Digital Media Management as an Innovation of Media Learning in Junior High School

Krety Debora Welong
Universitas Negeri Manado
welongkrety@gmail.com

Deitje Adolfien Katuuk
Universitas Negeri Manado
deitjekatuuk@unima.ac.id

Jeffry S. J. Lengkong
Universitas Negeri Manado
jefrylengkong@unima.ac.id

Viktory N. J. Rotty
Universitas Negeri Manado
viktoryrotty@unima.ac.id

Abstract: *This study aims to analyze and describe digital learning management as an innovative learning media at the junior high school or junior high school level. This research is a qualitative research that collects data in the form of a series of descriptions of research results through interviews. Observation and documentation. This research was conducted at Manado I Public Middle School from August 2022 to September 2022. The results showed that planning at SMP Negeri I Manado. Judging from the research results, SMP Negeri I Manado had complete infrastructure according to its functions. And from the results of the documentation of digital tools that are sufficient and support digital media systems in the learning process. The results of the study show that the organization of digital media at SMP Negeri I Manado has been well implemented. The implementation of digital media as an innovative learning media for SMP Negeri I Manado is carried out first by training teachers how to use digital media in learning, then how to use internet sites, websites, videos, sound recordings, music, and Android applications to support and continue to enrich the learning process. . Supervision of digital media at SMP Negeri I Manado is carried out by the principal and teachers, staff and parents of students, to ensure that the use of digital media remains on the expected target, namely to support the learning process and improve student quality. Evaluation of digital media at SMP Negeri I Manado was carried out by analyzing the effect of using digital media in the learning process. So that the evaluation can be used for future program planning.*

Keywords: *Management; School; Digital Media; Learning Media; Innovation*

INTRODUCTION

Education is a conscious effort made by humans to improve the quality of them selves to be better and more focused in living life. Currently, the world of education has been shaken by the Covid-19 Pandemic which has just ended, for about 2 years, the world has seemed to stop doing conventional activities and switch to digital activities, almost the whole activities which are carried out

online. By shifting most of the activities in the form of digital interaction, the world of education is also affected.

This change has the impact of being more open and spreading information and knowledge from and throughout the world and breaking boundaries of distance, place, space and time. The digital era is always related to information and communication technology as part of technology which is also developing rapidly, affecting various lives and providing changes to the way of life and daily human activities, including in the world of education. Education is also experiencing very rapid development, including with the existence of digital learning (digital learning). By utilizing the development of information and communication technology, education can reach all levels of society. Education is not duke and allergic to the development of science and technology but instead becomes the subject or pioneer in its development. People who have an interest in education are required to have the ability to understand technology according to their needs or be literate with technology which is also called having technological literacy, because it will play a role in present and future life. ease of organizing education. Thus the digital presence has a major impact on education. Therefore, specifically for schools, it is hoped that they will develop more with science and technology and be able to manage science and technology as learning media innovations, so that schools continue to improve themselves in organizing education according to developments in the digital era, more specifically in developing innovative learning media.

Innovation is an idea or practice or object that is considered new by a person or unit that uses it (Sa'ud 2010). While learning media are tools that can help describe messages or information from student teachers that aim to facilitate the learning process. And by using learning media during teaching and learning activities, it is hoped that the thoughts and feelings, attention and interests of students can receive and understand information (material) from the teacher properly. Digital-based learning media are website learning media, educational online learning sites, software-based media, and Android application-based learning media such as text, video and music. According to Gerry (2010) management is a typical process consisting of planning, organizing, moving, and controlling actions to determine and achieve goals through the use of other resources. Meanwhile Sabudu D (2021) states that Management is a process or framework, which involves guiding or directing a group of people toward organizational goals or tangible goals. Management is an activity, its implementation is "managing" - management, while its implementation is called a manager or manager. A good manager is a manager who works with functional management steps, namely planning, organizing, directing, and controlling. Thus the intended target can easily be achieved properly." Furthermore Syarifudin &

Irwan Nasution (2005) stated that it is understandable that management is the main force in an organization that coordinates various activities of the parts (sub-systems) and relates to the environment. Management itself is a process carried out by managers so that the organization goes towards achieving goals effectively and efficiently. From the definition above, it is obtained that management functions include how to plan, organize, implement, and supervise. Which is implemented in SMP Negeri I Manado.

