



RESEARCH ARTICLE

# Strategy of Education Provider Organizations in Utilizing Digital Literature (Study at IT Baitul Muslim High School, East Lampung)

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## Abstract

Advances in technology and information have opened up enormous opportunities for the community, especially for the world of education. Therefore, educational institutions or organizations must have strategies in dealing with changes in student interaction patterns on information technology devices and how schools face the development of the digital era. This research is a research that explores the strategy of education providers in the use of digital literacy as a medium to improve the quality of learning. The research method used in this research is descriptive qualitative analysis with a qualitative approach that focuses on substantive and formal theories as well as events that exist and are recognized as true. The strategy of the education provider organization in utilizing digital literacy at the IT Baitul Muslim High School in East Lampung has been going well so far, because the digital literacy program had been implemented in the school environment long before the COVID-19 pandemic hit. So that the learning process with digital literacy is nothing new for schools and students. Although in this case the improvement of teacher competence continues to be pursued as one of the school's strategies to improve teacher competence to actualize learning and the potential of students in digital literacy learning. So that the learning process with digital literacy is nothing new for schools and students. Although in this case the improvement of teacher competence continues to be pursued as one of the school's strategies to improve teacher competence to actualize learning and the potential of students in digital literacy learning. So that the learning process with digital literacy is nothing new for schools and students. Although in this case the improvement of teacher competence continues to be pursued as one of the school's strategies to improve teacher competence to actualize learning and the potential of students in digital literacy learning.

Keywords: Organizational Strategy; Human Resources; Digital Literacy

## INTRODUCTION

The quality of human resources (HR) is currently still a major problem both in the world of higher education and education at the elementary to high school level. Quality education is carried out from schools where the human resources are of good quality. Schools as an integral part of society need to be a concern to be developed, as a center for cultivating and empowering students for life who are able to provide examples, build willingness, and develop students' creativity in the learning process.

According to Dewantara, education is one of the efforts to provide all the spiritual values that exist in the life of the cultured people to each young generation, not only in the form of maintenance but also with the intention of

advancing and developing culture towards the nobility of human life (Putri, 2019). )

The quality of education is something that needs to be considered more seriously, along with the development of the current digital era, making a shift in the direction of education an alternative solution in the midst of a pandemic, based on the Circular of the Minister of Education and Culture of the Republic of Indonesia of 2020 concerning the Implementation of Educational Policies in an Emergency Period. The spread of Corona Virus Disease (Covid-19), that preventive measures to protect all students, teachers, and staff from transmission or infection of the corona virus by carrying out learning processes through digital media with online learning platforms or (online).

The world of education is also feeling the impact, educators must ensure that teaching and learning activities continue, even though students are at home. The solution, educators are required to design learning media as an innovation by utilizing online media (online). In the end, distance education is becoming a more popular and accepted approach in education. This situation is a challenge for the world of education, changing management is very much needed to keep up with the very fast changes. The role of the teacher in designing online learning is very necessary, where the teacher must be as creative as possible in

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presenting learning media even in distance learning to continue to build student learning motivation in participating in online learning and maintaining learning outcomes.

Digital literacy is here to face the challenges of learning in the era of the covid-19 pandemic, with the very rapid development of information technology, digital literacy skills must be considered to compensate for the enormous amount of information. Nurhaidah and Arifin (2018) say that digital literacy is an individual's interest, attitude, and ability to use digital technology and communication tools to access, manage, integrate, analyze and evaluate information, build new knowledge, create and communicate with others in order to participate. active in society.

Digital literacy in learning is related to students' skills in using, searching, and processing various information obtained digitally. In learning, literacy skills are the basic material that must be mastered. It can even be said that it is the core of the learning, students who master literacy certainly have very valuable provisions to improve their abilities.

Based on the background that has been described previously, it is important to conduct a research related to organizational strategy in improving the learning process by utilizing literacy. Researchers chose one school to be used as a research location, namely SMA IT Baitul Muslim East Lampung, this school researchers value can provide the data needed with the research title "Strategy of Education Providers in Utilizing Digital Literacy at SMA IT Baitul Muslim East Lampung".

## THEORETICAL STUDY

### Organizational Strategy

Strategy according to Nawawi (2012), from an etymological point of view, means that the use of the word "strategic" in the management of an organization can be interpreted as the main tips, methods, and tactics that are systematically designed in carrying out management functions that are directed towards organizational strategic goals. Strategy can also be interpreted as one way of thinking of an organization how the organization can maintain its existence in the future and achieve organizational goals that have been designed at a sustainable level.

According to Akdon (2011) basically what is meant by strategy for an organizational management is a large-scale plan that is oriented towards the long term far into the future and is set in such a way as to enable the organization to interact effectively with its environment in competitive conditions, all of which are directed towards optimizing the achievement of goals and objectives. various targets concerned. Basically strategy can also be interpreted as a way to achieve the goals and objectives of the organization that have been planned previously.

Understanding strategy in the organizational context is the determination of various long-term goals and objectives that are fundamental for an organization, followed by the determination of activity plans and the allocation of resources needed to achieve these goals (Robbins in Kusdi, 2009). So it can be concluded that organizational strategy can be formulated and implemented to achieve the various goals set, while maintaining and expanding the organization's activities in new fields in order to respond to the environment.

### Human Resources

Human resources are human potential as a driving force for organizations/institutions in realizing their existence. Human resources are potentials which are assets and function as capital (non-material) in business organizations, which can manifest into real potential physically and non-physically in realizing the existence of the organization (Nawawi, in Yusuf, 2015).

