

Digital Innovation Based on E-Learning in Broadcasting Learning in AKMRTV Jakarta

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Abstract—This study aims to develop digital innovation by using an e-learning model at AKMRTV Jakarta, a broadcasting-based academy. This research uses descriptive qualitative approach. Data is taken from several lecturers who teach broadcasting / broadcasting subjects. The results of this study indicate that there are digital innovations through eLearning-based learning, especially in broadcasting-filled subjects, comprehensive teaching materials, discussion forums between students and lecturers, exercises conducted in developing broadcast learning content at AKMRTV Jakarta. The results of developing digital content are more innovative, have high credibility, and are more optimal to increase the knowledge and skills of lecturers and students in using technology in learning.

Keywords—digital innovation; e-learning; broadcasting

I. INTRODUCTION

The development of innovative learning content is done to provide a better learning system for students. The presence of Information and Communication Technology (ICT) which followed the presence of computers and the internet brought considerable changes. ICT-based learning has become the choice of students to get more comprehensive knowledge. There is no exception on the AKMRTV Jakarta broadcasting campus, one of the broadcasting universities that organizes education in accordance with the university's vision and mission. Based on this university's vision and mission, the target and learning objectives are expected to be achieved. With the learning methods needed today, AKMRTV Jakarta must be able to present active and innovative learning methods that involve all students and instructors. AKMRTV Jakarta has several courses based on broadcasting / broadcasting, expected to be able to provide better and accountable learning. With basic / basic broadcasting, AKMRTV Jakarta provides learning based on broadcast values and ethics and journalism. The number of hoax news in the media is not a positive thing for broadcasting / broadcasting education. Students must be given a more innovative learning model so that they can produce graduates who can be relied upon to ward off hoaxes. Students as agents of change are expected to be able to understand ethics in communication, especially the ethics of delivering communication messages, and learning to produce news through mass media. According to Boris Libois the right to communicate in the public space cannot be separated from the autonomy of democracy for expression, but must be in

accordance with ethics, namely the ethics of communication [1].

Learning that uses digital innovation (ICT) is expected to be able to help provide a solution to the barriers to learning that have occurred at the AKMRTV Jakarta campus.

AKMRTV Jakarta uses an internet-based learning system or E-Learning that was developed with the aim of facilitating an innovative learning process on campus for both lecturers as instructors and students who are taught.

Learning like this can be done anywhere, not necessarily on campus, provided you have an internet network. Virtual interactions that utilize information technology do not require teaching participants (students) to sit in one room to get material from lecturers. Digital innovation and the development of E-Learning-based teaching methods or processes can produce better levels of student understanding.

Learning this E-Learning model is expected to be able to help students get material in a textual manner, and material in the form of visuals such as images, videos and animations also clarifies understanding of the material. Students will also get a pre-test and post-test, which will be able to help evaluate the learning outcomes of the e-learning material they are learning.

E-learning can help simplify the old learning system by providing information technology and new media to facilitate the teaching and learning process, lecturers with students. The lecture material is presented in a virtual interactive manner, so that students can open material even discussions with lecturer subjects wherever they are as long as they are connected to the internet

This study aims to (1) Improve the quality of teaching materials, especially in broadcasting subjects, which are always guided by rules and communication ethics; (2) Improving students' independent learning abilities; (3) Increasing student absorption of the material taught; (4) Increasing the active participation of students so as to create an active learning atmosphere; (5) Improving the ability of lecturers and students to use information and communication technology devices in the teaching process; (5) In general, expanding the reach of the teaching-learning process using computer networks is not limited to space and time, so that students can get more opportunities in order to deepen the lecture material delivered

by lecturers in the classroom through training and discussion forums available in the system. E-Learning application for several broadcasting subjects.

II. THEORETICAL REVIEW

The theoretical study used in this study is the Theory of Learning by Doing from Dewey [2]. This theory explains that the role of students and lecturers in the context of active learning becomes very important. Lecturers have roles including:

- Play an active role as a facilitator that helps facilitate student learning,
- As resource persons who are able to invite students' thinking and creative power,
- As a manager who is able to design and implement meaningful learning activities, and
- Can manage the learning resources needed, especially in producing teaching materials that are in accordance with journalistic principles and ethics.

