

LEARNING COMMUNICATION STRATEGY IN DIGITAL-BASED TRAINING INSTITUTIONS (CASE STUDY IN ONLINE TRAINING CLASS "SKILL ACADEMY")

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Abstract

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This study aims to identify and explain the communication strategies used in online learning at digital-based training institutions. This study used a qualitative method with data collection techniques through interviews and observations in the Pre-Employment Skills Academy online training class. The study results show that the online learning communication strategy takes place effectively, namely by using the right technology in the form of e-learning platforms and mobile applications, there is an interaction between students and instructors, as well as clear and structured delivery of material.

Keywords: Communication Strategies, Online Learning, Digital-Based Training Institutions

1. INTRODUCTION

Education and training are essential to preparing quality human resources in the digital era. According to Yuen, Law, & Won[1], information and communication technology (ICT) has transformed education and training. Technology advancements have enabled education and training institutions to provide more accessible and affordable access to learning through various digital platforms. One form of digital-based training institutions is online training classes, which allow participants to access training materials from anywhere and at any time [2][3].

The Indonesian government launched the Pre-Employment program in 2020 to improve the skills and competitiveness of the workforce in Indonesia. This program collaborates with various online training platforms, including the Pre-Employment program, which offers online Skill Academy training classes. *Skill Academy* is a digital-based training institution organized by the Indonesian government through the Pre-Employment program. This program aims to improve the skills and competitiveness of the workforce in Indonesia through affordable and easily accessible online training. Skill Academy offers online training classes in various fields, such as information technology, English, finance, and many more.

During the Covid-19 pandemic, Skill Academy has increasingly become an option for many people who want to improve their skills without leaving the house. Through the online platform, participants can participate in Skill Academy training classes from anywhere and anytime. However, the digital-based learning approach also poses challenges, especially regarding communication strategies. According to Haughey[4], training institutions must develop effective communication strategies so that training participants can understand and apply the training material well. Therefore, developing the right communication strategy is essential in digital-based learning[5].

Skill Academy needs to develop an effective learning communication strategy as a digital-based training institution to ensure that participants can understand and apply the training material properly. Communication between the instructor and participants is essential in online learning to ensure learning effectiveness. Several previous studies have shown that instructor-participant and participant-participant interaction is significant in online learning. According to Zhu and Liu, the interaction between instructors and participants can motivate participants, increase participation and involvement, and increase understanding and application of learning materials[6].

In addition, interaction between participants can also increase engagement and understanding. According to Gunawardena and Zittle[7], interactions between participants can facilitate discussion,



exchange of information, and collaborative learning. Therefore, digital-based training institutions must develop appropriate communication strategies to facilitate instructor-participant and participant-participant interactions[8].

Several communication strategies can be used in online learning. These strategies include online forums, video conferencing, live chat, and email. Online forums are one of the most commonly used communication strategies in online learning. Online forums allow participants to discuss and share information with instructors and other participants. Video conferencing allows participants to interact directly with instructors and other participants via video and voice. Live chat allows participants to communicate with instructors and other participants in real time. Email is one of the most commonly used communication strategies between instructors and participants[9].

Based on the explanation above, online learning communication can be effective with various strategies that can be applied. However, further research still needs to be done to study effective learning communication strategies at Skill Academy. Therefore, this study aims to identify the communication strategies used by Skill Academy and study their effectiveness in facilitating interactions within them.

2. METHOD

This study uses a qualitative approach with a case study design. The case study design is used to deeply understand the phenomenon on a specific research subject, namely the experience of participating in the Pre-Employment Skill Academy online class[10]. The research subjects in this study were participants who had attended the Pre-Employment Skill Academy online class. The number of research subjects can be adjusted according to research needs. The data collection techniques used in this study were in-depth interviews with research subjects and observations on the Pre-Employment Skills Academy learning platform. The collected data will be analyzed using qualitative descriptive analysis techniques. Data from interviews and observations will be analyzed separately, then integrated to obtain a complete picture of the experience of participating in the Pre-Employment Skills Academy online class and the factors that influence the success of learning.

