Developing community technology: A profile website for SDI Miftahus Sholihin

Hendro Priyatman, Seno Darmawan Panjaitan, Hilda Hilda, Eka Kusumawardhani, Leonardus Sandy Ade Putra

Department of Electrical Engineering, Faculty Engineering, Tanjungpura University
Jl. Profesor Dokter H. Hadari Nawawi, Bansir Laut, Pontianak, 78124, Indonesia

ABSTRACT

In today's globalized world, technology greatly influences education. School profile websites serve as valuable tools, offering information to parents and aiding in accreditation, thus improving education quality. The community service program aims to address various challenges associated with school accreditation through the utilization of information and communication technology (ICT). The program's objectives are to enhance the quality of education and facilitate better access to information. It entails the design, development, and management of a profile website for SDI Miftahus Sholihin, alongside training sessions focused on website management and promotion strategies. These efforts are geared towards achieving improvement targets in school accreditation. The program timeline spans six months, encompassing phases of preparation, coordination, website development, training, and evaluation. Anticipated outcomes include heightened information quality and accessibility pertaining to school-related matters, as well as the enhancement of website management skills among school staff. Ultimately, the program aspires to elevate the educational quality of SDI Miftahus Sholihin, foster greater community engagement in educational initiatives, and facilitate the attainment of higher accreditation standards for the school.

1.   INTRODUCTION

In the era of globalization marked by technological and information advancements, its impact is felt in various aspects of life, particularly in education (Atiah, 2020; Wayong, 2017; Wijayanti, 2021). Information and Communication Technology (ICT) currently plays a key role in facilitating access to information and strengthening interactions among individuals and institutions (Altbach et al., 2019; Asmawi et al., 2019; Leithwood et al., 2020; Susanti, 2021). In education, technology is considered a strategic instrument to address the challenges of globalization (As'a et al., 2023; Kant et al., 2021; Rabiman et al., 2020; Sakhipov et al., 2023). With the increasing demand for quality education in an interconnected world, educational technology, such as online learning platforms, digital resources, and data analytics, is seen as having the potential to meet these challenges and improve educational standards.

One innovation in utilizing technology to enhance education is the creation of school profile websites (Kusumaningtyas et al., 2021; Rochman et al., 2020). This digital platform serves as an efficient

✉ Corresponding Author: **Eka Kusumawardhani**: Tel. +62 561 739630 │E-mail: ekawardhani@ee.untan.ac.id

communication tool to convey the school's vision, mission, goals, and activities to the public (Mayasari et al., 2021). Through multimedia content, schools can showcase their teaching methods, extracurricular activities, teacher qualifications, and student achievements. The website becomes a valuable reference for parents in selecting the best educational institution for their children (Caratiquit & Pablo, 2021).

The school profile website not only serves as an information tool but also plays a role in the accreditation process, a vital aspect in ensuring the quality of education (Fernandes & Singh, 2022; Supriyanto et al., 2022; Wijayanto & Widiarto, 2021). Accreditation bodies rely on the school's vision, mission, goals, and activities to the public to evaluate the quality and effectiveness of educational institutions, ensuring compliance with applicable standards (Triansyah et al., 2023). Thus, a well-designed school profile website can facilitate and support the accreditation process.

However, amidst the competitive landscape of quality education providers, many schools in Pontianak, West Kalimantan, remain relatively unknown to the general public. One such example is Sekolah Dasar Islam (SDI) Miftahus Sholihin Pontianak. This situation is exacerbated by the lack of exposure and access to information about the school. In such a situation, having easily accessible and transparent information is crucial to expanding public awareness of the quality offered by SDI Miftahus Sholihin.

Currently, SDI Miftahus Sholihin does not have a profile website, a deficiency that could affect the accreditation process—as an indicator of educational quality—and public perception of the school. The absence of a website for SDI Miftahus Sholihin poses a significant problem for both accreditation and public perception. Without an online platform, the school struggles to showcase its educational quality and achievements, hindering transparency and communication with accrediting bodies and stakeholders. This deficiency may lead to misconceptions about the school's commitment to excellence. Establishing a website is crucial to address these challenges and enhance transparency, communication, and overall perception of the school. Therefore, the implementation of this community service program is essential.

In the era of advancing globalization and digitization, this initiative is intended to ensure that SDI Miftahus Sholihin remains competitive. Through the website, the school can interact in a dynamic flow of information and communication (Sawitri et al., 2019), enhancing its relevance and connection to educational developments and the surrounding community. Therefore, this community service program initiative, especially for SDI Miftahus Sholihin, is not just about creating a website but a strategic step in participating in the transformation of education, simultaneously making a positive contribution to the school and its community.

