

Website Creation Training for Employees as a Media Information at BSI Solusi Hijau, Bogor Regency

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ABSTRACT

Solusi Hijau wants to develop website as a means to disseminate environmental hygiene programs to inform people that they can save money from the waste they produce. However, at the moment BSI Solusi Hijau does not have any official website, and wants to develop a pilot project utilizing website as an information medium that has wider positive impact and reaches more waste bank customers. This community service activity was held by the UPN Veterans Jakarta Lecturer team at the BSI Solusi Hijau aiming at improving its employee skills, especially in creating an official website. It is hoped that after receiving training on website creation, all employees will be able to independently develop and manage its own website.

Keywords: waste bank, website, green solution, organizational website, information system

1. INTRODUCTION

A website or web is an information page on the internet that is in a domain or sub-domain or organization. The website can be accessed by computer and smartphone users anywhere and anytime as long as they are connected to the internet (**Andriyan et al., 2020**).

There are two types of websites based on their nature (**Fattah & Azis, 2020**), namely dynamic and static. It is said to be dynamic if the information in it is always updated, and web owners can interact directly with their visitors, such as Tokopedia, Kompas.com, Kaskus.co.id, and others (**Salim, 2018**). If a website has information in it that doesn't change and no interaction occurs with visitors to the site, it can be said to be a static website (**Ismail, 2018**). In making a website there are several supporting elements, starting from web hosting, programming language, design, website publication or promotion, domain name, maintenance, and domain age (**Latubessy & Triyanto Agus, 2014**).

Websites can be adapted to the goals and functions that the owner wants to achieve, such as marketing media, educational media, promotional media, communication media, and information media (**Triyanto, 2017**). At present, website has become commonplace to carry out various activities, especially in the world of organizations or institutions, starting

from introducing organizations or institutions to a wider audience, promoting organizational programs, attracting members or customers throughout the archipelago, and many more **(Pratiwi, 2014)**.

Referring to APJII data (Association of Indonesian Internet Service Providers) in 2020 internet users in Indonesia reached 196.7 million people or the equivalent of 73.7% of Indonesia's total population, 266.9 million people **(Sianipar, 2013)**. When broken down by province, internet users in Java reach 56.4%, Sumatra 22.1%, Kalimantan 6.3%, Bali and Nusa Tenggara 5.2%, Sulawesi-Maluku-Papua 10.9%. Referring to this data, the number of internet users in Indonesia **(Prastya, 2008)** are quite high and therefore it can be used to introduce organizations to a wider community, and to disseminate information of positive value to support the government's Indonesia Zero Waste program **(Kudus, 2016)**.

In this community service program, our team had to devise a tool for improving promotion media through a website for BSI Solusi Hijau. BSI Solusi Hijau purposes to change people's behavior, reduce the amount of waste, create a healthy, clean, green and beautiful environment, educate people who care about the environment and organize themselves, improve community creativity as well as support government programs. In order to make it easier to display, updated activities from BSI Solusi Hijau are accommodated through media social which is the organization's official website.

2. METHODOLOGY

Following are method used in this community service.

2.1 Socialization

Before starting the implementation of this community service program and results are maximized, it is necessary to do a pre-test first with the employees. Through this pre-test, employees can see how far they understand the world of creating websites from start to finish. In addition, the learning materials that will be provided are adjusted to the needs of employees based on the results of the pre-test.

Employees will be given material about the world of websites, from start to finish. After being given the material, they will be assisted and trained on how to make a website, starting from giving a domain name, the framework to be used, how to upload a website, the website can run properly and correctly. In addition, training will also be provided on how to create interesting content with a multimedia display though visitors feel at home viewing the website for a long duration. Next, they will also be provided with material on how to manage a website properly. The ability of employees can increase and be useful for the organization. Figure 1 shows when the resource person provides material regarding creating content on a website.



Figure 1. Socialization with employees of Solusi Hijau

2.2 Counseling

At this stage, training materials covered website programming starts from developments in HTML technology to how to set layouts to settings in an easy-to-learn Wordpress-based framework. In addition, employees were equipped with the ability to create multimedia so that the website looks more attractive. Multimedia learning used Adobe Photoshop which is commonly used to do image or photo editing.

