

Graphic Design Training Program Management During the Covid-19 Pandemic

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Submitted: 2023-09-20. Revised: 2023-11-05. Accepted: 2024-01-15.

ABSTRACT

Graphic design training is one of the training courses available at the Gorontalo Regency Work Training Center with the highest interest, so that it can help reduce the unemployment rate in Gorontalo Regency during the Covid-19 pandemic. The purpose of this study is to describe the management of graphic design training programs during the Covid-19 pandemic at the Gorontalo Regency Work Training Center. The type of research used is descriptive research with a qualitative approach. Data collection uses observation techniques, interviews, and documentation. The subjects are Tu Sub-District, Instructor, training manager and trainee. The validity of the data used is the triangulation of the source. The result of the research is the management of the graphic design training program at the Gorontalo Regency Work Training Center consisting of planning, organizing, implementing, supervising, assessment, and development referring to SKKNI that has been developed according to needs. The conclusion of this study is that the management of the graphic design training program at the Gorontalo Regency Work Training Center is carried out in accordance with the theory of experts. This research is carried out to provide understanding to the public regarding the correct management of training programs and in accordance with the theory of experts so that it can be used as input and development on training programs. The advice that can be given should the training manager be able to conduct further checks on the training facility and can cooperate with the company or form an independent business group to distribute graduates.

Keywords: graphic design training, non-formal education, covid-19 pandemic

How to Cite:

Djibu, R., Shofwan, I., & Bariboon, G. (2024). Graphic Design Training Program Management During the Covid-19 Pandemic. *Journal of Nonformal Education*, (10)1. 230-238.
<https://doi.org/10.15294/jone.v10i1.7407>

INTRODUCTION

Education is a conscious and planned effort to realize the learning atmosphere and learning process so that students actively develop the potential that exists in them to have religious spiritual power, self-control, personality, intelligence, noble morals, and skills needed by themselves and the community, contained in *the Law of the Republic of Indonesia Number 20 of 2003 concerning the National Education System*. Education becomes one of the benchmarks of a country to be said to be advanced. Because education is a door used to make human resources superior and can compete with each other in various fields (Sutarto et al., 2021). Education is a door used to make human resources superior and can compete with each other in various fields (Rebecca & Holly, 2019).

Technology has developed very rapidly, and the times are increasingly advanced, easy and practical. With the development of this era, companies demand that their prospective employees have the abilities

needed by the company. It can be said to be looking for the best of the best (Fajaryati et al., 2020; Sustiyatik et al., 2023). Therefore, education has become a very important thing. Education is divided into three, namely formal education, informal education, and non-formal education. Formal education is education carried out in the school building, which consists of Elementary School (SD), Junior High School (SMP), and High School (SMA), with the system that has been established in the Law of the Republic of Indonesia Number 20 of 2003 concerning the National Education System. Informal education is education that is done within the family and the everyday environment. While non-formal education is education that is carried out outside of formal education but still structured and gradual. Non-formal education is carried out to improve people's knowledge, skills, and attitudes in doing something useful (Djibu & Shofwan, 2019; Darmawan et al., 2023).

Currently the world is experiencing the Covid-19 pandemic, almost the entire world is affected by this virus. It didn't take long; the whole world has been infected through various means. The existence of the pandemic caused almost all heads of state to issue various new policies to reduce the number of deployments. In fact, some countries are on lockdown to stop its spread. (Susilo et al., 2020: 45). This leads to high unemployment rates due to the impact of the economic sector, the number of unemployed is also caused by companies that lose money so as to minimize these losses, companies make layoffs. The high unemployment rate caused by Covid-19 quoted from *kompas.com* caused the open unemployment rate which was previously 5.23% to 7.07% in 2020. The number of unemployed workers is 9.77 million people and overall, the number of workers who feel the impact of the Covid-19 pandemic is 29.12 million people which is equivalent to 14.28% of the total working-age population in Indonesia. Meanwhile, those who became unemployed due to the Covid-19 pandemic were 2.56 million people (Fauzia, 2021).

