

## Blog Development In Journalism Activities at Integrated Islamic Elementary School, Baitul Quran, Simalungun

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**Abstract.** The use of blogs as a journalistic activity has not been carried out optimally by teachers or students. This is because many teachers do not know how and what steps to take in empowering blogs as learning media. The use of blogs as a forum for journalistic activities can be carried out at all school levels, especially elementary schools because students in general are used to accessing information through websites. On this opportunity for community service, the use of blogs is prioritized for SDIT Baitul Quran teachers in making school news accompanied by steps for making school news, loading news images and publishing them via blogs. This is done as an effort to promote school activities, excellent programs and the disclosure of school information in public spaces. Through this mentoring activity, teachers will know and understand how to create a blog account, change the theme to publish news as a journalistic process. It is hoped that the mentoring of learning practices using blogs will increase the positive image of the school, increase the number of students and the quality of education at SDIT Baitul Quran.

**Keywords:** Scientific Article, publications, elementary school teachers

**Abstrak.** Penggunaan blog sebagai kegiatan jurnalistik belum dilakukan guru ataupun siswa secara optimal. Hal ini disebabkan karena banyaknya guru yang belum mengetahui bagaimana dan langkah apa yang harus ditempuh dalam memberdayakan blog sebagai media pembelajaran. Pemanfaatan blog sebagai wadah aktifitas jurnalistik dapat dilakukan pada semua tingkatan sekolah khususnya Sekolah Dasar (SD) karena para siswanya secara umum sudah terbiasa mengakses informasi melalui website. Pada kesempatan pengabdian kepada masyarakat ini, penggunaan blog lebih diutamakan pada guru-guru SDIT Baitul Quran dalam membuat berita sekolah disertai dengan langkah-langkah membuat berita sekolah, memuat gambar berita dan mempublikasikannya lewat blog. Hal ini dilakukan sebagai salah satu usaha mempromosikan kegiatan sekolah, program unggulan serta keterbukaan informasi sekolah di ruang publik. Lewat kegiatan pendampingan ini, para guru akan mengetahui dan mengerti bagaimana cara membuat akun blog, mengganti tema hingga menerbitkan berita sebagai proses jurnalistik. Diharapkan pendampingan praktek belajar menggunakan blog akan meningkatkan citra positif sekolah, menambah jumlah siswa serta kualitas mutu pendidikan di SDIT Baitul Quran.

**Kata kunci:** Jurnalistik, Blog, Berita, Sekolah Dasar

## Introduction

The modern era marked by the rapid development of the world of information and communication technology has had a major influence in the world of education. The internet has now become an alternative learning resource. Integrated Islamic Elementary School (SDIT) Baitul Quran is an elementary school that was founded independently by several people who wanted to provide alternative education to elementary school level students. If you look at the big cities on the island of Sumatra, such schools have been very developed and have even become the main choice for the community because of their success in providing education for children. In North Sumatra itself, the Islamic school is also starting to develop, especially in Simalungun district. In other areas, such schools have also started to appear. This became one of the impetus for the organizers to establish similar schools.

The school is not only guided by written values, but also puts forward other values in the form of attitudes, strengthening worship, and religious knowledge. With enthusiasm, in 2012, this school was inaugurated by the local government. In its first year, SDIT Baitul Quran only got 8 students. Even though there are few students, and the school's operational burden is quite large, school administrators and teachers still try to provide the best education for students. In the second year, this Islamic Elementary School received special attention in the midst of society. Evidently, the new students who enrolled in the second year apparently exceeded the target. Limited locale, can only accommodate 36 students. In addition, the first year students who have advanced to the second grade have increased to 16 because there are 8 transfer students. From the description above, so that a fast and precise promotion is needed through the blog website to provide the latest information about the development of SDIT Baitul Quran.

People or students can use it anytime and anywhere, without being limited by space and time. Learning is now flexible, does not have to demand a standard pattern of teacher-student meetings in a certain class and time. The rapid development of the internet, can be used to support the improvement of student achievement, namely learning through alternative media blogs. Personal blogs or webs can store materials or teaching materials that are relevant to the field of education.

