

STRATEGY OF COMMUNICATION AND INFORMATION TECHNOLOGY AS LEARNING MEDIA AT SMPN 2 PADALARANG WEST BANDUNG DISTRICT, WEST JAVA

Rachmaniar, Puji Prihandini & Preciosa Alnashava Janitra

Universitas Padjadjaran, Bandung, Indonesia

rachmaniar01@gmail.com; pujiprihandini88@gmail.com; preciosa_aj@yahoo.com

Abstract

The millennial generation born in the period from the late 1990s to the present, is a generation that is greatly offset by technology, especially communications technology. This causes the generation to be categorized into digital natives. They live in a world where digital technology and the internet are already common place for their daily lives. The increasingly sophisticated communication technology brings many positive impacts, such as facilitating the learning system. This study will examine how communication and information technology as media learning in SMPN 2 Padalarang West Bandung regency. The research method used is qualitative research method with case study approach. data collection technique is by interviewing the vice principal and teachers in the environment SMPN 2 Padalarang West Bandung regency. The result of the research shows some strategies in utilizing communication technology as media facility of pursuit, such as the use of computer as a means of examination, facebook pemkaian as a homework for students and also collaboration with academics from ITB in developing elearning based application called SES smart system program. The conclusion is that various communication technology utilization strategies are conducted and entered in the hidden curriculum, because communication and learning technology is not included in the official curriculum. However, communication technology and information is needed to be learned then it inserted in some subjects.

Keywords: Strategy, Communication and Information Technology, Learning Media

INTRODUCTION

Millennial generation who were born in the period around the end of the 1990s to the present, is a generation which they are exposed by technology, especially communications. This causes the generation of *digital natives* are categorized into. *Digital native* is a term that refers to the generation born after 1980, they lived in a world where digital technology and the Internet are a normal part of everyday life (Thomas, 2011).

Children and adolescents are classified as *millennials* tend to be more adaptive to the development of communications technology. This is because they are born and grow in the midst of the development of communication technology is very rapid, especially in the last decade and the level of penetration of digital technology and the Internet is also higher.

Based on survey data conducted by the Association of Internet Network Providers Indonesia (APJII) throughout the year 2016, as many as 132.7 million people of Indonesia have been connected to the internet. As reported by *Kompas news website*, APJII also states that the average internet users in Indonesia use mobile devices, namely 47.6 percent. Meanwhile 50.7 percent access through handheld devices and computers and 1.7 percent access only from the computer.

Presence technology is utilized in various sector development, including education. Utilization of technology in education to improve the performance of teachers and the learning process in the classroom shortly *gajar Beru* jung on improving the quality of education. unique is that communication and information technology is not included in the junior high school curriculum. This is actually a contradiction with the current condition, where humans in general need technology to

help their lives. Disni is a special attraction for researchers to examine how to answer the challenges for the needs of the lesson related to information technology communications and pemamannaya benefits in schools. SMPN 2 Padalarang been researchers based on merit and also smp the referral RSBI schools in the province of West Java.

METHOD

Researchers used qualitative research methods. Research method used in this research is qualitative research method. Qualitative research is an interpretive research (using interpretation) which involves many studies in the study. In the understanding of qualitative research, the reality of it in social construction that is based on mutual agreement (Mulyana, 2001: 4). Researchers used as a case study analysis of the knife to get a comprehensive view of the use of computer information technology at SMPN 2 Padalarang West Bandung regency to obtain good data from the manager, the vice principal of SMPN 2 Bgrandmother, then BK teachers and students.

Cresswel (1998: 15) explains that:

"Qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. The researcher builds a complex, holistic picture, analyze words, reports detailed view of informants and conduct the study in a natural setting "

Creswell (1998: 5) suggests there are five qualitative research traditions: Biography, Phenomenology, Grounded Theory Study, Ethnography, and Case Studies.

Here are some of the marked features of the case study tradition:

- *We identify the "case" for the study, the whole campus and its response to a potentially violent crime.*
- *This case is a "bounded system", bounded by time (6 monts data collection) and place (a single campus)*
- *We use extensive, in-depth picture of the campus response*
- *We spend Considerable time describing the contex or setting for the case, situating the case within a peaceful Midwestern city, a tranquil campus, a building, and a classroom, along with the detailed events during a two week period following the incident. (Creswell, 1998: 37)*

Discussion

Profile of SMPN 2 Padalarang



Vision

"The realization of Skeolah Featured Healthy, skilled, intellectual and religious (SATRIA)

Mission

To support Visu that is owned by the School, then SMP Negeri 2 Padalarang apply the following missions:

1. Enhance the atmosphere of a fun and exciting school environment by implementing K-7 (security, hygiene, beauty, ecstasy, health, orderliness and familial)
2. Improve student achievement in academic and non-academic fields
3. Improve skills in teaching and learning process in academic and non academic so as to achieve optimal learning result
4. Improve kinerka in a professional and competitive
5. Increase faith and taqa against God Almighty according to their religion and belief

SMP N 2 Padalarang has 47 teachers and 1021 students, 30 classes, 39 lessons and 11 extracurricular

- **Learning process**
- The ratio of students of class groups **38**
- Classroom Student Ratios * **34**
- Student Teacher Ratio **21**
- **95.83** Percentage of Teacher Qualifications
- **77.08** Percentage of Teacher Certification
- Percentage of Teachers PNS **77.08**
- Percentage of Eligible Classroom **100** [2]

Researchers conducted research for 3 months in SMP 2 Padalarang. SMP 2 Padalarang is one of the RSBI referral schools in West Java. In addition SMP 2 Padalarang a lot of academic achievement and non academic achievements, such as sports pretasi by carving young athletes and also scout field. Researchers conducted observations and interviews to teachers and students in junior high school 2 padalarang West Bandung regency.

