

# INCREASING STUDENT'S COMPETENCE THROUGH GRAPHIC DESIGN TRAINING PROGRAM AT BALAI LATIHAN KERJA KARAWANG

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## Abstract

The problem and purpose in this study is based on the process, supporting and inhibiting factors, as well as the results in increasing the competence of learning citizens through graphic design training programs. To be able to answer the above problems, researchers used qualitative methods, data collection techniques in the form of observation, interviews, and documentation. The results showed that the process of increasing the competence of learning citizens consisted of several factors, starting with the recruitment stage of prospective learning citizens carried out very strictly, the steps in increasing competence had been carried out properly, updating materials according to the times, teaching media and teaching methods that according to the needs of learning citizens, as well as an assessment system that is viewed from two sides, namely theory and practice. The supporting and inhibiting factors are the interest, motivation and self-confidence of the learning community, facilities and infrastructure, costs, learning environment, to the competence of the instructor, all of which have been able to run well. And the learning outcomes in this graphic design training program have been running effectively and producing graduates who are in accordance with the goals that have been set previously.

**Keywords:** competence, graphic design training program

## Abstrak

Permasalahan dan tujuan dalam penelitian ini didasarkan pada proses, faktor pendukung dan penghambat, serta hasil peningkatan kompetensi warga belajar melalui program pelatihan desain grafis. Untuk dapat menjawab permasalahan di atas, peneliti menggunakan metode kualitatif, teknik pengumpulan data berupa observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa proses peningkatan kompetensi warga belajar terdiri dari beberapa faktor, mulai tahap rekrutmen calon warga belajar dilakukan dengan sangat ketat, langkah-langkah peningkatan kompetensi sudah dilakukan dengan baik, pemutakhiran materi sesuai perkembangan zaman, media pengajaran dan metode pengajaran yang sesuai dengan kebutuhan warga belajar, serta sistem penilaian yang dilihat dari dua sisi, yaitu teori dan praktik. Adapun faktor pendukung dan penghambatnya adalah minat, motivasi dan rasa percaya diri masyarakat belajar, sarana dan prasarana, biaya, lingkungan belajar, hingga kompetensi pengajar yang semuanya sudah dapat berjalan dengan baik. Dan hasil pembelajaran pada program pelatihan desain grafis ini sudah berjalan efektif dan menghasilkan lulusan yang sesuai dengan tujuan yang telah ditetapkan sebelumnya.

**Kata kunci:** kompetensi, program pelatihan desain grafis

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## INTRODUCTION

Problems and shortcomings in various sectors such as in the world of education are still the main factors for Indonesia as a developing country. Education is very important for the

progress of a nation, because to produce good and quality resources, of course, good education is needed as well. In the opening of the 1945 Constitution of the Republic of Indonesia in the 4th paragraph, one of its goals reads "To Educate the Life of the Nation". And to realize the hope of the Indonesian people, good and quality human resources are needed, who have science and technology.

Law No. 20 of 2003 concerning the National Education System Article 13 paragraph 1, states that "the education path consists of formal, non-formal, and informal education that can complement and enrich each other". So it is clear that in order to realize the hopes and ideals of the implementation of education in Indonesia which has been described in the paragraph above, of course, one cannot rely on only one path of education, but all paths of education, especially non-formal education.

In this regard, in the context of developing the quality of human resources, training as a unit form of non-formal education is certainly very necessary, because it can assist the community in mastering knowledge and skills in certain fields in a relatively short time and without having to incur high costs. Moreover, there are also several training institutions that do not charge any fees, for example, the Job Training Center. The Job Training Center, especially in Karawang, is a facility and infrastructure for the community to gain knowledge and skills or who want to deepen their expertise in their field by providing competency certification. In accordance with the conditions of Karawang which is currently known as an industrial city, it is very necessary for prospective workers who are graduates from training institutions who can develop their abilities well in order to compete in the world of work.

There are many vocational courses available at the Karawang Job Training Center as an opportunity to gain abilities and skills, one example of which is the graphic design training program, which if you look at it today, it will certainly be very beneficial for yourself and in the world of work later. In this graphic design training, of course, many components are involved in increasing the competence of learning citizens to have good knowledge and especially good skills so that later they can become graduates with qualified resource qualifications.

