Training and Assistance in the Preparation of Promotional Media for Junior High Schools and MTs Muhammadiyah Malang City

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Abstract

The large number of junior high schools, zoning system, and pandemic raises problems regarding the decline in the number of junior high school students and MTs Muhammadiyah in Malang City. There are quite a lot of factors behind the number of registrants. However, as an effort to solve the problem, the preparation of promotional media with the right language and media is expected to help increase the number of registrants. This service activity aims to provide training and assistance in the preparation of school promotion media for Muhammadiyah Junior High Schools and MTs in Malang City. Devotion is carried out by the method of 4 stages of the creative process, namely preparation, incubation, illumination, and verification. Based on the activities that have been carried out, it was found that one of the problems in promoting the registration of new students was the lack of ability of teachers to determine the superior activities that would be offered to prospective students. In addition, the visual communication design in the poster has also not been able to provide clear information to the reader. Through intensive training and mentoring, satisfactory results are obtained. Teachers can create interesting and targeted school promotional media.

Keywords: Training, Mentoring, School Promotion Media, Malang

INTRODUCTION

Malang is a city of education. In addition to the many public and private universities, the number of Junior High Schools (SMP) is very large. There are 90 junior high schools in this area, namely 24 public junior high schools and 66 private junior high schools. This condition causes high competition among schools in finding prospective students. There is Minister of Education and Culture Regulation Number 51 of 2018 concerning Acceptance of New Students (PPDB) article 16 which regulates PPDB in three channels, namely zoning, achievement, and transfer of parents/guardians. In the zoning pathway policy, a quota limit of at least 90% of the school capacity is imposed, prioritizing children living within the zoning area. The remaining 5% of the maximum quota limit is used for prospective students with outstanding achievements and 5% for the transfer of parent/guardian assignments.

The implementation of the zoning system has positive and negative impacts. The positive impact of this system is the distribution of students evenly in all schools and the negative impact is the emergence of social jealousy (Wijayanti & Nurjaman, 2020). Zoning conditions are more pronounced for private schools. The zoning system has led to a decrease in the number of enrollment candidates for private school students (Sudiwijaya & Amalia, 2021). This condition is experienced by Muhammadiyah Junior High Schools and MTs in Malang City. Based on the communication made by the service team with the Chairperson of the DikDasMen Council of Malang City Muhammadiyah Regional Management, Dr. Budiono, M.Sc., the decreasing number of prospective students at Muhammadiyah schools in the Malang City area needs serious attention. This condition was also reinforced by teacher representatives from SMP and MTs in Malang City who stated that there was a decreasing trend of prospective students registering. Moreover, the Covid-19 pandemic has also greatly affected the number of prospective students in their schools.

The main problem faced by SMP and MTs Muhammadiyah Malang is the ability to create and develop digital promotional media that can be reached by the wider community, especially the current generation. There have been quite a number of challenges faced so far because the party responsible for school promotion is the teacher. There are quite a number of teachers who do not have experience in creating digital promotion communication strategies. Based on the partners' problems and the results of observations, it was determined that the problems to be solved in this community service program were training in preparing promotional media for Muhammadiyah junior high schools and MTs in Malang.

The promotional media compiled is digital promotional media. This is because based on other community service activities, the results show that promotional efforts are based on social media, such as Facebook Pages (Sukirman et al., 2021) and Instagram (Sudiwijaya & Amalia, 2021), photo exhibition (Sudiwijaya et al., 2021), school website (Anwar et al., 2017; Imanullah et al., 2021; Oktaviani & Ayu, 2021; Supriyono et al., 2016), school profile (Tauhidia, 2021), digital marketing (Akmalia et al., 2020), and non-academic competitions (Zulkipli et al., 2022) can increase interest in prospective students. The output of this service program is school digital promotional media in the form of posters or videos. Products produced through this service program can be used as promotional media by schools as an effort to increase school closeness and introduce the school to prospective students.

DEVOTION METHOD

To solve partner problems, namely training in preparing promotional media for SMP and MTs Muhammadiyah schools in the city of Malang. The promotion model used is non-formal promotion, namely by creating digital promotional media which will later be widely disseminated through social media. The use of this media is effective in reaching all groups (Pamungkas, 2017; Yunitasari, 2019). The method of implementing service activities is carried out using a four-stage model of the creative process, namely preparation, incubation, illumination, and verification. (Wallas, 1926). The four stages are as follows.
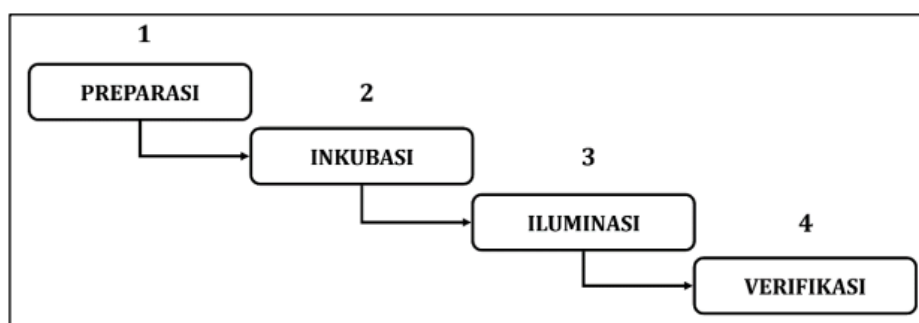

Figure 1. Stages of Activity Implementation with the Four Stages of the Creative Process Model

First, the preparation is carried out with brainstorming activities to identify the difficulties and abilities of the teacher in making digital promotional media. At this stage the teacher will be guided to explore various models of school promotion media that already exist. Through this activity, discussions and questions and answers were held regarding the advantages and disadvantages of visual communication media promotion. In addition, it also relates to the target aimed at by the media. Second, the incubation stage is carried out with the maturation and processing of ideas generated in the previous stage. Through this activity teachers are asked to develop promotional design ideas. Idea development is carried out considering the aspects of content and targets. Third, the illumination stage is the stage of concretizing the resulting idea. This stage is carried out by designing in detail the various

components that will be used in the preparation of promotional media (contents and targets). Apart from that, this section also conducts questions and answers and tutorials in preparing promotions using Canva media. Fourth, the verification stage is carried out to evaluate the design that has been produced. This stage is carried out using the cross-comparison method, in which teachers correct, criticize, and provide input on the results of their work. In addition, the service team also provides input and reinforcement of the results of the work that has been produced by the teacher.

