



OPTIMIZATION OF OUTCOME PROGRAM VOCATIONAL LONG-LIFE EDUCATION “PKBM BINA WARGA KENDAL” THROUGH THE DEVELOPMENT OF ENTREPRENEURIAL-BASED WEBSITE

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ABSTRACT

Vocational Education Package C program implemented by PKBM Bina Warga Kab. Kendal has been proven to have excellent entrepreneurial spirit outcomes. However, there are still major shortcomings in the field of blended learning-based education management. This article describes the picture of the completion of non-formal entrepreneurial learning solutions that are very important to open new jobs. The concept of vocational long-life education is intended as an equality-based education at the level organized by PKBM Bina Warga Kendal. The method of devotion carried out to alleviate the solution is to provide a series of Entrepreneurial Web-based training activities, namely learning websites as well as a web marketing for entrepreneurial training products. The result of the devotion carried out is a new pattern in conducting entrepreneurship and marketing training compared to before the activity was carried out. The new pattern is the existence of digital marketing learning as well as strengthening the character of entrepreneurship through technology. The advice that can be given after the implementation of devotion is the existence of digital marketing training as a strengthening of entrepreneurship in the field of marketing using existing websites and other platforms.

Program Paket C Pendidikan Vokasi yang dilaksanakan oleh PKBM Bina Warga Kabupaten Kendal sudah terbukti memiliki outcome jiwa wirausaha yang sangat baik. Akan tetapi masih terdapat kekurangan utamanya dalam bidang pengelolaan pendidikan berbasis Blended learning. Artikel ini menjelaskan gambaran penyelesaian solusi pembelajaran kewirausahaan non formal yang sangat penting dalam rangka membuka lapangan pekerjaan baru. Konsep vocational long-life education dimaksudkan sebagai pendidikan berbasis kesetaraan dalam jenjang yang diselenggarakan oleh PKBM Bina Warga Kendal. Adapun metode pengabdian yang dilakukan untuk mengentaskan solusi tersebut adalah dengan memberikan serangkaian kegiatan pelatihan Entrepreneurial Web based, yaitu website pembelajaran sekaligus di dalamnya adalah web pemasaran untuk produk hasil pelatihan kewirausahaan. Hasil dari pengabdian yang dilakukan adalah adanya pola baru dalam melakukan pelatihan kewirausahaan dan pemasaran dibandingkan sebelum kegiatan dilaksanakan. Pola baru tersebut adalah adanya pembelajaran digital marketing sekaligus penguatan karakter kewirausahaan melalui teknologi. Adapun saran yang bisa diberikan pasca pelaksanaan pengabdian adalah adanya pelatihan digital marketing sebagai penguatan kewirausahaan dalam bidang pemasaran menggunakan Website yang sudah ada maupun platform lainnya.

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INTRODUCTION

Lifelong learning is defined as meaningful learning and directs learners to be part of individuals who learn continuously to be valuable to society (Demirel, 2009; Hairani, 2018). The existence of lifelong education is interpreted as a means to empower the community to be valuable amid its environment. One of the programs that adopt the concept of lifelong learning is the Vocational C package program at the Center for Community Learning Activities (PKBM). Package C vocational program is a non-formal program oriented towards skills development and entrepreneurship for learners.

Lifelong learning education applied at PKBM is carried out to expand learning opportunities so that one can learn many things according to certain situations, according to the needs of the community (Fischer, 2000). PKBM grows and develops from, by and for the community. Yoo & Cang (2012) and Tohani (2010) explain that PKBM is a local functional literacy institution and social service provider outside the formal system for those less fortunate in rural areas, organized and managed by local communities.

The results of literature studies and documentation studies on PKBM by Hermawan & Suryono (2016), obtained data that the beginning of PKBM was pioneered in mid-1998. At the beginning of 1999 PKBM in Indonesia has recorded several 815 pieces. Furthermore, in 2005 there were 3,064 pieces, the development of the era participated in influencing the development of PKBM until the end of 2012 there were 9,665 PKBM where almost every province there was PKBM. Judging from the data, PKBM in Indonesia is growing rapidly. Since the beginning of its establishment, PKBM has experienced fairly rapid development, in terms of quantity.

However, this development is inseparable from various obstacles. The existence of PKBM that is advanced and developed and the existence of out of business and suspended animation is a phenomenon that occurs until now (Septiani, 2015). PKBM activities are not only limited to community development but also help the community in meeting its needs (Raharjo, Suminar & Muarifuddin, 2016). The existence of this program is one of the steps to realize the SDGs in the field of education with the main goal of ensuring inclusive and equal quality education, as well as supporting lifelong learning opportunities.

Data reported by the Directorate General (Director General) PGPAUD-DIKMAS states that until 2019 community education programs have the following orientations:

No	Information	Amount
1	Number of Potential Vocational Package C	443,894 Person

2	Package B, Equality Education Potential	779,259 Person
3	Total Target Equality education	1,223,153 Person
4	Number of Registered PKBM Dikmas	7,264 PKBM

Source: Dikmas PAUD 2019

Table 1.

Potential Data for Community Education through Vocational Education Package C

Based on table 1 data, it is known that the need for equality education in Indonesia is very high. It takes the support of all parties to support the creation of equal education in Indonesia. The growing problem related to vocational C package education is the low output available in the industrial world. This is mainly due to age constraints that can no longer enter companies or other businesses that require age restrictions. Another problem is related to the general proficiency and academic potential of learners who are still considered unequal.

To overcome these conditions, vocational education is directed to print entrepreneurs with the ability to set up businesses and open business opportunities. The Center for Teaching and Learning Activities (PKBM) should have directed the entrepreneurial skills of its learners. The next problem related to the outcome of entrepreneurial skills in PKBM Vocational is that it has not been able to measure graduates who have skills and run their business. The continuity of business of PKBM graduates is still not measurable and even still very low.