People who experience layoffs are confused about finding work again, because currently the qualifications of job market demand are increasing. This situation requires people to have skills in the field of technology that is a market demand. One way to get it is to take training. Training is one of the alternatives that can be utilized by the community to gain skills. Hopefully every individual has the same opportunity in his efforts to develop the existing potential. But in fact, education in Indonesia has not been evenly distributed (Liyana, 2023). According to Kristanti (2020) training is part of an education in which there is a process of understanding, deepening, rearranging attitudes, and practicing certain areas of training that concern cognitive, affective, and psychomotor aspects by emphasizing the addition or mastery of a competency. Training focuses learning on knowledge, skills, and independent attitudes to hone their skills so that they can compete in the world of work (Mulyani & Sujarwo, 2019).

One of the training institutions managed by the government is the Technical Implementation Unit of the Work Training Center (UPTD BLK). BLK is an institution that has a training program to provide knowledge and skills in a particular field (Budiana et al., 2024). Majors that have a lot of enthusiasts are computer majors with graphic design training programs. Graphic design is indeed closely related to the younger generation because it is related to technology, especially supported by its progress which has become very rapid today. The high interest in graphic design training is enough to make it a favorite training by the community at the Gorontalo Regency Work Training Center. Graphic design training has a very good impact on society in improving capabilities in the field of technology. Based on these data and phenomena, researchers are very interested in studying more deeply about the management of graphic design training programs during the Covid-19 pandemic at the Gorontalo Regency Work Training Center. This research is carried out to provide understanding to the public regarding the correct management of training programs and in accordance with the theory of experts in the field of non-formal education so that it can be used as input and development in training programs.

METHOD

This research uses a qualitative approach. Qualitative research methods are used when a study is on a natural research object, and the researcher is the key instrument. Sampling of data sources is carried out by means of triangulation, while data analysis is inductive or qualitative, and the results of research emphasize more on meaning than generalization. The approach used is the phenomenological approach, which aims to describe the empirical reality behind the existing phenomenon in detail, depth, and perfect. In the phenome-

nological approach the st important thing is the understanding of the meaning of a phenomenon and not the discovery of facts or the search for causes. The capture of the meaning of an event is verstehen which means the meaning obtained based on the interpretation of the subject involved in a particular event or phenomenon.

The focus in research will greatly help researchers to be able to know exactly what data needs to be collected and which data is not necessary. Based on this, the focus of research in this study is the management or management of graphic design training programs during the Covid-19 pandemic at the Gorontalo Regency Work Training Center. The subject in the research is an individual who has information related to the research and understands the object of the research. The subjects in this study are the managers of BLK Gorontalo Regency in 2021 which includes the Head of Business Administration, instructors, training managers, informants, and graphic design trainees who can be seen in table 1.

Table 1. List of Sources

No.	Sources	Sum
1.	Head of Administration Subdivision	1
2.	Training Instructor	1
3.	Training Manager	1
4.	Informant	5
5.	Trainees	2

Data collection techniques are the main step in a study, because basically the main goal in a study is to get accurate data and in accordance with the facts in the field. The techniques used are observation, interview, and documentation. The validity of the data is carried out to prove the truth of his research and test the data that has been obtained by researchers. To test the validity of the data researchers, use source triangulation. Source triangulation is a technique to get data after the research topic, researchers must use a variety of different sources but with the same technique. Source triangulation is data testing that is done by checking data that has been obtained through various sources. Source triangulation is used to test the level of data trust carried out by checking the data that has been obtained during the study. It can be concluded that later researchers will examine every question that has been asked and the answers that have been given by various sources who have been interviewed by comparing the data that has been obtained at the time of the study using the triangulation of interviews that can be seen in figure 1.

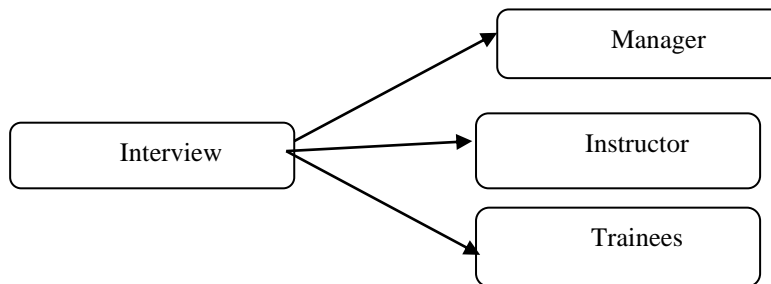


Figure 1. Source Triangulation

Qualitative data analysis is basically a process that must be done sequentially. This study uses miles and huberman analysis models that describe the implementation of data analysis carried out starting from the data collection stage when in the field, data reduction, data presentation, and conclusions so that the data that has been collected becomes clear and easy to understand. The process of analyzing the data can be seen in figure 2.

