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Social Education Campaign Through Studi Independen of a Better World Academy in Central Java

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Article Info	Abstract
	This research was motivated by the declining quality of Indonesian education and educational challenges due to the Covid-19 pandemic. This problem gave birth to various educational innovations, one of which is the A Better World Academy Study to improve the quality of education and the implementation of social campaigns in Jawa Tengah. The social campaign in Jawa Tengah aims to help provide facilities and infrastructure for Sanggar Genius Yatim Mandiri and provide awareness of the importance of education. This research uses qualitative methods in activities. Research data collection is obtained through primary and secondary data sources. Data validity techniques in this study use source triangulation and data analysis techniques and techniques. The results of this study show: 1) The platforms used in activities are Thinkific, Slack, Zoom Meeting, Google Drive, Email, and Whatsapp which use concepts and provisions as needed. 2) The learning process of activities has a clear flow, types and indicators ranging from Welcoming Students to Graduation Day. 3) The implementation of this educational social campaign seeks to increase awareness of education, especially the education of orphans and duafa and improve facilities and infrastructure 7 Orphan Genius Workshops in Jawa Tengah.

INTRODUCTION

Education is one of the things that is highlighted and become a concern in Indonesia. The Indonesian government prioritizes education in Rencana Pembangunan Jangka Panjang Nasional (RPJPN) in 2005-2025 in accordance with Law No. 17 of 2007 by trying to realize Indonesian society that has noble morals, morals, ethics, culture, and civilized through education. Although education is very important, not a few Indonesian people have limitations and are less aware of it.

Data Direktorat Kependudukan dan Pencatatan Sipil (Dukcapil) Kementerian Dalam Negeri of the 272.23 million people in 2021, only 56.15 million people studied until High School or its equivalent. This means that only 20.63 percent of the Indonesian population meets the compulsory education program (Dukcapil, 2021). From the data United National Development Programme (UNDP) in (Sabrina, Manurung and Sirait, 2022) stated that Indonesia ranks 107 out of 189 countries with Harapan Lama Sekolah (HLS) by 13.6 and Rata-rata Lama Sekolah (RLS) a total of 8.2. Many factors cause the low quality of education in Indonesia, one of which is inadequate facilities and infrastructure. Based

on these data, Jawa Island, which has the highest number and population density among other islands in Indonesia, certainly has a large share in education. Of all the provinces of the Island Jawa, Jawa Tengah has the lowest education index compared to other provinces with an index value of 59.58.

In facing various educational challenges, the government implemented the program Pembelajaran Jarak Jauh (PJJ). However, PJJ encounters several problems in its implementation such as limited understanding of teachers and students in using technology, lack of supporting facilities and infrastructure, and internet access that is still difficult so that in the implementation of both PJJ and direct face-to-face learning students still need assistance in learning, especially for elementary and junior high school students (Oktavia et al., 2021). Other programs that are getting enthusiasm and great spotlight are Merdeka Belajar Kampus Merdeka (MBKM) which is one of the government's efforts to improve the quality and solve education problems. One of MBKM's programs is the Magang dan Studi Independen Bersertifikat (MSIB), specifically the Studi Independen of A Better World Academy at PT Uni Tokopo Teknologi which is an incubation program containing a curriculum initiated by Campaign.com to help individuals, organizations, communities, and social associations in Indonesia to increase their capacity in designing and implementing successful and impactful social campaigns for change.

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Sanggar Genius Yatim Mandiri is one of the organizations participated by participants of A Better World Academy with a focus on educational social campaigns to improve learning infrastructure facilities in seven Sanggar Genius Yatim located in Kudus, Jepara, and Demak; provide equal access to education; increase enthusiasm and motivation to learn; provide ease in understanding what is taught; and can periodically improve the quality of education in Indonesian. This activity is a form of implementation of Studi Independen A Better World Academy. Based on the statement above, researchers are interested in conducting research and knowing the implementation of the program and the platform used in learning for educational social campaigns by students in Jawa Tengah.

