or while on a holiday together, parents give a child to use the phone. While on the table. 5, generally the use of smartphone in children is to play games, which is 35.9%.

Table 4. Does father/Mother give freedom to the child to use a smartphone/gadget?

		Freq	%	Valid Percent	Cumulati ve Percent
Valid	Ya	8	20.5	20.5	20.5
	Tidak	19	48.7	48.7	69.2
	Tidak Menjawab	12	30.8	30.8	100.0
	Total	39	100.0	100.0	

Table 5. For what usually children use smartphones/gadgets?

		Freq	%	Valid Percen t	Cumulati ve Percent
Va	Sekedar WA, telepon dan SMS	8	20.5	20.5	20.5
	Media sosial, selfi dan rekam video	5	12.8	12.8	33.3
	Games	14	35.9	35.9	69.2
	Surfing, cari info dan sebagainya.	3	7.7	7.7	76.9
	Tidak Menjawab	9	23.1	23.1	100.0
	Total	39	100.0	100.0	

The impact on the use of gadgets in children has actually been heard or known by the respondents. Nevertheless, the respondent still gives the child a smartphone even though its use is still under control. Table 6. shows that as much as 71.8% of respondents felt worried that smartphones could have a bad impact on their child.

Tabel 6. Is father/mother worried about the development of the fruits, especially those who are with the use of gadgets?

		Freq	%	Valid Percent	Cumulative Percent
Valid	Ya	28	71.8	71.8	71.8
	Tidak	1	2.6	2.6	74.4
	Tidak Menjawab	10	25.6	25.6	100.0
	Total	39	100.0	100.0	

The concern in parenting is not merely a mother's affair. But it is the responsibility between father and mother. Therefore, in the next question, whether the respondent has always discussed various matters relating to the foster pattern in the family with the husband/wife. Table 7. Shows, 71.8% of respondents answered they always discussed all decisions with the partner. Good enough respondent communication with the spouse can also be seen from Table 8. Where 51.3% replied did not find it difficult to talk together with their spouse. That is, despite being busy outside.

Table 7. Is in taking all decisions in the family, fathers and mothers always discuss it first?

		Freq	%	Valid Percent	Cumulative Percent
Valid	Ya	28	71.8	71.8	71.8
	Tidak	4	10.3	10.3	82.1
	Tidak Menjawab	7	17.9	17.9	100.0
	Total	39	100.0	100.0	

The House, the respondent continued to monitor and discuss with his partner about parenting patterns. While the other 12%, replied that they were struggling to talk to a partner. Good discussions between husband and wife are important in the family. Both husbands and wives understand their importance and influence in educating children. This habit is also important as an example to the child in developing an open attitude and mutual trust. When talking with a partner becomes difficult, the communication can be deduced into less fluid and family relationships are not warm. As female workers, this condition will complicate the foster pattern in the family. It is seen in table 9. The respondents who answered had difficulty in regulating

the family foster pattern as much as 43.6%. At the end of the seminar, many respondents asked questions about parenting patterns in the family. Many of them found that the children, the nephew and the troubled brother are addicted to the gadget or can not discuss with the family. Researchers provide.

Table 8. Does the father/mother have difficulties to talk intensively with each other?

		Freq	%	Valid Percent	Cumulative Percent
Valid	Ya	12	30.8	30.8	30.8
	Tidak	20	51.3	51.3	82.1
	Tidak Menjawab	7	17.9	17.9	100.0
	Total	39	100.0	100.0	

Become less fluent and family relationships are not warm. As a working woman, this condition will further complicate the foster pattern in

Table 9. Do fathers/mothers often have difficulties in arranging family foster patterns?

