A SIMPLE SCHOOL PROFILE WEBSITE USING WORDPRESS AS AN INFORMATION AND PROMOTION MEDIA

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ABSTRACT

A school profile website is a website that contains information about a school to introduce and provide the information to other parties such as the communities, parents, or partners of the school itself. This community service activity aims to raise awareness for school managers and teachers about the importance of using the internet/website to develop the potential of schools. The method of implementation is a workshop. There are 13 participants, who are teachers and staff in TK Qurrota A'yun and PAUD Mawar. The results in this community service activity are that around 20% of participants can create a simple school profile website using WordPress, and around 30% of participants can use the website as an information and promotion media.

Keywords: *Information; Profile; Promotion; School; Website.*

A. INTRODUCTION

At this time, the development of science and technology is increasingly rapid, especially information technology and telecommunications, which play an essential role in human life, especially in education, one of which is website technology (Suhartini et al., 2020). A website is a set of pages that display content or something that can be accessed or opened when accessing the internet (Winoto & Tjendrowasono, 2012). Therefore, today's development of information technology, especially internet technology, such as websites, has many potentials and can utilize the resources.

The school website has now been able to process and convey information in a modern way, using a computer with internet facilities to access promotions and provide practical information. It is right in managing and promoting, and delivering realist information. This website is one of the appropriate media to work (Nuryamin et al., 2016).

Our partners are TK Qurrota A'yun and PAUD Mawar. According to our interview with them, they do not have a school profile website. As we know, the world of education should hold the importance of a website at every level

of education because it will make it easier for the public to find information, especially school profiles.

Besides, the benefits of building this website are that the school can provide information related to the school to the community in general and school residents in particular, which can be accessed effectively and efficiently where, when, and by anyone (Utomo & Bakara, 2013). Furthermore, the website's benefit for students' parents can undoubtedly make it easier to assess and choose which school is suitable for their future children (Christian et al., 2018). Apart from the information presented on the school website, parents can find out both the history, vision, mission and achievements. The SD, SMP, and SMA level school websites are also available as online learning media, generally referred to as e-learning.

Websites in competency development and school quality are the right thing because websites are very interactive and dynamic media to add insight and self-existence (Irawan et al., 2016). Parents of students and the community can use kindergarten or PAUD schools as parenting media. Besides that, kindergarten / early childhood children can use it as a learning medium, as expressed by (Setianto & Arifin, 2016). "Yuk Main website," users of course only are PAUD children aged 4-5 years. Still, the use of this website must be under the supervision of an adult. Children provide input in choosing games and PAUD teachers/parents/caregivers who execute them with details. Some children who can play with computers, laptops, and the like can do it themselves.

Nevertheless, of course, they still have to be under adult supervision. So that teachers' role increases, teachers are not only consumers of information. Teachers must also play a role as producers. So that parents and the community will easily access the data needed and develop character education and the introduction of information technology. Website design is another alternative promotional medium to introduce kindergarten to urban communities as the primary target market (Nirwana, 2012).

The internet has entered into the world of education, including pre-school, elementary, junior high school, and others (Nuryamin et al., 2016). It is not new if some schools already have websites, but not all schools have impressive websites. Besides that, some schools do not care about the importance of a website due to several things. One is the lack of understanding of the school's benefits and how to build or manage websites. In a big city like Bandung, this high mobility activity should be a good opportunity for schools to optimize their website to compete in line with technological developments and advance its name (Rivai & Sukadi, 2013).

According to this problem of our partners, we suggest a solution to them, a community service activity to socialize and do a workshop to create a simple school website using WordPress. This community service activity aims to create a simple school website, and participants can use the website as an information and promotion media.

B. IMPLEMENTATION METHODS

The team carried out a workshop as the implementation method to create a simple school profile website and socialize the benefits. Participants in this activity were all teachers and staff of TK Qurrota A'yun and PAUD Mawar. The team held this training activity at TK Qurrota A'yun Jl. Wren In No. 354 / 151A RT. 02/013 Ex. Sadang Serang, Coblong District, Bandung City. This activity was attended by two schools, including TK Qurrota A'yun and PAUD Mawar. Before the practice of creating a website was carried out, the team gave material explanations to the manager, school principal, and teachers of TK Qurrota A'yun about the benefits and importance of a website. They then entered the basics of the Internet and the Website.

First, the team did an observation and an interview with our partners. Second, the team held discussions to discuss solutions to problems that arise on the school website. This discussion took place between the team and partners. From this discussion, the team obtained several problems so that a solution was needed to improve the facilities for the schools, especially in the procurement or creation of a school will be a workshop on creating a simple school profile website using WordPress. Third, The team carried out the documentation method to obtain the data related to website training. Fourth, the team did a workshop on creating a simple school profile website. Fifth, the team did monitoring and evaluation using observation and interviews with participants.

C. RESULTS AND DISCUSSIONS

The team carried out this community service program in 3 stages: the preparation stage, the implementation stage, and the evaluation stage (the final stage). In the preparation stage, the team did observation and discussions with the headmaster of TK Qurrota A'yun and PAUD Mawar to discuss the place and time. The team needed, as well as what preparations to support the content of the school profile website.

Preliminary observation includes two activities, namely partner observation and identification of partner problems. In the partner observation step, the organizing team observed TK Qurrota A'yun and PAUD Mawar and recorded the results of observations made, such as school conditions, to foster educators and education staff to increase competence for educators. The results of this observation are used as a reference in identifying partner problems.

After making observations, the Organizing Team identifies problems. This problem identification process is carried out through discussions with the principal. Identifying these problems includes the following: TK Qurrota A'yun and PAUD Mawar did not have a school website. It is because school administrators do not understand how to create and operate websites. So that school managers and teachers carry out school promotions still with banners, brochures and word of mouth.