Integrated Islamic Elementary School or commonly known as SDIT is an educational forum that combines the national education curriculum with the Islamic curriculum (semi boarding schools) with graduates who understand a lot of Islamic material compared to ordinary elementary schools. The researcher's initial findings were that the lack of SDIT lies in digital publications and promotions through the website, even though the price of the website is now

relatively cheaper and even free. The free website is often used through blogs or wordpress, but this time we will discuss more about blogs. A teacher can create a blog and fill it with various information related to learning activities. Some of the information that can be uploaded includes a lattice of learning materials, lattices of test questions, subject matter, student assignments, and others. In other words, This blog can be used as an alternative learning media. Learning media through blogs has many advantages. For example, students can learn more complete material, take longer, and of course a more pleasant atmosphere. Students can learn anywhere and anytime, which is certainly different from conventional learning so far in the form of face-to-face in class.

Blog is an abbreviation of weblog. A blog is a type of website that is developed and maintained by individuals using online software or a very easy-to-use hosted platform, with space for writing. Blogs feature instant online publications and invite the public to read and provide feedback as comments.<sup>1</sup> Blogs are also interpreted as a form of web application that resembles writings (which are published as posts) on a public web page. This site can usually be accessed by all internet users according to the topic and purpose of the blog user.<sup>2</sup>

A blog is a kind of online diary. The blog owner usually writes various notes into his blog, like a diary. the results of the writing can be viewed online via the internet. Besides that, blog visitors can also provide comments on the blog owner's writings. In addition to writing, you can also add images, videos, and even upload files. So that visitors can download files in the blog. Various blog service providers include blogger.com, wordpress.com and multiply.com. Before it was as popular as it is today, blogs were only used as online diaries. at this time when blogs began to run rampant blogs do not just write their heart out and their daily experiences. Various scientific topics began to enter the blog. from technical literature to music. When looking back,

Generally, the appearance of the website consists of a post section and a sidebar. Posts contain articles with titles and descriptions and opinions at the end of the article. The posting section is the most visible part of the website. Next to the posts section there is a sidebar that can be filled according to the needs and desires needed. Sidebar can be launched by photos, videos, text, links, or HTML code. With the sidebar, it will be easier to add various other interesting features and be able to beautify websites that are not provided by the website itself. By using a service outside the website provider, you can improve the quality of the website by copying and pasting the HTML code.

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<sup>1</sup> Gween Solomon, lynne Scrum, *Web 2.0 Panduan bagi para pendidik* (Jakarta : PT indekx, 2011) hal. 15.

<sup>2</sup> Agung Herutomo, *Conquering Web 2.0*, (Jakarta: PT Elex media Komputindo, 2010), hal. 77

The world of learning in Indonesia has faced many changes, starting with teacher-centered learning, growing into student-centered learning. This situation requires teachers to have a lot of teaching references. However, this matter is constrained by the limited number of printed media (dictations, materials, novels, reading lessons, magazines, news messages, etc.) in schools. This situation is made worse by the very small number of teachers who use educational media in the form of audio, video, and other ICT-based media. Actually, teachers can use free facilities to help the teaching and learning process in the classroom and in the field of education, including blogs. Teachers can maximize the use of blogs and use them for learning effectiveness.

Amount the benefits of blog media in the field of education include the following:<sup>3</sup>

1. Interactive Media

Website media can be used as an interactive learning effort. For example, a teacher at a school can create a website whose contents relate to the subject being studied. After that, on the website students can read and comment on the article with the right questions so that communication between teachers and students can be established.

2. Putting Lesson Modules

On the website, teachers can compile and summarize lesson modules. This can support teaching because students do not need to take notes on the blackboard anymore. So, students can access the teacher module easily, without being limited by time and place. The use of the web as a storage medium is very usable (easy to use) and maintainable (easy to manage and maintain).