		Freq	%	Valid Percent	Cumulative Percent
Valid	Ya	17	43.6	43.6	43.6
	Tidak	11	28.2	28.2	71.8
	Tidak Menjawab	11	28.2	28.2	100.0
	Total	39	100.0	100.0	

Family. It is seen in table 9. The respondents who answered had difficulty in regulating the family foster pattern as much as 43.6%. At the end of the seminar, many respondents asked questions about parenting patterns in the family. Many of them found that the children, the nephew and the troubled brother are addicted to the gadget or can not discuss with the family. Researchers advise, to immediately regulate the pattern of parenting and talk intensively with the mission and vision of building a family. After the father, the mother, the nanny (grandmother/grandfather or nanny in the house) agreed on the problems and solutions to be undertaken. Adjust parenting patterns with the age of children. Children under the age of 2 years should be kept away from the influence of gadgets and focus on the formation of motor and sensory nerves by playing water, playing dough, sand, ripping, peeling eggs and so on. While children over 2 – 5 years old can be diverted on physical activities and sensory motors that are more complex such as holding scissors, pencils, coloring, folding, writing and others. Children over 5 years old, usually already in school and already have friends, parenting patterns are more emphasized on the footing at home, how to make friends and decide on something as needed. When children understand the needs and rules of social

and spiritual life, our fathers and mothers will be quieter in their work. Elly Risman does not recommend working outdoors and allowing the child's foster pattern to others.

However, many mothers have to work because of economic demands and become backbone in large families. This decision is certainly at risk to be lived, therefore women need to be supported and organize the family's life more thoroughly. For parents who have already given the child care, begin spending more time with the child. The presence of parents physically without being bothered by the gadget is very meaningful to the child. In addition, check out all the game programs that are commonly played by the children, and start giving explanations about changes to the foster pattern (limiting the gadgets). It is strongly advised that parents have a high consistency of foster pattern, which means that before forbidding children to use gadgets, parents are modeled first. For example, by saying, the gadget is used for communication in work and supervise the state of the house when they are not home. So when with the children, they took off the gadget. If parents are negligent or make mistakes,

feel free to apologize in front of the child. The foster pattern in the family is the responsibility of both parents, as well as the adults around him. Before becoming a parent, it is good that adults planning to marry get a foothold of how to cope with family life, especially getting ready in the face of children's presence and physical and psychological changes.

IV. CONCLUSION

From the research on — user behaviour of Hero Supermarket employees in the family foster pattern, the conclusions that can be as follows:

1. The average respondent, which is 92.3% using smartphones in the form of smart phones in daily life and introducing smartphones to children.
2. The age of the child when introduced to the smartphone varies, the most answers are to children aged 5-7 year 33.3%, while to children aged 2-4 years as much as 25.6%. That is, at a relatively very young age children have been exposed to smartphone exposure.
3. A total of 74.4% of respondents answered no definite time in using smartphones, because they worked in the store. When working they are prohibited from interacting with the phone in front of the store customers.
4. A total of 48.7% of respondents answered no flexibility to children using smartphones.
5. Generally children who are given mobile phones use it to play games. As much as 35.9% answered to play games, while the other 20.5% answered the phone used for communication in the form of WA, SMS and telephone.
6. 71.8% of respondents had already heard the impact of smart gadgets on children and claimed to be concerned about the influence of smart gadgets on children.
7. Judging by the interaction of respondents with a husband/family in the family foster pattern, indicates good communication (two-way). It can be seen from the number of respondents, which is 71.8% which is always a discussion before deciding on something in the household.
8. A total of 51.3% claimed to have no trouble speaking with his partner, but as many as 30.8% claimed to be a twitch of talking with a partner.
9. The average respondent, which was 43.6% answered facing difficulties in regulating the family foster pattern.
10. At the end of the seminar session, respondents asked various questions ranging from how to cope with the gadget addiction in children to family issues. Researchers emphasize that being a parent means we have to share all things and not get bored of

learning. It is important to understand the child's developmental age and needs. The family foster pattern is determined by the interaction between the husband/wife and other family members who are living together, so it is necessary to discuss the mission and family vision periodically.

11. Being a working mother, it means not letting go of housework obligations. Often workers should also be able to divide the time between work in the office and at home. When with family mothers are advised not to use gadgets.
12. Respondents expect other seminar activities with different themes. As workers, rarely have time to be able to gain knowledge about the science of parenting and activities that children can do without gadgets.
13. Not all respondents answered the question perfectly. In table 1.4, the number of respondents who did not provide an answer of 12 people or 30.8%. The respondent's educational background and the time to fill the questionnaire along with the seminar event are considered factors affecting this state.