This theory generally explains that the presence of lecturers in the learning process is very important, so that lecturers must be able to provide quality learning both directly and indirectly.

A. Digital Innovation

Digital innovation enables students to access the resources needed, whether in the form of information, opportunities, or capacity building. The rapid development of ICTs provides convenience for students to carry out independent learning.

The development of digital innovations in the world of education in Indonesia has encouraged ways to present more effective education. The presence of various new applications in the field of education is an example of digital innovation that plays a role in the development and learning model.

This innovation makes the process of interaction between the two parties (lecturers and students) more efficient because it is done online. Lecturers and students can conduct learning effectively even if they do not meet physically in class.

B. Broadcasting

Broadcasting in several universities is included in the journalistic study program. But there are also those that focus on broadcasting into one study program. Broadcasting learns about the process of creating and packaging an idea into a program to be produced and broadcast to the public through mass media. The broadcasting study program not only learns what is done before the camera, but also the process behind the glass screen itself.

Broadcasting equips students to master the knowledge, broadcasting skills, and skills to communicate a work of copyright and information to the wider community which is packaged in the form of broadcasts. Broadcasting both locally, nationally and internationally serves as a medium of information, education, healthy entertainment, control and

social adhesives and also performs economic, artistic and cultural functions.

Broadcasting is a field that prepares students to produce broadcasting, journalistic works in accordance with scientific rules, so as not to produce false news / hoaxes that can divide the unity of the Indonesian people.

III. RESEARCH METHODS

This study uses a qualitative descriptive research method. Djamanan Satori reveals that qualitative research is conducted because researchers want to explore phenomena that cannot be quantified that are descriptive [3], such as digital innovation learning models at AKMRTV Jakarta. The researcher conducted direct observations and in-depth interviews with the research subjects, namely lecturers and students. The researcher made observations directly by looking at and observing the training activities uploading learning content carried out by lecturers who taught broadcasting courses at AKMRTV Jakarta.

IV. ANALYSIS AND DISCUSSION

Learning activities at AKMRTV Jakarta have used digital media (digital innovation) but have not been maximized. The utilization of existing e-learning is expected to be able to improve the quality of learning for lecturers and students in producing more innovative learning content for lecturers and students.

Digital innovation enables wider access for lecturers to obtain information, opportunities, and increase digital capacity, in order to develop teaching materials at AKMRTV Jakarta.

Educational facilities such as the eLearning learning system that is already available at AKMRTV Jakarta, internet access is quite good, access to wide-open international journals from the AKMRTV Jakarta library is an adequate resource for better innovation. The AKMRTV Jakarta eLearning portal has been developed as shown below:



Fig. 1. AKMRTV elearning portal Jakarta.

In the digital era, the integration between education and technology can revolutionize the teaching and learning process for students and lecturers. Technological advances can improve the quality of education as a whole, and present a learning system that is more in line with the ICT approach. The application of digital technology in the world of education as an absolute thing to be utilized in educational organizations and

teaching and learning processes (PBM). The facilities offered by technology make people choose technology to meet their needs. AKMRTV Jakarta always makes improvements, and continues to innovate starting from administrative, academic, financial, to learning processes and methods. Change is a must for the education system in Indonesia, including AKMRTV Jakarta. Need to standardize, continuous innovation, technology, professional financial and human resources. The use of technology in education makes the learning process more effective, to expand the availability of access to information and sources of knowledge that are in accordance with the needs of lecturers and students. By utilizing various elements of technology into the learning process, educational institutions must provide facilities, facilities, IT infrastructure, such as traffic, security and network speed, management of various devices and applications involved, to the use of cloud and hybrid technology to support this initiative. No matter how well the system and application developed, it will be in vain if the user cannot access it safely and quickly. For example, one of the courses developed safely and quickly as follows:



Fig. 2. Lecture on sociology communication in the portal elearning AKMRTV Jakarta.