The Ministry of Education and Culture continues to encourage the development of school digitization, so that students and educators keep up with the times through technology and can develop a more effective and efficient school system.

Based on this, research was conducted on the implementation of digital management in an effort to develop learning media innovations at SMP Negeri I Manado, which is interesting to study because of the achievements achieved by SMP Negeri I Manado. In addition to improving the management of school digitalization.

RESEARCH METHOD

This study uses a qualitative approach. Qualitative research is research that describes the data collected in the form of words or pictures rather than numbers. This qualitative research was chosen to describe digital media management in an effort to develop learning media innovations at SMP Negeri I Manado. This method is also called the artistic method, because the research process is more artistic (less patterned), and is referred to as the interpretive method because the research data is more pleasing to the interpretation of the data found in the field (Sugiyono 2012). When the research was carried out from August 2022 to mid-September 2022, the research started from data collection to the preparation of a research report. This research was conducted at SMP Negeri I Manado. The researcher chose the field of school digital media management only. Data collection techniques in this study used interview techniques, observation and document analysis. An interview is a meeting of two people to exchange information and ideas through question and answer, so that meaning can be constructed in a particular topic (Sugiono 2012). Objects of observation in research on digital media management as learning media innovations in schools are skill coordinators, skill competency teachers, digital media management activities objects in the form of seminar documents, student achievement documents, situations and conditions when the research is taking place with observation guidelines. In this research activity the researchers conducted interviews with school principals, vice principals for the curriculum

section, digital media coordinators, teachers and students relating to digital media management in an effort to innovate learning media.

Observation objects in digital media management research as learning media innovations in schools are expertise coordinators, competency competency teachers, and digital media management activities objects in the form of seminar documents, student learning achievement documents, situations and conditions when the research is taking place with observation guidelines. The data analysis technique in this study is qualitative analysis. In this study, data analysis began with data collection. The data formed by the arrangement of words or sentences from interviews and field notes and observations were processed into meaningful sentences and analyzed qualitatively.

RESULT AND DISCUSSION

The research was conducted at SMP Negeri I Manado, regarding digital media management as an innovation in learning media in schools. From the results of interviews, observations, and documentation, the following results were obtained.

Planning in digital media management at SMP Negeri I Manado In general, planning is the process of determining organizational (company) goals and then clearly presenting (articulating) strategies (programs), tactics (procedures for program implementation) and operations (actions). Needed to achieve overall company goals (early Suand, 2001:2). Seels and Glasgow (2006: 36) argue that digital media is a delivery media system that presents recorded video material with computer control to viewers (students) who not only hear and see video and sound, but also give an active response. Therefore planning in digital media management at Manado State Middle School begins with creating a work planning program that is adjusted to the school's vision and mission. This planning is very important so that the vision of the school can be achieved in a planned and systematic way. This planning process was carried out by analyzing the results of implementation and evaluation using condition and potential analysis at SMP Negeri I Manado.

Analysis of the potential that exists in this school is;

1. Digital media infrastructure

Learning media is closely related to the infrastructure used to achieve learning objectives. Infrastructure is needed as a tool to help smooth teaching and learning activities. Facilities and infrastructure related to the place used as a

place for digital media for SMP Negeri I Manado, namely the availability of a Multimedia Laboratory and a Computer Laboratory

2. Digital media tools

The need for the device used has been fulfilled. This can be seen from the results of the documentation carried out by researchers. Digital media is closely related to the technology used in teaching and learning processes such as LCDs, projector screens, laptops, Android phones, and tools for accessing the web or internet sites. Digital media supports are available as learning media devices at SMP Negeri I Manado which are supported by adequate wifi in the form of fiber optic internet access and Telkom Speedy.

3. Budget

In managing digital media, of course, you need funds to support the need for digital media supplies as learning media and also the funds needed for digital seminars to train teachers and staff at SMP Negeri I Manado.

a. Digital Media Planning at State Middle School I.