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Drive Campaigns : "Anti-Sharing Images/Photographs Harassing Women On Instant Messaging Apps Phone Visting

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AJRI



Author Notification
31 January 2020
Final Revised
05 January 2020
Published
05 February 2020

To cite this document :

Wardani, W. (2020). DRIVE CAMPAIGNS: "ANTI-SHARING IMAGES/PHOTOGRAPHS HARASSING WOMEN ON INSTANT MESSAGING APPS PHONE VISITING. *ADI Journal on Recent Innovation (AJRI)*, 2(1), 261-268. <https://doi.org/10.34306/ajri.v2i1.68>

DOI : <https://doi.org/10.34306/ajri.v2i1.68>

Abstract

The presence of cross-platform messaging apps on smartphone allows people to instantly share information and images/photos. However, the development of this information technology also opens opportunities for the spread of gender-based of images/photos that tend to harass women. The act of harassing women through images/photos, whether producing or sharing them can be categorized as a violation of the law, as regulated in Law of the Republic of Indonesia No. 7 year 1984 on the Ratification of the Convention on the Elimination of All Forms of Discrimination against Women. This study focuses on the importance of campaign of "Anti-sharing images/ photos that harassed women in instant messaging apps on smartphone // as a form of social and cultural responsibility in the community. Qualitatively, the discussion uses the theory of design sociology as a solution to solve problems through campaign media. The results of this study discussions are expected to build public awareness to stop sharing habits or create images /photos that harass women, and invite people to jointly fight it.

Keywords: Campaigne, anti-sharing, women harrasment, design sociology

I. INTRODUCTION

Currently, mobile phone usage (mobile phone) as a means of communication Everyday Menjadivery Vital. Even US Cencus Bureau Data in January 2014 reported that mobile users in the 18 Indonesia ranged from 281 million, This number exceeds the population data Ranging from 251 million. That is, people Not enough to use only one Phone to communicate Interfellowman(<http://teknologi.news.viva.co.id/news/read/512467-user-Mobile-in-indonesialpaui-total-population>, accessed July 7 2017). In its development, the application Instant Messaging or cross-platform Widely used on smartphones (smartphone) by the community has Have a positive impact Negative. Positively, this app Provide convenience to Users to

acquire Information, images, or video events Instantaneously in a matter of seconds, Directly to the intended person. Communication becomes highly interactive, Complete with the support of emoticons can represent its user expression.

On the other hand, dissemination of information, Picture/photo, or video instantly Through a cross-platform messaging app A negative impact on the dissemination of the Massive information or pictures/photos with Content that violates morality, such as Images/photographs that tend to harasses Others, especially those who use the Female visual objects. Behavior and Habits of mobile users to Share information with each other The actual picture/photo does not match With moral values are often based On the reason to share jokes at each Among fellow mobile users. Though Unknowingly, the actions of sharing Information or Pictures/photos that should be encouraging False understandings About gender-based perception, As set forth in the LAW Republic of Indonesia No. 7, 1984, and Presidential instruction No. 9 year 2000, as well as CONSTITUTION 1945. It can also occur Lack of public knowledge Ethics and rules of exchanging Information, as already contained In UUNomor 19 year 2016 about Electronic information and transactions.

In addition, the exploitation Female body as objects The picture/photo that was made-joke || , Special Instant Messaging application, not Despite the growing discourse Gender, which according to Barker (2014:105) Therein there are cultural issues in Representing men and women. Cultural domination of patriarchy, particularly in Indonesia, is also a contributing factor Influence the public's perspective Against images/photographs using the Female object. What happened so far, Media exploitation of women's body Not solely considered to be Forming economic capital, but also Be an arena to assert strength Position of male positions (Irianto, 2007:64).

Therefore, it is not Surprising, when behavior or Create and share habits Pictures/photos that are in the body Women are not only done by The men, but also the woman Own. This phenomenon is included in The scope of sociology as a science About community behaviour with The design sociology approach, The social problems that occur in This society is not separated from Design issues created and Transmitted through electronic media. This paper also formulated A problem, which is how Encouraging awareness and understanding People not to behave Make and/or share Pictures/photos that are abusive to women? For that, the campaign media design Be the urgency to do As community education Impact that can be caused Through mutual sharing behaviour Pictures/photos that are harassing women Among smartphone users. In The impact of the formation of Increasingly discriminatory perception Against women. Efforts to push Campaign about — Anti-sharing Pictures/photos that are harassing women On the Instant messaging app on your This intelligent || is a form of communication Visuals that use elements The visuals in delivering messages, and Be a solution to solve The problem in the design itself, As a form of responsibility Social and cultural environment in Community.