2.   METHODS

Location and Schedule

The implementation of this Community Service program is scheduled for six months, the schedule for the community service activity can be seen in Table 1. The main location for these activities is at SDI Miftahus Sholihin, situated on Jalan Kebangkitan Nasional, Siantan Hilir, North Pontianak District, Pontianak City, West Kalimantan. The specific location details can be found in Figure 1.

As an initial step, the community service team has devised solutions pertaining to the issues outlined in the introduction. SDI Miftahus Sholihin encounters several primary challenges, including inadequate visibility, restricted access to information, and the necessity of a school profile website to support accreditation. To tackle these issues, we have formulated several solutions to be implemented in this community service program, namely: (1) Creation of SDI Miftahus Sholihin school profile website. In response to the need for improved communication and transparency, the primary solution proposed is the development of a school profile website for SDI Miftahus Sholihin. This website aims to be both

informative and visually appealing, offering comprehensive insights into the school's vision, mission, objectives, academic activities, extracurricular programs, achievements, teaching methods, assessment practices, facilities, and other resources. Interactive features like contact forms, discussion forums, and social media links will enhance engagement; (2) Training and capacity building for human resources. To ensure the sustainable management of the school profile website, it is crucial to enhance the capacity of the school's human resources. This will be achieved through training sessions and workshops for teachers and school staff related to website management, effective use of technology in education, and communication and promotion strategies. By providing the necessary skills, teachers and school staff can efficiently operate and update the website to keep it relevant and engaging; and (3) Evaluation and continuous improvement. To ensure the sustainability of the program and the effectiveness of the school profile website, continuous evaluation becomes crucial. This includes monitoring activities on the website, analyzing user satisfaction, and taking prompt actions to address potential challenges. Regular evaluation provides the necessary insights for enhancements, ensuring that the website continually supports the accreditation process and enhances educational standards at SDI Miftahus Sholihin.

Figure 1. Location and distance map of PKM Partner

Table 1. Schedule and stages of program implementation.

Activity	Month					
	I	II	III	IV	V	VI
Preparation of programs and coordination with the school authorities.	▓					
Identification of needs and required resources.	▓	▓				
Design and development of the website profile for SDI Miftahus Sholihin.		▓				
Installation and configuration of necessary software and tools.		▓				
Compilation of web profile content.		▓				
Integration of content into the web profile.		▓				
Testing and evaluation of the web profile.		▓				
Revision and improvement of the web profile based on testing and evaluation results.			▓			
Preparation of training and workshops on managing the web profile for school staff.			▓			
Implementation of training and workshops on managing the web profile for school staff.			▓	▓		
Monitoring and evaluation of the usage of the web profile by the school staff.				▓	▓	
Technical support and assistance related to web profile management.						▓

The Implementation Procedure

In an effort to implement solutions to the aforementioned issues, in this community service program, the team has applied an implementation procedure deemed effective and efficient. A detailed overview of the implemented implementation procedure can be found in Figure 2.

| Analysis of needs and preparation | → | Design and Development of the School profile website | → | Web operator training | → | Implementation and launch of school profile website | → | Evaluation and continuous improvement |

Figure 2. Implementation procedure of community service activities

The explanation of the implementation procedure for community service is as follows: (1) Analysis of Needs and Preparation. As the initial step, the community service team will conduct a needs assessment and preparation stage. This involves identifying the information to be presented on the school profile website, as well as organizing human resources, budgeting, and scheduling. Subsequently, the team will collaborate with the school to ensure full support and active participation in the program implementation; (2) Design and development of the school profile website. After identifying the school's needs and completing the preparation stage, the team will move on to the design and development of the school profile website for SDI Miftahus Sholihin. This stage involves selecting the appropriate platform and technology, designing the layout and interactive features, and gathering and processing the information to be displayed. During this process, the team will collaborate with the school to obtain accurate, relevant, and up-to-date data about the school and ensure an attractive and user-friendly website design; (3) Training for website operators. While developing the school profile website, the team will organize training sessions and workshops for teachers and educators at SDI Miftahus Sholihin. This training encompasses website management, the use of technology in education, as well as effective communication and promotion techniques. The aim of this activity is to prepare school staff to independently manage and maintain the website; (4) Implementation and launch of the school profile website. Upon successfully creating and managing the school profile website, the team will proceed with the implementation and launch of the website. The web launch activity is accompanied by the handover of the website to the school. The team ensures that the website is easily accessible and functions properly before handing it over to the school; and (5) Continuous evaluation and improvement. The team conducts ongoing evaluation and improvement of the SDI Miftahus Sholihin school profile website. This evaluation includes monitoring and analyzing website usage, user satisfaction, as well as identifying and resolving any potential issues. The evaluation results serve as a foundation for continuous improvements and enhancements to the website.

