

IMPROVING HUMAN RESOURCES IN THE PACKAGE C EQUALITY PROGRAM THROUGH DIGITAL SKILL TRAINING AT PKBM PERMATA BANGSA SURABAYA

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ABSTRACT

This research aims to explore how the Digital Skills Training Program at PKBM Permata Bangsa Surabaya improves the digital skills of Package C Equality Program students. The research method used is a qualitative approach, with data collection techniques including participatory observation, in-depth interviews, and document analysis. The research results showed that out of a total of 100 training participants, 70% succeeded in obtaining a certificate after attending training regularly, while the remaining 30% were unable to participate in training consistently. The training material presented includes Problems and Innovation, Digital Literacy, Content Creation, Social Media, Digital Marketing, and Web Application Creation. However, there are still obstacles to participation, especially those related to busy work and a lack of support from participants' parents. However, the participants' enthusiasm after the training remained high, especially in applying the skills they learned. Thus, this research provides valuable insight into the role of digital skills training in improving human resources in the digital era.

Keywords: Digital Skills Training, Equality Program, PKBM Permata Bangsa, Digital Skills, Non-Formal Education

INTRODUCTION

Increasing human resources is the main foundation for building a competitive and sustainable society. Human resource management is a part of general management that focuses on the human element in the organization (Hidayat & Anwar, 2022; Rachmawati et al., 2024). Humans are considered the most important element in an organization and are a supporting factor that determines the success of an organization (Susanto et al., 2021). Amid the dynamics of globalization and Industrial Revolution 4.0, the ability to master information and communication technology (ICT) has become an unavoidable necessity (Jufri et al., 2023; Purba et al., 2021). Education, as the main commander in preparing future generations, must be able to adapt to changing times and integrate digital skills into its curriculum.

One form of education that plays a role in expanding access and improving the quality of human resources is the Package C Equivalency Program. This program allows individuals who cannot complete formal education to have the opportunity to study and obtain a certificate equivalent to secondary education. The Package C program can bridge the community in obtaining education so that education can be felt evenly among the

community (Nengsih et al., 2018). PKBM Permata Bangsa Surabaya is one of the non-formal educational institutions that is active in organizing the Package C Equality Program, providing opportunities for the community to develop their potential and access decent education.

Formal and non-formal education prioritizes the success of students in supporting academics and the achievements they want to achieve (Pancawardana et al., 2023). However, in facing the digital era, new challenges emerge. Digital skills training is becoming increasingly important to ensure that Package C Equivalency Program graduates have sufficient competitiveness in an increasingly digitally connected world of work. Digital skills are now an ability that every individual absolutely must have. Bearing in mind, various aspects of life have been integrated with technology and information systems (Gusdwisari, 2020). Therefore, this research aims to explore the role and impact of digital skills training in increasing the effectiveness of the Package C Equality Program organized by PKBM Permata Bangsa Surabaya.

Efforts to increase community skills and knowledge have become the main focus in social and economic development. As suggested by (Ghufron & Saraka, 2021), training is an effective strategy to achieve this goal. Likewise, (Riyadi, 2020) emphasized the importance of training in improving people's skills and knowledge. In a broader context, training is also considered as a way to increase community capacity, as highlighted by (Opitasari et al., 2022). In training, participants have an extraordinary opportunity to be actively involved in learning (Rappe & Wahyuni, 2021). The use of practical methods stands out as a very effective approach. It not only brings theory into the training room, but also brings participants to the front line, allowing them to apply skills directly, according to findings (Fitriani et al., 2019). In this context, the practical method is not only a tool for learning, but also a bridge that connects concepts with practical applications.

Increasing human resources is becoming increasingly important in an era where all information is accessed through technology (Laura et al., 2024; Nikmah et al., 2023; Sudiantini et al., 2023). Therefore, educational institutions play a key role in equipping students with digital skills so that they can compete and survive in an environment full of technology ((Muhammad & Syahrani, 2022). Digital skills acquired through education are the first foundation in recognizing and utilizing information technology (Dewi et al., 2023; Muhasim, 2017). In educational institutions, both formal and non-formal such as PKBM Permata Bangsa, students receive guidance from tutors or subject teachers in the process of seeking knowledge. One of the skills The functional function provided at PKBM Permata Bangsa is Basic Office Administration Computer Learning. This program was chosen to equip students with the skills needed to take final exams at various levels of education and introduce the effective use of computers.

At the beginning of the semester, PKBM Permata Bangsa received an offer from the Surabaya Education Department to enroll students in the Digital Skills Training Program initiated by the Sepuluh Nopember Institute of Technology (ITS) in collaboration with UNICEF. This program is actually aimed at Vocational High School students or double track schools. However, this opportunity is considered rare and valuable for non-formal education students. This digital skills training program includes intensive training for trainers who then accompany students in learning and mastering digital skills. The training material includes the basics of digital skills which really support the development of skills in the field of computers and digitalization. This training process involves a team from ITS and includes

an online theory test to obtain a certificate. Apart from that, students also have the opportunity to carry out direct practice by helping the community around the institution. The final stage of this program is digital work service activities for Micro, Small and Medium Enterprises (MSMEs) around the institution.

