USE OF INFORMATION TECHNOLOGY AS AN EFFORT TO INCREASE PUBLIC INTEREST IN LKP ANITA'S SEWING COURSE

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ABSTRACT

Course and training institutions are units of non-formal education that can be taken by the community to complete, add, or replace formal education in Indonesia. One of the thin institutions and training in Serang City is LKP Anita with a sewing course which is one of the programs offered. However, it is unfortunate that the lack of massive information makes Anita's LKP less known and public interest in sewing courses here decreases. This is the purpose of this study, which is to find out the use of information technology to increase the interest of learning citizens in sewing courses at Anita LKP which is the subject of this study. This study uses quantitative methods with a library study approach. The results of this study that information technology that can be used to increase the interest of learning citizens is the internet, namely websites and social media. By using this information technology, the public can find out information and attract the interest of the public to take sewing courses at the Anita LKP.

Keyword : Course and training institution; interest; technology

INTRODUCTION

Pursuing education is mandatory for every individual, because basically education is an effort so that someone can improve their quality of life for the better. We know that education is synonymous with activities carried out in formal institutions from elementary school to university level. However, it is necessary to realize that education is not only tied to formal institutions, there is non-formal education which is an alternative to education for society which has the function of supplementing, complementing or even replacing formal education with the aim of lifelong education.

Sutarto (2007:9-10) states that non-formal education has the main function of developing the potential, interests and talents of students by emphasizing mastery of knowledge, functional skills, including professional personality.Thus, non-formal education has an important role in improving people's skills. One form of non-formal education unit is the Course and Training Institute which is usually called LKP. LKP is held to meet the community's needs in developing themselves in the fields of knowledge, skills and independence.

There is a policy related to the establishment of LKP, namely Law Number 20 of 2003 concerning the National Education System Article 62 concerning the establishment of educational units as stated in paragraph (1) that every formal education unit shall beNon-formal institutions that are established must obtain permission from the Government or Regional Government. Meanwhile, it is also mentioned inArticle 26 paragraph (5), namely courses and training are non-formal educational institutions organized for people who need knowledge, skills, life skills and attitudes to develop themselves, develop their profession, work in independent businesses and/or continue their education to the next level. higher. Thus, LKP, which is part of the Non-formal Education unit, is an institution that contributes to improving skills with one or more courses and training programs offered which can be a solution to reducing unemployment and poverty levels in Indonesia.

One of the LKPs that menoffering courses or training to improve people's skills is the Anita Course and Training Institute (LKP Anita). Anita's LKP is located on Jalan Lieutenant Jidun, Kav Brimob RT/RW 02/09, Kel. Lontar Baru, Serang District, Serang City, Banten Province. LKP Anita is present as an institution that provides various training programs and courses. One of the programs

offered is a sewing course with the general public and mothers who want to have sewing skills as the main target. Now, LKP Anita has a vision and mission to prepare a workforce that is competent independently, cooperatively and creatively with the skills they have, increasing human resources and productivity, as well as increasing the number of training graduates according to the job market and reducing the problem of unemployment and poverty due to the lack of skills they have. . This has been the vision and mission of LKP Anita since it was officially accredited in 1992, after previously in 1989 the sewing courses offered at this institution were only as a place to share knowledge about sewing. In practice, there are two types of classes offered, namely regular classes with implementation costs and competency tests borne by students who wish to take this course. Second, the classes are free without any costs because they are organized by the Education Department in collaboration with LKP Anita.

LKP Anita has succeeded in producing graduates who can create employment opportunities with independent businesses at home or by joining a convection factory. Starting from 2024, LKP Anita has the highest number of registrants in 2021-2022, namely around 40 registrants in one program. However, it is very unfortunate that there is a decline in public interest in sewing training at LKP Anita. Based on the results of interviews with the owner of LKP Anita, it is known that students often decide to stop taking courses because they have difficulty joining the sewing program. So the number of registrants in one program has now only reached 20 registrants.

The decline in public interest in taking courses at LKP Anita is of course a question and problem that encourages us to find solutions to overcome it. The lack of dissemination of information regarding the programs available at LKP Anita is one of the causes of this problem. Not many people know that there are institutions that provide sewing courses in Serang City. This problem can be overcome by utilizing technology which is now increasingly sophisticated. One of them is the use of information technology.

