

Strategic Planning Implementation of E -learning at the College of Technology Pagaralam

Idi Jang Cik, Dedi Rianto Rahadi, Syahril Rizal

Master of Information Technology
Bina Darma University
e-mail:edijangcik@gmail.com

Abstract

The development of information and communication technology (ICT) has an impact on education, especially in the learning process. With the growing use of ICT, there are five shifts in the learning process, namely : (1) from training to performance, (2) from the classroom to where and any time, (3) of the paper to " on line " or channel, (4) facility to the physical network facilities, (5) of the cycle time to real time. The purpose of this research is to produce an implementation plan elearning strategy aligned with the business strategy College of Technology Pagaralam , so as to improve the competitiveness of the business environment and the ability to survive a highly competitive education , can help students in getting into teaching materials that support the quality of graduates , and how the strategic planning process that produced it can be a guide for similar institutions in creating or increasing the use of e-learning systems . In this study using primary data , ie data collected directly from the first source , the information obtained from the College of Technology Pagaralam both management information systems , faculty and students , secondary data is data that has been obtained in the form of finished or already be processed in the form of documents . To obtain the results of the strategic planning elearning imlementasi this , the researchers used a method of analysis . The method of analysis tools using a methodology that is PEST Ward and Peppard , then the output obtained from the analysis can be mapped using MC.Farlan Strategic Grid

Keywords : *Strategic planning , E-learning , PEST Analysis*

1 INTRODUCTION

The development of computer systems through the Internet is increasing. The Internet is a public network . Its presence is indispensable both as a medium of information and communication carried out independently. One use of the Internet is the distance learning system through electronic learning or better known as e -learning . Currently programs are many e -learning organized by educational institutions . The development of e -learning as an adult distance learning system is quite common among educational institutions . Therefore, the prospects for the development of e -learning over the internet in learning , especially learning open and distance learning or open and distance learning (ODL) very rapidly.

1.1 Perception Basic E -learning

In general there are two basic perceptions about e -learning , namely :

1. Electronic -based e -learning is learning that utilize information and communication technologies, especially in the form of an electronic device. That is, not only the Internet, but all electronic devices such as movies, videos, cassettes, OHP, Slide, LCD projectors, tape, etc. as far as using electronic devices .
2. Internet - based, is learning to use the internet facilities that are online as its main instrument. That is, have the perception that e -learning should be using the internet facilities that are online are computers connected to the Internet. This means that learners in accessing learning materials are not limited distance, space and time, can be anywhere and at any time (any where and any time)

1.2 Understanding E -learning

The term e -learning has a very broad definition. E - Learning consists of the letter E , which stands for elektronik and word learning means learning. Thus e -learning can be defined as learning by utilizing the help of electronic devices , especially computers.

The most important focus in e -learning is the learning process (learning) itself, and not on the " e " (electronic), because electronic merely as a tool only. The implementation of e -learning using the help of audio, video, and computer equipment, or a combination of all three.

In the e -learning technology, learning process that goes on in a classroom is done live but virtual. This means that at the same time a teacher teaching in front of a computer in a place, while the learners follow the learning of another computer in a different place. In this case, the teacher directly communicate with each other and interact with each other at the same time but different place. E-learning also includes many things beyond the scope of the internet technology, curriculum, design and development of e -learning, e -learning management and learning ethics. The term e - learning is used to support the efforts of learning through a computer with internet technology.

E-learning is often called online learning or online course . Online learning in the implementation of support services utilizing technology , especially information and communications technologies , such as computer , telephone , audio , video , satellite transmission , and so on.

In terminology, e -learning is a learning process that is carried over the network (network computer), usually via the Internet or intranet . E-learning means the process of learning transformation from teacher -centered to learner-centered.

1.3 Characteristics of E -learning

Characteristics of e -learning include:

1. Utilizing the services of electronic technology in order to obtain information and to communicate easily and quickly, both between the teacher with learners, or learners with learners.
2. Utilizing computer media, such as computer networks (computer networks) or digital media).

3. Using learning material to be studied independently (self- learning materials).
4. Learning materials can be stored in a computer, so it can be accessed by teachers and learners, or whoever is not limited by time or place anytime and anywhere according to its own needs.
5. Utilizing computers for the learning process and also to find out the results of the progress of learning, or educational administration, as well as to obtain a lot of information from various resources.

1.4 Definition of Planning

According Sabardi (2001 , P54), planning is the basic procedure used to select the destination and how penyampaianannya. Each plan will contribute to the achievement of organizational goals. According to Robbins and Coulter (1999 , p2000), planning is a process that involves determining organisasi goals or objectives , which establish a comprehensive strategy to achieve the goals set and develop the overall hierarchy 's plan to integrate and coordinate activities.

1.5 Definition of Strategic

According to Ward and Peppard (2002 , P69) strategy was largely a series of action - tidanakan sautu integrated into a tool to improve the success and long-term strength of the company in achieving a competitive advantage. Understanding the strategies put forward Chandler translated by Freddy Rangkuti is as follows : ” The strategy is a means to achieve its goals in kaintannya with long-term goals , follow-up programs , and resource allocation priorities Power ” (2000).