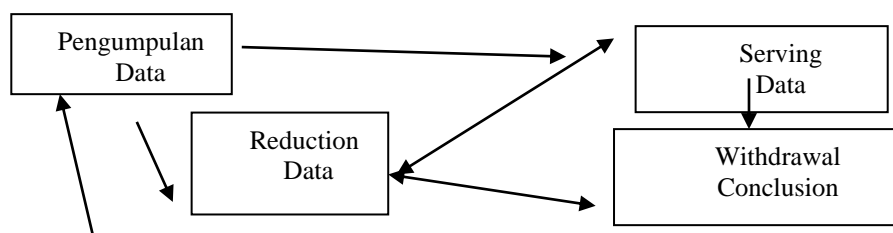




Figure 2. Miles and Huberman Analysis Model

RESULTS AND DISCUSSION

Management is a special ability and skill aimed at carrying out an activity either together with others or through others in achieving organizational goals. There are six management functions, including planning, organizing, implementing, supervising, assessing, and developing (Sudjana, 2000). Planning is the first step in training management. Planning on the management of the graphic design training program in BLK Gorontalo Regency began from the preparation of the plan carried out in the previous year with reference to SKKNI. Identification of needs is carried out by referring to market requests made in the previous year and online through the BLK website of Gorontalo Regency. In line with the explanation from (Sutarto et al., 2021) that the identification stage is an important part that cannot be separated from the implementation and planning process that will be used as a reference in preparing the training program.

Li (2024) also argues that needs analysis also serves as the basis for the effectiveness of a training program. While the purpose of training is so that trainees have abilities and skills in the field of design so that they can compete in the world of work or have independent businesses. The target of training is basically the job seekers or open unemployed around Gorontalo Regency. As said by Pratiwi and Danugiri (2020) who explained that training is one of the programs included in non-formal education units that have targets from various ages and circles, especially the underprivileged and unemployed. Similar to the statement Hammond et al, (2019) argues that the main core in a training is the role of the target or learners accompanied by careful planning.

Training materials refer to SKKNI in the form of teaching materials in the form of modules. Andzarini and Sutarto (2020) said that training materials should be arranged according to training goals so that they are easily understood and understood by trainees. Likewise for the curriculum compiled by training instructors based on the scheme from BBPLK Gorontalo. The determination of managers and auxiliary staff is carried out entirely by the head of BLK with reference to the decree that has been published previously. In line with the explanation from Shopie et al., (2024) who said that the determination of managers and auxiliary staff in the training program was indeed sourced from the official decree from the local Manpower Office.

Furthermore, the determination of methods and media in graphic design training, the method used is demonstration with direct practice. As for the training media, it fully refers to the competencies in SKKNI described by the instructor. The media used include computers, LCD projectors, projector screens, software, printers, T-shirts, screen printing tools, ink, and so on which are certainly related and have a function as support in the graphic design training process. As explained by Arsyadhi (2024) who said that in the training process should be adjusted to apply teaching methods contained in theory and practice directly with supporting media in order to produce a workforce that has the ability and quality.

The timing of the training planning is adjusted to the identification of needs. For training places on graphic design training, namely in the computer room at the Gorontalo Regency Work Training Center. In

on.

Instructors at graphic design training at the Gorontalo Regency Work Training Center must at least have the ability of methodology and graphic design capabilities as evidenced by the certificate of competence. As said by Hilmi and Summiyani (2023) that the success of learners in understanding the material is largely determined by the learning strategies provided by the instructor. In line with the statement from Sutarto et al. (2019) that non-formal educators are key holders of human resources for future development who must master (1) science and technology in accordance with the demands of globalization and transformation, (2) mature personality, solid, and independent to reflect the identity of a true educator.

