

Making a Website as Brand Image at SMPN 3 Kutorejo, Mojokerto Regency

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ABSTRACT

Education has beginning to see substantial changes as a result of the advancement of information technology. The school's brand image shows its ability to satisfy stakeholder demands, earn confidence, and deliver high-quality services. This community service project seeks to assist schools in communicating information and projecting a positive image and professionalism to the larger community. SMPN 3 Kutorejo, Mojokerto Regency is the activity's partner. The implementation technique finds and resolves partner difficulties through technological adaption, problem-solving, mentorship, and assessment. The website offers a variety of information about the school, including articles on school events, student lists, contact information for faculty and staff, and key announcements. Having a school website aided in the educational realization of a Global Indonesia.

Keywords: Brand Image; SMPN3 Kutorejo; Website.

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1. Introduction

The advancement of digital technology improves the frequency and intensity of communication and eliminates demographic and technological obstacles in interpersonal relationships (Sihotang, 2017). Due to the increased reach of digital connection, digital technology simplifies the actual world (McMullan, 2020). Digital technology media is a digital electric gadget that physically separates the mind from the body. At the moment, internet users utilize the internet to seek information and expertise and to commerce (Wang, McKee, Torbica, & Stuckler, 2019). Technology has the potential to undermine an organization's viability, especially educational institutions (R. N. Anwar, Sabrina, & Cahyani, 2021). The advancement of technology has facilitated the growth of several information technology-based activities, such as e-commerce and e-education.

The evolution of information technology in education has begun to manifest itself in dramatic ways (F. Anwar, Yunianto, Purnomo, & Hartono, 2017). Technology and information have altered the paradigm for delivering various educational resources to pupils. In the field of education, many institutions now include information technology to facilitate access to information (R. N. Anwar, 2021a). Numerous schools have long utilized information

technology in a variety of school-related operations, from admitting new pupils to maintaining current school information.

The school's brand image shows its ability to satisfy stakeholder demands, earn confidence, and deliver high-quality services (Soegoto, 2018). Every learning process undergoes changes now that distance and time are no longer barriers to information transfer (R. N. Anwar, 2021b). Numerous digital platforms enable learning in the digital age—a website now serves as a channel for spreading relevant and efficient information. A website is a means of presenting yourself to the world wide web.

The school website is a website that contains information on the school's implementation over time and gradually creates a narrative of development. It communicates academic progress to educators and students alike (Gannon, 2013). The relevance of a school website goes beyond providing access to the world of education and obtaining up-to-date information about education, particularly in Indonesia. However, it can also help the school project a positive image and professionalism. The government has mandated that every school have a website, even if it is a free or low-cost one. Having a school website aided in the educational realization of a Global Indonesia.

SMPN 3 Kutorejo is a well-known institution in the Mojokerto Regency. This institution has existed for a lengthy period of time and has produced several competitive graduates. The school location is conveniently accessible by a variety of vehicles. Residents in the vicinity of the school come from a variety of backgrounds, including traders, farmers, and private employees. Students at SMPN 3 Kutorejo come from a variety of socioeconomic backgrounds, ranging from poor to upper middle class. According to the inquiry, the majority of kids at the school are indigenous. Because the student's housing is not too distant from the school, attendance is not a problem.

SMPN 3 Kutorejo is a junior high school that has allocated the campus to teach class 2. At the school, students and field supervisors identify technologies. According to observations, this school does not yet have a website for digital school information. The school initially had a website, but there have been no issues for a long time, and many students were unable to use it. Until now, schools have depended solely on social media platforms such as Instagram, which has not effectively informed and promoted schools. Social media has been ineffective because it has not yet developed into a comprehensive source of information on all of the activities and accomplishments of school residents that should be made public. A school website is critical for promoting and displaying data for an organization. The benefit of the website is that visitors are not need to visit directly to learn about the organization.

Students and field supervisors for the campus program teaching class 2 in 2021 took initiative in community service activities, namely the construction of a media website, in response to these issues. This website is a result of the class 2 campus teaching team's technology adaption initiatives.

2. Implementation Method

The following steps will guide you through the process of constructing the SMPN 3 Kutorejo website. To begin, conduct a pre-implementation assessment by observing and inquiring about the school website with the instructor. According to observations, the institution lacks a website due to its costly tuition and manufacturing services. Second, plan by locating information on how to create a free, simple website that all school residents can manage quickly. Then, create a timeline for website development help until the project is complete. Thirdly, website registration assists with the phases of selecting a free website platform, establishing a school account on the website, and obtaining school data for use in

filling up website accounts. Additionally, the school's computer technician and many instructors are involved in developing the website's aesthetic and data entry. The following diagram illustrates the flow of help for website creation:

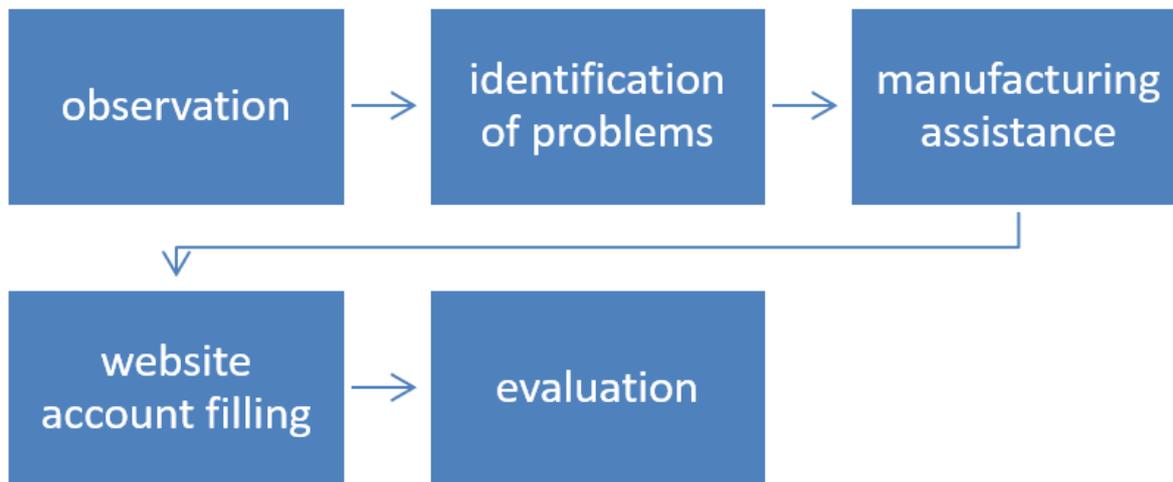


Figure 1. website creation step

3. Result

Community service activities include making a website aimed as a promotional medium and increasing the branding of SMPN 3 Kutorejo. Implementing the action is the campus student team teaching batch 2 in 2021. Making a website for information is a product with the address www.smpn3kutorejo.sch.id.

