

DEVELOPMENT OF SCHOOL WEBSITE AS A MEANS OF PUBLICATION AT KINDERGARTEN DHARMA WANITA 06 MALANG CITY

Oleh :

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ABSTRACT

This study aims to develop a school website as a means of publication at Dharma Wanita 06 Kindergarten in Malang City. The background of this study is the lack of integrated digital publication media, so that the delivery of school information is still limited to WhatsApp group and conventional media. The research method used is Research and Development (R&D) with the ADDIE model, which includes the stages of analysis, design, development, implementation, and evaluation. The website product was validated by subject matter experts, media experts, and users consisting of the school principal and teachers. The validation results showed that the website obtained a feasibility score of 89.17% from subject matter experts, 97.5% from media experts, and 97.66% from users, all of which were in the highly feasible category. Thus, the developed school website was declared feasible for use as a school publication medium.

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1. INTRODUCTION

The development of information technology requires educational institutions to utilize digital media as a means of publication and communication. The school website is one of the important media in conveying institutional profiles, activities, and information to the public in a wide and structured manner. However, Dharma Wanita 06 Kindergarten Malang City does not have a school website that can be accessed by the public and still relies on WhatsApp groups, direct communication, and the Ministry of Education and Culture's platform as a medium for delivering information.

This condition causes limited publication reach and less than optimal transparency and image of the institution. Therefore, a school website is needed that is able to become an official information center. The development of this website is expected to help schools in conveying information on school

activities, profiles, and services more effectively and professionally.

2. METHODS

This research uses the Research and Development (R&D) method with the ADDIE model which includes the stages of analysis, design, development, implementation, and evaluation. The research was carried out at Dharma Wanita 06 Kindergarten, Malang City with the subjects of principals, teachers, and guardians.

The research instruments are in the form of validation questionnaires of material experts, media experts, and user response questionnaires. The data was analyzed descriptively quantitatively using a likert scale to determine the feasibility of the website, as well as qualitatively through validators' suggestions and inputs.

3. RESULT AND DISCUSSION

The results of the development of the school website as a means of publication at Dharma Wanita 06 Kindergarten Malang City were obtained through a validation process by material experts, media experts, and users. The assessment is carried out to determine the feasibility level of the developed product.

Table 1. School Website Validation Results

No.	Assessment Aspects	Score
1	Material Expert	89,17
2	Media Member	97,50
3	Users	97,66
	Average	94,78

Based on Table 1, the validation results show that the school website obtained an average score of 94.78% which is in the very feasible category. The score from the subject matter experts was 89.17% indicating that the website content was in accordance with the needs of school publications and the characteristics of the PAUD institution. A media expert score of 97.50% indicates that the website's design, navigation, and appearance are excellent and easy to use. Meanwhile, a score from users of 97.66% shows that the website is very helpful in conveying school information to teachers and parents. To clarify the results, they are presented in the form of a graph in figure 1.

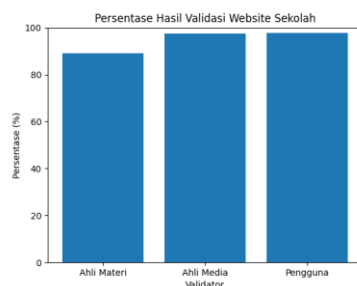


Figure 1. School Website Validation Result Percentage

The results in figure 1 show that all aspects of the assessment are above 85%, which means that the website is in the very decent category. This shows that the developed school website is able to function effectively as a means of publication, both in terms of information content, visual appearance, and user convenience.

This finding is in line with the research objective, which is to provide digital publication media that is able to improve transparency, effectiveness of information delivery, and school image. With the website, Dharma Wanita 06 Kindergarten Malang City can convey school profiles, activities, and important information in a broader and structured manner than conventional media.

4. CONCLUSION

The school website as a means of publication at Dharma Wanita 06 Kindergarten Malang City was declared very feasible to use based on the results of

expert and user validation. This website is able to increase the effectiveness of information delivery and support the positive image of the school.

It is recommended that the school update the content regularly and utilize the website as the main medium of publication. Further research can develop more interactive website features.

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