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MULTIMEDIA COMPETENCY EDUCATION AND TRAINING MANAGEMENT THROUGH DOUBLE TRACK PROGRAM IN PRIVATE SENIOR HIGH SCHOOL

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Abstract. Muhammadiyah Senior High School 9 Brondong Lamongan is an educational unit that implements a Double Track program with a multimedia competency program that is managed independently by the educational unit. This study was conducted to determine the implementation of Double Track program management at Muhammadiyah Senior High School 9 Brondong Lamongan in achieving the objectives of the multimedia Double Track program. This research used a qualitative approach to describe the phenomenon or situation that is ongoing. The results showed that Muhammadiyah Senior High School 9 Brondong Lamongan carried out the preparation stage of the program plan, division of tasks to the human resources involved, arrangement of the implementation of the training program, supervision of activities on a regular basis, evaluation of training results and evaluation of the training program as a whole. Limited operational funds, limited number of computers, computer specifications that are not yet qualified for videography needs were considered as obstacles in the implementation of the Double Track multimedia program. In addition, there was no entrepreneurial practice as a follow-up to the results of the Double Track program.

Keywords – Education and Training Management; Multimedia Competence; Double Track Program

Abstrak. SMA Muhammadiyah 9 Brondong Lamongan merupakan satuan pendidikan yang mengimplementasikan program Double Track dengan program kompetensi multimedia yang dimanajemen secara mandiri oleh satuan pendidikan. Penelitian ini dilakukan untuk mengetahui implementasi manajemen program Double Track di SMA Muhammadiyah 9 Brondong Lamongan dalam mencapai tujuan program Double Track multimedia. Penelitian ini menggunakan pendekatan kualitatif untuk mendeskripsikan secara holistik fenomena atau situasi yang sedang berlangsung. Hasil penelitian menunjukkan bahwa SMA Muhammadiyah 9 Brondong Lamongan melakukan tahap penyusunan rencana program, pembagian tugas kepada sumber daya manusia yang terlibat, pengaturan pelaksanaan program pelatihan, pengawasan kegiatan secara rutin, evaluasi hasil pelatihan maupun evaluasi program pelatihan secara keseluruhan. Keterbatasan dana operasional, jumlah komputer yang terbatas, spesifikasi komputer yang belum mumpuni untuk kebutuhan videografi dinilai sebagai hambatan dalam pelaksanaan program Double Track multimedia. Selain itu, belum ada praktek wirausaha sebagai tindak lanjut dari hasil program Double Track.

Kata Kunci – Manajemen Pendidikan dan Pelatihan; Kompetensi Multimedia; Program Double Track

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I. Introduction

The emergence of the industrial revolution in the current era has changed the role of human resources to be limited to supporting production systems that require digital, technical, interdisciplinary, collaborative and communicative competencies [1]. Lack of adequate human resource skills, communication technology security issues, production machine stability constraints, inability to change and adapt by stakeholders, and job losses due to being replaced by automation are problems that must be faced during the 4.0 industrial revolution [2]. The transformation of human resource capabilities must be carried out by involving various parties, including public officials, the private sector, academics and the general public in order to survive and develop in the global era [3]. Currently, skills and expertise based on the development of science and technology are needed to increase added value and national productivity that will drive economic growth [4]. In addition, revitalization and character strengthening are also needed so that people are able to adapt to digitalization [5], as well as fostering a collaborative attitude and mastering cross-border competencies [6]. In this case, universities have an important role, including to prepare human resources who have technology-based skills and competencies needed by industries and companies [7][8].

In essence, Senior High School is an educational unit that specifically emphasizes efforts to prepare students physically and mentally to continue their education to higher education. However, the situation in the field is that not all Senior High School graduates continue their education in higher education. The East Java education office noted that only 33% of Senior High School graduates in East Java continued their higher education in both public and private universities, and the remaining 67% did not continue [9]. This is motivated by the inability of the economic factors of the student's family, so that the output and quality of the Indonesian workforce is currently at a poor level [10]. The high number of Senior High School graduates who do not continue to higher education also resulted in increased number of unemployment in youth [11].