Preparation of graphic design training schedule based on materials on teaching materials that have been compiled by the training instructor. The earliest material and its meagre allocation of time are the most basic units of competence that graphic designers should have. It is entirely the authority of the training instructor. Similarly, the statement from Nugraheni and Desmawati (2019: 37-49) said that the preparation of the training schedule was carried out based on training materials and graphic design training instructors. Budget planning on graphic design training is entirely sourced from the APBN or APBD, in designing the budget of the training manager to compile it in the year before the implementation of the training is carried out. This is similar to the presentation from Berek et al., (2022) that training planning activities in it also include calculating the budget needed in the implementation of training.

The evaluation that has been planned refers to the SKKNI which will be carried out by the training instructor in accordance with the competency unit that was completed at that time. Evaluation is an aspect that is also important in the management of the program for the success of training, therefore at the planning stage the evaluation is well designed. As stated by Nugraheni and Desmawati (2019: 37-49) which explains that the process of careful planning, implementation, and evaluation is an aspect that should be covered in good program management in order to know the advantages and disadvantages of the program.

Organizing is the second stage in the management of the program which also plays an important role in the process of running training. Organizing the graphic design training program at the Gorontalo Regency Work Training Center consists of preparing existing resources such as human resources and infrastructure at the training ground. The division of duties and obligations to all staff is carried out by the Head of BLK who here also doubles as the Head of The Subbag. TU because the head of BLK had retired at the end of the previous year. The manager also makes preparations for facilities, facilities and infrastructure that will later be used in training activities. Managers prepare classrooms, tools and materials, training materials, and so on that support training. Trainees get facilities including uniforms, training materials, certificates, lunch, ATK, and transport money. In accordance with the explanation from (2015) who said that organizing is a process in arranging a formal structure and determining and dividing the duties or work of members in order to achieve the goals set at the beginning. Jeffrey (2021) also said that organizing is an activity in selecting and compiling human resources supported by facilities, tools, and costs so as to implement the program that has been designed.

The implementation stage in the management of the graphic design training program is carried out in accordance with the initial planning by the training manager in charge. Implementation is the utilization of all aspects in the training that has been designed. This is similar to the explanation from Shakiya, et al., (2024) that the distribution is the implementation of the planning process. At this stage, instructors are very important in producing trainees who are fit for purpose. Alayna, et al., (2024) also said that at the stage of implementing appropriate material training, training methods, and media must greatly support training activities.

The implementation of the graphic design training program during the Covid-19 pandemic began with the selection stage of prospective trainees conducted through registration, writing tests, interview tests, and ended with rapid tests. Recruitment of prospective graphic design trainees has mandatory requirements that must be met, such as physical and spiritual health, at least 18 years old, minimum education of high school / vocational / equivalent, productive at work, good personality, ready to take training to completion and obey the existing regulations in BLK Gorontalo Regency. The recruitment process of trainees can be seen in figure 3.

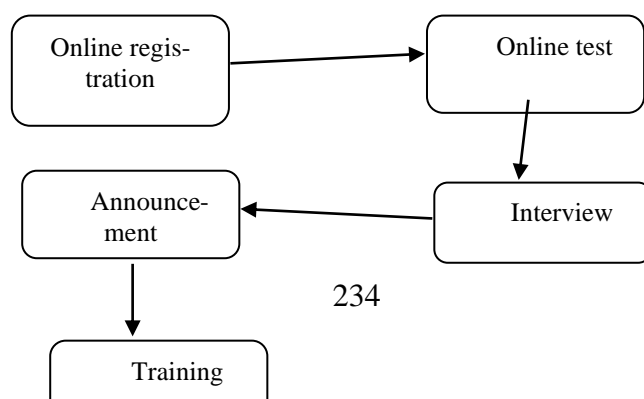


Figure 3. Training Process

Graphic design training at the Gorontalo Regency Work Training Center was held on Monday to Friday from 07.30 to 13.30 for 33 days with a total of 260 JP. The allocation of time has been determined by BBPLK Gorontalo in accordance with SKKNI. In the training process, the instructor uses teaching materials that have been arranged in accordance with the competency unit. The method used in the implementation of training is a demonstration method by combining theory and practice. As Sreyasi et al., (2022) good training should use methods that prioritize practice rather than multiplying theory. This is done because usually training is done in a relatively short time, also so that trainees gain knowledge and skills in an effective and efficient way.

