



The Role of Educational Media in Improving Quality of Human Resources

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ABSTRACT

Research This about the role of educational media in increase source Power man along acceleration knowledge and technology, hacking impact the more complex learning process because challenge the appear from outside form happen assimilation and acculturation past packages resulting information and communication technology. Whereas from in, occurrence transformation attitude and behavior in demand for child educate. Then global challenges are existing demands for be independent so you can still exist in a competitive era. Phenomenon contemporary describe competition competitive life. In terms of this, that can become proceed is are the people who have source Power reliable human. Demands and pressure people humans to be able to independent or not depends to institutions that can recruiting later after plunge into the world of work. Because remember field Work the narrower and narrower it's overflowing unemployment. Therefore that, deep answer problem this institution competent education in build man own source Power acceptable and marketable. Education is something business build humans to have high intelligence, morals and skills. In the world of education own a number of element important, one of them is media. Media is tool possible communication and information access knowledge to child educate. Succeed whether there is a learning process in the world of education is greatly influenced by the role of the media. However, the role of the media is also influenced by quality and professionalism in play it.

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1. INTRODUCTION

Media is tool information and communication, which can access data online effective and efficient Because use tool help. Mediating tools or as a ' bridge ' in delivery message from source (subject) to target (object). There is an interaction process between subject and object implicated For take and give to each other . that process ie each other fill in (brainstorming) so directional feedback occurs to the transformation process. Media orientation and targets are related tightly in educational activities.

Education in general essential is actualization Study teach. Activity learning and teaching like two puck very close currency related or not Can separated. If there is a learning process so Certain there is a teaching process, and vice versa, if happen activity teach so Of course There is a learning process too. However. Learning process can happen When and where just as well as No regardless from someone teaches although in circumstances implied. Learning process happen Because exists interaction individual with the environment. This matter can see, one indication somebody Study something is exists change Act in demand in himself. Change Act in demand the concerning good nature of change knowledge (cognitive), skills (psychomotor), and related matters mark or attitude (effective).

Environment learning arranged by the teacher covers objective teaching, materials teaching, method teaching and assessment teaching. Elements they can know in components education. In interaction Study Teaching is one of the most important elements is aspect methodology teaching. In methodology teaching, there is two the most prominent segment that is method teaching and teaching media as tool help teaching. With thus, to be urgent part in implement activity education.

Teaching media can increase learning process activities child educate, who in turn expected can heighten results learning he achieved. Teaching media can enhance the learning process teach child educate with reason as following: Regarding with benefits of educational media in the learning process teaching: more interesting so that can awaken motivation, teaching will more clear meaning so that easy understood, method teaching varies so that child educate No bored and the teacher isn't drained energy, son educate more Lots do activity Study. If you mind with level think students, who follow stage development started from think concrete going to think abstract, begins think simple until think complex. Description mentioned above, provide description that teaching media improvement-oriented quality Study teach. Quality Study teach transmitting quality educational output.

Teaching media implement in the learning process teach. Teaching media Enough role in manage activity in reach objective teaching. As for goals teaching is exists transformative individual, society and professional. that goal form development individual, improvement society (part from individual) and improving work motives professionally. By him that is, teaching media relate directly into development potency child educate so you can become child acceptable students good in a way cognitive, affective nor in a way psychomotor.

Quality Study good teaching will form personality child complete education. If creativity Study teach low so will consequential directly on the low quality of educational output. By empirical that process does relevant or less fair than the output will be not fair either, and if in the learning process teach in accordance with mechanisms and procedures work, then will produce appropriate optimal output with desired target. So, quality Study teaching ' sublimate ' children quality education. Quality student's automatic capable role active in fill in every emptiness market share and nature functional inside public. If child educate Ready use in the field his specialty means has own source Power reliable human.

Therefore that, source Power man in a way general is product from education. Substance education form personality children who have source Power reliable human. However, no all educational output give birth to generation that has source Power superior human. These problems are related with components education up to what extent each component education have synchronization and relevance in operate activity Study teach especially in the use, management, selection of appropriate teaching media to use.

From the discussion above, you can analyze that process and results children learn educate show significant difference between teaching without media and teaching with the media. Because of that is, the use of teaching media in the learning process teaching is highly recommended even sued for increase quality and quality teaching. So, with use of teaching media done in a way effective so hack maximum results for children educate in develop its potential. From the side this, got it pulled ' thread the red ' that between teaching media (education) and sources Power man own close relationship, cause of educational media is tool or means in do activity effective and efficient education which becomes the ' embryo ' for formation source Power quality human being.

2. RESULTS AND DISCUSSION

2.1 Strategy for Utilizing Educational Media in Increase Quality Human Resources

Media is very important means in implementation teaching and education. Media becomes element or component education is a must noticed in increase effectiveness learning . Because with internal media education will help the learning process good teaching so that can achieved objective expected education.

In terms of This is it, Sudarwan Danim in his book with title educational communication media opinion that: educational media represents set tools or complement used by teachers or educator in frame communicate with child educate. That tool called educational media, meanwhile communication is the delivery system.