3. RESULT AND DISCUSSION

Based on interviews with participants in the Skill Academy online training class, the results show that Skill Academy applies an effective digital learning communication strategy in the context of online learning. The participants acknowledged that Skill Academy provides a practical and fun learning experience through interactive technology in the form of e-learning platforms and mobile applications. Skill Academy also provides practical feedback and student-centered learning or training participants in its communication strategy.

Learning communication media at Skill Academy uses video recordings that contain explanations of material by tutors. The explanation is one-way, but at the end of the material explanation, participants are involved in answering questions about the material that has been provided. This is an effective strategy by providing feedback in the applied learning communication so that participants can evaluate their understanding of the material that has been delivered.

In addition, research also shows that the participants experienced an increase in competence after attending the Skill Academy training. The pretest and posttest results showed a significant increase in the understanding and skills of the participants after participating in the training. This shows that the Skill Academy can provide positive results in increasing the competence of participants in various fields.

Based on the literature review that has been done, several theories can be used as a basis for discussing the results of this study. First, the theory of online learning put forward by Moore and Kearsley [11] suggests that online learning allows for flexibility in access, time, and place which can expand the accessibility of education and improve the quality of learning[12][13]. This is consistent with research results which show that Skill Academy can provide positive results in increasing the competence of participants in various fields.

Second, the theory of online learning interactivity expressed by Gunawardena and Zittle[7] states that interactivity is an essential factor in online learning that can affect the motivation and involvement of participants in learning[8]. This is also consistent with research results which show that Skill Academy uses interactive technology and provides effective feedback to participants as a practical learning communication strategy.

Third, the theory of student-centered learning strategies expressed by Gagne and Glaser[14] states that learning must consider the characteristics of students and the learning environment. In this case, Skill Academy implements a student-centered learning strategy by providing flexible content tailored to the needs of participants and broad accessibility for participants to access learning content.

Fourth, the theory of digital learning communication strategies expressed by Dabbagh and Bannan-Ritland[15] suggests that effective communication strategies in online learning must consider content, technology, and social interaction[16]. In this regard, Skill Academy implements an effective digital learning communication strategy using interactive technology and provides effective feedback through discussion forums and mentoring.

Fifth, the theory of constraints and challenges in online learning expressed by Zhu and Liu states that limited stable internet access and the development of less interactive and exciting content are obstacles faced by participants in online training[6]. This is also following the results of research, which show that participants face obstacles in participating in online training, such as limited stable internet access and less interactive and exciting content development.

Overall, the study results show that Skill Academy applies an effective digital learning communication strategy and can provide positive results in increasing participant competency. However, some obstacles need to be considered and overcome to increase the effectiveness and efficiency of online learning. Therefore, the Skill Academy needs to continue to strengthen the digital learning communication strategy and improve the quality of online learning to provide a better learning experience and increase participant competencies more optimally.

4. CONCLUSION

Based on the research and discussion results, it can be concluded that the Pre-Employment Skill Academy provides effective and efficient digital-based training in acquiring knowledge and skills for trainees. The learning communication strategy implemented in the Pre-Employment Skill Academy is proven to increase interaction between trainees and instructors, thereby increasing participant motivation and participation in training. The technology used in Pre-Employment Skills Academy, such as e-learning platforms and mobile applications, provides easy access and flexibility for trainees to attend training anywhere and anytime. In order to increase the effectiveness and efficiency of digital-based training, it is necessary to continuously develop learning communication strategies and the technology used to provide a better learning experience for trainees. Based on these conclusions, it is suggested that the Pre-Employment Skill Academy continue to evaluate and develop the learning communication strategy and technology used to provide a better learning experience and make a more significant contribution to increasing the competence of the workforce in Indonesia.

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