It is expected that employees will have more skills in using computers, especially in making websites. From the results of this post-test, employees were selected to carry out the work on creating Solusi Hijau's official website. One of the main keys to make a website is to make the website suit the owner, as shown in Figure 2 which is an explanation from the trainer.



Figure 2. Materials regarding the filling of website media content

2.3 Implementation

The next stage is the implementation of creating a website that the Solusi Hijau employee wants. In this section, our team give some suggestion for fill in content to this website. Such as, the first step how making a good website. It is hoped that there will be an increase in special competencies, including steps to create a website from scratch, how to create quality website content and how to manage a good and correct website. It is as shown in the Figure 3. The trainer is giving an explanation about making a good website.



Figure 3. Materials regarding the creation of website

2.4. Monitoring and Evaluation

After long discussion about official website of BSI Solusi Hijau, then our team made good website from beginning as shown at Figure 4. They create a website that accommodates the wishes of all BSI Solusi Hijau employees. One of them, the color display of an attractive website. Interesting videos, and some documentation of activities that have been carried out by BSI Green Solutions in the past.



Figure 4. Evaluation of the creation of the BSI Solusi Hijau website

3. RESULT AND DISCUSSION

After the provision of material of the website, one of employee expressed the desire form from the BSI Solution Hijau website, then our team built website based on their request. Below is the appearance of the website and the Figure 5 shows the history of BSI Solusi Hijau from beginning. On the other page that shown at Figure 6, our team put information regarding the legality of BSI Solution Hijau.

