

## UTILIZATION OF INFORMATION TECHNOLOGY IN ATTRACTING PUBLIC INTEREST IN MADRASAH

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### ABSTRAK

Artikel ini merupakan hasil penelitian yang bertujuan untuk mengetahui bagaimana pemanfaatan teknologi informasi dalam menarik minat masyarakat terhadap Madrasah. Penelitian ini dikategorikan sebagai penelitian kualitatif. Sumber data diperoleh melalui teknik observasi, wawancara, dan dokumentasi. Hasil penelitian ini menunjukkan bahwa pemanfaatan Teknologi Informasi di Madrasah Aliyah Negeri Kotamobagu, dalam menarik minat masyarakat sudah dilakukan dan terus diupayakan pengembangannya, sehingga sangat berdampak positif bagi lembaga dalam mempublikasikan serta menarik minat masyarakat. Penelitian ini juga menemukan bahwa minat masyarakat terhadap Madrasah Aliyah Negeri Kotamobagu menunjukkan perkembangan yang sangat signifikan setiap tahunnya, terlebih setelah didukung dengan adanya fasilitas sarana dan prasarana yang semakin meningkatkan kualitas lembaga, sehingga dewasa ini Madrasah Aliyah Negeri Kotamobagu menjadi prioritas dan pilihan utama bagi masyarakat, dan pandangan masyarakat selama ini bahwa Madrasah identik dengan sebuah lembaga kumuh perlahan akan berubah menjadi sebuah lembaga yang modern yang berkualitas.

**Kata Kunci:** Teknologi Informasi; Minat Masyarakat; Madrasah.

### ABSTRACT

*This article is the result of research that aims to find out how the use of information technology in attracting public interest in Madrasah. This research is categorized as qualitative research. Data sources are obtained through observation, interview, and documentation techniques. This research shows that the use of Information Technology in Madrasah Aliyah Negeri Kotamobagu, in attracting public interest has been carried out and continues to be pursued for development, so that it has a positive impact on institutions in publicizing and attracting public interest. This study also found that the community's interest in the Kotamobagu State Aliyah Madrasah shows very significant development every year, especially after being supported by the existence of facilities and infrastructure that further improve the quality of institutions, so that today the Kotamobagu State Aliyah Madrasah has become a priority and the first choice for the community, and the view of the community so far that Madrasah is synonymous with a slum institution will slowly turn into a quality modern institution.*

**Keywords:** Information Technology; Public interest; Madrasah.

## INTRODUCTION

The era of globalization which is marked by the rapid development of technology as it is today that looks so striking and dominating is one of them information technology. The technological revolution that is experiencing an escalation of transformation is so fast that it has never even been imagined and reasoned by humans. Information technology has penetrated so deeply into the smallest realms of human life, it is all driven by the determination of an extraordinary global power. Then at this critical point, the world of education must be able to respond dynamically, creatively, and productively.

The use of information technology sophistication for the world of education is a real and factual challenge. There is no reason to reject it, because information technology has become a mandatory government program, the Ministry of National Education and the Ministry of Religious Affairs have even required all schools under it to teach material about information technology.

Developed countries have long competed and innovated in efforts to develop information technology as partners in realizing better quality education. Developed countries today are no longer just consumers (objects), but have become producers (subjects) who color the world with astonishing and amazing creations in the field of information technology. They also advance with the times.

Bgoose Indonesia as a developing country including countries that lag behind in the field of information technology. Therefore, there is no time to relax, let alone retreat backwards. The spirit of mastering information technology as a medium for improving the quality of education must continue to be optimized and remain consistent.

Every educational institution must encourage students to be serious in studying technology actively conducting research and experiments, in an effort to become a superior technology producer in the future and not just a connoisseur. These are the great things that will undoubtedly make this nation remembered in the painting of the history of civilization how it is said that the greatest power of the world today is science and technology. Whoever does not master knowledge and technology, his position will be marginalized and he will be blown away by the wave of globalization full of competition.<sup>1</sup>

Thus, according to the author, educational institutions must be active, creative, and productive in reading this cutting-edge phenomenon. The trick is to design a *grand design* as a foundation for advancing information technology. Students should not miss information, besides that facilities and infrastructure in schools must be equipped with information technology, in addition to being

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<sup>1</sup> Ma'mur. Jamal, *Tips Efektif Pemanfaatan Teknologi Informasi dan Komunikasi dalam dunia Pendidikan*, (Yogyakarta : Diva Pers, 2011).hlm.40.

mandatory in the midst of educational activities that are run, must be accompanied by good moral education so that information technology is not misused by students.

