

ONLINE AND OFFLINE SOCIALIZATION OF THE THEMATIC KKN ADMISSIONS UIN SUNAN KALIJAGA 2021

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Abstract - *The COVID-19 pandemic has been affected on the variety sector, almost paralyzed the education sector. The goverment and educational staff are doing the best for education can work normally during the pandemic situations right now. Online distance learning has been applied, even with different system. However, with the implemetation online distance learning, student must be independent for searching information about admission of new students. Most of the students also had problem to choose informations about admission of new students in universty because they are confused. Based on the reason above, the student study service (KKN) of admission islamic universty of sunan kalijaga yogyakarta provided program to socialize information about admission of new student in a more informative and educative ways.*

Keywords : *COVID-19 Pandemic, Technology, Socialization*

1. INTRODUCTION

Community service is a part of the Tri Dharma of higher education, in addition to the other two dharmas, namely research and teaching.¹ The Tri Dharma of higher education is not only the responsibility of professors and campuses, but also the responsibility of students. Community service is an activity of the university community that uses the science and technology obtained in the university to advance and prosper the community.

As a university, the Islamic State University (UIN) Sunan Kalijaga regularly sends its students to participate in community development both around and outside the UIN Sunan Kalijaga campus area. This is done by hosting Actual Work Conferences (KKN) every Odd, Even, and Intermediate semester. The implementation of this community service program is also a form of the implementation of Tri Dharma of higher education by Sunan Kalijaga Islamic State University, namely community service.²

The descent of the students into the community should also help the government in the process of development and distribution of social assistance and education throughout Indonesia. With science, technology and religion brought in by the students, it is hoped that this hope can be realized. In addition, a direct approach to the community will make a memorable impression on both the community and the students. So that all the knowledge and knowledge taught and learned by students and the community can be more easily memorized and put into practice.

Based on the above explanation, the 7 KKN 105 group compiled a work program on the topic "Socialization of new student admissions to UIN Sunan Kalijaga Yogyakarta in 2021". The theme's work program is divided into two, namely the flagship work program and the supporting work program. The flagship work program itself consists of a New Student Admission (PMB) discussion with UIN alumni Sunan Kalijaga and a New Student Admission (PMB) discussion with campus ambassadors. UIN Sunan Kalijaga. While supporting work programs for this theme include: online consultation with potential new students, PMB UIN Sunan Kalijaga online and offline socializing, setting up an Instagram account, disseminating PMB information via social media .

It is hoped that with the existing work program, the student members of the KKN 105 UIN Sunan Kalijaga Thematic Group 7 will be able to bring benefits to the community and put their knowledge into practice for the greatest possible progress in people's lives.

2. METHOD

¹ Moh Soehadha, dkk. 2016, PEMBERDAYAAN Masyarakat Berbasis Agama; Model Pengabdian Masyarakat Oleh Dosen dan Peran Pusat Pengabdian Kepada Masyarakat UIN Sunan Kalijaga, Vol.1 Hal 2.

² <https://uin-suka.ac.id/id/page/universitas/60-Visi-misi-tujuan> diakses pada 3 September 2021, pukul 15.00 WIB

Based on 2018 data released by the Ministry of Research, Technology and Higher Education (Kemenristekdikti), Gross Participation Rate (APK) of Indonesia Higher Education currently only reaches 31.5%. While the target in 2023 Rate APK of Indonesia Higher Education is expected to reach 40%. This figure is a relatively low number when compared to other countries, which means that not all high school students can continue their studies to higher education.

This can happen due to many factors, but that generally happens is because the cost of studying in higher education which is also not cheap. However, since the last few years the government has been active in providing scholarships for students who are underprivileged but have good academic achievements to continue their studies, namely the Bidik Misi Scholarship which is now known as the Smart Indonesia Card (KIP) - College. This scholarship information is often not delivered well to students, especially students in areas where many of them are economically disadvantaged but have achievements.