Information Technology istechnology combining high-speed communications that can load data, voice and video with computers (Abdul Kadir & Terra CH in Husaini, 2014). Meanwhile, Martin in Husaini (2014) stated that information technology is not only tied to hardware and software or computers, but also communication technology which functions to send or disseminate information. Computer technology and communication technology of course have different meanings. Computer Technology is technology related to computers and also their support in the form of equipment. Meanwhile, gadgets, computers, television and other tools that support long distance communication are called communication technology.

From the definition of information technology mentioned above, it can be said that information technology is a science that functions to manage information so that it is easier to find, an effort to maximize information technology byeffective, fast and good, it requires information management using computer technology and transmitting information over long distances using communication technology. In short, technology that can help humans to obtain and convey information is called information technology.

It is hoped that the rapid dissemination of information can be a solution for LKP Anita, which is currently experiencing a decline in public interest in the sewing courses it offers. With information technology, people will know more about what LKP Anita is, starting from the location to the programs available at the Anita Course and Training Institute. ThereforeThis problem is the background for conducting research with the aim of finding out and describing what benefits information technology can provide as an effort to increase public interest in the sewing course at LKP Anita with the title ""**Utilization of Information Technology as an Effort to Increase Citizens' Interest in Learning at the LKP Anita Sewing Course"**

RESEARCH METHODS

A scientific method which includes rational, empirical and systematic methods that need to be taken to achieve certain goals is called a research method (Sugiyono, 2022:2). There are many types of

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research methods that are used according to the objectives of each research conducted. In accordance with the research objective of trying to analyze the use of information technology as an effort to increase residents' interest in learning about the sewing course at LKP Anita, a qualitative research method was used with a library research approach. The qualitative method with a library study approach is a research activity that uses library data collection techniques by searching for sources and constructing them from various sources such as books, journals and existing research. Syaibani (2012) also said that library research is a research effort to collect data that is relevant to the research problem or topic. The relevant data is obtained from scientific books, scientific essays, research reports, regulations or decrees, theses and other written sources. .

In research using qualitative methods, of course there needs to be a research object or target. The object or target of this research is in accordance with the background of this research, namely the Anita Course and Training Institute which is located in Serang City. Apart from that, this research of course involves learning residents, instructors and the owner of LKP Anita, namely Mrs. HJ. Anny Sartani. This research will be conducted on Friday, March 8 2024.

The data results are divided into two, namely primary data and secondary data.Primary data will come directly from research results, which in this study were through interviews, observation and documentation directly without any intermediaries. Meanwhile, secondary data was obtained indirectly through literature studies and literature reviews in order to complement existing primary data. The data that has been collected will later be analyzed using data reduction techniques, data presentation, and verification/drawing conclusions

The instruments or tools needed to support the implementation of these activities are needed for all three, while the instruments during the interview include a series of questions that will be asked to the interviewee. Then, the instrument at the timet observations include researcher guidelines relating to the situation at Anita's LKP. Then, the instruments used during documentation are tools used to immortalize activities in the form of photos or recordings during interviews such as gadgets.

RESULTS AND DISCUSSION

After conducting research, the results obtained were that Anita's LKP needs could be met with information technology. In its implementation, LKP Anita first carries out the process of planning and implementing the sewing course program by considering three things, namely goal setting, estimation of environmental conditions/data sources, and constraints and obstacles faced by the relevant institutions. In Anita's LKP, the first planning step is to determine the level of learning that will be taken, such as basic, advanced and skilled. Then, there is a focus on sewing theory before starting the practical stage according to the learning theme with the time span to reach the advanced level being 5 months with a total cost of IDR 240,000 each month. After that, at the implementation stage, application of theory, practice and demonstration. At the first two meetings, the instructor will focus activities on providing material and at the next meeting, course participants will begin to practice using the sewing tools found in Anita's LKP. At each meeting, the activities require 2 hours, with a schedule determined by LKP Anita. Based on the results of an interview with the owner of LKP Anita, the implementation of the training process is always uncertain because it adjusts to the number of participants who come. The course training activities were able to run well, partly because of the motivation of the course participants who wanted to be proficient in sewing, however, the students' abilities and different levels of education became obstacles in the implementation process.

