Public Partnership Program (PKM) SMP Muhammadiyah 4 Porong Sub-district Porong, District Sidoarjo, East Java

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ABSTRACT

SMP Muhammadiyah 4 Porong is one of the Muhammadiyah universities under the guidance of PCM Porong, which is located at Jl. Raya Lajuk, Dusun Pojok, Lajuk, Kec. Porong, Sidoarjo Regency, East Java 61274, is the first stepping educational institution to occupy a building within the Muhammadiyah Porong College, founded in 1966, which was originally located in the mindi sub-district, kecamatan. Porng, is a school relocation as a result of the impact of the Lapindo mudflow and until now, there are 54 students aged 12 to 15 years consisting of 3 classes, namely grades VII, VIII and IX. It has 14 teachers, consisting of 1 person as the principal and concurrently as a teacher and supported by 4 education personnel. So that the problems faced by these schools are the absence of communication media that can provide information related to the learning process, academics, student achievement and two-way communication with student guardians, teachers and schools. This aims to improve communication between teachers, guardians of students, schools and the general public. So that with the existing problems, a solution is needed so that the learning process will be achieved. So that the solution offered is to create the concept of student participation in building imagery by providing a means of actualization by building and utilizing the web as a communication medium, print and sms geetway managers, Internet Marketing training and mentoring and news coverage and writing training, so that with the solutions offered, SMP Muhammadiyah 4 Porong Sidoarjo, will be able to build self-image and communicate actual information in schools, in order to build synergy between students, parents, teachers and schools as well as the wider community.

1. Introduction

SMP Muhammadiyah 4 Porong which is located at jl Jl. Raya Lajuk, Dusun Pojok, Lajuk, Kec. Porong, Sidoarjo Regency, East Java 61274, occupies a building together with the Muhammadiyah Porong college which is an independent building with a building area of 621 M2 occupying land with a land area of 8000 M2. The form of a 3-storey building, with a total of 15 classrooms, 3 labs and 1 library, consists of a MIPA lab, a computer lab, a music lab and a library, 3 administrative rooms, 3 principal rooms and one mosque, and is equipped with public facilities, in the form of toilets. in every corner of the building and the school canteen.

The building that is currently occupied is a building that was built in 2014 and has been occupied as a learning building since 2015. With a total of 54 students aged 12 to 15 years old, consisting of 3 classes, namely classes VII, VIII and IX. With a total of 14 teachers, with 1 school principal, 4 educational staff.

Fig. 1. Teacher Activity

Seeing the number of local classes in the building owned, but not proportional to the number of students studying at the school, is a problem for the school manager, while schools at the same level have a better number of students compared to SMP Muhammadiyah 4 Porong.

However, if it is seen that the student's achievement in non-academic activities is very satisfying, this can be seen from the results of the achievements of students involved in HW, tapak Suci and paskib activities. However, the students' achievements have not been able to increase the number of students who register and attend SMP Muhammadiyah 4 Porong.

The problems faced by the school are:

a. The need for an online presence system [1] by integrating the academic system so that learning activities can be communicated to students, parents, guardians, teachers and schools.

b. The absence of supporting facilities for publication activities in the form of a portal or a web that functions as a news media for all student activities, teachers on extra and intra-school activities [2]

c. There are no independent volunteer workers who can help carry out publications by utilizing school publication media.

d. Build awareness of students, parents, guardians, teachers and schools in building a positive image of SMP Muhammadiyah 4 Porong

Fig. 2. Students Activity

With the implementation of the Institutional Community Partnership Program (PkaMI), the solution to the above problems is:

1. Build an online presence and school web
2. This facility is important to be held as a form of two-way communication provided by the school to parents, on the position or whereabouts of students during the learning process, when entering and leaving school[1]. This facility is important to be held as a form of two-way communication provided by the school to parents, on the position or whereabouts of students during the learning process, when entering and leaving school [3].
3. Internet Marketing Training. Internet marketing [4] is a marketing activity that uses the internet as the media used, so that with these training activities students, parents, guardians and teachers are able to provide education to the general public about SMP Muhammadiyah 4 Porong, by using social media such as Facebook, Instagram and Twitter.
4. Provision of online presence support facilities. Provision of supporting facilities for online presence in the form of print printers, software, domains and internet networks, HP which are used to support the development of online presence.
5. Journalism Training. This activity is carried out as an effort to optimize the publication media that will later be built and used for publication. So that with this training, volunteer coverage will be formed and able to pack in good news

