Optimization of Personal Website: Solution for Learning in The New Normal Era

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Abstract. The education sector is one of the sectors most affected by the spread of the Covid-19 pandemic. Lecturers must ensure that teaching and learning activities continue even though students are at home. Learning innovation in the era of the industrial revolution 4.0 is a solution that needs to be designed and implemented by lecturers by maximizing existing media such as websites. Optimizing the Lecturer Personal Website is a learning model solution that can be used to deal with the current New Normal Era, especially in the field of education. The learning model through lecturer personal websites aims to optimize the role and function of the website and get added value or benefits that students get from using the Web (E-Learning). This research was conducted at STAIN Mandailing Natal using qualitative descriptive methods. The research data were obtained through recorded interviews with 8 informants, classroom observation, documentation, and literature study. This study used the interactive model data analysis technique of Miles and Huberman. The results showed that the personal role of the lecturer website was as a facility to support the quality of Islamic Law learning at STAIN Mandailing Natal. It has function as means of accessing E-Learning that is easier, more cost-effective, attractive and interactive and serves as a discussion tool for students. Students are more enjoy and full spirit in the learning process because they are cover in getting information and learning materials needed in learning Islamic Law.

Keyword: Personal Website, Learning, Islamic Law, New Normal Era

1. Introduction

In industrial revolution 4.0 and even entering society 5.0 era, the use of the internet has become a major necessity. The internet in educational settings has increased rapidly, in line with the recommendation of the use of the internet as a media of learning in Higher Education[1].

The use of the internet is not only looking for information, but also as a medium for publication and communication in improving the quality and quality of higher education which is realized in a website[2]. Even today, considering that the world, especially Indonesia as one of the countries affected by the Covid-19 pandemic, is promoting distance learning / electronic learning / internet-based learning (e-learning) where students and lecturers can communicate with each other to do online learning and exams from wherever and whenever [3].

This is a preventive action taken by the government in order to prevent the massive and uncontrolled spread of Covid-19[4]. All school and tertiary institutions are expected to be able to optimize distance learning / or e-learning in order to maintain the stability of the teaching and learning
process. However, there are several obstacles that seem to be faced by universities, especially lecturers[5].

First, universities are generally not ready to manage websites / online learning sites optimally. In fact, the most widely used learning is through the WhatsApp application and Zoom Meeting which incidentally has several shortcomings, some of which are unystematic learning because they cannot monitor attendance effectively[6].

For some areas in Mandailing Natal Regency, the connectivity using Zoom is not very stable so that the delivery of material is not effective, especially when zooming is live. Some students and lecturers often complain about unstable connections and limited internet access (quotas). Second, not all lecturers have adequate IT skills so they have limitations in applying e-learning. Third, the facilities provided by several campuses for e-learning are quite limited.

2. Methodology

This type of research is descriptive using a qualitative approach, which focuses on the discussion of added value or benefits obtained (achievement) of students from using the Web (E-Learning) through the personal website of the lecturer to support the learning process of Islamic Law at STAIN Mandailing Natal.

Data collection techniques are In-depth Interview, literature study, documentation, and observation. The informants in this study were 8 people consisting of students at the Sharia Economic Law Study Program, Lecturers, Bureau of Personnel, and the Head of Information Technology and Databases at STAIN Mandailing Natal.

The data analysis technique used is the interactive model data analysis by Miles and Huberman, namely data analysis which consists of three activities that occur simultaneously; data reduction, data presentation, drawing conclusions or verification[6].

3. Result and Discussion

Published in the journal of Afsaneh Towhidi that the web is a method for displaying information on the internet, in the form of interactive text, images, sound or video and has the advantage of linking one document to another (hypertext) which can be accessed via a browser[7].

The personal website is a type of web that is owned by an individual whose content does not only contain personal things from the owner of the website, but can also be used as a means of learning, branding and even doing business[8].

The existence of a website today is a necessity that cannot be avoided anymore along with the times and increasingly modern technology. Information technology (internet) is an important part of the development of education. Personal website is a new form of identity in this global era. In particular, lecturers as educational figures are expected to be able to maximize the function of the website to fulfill their obligations in implementing the duties and functions of Higher Education [9].

Personal websites are an important part of the distance learning process at STAIN Mandailing Natal. Personal websites are equipped with various facilities that can be used by all students to support learning. In addition to teaching materials and books, video and audio facilities are also an interesting part of online learning or E-Learning [10].

The existence of this lecturer personal website is a form of learning service that provides students with various alternative learning media. In other words, lecturer personal websites provide learning that integrates advances in information and communication technology for learning needs.

Regarding the use of innovation (Information and Communication Technology devices), Rogers in the innovation diffusion theory suggests three types of innovation decisions, namely:
1. Optional Innovation-Decision, namely a decision made by someone who is not in a social system;
2. Collective Innovation-Decision, namely decisions made collectively (jointly) by all individuals in a social system;
3. Authority Innovation-Decision, namely decisions made specifically for a social system by several individuals who occupy important positions or have power[11].