Education Level	2022 (%)	2023 (%)
Senior High School	8,46	6,64
Vocational High School	6,70	8,59

Tabel 1 : Statistics on the Open Unemployment Rate (TPT) by Last education in East Java
Source : bappeda.jatimprov.go.id

Statistical data in East Java in 2022 showed that the open unemployment rate (TPT) for Senior High School graduates was the highest at 8.46 percent, compared to Vocational High School graduates who reached only 6.70 percent [12]. In 2023, the unemployment rate for Senior High School graduates decreased to 6.46 percent. This is inversely proportional to the open unemployment rate for Vocational High School graduates, which has increased to 8.59 percent. Although the unemployment rate for Senior High School graduates has decreased, this shows that the labor participation rate and the need for workers in the labor market still have problems [13]. Therefore, to improve the current human resource competency development system, it is necessary to strengthen public education investment and improve vocational education and training programs [14]. Because, the existence of quality education and training programs can reduce the number of unemployed young people [15].

The East Java Provincial Government has made innovations in the form of the Double Track Senior High School program through the East Java Governor's regulation number 139 of 2018. Double Track is a skills program to make Senior High School graduates ready for their career. This program is implemented for Senior High Schools that have several students who do not continue to higher education by >50%. Learners

required to attend training hours in the Double Track program they are interested in. When they graduate from Senior High School, they are entitled to a formal diploma and certificate of competence. The expected result of the Double Track Program is that Senior High School graduates who do not continue their higher education could learn additional skills as well as competency certification with the hope of achieving the human development index and being able to reduce unemployment and poverty in East Java Province [16].

Muhammadiyah Senior High School 9 Brondong, Lamongan is one of the educational units that implemented the Double Track program, specifically focusing the Multimedia competency program. The goal is that students have competence by utilizing digital technology needed in the field of work in the current era. However, the Double Track Program that were implemented in Muhammadiyah Senior High School 9 Brondong, Lamongan is independent. Meaning, the Double Track program is managed independently by the Education Unit and the operational costs of implementing the Double Track program do not use the Regional Budget of East Java Province [17].

There is an opinion that digital competencies are unlikely to be learned and developed in a short period of time [18]. However, there are other opinions that stated the competencies to be achieved can be realized with education and training that is managed in a planned, systematic and sustainable manner [19]. The similar topic was stated by Ety Prawesti, Head of the Senior High School Development Division of the East Java Provincial Education Office, who said that the Double Track program which held independently could be implemented well by a school, because the school has succeeded in implementing good school governance [17]. Studies on Double Track program management are still rare, especially on Double Track programs organized independently by private Senior High Schools. Therefore, this study intends to do in depth examine of the Double Track program, especially in the Multimedia competency program that implemented independently by Muhammadiyah Senior High School 9 Brondong Lamongan in terms of management. The hope of this study is that the latest information on the management of the Double Track Multimedia program implemented independently by the education unit could be a treasure of knowledge and could provide benefits.

II. Research Method

The approach taken in this research is to use a qualitative approach to describe holistically of the ongoing phenomenon or situation [20]. This study used a qualitative approach to describe the phenomenon or situation that is ongoing [20] on the management process of the Double Track Senior High School program which is managed independently by Muhammadiyah Senior High School 9 Brondong Lamongan East Java, especially the Multimedia competency program. The technique of collecting research data uses observation techniques, in-depth interviews and document analysis. The source of research data comes from the Principal, Waka Curriculum, Coordinator of Double Track Multimedia program as informants. To gain confidence in the truth of the data obtained using data triangulation. Data that is declared valid through triangulation will provide data validity to draw conclusions from the research [21]

III. Findings And Discussion

1) Double Track Program at Muhammadiyah Senior High School 9 Brondong Lamongan

Muhammadiyah Senior High School 9 Brondong Lamongan East Java is one of the educational units that participates in implementing the Double Track Senior High School program. The implementation of the Double Track program at Muhammadiyah Senior High School 9 Brondong began in 2021 which was held independently. The intended independent Double Track is that its implementation does not go through the stages of cooperation with the East Java Provincial Education Office which collaborates with the Sepuluh Nopember Institute of Technology (ITS) as a facilitator, but it was managed independently by the education unit by empowering educators in the education unit as facilitators and instructors. At the beginning of its implementation, the Double Track program

was only attended by grade XII students that were interested with the program, with the types of skills training carried out including culinary, fashion, and graphic design which lasted until 2022. In 2023 the Double Track program at Muhammadiyah Senior High School 9 Brondong Lamongan was implemented targeting grade XI and XII students. The difference in implementation is that the graphic design program has developed into Multimedia, with a concentration on digital skills in the form of graphic design and videography. In addition, Muhammadiyah Senior High School 9 Brondong Lamongan collaborates with Muhammadiyah Lamongan University as its facilitator in the Multimedia competency program.