Table 1. Comparison between reality and expectation

No	Reality	Action	Expectation
1.	Lack of school ability to direct students according to their interests and talents	Provide the motivational materials and ways to identify potential interests and talents as well as profiles of study programs and alumni of study programs at UIN SUKA	Students have a better understanding of their own interests and talents and can decide well on the chosen study program.
2.	The lack of information on admission pathways, scholarships and study programs received by schools and students	Increased knowledge by providing information on study programs and new student admissions paths at UIN SUKA	It is planned to be implemented through this KKN
3.	The increasing amount of students who feel they choose the wrong study program	This number will be reduced with the help of BK teachers and parents in directing students and providing satisfy information from universities.	The expected final result in a certain period..

One of the methods used in implementing the Thematic KKN at Admissions is the Socialization of New Student Admissions by Online and Offline, especially on the Independent Path, which consists of CBT 2 and Portfolio. However, in this COVID-19 pandemic condition, we are more focused on socializing in the form of online, but by not closing the possibility to carry out PMB socialization offline.

The online method was chosen to be able to reach more target students, especially during the Covid-19 pandemic. The admissions team provides material on criteria, registration procedures, selection process, scholarships for each admission path and also information on graduate profiles of each study program at UIN Sunan Kalijaga Yogyakarta either in sync with webinars or with news on websites and social media. The problem solving framework is shown in table 1.

Some of the things needed in this program include the create of an Instagram account which is then followed by the publication of information about PMB at UIN Sunan Kalijaga Yogyakarta. The next working method is the KKN admissions team socializing offline and online to schools according to the domicile of each KKN participant.

3. RESULT AND DISCUSSION

This "Online and Offline socialization" activity provides information both Online and Offline. Online socialization using Email, Whatsapp, Instagram, and also contacting schools via school phone numbers and school e-mails obtained from the school website. We as KKN participants provide information regarding the opening of new student admissions at UIN Sunan Kalijaga through the CBT 2 route in the form of soft-files from pamphlets and google form links (participants who register on the google form link will be connected to the "CAMABA UIN SUKA" group), then sent via email, whatsapp, and instagram of the intended school.

For offline socialization, groups of 7 Thematic KKN 105 visited each school in person and met with Guidance Counseling (BK) teachers to provide information about new student admissions (PMB) at UIN Sunan Kalijaga Yogyakarta through the CBT 2 route. This information was given directly along with pamphlets and leaflets PMB UIN Sunan Kalijaga. We also provide brochures and merchandise in the form of key chains and pens that have been given by the Admissions Office of UIN Sunan Kalijaga.

The implementation of the socialization is active starting on May 24 – June 24, 2021. To facilitate the socialization of PMB during the Covid19 pandemic, the socialization is carried out based on the domicile of each member of the KKN group, so that socialization can continue to be carried out more effectively and efficiently, both online (via broadcast e-mail and Whatsapp chat, including PMB information: CBT 2 self-exam, brochures, and pamphlets in the form of soft files) as well as offline.

As for the PMB socialization, we describe it in the form of a list based on the domicile area of each group member. We limit the list to 14 schools each from various regions, because the total number of schools that have been socialized both online and offline.



Figure 1. PMB socialization by offline



Figure 2. PMB socialization by offline



Figure 3. PMB socialization by online

4. CONCLUSION

Socialization of Online and Offline New Student Admissions increase the interest of prospective students to register and continue their education at state universities, UIN Sunan Kalijaga Yogyakarta. This program is expected to be able to invite prospective new students to want to learn and make achievements at UIN Sunan Kalijaga, as well as make it easier for prospective new students to know the procedures for registration and other information about PMB.

Furthermore, in the implementation of the Work Program, various considerations need to be made and it is necessary to establish communication with the group team and the admissions party or with the surrounding community (people involved in the activities/participants) so that the activities run in a structured manner as planned.

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