After investigating in depth, the decision to implement innovation in learning at STAIN Mandailing Natal can be concluded that this decision is an Authority Innovation-Decision type. According to Rogers, Authority Innovation-Decision occurs when decisions on the adoption of innovation are made by a handful of people who occupy positions of power in an organization. The decision to adapt to innovation at STAIN Mandailing Natal is a provision made by the Chairperson of STAIN Mandailing Natal who hierarchically occupies a position and has authority in the organizational structure at STAIN Mandailing Natal. The decision is then used in a learning system at STAIN Mandailing Natal which has been systematically compiled. So, the use of technology through personal websites can really support the learning process[12].

Smaldino and colleagues stated that technology has many apps that can be used to all curriculum aspect. With the apps of technology, students are no en cient restricted by their classrooms. Through personal websites and computer networks on campus, such as the internet, the world is like being in the class of students[13].

At STAIN Mandailing Natal, it can be seen clearly that students have used technology in their learning process. Through internet-networked computers, the learning process of Islamic Law can be more interesting, because with the help of the Web (E-Learning) as an information medium, students can access the web to get wider information easily from various sources for their learning needs and satisfaction at STAIN Mandailing Natal.

Web access through internet-networked computers is an instrumental action design from the form of advancement in Information and Communication Technology as an educational medium[14]. According to Rogers, the use of the Web as an educational medium can be an instrumental design that is more attractive and can reduce uncertainty because students can get messages and information easily, in more quantity and in a wider range.

Learning through the website allows students to access information and learning materials via the Web (E-Learning) to answer or reduce their uncertainty about what they want to know in the learning process. Learning Islamic law at STAIN Mandailing Natal through personal websites has been arranged in a systematic pattern.

Here students are directly involved in the process of finding, paying attention, obtaining, understanding, and using information. They can assimilate previous knowledge with new knowledge acquired. This process will develop students' knowledge and understanding.

Jerome Bruner, in his theory of instructional (theory of instructional) suggests that a series of learning in which students find material will have a direct effect on task mastery. Bruner emphasized that this applies to all students, not only children, but at all levels of learners[15].

Another function of a personal website is as a means of encounter and study for students. This is supported by vary of facilities that can be used by students when they gather either before or after study hours. In addition to teaching materials that can be accessed freely online, personal websites can also be equipped with mini libraries that provide books, magazines, novels, and articles on Islamic law lessons. All of these facilities will provide many learning alternatives for students at STAIN Mandailing Natal.
As Towhidi argued that the use of the Web as a medium of E-Learning makes schools or educational institutions no longer lacking information and sources of knowledge for educational purposes. In fact, knowledge about the world at large can be transferred easily to the fingertips of today's students[16].

The use of the web in increasing student knowledge and insight fulfills cognitive needs. On an ongoing basis, the learning process using web assistance can develop students' knowledge and insights. Fulfilling the affective needs of students through the use of the web can be seen from their enthusiastic attitude when learning through the website. Students who are less active and less enthusiastic in the learning process in class become more active and excited when learning using the web.

The student learning process at STAIN Mandailing Natal using the web begins by activating a computer device. At the computer, students are in the process of translating (understanding) all the icons and symbols so that they can operate the computer to access the web.

The fulfillment of the individual integrative needs and private integrative needs of students at STAIN Mandailing Natal can be supported through the use of the Web. Learning on personal websites places students at STAIN Mandailing Natal actively, collectively, and interactively in a series of learning.

When studying through the website, students are formed into several study groups. They are more active and free to discuss, build cooperation, and fill each other's roles in the learning process. To focus on fulfilling personal integrated needs, outside compulsory study hours, students can access the web independently (self-learning) without direct direction from the lecturer.

Meeting the need for freedom from tension (tension free needs) can be obtained by students through learning on personal websites. Web access on a personal website is an interesting learning methodology for students at STAIN Mandailing Natal. By studying on a personal website, students can release tension and boredom when studying in class which seems to make them passive and boring.

In addition, tension that arises due to the desire to answer or reduce uncertainty can be resolved with wider and faster access to information via the web. Here, students are more active and can directly seek the information needed to answer the uncertainties they experience. Therefore, web-assisted learning is an attractive alternative learning methodology for students[17].

The use of Web (E-Learning) in the learning process of Islamic Law at STAIN Mandailing Natal provides a clear picture that the application of website-based learning innovations can support the learning process. This can be seen through the various benefits that students get when using the Web (E-Learning) in their learning process at STAIN Mandailing Natal.

Thus, these result emphasize that learning is a communication process and communication is an main part of the learning process. Aspects of communication (both theory and practice) are closely related and will support the success of the learning process. In comprehending the aspects of communication appropriately, the learning process can run efficiently[18].

4. Conclusion

The new era of habits encourages lecturers to immediately innovate and be responsive to developments in science and technology. Lecturers must be the motor of disruptive innovation. change the mindset, the way the campus and its students work, productivity, discipline, innovation, progressive, open to change, and aggressive in making breakthroughs. One way is to create learning methods that are flexible and contextual[19].

Lecturers must be able to become a channel of thought through research and various innovations. New ways must be developed. Students' desire to study must be cultivated, especially in the midst of an
emergency due to the Covid-19 pandemic. The change agenda always adapts to the times so that students are equipped with various competitive skills and skills.

To be able to realize a learning system that supports the development of this 4.0 revolution era, universities and lecturers must be able to provide learning solutions, especially in implementing a website-based learning process so that students have a learning experience by utilizing learning resources and media based on information and communication technology. Thus, students will be able to face changes in this new habitual era[20].

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