

The Effectiveness of the Utilization of Learning Media in the OTKP Department at SMKN 1 Makassar

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ABSTRACT

Learning is a complex process that occurs in everyone throughout his life. The learning process occurs because of the interaction between a person and their environment. Therefore, learning can happen anytime and anywhere. One of the signs that someone has learned is a change in behavior in that person which may be caused by changes in the level of knowledge, skills or attitudes. This study aims to determine the effectiveness of the Learning Media Utilization in the OTKP Department at SMKN 1 Bulukumba. This type of research is descriptive qualitative. Technique of collecting data through observation method, interview method and documentation method. Data analysis techniques in this study used data collection techniques, data presentation, reduction and conclusions. The results showed that the use of learning media at SMK Negeri 1 Bulukumba in accordance with the indicators of learning delivery to be more standardized was running well. As for learning more interesting and interactive, it is proven to be active in the class. likewise, the shortened learning time is said to have been able to be completed according to the specified schedule. In line with this, improving the quality of learning can be said to be good, it is proven that the quality of student learning has gone well. Likewise, the role of the teacher is more positive, the teacher can provide motivation to learn so that it can be accepted by students.

Keywords : Effectiveness, utilization, learning media.

INTRODUCTION

The Government of Indonesia maintains a national education and teaching system regulated by law. Related to that, it has been implemented Undang Undang Sistem Pendidikan Indonesia (2003) concerning the National Education System, which explains that national education functions to develop abilities and shape the character and civilization of a nation with dignity in the context of the intellectual life of the nation, aims to develop the potential of students to become creative, independent human beings, and prepare students to enter the workforce and develop professional attitude and responsibility.

Education will produce Human Resources (HR) who have knowledge, intellectuality and technology (Arhas, 2018; Neroni et al., 2019; Polkowski et al., 2020; Romadhon et al., 2019). Education is an asset to increase competitiveness (Amanurhidayani et al., 2017; Rakib et al., 2016; Salam et al., 2016). Therefore, the development of national education in the future is based on the paradigm of developing a whole Indonesian person who can optimally realize the potential and dimensions of humanity, these efforts can be made and pursued through education, either through formal education, which prepares graduates to have excellence in the world of work, including through vocational education.

Vocational High School, hereinafter known as SMK, is a form of secondary education unit that is held to continue and expand basic education and prepare students to enter the workforce and develop professional attitudes. (Andriana et al., 2015; Bustamin et al., 2015; Nasrullah et al., 2017; Suprianto et al., 2018). SMK as a ready-to-use workforce printer must equip students with knowledge and skills in accordance with the competence of their respective expertise program, for this the quality of learning activities must be improved, facilities and infrastructure that support teaching and learning activities also need to be improved so that the teaching and learning process can be running smoothly. Learning at SMK is expected to create ready-to-use personnel or to create their own job opportunities.

Learning is a complex process that occurs in everyone throughout his life (Darwis et al., 2019; Risma Niswaty & Arhas, 2019). The learning process occurs because of the interaction between a person and their environment. Therefore, learning can happen anytime and anywhere. One of the signs that someone has learned is a change in behavior in that person which may be caused by changes in the level of knowledge, skills or attitudes.

The teaching and learning process in general still uses conventional media so that it will make students saturated, conventional delivery of material, for example lectures, will make students quickly bored (Amran & Muslimin, 2017; Hartina et al., 2015; Saleh et al., 2019). So as a result, student motivation is lacking and learning outcomes will be low. Student learning outcomes as a result of teaching are not only influenced from within students with various socio-cultural backgrounds, but also factors from outside the students. Broadly speaking, it can be seen that the factors that come from within students include motivation, talents and interests, attitudes, habits, persistence and socioeconomic factors. Factors that come from outside the learners are from the learning environment including learning facilities and infrastructure.

Learning media is a tool in the learning process both inside and outside the classroom, teachers need media to assist their duties in conveying messages from learning materials provided by teachers to students. Learning media is an integral part of the learning system which consists of three types, namely visual media, audio media and audio visual media.