3. Media Criticism and Suggestions

Websites on blogs also have features that can accommodate opinions from readers. Therefore, the website can be a medium to convey student suggestions and criticisms about the teaching system in schools. That way, schools and teachers can receive input to improve the performance expected of students and parents.

4. Writing Media

Websites can act as a medium for learning to write. The function of the website can also hone the ability of teachers in making a scientific or written paper. The website can also be a quick and easy facility as a medium for disseminating the results of research, upgrading, research, workshops and various written works.

5. Media Get Information

Teachers can get data through a search process on the internet, so that teachers' knowledge about the world of education and science will

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<sup>3</sup> Ramadhan, Muh Syahrul Has, Fadhel Anugerah, and Asmunandar Asmunandar. "Pengelolaan Blog Melalui Pelatihan Jurnalisitik di SMA Negeri 4 Makassar." *Journal Lepa-Lepa Open* 1.1 (2021): 34-36.

increase. Teachers can also get data through novels, newspapers, magazines but only function as passive readers. By using the website, you can directly submit opinions, and the data obtained can be broadened by discussing and reviewing the knowledge of other users.

#### 6. Discussion Facility

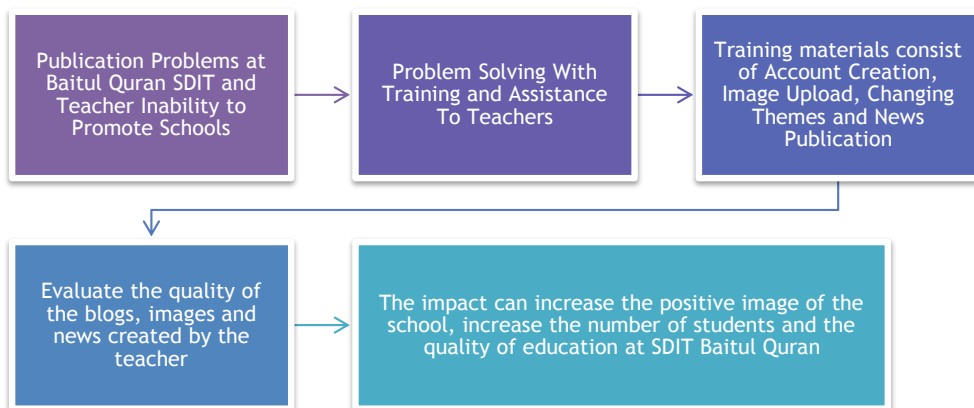
The website is also one of the facilities for discussions between teachers and students or teachers and teachers. After that, you can share your knowledge with other website users, thus opening up your thinking knowledge.

#### 7. Creativity Media

Teachers and students can decorate the website according to the wishes of the school, for example changing templates or publishing content that matches their creativity.

The implementation of community service activities is aimed at teachers so that they have skills in using blogs for the journalistic process at school. The initial mentoring will be taught to create an account, then trained to change the theme or appearance of the blog according to the needs of the school then learn to make news and publish on blogs. Thus, the flow of this activity will be described in a structured manner in the following figure.

Figure 1.1. Activity Flow



### **Publication Problems at Baitul Quran SDIT and Teacher Inability to Promote Schools**

One of the reasons why all schools have to promote is the demand for more students. Especially for schools that rely solely on operations from BOS funds, the number of students is crucial. Many students means a lot of funds. With sufficient funds, even excess, schools can more freely develop the desired program. Meanwhile, if you look at the current reality, no one can sit back and

relax waiting for the students to arrive. Everyone has to pick up the ball. Everyone must think hard about how to bring in as many students as possible.

At the beginning of the observation, the researcher suspected that there was an indifference of educators in promoting the school based on the number of registrants each year, so efforts were needed to increase the number of registrants through blog websites.

### **Problem Solving With Training and Assistance to Teachers**

Then, what exactly is the best form of promotion to do? The answer is continuous promotion, continuously. So it's not like many promotions are being done, which tend to be momentary (impromptu before the PPDB season). But promotions are planned clearly and measurably so that in one year it is dominated by promotions. Promotion, promotion, promotion, of course in various forms.