By implementing an effective and efficient implementation approach, we hope that this community service program can achieve its objectives and deliver the expected positive impact. The implementation methods of this community service program are designed to ensure sustainability and the adaptability of the program in the future, thereby making a significant contribution to the advancement of the school in particular and national education as a whole.

3. RESULTS AND DISSCUSSION

Creation of SDI Miftahus Sholihin's Profile Website

The first step in creating this website involved conducting an in-depth study of the school's needs and expectations, as well as community perspectives regarding the profile site. Through intensive

discussions with the school, we gathered essential information that should be displayed and defined specific goals for the creation of this website.

Figure 3. Discussion activity with the school representatives

Based on the discussion results with the school representatives, the website's content will encompass several crucial aspects, including: (1) School History: Information about the establishment history of SDI Miftahus Sholihin and its development since then; (2) Vision and Mission: Clear explanations of the school's vision and mission in providing quality education; (3) Educational Curriculum: Comprehensive descriptions of the curriculum implemented at the school, including subjects and educational approaches; (4) School Activities: Information about extracurricular activities, social events, and regular school programs; and (5) Contact Information: School address, telephone number, and email address for communication purposes with parents and prospective students.
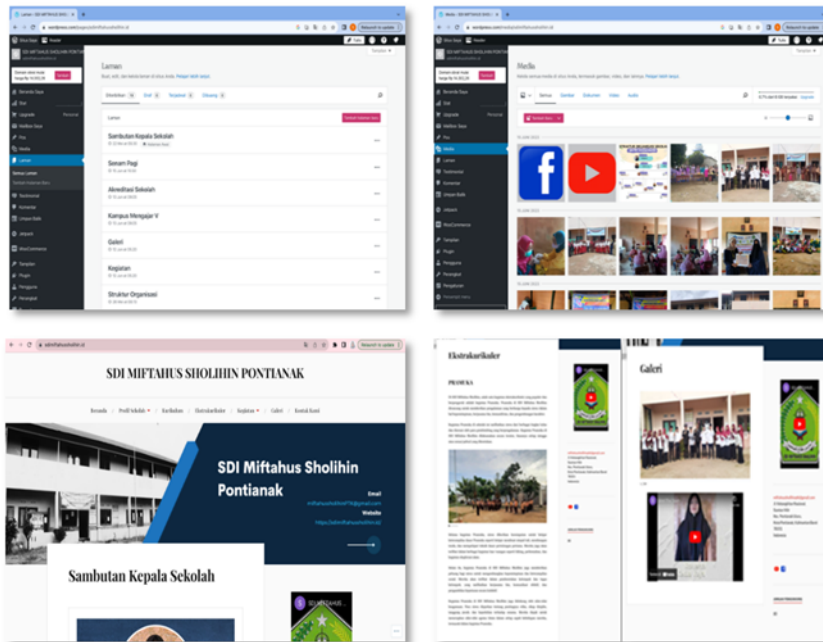

Figure 4. Website view for school operators
Figure 5. Website view for the public

After identifying the school's needs related to the profile website, the next step is to determine the team responsible for its development. Subsequently, we selected the website platform to be used. In creating this website, we decided to use WordPress as the platform, supported by several strong reasons. Firstly, WordPress is suitable for use by school staff without extensive technical backgrounds, enabling easy content management and updates. The platform also offers a variety of themes and plugins that can be customized according to the school's identity and educational objectives. Moreover, WordPress supports multimedia content such as images, videos, and audio, facilitating the easy sharing of educational materials. Additional interactive features like contact forms, event calendars, and more are also available. Security is maintained through regular updates and support for security plugins. WordPress is also SEO-friendly, aiding in the website's visibility on search engines. Support from the large WordPress community is also available to address technical challenges.

After selecting the platform, we proceeded with the initial design for the website. We designed a website portal system with two main views: an admin view for managing information accessible only to operators or school admins and a public view visible to everyone. The operator's view and the public view of this school website can be seen in Figure 4 and Figure 5.