2. Methods

The working mechanism during the implementation of this program is first of all the proposing team goes directly to the field and sees the conditions and problems faced by the partners. Then after the Institution Community Partnership Program was approved, the team that proposed discussions to make a work plan, which contained the name of the activity and the time of implementation. Where each activity will have a person in charge, so that the activities are in accordance with what has been determined. During the implementation the proposer team always coordinates with partners, so that in the process the partners understand and can independently run the technology that has been transferred through workshops / training activities, intensive assistance from each activity.

In implementing this program the team will always evaluate and report the results of each activity that has been carried out until all activities are realized. So that teamwork can be realized, and each team member can optimize their potential and field of expertise. Partners contribute in providing an overview of the problem so that the proposing team can clearly offer solutions. During the implementation the partner provides a place when the activity (workshop or training) is carried out. The expected output in this program is the presence of an online Presence Information System, school website, youth reporter.

The participation of partners is as, partners contribute in providing an overview of the problem so that the proposing team can clearly offer solutions and provides a place for internet marketing training, news compilation training and coverage.

The evaluation of program implementation, evaluation of program implementation at SMP Muhammadiyah 4 Porong partners will continue to be carried out after activities are completed by monitoring and mentoring with a time management pattern adjusted to partner agreement.
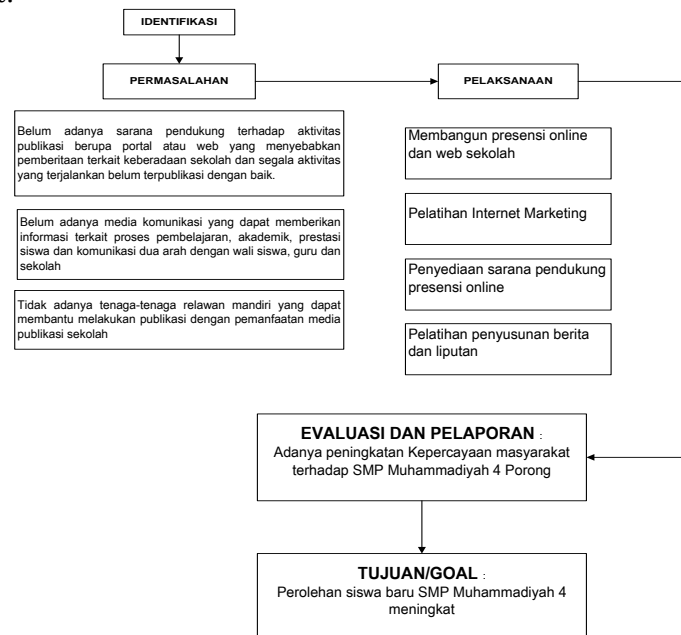

Fig. 3. Implementation Steps

3. Results and Discussion

Strengthening Science and Technology Implementation for the Community. In order to see first hand the conditions that exist in partners, in this stage several stages are carried out,

    a. Interviews were conducted directly with partners, related to the sustainability of the program and the efforts made for its sustainability. From the results of interviews conducted, partners need to develop businesses and innovate school promotions by using the school web as a marketing tool by partners.

    b. Field observations. This observation aims to maximize efforts to improve the process of repairing supporting facilities at Muhammadiyah 4 Porong

School, Sidoarjo Regency, so that the process of school promotion activities will be more effective and efficient.

c. Procurement needs of partners. This aims to fulfill the obligations that must be fulfilled by proposers to partners which include, School Web, Online Presence, journalistic training

With this community service program, this community partnership program can improve the quality of learning and student creativity in raising and promoting schools through the school website.

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