Learning methodsin the sewing course training at LKP Anita is the demonstration method. The method begins by providing an understanding of the material at the initial meeting and continues with practice at subsequent meetings. The LKP tailoring course instructor, Anita, looks skilled, professional and full of responsibility in coaching and motivating course participants, this has the effect of instilling self-confidence and a sense of comfort in course participants. The learning model

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used in Anita's LKP sewing course has several competencies, namely measuring body parts, making clothing patterns, planning clothing materials, cutting clothing materials, sewing using machines, and operating various types of sewing machines. The training process using the demonstration method went well, but the progress of the course participants remained different due to the dynamics of the training, one of which was the uncertain number of course participants.

Effectiveness of implementing the sewing course program at LKP Anitahas been carried out optimally, starting from the planning stage, implementation, until the results obtained from the sewing course can be said to be good. Painstaking instructors, appropriate methods, and complete modules ranging from objectives to assessment of learning outcomes support the success of this sewing course at LKP Anita. However, based on the results of interviews with informants, there are shortcomings that are needed by LKP Anita, one of which is disseminating information about sewing courses at LKP Anita. Not many people know that LKP Anita has been established since 1992. Considering this, there is a need to disseminate information to promote LKP Anita. The development of information technology can be used as an effort to inform and attract public interest in taking sewing courses and other programs at LKP Anita.

Information technology that can be used to attract public interest in Anita's LKP is the Internet. According to KBBI, the Internet isan electronic communication network to provide a link between computers and facilities organized via satellite or telephone in the world. The internet is of course no stranger to the general public, the widespread use of the internet can help LKP Anita in promoting the programs available. Through the internet, it will be easier for people to find information about Anita's LKP. The following types of internet can be used as promotional media to attract public interest in Anita's LKP sewing course.

1. Website

   A website or what we usually know as a website is a collection of pages that contain images, videos, audio or other things that contain information about something on the internet. Websites can be created and accessed by anyone who has a device and the internet on them. LKP Anita can create a website that becomes a center for information regarding the development of LKP Anita itself. With this website, LKP Anita can include information such as what LKP Anita is, what programs are offered, the learning model applied, the fees charged, and how to register at LKP Anita. By using the link provided, the public can more easily interact with LKP Anita itself. In this way, public interest in participating in training activities at LKP Anita will increase.

2. Social media

   Social media is a real form of information technology development, media which is based on software applications can be an alternative solution to inform about the existence of Course and Training Institutions in Serang City, namely LKP Anita. The way to implement this is by creating interesting content, both in the form of videos and photos. LKP Anita was able to document activities while the sewing course training was in progress, then make it into an interesting documentary video. The documentary video can then be published on social media such as Instagram, Tiktok, YouTube, and others. Apart from that, LKP Anita can also provide more information through social media and interact with other social media users. There is a lot of interesting marketing content that can be used as a reference to get people's attention and interest in LKP Anita. In this way, LKP Anita can be better known and will restore public interest in taking sewing courses at LKP Anita.

Of the two information technologies that can be used to attract public interest in training at LKP Anita, LKP Anita can also increase the learning motivation of course participants, and evaluate the quality provided by LKP Anita. With the development of increasingly better quality, it is possible to retain existing course participants at LKP Anita. Apart from that, course participants at LKP Anita can also recommend LKP Anita if they are satisfied with the quality provided by LKP Anita.

CONCLUSION

Reviewing the discussion that has been put forward, it can be concluded that the implementation of training at LKP Anita has gone well. The planning process, implementation, and obtaining satisfactory results have been carried out well by LKP Anita. Instructors who work professionally and responsibly guide and protect course participants have an influence on the results obtained by course participants. However, the decreasing interest of course participants in taking part in activities at LKP Anita is becoming an obstacle. The use of information technology can be a solution in overcoming these obstacles. The use of information technology, namely the internet which can be widely accessed by the public, can help LKP Anita disseminate and promote sewing courses and other programs at LKP Anita. Websites and social media can be the right forum for disseminating information about LKP Anita, with the use of information technology, the public will know more and interact more easily with LKP Anita.

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