Educational media That many and varied so that dang required knowledge management in manage it. In the management and use of educational media demand study separately, appropriate with needs and demands child students, material presented, media used, procedures and organization must is integral part below control especially educators or organizer education.

Educational media as an integral part of activity education, requires effort humans (teachers and staff education / other professional groups) which are comprehensive. Because the media only is part from effort use it and study its activity Study teach based on approach infrastructure, requires skills separately. Educational efforts directed for reach objective quality education in a way qualitative, this it's not simple activity. One of possible efforts can done is with road utilize educational media in frame effectiveness and efficiency management education.

In using educational media, teachers must do the right choice, because media selection must be support achievement objective instructional. In media selection is necessary considerations like how much far and far away that job Actually need imitated in a training program, what media is most practical, what media will be used That relevant with material lesson, whether the media is appropriate with capacity, situation and conditions child educate, to what extent achievement child educate must in accordance with specified targets, whether mark material lesson worth it with media prices and so on. In the process of selecting effective and efficient educational media, content and objectives instructional must be in accordance with characteristics of certain media.

In terms of theory study, various conditions and principles necessary psychology get consideration selection and use of media is as motivation, individual differences, goals learning, organization, content, preparation before learning, emotion, participation, feed turning, strengthening (reinforcement) exercise and repetition, application.

Review above put forward that the media is used if support achieved objective instructional that has been formulated accordingly with characteristic material the instructions. Therefore _ that's it, the media should be used with systematic planning. So that the media can used in a way effective and efficient, yes three step main thing that is necessarily followed in use of media, namely "preparation before using media, activities during using media, activities follow carry on."

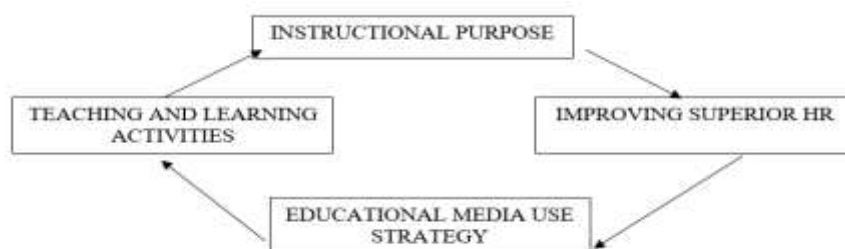
Utilization of media can walk with Good if arranged good planning and preparation too . With study existing literature provided, then by instructions related technical and implementation matters with goals to be achieved. The necessary equipment is also prepared beforehand, so as not to disturbing with things that reduce smoothness media use. Media equipment necessary placed with good so that the audience can pay attention and listen with good too. If media is used in a way group should objective discussed to achieve it equality perception. This matter important so attention and thoughts directed to point the same center.

Likewise, inside use media, as necessary guarded is atmosphere calm to avoid from things that can disturbing attention and concentration. Room Don't too dark so can write important things or write question when some have not understood. When writing or draw or resume, avoid things that can divert moderate media attention and exposure walk. When media is used for group, then need guard calm or not talk that can be annoying other friends and if There is order like pointing drawing, making lines, arranging something and other things, preferably executed with calm down, don't until disturbing another friend.

Follow up activities namely for guard is objective has achieved and for set understanding to material instructions delivered through the relevant media. For that's the thing tests provided need We do it with quick before We forget fill in that media program, then We match answer We with key answers provided. If still There is error should repeat relevant media program presentation. If you study in a way group need stage discussion group for discuss answer question test or things that haven't understood, then There are moment certain possibilities do follow further, for example with do experiment, carry out observation, compiling something and so on.

From the presentation of strategies for using educational media, providing description that in the strategy of using educational media done in accordance with needs and demands, then with achievement objective education can walk in a way effective and efficient. Then has outlined previously that in Using media requires skill, because with professional skills, the media can function and play a role with Good. The taller a person's professional attitude in managing media increasingly high attitude too creativity in atmosphere dynamic education. If in education happen dynamics, then target mainly is formation main personality is own source Power superior human.

With Thus, between strategies for utilizing educational media and improvement source Power man is a cycle line that each provides contribution and become a line of continuity that is not disconnected as the following table image This:



So, in media utilization strategies you can analyzed in make conclusion as as follows: 1) Strategy for using educational media must in accordance level think child educate. 2) Strategy for using educational media relevant with climate contemporary and orientated to front \. 3) Educational media strategy as vehicle enhancement morality and usage modern technology as vehicle applicative when plunge to public. 4) Pay

attention talents and interests child educated and oriented professionalism. 5) The strategy must create atmosphere tranquility, atmosphere familiarity and so on.

2.2 The Role of Educational Media in Increase Quality Human Resources

Enhancement quality source Power man through institution education, is strongly influenced by role as well as educational media. Therefore, the existence and function of media in education and teaching always directed at improvement quality source Power man. Especially in the world of education sued for give birth to quality generation; idea virtuous, moral noble and professional in his field. By him that is, procurement of educational media should be supportive enhancement source Power man.

Media is effective tool in give maximum benefit Possible to public in accordance with accuracy and magnitude briefing. the media can play role important in build generation and encourage it for develop ' painstakingly ' for progress for him. And one method For eradicate blind insight in part race educated only with media assistance .