2) Management of Double Track Program at Muhammadiyah Senior High School 9 Brondong Lamongan

Multimedia Double Track Program Planning

The planning of the Double Track program at Muhammadiyah Senior High School 9 Brondong Lamongan begins with an analysis of the phenomenon of alumni who do not continue their education to college. The career world tends to master digital competencies, student's interests, and talents in digital skills. Other than these factors, the principal began planning the Double Track Multimedia program so that students have independence and the growth of an entrepreneurial spirit by utilizing digital technology.

The planning of the Double Track Multimedia program at Muhammadiyah Senior High School 9 Brondong Lamongan begins with forming a team consists of the principal, Vice Principal, and the development team to discuss the formation of a program coordinator team responsible for drafting the concept, determining the time of implementation of the training program, determining the resources and infrastructure owned by the education unit. Then the duration of the meeting is compiled in a decree from the Head of School and the Double Track work program document. The Head of Muhammadiyah Senior High School 9 Brondong Lamongan said that all planning and budgeting for the operational needs of the training program are also compiled in PROTA (Annual Program) and RKJM (Medium Term Work Plan) with a budget from the School Operational Assistance (BOS) and registration fees for the Double Track Multimedia program by students. In this planning stage, cooperation is also carried out by Muhammadiyah Senior High School 9 Brondong Lamongan with the Faculty of Science and Technology, University of Muhammadiyah Lamongan as a partner in the preparation of the training curriculum as well as a training program tutor. It is hoped that a certificate of competency equivalent to Diploma One Education can be issued by Muhammadiyah Lamongan University for students who graduate from the Multimedia training program.

The plan that has been compiled then socialized to students and their parents or guardians of students by conducting meetings. The involvement of parents in the socialization of their children's education is important [22], one of them is the socialization of school programs. In the meeting attended by parents of students, the agreement and readiness of the guardians of students regarding the training program held along with the budget for the training program charged.

Organizing and Recruiting Multimedia Double Track Program Participants

After going through the planning stage, organizing was needed to divide the main tasks and functions to human resources who are members of the Double Track program team. The results of observations and review of documents conducted by the author show that the division of tasks in the Double Track multimedia program is well organized. This can be seen from the issuance of a decree on the division of tasks of the Multimedia Double Track Program Coordinator Team which approved by the principal so that the committee could run according to the description of the tasks to be

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performed. In addition, the same thing is also done by Muhammadiyah University in preparing the curriculum and assigning lecturers as tutors in the Double Track program.

The process of recruiting Double Track Multimedia participants was carried out by the Double Track program coordinator team by opening the registration stage after socialization is carried out. So far, Double Track Multimedia at Muhammadiyah Senior High School 9 Brondong Lamongan was still focused on grade XI students only with a limited quota of 30 students. This was done because the number of computer facilities in the school computer laboratory that are ready and qualified to be used is only 30 units.

Implementation of the Double Track Skills Program

The author collects information through work program documents, work program reports and interviews regarding the implementation of the Double Track Multimedia program to the coordinator and principal. The concentration of expertise pursued by Double Track multimedia participants is graphic design and videography. The graphic design concentration was chosen because it requires a lot of digital design skills using a computer [23]. This makes design skills highly desirable in today's highly competitive economy [24]. The same goes for videography, as video is considered to be a richer and more effective medium of knowledge transfer [25]. In addition, video is currently utilized for various things, ranging from commercial interests, to education.

Double Track Multimedia at Muhammadiyah Senior High School 9 Brondong Lamongan lasts for 2 semesters with a study time of 4 months. The training was conducted every Saturday starts from 07.30 to 15.00 with 3 materials per meeting. Training was conducted face-to-face with meeting intervals of 2 weeks. There are differences in the implementation of Double Track organized by Muhammadiyah Senior High School 9 Brondong Lamongan which are not in accordance with the East Java Governor's Regulation on the implementation of the Double Track program. In CHAPTER IV article 8 on training materials, that the Double Track training time for Senior High School and Vocational High School is carried out outside regular class hours [16]. In its implementation, Muhammadiyah Senior High School 9 Brondong Lamongan implements the Double Track program in regular class hours. This is due to the limited time outside of regular class hours which is already full with the schedule of extracurricular activities at Muhammadiyah Senior High School 9 Brondong Lamongan. Face-to-face training hours with an interval of 2 weeks are carried out as a form of solution so that students are not left behind and still follow regular learning which takes place every Saturday.