Thus, this research will explore the extent to which digital skills training can increase the effectiveness of the Package C Equality Program organized by PKBM Permata Bangsa Surabaya, by considering the experience and impact of the Digital Skills Training Program that has been implemented. All of this is expected to make a significant contribution in improving the quality and relevance of equality education programs in this digital era. In this context, this research will cover various aspects, including evaluation of the need for digital skills among Package C Equality Program participants, analysis of the effectiveness of training that has been implemented, as well as identification of barriers and challenges faced in integrating digital skills into equality education programs. With this study approach, it is hoped that appropriate solutions and concrete recommendations can be found for PKBM Permata Bangsa Surabaya and other related parties to improve the quality and relevance of equality education programs in this digital era.

Apart from providing direct benefits for Package C Equality Program participants, this research is also expected to contribute to the development of broader equality education policies, both at the local and national levels. In this way, increasing human resources at the local level, especially in Surabaya, can be achieved significantly, bringing a sustainable positive impact on social, economic and technological progress in local communities.

METHOD

The research method used in this research is a qualitative approach which makes it possible to holistically explore the experiences, perceptions and understanding of Package C Equality Program participants at PKBM Permata Bangsa Surabaya related to digital skills training they take. The qualitative approach is a research approach that produces descriptive data in the form of written or spoken words from people and observable behavior (Irawati & Haidar, 2023). A qualitative approach was chosen because it provides the opportunity to understand the social and cultural context in which participants find themselves, as well as gain in-depth insight into the impact of digital training on their lives. Data collection techniques that will be used include participant observation, where researchers will be directly involved in training activities to gain an in-depth understanding of participants' interactions and experiences with the training material. In addition, in-depth interviews will be conducted with participants and program managers to obtain diverse points of view regarding digital training, as well as analysis of related documents such as training reports, curricula and program evaluations. The collected data will be analyzed thematically, where thematic patterns that emerge from the data will be identified and analyzed to answer research questions. This qualitative approach is expected to provide an in-depth understanding of the effectiveness of digital skills training in improving human resources through the Package C Equality Program at PKBM Permata Bangsa Surabaya, as well as providing valuable insights for the development of better equality education programs in the future.

DISCUSSIONS

Research result

The research results show that the Digital Skills Training Program held through PKBM Permata Bangsa Surabaya provides a variety of activity materials. These materials include Problems & Innovation, Digital Literacy, Content Creation, Social Media, Digital Marketing, and Web Application Creation. Coaching clinic activities or providing digital materials are carried out online on Saturdays at 09.00 - 11.00 WIB, while strengthening understanding of the material is carried out offline at PKBM Permata Bangsa with the help of tutor-trainers as tutor representatives for each institution.

In a conversation with one of the participants, it was revealed that the participant felt benefits after participating in the program,

"I found the training material very useful. I also felt very helped by the discussion about creating relevant content. Gaining a better understanding of how to create interesting and competitive content in the digital world is a success in itself for me. I am sure this knowledge will very useful in developing my business in a better and more effective direction."

Meanwhile, the program manager stated that the program planning had been adjusted to the needs and schedule of the students,

"We arrange online training schedules so that participants can take part in training without disrupting their work schedules. We also ensure there is offline support for deeper understanding."

The results of this interview increase understanding of the challenges faced by the participants, such as busy work and lack of support from parents, but the participants' enthusiasm for applying the skills learned remains high.

The results of the analysis show that the majority of participants were able to achieve satisfactory results, where as many as 70% of participants succeeded in obtaining certificates after participating in regular training activities. However, there are around 30% of participants who cannot attend training regularly. The main cause of participants' irregularity is their busy work schedule which limits their time for attending training sessions. Apart from that, lack of awareness of the importance of digital skills material and practice activities, as well as lack of support from parents, are also factors that influence participant participation. In addition, the low self-confidence of some students because the equipment they own does not meet the standards required by the application is also an obstacle in implementing the program.

In an interview with one of the participants who was unable to attend training regularly, it was stated,

"Currently, I work part-time outside of school hours, which makes it difficult for me to align my training schedule with my existing work schedule. Although I recognize the importance of training to improve my skills, I often encounter difficulties when trying to manage my time between jobs and training."

Meanwhile, the program manager added,

"We are aware of the challenges faced by participants, and we strive to provide flexibility in the training schedule. However, support from parents and awareness of the importance of training materials are also very necessary to increase participant participation."

From the results of this interview, it can be understood that the obstacles to participant participation are not only related to busy work, but also other factors such as awareness and environmental support. The positive impact of implementing the program is the enthusiasm of participants in participating in digital work service activities after the training is completed. They were actively involved in creating sales product identity banners for two UMKM around the school, demonstrating the practical application of the skills they learned during the training.