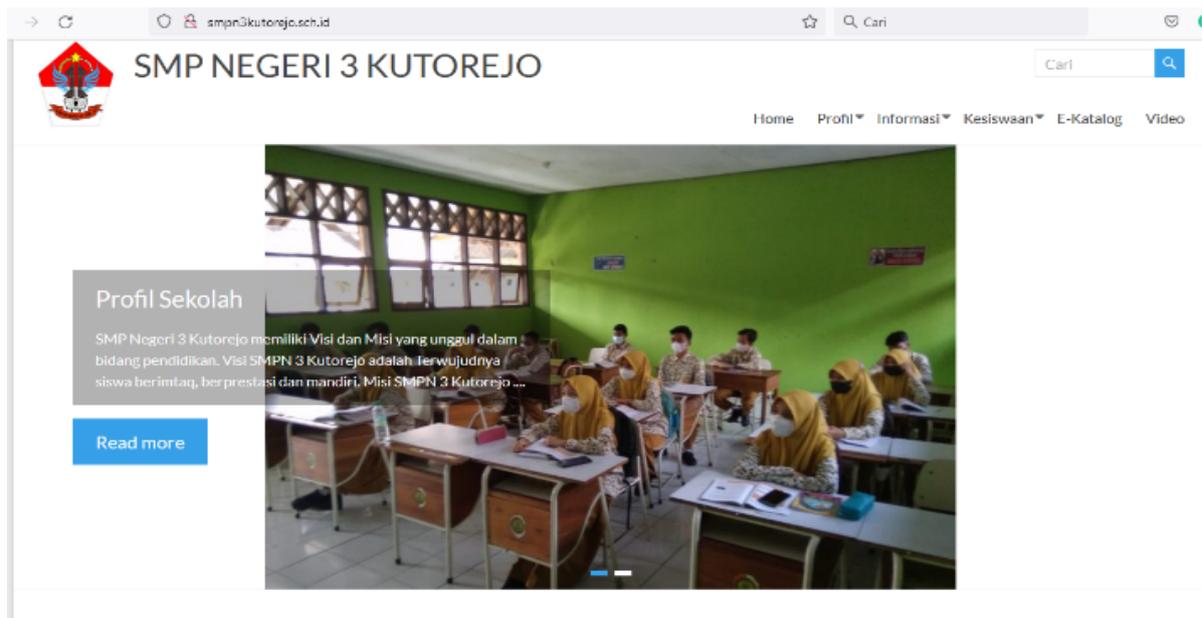
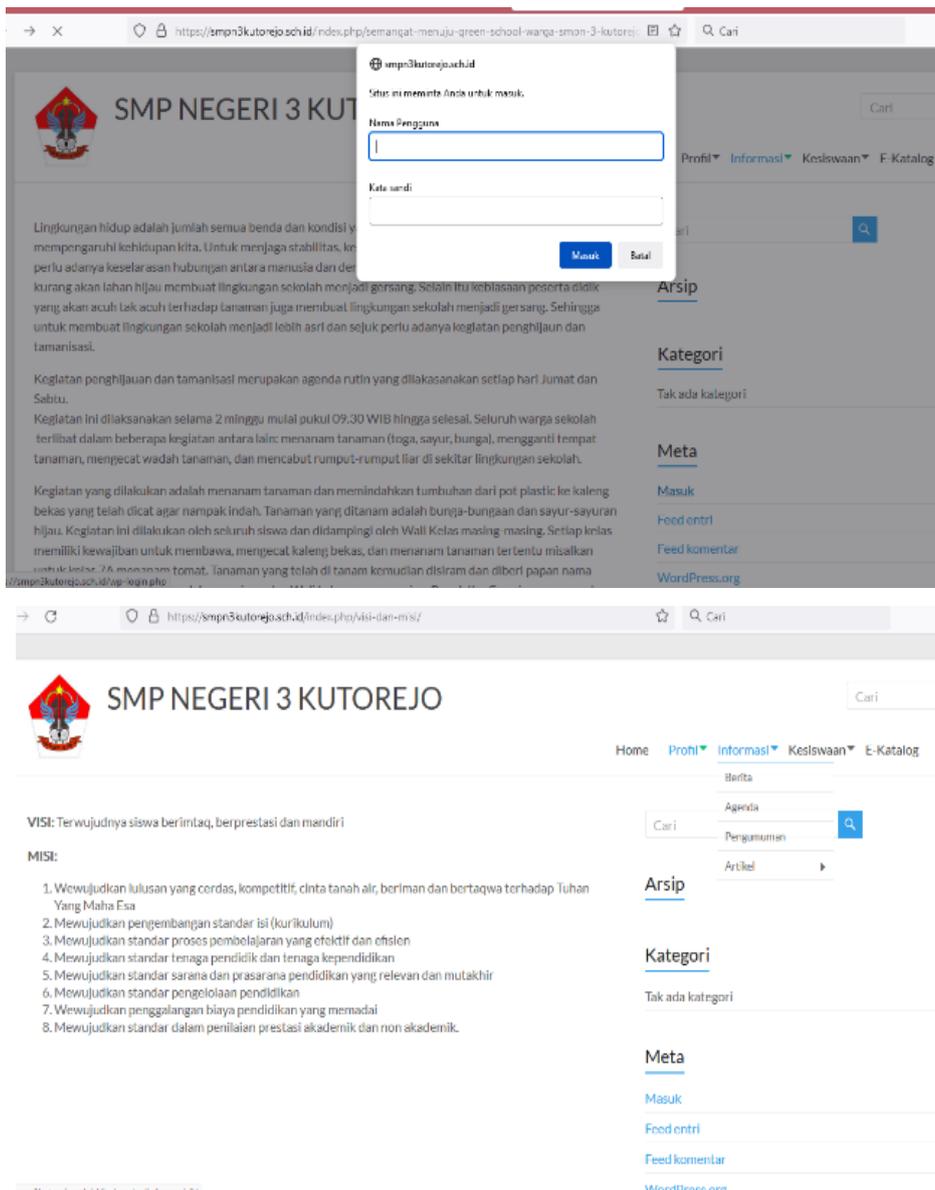


Figure 2. website cover page

After making the school website, the implementing team inputted various things about SMPN 3 Kutorejo, namely school profiles, history of the school's establishment, articles on

school activities, list of class students, activities during the school's existence until now, announcements addressed by residents of SMPN 3 Kutorejo and the general public, information about the school, data and biographies of educators, and contact persons.