Therefore, do not let information technology run alone without a touch from the world of education with the aim of avoiding things that are destructive. If information technology is used to improve the quality of human resources with its abundant wealth of data and information, the quality of the world of education will also increase rapidly, therefore the world of education must actively utilize this information technology to further improve the quality of education and to attract the interest of the wider community to entrust their children's education to educational institutions that have adequate information technology.

The above, in line with what Hamzah B Uno said, that information technology can improve the quality of education, and can be more enjoyed and reached by the wider community, because present and future education will be flexible, more open and accessible to anyone. So not only information technology will develop rapidly but public interest in educational institutions will increase rapidly as well, in addition to so that there is a balance between information technology and education, at this point the urgency and importance of utilizing information technology in the world of education, In order for there to be synergy, integration, and combination between the information technology revolution and the world of education in this country.<sup>2</sup>

Therefore, education also plays a role in building public trust in technology, which today is said to be a destroyer of students' morals because of the easy access to negative and unuseful things. In addition, there are also problems that cannot be left alone to see the reality of this time with many students and young people who are unable to use advances in information technology optimally, even many teenagers who use the convenience offered by these technological devices for things that are counterproductive to the goals of national education.

In the initial observation, in Madrasah Aliyah Negeri Kotamobagu after the author made observations, it was found that in MAN Kotamobagu the application of information technology is very visible, it is based on the level of consumption of teachers and students who are very enthusiastic about using and utilizing information technology, such as computer laboratories, bahasa laboratories, internet, tv, and radio. This utilization can be seen both during the learning process, as well as in educational administration activities. For example, teachers, during the learning process the teachers use technology such as laptops, projectors. In addition, to support the learning process, especially to access updated information, teachers use internet facilities at MAN Kotamobagu. Likewise, their students use

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<sup>2</sup> Hamzah B. Uno, *Teknologi Komunikasi dan Informasi Pembelajaran*. (Jakarta : Bumi Aksara, 2010).hlm.24.

information technology facilities such as computer labs and the internet as well as the use of other technologies. This is in line with the vision of Madrasah, which is able to compete in the field of information technology based on faith and piety.

## RESEARCH METHODS

This research is included in the type of qualitative research with primary data sources, namely sources that provide data directly such as by observation and interviews, and secondary data sources are sources that do not directly provide data to data collectors, for example through other people or through documents. Thus, the data sources used by the author in this study are data sources studied simultaneously from field research and data sources sourced from literature research As for data collection techniques through conservation, interviews, and documentation.<sup>3</sup>

## RESULTS AND DISCUSSION

### The Nature of Information Technology

Technology comes from the Greek word *technologia*. This word itself is a combination of two words, namely *techne* and *logia*. *Techne* means *craft* or expertise and *logia*, which is learning something or branch of a scientific discipline. Technology has always been concerned with devices or aids used by humans and other animal species. Information technology as part of science can be defined as an integrated information system between humans and machines to present information needed by decision makers. So it is clear that society as a human identity really needs information technology to transform into a plural modern society. While the management encyclopedia states that the information system is a planned approach to supply / supply all information to be used as decision making. An information system is also a group of components that collect, process, store, analyze and disseminate information for a specific purpose.<sup>4</sup>

Information is also useful for achieving ideal and material goals. At the end of the 20th century information was able to position itself as a very potential commodity to bring material. Information may be proliferated, processed, and traded for material purposes, or presented to influence an individual's mental attitudes such as advertising (material) and publication/propaganda or social service (ideal). This fact is as alluded to by Tanudikusumah who states: "One day man will "live" information, and from this "livestock" information man will trade it and profit from it. So great was the existence of the information that Napoleon Bonaparte once stated "I am more afraid of the sharpness of the pen than of having to face a

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<sup>3</sup> Sugiono. *Metode Penelitian Pendidikan, Instrumen dan Teknik pengumpulan data*. (Bandung: Alfabeta, 2010).hlm.30.

<sup>4</sup> Renaldy Bisma, *Masa Depan dan Teknologi*. Yogyakarta: Diva Pers., 2011).hlm. 68

battalion of heavily armed soldiers; and "If I give the press freedom, my power will not last more than three months". In his history, Napoleon is an example of someone who can achieve power thanks to his cleverness in utilizing information. Ironically, he fell as a result of his misuse of information. In a simple sense, information technology can be interpreted as: "Information technology that is able to support the acceleration and improvement of information quality, and the acceleration of information flow is no longer possible limited by space and time" (Tanudikusuma: 1984). While in the world of information technology education is needed to provide a new atmosphere in learning as what Mahmud said that in attracting students' interest we must provide new things in learning (Mahmud: 2010).