In a conversation with one of the participants who was actively involved in digital work service activities, it was revealed,

"I am very happy to be able to use the skills I learned to help local UMKM around the school. This gives me the opportunity to apply what I learned in real situations."

The program manager also added,

"We are proud to see the enthusiasm and dedication of the participants in carrying out digital work activities. This shows that the training provided not only provides knowledge, but also motivates participants to contribute positively to society."

From the results of this conversation, it appears that digital skills training not only provides individual benefits, but also has a positive impact in advancing the local economy.

Discussion

Based on the research results, it can be concluded that the Digital Skills Training Program at PKBM Permata Bangsa Surabaya has had a significant impact in improving the digital skills of Package C Equality Program participants. Educational theory states that learning digital skills is becoming increasingly important in the current digital era, where technology is becoming increasingly important. an inseparable part of everyday life (Utami & Febrianto, 2023). This digital skills training program is in accordance with this theory, because it provides participants with the opportunity to acquire knowledge and skills that are relevant to the demands of the times (Restianty, 2018).

However, there are several challenges faced in implementing the program. One of them is the low participation of participants, mainly due to busy work and lack of support from parents. Motivation theory suggests that intrinsic motivation, such as the desire to learn and develop, is an important factor in determining participation levels. Therefore, efforts need to be made to increase participants' intrinsic motivation, such as providing rewards for their achievements and fostering self-confidence.

Apart from that, low support from parents is also a problem that needs to be addressed. Educational theory shows that parental support has a big impact on a child's

educational success. Therefore, further efforts are needed to involve parents in supporting their children's participation in this training program.

However, despite the challenges, the program managed to achieve some positive results. One of them is the enthusiasm of the participants in participating in digital work activities after the training is completed. Learning theory shows that practical experience is an effective learning method. By engaging in digital community service activities, participants have the opportunity to apply the skills they learn in real situations, which can increase their understanding and motivation.

Obstacles that arise in scout training include: (1) lack of enthusiasm from some students who take part in providing material and practice for implementation due to busy work, for students who work while at school; (2) Lack of student awareness of the material and practice of digital skills activities that have been provided by the school; (3) Lack of support from students' parents for digital skills activities which are considered no more important than work that can make money; (4) There are still students who still have low self-esteem because the equipment they have is far from the standard required by the application when practicing or implementing the material

Suggestions that can be given based on the conditions above include: (1) Request support from all school elements such as the head of PKBM, Digital Skills Trainers at PKBM, to motivate students to take part in Digital Skills activities because they can have a Digital Training Certificate Skills from ITS and Unicef for free; (2) Train students' self-confidence so that they can be skilled, innovative and able to work together in groups in solving problems faced when practicing implementing the material.

Overall, the Digital Skills Training Program at PKBM Permata Bangsa Surabaya has made a positive contribution in improving human resources in the Package C Equality Program. However, further efforts are still needed to overcome the challenges faced and ensure the sustainability of this program in providing benefits to participants.

Based on these results, a number of suggestions can be given. First, it is important to ask for full support from all elements of the school to motivate students to take part in Digital Skills activities. Second, it is necessary to train students' self-confidence to be skilled, innovative, and able to work together in solving problems faced when practicing implementing the material. In addition, efforts need to be made to increase parents' awareness of the importance of this training program for their children's future. By implementing these suggestions, it is hoped that it can increase the effectiveness and success of the Digital Skills Training Program at PKBM Permata Bangsa Surabaya and strengthen the readiness of local human resources in facing the challenges of this digital era.

CONCLUSSION

This research revealed that the Digital Skills Training Program organized by PKBM Permata Bangsa Surabaya made a positive contribution in improving the digital skills of Package C Equality Program participants. The activity material varied, such as Problems & Innovation, Digital Literacy, Content Creation, Social Media, Digital Marketing, and Web Application Creation, providing a strong foundation for participants to develop understanding and skills in the digital world.

The results of the analysis show that the majority of participants succeeded in achieving satisfactory results, with 70% of participants successfully obtaining certificates after attending regular training. However, there are still some participants who cannot participate in training consistently, the main reasons being busy work and lack of support from parents. However, the enthusiasm of the participants in participating in digital work activities after the training shows the positive impact of this program.

In the context of the obstacles faced, efforts need to be made to increase participants' and parents' awareness of the importance of this digital training program as well provide greater support. Apart from that, improving social skills and increasing participants' self-confidence is also a focus for overcoming obstacles that arise.

Thus, the conclusion of this research is that the Digital Skills Training Program at PKBM Permata Bangsa Surabaya has a positive impact in improving the digital skills of Package C Equality Program participants. However, further efforts are needed to increase participant participation and support so that this program can provide more benefits great for the development of human resources in this digital era

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