1.6 Definition of Strategic Planning

According to Kerzner Strategic Planning (Strategic Planning) is a management tool used to manage the current conditions for projecting future conditions , so that the strategic plan is a hint that can be used by organizations from their current state to work toward the next 5 to 10 years.

According to Robert N. Anthony Strategic Planning is the process of deciding which programs will be implemented by the organization and the estimated amount of resources to be allocated to each program over the next few years.

2 ANALYSIS OF INTERNAL AND EXTERNAL ENVIRONMENT

2.1 PEST analysis

From the observations and interviews obtained analisis PEST analysis on the College of Technology Pagaalam, the external environment analysis performed using PEST Analysis approach (Politics, Economic, Social your Technology), PEST is used to describe situations and environmental conditions relevant to the business processes of the organization that carried out in terms of four factors: political, economic, social and technological, which can digambarkan as below Figure 1.

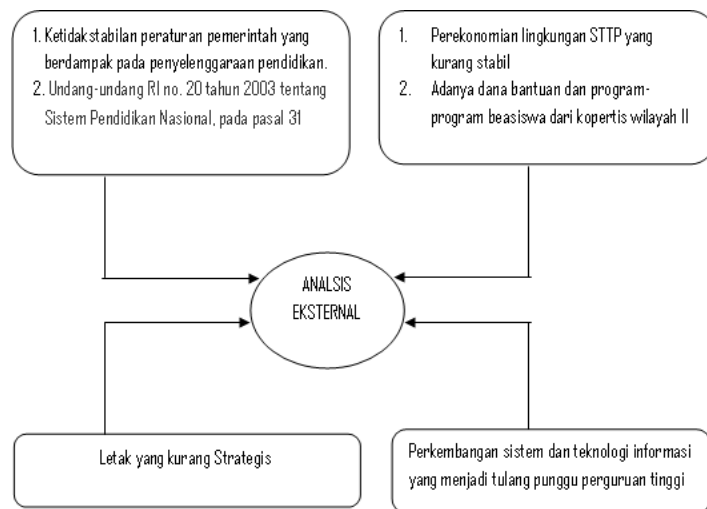


Figure 1: Business with External Image Analysis PEST method

2.2 Political

Political influence has a huge impact on the business development of education in Indonesia , among others :

1. Instability of legislation that impact on education provision
2. RI Law no. 20 of 2003 on National Education System , in article 31 of the distance learning education.

Strategies do Pagaralam College of Technology in Political factors

1. Periodically updating the curriculum according to the needs of the market.
2. Cooperating with government agencies mapun other agencies in conducting excavations potential human resources

2.3 Economy

Economic effects have a great influence in the development of business education in Indonesia, among others :

1. The pace of economic development within the College of Technology Pagaralam are still low, where the average resident Pagaralam that rely solely on the results of the annual coffee production.
2. The decrease in selling price of commodity coffee is a mainstay product most people Pagaralam.
3. The decline in coffee commodity crops caused per capita income to be unstable so it is difficult to meet the cost of tuition.

Strategies do Pagaram College of Technology in Economic factors

1. Enlarge the budget allocation for the development of the IS / IT in support of academic activities.
2. Offset the cost of tuition while maintaining kuaitas / quality.
3. Increasing the number of quota grants and scholarship programs of the Kopertis region II and Higher Education.

2.4 Social

Social influences have a major influence in the development of business education in Indonesia, among others :

1. Location or the location of College of Technology Pagaram less strategic and a little difficult to reach for people in urban areas Pagaram.
2. Less introduced existence Pagaram College of Technology .

Strategies that can be done in the College of Technology Pagaram social factors

1. Looking for a strategic location that is easily accessible by the whole society Pagaram.
2. Increase in Mass media promotion and Print media , and maximize social networking.

2.5 Technology

The influence of technology has a great influence in the development of business education , among others :

1. The development of information systems and information technology are the backbone of the College of Technology Pagaram.

Strategies do Pagaram College of Technology in Technology factor

1. Build and develop information systems based on information technology.
2. Improving the quality of facilities and infrastructure to build integrated information technology to improve quality of service.
3. Optimizing inter- unit coordination by building infrastructure and information systems memandai.
4. Working closely with other agencies or universities in the sharing of knowledge related to the development of the application of IT.

Of the PEST analysis , several factors were found to be assisted by the use of information technology . These factors can be seen in the following table 1 :

Table 1: PEST analysis

Factor	Pattern Solutions	Needs of the IS / IT
Instability perundangan regulations that impact on education provision	Cooperating with government agencies mapun other agencies in human resource undergo excavation potential	HR information systems that support the academic activities in the College of Technology Pagaralam
RI Law no. 20 of 2003 on National Education System, in article 31	Periodically updating the curriculum according to the needs of the market	A good curriculum will produce graduates who are well
The pace of economic development in the College of Technology is Stagnant Pagaralam so that people quite difficult to continue with higher education	Enlarge the budget for the development of the IS / IT in support of academic activities and provide assistance to learn and offset the cost of tuition	The development of network infrastructure and integrated information systems, HR IT network infrastructure that supports development
The development of network infrastructure and integrated information systems, HR IT network infrastructure that supports development	Formed a partnership with secondary schools in socializing ats College of Technology Pagaralam on prospective new students	The location of the daat strategy of choice for prospective students can easily get to the location campus

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