To some this seems ridiculous and impossible. How is it possible in one year to think only of promotions? For this reason, in this study teachers will learn how to promote an effective school, which is not just putting up banners and distributing brochures during the new student admissions season. And this method is actually more aimed at small schools where the number of students continues to decline, even though they have tried to make improvements here and there regarding the quality of learning in schools.

### **Training materials consist of Account Creation, Image Upload, Changing Themes and News Publication**

The initial mentoring of teachers is introduced to various forms of tools for creating blogs. This method can be used especially by small schools that encounter obstacles in the form of a lack of students registering each year. Beyond that, it is equally important for all schools to always upgrade the quality of learning. Because improving education services for students is still the best form of promotion that has no equal.

### **Evaluate the quality of the blogs, images and news created by the teacher**

First, talk with students about the multiple dimensions of critical evaluation. Students learning to make reasoned judgments about the overall quality of information on a website benefit from clear definitions and discussion of these dimensions :

- Relevance: the information's level of importance to a particular reading purpose or explicitly stated need for that information
- Accuracy: the extent to which information contains factual and updated details that can be verified by consulting alternative and/or primary sources

- Bias/Perspective: the position or slant toward which an author shapes information
- Reliability: the information's level of trustworthiness based on information about the author and the publishing body

**The impact can increase the positive image of the school, increase the number of students and the quality of education at SDIT Baitul Quran**

This positive image is very important for educational institutions to have so that the trust of the community or prospective students continues to increase. If this positive image has begun to fade, it should be rebuilt immediately so that it does not disappear. The existence of an institution is basically very much needed by the community, especially educational institutions because, like schools. If an educational institution, school has a positive image, many parents will send their children to that school.

At the first opportunity, the presenters will provide training on understanding the benefits of blogs, the reasons why you should have a blog and how to use it. Thus, teachers will be given an understanding of the importance of journalistic activities in supporting school promotions which have implications for increasing the number of students. Teachers involved in the activities of recording or reporting and disseminating news about daily events will get the following benefits.

1. Writing ability

The ability to write is the main requirement of a journalist. The ability to write is not only able to write in good and correct Indonesian, but also must be able to write concisely, densely filled and easy to read online, in this case published in a blog.

2. High curiosity

The emergence of curiosity is like a magnet for a journalist. With high curiosity, teachers can package news sources to be interesting. Therefore, as a journalist, we must open our ears and eyes wide to all the happenings at school and around it.<sup>4</sup>

3. Understand the use of information sources

Various sources of information include books, dictionaries, the internet and others. Other information comes from someone called the resource person. Mastery of information sources will enable teachers to work faster and be able to present complete and accurate news.

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<sup>4</sup> Enterprise, Jubilee. 2016. Otodidak membuat blog dengan blogger / Jubilee Enterprise. Jakarta: Elex Media Komputindo.

#### 4. Skilled in language

The writing that will be presented is delivered through language. If the language is used carelessly, the reader will find it difficult to understand the news writing. So, teachers are also taught to master good and correct grammar.

#### 5. Discipline

A journalist must try to be disciplined to stay on time. If the teacher makes an appointment to meet with the resource person, the teacher is as much as possible to keep his promise. In terms of writing, you must also be disciplined in the specified deadline

Furthermore, the second opportunity will be trained on how to make news in a simple way by applying the 5W + 1H concept, direct and indirect quotes and easy techniques of taking photos according to the news theme. In effect, the teacher will understand the function of news in order to increase the positive image of SDIT Baitul Quran. Efforts to introduce the school to prospective students or parents of prospective students in order to get attention so that in the future they can get new students at SDIT Baitul Qur'an or at least parents of students will recommend the school to their children or others.