Media in graphic design training plays an important role as a support for the training process. Based on the results of the interview, it can be concluded that the training instructor uses lcd and projector screen to deliver training materials. In the classroom is also equipped with whiteboards and other training equipment such as printers, mug press tools, pin presses, scissors, paper, screen printing tools, computers, ink, and so on. This is in line with Rahul et al., (2024) who said that the indicators in the training media are the suitability of the media with the material to be learned that is able to become a means of communication with trainees and support training instructors in delivering training materials.

Facilities that trainees get when participating in graphic design training during the Covid-19 pandemic include uniforms, ATK, training materials, lunches, modules, bags, transport money, certificates, masks, and hand sanitizers. While the supporting infrastructure facilities are air-conditioned classrooms with 16 computers along with other graphic design equipment, toilets, prayer rooms, parking lots, lunch places, fields. Facilities, facilities and facilities in BLK Gorontalo Regency are very complete and support graphic design training activities. Shopie et al., (2024) explained that the assessment has the aim of measuring the skills, knowledge, and attitudes of each trainee as a result of the implementation of the training. Based on the results of the interview, the assessment is carried out by the instructor directly by looking at the results of the assigned design in accordance with the competency unit being studied.

Supervision of graphic design training activities in BLK Gorontalo Regency allows supervision and monitoring carried out during the activity and after the activity is declared completed by the training manager and BBPLK Gorontalo. This is in accordance with the explanation from Sudjana (2000) that supervision is carried out on ongoing activities or to organizational components, which include existing resources, goals, processes, results, and the influence of ongoing programs. Supervision when training

or are they still unemployed.

Assessment in the management of graphic design training programs is carried out by instructors, trainees, and BBPLK Gorontalo. In line with Pratomo and Shofwan (2022) assessment or evaluation is one aspect in the management of training that is quite important, because with the assessment, it can be known the success rate of the implementation of the training program to the planning at the beginning. Assessment or evaluation means an activity carried out to find out the actual circumstances, so as to obtain conclusions and then followed up with constructive decisions (Shofwan et al., 2019). Yahya et al., (2020) also said that an assessment or evaluation was carried out on the entire process of activities, aiming to find out the advantages and disadvantages of each process of such activities.

Assessment should be carried out by several parties, namely related agencies, training instructors, and trainees. Assessments conducted by instructors are carried out in each competency unit after the material is taught to the trainees. While the assessment carried out by the trainees is in the form of filling the community satisfaction questionnaire for the management of graphic design training programs in which it consists of instructors, facilities, facilities and infrastructure, training materials, learning methods, tools and materials in training, and so on. The assessment carried out by these trainees was carried out shortly before the graphic design training was declared completed which was carried out online through the BLK website of Gorontalo Regency which must be filled out by all trainees. Assessment by BBPLK Gorontalo in the form of an accountability report for the implementation of graphic design training in BLK Gorontalo Regency. This is similar to Berg and Karlsen (2012) which explained that the purpose of the evaluation is to be able to collect information related to the material that has been learned by trainees during the training, but also about the management of the training program and constructive advice and advice.

The development carried out in the management of the graphic design training program at BLK Gorontalo Regency is in the form of improvements and improvements to all aspects contained in the management of graphic design training programs that have been assessed by instructors, agencies, and trainees. The follow-up conducted by the training manager related to the assessment is the submission of a budget to create a toilet located around the graphic design classroom, make repairs and checks on all computers to minimize similar incidents. This is similar to the opinion of Keith and Frese (2024) training designed according to the needs analysis then assessed whether it has run smoothly and produced quality power. Development in training management based on assessment can be decided whether it requires a new solution or simply improves certain aspects that are undervalued.

CONCLUSION

Based on the results of the study, it can be concluded that the management of the graphic design training program during the Covid-19 pandemic at the Gorontalo Regency Work Training Center has been in accordance with the experts' theories, namely starting from the planning, organizing, implementing, supervising, assessment, and development stages. The management of the training program is fully carried out offline at the Gorontalo Regency Work Training Center by implementing applicable health protocols.

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