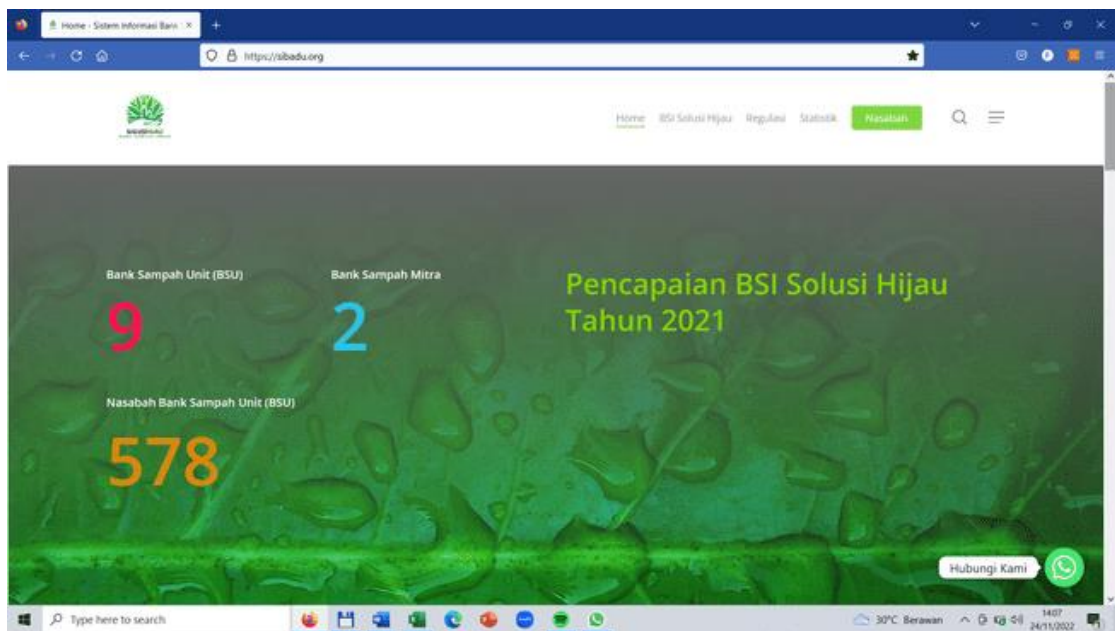


Figure 5. Front Page Published Website

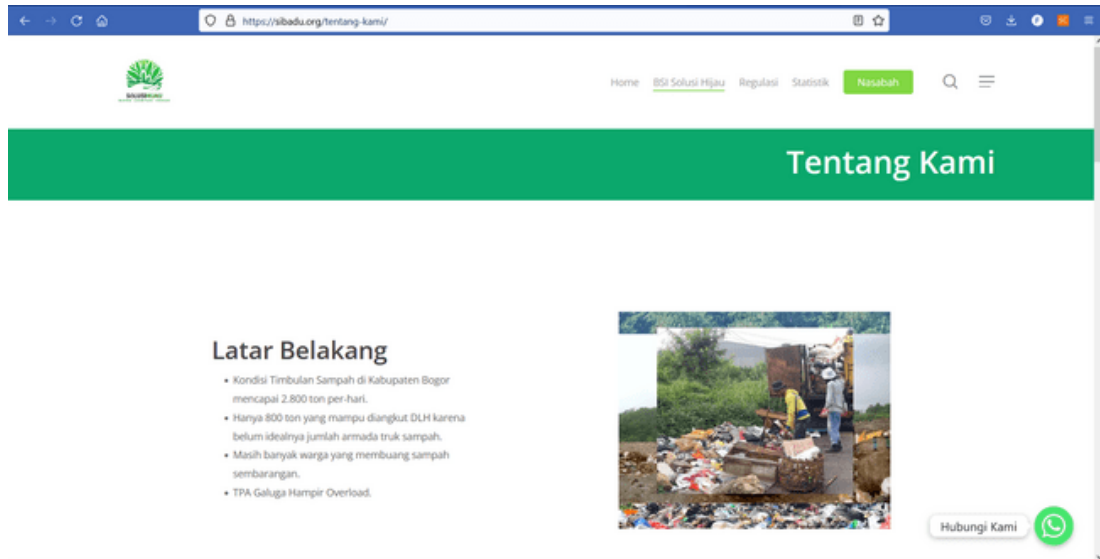


Figure 6. Second Page Published Website

This activity uses a research method that utilizes a questionnaire that will be given at the beginning and at the end of the meeting. From the results of the survey, we can determine the level of knowledge about website creation. The results of the survey after this training are shown in Figure 7-9 below, it shows that the material provided is not only easy to understand but also very interesting and closely related to the needs of making a website at BSI Solusi Hijau.



Figure 7. The Result related with retention of material



Figure 8. The Result related with the delivery of topics

Kaitan paparan materi dengan tujuan pembuatan website BSI Solusi Hijau?

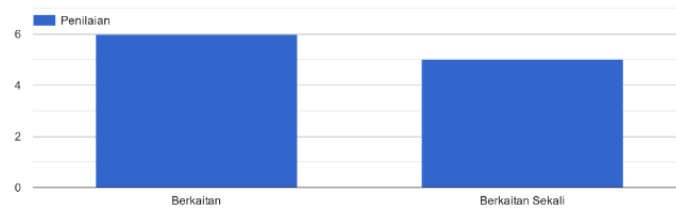


Figure 9. The Result related with the making of website

Through the creation of this official website, BSI Solusi Hijau's wishes are fulfilled. Every employee can fulfill in good content on the website. So that the main objectives of BSI Solusi Hijau can be achieved when creating this official website. With this website, BSI Solusi Hijau can reach to the main mission, which is Creating a community that cares about the environment as a pioneer of community-based waste management in an effort to support the Indonesian Government's Zero Waste Program. Figure 10 shown all member of employees at BSI Solusi Hijau and the team from UPN Veteran Jakarta.



Figure 10. Monitoring and Evaluation with all employees

On this occasion, Mr. Tunip as the head of the BSI Solusi Hijau team that shows at Figure 11, conveyed the main desire of the Waste Bank's mission. BSI Solusi Hijau intends to further develop this waste bank shelter. Because, the garbage bank, BSI Solusi Hijau only accepts around Bogor. In fact, for shelter, BSI Solusi Hijau can accommodate up to 100 kg of waste. By using the website, it is hoped that it can provide information that can be well received by people who want to collect their waste.



Figure 11. Mr. Tunip as the head of BSI Solusi Hijau

4. CONCLUSIONS

After making a website for BSI Solusi Hijau partners to be seen by the wider community, the main hope of the partners is that this organization can be more widely known. Especially to be able to provide public awareness, so that they can sort waste and be able to send it to the Main Waste Bank in Bogor Regency. This website still needs to be further developed by the management and the team of lecturers, so that BSI Solusi Hijau can be more easily accessed, its activities and knowledge that can be shared by employees of Solusi Hijau is easier to see.

Please note, BSI Solusi Hijau is an organization that has a legal entity. This is because, if an organization is a legal entity, it can be trusted by the public. In addition, so that it is easy to develop into a national organization in the future.

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