The website designed for the school was meticulously crafted to align with the partner's needs discussed during the initial consultation. With a keen focus on the school's vision, mission, objectives, academic activities, extracurricular programs, and achievements, every aspect of the website was tailored to reflect its identity and goals. Content integration was carried out with precision, incorporating text, images, videos, and other media to accurately represent all relevant information. Rigorous testing ensured that all features functioned seamlessly, providing visitors with an exceptional user experience. By adhering to agreed-upon content and design specifications, the final website surpassed expectations, presenting a visually appealing and user-friendly platform that effectively communicates the school's offerings and accomplishments to its target audience.
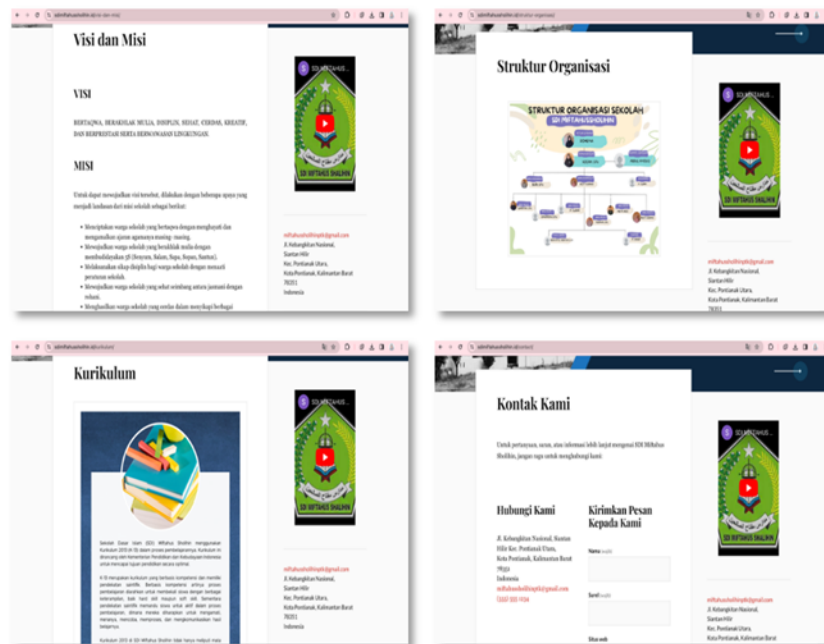

Figure 6. Appearance of several menus on the school website

Within the framework of community service, our team has successfully developed an informative and dynamic profile website for SDI Miftahus Sholihin. The website interface is designed in such a way that it is attractive and intuitive, making it easy for users to search for and understand the presented information

Website Operator Training

In addition to creating the website, the community service team also provided training to school staff on managing and updating website content using WordPress. This training was attended by two operators designated by the school.

Figure 7. Training for school website operatorsTop of Form

The training encompassed various aspects, including: (1) WordPress introduction: Understanding the fundamentals of the WordPress platform; (2) Dashboard and navigation: How to access and navigate within the WordPress dashboard; (3) Managing pages and posts: Creating, editing, and deleting pages and posts on the website; (4) Media management: Uploading, managing, and embedding images, videos, and other media files into content; (5) Theme and template selection: How to choose, install, and configure themes and use page templates; (6) Navigation menu management: Creating and editing the website's navigation menu; (7) Plugin usage: Finding, installing, and configuring plugins to add additional features; (8) Basic SEO optimization: Fundamental principles of search engine optimization to enhance website visibility in search results; (9) Website security: Basic security practices, including updates and secure password management; (10) User interaction: Responding to comments, user interactions, and content management involving user participation; and (11) Routine maintenance: The importance of regular maintenance, backup, updates, and website performance monitoring.

Bottom of Form

The Website Handover to the School Authorities

As the concluding phase of this community service activity, our team officially handed over the profile website of SDI Miftahus Sholihin to the school authorities. This handover took place in a formal event involving teachers, school staff, and students. The event aimed to: (1) Introduction of the website. We provided a detailed explanation of the website's features, how to access it, and the benefits that the school and the community could derive from it; (2) Usage demonstration. We conducted demonstrations on how to access information on the website, including finding event schedules, accessing educational

materials, and submitting questions or feedback; (3) Official acceptance. The school officially accepted the website as the official communication tool for the school and committed to maintaining and updating its content regularly; (4) Q&A session. We provided an opportunity for participants to ask questions and provide feedback on the use of the website. This aimed to ensure a better understanding of how to effectively use the website; and (5) Access grant. We granted access to the school authorities to manage the website's content, including access rights for teachers and school staff responsible for updating information.

