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Analysis of the Utilization of Office Administration Learning Media

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ABSTRACT

Learning outcomes are an indicator of measuring the success of a learning process. To achieve this goal, it is important to observe aspects that influence the course of the teaching and learning process. One of several aspects of factors influencing the learning process is media. The application of media is very important, especially for students, because by using media students can easily digest the lessons being studied. Therefore, it is important to use media to support the implementation of the learning process. The media used certainly follows the developments and demands of the times. The purpose of this study is to understand the use of student learning media at SMKN 5 Jeneponto. This research is qualitative, therefore, to achieve the research objectives, data collection techniques are used, namely observation, interviews and documentation. There are 6 informants, namely 1 teacher and 5 students. Based on the results of the research that has been carried out, utilizing learning media at SMK Negeri 5 Jeneponto has been implemented in various ways that are used by teachers at the school. This can be seen through the benefits obtained through the use of learning media which become a guideline for educators in achieving learning targets, so that teachers can present teaching materials in a structured and supportive manner in presenting materials that are so interesting in order to improve the quality of learning. Learning media is also able to foster students' interest and motivation to learn so that they are able to think and examine the lessons they have received, and in an enjoyable learning situation, students can easily digest the lessons taught so that learning can be carried out well.

Keywords: Utilization, Learning media, Student learning

INTRODUCTION

The development of science and technology increases efforts to renew the use of science and technology in the learning process. This requires educators to be able to use equipment that has been prepared by educational institutions, and it is possible that the equipment that has been provided is in accordance with developments and demands of the times. The minimum skills that teachers need to have are to use tools properly, the simpler but important in achieving educational goals set at the beginning. Because of that, teachers need to have adequate understanding and knowledge about learning materials. (Akib et al., 2024).

The word "media" comes from the Latin "medius" which literally means "middle", intermediary or messenger. In Arabic, media is an intermediary or messenger of messages from the sender to the recipient of the message. Media is one of several tools that can be used to support the learning process. Media is used to stimulate learning patterns so that they can support the achievement of learning activities, so that the implementation of teaching and learning becomes more effective and efficient so that the predetermined goals can be achieved. (Arhas et al., 2024; Faradillah et al., 2018; Jamaluddin et al., 2021). One of the tools that can be an assistant in the learning process is the media itself. An educator needs to determine the appropriate and appropriate media to be used, so that the educational goals set by the school

can be achieved. (Arhas et al., 2023; Darwis et al., 2023; Saleh et al., 2021). Learning media is the delivery of information that can be used for the benefit of the learning process in the form of physical means used to deliver teaching materials and some are in the form of communication media in the form of print or audio devices. (Niswaty & Arhas, 2019; Suprianto et al., 2018).

As a tool, teaching media can be used to explain information, stimulate students' thoughts, attention and feelings and the desire to learn so that it can encourage their learning process. Media in learning is anything that can convey information from learning sources in a planned manner, in order to produce a supportive learning environment where students as recipients of the material can carry out their learning activities well. Learning media is the delivery of messages that can be used for purposes in the learning process in the form of physical tools to convey material and in the form of communication media, both printed and voice recordings.

One of the uses of media in teaching and learning activities is to reduce student boredom and be able to attract students' attention in the classroom to follow the learning. Arsyad (2017:24), said that "learning media also aims where the information contained in the media must involve students, both in the form of real activities so that learning can occur". Media can be used by educators as a tool in delivering learning materials. Learning media used in the learning process can be done by students, because it refers to the content of the material that is created or improved to convey material in an interesting and well-presented way.

The use of media in teaching and learning activities is very beneficial for students in schools because when applying learning media, participants find it easier to understand the learning that has been taught and importantly, students enjoy the learning process more if they use media (Darwin & Burhan, 2021; Gagne, 1970; Maclean et al., 2023). By using media assistance in the learning process provides many benefits, one of which is that it can increase student motivation and achievement. Learning achievement or learning performance is information that is a measuring tool for the level of competence or learning achievement, both positive and negative achievements. Teachers also hold very important obligations in teaching and learning, in the process an educator has the ability to modify skills to teach depending on the level of child development.

Based on the results of initial observations that were carried out regarding the use of learning media at SMK Negeri V Jeneponto. It was found that the problem was that the subject teachers on average used teaching techniques in a way that was still conventional or traditional, for example the lecture method using blackboard media, so that this could directly reduce students' interest in learning in the learning process, with the use of learning media that was less varied and less attractive when teaching, the students were not enthusiastic in following the learning that was taking place so that it could lead to a tendency for low student achievement.

METHOD

This study applies a qualitative approach using descriptive analysis techniques that describe the problems being studied. This study uses qualitative research because it requires in-depth and detailed data or information, direct observation is needed at the research location to see and identify the actual situation with observation guidelines, interviews and supported by research documentation.