Based on the description above, it can be concluded that information technology is a human need in taking and moving, processing and processing information in a social context that benefits oneself and society as a whole. Meanwhile, what is meant by the use of information technology in this study is the participation of information technology in providing information to the wider community, so that schools can be more easily recognized in the community.

### **Information Technology as Education Support**

Education comes from the word "*educate*" which gets the prefix "*pe*" and the suffix "*an*" which means deeds (things, ways, and so on). The term education is a translation from Greek, namely "*paedagogie*", which means guidance to students. The term is then translated into English with the term "*education*" which means development or guidance. In Arabic this term is often translated with the word *tarbiyah* which means education (Ramayulis: 1994). Thus, what is meant by education is guidance or conscious help given by educators to students in physical and spiritual development towards maturity and so on towards the formation of Muslim personality. And education in the narrow sense, is guidance given to students until they grow up.

Education in a broad sense, is guidance given to achieve the goals of life; For Islamic education, until the formation of Muslim personality. So Islamic education, lasts from the time the child is born until it reaches its perfection or until the end of its life. Actually, both types of education, both narrow and broad, are one (Ahmad Marimba: 2006). Therefore, education can provide flexible space for education implementers and education connoisseurs with the hope that education can take place wherever and whenever needed.

Therefore, to achieve the desired quality of education, the educational institution must have adequate facilities to achieve these goals, one of which is by presenting information technology as a support in our educational process, so that we as children of the nation do not lag behind in terms of technology with neighboring countries.

## **Information Technology as a Teacher Support**

The role of information technology as a supporter of teachers is expected to be able to overcome the limitations of the five senses in absorbing, managing, organizing, conveying, collaborating, concluding, and implementing various treasures of knowledge and competencies that are the object of learning. Using animations downloaded from the internet, a teacher can illustrate how the human circulatory system occurs. Through the application of the periodic table, a student can freely conduct experiments mixing various types of substances or atoms known to humans, without intervention from any party.

## **Information Technology as a Source of Science**

Science is developing so fast, great teachers are scattered in various parts of the world. Books, teaching materials, and references are updated continuously every day. According to Yudistira Nugroho, the most important role of information technology is the internet, or a giant network that brings together and integrates all learning reference centers on this earth through the internet because the internet provides unlimited information about education and every user can easily get the best scientific materials from experts without having to bother spending a lot of money (Yudistira: 2010).

## **UTILIZATION OF INFORMATION TECHNOLOGY IN MAN KOTAMOBAGU**

M adrasah Aliyah Negeri Kotamobagu is a leading Madrasah and the only Madrasah Aliya bertatus Negeri located in Kotamobagu, therefore improving the quality and quality of Madrasah is something that must always be done and always try as much as possible to innovate and try to create Madrasah productivity that can be relied on by the community, including in the use of information technology, considering that it is now in the era of modern globalization and technology becomes a support in activities.

According to the author's observation when conducting research at M adrasah Aliyah Negeri Kotamobagu, the author sees that information technology in the Madrasah is not only used as a tool to publicize Madrasah to the public, the use of information technology is also one way to make education in Madrasah Aliyah Negeri Kotamobagu becomes more interesting, and is not fixated in one method, for example in the learning process, teachers and students can use technology as the results of the author's interviews with several teachers, namely, "Madrasah Aliyah Negeri Kotamobagu is currently a religious but modern Madrasah it can be seen from how the situation in M adrasah A liyah N egeri Kotamobagu whose daily life is always passed by Islamic things, and for technological problems Madrasah A liyah N egeri Kotamobagu is not inferior to other public schools in Kotamobagu, because for learning only Madrasah Aliyah Negeri kotamobagu uses information

technology, such as the internet, LCD projectors, computer labs, language labs, etc. "Thus, learning with the use of technology will be more interesting, because in teaching and learning activities students do not feel bored because with this technological media, students can receive lessons audiologically and visually, because to make a quality education the institution must Proactive in innovating so as not to fallbehind with the times.

From the results of other interviews, it was also found that the use of information technology greatly supports a quality education because with the existence of information technology, Madrasah can learn any developments that exist in the outside world, and with the use of Information technology also Madrasah can learn and see the strengths and advantages of other schools to be used as learning and improvement of Madrasah in the future.

From the author's observation, about the use of information technology in M adrasah Aliyah Negeri Kotamobagu, the impact on the construction and development of Madrasah, among others are as follows:

1. Giving birth to a creative young generation

Every year Madrasah Aliyah Negeri Kotamobagu graduates its students with satisfactory numbers / grades. In addition, many alumni continue their studies to the prestigious college level and some of them have decided to directly work in several agencies.