The official handover of the website to the school authorities is a significant moment in this community service activity. It marks the conclusion of the collaborative efforts between the community service team and the school in developing a communication tool beneficial for both the school and the community. This handover also emphasizes the school's responsibility to maintain and utilize the website optimally.

Figure 8. Website handover to the school authorities

The website handover event also provides an opportunity to educate the school authorities about best practices in utilizing the website. This includes understanding how to manage content, maintain website security, and respond to questions or feedback from parents and the community. Ultimately, this understanding will assist the school in operating and developing the website effectively. The active involvement of the school authorities in the handover event also demonstrates their commitment to using the website as an official communication tool. Thus, the website becomes not only an initiative from the community service team but also an integral part of the school's efforts to strengthen its relationship with the community and enhance the quality of education.

Evaluation and Continuous Improvement

The official handover of the SDI Miftahus Sholihin school website to the school authorities marks the initial step in our long-term commitment to maintain and enhance the benefits of this website. We recognize that a website must continually adapt to changing times, the needs of the school community, and evolving technology. Therefore, we periodically conduct a series of evaluation and continuous improvement activities to ensure the website remains relevant and effective.

Additionally, we maintain an open channel of communication with visitors accessing the school website. We invite them to fill out a questionnaire to assess the satisfaction level of visitors with various aspects of the school's web profile. Through this questionnaire, we can measure the success of the website and identify areas that require further development. The questionnaire is structured using a Likert scale across various question aspects and can be seen in Table 2.

Table 2. Visitor satisfaction level questionnaire for the school website profile

Content					
Questions	**VS**	**S**	**N**	**D**	**VD**
How satisfied are you with the information and content available on our website?					
To what extent does the content of our website align with your goals?					
Do you feel that all the information you are looking for is available on our website?					
How is the quality of visualization (images, videos, etc.) on our website?					
Design and Appearance					
Questions	**VS**	**S**	**N**	**D**	**VD**
How satisfied are you with the aesthetics and appearance of our website?					
How well does the website theme align with our goals?					
What is your opinion on the website navigation?					
How easy is it to read and understand our website?					
Interactivity					
Questions	**VS**	**S**	**N**	**D**	**VD**
To what extent does our website provide interactive features that help you engage with the school?					
To what extent does our website support participation and communication with the school?					
How user-friendly is our website?					
Performance Speed					
Questions	**VS**	**S**	**N**	**D**	**VD**
How fast do our website pages load?					
How often do you experience issues with the performance and speed of our website?					
Security					
Questions	**VS**	**S**	**N**	**D**	**VD**
Do you feel that our website is secure to use?					
SEO					
Questions	**VS**	**S**	**N**	**D**	**VD**
To what extent is our website easily found through search engines like Google?					
What is your opinion on the use of keywords on our website?					
Do you feel that our website is easily found on search engines like Google?					
Service Quality					
Questions	**VS**	**S**	**N**	**TD**	**VD**
What is your assessment of the responsiveness and support provided by our website team when you have questions or issues?					

Based on the questionnaire results filled out by 35 web visitors, the calculation to measure the average satisfaction level is conducted using Equation 1 (Eq.1).

$$AS = \frac{TNS}{TN}$$

In this equation, AS (Average Satisfaction of visitors) is calculated by dividing TNS (Total Questionnaire Score) by TN (Total Questionnaire). The result will provide the average satisfaction value of visitors towards the website. Furthermore, the level of visitor satisfaction can be determined using the model defined by Kaplan and Norton. This model categorizes satisfaction levels into several stages, namely: (1) 1 – 1.79 = Very Dissatisfied (VD); (2) 1.8 – 2.59 = Dissatisfied (D); (3) 2.6 – 3.39 = Neutral (N); (4) 3.4 – 4.91 = Satisfied (S); and (5) 4.2 – 5 = Very Satisfied (VS).

By employing these criteria, we can measure the level of visitor satisfaction with the school website by considering the average satisfaction levels in various domains within the PIECES Framework. Here are the results of the satisfaction level calculations for all aspects.