The use of appropriate learning media by the teacher can influence student learning activities. Teachers are required to be able to create better and more enjoyable learning situations (Arhas, 2018). One of the efforts that teachers can do is to use learning media as a stimulus for learning. The use of learning media by teachers is intended so that students do more activities during the learning process. The use of media in learning activities, with the intention of conveying messages from the teacher to students, is able to activate the students' senses. Teaching that is delivered with the help of pictures, photos, graphics, and so on and students are given the opportunity to see, hold, feel, or do it themselves will be able to make it easier for these students to carry out various activities during the learning process. The use of media is expected to be able to create an attractive learning environment and can directly involve students in the learning process. The media used must be seen, heard, read, or even manipulated in such a way as to create a pleasant learning atmosphere and students are excited about the ongoing teaching and learning process. The media must also be adapted to the material to be presented and the objectives to be achieved from the learning.

In connection with the use of media in learning activities, educators need to be careful in selecting and or determining the media that will be used. Accuracy and accuracy in using the media will support the effectiveness of the learning activities carried out. According to the Law on the Indonesian Education System, (2003 Article 40 paragraph) educators and education

personnel are obliged to create an educational atmosphere that is meaningful, fun, creative, dynamic and dialogic. To apply what is written in the Education System Law in teaching learning teachers cannot teach only using the lecture method, the use of learning media as a teaching aid is needed.

METHOD

Based on the research focus determined the type of research used is descriptive qualitative research, according to Sugiyono (2018) Qualitative descriptive research is research that is designed to obtain information about the status of symptoms when the research is being carried out. And in this research, there is no treatment given or controlled and there is no hypothesis testing as found in experimental research. The main focus in this research is the Use of Learning Media in the Department of Automation of Office Governance in Bulukumba 1 Public Vocational High School. The data sources are those that provide information about the data. The data sources in this study are: The main (primary) data sources in this study were obtained using observation and interview techniques, the informants in the interview technique were 2 subject teachers and 2 class XI OTKP students and sources Additional (secondary) data in this study were obtained using observation and interview techniques, informants in the interview technique were the principal, the curriculum teacher, homeroom teacher of class XI OTKP.

The informants in this study were the Principal of the School (Drs. Amiruddin S, MM), the Deputy Head of Curriculum (A. Muh. Ridatullah S.pd), the Guardian of class XI OTKP A. Bulkis S.Pd), the Teacher of Archives Subject (A. Wiwi Gustiani S.Pd), Teacher of Facilities and Infrastructure Subject (Rusna Winarsyh S.Pd., M.Pd), XI OTKP Student Syahrani and Indri Lestari. In this assessment, the effectiveness of the use of media uses several indicators as stated by Kemp & Dayton, namely the delivery of lessons becomes more standardized, learning is more interesting and interactive, learning time is shortened, improving the quality of learning, learning can be given anywhere and the role of the teacher is more positive by using indicators The assessment is as a standard of assessment, the authors hope to get results about how the effectiveness of the use of learning media in the automation department of office governance at SMK Negeri 1 Bulukumba.

RESULT AND DISCUSSION

To find out the description of the effectiveness of the use of learning media in the office management automation department at SMK Negeri 1 Bulukumba, data processing and presentation were carried out by the researcher during the research which was then adjusted to the grand theory used by the researcher, namely, the theory put forward by Kemp & Dayton. namely, the delivery of lessons becomes more standardized, learning is more interesting and interactive, the learning time is shortened, the quality of learning increases, learning can be given anywhere and the role of the teacher is more positive. The description of the results of the data analysis of research conducted at SMKN 1 Bulukumba is as follows:

Delivery of Lessons Becomes More Standard

Every student who sees or hears the presentation through the media is able to receive the same message even though the teachers interpret the content of the lesson in different ways by using the various media interpretations can be minimized so that the information obtained by students is the same.

Each student certainly expects the delivery of the same material content using learning media carried out by the teacher, students can receive the material as said by Mrs. A. Wiwi Gustiani, as the teacher of Archives Subject at SMK Negeri 1 Bulukumba, namely by using learning media students can receive the same material because the teacher uses 2 media at once in 1 subject after that I evaluate students by practicing the content of the material presented so that students are able to receive the material ".

Based on the various results of the interviews, it can be concluded that in learning students can receive material in detail and detail by using learning media such as use in italic media. This is in accordance with the results of the observations of researchers, where in the public vocational high school 1 bulukumba, in terms of delivery of more standard lessons, every provision of material for teachers uses learning media such as LCDs, laptops, computers when in class or practice after material presentation.

Learning More Interesting and Interactive

The media can be associated as attracting students 'attention and keeping students awake and paying attention to the clarity and clarity of messages, the attractiveness of changing images, the use of special effects that can arouse students' curiosity about the content of the material presented so that student participation and feedback occur.

