

Conference Paper

Community Services on Website Development for Agripina Kindergarten Surabaya as a School Profiling Media

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ABSTRACT

Agripina Kindergarten Surabaya, located in Rungkut District, Surabaya City, is an educational institution for pre-school education for early childhood and kindergarten. Agripina Kindergarten as an educational institution must be active in advancing the institution. The progress of educational institutions can be seen from the effectiveness in promoting schools to the community so that they can attract public interest in schools to these educational institutions. The rapid development of technology can be utilized by institutions in building relationships with the community and providing various information and facilities related to schools. This can be realized through the school website. The school website serves as a school profiling media. For that required the ability of human resources or teachers there in creating and managing web applications. Through the website as a school profiling medium, the identity of the school, the school's vision and mission, curriculum, teachers, student activities, and school facilities and infrastructure can be displayed. Through community service activities carried out by a team of lecturers from UPN veterans of East Java, they will provide training in the field of web creation and management for teachers there. Creating a basic school website through WordPress is taught through this activity, which serves as a type of training. WordPress is a website-based Content Management System (CMS) platform that can be operated by the public, without having special skills in the field of information technology such as programming. This community service activity aims to provide training to Agripina Kindergarten teachers to have the insight and skills to build a simple school website, it is hoped that teachers can use the website to build school profiling media to present themselves in the world of online portals.

Keywords: Community services, website, CMS, WordPress, Kindergarten

Introduction

The development of technology and information today is very rapid among the people who then change their perspective on the media that provides information. The increasing use of the Internet and digital technology is changing educational practice with the emergence of the use of online-based media to provide information to stakeholders (Ndofirepi, et al., 2020). In the field of education, communicating information and individual brand values as a means to improve the school's image to stakeholders (Nguyen, et al., 2019). Within the scope of schools, when there is a lot of information that must be conveyed to the public, such as school profiles, school activities, information on new student admissions, and school achievements, it requires adequate media (Windha, 2019). The growing significance of information and telecommunications technology has a major impact on human life, particularly in education, where website technology is one of its notable advancements (Gardenia et al., 2021). The progress of an educational institution can be

How to cite:

Mandyartha, E. P., & Puspaningrum, E. Y. (2023). Charges and payments of compensation for state financial losses as an effort to obliteration of corruption crimes. 7st International Seminar of Research Month 2022. NST Proceedings. pages 626-630. doi: 10.11594/nstp.2023.33101

seen from its effectiveness in promoting educational institutions to the community so that it can attract public interest in schools to these educational institutions.

Our partner in community service activities is KB-TK Agripina in the city of Surabaya. Following a series of interviews and needs analysis, it has been determined that the school lacks a website for its profile. Given the significance of websites in education, particularly for easy access to information such as school profiles, educational institutions must prioritize having a website. The rapid development of technology can be utilized by KB-TK Agripina in the city of Surabaya in building relationships with the community and providing various information and services related to schools. Another benefit of making this website is that schools can provide school-related information. With the school's website, it can provide information for the public in accessing information about the school. with the school website as a more effective and efficient medium of conveying information that can be accessed anywhere and anytime online both for the school, students, and the community (Utomo & Bakara, 2013). According to Christian et al. (2018), having a website for a school provides a notable advantage for parents as they can easily search for information and view the school's activities. This information accessibility is beneficial for parents in choosing the right educational institution for their children's future.

Material and Methods

The method used in this Community Service activity is an implementation method to create a simple school profile website a school profiling media. This activity team came from lecturers of the Informatics Department in UPN Veteran Jawa Timur. The participants of this activity are teachers and staff at KB – TK Agripina Surabaya. This workshop was held at KB – TK Agripina at the address Jl. Raya Pandugo No.202, Medokan Ayu, Rungkut District, Surabaya City. Before commencing the website development process, the team provided a detailed explanation about the benefits and significance of having a school website to KB-TK Agripina's school principal and teachers. A series of stages precede the training activities. The team initiated the problem-solving process by conducting partner observations and interviews, followed by a series of discussions aimed at identifying and addressing issues within the school. Among the issues discussed was the absence of a school website. After that, a solution is obtained to improve school facilities and the ability of teachers and staff of KB-TK Agripina, and a workshop on making a simple school profile website using WordPress will be conducted. Third, the team conducted a documentation method to obtain data related to the training website. Fourth, the team conducted a workshop on making a simple school profile website. Fifth, the team conducts monitoring and evaluation

Results and Discussion

The team that implemented this community service program is divided into 3 stages, namely the preparation stage, the implementation stage, and the evaluation stage.