METHODS

This research was conducted using a qualitative approach using a descriptive qualitative research design. This study explains the media or platforms used in the Studi Independen of A Better World Academy, the learning process and the implementation of educational social campaigns by students in Jawa Tengah with related theoretical studies. This research was conducted at the Studi Independen of A Better World Academy by PT. Uni Tokopo Teknologi which takes place online or online. After the learning was conducted, research was conducted on the implementation of social campaigns in Jawa Tengah, namely Membersamai Pendidikan Yatim Di Sanggar Yatim Mandiri Melalui Aksi #PeduliSanggarYatim conducted at Sanggar Genius Yatim Mandiri located in Kudus, Jepara and Demak.

The focus of research in this is set to limit the study and set the focus effectively in determining inclusion and exclusion that focuses on the media or platforms used, the learning process and the implementation of educational social campaigns by students in Jawa Tengah. In this study using data collection techniques carried out through primary data sources through observation (observation sheets), interviews (interview guidelines), and documentation (checklist) as well as secondary data sources obtained through records, books, letters, magazines, articles, journals, official government websites, relevant previous research, laws, regulations, and so on that are credible.

In testing the validity of research data, data validity techniques are carried out through source triangulation and triangulation techniques. Source triangulation validates information with different data sources by the same method. Triangulation techniques test the credibility of data, comparing the same data source with different methods. In analyzing the research data this time using the interactive data analysis model of Miles and Huberman with four stages of research data analysis activities starting with data collection, data reduction, display data, conclusion drawing (verification).

RESULTS AND DISCUSSION

Campaign.com is a social action platform from PT Uni Tokopo Teknologi that connects various communities or organizations, individuals and sponsors who care about various social issues in society. Campaign.com launched MSIB activities, especially Studi Independen A Better World Academy which is an incubation program containing curriculum to help increase its capacity in designing and implementing successful social campaigns and impact for change. This program aims to support, succeed and provide a space for collaboration to improve the quality of education, open and provide a common place for more learning, help increase capacity and ability in designing and running social campaigns for the community. A Better World Academy Studi Independen has four values: Social Only, Full Collaboration, Safe Space, and Have Fun. This activity was carried out for five months starting from August 16, 2021 to January 14, 2022 which was attended by 59 students, 11 mentors and several Volunteers or Interns. The media or platforms and processes of A Better World Academy Studi Independen and the implementation of social campaigns by students in Jawa Tengah are explained in the following discussion matrix:

Learning A Better World Academy uses several media or platforms, namely Thinkific as a means of learning asynchronously through text and image materials as well as video shows explaining the material provided by mentors in each course. Gmail is used as a means of notifying various information and activities that will take place. Google Drive is used as a means of providing instructions for doing assignments and quizzes and sending assignment and quiz results. Zoom Meeting is used as a means of synchronous learning by participating in online meetings. WhatsApp is used as a means of informal communication by all participants of the activity. As well as Slack is used as a formal means of communication by all activity participants.

Table 1. Matriks Pembahasan

Platform	Learning	Implementation
The concept of using the platform in the activities of A Better World Academy	A Better World Academy Studi Independen activity flow	Organization of Educational Social Campaigns By Students in Jawa Tengah
How to use the Study platform Independent A Better World Academy	Types of learning in activities Studi Independen A Better World Academy	Background and Objectives of the Campaign Together with Orphan Education at Sanggar Genius Yatim Mandiri Kudus through Aksi #PeduliSanggarYatim
Conditions of Using the Platform in Studi Independen Activities A Better World Academy	Learning indicators collaborative in activities Studi Independen of A Better World Academy	Social Campaign Indicators Education By Students in Jawa Tengah

Source: Primary data processed by the author, 2023

The functions and ways of using the media or platform are taught to participants in the activities Welcoming Students and Get Started with A Better World Academy. Information about activities that will run is sent via email connected to Google calendar as an activity alarm. The email sent contains information on activities and recommendations for activities, namely arriving on time, formatting the zoom name, preparing note-taking tools and ensuring that they are in a comfortable condition for learning. In Google Drive we get a record of learning and media collection assignments and quizzes that are safe. Through Zoom, participants learn with various insightful and fun courses, as well as intensive communication via WhatsApp and Slack.