With good planning, more optimal results to improve learning. Planning is determining what to do. Planning contains a series of broad decisions and explanations of objectives, policy determination, program determination, determination of certain methods and procedures and determination of daily schedules (Majid, A, 2006). This planning can be seen from the readiness of existing infrastructure at schools, tools that support digital media, as well as the budget prepared for the fulfillment of digital tools and also fostering digital education for educators and education staff.

Planning means the steps to solving a problem or implementation directed at achieving certain goals. According to Hamzah B. Uno defines planning as the relationship that exists now (what is) with how it should be (what should be) related to needs, goal setting, program priorities and resource allocation (Hamzah B, Uno, 2008). Meanwhile, Banghart and Trull in Syaiful Syagala (2003), emphasized that planning is the beginning of all processes that are rational and contains optimism based on the belief that it will be able to overcome various kinds of problems. 31 Judging from the research results, SMP Negeri I Manado has complete infrastructure according to function. And from the results of the documentation of digital tools that are sufficient and support digital media systems in the learning process.

b. Organizing (organizing) digital media at SMP Negeri I Manado.

Organizing is the whole process of grouping people, tools, tasks, responsibilities and authorities in such a way as to create an organization that can be driven as a unit in order to achieve the goals that have been set. (sagian 2008:95). Planning for grouping good work programs will certainly be maximized with the existence of an organizational structure for the digital media program for SMP Negeri I Manado which has been systematically arranged and coordinated and collaborated between the principal, teachers and school staff. The school principal coordinates teachers, staff in the use of digital media in schools as learning innovations. The duties and responsibilities are supported by a description of the duties and authorities of each member. The results of the study show that the organization of digital media at SMP Negeri I Manado has been well implemented.

c. Implementation (actuating) digital media SMP Negeri I Manado

Implementation is a very important management function, because without implementation what has been planned and organized will never come true (Salirawati 2009). Meanwhile, according to Wibowo (2006) Actuating is the most important management function. The planning and organizing function deals more with abstract aspects of the management process, while the actuating function places more emphasis on activities that are directly related to people in the organization. Furthermore, Saekhan Muchit (2008) states that the implementation of the learning process is the implementation of strategies that have been designed to achieve learning objectives. Implementation of learning is the interaction of teachers and students in conveying material or subject matter to students to achieve goals. The implementation of digital media as an innovative learning media for SMP Negeri I Manado is carried out first by training teachers how to use digital media in learning, then how to use internet sites, websites, videos, sound recordings, music, and Android applications to support and continue to enrich the learning process. . Meanwhile for students, they are asked to use or utilize their laptops, gadgets, to access learning via the web and internet sites, videos, Android applications that contain learning related to subject matter at school.

d. Supervision (controlling) Digital Media at SMP Negeri I Manado.

Supervision is intended to monitor the extent to which activities are running. The term supervision (Controlling) is often also called control which is one of the management functions in the form of making an assessment, if necessary, making corrections so that what is done by the subordinates can be directed to the right path with the aim of achieving the goals that have been originally outlined (Manullang 2012). Supervision of

digital media at SMP Negeri I Manado is carried out by the principal and teachers, staff and parents of students, to ensure that the use of digital media remains on the expected target, namely to support the learning process and improve student quality.

e. Evaluation of digital media as a learning innovation at SMP Negeri I Manado.

Evaluation is all efforts to observe and carry out operational activities in order to ensure that these activities are in accordance with a predetermined plan. Stufflebeam and Shinkfield (1985) state that evaluation is a process of describing, achieving, and providing descriptive and thoughtful information about the benefits and advantages of objectives, design, implementation, and impact of objects in order to provide guidance for decision making. Serves the need for accountability, and provides an understanding of the phenomena involved in the object. Meanwhile, according to the evaluation of digital media at SMP Negeri I Manado, it is done by analyzing the effect of using digital media in the learning process. So that the evaluation can be used for future program planning.