So based on the description of the background of the problem above, the author intends to carry out research with the title "Improving the Competence of Learning Citizens Through Graphic Design Training Programs at the Karawang Job Training Center".

### **Competence**

According to Widodo (2007:86) competence is the ability to carry out or perform a job or task based on skills and knowledge and supported by the work attitude required by the job. Therefore, competence is a fundamental characteristic of each individual that is associated with criteria that are referenced to superior or effective performance in a job or situation.

Furthermore, according to Spencer and Spencer in Widodo (2007:87):

Competence is the basic foundation of a person's characteristics and indicates how to behave or think, equate situations, and support for a long period of time or not for a short time.

According to Mulyasa (2005:38), competence is defined as knowledge, skills and abilities that are mastered by someone who has become part of him, so that he can perform cognitive, affective, and psychomotor behaviors as well as possible. In addition, competence can also be interpreted as mastery of a task, skills, attitudes and appreciation needed to support success.

## **METHOD**

This research was conducted using a qualitative approach to the case study method. This approach is based on phenomenology which basically aims to describe the process, supporting and inhibiting factors, as well as the results of increasing the competence of learning citizens through graphic design training programs. Subjects in accordance with the objectives of the study were one manager, one instructor and three study residents. Thus the total number of research subjects is five people.

The technique used in this research is observation, interview and documentation study. Sugiyono (2013:309) in qualitative research, data collection is carried out in natural settings (natural conditions), primary data sources, and data collection techniques are more on participant observation (participant observation), in-depth interviews (in depth interviews), and documentation. The stages of the qualitative approach research carried out included three stages, namely the orientation, exploration and member check stages. The steps of the data analysis technique carried out in this study used the interactive model of Milles, M.B. & Huberman, A.M., (1994:19-20) through the stages: 1) data collection, 2) data selection, 3) data presentation, and 4) conclusion and verification.

## **RESULTS AND DISCUSSION**

### ***The Process of Improving the Competence of Learning Citizens***

Based on the results of observations, interviews and documentation studies that the researchers carried out during the research, it was found that the Karawang Job Training Center was present in the community to help increase competence in various fields, especially in the graphic design training program available at the Karawang Job Training Center. This training program has succeeded in facilitating learning citizens who want to learn more about graphic design. In accordance with its objectives, increasing the competence of learning citizens through this graphic design program is very important, namely to improve the cognitive, affective and psychomotor competencies of learning citizens, so that these competencies are expected to be able to help themselves to be able to develop their potential and compete in the world of work, In particular, they can apply the competencies regarding graphic design that they have acquired during the training in the midst of the community. As explained by Simamora (1999:63) "Training is a series of activities designed to increase competence and expertise, experience knowledge, and change attitudes in a person".

Furthermore, the results of research conducted by researchers state that the recruitment stage for prospective learning citizens is carried out very strictly, such as by procuring various tests ranging from oral and written, this is intended so that prospective learning citizens who pass will be in accordance with predetermined qualification standards and will certainly be the best. In addition, the steps in increasing competence are already quite available and well executed, such as completing facilities and infrastructure, updating materials in accordance with current developments, teaching media and teaching methods that are in accordance with the needs of learning citizens, as well as an assessment system seen from the two sides, namely theory and practice.

### ***Supporting Factors and Inhibiting Factors in Competency Improvement***

According to Wina Sanjaya (2010: 197) "There are several factors that can affect the activities of the learning system process including teacher factors, student factors, facilities, tools and available media, and environmental factors." So based on this opinion, the researcher divides these supporting and inhibiting factors into two factors, namely internal

factors which include interest, motivation and self-confidence which are owned by learning residents in carrying out learning activities. And external factors which include facilities and infrastructure, costs, learning environment, to the competence of the instructor. Based on the results of interviews conducted by researchers, internal factors, namely the interests and motivations of the learning residents are very good, it can be seen from the enthusiasm of the learning residents in participating in the training process, they are very interested and very happy to participate in the training, as well as the motivation to be able to master the training process. graphic design was also the reason they chose this training program. In addition, they admitted that their self-confidence also increased during and after participating in this training.