Various media or platforms in the Different A Better World Academy Studi Independen activities cause different ways of using them. Thinkific is used by synchronizing email accounts on learning links that have been inputted in activities then creating accounts and completing identity information. After that, you can access various materials that have been inputted in learning. Gmail is used to get information about A Better World Academy activities and can be replied to when you need a reply or are requested. Google Drive is used by creating an email account and synchronizing it with activities so that there is an assignment collection folder that has been set up in learning. Zoom Meeting is used by creating an account and opening the link for each learning or activity that will take place to follow the series of activities. WhatsApp is used by creating a WhatsApp account and joining grub to be able to communicate. While Slack is used by synchronizing email with Slack A Better World Academy links. Slack there are several channels to map learning. There are various channels provided in Slack A Better World Academy according to the needs of the learning process. In addition, each course channel has a Thread, namely Pre-Discussion, Class Discussion, Quiz and Assignment Discussion, and Summary and Reflection.

In accordance with the portion, the media or platform used in the activity also has its own provisions. The conditions for using Thinkific are that they can be accessed anywhere and anytime, there is a material clamer and cannot be published without the approval of the team, and it is prohibited to use inappropriate words in doing quizzes and assignments. The provisions for using Slack are that communication can only be done during working hours, namely Monday-Friday at 09:00 - 18:00 WIB, discussions must be on topic properly and politely, and are required to discuss via Thread in each Channel. In Gmail there is a provision not to reply to invitation emails and there is an email diclamer. The provisions in WhatsApp are that they can be accessed anywhere and anytime and pay attention to politeness and courtesy in communication even though it is done more casually where all participants can discuss interesting and useful things outside of discussing material that does not contain satire of ethnicity, race, religion, or expressing forms of discrimination, as well as respecting each other's opinions in communication. The provisions in the Zoom Meeting are to pay attention to politeness and courtesy in communication, enthusiasm in activities and focus. The provisions of Google Drive are to collect files according to the instructions and there is a diclamer.

The flow of A Better World Academy Studi Independen activities starts from registration on June 15 to July 31, 2021, then two selections, the first selection is carried out on July 17 to 27, 2021, and the second selection is on July 31 to August 6, 2021. After the selection, the announcement of participants continued with the first activity, namely Welcoming Students on August 20, 2021. Then Get Started with A Better World Academy activity on August 31, 2021. The learning period starts from August 31 to December 24, 2021. The schedule for online face-to-face learning through zoom meetings is carried out from 02.00 PM to 04.00 PM or 01.00 PM to 03.00 PM. The peak is the final project activity on December 13 to January 31, 2022. A Better World Academy activity starts from June 15 to January 31, 2022 which consists of two subactivities, namely Online Course #ForChange and Campaign #ForChange Class Series with a syllabus and Sub Learning Outcomes of Courses that have been clearly determined.

Learning in A Better World Academy's Studi Independen activities consists of 12 types of activities that have different objectives. These activities are Welcoming Students, Get Started with A Better World Academy, Online Face-to-Face or classroom learning, Class Series, Students Check Point, Campfire, Virtual Class with Mentor, Group Discussion, Bi-weekly Check-in, Final Check-in, Presentation Day, and Graduation Day. Every activity uses media or platforms according to their needs, some use all and some use part. Activities that use all media or learning platforms are core activities, namely Online Face-to-Face or classroom learning, while other activities only use Gmail, Zoom Meeting and WhatsApp.

The first indicator of collaborative learning is positive interdependence in learning which can be in the form of mutual motivation, skills, understanding, effectiveness, and providing a conducive learning atmosphere. The second is interaction between individuals both with mentors, buddy and participants. Interaction with mentors and buddy is carried out formally and according to regulated provisions, while to fellow students is not formal as long as it does not interfere with students. Third is individual accountability which includes several attitudes such as giving ideas of respecting cooperation, completing tasks, contributing actively, respecting differences of opinion, and being active in every group meeting. Fourth is the skill of collaborating by listening to material, communicating effectively, respecting differences, building positive relationships, and taking responsibility. Fifth, the effectiveness of group processes by increasing learner engagement, social skills, problem-solving skills, and facilitating problem-solving.