2. LITERATURE REVIEW

Acts of harassment, particularly Women in the era of globalization and progress of the current information technology, Can occur in the space and time Unlimited. That is, harassment also may occur through information or The images that are compromised through media Internet, so it tends to build False or negative perception. Harassment against women who Common harassment is a Sexual connotations of the body Women.

Definitively, — harassment Sexual action refers to a nuanced Sexually transmitted by a contact Physical and non-physical targets to target Sexual body parts or sexuality A person

resulting in a sense of Uncomfortable, degrading Someone, and may be up to Cause health problems and Threaten the safety of || (BKKBN, 2012:8).

The above definition is not Immediately confirms that harassment May occur nonphysically. With the word Dissemination and sharing of other Picture/photo that has a tendency To

degrade others Through visualizing one's sexuality, Both knowledge and without The Image object, Can be categorized as a form Abuse. Images or photos with objects Women who connotation harassing Including violations of the Law. This has been stipulated in the Republic of Indonesia LAW No. 7 Year 1984 of Convention ratification About deletion of any form Discrimination against women in particular Chapters 1 to 5 of the Convention National responsibility to contain the To remove any discrimination against Women. And also set in Presidential instruction No. 9 year 2000 On the Gender mainstreaming in National Development for Equality and fairness Gender. Also included in violations To the CONSTITUTION 1945 which guarantees the right Citizenship not to receive Discriminatory treatment on any basis (Noor and Hidayana, Ed., 2012:7).

Related information dissemination and Images through electronic media, Governments have also set up ethical In sharing information and images Through the ITE ACT, as stipulated in In Law No. 19 of years 2016 (on amendment of Law Number 11 year 2008) about Electronic information and transactions, Special Article 45Ayat 1 reads: — Any person who Deliberately and without the right to distribute and/or transmit and/or To make information accessible Electronic and/or electronic documents Who have a broken charge of morality as referred to in Article 27 paragraph (1) is sentenced to Imprisonment for the longest 6 (six) Years and/or fines of at least Rp 1.000.00.000, 00 (one billion rupiah) || , As contained on the official website of Kominfo (https://web.kominfo.go.id/sites/default/files/Users/4761/LAW_%2019%20Year_%202016.PDF, accessed 7 July 2017).

Phenomena that occur today in Electronic media, particularly through Instant messaging app on your smartphone, Communities consciously or indirectly Often share images/photos With a female object that connotation Sexuality, often with additional Degrading texts The visual object. Generally Community that performs actions The sharing, still considers As an act of sharing — cuteness || Sheer. Ironically, the action to Generate and share images/photos Who tend to abuse women Women were also done. The phenomenon of initerentry in Categories of visual harassment, namely — Exposing the pornographic material to Photo, poster, cartoon, screensaver or any other, or harassment by email, SMS and Electronic communication mode Other || (Noor and Hidayana, Ed., 2012:8). Visual issues in the realm Design, so that social problems This gender-based area is in the The scope of sociology design. Forms of harassment through visuals This needs to be anticipated immediately Socialization of information Educational community, so that the media user Electronic phones, especially mobile users Intelligent, realizing that the actions Generate and share images/photos Who harasses the woman Inappropriate behaviour and Have a legal umbrella.

The design is Visualizing certain objects need have goals and rules.

Therefore, Nigel Cross (in Sachari, 2007:13) says : — Design issues were also not such as the problems faced Artists or composers whose principles His work satisfies himself in Define objectives and rules. Problem Design contains aspects problems that overlap and || Complex. This is due to creativity Visuals as a design through devices Electronic can build perceptions Particular in its user mind. The formation of this perception is not detached Social responsibility of public Also cannot be released from its cultural values. For that, in the context Sociology of design, required form Dissemination of educative information that can Applied through campaign media or Public service advertisement, fine print Or audiovisual, such as

posters, Booklets, infographics, or animated films. Campaign or advertising Media Community service is an invitation or encouragement to the community to Doing or not doing a Action in the public interest through Changes in habits or behaviors The not/less good community Be better, more Social and not solely seeking Profit (Pujiyanto, 2013:8).

