

## WEBSITE CREATING AND MANAGEMENT TRAINING NULISH INSTITUTE AS INFORMATION MEDIA

Mukhlis Muhammad Maududi <sup>1\*</sup>, Egi Nusivera <sup>2</sup>, Said Romadlan <sup>3</sup>

<sup>1,3</sup> Ilmu Komunikasi, FISIP, Universitas Muhammadiyah Prof. Dr. HAMKA

<sup>2</sup> Pendidikan Bahasa Indonesia dan Sastra, FKIP, Universitas Muhammadiyah Prof. Dr. HAMKA

<sup>1\*</sup> [maoedoedi@uhamka.ac.id](mailto:maoedoedi@uhamka.ac.id), <sup>2</sup> [egi.nusivera@uhamka.ac.id](mailto:egi.nusivera@uhamka.ac.id), <sup>3</sup> [said.romadlan@uhamka.ac.id](mailto:said.romadlan@uhamka.ac.id)

### Abstract

Lack of knowledge about the Benefits of The Website as an Information medium and the absence of Website management skills are the problems partners are trying to solve, so the purpose of the Community Service Program is to increase Partner Knowledge about the Benefits of Websites as Information Media and Provide Website Management Skills so that it becomes a medium for Partner publications to the wider community, the Proposing Team collaborates with the Nulish Institute Foundation. The method used in community service is in the form of a lecture method, the resource persons provide an explanation of the importance of the website and how to operationalize and manage the website as an information medium, then a discussion is held to multiply from the participants about what information can be managed to be published on the website by combining photos and text, as well as practicing how to operate the website starting from logging in and uploading data into a website, finally, an evaluation was carried out by observing participants regarding the achievement of the objectives of community service activities, the implementation of this training was considered successfully carried out due to the increase in Partner knowledge, and the increase in Partner skills in using the Website, participants were able to upload content to the website.

**Keywords:** Promotional Media, Website, Media Information.

### INTRODUCTION

The internet network connects local communities with the wider outside world, media websites can be a means to develop and expand networks, with the ability to manage a good website can help to create an image to the outside world.

As an organization engaged in social and educational fields, it needs wider support, with more and more people getting to know it. With the development of internet-based media, it is possible to expand its reach. One of the media that can be used to expand the network is to use a media website. Based on this awareness, partners, the writing institute foundation have perceived obstacles, namely the lack of understanding of and the use of websites, no skills to create website content, lack of partner skills to manage websites

The use of website media based on research results has several benefits, firstly as a medium for building the brand, image, and consumer loyalty, and secondly as a communication medium, as research conducted by Wainah (2020) shows that it influences loyalty of parents of students. Likewise, research conducted by Setiawati et al., (2022) that

websites can form brand awareness which in turn will form loyalty. And an increase in the image (Andriyan et al., 2020) which affects one form of promotion (Hidayati, 2021; Subektiningsih & Yudaningsih, 2022) and more organized and structured activities using the website into public relations (PR) or PR (Kiraina) work. , 2020) to form an image and maintain customer or customer loyalty (Utari, 2018) website management on a larger scale is very useful in increasing the number of tourists (Sutanto et al., 2010), this starts with website management. The next benefit obtained by utilizing information technology such as websites is as a medium of communication (Simbolon et al., 2021), every activity can be uploaded to the media website so that the public can get all information, using technology such as websites is also encouraged for communication and learning media (Tekege, 2017) pieces of training to improve literacy in using the website need to be carried out (Fattah, 2020) so that the website can be maximally used to disseminate information and communication (Patmanthara, 2018).