Educational institutions need to be aware that the main demand of users of digital technology is the availability of applications to be accessed whenever needed safely and quickly. Application-centric / application-centered strategies are becoming increasingly important. The application-centric strategy emphasizes the optimization of applications and networks through various application services, and at the same time focuses on reducing the complexity of infrastructure.

To be able to implement an application-centric strategy, educational institutions need an eLearning system so that the learning process is easier and optimal, both for lecturers and students.

The results showed that the existence of learning innovations that had been provided by AKMRTV Jakarta, provided motivation to lecturers at AKMRTV Jakarta to innovate their teaching materials in accordance with the development of communication and information technology, and in accordance with ethics in communication. Of the five lecturers who became research informants gave the same opinion, that learning innovation can improve the understanding of lecturers on the renewal of the quality of learning based on communication ethics. Development of

learning content using correct journalistic rules, so that it can provide learning information that is in accordance with the norms and ethics of communication. The rise of fake / hoax news is the rationale for lecturers to be able to put innovative learning at the same time to have values in accordance with the ethical principles of communication.

The lecturers / instructors see the enormous influence of the media in distributing information to the public, so that the public must have the right understanding in using the media including students. With a communication ethics approach, it is expected that students can learn ways and ethics in producing messages that will be broadcast on the media.

Communication ethics remind us that in producing news there is accountability to the community, not limiting creativity but ethics reminds us to always use values (religious norms, social norms, legal norms, which exist in society).

The lecturers / instructors at AKMRTV Jakarta always adhere to the ethics of communication in making learning content that will be uploaded in the e-learning portal and also to be taught in the classroom. Some courses that are developed in content using the ethics of communication are:

TABLE I. LIST OF ELEARNING COURSES AKMRTV JAKARTA

No	Courses
1	Introduction to Communication Studies
2	Sociology of Communication & Information
3	Communication Ethics and Philosophy
4	Journalistic Basics
5	Creative Thinking

The five courses were developed by lecturers using digital innovation, in terms of impressions, PPT, examples of videos, images and graphics so that it was more interesting to be studied by lecturers and students.

All of the courses have been uploaded on the AKMRTV Jakarta eLearning portal, so that they can be used by lecturers and students to support the learning process at AKMRTV Jakarta. This convenience is very beneficial for lecturers and students in getting teaching materials, examples, practice exercises so that they can better understand each subject, so that they can achieve satisfactory value.

V. CONCLUSION

The results of this study are the presence of 5 courses at AKMRTV Jakarta that are innovative and have the basis of communication values / ethics uploaded in the eLearning portal at AMKRTV Jakarta. The design of these 5 courses is expected to facilitate lecturers to make learning content more interesting and interactive by utilizing the development of information and communication technology (ICT) and in accordance with the values / ethics of communication and journalism. Students and lecturers are more facilitated in the teaching and learning process on campus and outside campus by utilizing existing information and communication technology. This is also in accordance with the needs of AKMRTV Jakarta which has several separate locations with a limited number of lecturers, thus enabling the learning process to be more effective. Some

lecturers are able to create and develop E-Learning learning content. The amount of content that can be developed from this research activity covers 5 subjects that are broadcasting / broadcast. The development of eLearning learning content with the basis of communication and journalistic ethics, can facilitate a more effective and moral learning process for AKMRTV Jakarta lecturers and students, as academies that are expected to be able to print communication experts and journalists and have ICT skills and journalistic ethics.

VI. SUGGESTION

With the existence of digital innovation, learning E learning is applied at AKMRTV Jakarta, then there are some suggestions that the authors convey:

- More courses can be developed, with ICT approaches and communication ethics.

- Development of learning innovations that are always updated on ICT, so that learning is more interesting for lecturers and students.
- Encourage students to participate in the development of learning content, for example in making learning assignments by utilizing ICT (uploading lecture assignments on social media and YouTube).

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