II.METHODE

The discussion in this paper Referring to the foundation of sociology theory Design as a sociology study Qualitative approach. It says Sachari (2007:10-11), Theoretical, the sociology of design is A science that learns Behavior of individuals, groups of people or Communities influenced by the work Specific design or vice versa, namely Design works that create a A particular social situation with a comprehensive approach to || . Based on this understanding, the method Design Sociology in the problem Here focuses more on the efforts of the solution Design to help solve Social problems in the community. Form A solution that can be applied in An appeal to making media Campaign over the rise of phenomenon Image/Photo deployment with the object Women who have sexual connotations on Instant messaging app called. Media Campaign emphasizes on efforts to To encourage people to stop Sharing (anti-sharing) images/photos Make Women an object.

Sexual connotations. In today's information technology era, Design and human beings are not Separated. Design objects are Generated and deployed by users Through electronic devices Can be a design that fits Applicable rules and norms in Community, or otherwise contradict and violate values. Therefore The appearance of the image/Photo design Deliberately harassing the dignity of people Especially women, essentially Regardless of the behavior of the Human beings are destructive. This behavior can To build false perception of how Other people's view of the object Gender-based. The Campaign media solution in Sociological design context is also related With the field of visual communication design, Implementing the concept of communication Using the power of Information through the elements Visual image/illustration, typography, Color, text/narrative, and design composition Overall. Media Solutions Campaign here aims to Communities to build awareness Participate in combating image/photo presence Who are harassing women in No longer make it and stop each other Share via Instant messaging app. The discussion scheme can be Described as follows:

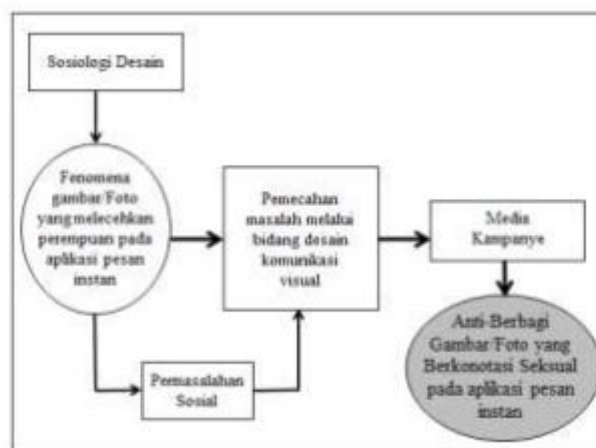


Figure 1. Discussion scheme.

III. RESULT AND DISCUSSION

Solutions Drive Campaigns Through print media and media Audiovisualis an effort that can Made to build awareness Communities while educating, that The behavior of making and/or sharing Pictures/photos that are harassing women On the Instant messaging app on your smartphone including unlawful conduct. Create drawings or design works Visually degrading people May pose a Erroneous interpretation and perception, whether Socially and culturally, as The following example cases:



Figure 2. Sample Pictures/Photos That are shared via the Instant messaging app

Both examples of pictures/photos above Clearly shows sexual connotations With the exploitation of the body Women as objects, and Make it a joke, to Then propagated through mechanisms Sharing on the messaging app Smartphone. From both images It could be said that creativity Visual as a work — visual || can Impact on emerging problems About gender discrimination. It is According to the opinion of Herbert A. Simon (Sachari, 2007:14), that the problem Arise because the community is Individualized, socially behaved Deviate. It is said individually Because every individual is actually Have the option to behave Ignore the picture/photo post And immediately remove them, or otherwise Who behave to share with Other mobile users.

The first image shows Two female bodies, the one-body Slim when fasting 30 days, and the other Longer-body when Lebaran day Second. The female body in this picture Exploited to be a material of humor, With associated moments of fasting and Lebaran. Next in the second image Was shown a woman who is washing in the kitchen, with Additional text reads: — which

says search The wife must have never felt Try to find a helper like this...:) || . Analysis by conditions stipulated in the law. Is.