From the results of the research and field studies, it can be concluded that the evaluation of the program for using digital media as an innovation in learning media in schools involves all parties in the school, starting from the principal, teachers, staff, and parents. Evaluation is needed to make further plans. So that with an evaluation which is a continuation it will be better, as well as with its implementation. Then it is reinforced by that school success is the number of activities and learning experiences that students have under the auspices or direction of the school. But in digital media in this school, it is necessary to evaluate policies to obtain and obtain targets for how far the policies produce results, namely by comparing the results obtained with the stated policy goals or targets (Nurhardjadmo 2008). The supporting and inhibiting factors of digital media as learning media innovations in schools are

Several factors supporting digital media as learning innovations at SMP Negeri I Manado are as follows;

1. Understanding of digital media from all parties

This program is understood by every element starting from the principal, teachers, staff, parents and students, so that this activity or program can run smoothly because all parties have the same concept in running programs using digital media as learning media innovations in schools.

2. Adequate infrastructure facilities

Adequate infrastructure facilities and can support learning activities specifically in the use of digital media as an innovative learning media, so that these activities or programs can run smoothly.

3. Quality human resources the use of digital media in developing learning media is inseparable from quality human resources and having the ability to manage digital as an innovative learning media.

4. Have cooperation with digital experts

Schools bring in experts in their fields to carry out coaching at schools, so that principals, teachers and staff keep demanding themselves to keep up with the development of digital science.

5. Parents

Parents also play a role in monitoring and supervising their children in the use of digital media and assisting them in using it for the benefit of teaching and learning activities at school.

6. Student response

Manado I Public Middle School students are very enthusiastic about digital media as a medium for learning at school. Inhibiting factors of digital media as learning innovations at SMP Negeri I Manado.

From the results of the research, the factors that emerged in the management of digital media in learning media at SMP Negeri I Manado were in terms of implementation, some human resources were not proficient in mastering digital media. Thus the school continues to conduct training for teachers such as in-house training which is conducted regularly every 6 months to take advantage of digital media as an innovative learning media in schools. Need supervision from teachers and parents in using gadgets for matters related to subject matter at school.

CONCLUSION

The conclusions that can be drawn in the research that has been done are as follows; Management of digital media as an innovation in learning media at SMP Negeri 1 Manado; (1). The planning of the digital media program as an innovative learning media in schools has been going well, starting from the initial design, planning the time for activities, providing tools and training for teachers in using digital media. With this good planning, classroom learning activities have innovations in the development of learning media in schools, then training continues to be carried out so that teachers stay abreast of digital

changes and developments. So that it can improve the quality of teaching teachers and the quality of student teaching at SMP Negeri I Manado. (2) Organizing digital media programs as learning media innovations at the Kalam Kudus Christian School is well organized starting from the principal as the person in charge and coordinating activities and the teacher as implementing the learning process so that it can help improve the quality of teaching teachers and the quality of students of SMP Negeri I Manado. (3) The implementation (actuating) of digital media as an innovative learning media at SMP Negeri I Manado has been going well, this can be seen in the process of fulfilling needs. So that this can help improve the quality of teaching teachers and the quality of students at SMP Negeri I Manado. (4) Supervision (controlling) of digital media as an innovation in learning media at SMP Negeri I Manado. Carried out by the education unit that monitors the implementation of management, supervision is carried out by the school principal according to his field, to review the work programs that have been implemented. With the supervision carried out, it can improve the quality of teaching teachers and the quality of students at SMP Negeri I Manado. (5) Evaluation of digital media as an innovative learning media at SMP Negeri I Manado has been carried out by involving all parties involved in learning management, starting from the principal, teachers and employees. The evaluation was carried out to determine the success of the program and for further program planning so as to help improve the quality of teaching teachers and the quality of students at SMP Negeri I Manado. Supporting and inhibiting factors of digital media as learning media innovations at SMP Negeri I Manado; (a) Supporting factors found in digital media management as learning media innovations at SMP Negeri I Manado, namely infrastructure, tools and some teachers who are competent in their fields to use digital media in learning so that existing human resources can influence other human resources to continue to improve and demand to master digital media as an innovation in learning media. (b) The inhibiting factors are that some teachers are not proficient in using digital media in the learning process; so many parents still cannot master digital so that parents cannot accompany their children to use digital media specifically in finding study materials at school.

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