With the increasing sophistication of information and communication technology (ICT), it is easier for everyone to create a website with a Content Management System (CMS) so no special skills are needed (Ushud et al., 2021). It can also be done for student development as a portfolio (Suryana et al., 2022) which can be further developed for student creativity in the business to be pioneered (R. E. Sari et al., 2021) as well as as a learning medium (Kusumah et al., 2018) by introducing websites to students as learning media can improve students' soft skills in the use of information technology in the future (Noe'am et al., 2021) where all information can be accessed more quickly, with the use of websites as learning media that can increase student interest (Subektiningsih & Yudaningsih, 2022) because academic information is easy to obtain (Amalia et al., 2020; L. I. Sari, 2020) and achievement posts can also be accessed through the website (Trise Putra & Febrianto, 2020).

Many applications or programs can be used to run websites that are easy to use, so there is no need for a special background for everyone to do it. Like the community service that Rully (Suryana et al., 2022) conducted training on Website Using HTML Bootstrap, based on WordPress (Rahardja et al., 2018), using PHP and MySQL database (Suhartanto, 2012) in developing, an attendance system based on the integrated web with SMS Gateway (Sukrianto & Agustina, 2018) and for promotional activities and branding, website management can be equipped with Search Engine Optimization (SEO) (Mardiyantoro & Khalid, 2021)

Problems faced by Partners The PKM Proposing Team offers solutions to increase understanding of the benefits of websites as a medium of information with the lecture method from resource persons accompanied by discussions, and also provides skills (skills) to create website content with the Practice method of creating content to uploading content on the website.

With the solution provided by the PKM Proposing Team, the purpose of implementing PKM is to increase Partner Knowledge about the benefits and uses of the Website and increase Partner Skills in managing the Website as an Information Media can be achieved.

## **MATERIALS AND METHODS**

The implementation of the Community Service Program (PKM) is carried out with the following steps; (1) Pre-Activity, the Proposing Team conducts preliminary observations of the Prospective Partners to get to the real problems felt by the prospective Partners. (2)

Implementation of Community Service Program (PKM) Training on Website Creation and Management as Information Media. The activity was carried out on Wednesday, August 03, 2022, through a Zoom Meeting, with Materials a). Benefits of Websites as Information Media, b) Technical Management of Websites with Speakers Mr. Arif Hidayat, S.T. The next stage is (3) Monitoring and Evaluation carried out by the Proposing Team to be able to see if there is an increase in knowledge and additional skills from Partners.

Implementation of activities carried out by several methods; First, the lecture method was delivered by resource persons to provide an explanation of the importance of the website and how to operate and manage the website as a medium of information. Second, after the resource persons provide material about the benefits of the website and website management techniques, it is followed by a discussion method to explore from the participants what information can be managed to be published on the website by combining photos and text. The three Practical Methods in implementing community service, resource persons practice how to operate the website starting from logging in and uploading data to the website, resource persons also assign tasks to participants to be able to create content until it is uploaded on the website. Finally, an evaluation is carried out by measuring participants regarding the achievements of the purpose of community service activities, measurements are carried out using observation by looking at what content is produced.

Partners in Community Service Program Activities are the Nulish Institute Foundation, a foundation engaged in education and social activities located in Jatinegara Village, Cakung District, East Jakarta. The implementation of this PKM activity was attended by seven people from the management elements.

## RESULTS AND DISCUSSION

Results and Discussion contain the following points; (1) Pre-Activity, the Proposing Team conducts initial observations of the Prospective Partners to get to the real problems felt by the prospective Partners after finding the problems faced by the Prospective Partners. a Cooperation Agreement is signed to carry out PKM activities. (2) Implementation of Community Service Program (PKM) Training on Website Creation and Management as Information Media, as shown in Table 1 below.

**Table 1 Implementation of Activities**

Waktu.	Theory	Presenter
10.00-11.00	Benefits of the Website as a Media of Information,	Arif Hidayat, S.T.
11.00-12.00	Website Management Technical	Arif Hidayat, S.T.
13.00-14.00	Discussion	Tim Pengusul
14.00-15.00	Practice	Arif Hidayat, S.T. and the Proposing Team

Methods Lectures were delivered by resource persons online using the Zoom Meeting application to provide an explanation of the importance of the website and how to operate and manage the website as a medium of information (Figure 1).

