

# ASSISTANCE IN MAKING SCHOOL PROFILE VIDEOS AT SDN CIHANJAWAR, PURWAKARTA REGENCY IN 2023

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## ABSTRACT

The development of digital technology is become increasingly advanced and has a positive influence on the world of education. Information is easy to get and very fast to find out a wide variety of information. So, it has a huge impact on developments in the world of education. Limited information about conventional schools. Especially the education that exists in the villages that are in dire need. Parents are obligated to know information about schools for their children. So that with the school profile video, parents are no longer constrained to find out school information at SDN Cihanjavar. This study aims to produce a profile video of Cihanjavar public elementary school as a medium of information, promotion and school documentation for the wider community to make it easier to get to know Cihanjavar public elementary school. This study used the *participatory action research* (PAR) method, namely the steps taken by the first researcher to make observations of Cihanjavar State Elementary School as a result of observations, namely the incomplete school profile. The second conducted an interview with a teacher at Cihanjavar State Primary School with the result that the school did not have a school profile video. The third is to collect school materials and data for video creation. The fourth creates a scenario for the profile video. All five for video capture and video editing. The result of this service is in the form of a school profile video to provide information to the wider community about Cihanjavar State Elementary Schools.

Keywords: *mentoring, school, profile, video, Cihanjavar.*

## 1. INTRODUCTION

Education is a very important factor in the progress of the nation. So that with education a nation will advance. The world of education is growing rapidly at this time, and is supported by the development of technology. Today's technology is developing very rapidly and has penetrated into all spheres of life, especially the information field. Information is a very important element in the worlds of business, work and education. The development of technology in the field of information, it makes is easier for everyone to know something or get news accurately and quickly.

So that education and technology are very closely related. Education began to be demanded to provide freshness in every process of school management, administration and learning with the rapid development of very advanced technology. The advancement of technology greatly affects education actors ability to provide innovation and new faces in the world of education. Technology is very helpful in the development of school management and school administration. So that information is easily conveyed and accessed easily. (musfiqon, 2021)(nasrullah, 2015)

The delivery of information can be done in various ways, not only by speaking, but also by reading or watching, for example by the reading information in newspapers or online media. This

information is provided for a variety of purposes, such as conveying information or promoting an institution or product. If there is no strong support for promoting the product, then the promotion will not be smooth. Audiovisual is one of the most effective media to promote a product, because it contains elements of images and sounds that facilitate product recognition and understanding. Video material is a medium that bridges the gap between producers (institutions or companies) and consumers (society), so that an institution or product is known and understood by the public at large. (Sofyan, 2008)

After making observations the researcher found that the school did not yet have a school profile video and the service performs several stages in the service program in Cihanjavar village. Tahapan to create programs in service namely planning, observation, interviews, implementation, editing, and results. The first observation was conducted at SDN Cihanjavar. Then continued the interview with the speakers at SDN Cihanjavar. The devotee found that SDN Cihanjavar did not have a school profile video. So that the devotee made a mentoring program for making a profile video at SDN Cihanjavar. (kusuma, 2020)

By utilizing today's technology, school institutions can develop school information by utilizing existing technology, one of which is audiovisual. With audiovisuals, the school provides information to the wider community through school profile videos to find out about SDN Cihanjavar. This video media is a suggestion for school promotion as well as to improve the quality of Cihanjavar elementary schools. That way, parents can easily find out the profile and requirements to prepare for school by knowing the brief profile of SDN Cihanjavar. (Haryoko, 2012) And can be accessed on YouTube . In addition, it can be a promotional medium for the school. (widiarso, 2014)

## 2. LITERATURE REVIEW

### 2.1 Mentoring

Mentoring according to the Directorate of Social Assistance is the process by which a colleague provides assurance to the client to identify needs and solve problems and encourage the growth of initiatives in the decision-making process leading to 'independence'. Helping is a strategy that determines the success of a community empowerment program, based on the principle of helping. In context, this time is allocated as a counterpart rather than a problem solver (social, 2007). This study used the *Aarticipatory Action Pesearch* (PAR) method, namely the steps taken by the first researcher to make observations of Cihanjavar State Elementary School as a result of observations, namely the

incomplete school profile. The second conducted an interview with a teacher at Cihanjawa State Primary School with the result that the school did not have a school profile video. The analyst used by researchers is the Spradley model, where this model is data analysis carried out when data collection takes place and after completing data collection in a certain period.

In an effort to solve a problem, the role of guidance is limited to providing feasible alternatives that can be implemented. Peer groups can choose the appropriate option. The role of peers is limited only to liberating thinking based on causal logic, which means making the steering group aware that every choice always has consequences. It is expected that this effect will have a positive impact on the group. The role of mentoring largely determines the success of the project.

Companion roles generally include two main roles, namely:

A. The role of the facilitator is to provide motivation, opportunity and support to the community. Some of the tasks associated with this role include modeling, mediation and negotiation, providing support, organizing, and resource utilization.