First, in the preparation stage, the team conducted observations and discussions with the principal of KB-TK Agripina to discuss workshop activities and share perceptions about activities. In addition, at this early stage, the team and school principals discussed the place and time of the workshop activities. The initial observation was the team making observations to identify problems that exist in Partners. The results of this observation are used as a reference in identifying problems with partners. After making observations, the problem identification process is carried out. The identification of these problems includes: 1) KB-TK Agripina does not have a school website, so school promotions are only through banners, brochures, and word of mouth, 2) there are no competent human resources to manage the school website. So the solution that was agreed upon was a website creation workshop which was attended by teachers and staff from KB - TK Agripina Surabaya.

The second is the implementation stage. This community service activity was carried out in August 2022. Before the workshop session, a group photo was taken with the community service team and participants from KB-TK Agripina Surabaya. Shown in Figure 1.



Figure 1. Team and participant photos

1. First Session 10.30 – 12.30. WIB The participants of the activity were teachers and staff of KB-TK Agripina including the school principal. The activity began with the opening of the head of community service activities, shown in Figure 2, followed by the opening by the principal. Furthermore, the team was assisted by students to continue activities to present basic material about websites and the importance of websites in the era of the industrial revolution 4.0, as well as their benefits, especially school profile websites.



Figure 2. Opening by the head of the community service team

The first session did not experience any problems and the participants were very enthusiastic when the team delivered the material. They understand that creating a school profile website can further advance the school and can use it to disseminate school information and as a school profiling media.

2. Second Session at 13.00 - 15.00 WIB. In the second session, the Team explained preparation for website creation, including explaining basic terms such as: understanding domains, hosting, platforms, and various media. Then proceed to create a website and use it. the website used is based on the WordPress Content Management System. During the workshop process, the team assisted the teachers and staff of KB - TK Agripina in using the website, logging in, adding users, adding information, editing information, deleting data, uploading pictures, and sharing information on the school profile website. In this activity, participants directly practice creating and filling out information on the school website. Figure 3 is documentation of activities during the workshop.



Figure 3. Activities

3. Third Session at 15:00 - 15:30 WIB In this session, the team held a question and answer session. It can be seen in Figure 3.



Figure 3. Question and answer session

In this session, Participants ask questions about the profile website that has been created. After that, participants were asked to fill out a questionnaire that had been distributed to evaluate the workshop activities.

The third stage is the evaluation stage. An evaluation is conducted to identify any shortcomings during the learning process, which will be taken into account in devising solutions to improve the activities. The majority of the participants were able to effectively participate in the activities. Based on the questionnaire results, 80% of the participants were able to create a basic school

profile website using WordPress. The final stage of this initiative involves preparing a report detailing the outcome of the activity.

The objective of this workshop is to enhance communication, information dissemination, and media promotion for KB-TK Agripina Surabaya. The school website will include essential information such as school profiles, student and teacher data, student activity updates, school facilities, important announcements, contact information, and school address. Subsequently, the workshop focused on website management using WordPress as the platform for the school website. The school principal and teachers were trained on website management including updating news on school activities and uploading pictures. By having a school website, optimal services can be provided to students and parents, eliminating the need for them to physically visit the school to obtain information.

Conclusion

The team concluded several things from the results of other workshops: the results of this community service activity were that around 80% of participants were able to create a simple school profile website using WordPress and use the website as a medium of information and school promotion. With the training activities for KB-TK Agripina teachers, it is hoped that later teachers will be able to use the website to build school profiling media so that later KB-TK Agripina will have the independence to present themselves in the world of online portals.

Acknowledgment

Thank you to the Institute for Research and Community Services or Lembaga Penelitian dan Pengabdian kepada Masyarakat (LPPM) of Universitas Pembangunan Nasional "Veteran" Jawa Timur for providing support and support for the implementation of this community activity program.

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