Identifying the problem is used as a reference for the team and Partners in discussing solutions to overcome the problems that arise. The solution agreed is that there will be the socialization of the initial counting game in TK Qurrota A'yun and PAUD Mawar.

Based on the results of preliminary observations, the organizing team prepares an activity proposal to be submitted to the head of the center for community service, Universitas Indraprasta PGRI, to obtain approval and permission to carry out activities.

The team submitted an application for a permit to carry out activities to the Head of the Center for Community Service at Indraprasta PGRI University and the Chair of the Qurrota A'yun and PAUD Mawar TK groups. In this step, the team also collaborated with the principal of TK Qurrota A'yun and PAUD Mawar.

This step is the core step of this community service activity. This step begins with the socialization of activities to TK Qurrota A'yun and PAUD Mawar teachers regarding implementing this community service activity. After that, the team also explained to the chairman the socialization and training carried out. The team also provides descriptions of the school's website. The team carried out this activity in training. School principals, teachers, and staff from TK Qurrota A'yun and PAUD Mawar attended this activity.

1. First Session 10.30 AM to 12.30 PM

Thirteen people attended this training activity, including one principal of TK Qurrota A'yun, one principal of PAUD Mawar, six teachers of TK Qurrota Ayun, and five teachers PAUD Mawar. The activity began with the opening of the principal of TK Qurrota A'yun as the host for the training. Furthermore, the team continued the joint acquaintance with the community service organizers to present the first material delivered by Mira Gusniwati. In contrast, the material presented was the role and importance of the website in the era of industrial revolution 4.0, and its benefits, especially the school profile website. For example, the academic information system in kindergarten can help schools convey information quickly through the school website (Alfiannor & Yudihartanti, 2017).

The activities at the 1st meeting did not experience any problems. On the contrary, this community service activity participants were very enthusiastic when the team delivered the first material. They understand that creating a website can further advance their schools. So they participated in this activity with great enthusiasm. With a school web application system, the school can use it to disseminate school information (Mubarak, 2019). Figure 1 is a photo of the activities.

Figure 1. Activities

2. Second Session 1 PM to 3 PM

In the second session, Nia Gardenia explained the preparations in making a website, including defining the meanings of existing terms such as the meaning of domain, hosting, platform, and various kinds of media. Then enter the steps for creating a website and its use. Finally, the team assisted the teachers in using the website, logging in, adding users, adding information, editing information, deleting data, and sharing information on social media (Tentua & Saputra, 2020).

The activity at this 2nd meeting did not experience any problems. The participants of the Community Service activity all wanted to try making a website, and even though they were a little bit uneasy in the initial arrangement. Still, in the end, the participants understood and were able to create a website. Figure 2 are the steps used in making this website.

Figure 2. Activities

3. Third Session 3 PM to 3.30 PM

In this session, the team held a question-and-answer session. In this session, the interaction between the speaker and the audience felt more spontaneous so that the speaker and the audience established intimacy here. Figure 3 is a photo of the activities.

Figure 3. Activities

4. Closing Session

The last session closed with a prayer together. Furthermore, the team carried out gratitude for the activities. The results achieved in this community service activity are in the form of a school profile website, which someone can access on the following page: (1) TK Qurrota A'yun: https://tkqurrotaayun.com/ and (2) PAUD Mawar: https://paudmawar.com/. Figure 4 is a photo of the activities.

Figure 4. Activities

The next step is to carry out socialization, monitoring and evaluation. The team, apart from being presenters, also monitors the training implementation process. In this step, the Organizing Team makes notes from observations during the training process. These notes will be used as reference material in evaluating the learning implementation process. Evaluation is carried out to find deficiencies during the learning process, which will be considered in finding solutions to improve activities. Around 20% of participants can create a simple school profile website using WordPress, and around 30% of participants can use the website as an information and promotion media.

The final step of this activity is the preparation of a report on the results of the activity. In compiling the report, the team considers the results and real problems that occurred while implementing the activities. This service report is a form of accountability for the team for community service activities carried out.

This workshop is intended to improve communication, information, and promotion media for TK Qurrota A'yun and PAUD Mawar schools. The information obtained from the school website includes school profiles, student data, employee teacher data, student activity data, school facilities, important announcements, school contact information, and school addresses and parenting knowledge for parents of students. Besides, the school website's existence will make it easier to introduce the school to the public to use the web as a marketing medium (Jones et al., 2012).

The initial activity presented material on the vital role of websites today, followed by creating websites online by registering on one Web Hosting, namely IDHostinger. With this, every school will have the domain of a website. After the hosting and domain registration process is completed and IDHostinger Web Hosting is activated, a WordPress installation is performed. The activity continued with the website's management, namely using WordPress as a website for the school profile. Principals and teachers are trained to post-school vision and mission, news of school activities, upload photos of teachers, pictures of school activities, and other images. The team prepared them to make comments to each other on the school website. The team trained them to customize school profile websites by uploading web photo covers and managing their menus and pages.

With the school web's existence, it can provide optimal services to students and parents so that there is no need to come to school to get academic information, resulting in fast and accurate information (Suryandani et al., 2017). Besides, this academic information system will make it easier for schools to help teachers tell about student grades and assign assignments quickly. Moreover, students can easily see their scores via the web (Hariyanto & Meidiany, 2018).

The team did monitoring and evaluation by doing observation and interviews with participants. Again, the team did not have problems with this activity.

D. CONCLUSIONS AND SUGGESTIONS

The team concludes some conclusions from the above results and discussions. The results in this community service activity are that around 20% of participants can create a simple school profile website using WordPress, and around 30% of participants can use the website as an information and promotion media. The team suggests another community service activity apply results of researches or share information and knowledge.

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