Business continuity or in accounting terms is often said to be a going concern, is an indicator that explains that a business will be able to last in the long term and not experience business bankruptcy (Praptitorini & Januarti, 2014). Not only aspects of financial governance, but business continuity is also related to product marketing, business networking and also the availability of resources. Currently, there are 624 PKBM registered in Central Java and 20 of them are in Kendal regency with complete Dapodik charging. One of the Vocational PKBM in Kendal district of Central Java, namely PKBM Bina Warga.

PKBM has 350 students who are members of 11 rumbles in the C package equalization school. In addition, PKBM also has a joint business-themed coffee shop, named "Nawa Cafe". This startup is a joint effort initiated by tensors and also equalization school students. Currently PKBM Bina Warga, Kendal Regency focuses on learning entrepreneurial skills and carrying out education after package C equivalent to vocational School.

Based on field analysis obtained information about some of the problems faced by PKBM Bina Warga, including:

1. Still low entrepreneurial spirit and entrepreneurial knowledge owned by PKBM graduates. Meanwhile, the provision of skills carried out is still not enough to equip students' entrepreneurship skills.
2. Problems related to the absorption of graduate output are also still constrained by the age restrictions required by companies.
3. There is still a less good image in graduates of C packages pursued programs compared to graduates of Formal School Vocational School.
4. Most of the learners are adults who already work in the informal sector which is still low in the application of information and communication technology.

METHOD

The implementation of community service with PKBM Bina Warga Kendal partners is carried out through a series of stages, which are carried out through mentoring and socialization.

Identification of problems:

1. Entrepreneurial orientation on the outcome of PKBM Vocational Bina Warga as a result of low graduate absorption due to age factors.
2. There is no website supporting information and networking of graduates, as well as media that help the success of partner businesses.
3. Limitations of the development of learning technology innovation.
4. A Still low understanding of PKBM students related to the utilization of websites for entrepreneurial facilities

Empowerment Process:

1. Website management development and training Together with PKBM tutors
2. TOT and technical guidance for using the Website for alumni networking, marketing PKBM products, and also supporting business continuity applications

Training and Mentoring Process:

1. Socialization of the use of the web by users, namely alumni and students of PKBM Bina Warga by the community service team and PKBM tutors
2. Assistance in the management of the PKBM website and digital marketing training assistance through the Website carried out by PKBM tutors.

RESULTS AND DISCUSSIONS

A series of community service activities with PKBM Partners for Community Development in the

Kendal Regency have been carried out from July 2021 to September 2021. The results of a series of activities that have been carried out are:

Blended learning stage based on Entrepreneurial based Website

At this stage, the website development design is carried out jointly between the service team and the service partner, the result obtained is an overview of the website design that will be built for the benefit of blended learning. The website has been completed and can be used as a means of PKBM and also a medium of learning entrepreneurship. Figure 1 is the view of the website:

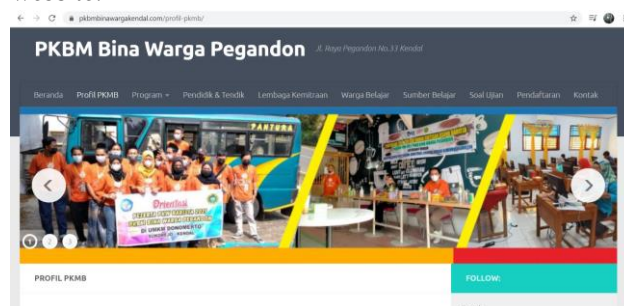


Figure 1.

Website developed by the UNNES service team
<https://pkbmbinawargakendal.com/>

At this stage, the planned target has been achieved, namely the existence of a website that can be used as a medium of promotion, learning media and the development of information and communication networks.



Figure 2

Socialization and training in the use of the Website to the manager of PKBM Bina Warga Kendal regency.

Socialization and Assistance Stages of Entrepreneurial Web-Based Use

After the website is completed developed then is there to do counselling and assistance for the use of the website for the managers of PKBM Bina Warga Kendal Regency. The service team invited IT experts from UNNES as well as website developers who will provide explanations related to the usefulness of the Website and how to manage it. Figure 2 shows the socialization and mentoring activities of the website.

Furthermore, socialization and training are also carried out related to the use of the website for learning purposes using blended learning methods. Figure 3 shows the socialization activity:



Figure 3.

Community Service Team and PKBM Management Team

Based on the results of the devotion that has been done, it can be explained that facilitation of the website in the development of blended learning as well as used for entrepreneurial product promotion websites to improve the entrepreneurial character proved effective. This is because the variety of learning becomes increasing not only based on conventional learning but also digital-based learning with blended learning models.

Measuring effectiveness in this stage is not yet able to be done but with the addition of website components as PKBM facilities, learning can be more varied. Furthermore, website management training with the addition of learning menus and also product promotion menus can also in fact be used as a means by PKBM learners to practice digital marketing.

At the time of training, the enthusiasm of the trainees was very high, especially in the assistance of website management. This proves that the need for website management by PKBM administrators and managers becomes very important in supporting Vocational Long-Life Education.

CONCLUSION

The existence of entrepreneurial web-based development that is used as a means of entrepreneurial learning to improve the character of entrepreneurship is proven to be a blended learning solution in entrepreneurial learning. The existence of socialization and assistance in the management of the website is also able to increase the skills and knowledge of managers and citizens built by PKBM Bina Warga Kendal in the implementation of long-life Education that is equal and empowers all circles. This devotion concludes that there is a fundamental need related to training the use of websites for entrepreneurial learning and also for the promotion of business products.

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