The research was conducted at SMKN 5 Jeneponto which is located in Dusun Ta'bing Tinggia, Bulujaya Village, Bangkala Barat District, Jeneponto Regency, South Sulawesi Province. The focus of this research is the use of media in the learning process of SMK Negeri 5 Jeneponto. In this study there are stages that are usually called levels in a research activity. The stages in question are the process of identifying and selecting problems, conducting

literature reviews and formulating problems. There are 2 types of data in this study, namely primary data and additional data or commonly called secondary data.

The research instruments used are in the form of interview guidelines, observations, documentation, which are equipped with the use of voice recorders and photos when conducting research. To collect data from the field, observation, interview and documentation methods are used. To ensure that the research conducted is truly scientific research and also to test the data collected, a data validity test is carried out. The data analysis model used is qualitative, including; data condensation, data display, conclusions drawing.

RESULT AND DISCUSSION

The presentation of data in this research is in line with the objectives of the research obtained through observation first then continued with in-depth interviews as the main data collection tool, in order to analyze the use of student learning media at SMK Negeri 5 Jeneponto based on research indicators, namely: Relevance, Teacher Ability, Ease of Use, Availability and Usefulness. This research was conducted at SMK Negeri 5 Jeneponto with 6 Informants who can help in providing valid and accurate information about current learning media. The informants include 5 students and 1 teacher. With 6 informants, it is certain that their capabilities can be trusted in providing information and answers to questions given during the interview. The results of the study are presented in descriptive form.

Relevance or Suitability

In this case, the meaning of the relevance or suitability of learning media is to have a suitability that can be used during the learning activities related to the program or activities that have been carried out by the teacher. After conducting interviews with teachers and students, it was found that the media provided was in accordance with the learning targets because many teachers had applied learning media such as using print media, visual media and there were teachers who used audio media. However, there are still teachers who have not utilized media in teaching, some are still using learning media with the lecture method. The learning media used has also been adjusted to the learning targets that have been determined and also adjusted to the characteristics of the students.

The learning media used at SMKN 5 Jeneponto is in line with the learning objectives that have been used, because it can be seen from the results of observations that most teachers have implemented the use of learning media in each subject, although there are still teachers who have not utilized learning media and only focus on lecture media, but most teachers have used media, the learning media used was analyzed before being used.

According to Sitti (2021) "relevant learning media can maximize the performance of educators in explaining learning materials to achieve learning objectives". Student characteristics can be useful as an initial foothold in the process of selecting appropriate learning strategies.

Based on the results of research conducted through the interview process, the learning media is in accordance with the learning objectives at SMKN 5 Jeneponto, the suitability of the use of this media with learning objectives has been going quite well. Because teachers have designed in advance regarding the media that will be used when teaching the material and before that, the media used has been adjusted to the learning objectives. In the process of choosing the right media in learning, teachers first adjust the media to the learning objectives. At SMKN 5 Jeneponto, the media used by teachers has been adjusted to the learning objectives, the media used has also varied such as print media, visual media and there are also teachers who have used audio media.

Teacher Ability

Teachers provide media that can be used by students and are easy to understand. Based on the results of the interview, it was found that teachers have often used learning media that can be understood by students. However, not all teachers use learning media, there are still some teachers who apply the lecture method so that they do not need media in their learning process. Teachers tend to use media more often because when they are going to explain the material, of course teachers need equipment as an aid to facilitate the process of delivering the material so that students can easily understand the material being taught. In the process of selecting and also utilizing media, it is hoped that teachers can be more professional in choosing the right and appropriate media. When using media, teachers are required to be able to use learning media that are attractive and easy to understand, teachers must be more professional when choosing learning media. Teachers must be skilled in utilizing the use of learning media and developing teaching materials into technology-based media products that are interesting and easy to apply in learning activities.

Asnawati (2019) said that "the benefits obtained from learning activities depend on the teacher's ability and also the students' willingness to communicate messages contained in learning with the help of a media". Teachers are required to be able to choose the right learning media, they also need to pay attention to various provisions and by considering that the learning media chosen and used must be truly successful and useful for increasing students' interest in learning.

From the results of the study, it was obtained regarding the ability of teachers at SMKN 5 Jeneponto in using media to make material easy to convey to students, while the teacher's ability is already quite good. This is evidenced by the results of the interviews conducted which found that the media used by teachers in teaching and learning activities were easy for students to use. However, it is undeniable that there are still teachers who use media in their learning activities, but the material delivered cannot be understood by students. Such as the use of printed media in the form of books, students do not understand the material if they only focus on reading but the teacher does not explain the material in detail.

Ease of Use

The learning media used is expected to facilitate the teaching and learning process in the classroom, easy to understand by students and will facilitate the process of achieving the learning objectives themselves. From the results of interviews with informants, the learning media that are widely used in the classroom include powerpoint and media in the form of videos. This media is often used in class in several subjects. The media is included in the easy-to-use category. Where the media has also been used frequently so that teachers and students are familiar with how to use it. In selecting the media, the teacher is very careful and directs students in using the media so that students can also use the media. Teachers and students are also facilitated in utilizing learning media. This means that the media used by students is very easy to use because the teacher has directed them well in how to use the media. Learning media that has directed educators to carry out learning that can operate the media and become general facilities and infrastructure used at SMK Negeri 5 Jeneponto.