B. Peer educators play an active role as agents, provide active and instructive input based on their knowledge and experience, and exchange ideas with the people they help. Raising awareness, disseminating information, facing difficulties and organizing trainings for the community are some of the tasks related to the role of educators.

Assistance as an empowerment strategy can be done through:

a. Awareness raising and skills training

Increased public awareness can be achieved through basic education, promotion of immunization and sanitation, while skills can be developed through participatory ways. Meanwhile, local knowledge possessed by the community through their experience can be combined with knowledge from outside. Things like this can help the poor to create their own source of livelihood and help improve their skills and expertise

Alone.

b. Mobilization of sources of capital

It is a method of pooling individual resources through regular savings and voluntary donations with the aim of creating social capital. This idea is based on the view that everyone has their own sources which, if collected, can substantially improve socio-economic life.

## 2.2 School profile

Times School Profile is school data in the form of name, address, city, date of establishment, contact number, and others. The profile of the school can contain the history of the establishment of the school and its development to date. In the school profile, other information can be included, such as profiles of principals, teachers, pupils and so on including sarpras and school activities.

In simple terms, the school profile format can display the following information:

1. School Identity

The identity of the school that must be included should clearly state the name of the school, address, phone number, email, NPSN, and the name of the principal. If a web version is made, it can be enhanced with a map of the school location. By displaying this data, it will be easier for the public to contact or reach school agencies if they need more information. Especially for prospective new students who want to register themselves. Thus, they will know the address of the school and then be able to contact the school without having to leave the house.

Establishing geographic location with the help of Google Maps will help people who don't know the address of the school so that they can easily track using the navigator on their respective mobile devices.

2. Vision and mission of the school

The vision and mission of the school are information that must be included in the school profile. This will make it easier for the community to know the direction of education in the school. So that prospective new students and their parents can find out whether the school is in line with their hopes and wishes.

3. Curriculum

The appearance of the curriculum in a school's profile is also important. Thus, the public can know the education system implemented in the school. Excellent programs that are not available in other schools can also be featured in the school profile as differentiators and grades for the school.

4. Teachers and Staff

Teachers and staff are important elements in an educational institution. It is these ranks of teachers and staff who take full responsibility for the success of education in the school. The inclusion of teacher and staff profiles will provide prospective students with an overview of the capabilities of teachers and school administrators. The existence of qualified teachers will leave parents in no doubt when choosing an educational institution for their children.

5. Student Data

Information Technology (IT)-based school profiles can also be used to better build student and alumni databases. This student data also needs to be displayed because it will be proof that the school in question has successfully carried out its educational activities in the school as well as a sign of the school's trust in many students. School profiles can feature outstanding students to appeal to prospective new students.

6. School Facilities and Infrastructure

The appearance of facilities and infrastructure in the school profile can be a separate consideration. Because the existence of school facilities that facility can be an attraction for people to register their sons or daughters.

## 3. METHODS

### 3.1 RIP method

The method used is the KPM Approach with *Participatory Action Research* (PAR) is an approach whose process aims at learning to overcome problems and meet the practical needs of the community, as well as the production of science, and the process of

social change in society. Therefore, this (norman, 2009, hal. 422) *participatory Action Research* (PAR) is a means to raise collective crisis awareness of the existence of various shackles that close the potential of the community and tend to be the problems that hinder the process of social transformation of the cihanjawar village community. (Rachman, 2001, pp. 273-274)

1. Pengabdian implemented the Pangabdian program at SDN Cihanjawar. With the program, namely school profile assistance through school profile videos at SDN Cihanjawar. With several stages arranged by the devotee involving 10 students from grades 4, 5, and 6. In addition, the service involves the principal and administration of SDN Cihanjawar. In taking the video, it was assisted by 3 KPM students.

Some of the principles of Community Service Lectures (KPM) with a *participatory action research* (PAR) approach that is oriented towards empowerment must meet the elements of empowerment, namely meeting needs and practical solutions, developing science, and the process of social change that occurs in society. Thus, the community is the main agent in social change, while researchers and lecturers as KPM implementers are other parties that carry out facilities related to the process of change.

### 3.2 The three main pillars of PAR

#### 2. Research Methodology

In the term of research methodology or diagnosis site (problem), this service indicates in elementary school Negeri Cihanjawar there is no school profile video due to a lack of human resources (HR) in the school.

#### 3. Dimensions of action

Action Dimension or Action Planning is when the devotee tries to make a school profile video by collecting video materials for the school profile at SD Negeri Cihanjawar.

#### 4. Dimensions of participation

Dimensions of participation or implementation of action, researchers make school profile videos with several processes. Observations, interviews, video shots and video editing.