- a. Gambar/foto tersebut menunjukkan diskriminasi gender. Undang-undang telah melarang perlakuan diskriminatif terhadap perempuan, oleh karena dapat merendahkan harkat dan martabat orang lain serta melanggar hak-hak asasi manusia. Baik lelaki maupun perempuan memiliki kesetaraan yang berlandaskan kemanusiaan yang adil dan beradab, untuk sama-sama berperan penting dalam pembangunan bangsa.
- b. Gambar/foto tersebut membangun persepsi sosial dan budaya yang keliru. Pembentukan persepsi pada gambar pertama: Berpuasa di bulan Ramadhan bukanlah semata-mata persoalan menahan lapar dan haus, akan tetapi lebih kepada pengendalian hawa nafsu di dalam diri manusia. Visualisasi pada gambar pertama jelas menunjukkan penyimpangan sosial dan budaya tentang Ramadhan sebagai bulan yang suci dan penuh berkah, dan Lebaran sebagai momen untuk bersilaturahmi antar keluarga. Ketika gambar tersebut kemudian dibagikan kembali secara masif melalui aplikasi pesan instan, yang terjadi adalah pembentukan persepsi di masyarakat yang berpotensi mengaburkan nilai-nilai religius dari makna puasa dan Lebaran. Pembentukan persepsi pada gambar kedua: Menyamakan peran istri dengan peran pembantu adalah sangat keliru. Secara definitif, menurut Kamus Besar Bahasa Indonesia, istri adalah perempuan yang telah menikah atau yang bersuami. Sedangkan pembantu adalah orang upahan yang pekerjaannya membantu mengurus pekerjaan rumah tangga. Dalam konteks sosial dan budaya, istri berperan sebagai pendamping suami dan penerus keturunan yang dilahirkan dari rahimnya, sehingga peran istri ini sama sekali tidak dapat disamakan dengan peran pembantu rumah tangga.

Potential formation of perceptions Wrongly as modeled on the Two images above need to be prevented by The way in between, inviting Phone users to no longer Share Pictures/Photos To visualize discrimination against Women. Driving campaigns: — antisharing abusive images/photos For girls on the Instant messaging app Smartphone || to be the urgency necessary to Realized and immediately applied by all Parties, for each member of the community Social responsibility In state and nation. By of photo-sharing behaviour Should include social irregularities and can cause impacts Social harm in the community, As well as forming cultural perception Wrong. Direct impact Human rights violations, Gender injustice, degrading Dignity of others, and does not The 2nd of Pancasila was run. A fair and civilized humanity.



Figure 3. Anti-Bullying campaign Women

Campaign Media options can be The form of print media or mediaAudiovisual. Noteworthy In creating a campaign message is Title and subtitle roles (headlines) (subheadline) should be interesting The reader's attention and directly The essence of the message you want to convey. Headings and subtitles must be a sentence and attractive, with a choice of Easy-to-read typography from a distance Particular view. Other visual elements, such as illustrations and color effects are also Be a supporting element that has Visual strength, so that it can represent Target targets. Overall These visual elements must also be is styled into a design composition The attention of its readers.

IV. CONCLUSION

Based on the above discussion, Then this paper concludes the results Analysis as follows:


- a. The behaviour of a person intentionally Create and/or share a design Images/photographs that are abusive Others, especially those displaying female visual objects With sexual connotations can be Categorized as human behaviour Destructive violations of human rights Human beings, and contrary to The 2nd Pancasila, the humanitarian Fair and civilized.
- b. Abusive images/photos Women can form perceptions Information about gender equality, Potentially cause Gender discrimination, especially Discriminatory perspectives on roles Women in society.
- c. Conduct making and/or Share Pictures/Photos Harassing women on application Instant Messaging on your smartphone including In violation of the law, As set forth in the LAW Republic of Indonesia No. 7, 1984 On endorsement of the Convention About deletion of any form Discrimination against women, instruction President No. 9 year 2000 about Gender Mainstreaming in National Development for Equality and fairness Gender, and the CONSTITUTION 1945 which guarantees Citizenship rights.
- d. Every member of the community needs Social responsibility with the Actively instrumental in encouraging Movement campaign — Anti-sharing Abusive

image/Photo Girls on instant messaging app On your smartphone || through print media Audiovisual media, as Efforts to build awareness and Caring for.

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E-ISSN: 2686-0384