Yuliani & Winata (2017) said that: "ease of use means that the media chosen and used in the learning process is at least easy to obtain, easy to make and easy to use by teachers". Ease of use is the extent to which a media is easy to use and does not require much effort in its use. Ease of use has a great influence on individual attitudes and the use of easy learning media can affect the increase in perceived usefulness.

The results of the study found regarding the ease of use of learning media are very good. Because the media that has been given by the teacher is easy to use, including visual, print

and audio media. As conveyed by Suhari et al. (2019) which states that "ease of use is the extent to which someone believes that the use of the system information is easy and does not require effort from the user to do so". The use of the media is easy to access or use by students, because before using the media, the teacher is always ready to provide direction to students in the use of learning media properly which will be a supporting tool for the learning process.

Availability

The availability of adequate learning media must of course be a matter that needs to be considered by educational institutions where the teaching and learning process takes place. Educational institutions have the responsibility to ensure the availability of learning media in all parts. The media facilities and infrastructure that have been prepared by the school such as computers, laboratories, and wifi that are easily accessible to students, this also makes it easier for teachers to direct students regarding the use of media that can be obtained on the internet or other media. The school has provided these facilities in the classroom and in the school staff room.

The learning media that the school has provided can help students' success when obtaining the material being taught and the success of teachers in teaching the material to students. The availability of media used by educators has received support from facilities, some are provided by the school and some come from the government, the use of computer-based media used in the classroom and teacher's room. The availability of facilities has a positive influence on the use of these learning media. This statement is proven by the availability of facilities and infrastructure by the school, which supports the success of the teaching and learning process.

According to Harahap et al. (2023) "The availability of learning media plays a very large role in students' abilities when receiving material and in the course of teaching and learning activities, which can be seen from changes in student behavior that he stated in terms of forming the expected behavior in accordance with national education goals". The same as what was expressed Sitti (2021) that "the availability of learning media provided by schools can be a supporting tool for students' success in receiving material and the success of teachers in giving lessons.

The results of research on the availability of learning media, the availability of facilities and infrastructure in schools have been provided such as computer labs and wifi networks, the availability of these facilities has a positive impact on the use of learning media. It is hoped that these facilities and infrastructure can support the success of the teaching and learning process. However, the capacity of the wifi network is still low because when used the network is often unstable. The availability of good learning media for use by educators and students is expected to receive support and good facilities from the school and government.

Usefulness

The goodness or badness of a media can be seen from how educators use the media in learning activities. Good media is when it can be useful for students, such as being a tool to help students understand the material well. At SMK Negeri 5 Jeneponto, media is very useful in learning activities. One of the advantages of using media to support learning activities is that it is effective in helping students understand the material presented more quickly. What is more important is that students enjoy the teaching and learning process when using learning media. By utilizing media, it will foster student motivation to actively participate in learning activities. Increasing student motivation can make students think and analyze learning materials presented by teachers well, the learning situation will be more interesting and students are able to understand the lesson material easily. The conclusion that can be

drawn is that the use of learning media in schools is very important, because it has benefits for students and teachers. The benefits obtained by students are that by using learning media during the learning process, they will easily understand the lessons taught by the teacher, while the importance is that students will be more enthusiastic in following it, so that students have the motivation to always follow the learning process in class if they use learning media. For teachers, media can be a guide in teaching teaching materials sequentially and provide assistance in the process of presenting materials to be more interesting so that the quality of learning can continue to increase and learning objectives can be achieved. Usefulness is that the media used must be effective and contain benefits that can help students understand the subject matter. Hayes, et al (2017) said that "in learning activities, media can be useful in facilitating interaction between teachers and students so that the teaching and learning process can be more effective and efficient. In every teaching and learning activity, the use of learning media should receive a lot of attention from learners, many types of media can be utilized, and developed according to conditions, time and also costs and learning objectives to be achieved". Furthermore, according to Istiqlal (2018) regarding the benefits of using media, namely "the use of media in learning activities can be one solution to problems related to the smoothness of the learning process". The results of research conducted at SMK Negeri 5 Jeneponto regarding the benefits of using media, found that media has been used and utilized well in the classroom, the media used by teachers has provided benefits for students. Such as helping students understand the material easily and students are also more enthusiastic about following the learning process if they use media and are adjusted to the learning objectives themselves, so that the learning process will be more effective and efficient.

CONCLUSION

After conducting research and analysis on the use of learning media at SMK Negeri 5 Jeneponto, it can be concluded that the use of media can be a tool in learning activities so that the message to be conveyed becomes clearer and learning objectives can be achieved effectively and efficiently. Media can be a source of learning for students to obtain various information and also messages from teachers so that the learning materials received can improve and shape students' knowledge. For teachers, learning media can function as a guideline in achieving learning objectives, with media teachers can also explain the material more systematically and help present the material interestingly so that the quality of learning is improved. Media can also increase the motivation and interest of students, so that they can think and analyze the material they receive well and through a fun learning situation it is hoped that students can understand the material easily.

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