There are some uniqueness about curriculum and school policy, which looks like not following technological developments. Among them is the absence of improvements in the curriculum related to computer information technology from the Office of Education and Culture. Related to this, the school initiative by inserting the information technology komputeer in some subjects, for example is with the use of information technology in the School. Computer information technology into the hidden curriculum in the school. The various users of computer information technology in schools that have been done include:

1. official sites and school social media

The school has a website containing some general school-related information. The information contains mission vision, number of students, number of teachers, location, akaedmik activities and school life. It's just that the site is not managed well by the school because a lot of information that has not been updated. Such data are walkin stated vision, mission, and other information In addition to the website, the school also has a social media facebook account name RSBI smp 2 Padalarang.

Picture 1.1
 Official website smpn 2 padalarang



Picture 1.2 Social media facebook smpn 2 padalarang



2. KKM Student Achievement

KKM is the Minority Student's Krukia. With the existence of communication and information technology, make it easier for teacher to reach KKM Siswa. The function of KKM itself is:

Function of minimum mastery criteria:

- As a reference for educators in assessing the competence of learners according to the basic competencies of the subjects that are followed.
- As a reference for learners in preparing themselves to follow the assessment of subjects.
- Can be used as part of the component in evaluating the learning program implemented in the school.
- Is a pedagogic contract between educators and learners and between educational units and the community
- Is the target unit of education in achieving the competence of each subject.

3. The learning activities in computer lab

At SMPN 2 Padalarang although there is no eye on communication and information technology (as it is not in the curriculum), schools still provide computer labs to contain teaching and learning activities. Some teachers use labs to improve effectiveness and efficiency in achieving learning outcomes. One of them is to re-enforce the LAN computer. Cheating such as cheating context action can be minimized as well as younger teachers can correct the answers.

4. existence of teacher of information and communication technology

Information and communication technology teacher always ready in the computer lab to address and answer a variety of problems related to the technology that experienced by students and teachers.

5. Cyber counseling

Counseling teachers consisting of three teachers have been open and use a variety of social media platforms to serve a variety of complaints and consultations from students and parents. The platform used is to use WhatsApp with chat feature. Generally, the students love to have a session on the WhatsApp with counseling teachers

6. PKM activity of other institutions related to digital literacy

In addition to the utilization of communication and information technology, SMPN 2 Padalarang was open to other institutions who want to be given information and knowledge about communication and information technology. For example, the PKM activities conducted by Telkom University in 2016 that carries the concept of digital literacy. In addition to sharing information on digital literacy, Telkom also conducted a creativity competition to create power points for students in the school environment.

7. WIFI facility in Schools

The presence of WiFi facilities in schools to support the performance of teachers and also learning activities in schools. Other facts indicate the existence of a policy of the school to prohibit the students by not bringing the phone to school. The existence of the ban looks contradictory with the existence of WiFi facilities in schools. Based on information from the school, the prohibition of bringing mobile phones is aimed at preventing the misuse of harmful internet content in the student environment. It is feared that the students will not focus on teaching and learning activities in the classroom because they are busy playing mobile phones. This rule applies to all students of SMPN 2 on the ground and if the students break it is subject to sanctions in the form of mobile phone seizure by the school. Mobile phones returned if the parents of these students who took directly to the school. However, this rule does not apply if there are subjects that allow students to bring mobile phones due to related to the task of these subjects. But it is also very strict because teachers who must report directly to the school. It is not denied that mobile phone abuse often occurs. Several incidents occur, one of which is the underarms of the students gathered together and consume content that should not be consumed by teenagers. Not to mention there are complaints from parents and teachers related to the use of mobile phones and computers. For example, when a child is busy playing the game for hours thus reduced study hours. Another case is busy playing mobile until late at night which causes insomnia, so when present tomorrow morning to school coming late and in sleepy condition when receiving lesson. Another case related to technology abuse is the existence of cyber bullying. This happens when the students mutually insult or insinuate the theme in social media.

Information communication technology utilization by students of the 4 students interviewed, 3 students had their own mobile phone and 1 used parent mobile phone (previously had their own mobile phone but lost). Related to the pulse of the students many do not buy pulse from abangan pocket money own, the pulse varies from start Rp 50.000- 100.000 rupiah. The pulses are mostly used for the purchase of internet data packets. Students generally use the internet to communicate, the platform they usually use is Line and Instagram. Related hours of mobile phone use, generally take care to use the phone when arriving at home after school. From the results of interviews, the benefits of technology for them is the presence of technology, can help them to learn. Where they can find information and resources for the task at school. Some even claim to be able to find one

internet access that can answer all kinds of lessons in school. In addition they also admit can get the latest information, which parasiswa that goes into using a digital native is no longer conventional media such as newspapers, magazines, radio and television as the main source of information.

CONCLUSION

The utilization of communication and information technology has been done by schools in the effort to improve the quality of education in schools, such as the existence of website and social media facebook school, the existence of communication and information technology teachers, cyber conselling, provision of wifi facilities in schools, and the opening of schools for pkm related activities literasi communication technology and information. The use of technology has been already done by the students at home, when the majority of the students own mobile phones and technology assist them in the execution of schoolwork. However, the utilization of the technology must be accompanied by the digital literacy and digital skill that qualified from the students. Because there is no denying the negative effects of their miraculous that technology such as online games, pornography and cyber bullying. We also recommend that schools prepare literacy models related to the consumption and negative impact of technological developments to protect students.

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