In this case, it is in accordance with the excerpt from the interview with Syahrani, as a student of the Bulukumba 1 Vocational High School, explained that the presence of attractive learning media makes students' interest higher and eager in participating in the learning process in school.

Based on the results of the interview, learning is more interesting and interactive, it can be concluded that with more interesting and interactive learning, it is very important in increasing students' enthusiasm and interest in learning. The results of the interview above are in accordance with the observations of researchers in the field which show that learning is more interesting and interactive, where students can be attracted by their attention by paying attention to the material provided by the teacher with several interesting slides.

Learning Time is Shortened

The length of time required for the instructor can be shortened because most media only need a short amount of time to deliver messages and the content of the lesson in large numbers and it is possible to be absorbed by students.

According to Syahrani, as a student of SMK Negeri 1 Bulukumba, also said that "Easy to understand in a short time, some teachers are very detailed and detailed in providing

explanations to students, for example, they usually display video animations or power points according to the content of the material being studied and students also easily understand.

From these answers, by utilizing learning media, the time needed is short enough to convey the content of learning in a large amount and easily absorbed by students.

The learning time is shortened by this in accordance with the observations of the researchers, the length of learning time needed is short enough to deliver the content of the lesson with a predetermined lesson design, but students still absorb the existing material.

Improved Quality of Learning

The quality of student learning outcomes can be improved if the combination of images and words as learning media can communicate various elements of knowledge in a well-organized, specific and clear way.

According to Mrs. Rusna Winarsyh as a subject teacher at SMK Negeri 1 Bulukumba, that, before starting learning in class, the teacher first prepares what media to use because with the existence of learning media in schools the teacher is able to know the flow of the learning process so that it is systematic according to competence. baseline planned in advance. The same thing was also explained by Mrs. A.wiwi Gustiani, as the subject teacher, also said that from the beginning the teacher had prepared learning media as teaching materials for every basic competence to be taught so that learning for students was in accordance with the learning plan that had been prepared.

Based on the various interview results, it can be concluded that in learning the quality of student learning outcomes can be improved if the teacher pays more attention to systematic learning methods, especially on student attention. In terms of improving the quality of learning, according to the observations of researchers, the quality of student learning outcomes is quite improved, this is evidenced by the results of different tasks in one group, but the results are satisfactory..

Learning Can Be Delivered Anywhere

The teaching and learning process certainly requires a safe and comfortable atmosphere during the learning process, so it is necessary to have the benefits of learning media that have been prepared by the teacher, especially if it is designed for use per student.

In this case, in accordance with the excerpt from the interview with Mrs. Rusna Winarsyh as a subject teacher at SMK Negeri 1 Bulukumba, she explained that before starting learning in the classroom, the teacher first prepared teaching materials with the presence of learning media, the teacher had more variations in teaching that was done was combining media that has been prepared by the school so that in every meeting there are different things in each lesson so as to attract enthusiastic students to learn.

Based on the results of the interview, it can be concluded that learning can be provided in the form of variants of learning methods that are given anywhere by adjusting several ways or locations that will be used for learning.

With some of the results of the interviews above in accordance with the researcher's observations, the teacher has more teaching variations such as the teacher bringing students to the meeting room to hold meeting practices, the teacher also brings into the room to provide

letter archiving practice, the teacher also sometimes uses a computer computer by utilizing learning media there is.

The Role of the Teacher is More Positive

The teacher's burden for repeated explanations of the content of the lesson can be reduced or even eliminated so that he or she can focus on other important aspects of the teaching and learning process, for example as a consultant or academic advisor to the students themselves.

According to Amiruddin, as the principal of Smk Negeri 1 Bulukumba, he also explained about educational aspects, of course, from those related to the curriculum, evaluating every 3 months for teachers who have compiled learning plans so that teachers play a more role in class and improve teaching quality or provide a positive attitude towards students. The same thing was explained by Mr. Andi muh. Ridhatullah, as the vice principal of the curriculum section, stated that in Public High School 1 Bulukumba it is true that there is an evaluation every 3 months in the learning design of each teacher to prepare teaching materials, so that teachers have demands and challenges so that teaching in the future is better and easier for students to understand. .

Based on the results of the interview above, it can be concluded that the role of the teacher is not only to pay attention to directing learning but also to motivate students to stay excited about the learning process and provide a form of attention so that their morals are maintained.