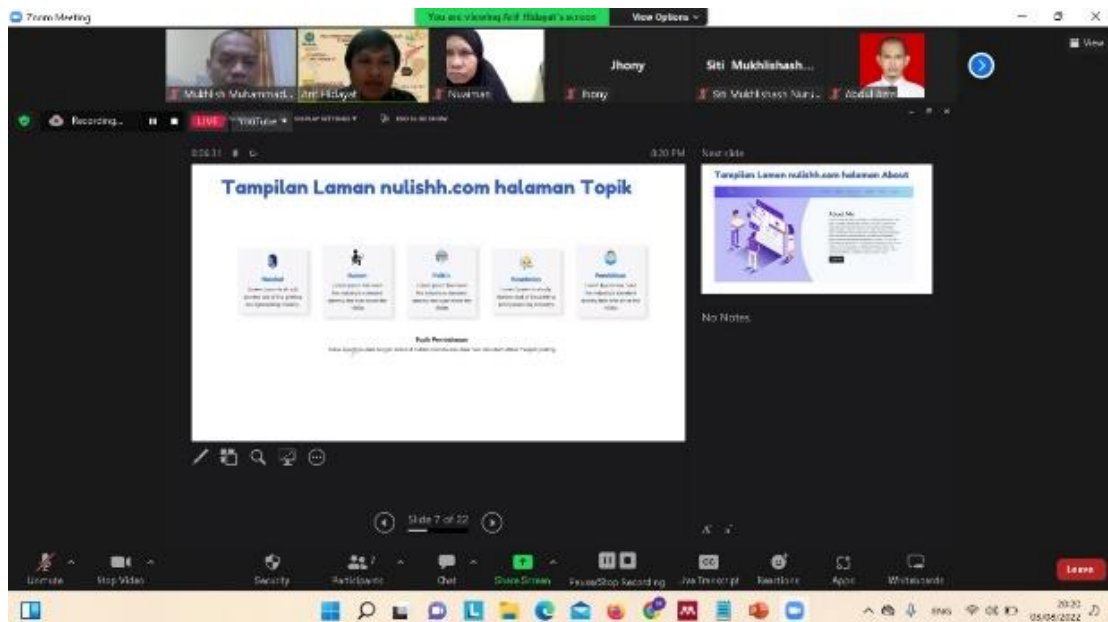


Figure 1 Implementation of Lecture Method Activities

The Discussion method is used to extract from the participants what information can be managed to be published on the website by combining photos and text, the practical method in implementing community service, the resource persons to practice how to operate the website starting from logging in and uploading data to the website, the resource persons also assigning tasks to participants to be able to create content until it is uploaded on the website.

(3) Monitoring and Evaluation, in carrying out Monitoring and Evaluation the Proposing Team uses the observation method where the Proposing Team pays attention to the Discussion activities the participants provide input on things that need to be uploaded on the website, Participants are active in designing content, from this the Proposing Team gives an assessment of the increase in knowledge about the benefits of the website as a medium of information, the Proposing Team also considers that the Partner has increased skills because the Participant can manage the Website, from creating content to uploading content on the website.

In carrying out the activities of the Proposing Team, there are no technical or non-technical problems, even though partners do not have an Information technology (IT) background. Partners can participate in activities well and can manage the website.

## CONCLUSION

The benefits of the Website as a medium of Information can be followed up as a public relations medium, the public can find out information from the activities carried out by the Partner, so the community will trust the Partner more and it will also have an impact on the positive view of the community towards the Partner. Indicators of successful implementation can be seen from the ability of Partners (activity participants) to create published content and upload it to the website.

The Proposing Team also suggested that further activities could be done by providing writing skills and photography skills that can be used to improve skills using internet-based media (websites and social media).

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