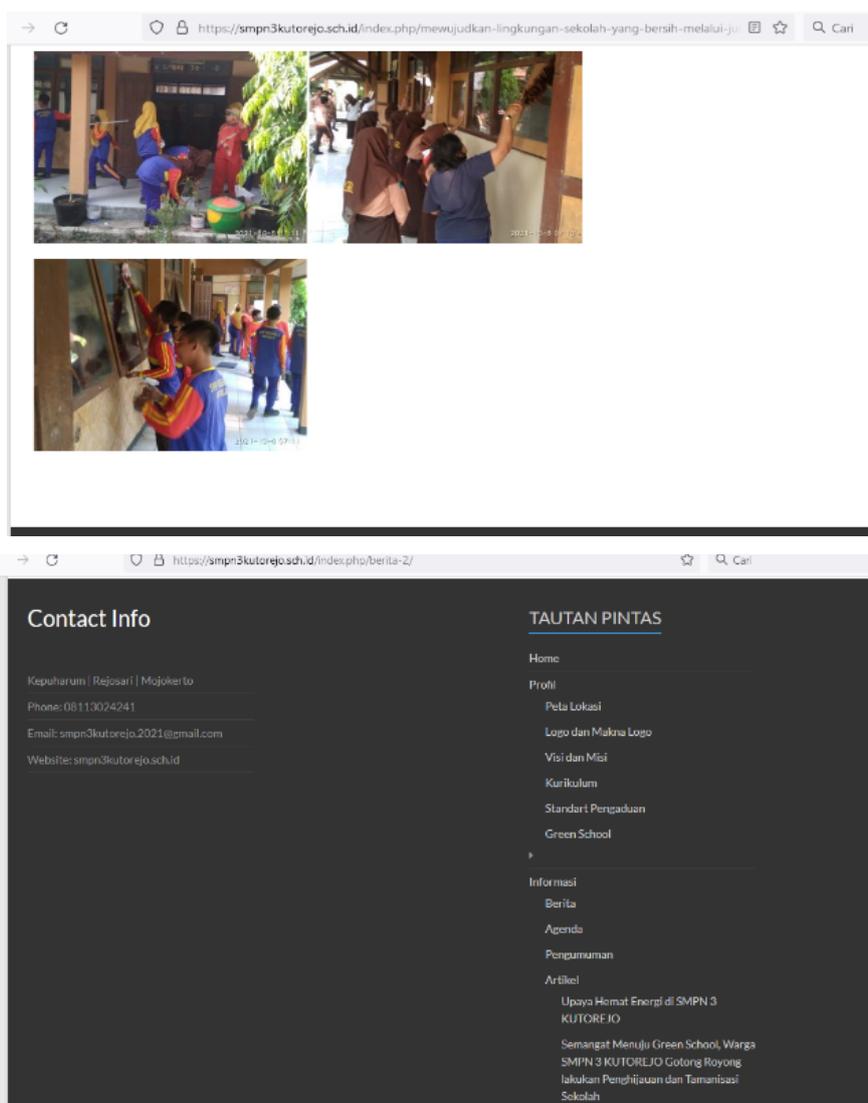


Figure 3. SMPN3 Kutorejo’s website content

In making the website, the implementing team assists in the form of training on how to manage and operate the website so that all educators know and can use it.

4. Discussion

By developing the SMPN3 Kutorejo website to enhance school branding, information about the school may be absorbed and shared with the public via the website. As technology evolves, internet-connected school websites are an increasingly critical component of the communication infrastructure (Wakefield, Wakefield, Baker, & Wang, 2011) – websites serve as a unifier between the history of the internet and the history of the internet (Brugger, 2009). The school website's objective is to give a pedagogical response to the school's demands and to facilitate and organize online learning. A website is one way to respond to a customer's requirement for trust (Riyanto, 2015).

The SMPN3 Kutorejo website has developed into a well-known promotional medium. School marketing encompasses anything from learning management to school organization services delivered via the school's website. The campus team-teaching class 2 in community

service at SMPN3 Kutorejo created a school website to give clear and explicit online services and an automated virtual private space for each educator and student.

One of the website's benefits is that it improves the quality of learning and makes information more accessible, particularly to parents. Each website has its own set of strengths and disadvantages. The website designer or developer must determine the most appropriate technique of evaluation depending on a number of parameters. These criteria include the design stage, novelty, estimated number of users, the interface's criticality, product expenses and funds devoted to testing, available time, and the design and assessment team's expertise (Preece et al., 1994, p. 6).

The school's website has been online for some years, and many of the pages are well-known as Web-Based Learning (WBL) resources (Blanchard & Marshall, 2005). However, in fact, websites are not integrated into most schools' pedagogical-organizational systems and are not an intrinsic element of school operations. The school is still run according to the school academy's values.

A school website's purpose is to respond pedagogically to the school's needs and to function as an effective, structured online learning environment (Rotem & Oster-Levinz, 2007). Apart from facilitating pedagogical delivery in a virtual context, the school website serves as a virtual organizational umbrella for handling administrative obligations. These criteria include developing partnerships with the local, regional, and national educational systems, managing teaching personnel efficiently, and communicating with parents and the community.

5. Conclusion

As an extension of the school's quality, the website may foster community trust and develop into a trusted technology. The website for SMPN 3 Kutorejo was created in partnership with the school's implementers and townspeople. The implementer is a group of campus students who will instruct the second batch of students in 2021. The phases of developing a website begin with identifying school-related technological challenges. The website includes a variety of information about schools, including school profiles, announcements, and articles on school activities.

Suggestions for developing a website include connecting website material to school links, which enables the public to easily obtain specific information.

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