The more positive role of teachers in public vocational high school 1 bulukumba really pays attention to their students because researchers have witnessed their own reactions and student ethics when talking to teachers and their closeness proves that teachers are sufficient to give impressions and motivation to students.

Discussion

Delivery of Lessons Becomes More Standard

The learning process that occurs at SMK Negeri 1 Bulukumba has utilized learning media based on the results of interviews with several respondents by utilizing learning media, the content of the material is conveyed systematically so that students easily understand what is the content of the material

The use of media can also clarify the presentation of messages and information so that it can facilitate and improve learning outcomes in accordance with the results of interviews the researchers conducted. In accordance with the opinion Azhar Arsyad, (2017) namely teaching media can increase and direct children's attention so that it can lead to learning motivation, more direct interaction between students and their environment, and allows students to learn individually according to their abilities and interests.

Learning is More Interesting and Interactive

The use of learning media in the teaching and learning process of students can arouse new desires and interests, attract and lead students' attention to concentrate on the content of the lesson.

Some of the teachers who became respondents have made good use of learning media. According to the results of the interview, the teacher made several interesting media to learn so that students are interested in following the student learning process. The teacher's role in maximizing learning media is very important in making students communicate so that active feedback occurs. In accordance with the opinion of Mulyono et al Aviyanti, (2017) that is, the learning process is not boring or monotonous, it can activate all the senses of the student, make it interesting to learn so that it stimulates students' minds in learning and fosters motivation / encouragement in students to learn according to the procedure or pleasure.

Shortened Learning Time

The learning process usually uses lecture techniques to use a lot of time, according to the results of interviews and researcher's observations at SMK Negeri 1 Bulukumba the teachers make good use of learning media because the learning plan has been prepared at the beginning of the semester and the basic indicators and competencies that become the content of the material on the media learning so that when the learning process takes place time can be maximized. In line with Driscoll's opinion in Muhammad Yaumi, (2018), namely learning is also understood as a deliberate effort to manage learning events or events in facilitating students so that they get the objectives that are learned.

Improved Quality of Learning

The quality of learning is the level of effectiveness of the learning process in achieving learning objectives, in the learning process the main goal is the achievement of the goals that have been formulated. To achieve the quality of learning it is necessary to have a quality of learning, meaning that to get optimal results, the teacher will utilize learning media in the learning process

Learning media is very influential on the learning process of students in school, providing context for understanding text, providing examples in the form of pictures, student observations are not just theory but more examples they get so that the quality of learning can be improved. To strengthen the results of this research, it can be linked to the theory according to Niswaty & Arhas' opinion, namely the use of various learning media will be the interest and attention of students which in turn will be able to improve the quality of learning of students. (R Niswaty & Arhas, 2019).

Learning Can Be Delivered Anywhere

Learning can be done anywhere according to the environment where the learning process does not have to be in the classroom according to the goals you want to achieve. One example is the practicum learning process.

The use of instructional media certainly has a major role in the practical learning process, teaching methods will be more varied, not only verbal communication through wording by the teacher but more on how the learning process is in accordance with the basic competencies that have been compiled. This is in line with Falahuddin's opinion that "learning media can be designed in such a way that learners can carry out learning activities more freely, whenever and wherever, without depending on the existence of a learner. Audio-visual learning programs, including learning programs using computers, allow students to carry out learning activities independently, without being bound by time and place (Falahuddin, 2017).

The Role of the Teacher is More Positive

Teachers can share roles with the media so that they have time to help students with learning difficulties, personality formation, learning motivation and sharing life experiences.

The role of the teacher in the classroom is not just a learning process but also a cognitive affective and psychomotor attitude

According to the results of interviews and observations in the environment of SMK Negeri 1 bulukumba, the teacher has a role in providing motivation and enthusiasm at the beginning and end of the learning process for students who experience difficulties in the learning process and the school environment. In line with Falahuddin's opinion, that by making good use of the media, a teacher is no longer the only source of learning for students. A teacher does not need to explain all the subject matter, because he can share roles with the media (Falahuddin, 2017).

CONCLUSION

The results of research that has been carried out at SMK Negeri 1 bulukumba, it can be concluded that the use of learning media in the office management automation department in the school is included in the effective category. This is assessed from the six indicators that the delivery of lessons becomes more standardized, learning is more interesting and interactive, learning time can be shortened, improving the quality of learning, learning can be given anywhere and the role of teachers is more positive. Where the implementation of learning media carried out by the teacher can be well systematic.

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