The agenda for implementing community service activities can be seen in table 1. Community service activities are carried out offline while still paying attention to the quality of service implementation.

Table 1. Service Activity Agenda

Activity	Time	Speaker
Service Program Socialization	October 31, 2022	Dr. Hari Windu Asrini, M,Si Eggy Fajar Andalas, M.Hum
School Promotion Media Preparation Training	November 7, 2022	
Assistance in the Preparation of School Promotional Media	November 8 - December 6, 2022	

The role of the service team is the same, namely providing coordination, communication, materials and assisting teachers in preparing school promotional media.

RESULTS OF SERVICE AND DISCUSSION

The community service activity for preparing school promotional media was carried out from 31 October 2022 to 10 January 2023. This activity involved teachers of SMP and MTs Muhammadiyah Malang City. Training activities are carried out offline with due observance of health protocols and online guidance. First, preparation. This activity begins with distributing a questionnaire to identify teachers' difficulties and abilities in making digital promotional media. Through the questionnaire that was distributed, 25% of teachers had never used Canva media (media for making digital promotions) and 80% of teachers had never made school promotional media. Through this activity it can be understood that the majority of teachers have never made promotional media and although 75% of teachers have used Canva but not for school promotion purposes. Therefore, to be able to teach about making promotional media, training in advertising language, visual communication, and the preparation of promotional media through Canva is necessary.

Based on this, on November 7 2022 at the PDM Hall in Malang City, training was held to prepare promotional media for SMP and MTs schools in Malang City.

Figure 2. Service Team and Some Workshop Participants

In this activity, training on advertising language was carried out by Dr. Hari Windu Asrini, M.Sc., visual communication by Eggy Fajar Andalas, M.Hum, and the use of canva by Zulfikri Agusta Fahruddin, S.Kom.I., ACA.

Figure 3. Participants in the Promotional Media Preparation Workshop

In advertising language material, presenters explain the importance of using language in the context of advertising communication. The presenter gives examples of persuasive language that can be considered in promotional media according to the target audience. In visual communication material, the theoretical aspects of the impact of using color, image size, and message are explained on the reader or audience. At the end of the session, material regarding the use of Canva was explained technically, namely how to use Canva's features in designing. This session also simulated the use of features in Canva.

After the first stage is carried out, the incubation, illumination and verification stages are carried out online. Activities are carried out via whatsapp. The incubation stage is carried out through the use of LK 1 in the form of a story board. The story board contains a list of promotional materials, materials and narration to be used. At this stage, data collection is carried out on all the potential and achievements of the school. These various materials are then measured and discussed in relation to the promotional presentation model and the relevance of the material to the interest level of prospective students.

In the illumination stage, the idea is concreted. This stage is carried out by designing in detail the various components that will be used in the preparation of promotional media (contents and targets). Apart from that, this section also conducts questions and answers and tutorials in preparing promotions using Canva media. This section is more technical in nature as it considers the various possible choices of colors, sizes and materials shown on the poster.

The final stage is to evaluate the design that has been produced. This activity is carried out using the cross-comparison method, in which teachers correct, criticize, and provide input on the results of their work. In addition, the service team also provides input and reinforcement of the results of the work that has been produced. Through the series of stages described, digital promotional media were produced from 7 schools that took part in this community service activity. These various promotional media are related to the acceptance of new students in their respective schools.

Discussion

The output of this community service activity is school promotion media. From the community service activities carried out, it appears that there has been an increase not only in

knowledge, but also in teacher skills in using digital media applications, namely Canva. This is primarily related to the effective utilization of Worksheets (LK) to be used in designing promotional materials and designs. Through the use of LK which is supported by technical assistance, teachers are able to develop promotional media that can be distributed on social media according to the target students. Based on these results, this activity was able to overcome the problem of teacher difficulties in making promotional media for schools. This activity has a positive impact on partners. The impact of this service activity on partners is described as follows.

Table 2. Impact of Service

Activity	Impact on Participants
Service Program Socialization	Data collection on the problems of preparing school promotion media
School Promotion Media Preparation Training	Increasing knowledge and skills in the application of advertising language
	Increased knowledge of visual communication design
	Increasing knowledge and skills in composing digital media through Canva
Assistance in the Preparation of School Promotional Media	Improved digital media design skills
	Producing digital promotional media

CONCLUSION

This service activity aims to increase teacher knowledge and skills in preparing school promotional media. The activities carried out are able to overcome partner problems. Activities not only increase knowledge, but teacher skills in using digital media applications, namely Canva. This is primarily related to the effective utilization of Worksheets (LK) to be used in designing promotional materials and designs. Apart from that, intensive assistance was carried out by the service team. This activity has limitations on the external aspect. Promotional media made in visual form only. This is also related to the level of mastery of technology and the time that is owned to carry out community service activities. Therefore, further service activities are needed to teach promotional media in audio-visual form. This also needs to be supported by human resources and funding to prepare school videos as material for making audio-visual school promotional media.

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