Based on the description above, it can be seen that the management of the implementation of the Double Track multimedia program at Muhammadiyah Senior High School 9 Brondong Lamongan has been carried out well. According to Fazlur Rohman, the principal of Muhammadiyah Senior High School 9 Brondong Lamongan, the role of human resources consisting of the program coordinator team and presenters from Universitas Muhammadiyah Lamongan in implementing the training process is also an aspect of the successful implementation of multimedia Double Track program. In addition, the limited number of computers, computer specifications that are still inadequate for videography, and limited program operational costs are the obstacles of the implementation of the multimedia Double Track program. So that the implementation of the multimedia Double Track program is still considered not optimal.

Supervision and Evaluation of Double Track Program

Supervision during the implementation of the Multimedia Double Track program is also carried out. As revealed by the Multimedia Double Track coordinator that supervision during the

multimedia program is carried out by the coordinator who also acts as the person in charge of the computer Laboratory. In addition, the head of the Double Track program, the principal, and the Vice Principal also supervise the program to determine the process, development and measure the effectiveness of its implementation.

The evaluation stage is also an important part of the program. Evaluation is needed to motivate improvements for a program that took place [26]. Evaluation of Multimedia competency education, as with lectures in general, Double Track Multimedia program participants also take midterm assessments and final assignments in the form of projects according to the material that has been taught. The assessment criteria are fully managed by the tutor, so that the education unit is not involved in the process of assessing student projects. Based on the results of interviews with the Principal and Coordinator of the Double Track Multimedia program, graphic design skills are considered to be achieved most optimally compared to videography. This is because the limited computer specifications used are still not sufficient for videography needs.

As a result of the training that were followed, students have been able to hone their creative thinking skills and being independent in visualizing their ideas. However, the follow-up of the program that raises the entrepreneurial process that has selling value has not yet been carried out. Thus, current trainees are still dominant in making designs and videos only for the needs of the final project, not yet achieving entrepreneurial practices by selling products or services produced through Double Track Multimedia.

Evaluation of the Double Track program is carried out to measure the effectiveness of the work program that has taken place as material for improvement. Evaluation and reports on the results of the Double Track Multimedia program are carried out by the program coordinator team institutionally as well as evaluations with a team of tutors from Muhammadiyah Lamongan University. The Double Track Multimedia program has not touched on competency testing according to the standards of the National Professional Certification Agency (BNSP), so that the certificates obtained by trainees are still limited to certificates of proof of completion of education equivalent to Diploma one education, not yet a certificate of work-ready competence. The realization of the issuance of education and training certificates is not distributed to students when the training program has been completed, but is distributed when students graduate from the education unit.

From the description above, it can be seen that during the Double Track Multimedia program, the supervision process is always carried out by the Double Track Team. Similarly, the evaluation of learner training results and the evaluation of the Double Track program in general have been carried out well by producing program improvement notes for the following year's program.

IV. CONCLUSIONS AND SUGGESTIONS

Based on the results of research conducted by the author, it can be concluded that the Double Track multimedia program at Muhammadiyah Senior High School 9 Brondong Lamongan has carried out a series of management stages, starting from planning, organizing human resources, organizing the implementation of training programs, routine supervision to evaluating the results of student training and evaluating the Double Track multimedia work program as well as possible. The independent Double Track program at Muhammadiyah Senior High School 9 Brondong Lamongan still has weaknesses and limitations, such as limited operational funds, a limited number of computer facilities that are still not qualified for videography practice needs, no entrepreneurial practice as a follow-up to the Double Track Multimedia program, and training certificates equivalent to Diploma one education that have not been integrated with professional certification.

This study is limited to only one skill program in the Double Track program at Muhammadiyah Senior High School 9 Brondong Lamongan which is reviewed in depth. It is hoped that the next study can fully review the Double Track program with all skill programs organized by the education unit. In addition, a study is needed regarding the follow-up plan after students complete the Double Track program and evaluation of the satisfaction of the Double Track program by students.

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