Universally, media is transmission change in self individual and society. Club of Rome publishes A book with the title The First Global Revolution, which explains about deep media prospects and projects side life people man. Description books the predict that the media is one from third strength the main thing that will really influence it people humans in the 21st century. Media is all around we dominate us and even influence emotion as well as consideration We. Marchall groaned put forward in his book Understanding Media the Extension of Man, considers that the media also creates as well as influence scope as well as form relationships and activities man.

As acceleration knowledge and technology, the world is increasingly globalized and directed to uniformity. Science has hacked the media like that mushrooming, so that the media penetrate to all over segment life. When there is a lot of media capable shift pattern life from stuck become universal, from primitive become modernist, from traditional become rational and so on. Break transformative from demanding media bias people man For increase his life to remain exist and survive. Impact the bring to in climate tight competition. This matter push man for compete to survive his dignity. For people who don't capable compete will crushed by the dynamics of the times. By him that, so that it remains exist Good in scene communal nor in global level, then man always increase the quality. With Thus, correlation the role of the media in life, urges that every people man own source quality power.

See needs and demands source Power humans in the global era, of course concern and hope We focused to education. Because, education own not quite enough big answer in framework build, develop and develop quality humans run in a way structured, systematic and programmed as well as sustainable. Demands and dynamics growing life in public must also be accompanied by dynamics education even education should direct dynamics public. However, contemporary era institution education face big challenge especially industrialization. By him that's education must produce quality products, skilled and professional.

Collaboration between media-based technology and education are very urgent, because medi based education technology can support quality teaching like expedite the learning process teach, give encouragement for proceed to child Educated, active, high interest as well as makes it easier accept learn and apply it. In line with matter mentioned above, Yusuf Hadi Miarso in his book Technology Educational Communications, says that "Educational media in a way general have utility for overcome obstacle in communication, limitations physique in class, attitude positive participant educates as well as unite observation child educate."

According to Donald P. Ely, educational media have a number of benefits that is increase productivity education, giving more basic dynamic to education, more teaching steady, possible Study instant and presentation education wider. Then more carry on about benefits of educational media in detail, Sudarwan Danim explain as following:

Increase quality education with road accelerate the rate of learning, help teachers use time Study in a way more OK, reduce teacher burden in serve information, more teacher activities Lots directed for increase excitement child.

Give possibility educational nature more individual with road zoom out or reduce traditional and rigid teacher control, giving chance wide to child educate for develop according to ability, allows they Study according to desired way.

Give base more teaching scientific with road serve or planning teaching programs in a way logical and systematic, developing activity teaching through research, fine as complement nor as applied.

Teaching can be done in a way Excellent because increasing ability man in line with utilization of communication media, information and data can be served more concrete and rational.

Increasing embodiment immediacy of learning, because media can remove or reduce canyon separator between reality outside class with reality inside class, provide knowledge direct.

Give presentation education broader, esp through mass media with road utilize in a way together and wider events step, present information that is not to emphasize limit space and time.

The description above provides illustrations important to We that educational media and its use for objective education have extensive benefits. Educational media possible activity Study teach more productive, scientific, individualized, power full immediacy, in line with knowledge and technology. Leave from discourse central above, author can give conclusion that the role of educational media as something contributor important in increase source Power humans, that is as following:

Educational media is very influential in determine succeed or not child educate in Study. Educational media Lots variety, if managed professionally it will support development source Power man. Media as means distributor easy information and communication got it, okay in circles family nor in environment society, p This means can used When just in develop its potential. Basic educational media technology will support in increase source Power man.

3. CONCLUSION

The role of teaching media in the learning process teach are: 1) Increasing quality Study or mastery material lesson. 2) Shorten time used for reach desired goal in teach. 3) Improve teacher's ability, in the sense of being able more notice participant educates One by one in relative amount Lots without reduce quality Study. 4) Reduce (save) costs without influence quality Study.

Characteristic features source Power quality human beings produced by the institution education are: 1) Have faith and piety as well as morality. 2) Own not quite enough answer personality and attitude Honest. 3) Own healthy physical and spiritual. 4) Appreciate decision time. 5) Own ethos high work. 5) Own clear vision regarding his future. 6) Appreciate and own knowledge.

The role of teaching media in increase source Power man are: 1) Teaching media plays a very important role or influence inside determine success or failure participant educate in Study. 2) Teaching media Lots varied and very important in development source Power humans, if managed professionally. 3) Media as means easy information and communication obtained so the media can used good in the environment family and in the environment society, this means that the media can used anytime and anywhere in development potency participant educate. 4) Media based teaching technology will support in increase quality source Power man.

4. RECOMMENDATION

Because of the presence of media in teaching is very important, then as educator must endeavor maximum Possible control use of teaching media so that Can handled professionally.

For institutions education, should be a deep concern increase built school so that can quality and accordingly started from officers' school, so that more quality the agency it handles. Then recommended to Government to do more Serious fix institution education with give donation in appropriate forms of teaching media with progress over time

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