Yatim Mandiri is a National Amil Zakat Institute whose task is to manage and contribute to the implementation of infak, zakat and alms for the community in Indonesia. One of the branches of the Yatim Mandiri service office is in Kudus called Yatim Mandiri Kudus. One of the flagship programs of Yatim Mandiri Kudus is 137 Sanggar Genius Yatim Mandiri Kudus which is a guidance or mentoring activity outside formal education for orphans and duafa. This Genius Studio was created because of the community's concern for the education of orphans and duafa by facilitating learning assistance to support and maximize the academic abilities of orphans and duafa. This studio was also realized because of the situation that at that time it was rare to

be able to find institutions or communities that were able to seek guidance or learning assistance for free or free of charge to orphans and duafa around Yatim Mandiri Kudus.

Sanggar Genius Yatim Mandiri Kudus is a free tutoring for 120 orphans from elementary school to junior high school. Given the needs and magnitude of benefits provided by Sanggar Genius Yatim Mandiri, this tutoring activity must continue. Unfortunately, the lack of facilities and infrastructure in Sanggar Genius Yatim Mandiri is an obstacle to tutoring activities. The 80x120cm whiteboard makes it difficult for children to learn because they have to look at small writing or delete a lot of writing to be able to write other writing. The size of the whiteboard is considered less effective and uncomfortable to use when tutoring takes place.

In addition, the studio also does not have a mat as a learning base. When it rains, the floor becomes cold and children are uncomfortable to sit on the floor without a foundation in studying. Some folding study tables are broken so that most children when studying do not use the table or take turns when using it. Some others will write by bending or writing on the floor which will certainly make it difficult for them and make them tired quickly and even harmful to bone growth. In addition, some teachers often complain that stationery such as markers and ink are lacking and often run out.

Therefore, the campaign Together with Orphan Education at Sanggar Genius Yatim Mandiri Kudus Through #PeduliSanggarYatim Action was launched to increase the sense of community concern and inform the community that there are still orphans who need a helping hand and adult guidance in pursuing their education and improve facilities and infrastructure at 7 Orphan Genius Workshops in Jawa Tengah which are used by 15 teachers and 120 orphans.

Social campaign indicators in the campaign Together with Orphan Education at Sanggar Genius Yatim Mandiri Kudus Through #PeduliSanggarYatim Action are the intended effect, competing communication, the communication objective, target population and the receiving, the channel, and the message. First, the intended effect or determining the problems that occur in the social campaign of education in Jawa Tengah by analyzing social issues and making tree analysis or tree analysis to find out the root of the problem of a social problem. Furthermore, make competing communication by making a work plan, time frame and logical framework.

After that, determine and emphasize the goals that were originally one into two types, namely long-term and short-term goals to find out the priorities to be achieved first. The long-term goal of the campaign is to increase public awareness and inform the community that there are still orphans who need a helping hand and adult guidance in pursuing their education. Where the proceeds of this campaign are used to repair or replace facilities and infrastructure such as blackboards, mats, folding learning tables, teaching tools such as markers, erasers and ink for teachers and notebooks and stationery for orphans in need. While the short-term goal is made based on the SMART method, namely to improve facilities and infrastructure in 7 Orphan Genius Workshops used by 15 teachers and 120 or-

phans under the auspices of Yatim Mandiri Kudus through challenges in the Campaign#ForChange application for 2 months.

After the goals are clearly prepared, the next step is to develop a strategy to be able to reach targets and objectives. To reach the target and target of the campaign, an analysis of activities is carried out by observing how the habits of the target and target of the campaign live. When the results have been obtained, it will be easier to understand how the community responds to a problem and communicate it. It is used to create social media and campaign content that matches the target and objectives. Then proceed to choosing communication media in social campaigns which are divided into two, namely content and logos. The last is to choose the right message to be conveyed on the social campaign.