In external factors, the completeness of facilities and infrastructure at the time of the training is also an equally important factor, the facilities and infrastructure owned by this graphic design training program can be said to be complete and suitable for use. The importance of facilities and infrastructure is explained by Daryono (2010 :241), "The completeness of educational facilities and infrastructure can help students in learning activities and the lack of completeness of facilities and infrastructure can interfere with students in their learning activities". One of the advantages at the Karawang Job Training Center is that there are no fees or free fees, instead, students are given lunch and replacement money for transport. The entire cost is sourced from APBN and APBD funds. Furthermore, in the relationship of learning citizens with parents and relationships between fellow citizens of learning that can affect the learning process. The involvement of parents in guiding and motivating learning citizens is very influential in the learning process. The encouragement from parents is very helpful for learning residents both in the learning process and in terms of working on the tasks given by the instructor. Likewise with the relationship between fellow citizens of learning, the activity of helping and supporting each other will be very influential. These two things will be very important supporting factors for learning citizens. And conversely, the lack of involvement of parents and friends in guiding, motivating, assisting and supporting learning citizens can be an obstacle in the process of increasing the competence of learning citizens.

The last external factor is in accordance with Law No. 14 of 2005 concerning teachers and lecturers article 10 paragraph (1), which states that: "teacher competencies include pedagogic competence, personality competence, social competence, and professional competence obtained through professional education". So based on this theory, the researchers examined the four competencies against instructors in the graphic design training program and got good results. First, instructors already have the ability to understand the characteristics of learning citizens well, instructors can find out what needs are in accordance with the development of students, and can help students to be able to develop their potential and overcome difficulties that learning residents have during the training process. Second, the instructors are friendly, cool and easy to get along with learning residents, so that learning residents feel comfortable while participating in the training. Third, instructors have characteristics that can be used as examples or role models by their learning citizens. And fourth, the instructors have mastered all the material taught to their learning citizens.

### ***Results of Improving the Competence of Learning Citizens***

Learning is a process, and the process will definitely give an outcome. Bloom (1965) in Djudju Sudjana (2004:94-102) compiles a taxonomy of educational objectives which includes three categories, namely: Cognitive Domain which includes knowledge, understanding, application, analysis, synthesis and evaluation. Affective domain which includes changes

related to interests, attitudes, values, appreciation and adjustment. Skills domain which includes productive skills, technical skills, physical skills, social skills, management skills and intellectual skills.

According to the results of research based on this theory, the learning outcomes in the graphic design training program have been effective and have produced graduates who are in accordance with the predetermined goals. This is based on the statement of the three subjects (students) when interviewed, who said that in the cognitive domain they could understand and master the material given by the instructor very well. Then other learning outcomes from the affective domain, namely changes in attitudes and behavior of learning residents who are more disciplined both in time discipline when it comes to learning, as well as discipline when collecting assignments according to the set time. In addition, it can also be proven by good interactions in the classroom, such as learning residents who actively ask questions or discuss during the training process, as well as involvement in helping fellow learning citizens who experience difficulties during learning activities, both in understanding questions, and in understanding questions. in the process. Finally, the results of learning in the psychomotor realm, here they are able to apply the theory of graphic design science that has been obtained during training in real life in the community, for example, such as opening their own business.

## **CONCLUSION**

Improving the competence of learning citizens is very important, because this is related to the results of graduates later, about how graduates of learning citizens can apply the competencies regarding graphic design that they have had during training in the community. Of the three aspects that have been researched, everything has gone quite well.

The first is regarding the process of increasing the competence of learning citizens. The stages of recruitment, updating materials, teaching media and teaching methods that are in accordance with the needs of learning citizens, as well as the assessment system, have all been carried out strictly, effectively and efficiently. The second is about the inhibiting and supporting factors. Both from internal factors, namely interest, motivation and self-confidence, as well as from external factors, namely infrastructure, costs, environment and educator competencies, all of which are very visible and complete. The last or third is the result of increasing the competence of learning citizens. The objectives in learning are cognitive, affective and psychomotor, all three have been able to be owned by the learning community very well and are able to produce graduates in accordance with the goals set previously.

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