#### 5.

### 6. RESULTS & DISCUSSION

7. The first stage is preparation for planning program activities carried out by service providers. The service creates a timeline of activities to be carried out for 40 days. Starting from observation schedules, interviews, programming, teams, titles, compilations, video shooting, video editing, and video printing. So that all the festive events run smoothly and purposefully. With maximum preparation, activities become regular. In addition, the agency conducted a survey and asked SDN Cihanjawar for permission. After obtaining permission from the school, the servant made a program to run, namely a school profile video at SDN Cihanjawar.

In the first week the researchers made observations at Cihanjawar Elementary School. First, we visited all the teachers and principals of SDN Cihanjawar. After that, a special meeting with the principal

is scheduled for the first week. In the first week, the servant interviewed the principal of SDN Cihanjawar. The devotee asked the principal a few questions. After that, the service encountered a problem at SDN Cihanjawar, which was not having a school profile video. So, the devotee researched this. By conducting research, the service provider creates a school profile video mentoring program. After that, make a program plan by making a timeline of program activities at Cihanjawar Elementary School.

#### 8.



Figure 1. 1 Video capture

The servant found that SDN Cihanjawar did not yet have a School Profile Video. Servants meet the Administration of SDN Cihanjawar. Devotees ask for profile data, vision and mission, learning skills, and extracurricular activities. schools at SDN Cihanjawar, then interested parties observe the completeness of school profile data. The determining factor in the first week was the difficulty for the principal to meet and uncertainty every day at school because of the busyness of the principal's activities outside of school. The supporting factor was that during the interview the principal was easy to discuss. In the second week, the congregation took video material at SDN Cihanjawar to make a school profile video. The video materials taken were students, the principal's remarks, facilities and infrastructure, classrooms, libraries, fields, learning activities, and extracurricular activities. Then the researcher involved students in grades 4, 5 and 6 to collect video material. The video was taken at SDN Cihanjawar involving students in grades 4, 5 and 6. Starting from the opening material, filling in and closing the video. The inhibiting factor in taking video material is the number of videos that have to be repeated when taking videos. Students who haven't learned how to role play in videos so it takes a lot of time. Supporting factors in taking video material are students who are very enthusiastic when invited to shoot videos.



**Figure 3.** Video editing

In the third week of service, video editing was carried out for school profile videos. Users create scenarios for profile videos from the first minute to the end. The first minute is the second and opening of the video. Minutes three to four remarks by the principal. Five to six minutes of school profile presentation. And the seventh minute is the closing video. Editing of school profile videos for SDN Cihanjawan. Using the cupcat application by compiling video material totaling 20 videos. Stitched together into 7 minutes in a school profile video. The factor that becomes an obstacle in video editing is that there are quite a lot of video cutters. Then in video merging, you must use the appropriate features for profile videos, and use several applications for video editing. A supporting factor in video editing is the many application features that make it easy to edit videos, one of which is the CapCut application. In the first to second minutes, there was an opening and introduction to SDN Cihanjawan. The third minute is the speech of the fourth principal, the presentation of the school profile. The fifth to sixth minutes are the vision and mission of SDN Cihanjawan, and the seventh minute is closing.



**Figure 4.** Video uploader on Youtube

In its fourth week, the service uploads school profile videos on the YouTube application. Starting from making video titles then captioning school profile videos after that video settings on YouTube. Uploading a video of the results of the Cihanjawan SDN school profile on the Youtube application with a duration of 7 minutes. With the YouTube link as follows <https://youtu.be/Fh4MRFerUnA>. The inhibiting factor in uploading videos is the difficulty of the network in the service area so that the upload time is quite slow. A supporting factor in uploading videos is already having a YouTube account that can be used to upload school profile videos. Sealin is a servant who gives a videography manual to a teacher at SDN Cihanjawan.

On the other hand, the school's profile video has also become a promotional medium for SDN Cihanjawan. The video helps the wider community and parents to find out about SDN Cihanjawan. Thus, information about SDN Cihanjawan is easy to access and known to many people. With a school profile video, institutions can be more advanced and easily recognized by others to disseminate information quickly to the wider community.

## 9. CONCLUSION

The results of community service at Cihanjawan State Elementary School have a school profile video. With Adayana's school profile video, the community and parents can find out about Cihanjawan Public Elementary School. In making a school profile video there were several steps carried out by the researcher, namely Observation at Cihanjawan Elementary School, Conducting interviews with resource persons (Principal and TU), Making a timeline for making videos, Retrieval of video materials, Video editing, Uploading videos. The school's profile video is also a medium for promoting SDN Cihanjawan. The video helps the wider community and students' parents to find out about SDN Cihanjawan. Thus, information about SDN Cihanjawan is easy to access and known by many people. With the existence of a school profile video, the institution can be more advanced and easily recognized by other people to disseminate information quickly to the wider community. The video is uploaded on the YouTube application with a duration of 7 minutes with the following link <https://youtu.be/Fh4MRFerUnA>

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