The campaign to collaborate with orphan education at Sanggar Genius Yatim Mandiri Kudus through #PeduliSanggarYatim action has advantages and disadvantages. The advantages of the campaign are: a) the use of social media and campaign platforms carried out using social media that are widely used by the target, namely Instagram and campaign media using the #ForChange Campaign Platform. Instagram is used to create informational content related to the importance of education, discussion of campaign issues, calls to conduct campaigns and take action in the Campign application, appreciation for media partners and collaborations and changemakers who take action. b) Easy to Reach and Follow Most campaigns are carried out by participating in activities directly in the field, but this campaign can be followed by taking actions that do not require a budget or Great power so that it can be reached and followed easily. c) able to build cooperation with various media in addition to providing benefits to Sanggar Genius Yatim Mandiri Kudus, this campaign involves Sanggar Jenius Yatim Mandiri organizations in Jepara and Demak, Yuk Main Kudus and print media partners as collaborators and appreciation for changemakers. d) have a structured campaign plan the campaign carried out is designed in a structured manner not only for implementation but on content, logos, collaborators, social media used and so on to be able to achieve the expected goals. e) getting donations for positive activities the results of the campaign carried out not only build understanding and awareness but also get donations for facilities and infrastructure at Sanggar Genius Yatim Mandiri which certainly provides benefits.

In addition to the advantages, there are also disadvantages of social campaigns, namely: a) relatively short time campaigns carried out in the campaign application generally range from one month and can extend the campaign period to one month if the target, goals and objectives of the campaign have not been achieved. This time is short to build understanding and change in the awareness of the importance of education. b) Requires electronic devices campaigns carried out online certainly require electronic devices to be able to access and follow the campaign. This is a weakness for changemakers who are constrained in electronic devices. Not only that, but the network and internet are also things that must be owned and accessible to be able to participate in this campaign. c) Changemakers cannot be directly involved or offline changemakers involved

in the campaign cannot fully participate in activities due to the campaign being conducted online. Only a few change-makers or teams can follow live. This is a weakness because involvement is still minimal and it is necessary to involve more changemakers or replace with other alternatives.

CONCLUSION

Based on the description described above regarding the Social Education Campaign Through Studi Independen of A Better World Academy in Jawa Tengah, it can be concluded as follows: 1). The platforms used in the Studi Independen activities of A Better World Academy are Thinkific, Gmail, Google Drive, Zoom Meeting, WhatsApp, and Slack. Thinkific as a means of learning asynchronously. Gmail to notify you of information and activities. Google Drive to provide instructions for working and collecting assignments and quizzes. Zoom Meeting for synchronous learning. WhatsApp as a means of informal communication while Slack as a means of formal communication. 2). The learning process in A Better World Academy Studi Independen activities consists of Welcoming Students, Get Started with A Better World Academy, Online Face-to-Face, Class Series, Students Check Point, Campfire, Virtual Class with Mentor, Group Discussion, Bi-weekly Check-in, Final Checkin, Presentation Day, and Graduation Day. Activities are divided into registration period, selection one and selection two, after that Welcoming Students and Get Started with A Better World. Continued with the learning period to the implementation of educational social campaigns by students in Jawa Tengah by the Yatim Mandiri Kudus organization. The implementation of the campaign began by looking for the intended effect (problem), namely the lack of public awareness of the importance of equitable education and inadequate facilities and infrastructure of independent orphan genius studios. Next, conduct competing communication on the campaign to be carried out and set the communication objective (long-term goals) with clear population and receiving targets. After that determine the channel that will be used in the campaign and finally make the message accordingly.

Based on the results of the study, alternative suggestions are addressed to 1). Kemendikbudristek to continue to facilitate and provide further assistance to the development of Studi Independen programs to provide innovation and creativity in creating various student skills and skills to improve the quality of education in Indonesia. 2). Yatim Mandiri to be able to facilitate social campaigns while maintaining, maintaining, cultivating opportunities for cooperation and other wider collaboration to solve the education problems of orphans and duafa in an effort to improve the welfare of orphans and duafa in Jawa Tengah, provide other options or help changemakers to be able to participate in campaigns without electronic devices, and increase the involvement of changemakers. 3). For universities to continue to implement MBKM programs, especially Independent Studies and open the widest possible opportunity for students to take part in various MBKM programs to increase social awareness and empathy, creativity, innovation, and integration of various MBKM programs in an effort to improve quality education. Forming students who

care, excel, have character, and are globally competitive in realizing quality education. 4). For students to take part in the MBKM program, especially Studi Independen A Better World Academy and play an active role in the MBKM program and implement various knowledge and skills obtained from the MBKM program in the surrounding community to facilitate and accelerate welfare, solve various social problems and increase public awareness of their social environment.

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