**Figure 1.2. Submission of Materials on Making News**



The third (last) form of assistance is evaluating the results of the material by practicing directly using blogs in an easy and simple way. This is of course supported by adequate hardware such as a laptop or computer, a smooth internet connection and an LCD Infocus to describe in detail to participants. Practice using bThe log is not only a place for doing business or sharing personal work to portfolios, the presence of blogs and websites also makes it easier for teachers to get new students to make schools popular on Google pages.



## Results and Discussion

This training and mentoring event was carried out on 7-09 January 2022 with a total of 20 participants. This event was attended by each homeroom teacher, assistant teacher, tahfidz teacher, administration and school principal. On the first day, it was discovered that SDIT Baitul Qur'an with its address at Jl. Veteran Environment III Sinaksak Village, Tapan Dolok District, Simalungun Regency has never had a website. So far, they have only relied on Facebook and WhatsApp groups as a means of public communication and school promotion so that the results have not been maximized.

**Tabel 1.1. Schedule of Training**

<b>Date</b>	<b>Description</b>	<b>Result</b>
07 January 2022	Introduction to blogging and tools for posting photos and posts	All participants understand about the material
08 January 2022	Practice making news and uploading photos	All participants understand using blog
09 January 2022	Evaluation of the results of using blogs	All participants doing trial and error to fix

There is a negative impact with the existence of a blog, namely in plagiarism, copy paste culture must exist everywhere with plagiarism making students lazy to think and rely on knowledge and information from other people. Therefore, it is necessary to be wise in using blogs and avoid plagiarism because plagiarism will harm ourselves.

Students can seek various kinds of knowledge from blogs that exist in cyberspace. Indeed, the level of accuracy is not so high, but it is very useful as a complement to the knowledge we have. Because as we know, the internet is a very fast network, so the latest information will also be obtained more quickly. Of course, this helps increase the source of information for the world of education, both for teachers and students.

The development of the use of this free and easy-to-use blog has fostered a deep enthusiasm from the teachers to practice their respective news-making skills. The results of this training can be seen through the website created by SDIT Baitul Qur'an teachers on the <https://sditbq.blogspot.com/page>.

Deep enthusiasm of teachers in participating in training to improve the competence of non-technical abilities as a supporter of the use of technology in teaching and learning activities. Technological acceleration in education will have a greater impact if it is applied by means of critical thinking, good communication, creativity and collaboration, or also known as 4C (Critical Thinking, Communication, Creativity, Collaboration).

On the second day, the teacher was taught about basic journalism by making news easily and simply. The news that is disseminated must have the characteristics of the school in order to display the school's profile according to its vision and mission so that in the end promotions carried out using the spread of positive news links to parents and other audiences will create the impression of sympathy and interest in enrolling their children in the school.

### **Closing**

Blogs are a new force in the world of education that is not limited by time and creativity, the way teachers process and use blogs will affect the promotion of schools by increasing the quality of education. Blogs are not only free websites, but also modern tools that can be used to support activities, training, to form the character of educators and students in accordance with the school's vision and mission and the message is well conveyed to the public.

Based on the description that has been described above, it can be concluded as follows.

- a. In building a school website (blog) it begins with planning what data you want to display and the future function of this website for new student registration facilities, after that practice uploading data to be displayed on the SDIT Baitul Qur'an website and designed with the help of blogspot as a medium which helps teachers to operate blog-based websites.
- b. Based on the results of observations and assistance during the training, it turns out that schools really need promotional media through websites other than Whatsapp and Facebook so that guardians of students and the general public can find out about every activity at school.
- c. Easy and practical use in applying blogs as learning media that tends to motivate teachers and students to work.
- d. Website facilities through blogs are effectively used as an instrument to support accreditation in schools because they can improve student achievement and creativity.
- e. Teachers are more proficient and close to technology in an effort to liven up the teaching and learning atmosphere and are not monotonous in lecturing or giving assignments.

- f. This website in the form of a blog has been used by the school online under the name <https://sditbq.blogspot.com/> as well as the results of discussions with users, information is obtained that this website has benefited from the appreciation of several parties with an interest in the information presented on the website. the.

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