2. Raising the spirit of Madrasah

With the presence of a facility in the form of the internet and other supporting facilities in M adrasah Aliyah Negeri Kotamobagu, it further spurs the performance of the head of the Madrasah and all components in the Madrasah to build and develop Madrasah.

3. Can be easily known to the public

By utilizing information technology and various facilities in M adrasah Aliyah Negeri Kotamobagu the Madrasah can easily publish to the public and prospective students about what and how M adrasah Aliyah Negeri Kotamobagu.

4. Be brought to the attention of the public

Since this Madrasah was built in 1985, parents of students have entrusted their children to be fostered and guided in Madrasah Aliyah Negeri Kotamobagu. This event has been going on for quite a long time now. Not a few of the parents of students to send their children to school in Madrasah which is very well known by the community and its surroundings. From the statistical data recorded by the author at the beginning of the new school year, this M adrasah has graduated more than 20 thousand students from the year since the establishment of M adrasah Aliyah Negeri Kotamobagu. The number is quite large when compared to the number of other Madrasah Aliyah graduates in Kotamobagu.

## **PUBLIC INTEREST IN MADRASAH ALIYAH KOTA MOBAGU STATE**

The public's interest in M adrasah was born from the encouragement of parents' desire and tendency to send their children to school in M adrasah Aliyah Negeri Kotamobagu, this can be seen in statistical data that shows a significant increase every year. This can be seen from the results of an interview with one of the people whose children study at the Aliyah Madrasah Negeri Kotamobagu, he said that now it is realized that a modern eralike this is mema There are many schools or madrasahs that offer quality educational programs with the aim that people can be interested in the school, but in this modern era it must be remembered that children's education must be balanced with religious knowledge so that we as parents of students are not so worried about children's development which is in the midst of modernization and Madrasah Aliyah Negeri Kotamobagu is able to provide this, religious knowledge, and also general science. Coupled with technology and facilities that are very adequate so that it increasingly makes Madrasah far from the impression of slums, and more able to present an institution that is both modern and religious.

In the author's observation about public interest in M adrasah Aliyah Negeri kotamobagu is quite positive because in this institution the students in addition to getting general knowledge supported by various adequate modern facilities, they also receive religious education that is why parents who care about their children send their children to this Madrasah , especially the facilities owned such as infrastructure facilities are adequate plus a curriculum designed in such a way that this Madrasah can beaccepted in various levels of society.

Seeing the phenomenon mentioned above, the author realizes that how importantthe use of technology and information is in realizing the ideals and goals of Madrasah in the future. As the reality is happening today, that information technology is very much something that can be said to be mandatory for every human being, because today everything will definitely be faced with technology, a small example is the Internet. Therefore, this reality is what Madrasah Aliyah Negeri Kotamobagu tries to take advantage of in an effort to attract public interest, in addition to direct socialization to the community, the use of technology such as the internet, radio, mass media and several social media others, this is done solely to make it easier for the public to findinformation about Madrasah Aliyah Negeri Kotamobagu as well as an educational tool for the wider community. That is one of the reasons why Madrasah Aliyah Negeri Kotamobagu participates in the flow of globalization. Because if not, then the Madrasah will be marginalized and it will be blown away by the wave of globalization that requires competition.

M adrasah Aliyah Negeri Kotamobagu as stated in Visi M adrasah "Realizing students who excel, are independent and able to compete in the field of technology based on faith and piety", in addition to information technology that has



been discussed a lot above Madrasah as well has excellent programs that are also an important factor in attracting public interest in the school, among others, Information technology-based schools, tim unggulan mata pelajaran, peningkatan S Iswa's reactivity through extra activities.

## CONCLUSION

From the results of research on the use of information technology in attracting public interest in Madrasah Aliyah Negeri Kotamobagu, several conclusions can be drawn as follows: In attracting public interest in Madrasah Aliyah Negeri Kotamobagu has made various efforts with The goal is to be able to provide the best, such as the fulfillment of adequate technological facilities. In addition, the use of information technology in attracting public interest has a very positive impact.

Madrasah Aliyah Negeri Kotamobagu as the only Madrasah Aliyah with State status in Kotamobagu, is the top priority of the Muslim community of Kotamobagu and its surroundings. Moreover, the quality of education, ideas and ideas offered by the Madrasah to the community received a very positive response because the community hopes that their children who study in Madrasah Aliyah Negeri Kotamobagu can learn and grow as expected, namely achieving in general education and achieving in religious or popular language is the good of the world obtained and the hereafter is also obtained.

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