Human resources can also be defined as individuals who design and produce outputs in order to achieve the strategies and goals set by the organization. Without individuals who have expertise or competence, it is impossible for organizations to achieve goals (Yusuf, 2015). From some of the definitions above, it is concluded that human resources are an important part that must be owned by the organization as an operational driver to achieve organizational goals

### Digital Literacy

The term digital literacy was introduced by Paul Gilster in his book Digital Literacy. Digital literacy is an individual's awareness, attitude and ability to use digital tools and facilities appropriately to identify, access, manage, and integrate information, evaluate, analyze digital resources, build new knowledge, create media expressions, and communicate with others in context. certain life situations, to enable constructive social action, and to reflect on the process (Nahdi & Jatisunda, 2020).

Another definition of digital literacy is the ability to use technology and information from digital devices effectively and efficiently in various contexts such as academics, careers and daily life (Khasanah & Herina, 2019). So it can be concluded that digital literacy is an ability to understand and use digital devices in tracing the information contained in them to collaborate and communicate about everything, especially for the learning process.

## METHOD

The research method that researchers use in this research is descriptive qualitative analysis method. The qualitative approach is focused on substantive and formal theories and events that exist and are recognized as true. Writing using this method aims to be able to accurately describe the problems studied regarding the facts and causes of the observed phenomena. The data collection technique in this research is secondary data which is carried out by taking data from various research journals and secondary data from the government as well as published news. The collected data will be analyzed and described in detail in each section of this article. The data that has been analyzed will be compared or compared between one study and another.

## RESULTS AND DISCUSSION

### Organizational Strategy on Digital Literacy

Long before the COVID-19 pandemic broke out, IT Baitul Muslim High School had implemented digital literacy-based learning. Digital literacy at the IT Baitul Muslim High School in East Lampung is expressed in the form of the school's mission, namely carrying out an effective and efficient ICT-based learning process (Technology, Information and

Communication). This is carried out with IT-based learning in every teaching and learning activity, for example in terms of learning in the classroom, students and teachers get wifi facilities from the school to access learning materials.

IT Baitul Muslim High School assesses that technological developments will continue to increase and cannot be stopped, for that educational institutions must accept and continue to carry out strategies and innovations in dealing with changing situations and developments in the digital world, so that when affected by the pandemic the school remains accustomed to using learning that is digitally based. Life is influenced by the development of technology and information (Anggraini, 2016). Thus, educational organizations or institutions must be able to develop organizational strategies in maximizing digital literacy activities in schools so that they can be realized properly.

The IT Baitul Muslim High School has carried out several related strategies to improve teacher competence in the form of training for teachers to prepare qualified human resources, for example, teachers also receive training in the use of making interactive learning videos, training in managing learning content, training in making teaching materials that in accordance with the material and abilities of students and training on the use of technology-based learning multimedia and the use of digital study rooms.

In addition, the school also seeks to complete the facilities and infrastructure to support digital literacy learning in schools by installing wifi and providing computer units in each class that is connected to the internet network.

### Application of Digital Literacy in Learning Activities

Digital literacy is applied in learning in all fields, it aims to improve student skills in learning and facilitate the learning process. In learning, teachers and students use electronic devices that are owned by each in the form of computers or laptops. The use of computers and laptops has written rules and sanctions related to the use of these electronic devices. In this case the researcher assesses the condition of the media, media equipment supporting digital literacy in the following table:

**Table 1.**  
**Digital Literacy Support.**

No	Supporting Media	percentage
1	Program	95%
2	Internet Network	90%
3	Digital Platforms	85%
4	Laptop	75%
5	LCD	80%

Source: processed by researchers 2022

ICT equipment as a media or digital literacy support tool is generally still in good condition to be used and accessed by students, besides that many students also have gadgets or tools to access digital platforms independently, besides that each class is provided with technological equipment by providing a computer connected to the internet network and LCD facilities to support the learning process in class by displaying learning videos and using power point media. In addition, guidance and assistance from teachers in learning is always done when learning is in progress because students are very vulnerable to obtaining negative content or information that contains false news, deceit containing hate speech and so on such as in social media which will affect their ways and behavior. Therefore, it is also regulated

in school regulations which limit some accounts that cannot be accessed by IT Baitul Muslim High School students.

Guidance and assistance provided by teachers in an effort to prevent the entry of illegal content in the learning process and filter incoming information by being critical in obtaining information is needed when understanding information. Learners in search of information both related to learning materials and related knowledge, in this case the teacher has prepared a learning link to be accessed by students in obtaining learning materials and also additional exercises for students to strengthen knowledge and skills of a material. This is also supported by the use of learning applications to increase creativity and learning motivation of students such as the use of Squizziz, Google Classroom,

The application of digital literacy in learning is still considered ineffective, where facilities are the biggest obstacle faced by the school, students in learning still use personal electronic devices. An unstable internet network also hinders the learning process. However, for the IT Baitul Muslim SMA teachers, they provide wifi and laptop facilities that are used for the learning process. Schools also receive assistance from the government in the form of providing free quotas for students and the use of school wifi for students.

### CONCLUSION RECOMMENDATIONS

The strategy of the education provider organization in utilizing digital literacy at the IT Baitul Muslim High School in East Lampung has been going well so far, because the digital literacy program had been implemented in the school environment long before the COVID-19 pandemic hit. So that the learning process with digital literacy is nothing new for schools and students. Although in this case the improvement of teacher competence continues to be pursued to the maximum extent possible, by conducting additional special training for educators on competence in operating digital learning systems,

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### Declaration of Interest Statement

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