Table 3. Visitor Satisfaction Level on All Aspects

Content Aspects					
Respond	**VS**	**S**	**N**	**D**	**VD**
Score	5	4	3	2	1
Q1	17	15	3	0	0
Q2	20	12	3	0	0
Q3	24	9	2	0	0
Q4	30	2	3	0	0
Total	91	38	11	0	0
AS			**4.57**		
Design and Appearance Aspects					
Respond	**VS**	**S**	**N**	**D**	**VD**
Score	5	4	3	2	1
Q1	12	14	5	3	1
Q2	15	15	3	1	1
Q3	19	10	4	2	0
Q4	17	9	8	1	0
Total	63	48	20	7	2
AS			**4.22**		
Interactivity Aspects					
Respond	**VS**	**S**	**N**	**D**	**VD**
Score	5	4	3	2	1
Q1	10	13	12	0	0
Q2	15	15	4	1	0
Q3	16	14	5	0	0
Total	41	42	21	1	0
AS			**4.17**		
Performance Speed Aspects					
Respond	**VS**	**S**	**N**	**D**	**VD**
Score	5	4	3	2	1
Q1	27	6	2	0	0
Q2	30	4	1	0	0
Total	57	10	3	0	0
AS			**4.77**		

Security Aspects					
Respond	**VS**	**S**	**N**	**D**	**VD**
Score	5	4	3	2	1
Q1	8	12	15	0	0
Total	40	48	45	0	0
AS			3.8		

Security Aspects					
Respond	**VS**	**S**	**N**	**D**	**VD**
Score	5	4	3	2	1
Q1	8	12	15	0	0
Total	40	48	45	0	0
AS			3.8		

SEO Aspects					
Respond	**VS**	**S**	**N**	**D**	**VD**
Score	5	4	3	2	1
Q1	8	15	9	2	1
Q2	5	17	10	3	0
Q3	3	12	15	4	1
Total	16	44	34	9	2
AS			3.6		

Service Quality Aspects					
VS	**S**	**N**	**D**	**VD**	**VS**
Score	5	4	3	2	1
Q1	5	18	12	0	0
Total	5	18	12	0	0
AS			3.8		

Table 4. Summary of visitor satisfaction levels

Aspect	Average Satisfaction of visitors	Information
Content	4.57	Very Satisfied
Design and Appearance	4.22	Very Satisfied
Iteractivity	4.17	Satisfied
Performance Speed	4.77	Very Satisfied
Security	3.8	Satisfied
SEO	3.6	Satisfied
Service Quality	3.8	Satisfied

Based on the satisfaction survey results regarding the website of SDI Miftahus Sholihin in Table 4, it can be concluded that the majority of visitors are very satisfied with several key aspects of this website. The content of the website is rated as very informative and relevant, meeting the needs of visitors well, and achieving the highest satisfaction level. The design and visual appearance of the website are

also considered attractive and easy to navigate, providing a satisfying experience. Additionally, the website's performance speed receives the highest score for being responsive and efficient in delivering information.

However, there are some aspects that need more attention, such as security and search engine optimization (SEO), which still require improvement to achieve higher satisfaction levels. Nevertheless, overall, the survey results indicate that this website provides significant benefits to visitors and the school, and ongoing improvements can help enhance the quality and satisfaction of visitors in the future.

4.   CONCLUSION AND RECOMMENDATIONS

Community service activities have been successfully carried out through various efforts and good cooperation between the service team, SDI Miftahus Sholihin, and other relevant parties. The overall evaluation of these activities provides a positive overview of the impact and benefits brought by this initiative to the school and the community. Firstly, the creation of the school profile website has provided significant benefits to SDI Miftahus Sholihin. This website has become a highly useful source of information for school staff, students, parents, and the general public. The website successfully presents the school's identity, academic information, and achievements clearly. Secondly, this initiative has increased community engagement in accessing information about school activities and education. Parents and the local community now have easier access to the latest information about the school, event schedules, and student achievements. Lastly, the school staff has received adequate training in using web technology. They can independently manage and update content, which is a positive step in developing their technological skills. In conclusion, the community service program has had a significant impact by enhancing communication and transparency between the school and the community. It not only provides valuable information but also empowers school staff with essential technological skills.

Based on the positive conclusions from the implementation of the community service program, several recommendations can be proposed to enhance the positive impact and sustainability of the activities. First, it is essential to maintain and improve the quality of the school profile website as a relevant and easily accessible source of information. In this regard, regular updates and the addition of engaging content such as photo galleries or articles can enhance the attractiveness and utility of the site. Second, to further expand the program's impact, strengthening awareness campaigns and promotions about the existence of the website among parents, students, and the community should be considered. This could involve the use of social media or the organization of special events. Finally, periodic evaluations of the program need to be conducted to measure its effectiveness, involving various stakeholders such as students, parents, and school staff to ensure that the program remains relevant and provides maximum benefits to all parties. With these steps, it is expected that the community service program can continue to grow and provide sustained positive impact.

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