

# CHAPTER I

## INTRODUCTION

### 1.1 General Description

In July 15, 2011, the Ministry of Education and Culture launched a free online learning tool for all Indonesians with the aim of equalizing education so that there is no education divide in Indonesia. Rumah Belajar can also be accessed offline and online. The community only needs to access the Rumah Belajar portal that has been provided ([learning.kemdikbud.go.id](http://learning.kemdikbud.go.id)), the community can access it anywhere and anytime.

Portal Rumah Belajar is a learning portal that provides learning materials and communication facilities that support interaction between communities. Rumah Belajar is present as a form of learning innovation in the industrial era 4.0 which can be utilized by students and teachers of Early Childhood Education (PAUD), Elementary Schools (SD), Junior High Schools (SMP), Senior High Schools / Vocational Schools (SMA / SMK) or equivalent . By using the Rumah Belajar ,everyone can study anywhere, anytime with anyone. All content in Rumah Belajar can be accessed and utilized free of charge ([belajar.kemdikbud.go.id](http://belajar.kemdikbud.go.id),2020).

Rumah Belajar can be accessed easily once clicked, the first page immediately appears with a variety of study material group selection menus. On the Main Feature menu there are eight content groups, namely Learning Resources, Electronic School Books, Problem Banks, Virtual Laboratories, Cultural Maps, Space Cruises, Sustainable Professional Development, and Maya Classes. While in the Supporting Features menu there are three groups of content, namely Teacher's Work, Community Work, and Language and Literature Work. There is also learning material collected in Supporting Features. Rumah Belajar also provides the availability of learning media resources in the form of interactive learning materials that are equipped with supporting media for images, animations, videos and simulations, and in the form of digital books. The contents of the Rumah Belajar are provided for various purposes, so that educators and students can carry out learning comprehensively.([belajar.kemdikbud.go.id](http://belajar.kemdikbud.go.id),2020)

Below are some of the features provided by Rumah Belajar:

No.	Features	
1.	Sumber Belajar	'Sumber Belajar' presents a collection of material for students and teachers based on the curriculum used. All material presented is structured in the form of images, videos, animations, simulations, to games. These materials can also be downloaded offline, so they can be used without having to be connected to internet access'.
2.	Buku Sekolah Elektronik	With the 'Buku Sekolah Elektronik'(BSE) feature, users can access school books from various levels of education with national standards. Everyone can read it online or download it for free.
3.	Bank Soal	'Bank Soal' provides a diverse set of questions based on specific topics. The collection of questions consists of practice questions, tests, to exams. In addition to using the questions that have been provided, educators can also make their own questions based on basic competencies that are made themselves.
4.	Laboratorium Maya	Educators or students who will conduct an experiment can use the Virtual Laboratory alias virtual laboratory feature. Well, all experiments or simulations available at Maya Laboratorim can be used by everyone. At the Maya Laboratory there is also content for science and mathematics subjects for middle and high school levels.
5.	Peta Budaya	This feature provides a variety of cultural learning materials in Indonesia. With the Cultural Map feature, students can find out more deeply and appreciate the

		diversity of customs that exist in Indonesia.
6.	Kelas Maya	Maya class is a special feature that can provide e-learning services aka online learning that can be done anytime and anywhere. This feature is also a facilitator of e-learning between students and teachers. Everyone can access it at any time, both during school hours and outside school hours provided that both teachers and students have an internet connection.

*Table 1.1*

*Source: belajar.kemendikbud.go.id,2020*

In general, guidelines for the use of Rumah Belajar within this learning is arranged ,so that becomes a guide for educators and students in utilizing various features on the Portal Rumah Belajar. In particular, guidelines for the use of Rumah Belajar within learning aims to ([simpatik.belajar.kemendikbud.go.id](http://simpatik.belajar.kemendikbud.go.id)):

1. Make it easy for Rumah Belajar users to make use of it various features in it.
2. Be a guideline for educators and students to implement ICT-based learning by utilizing features of the Rumah Belajar.
3. Developing the character of learners through utilization of features on the Portal Rumah Belajar.
4. Cultivating literacy culture in schools through utilization of features on the Portal Rumah Belajar for increase reading interest and support learning activities.

Rumah Belajar has been widely used by educators as a source of learning media. Educators in Bengkulu Tengah, NTB, and North Maluku, for example, felt the portal was very helpful in finding learning material. Learners are even more excited about the internet-based learning media. Even so, even without an internet connection in the classroom, learning with content from Rumah Belajar can still be carried out. How, educators first download the material through a device that is

connected to the internet. Then, the results of the download are stored in a data storage device, such as a flash / USB, or compact disc (CD).

Other than that one of the ways by Ministry of Education and Culture in launching the Rumah Belajar program is to make a Public Service Ad with the aim to socialize the Rumah Belajar program. Rumah Belajar has done public service advertisements on the media, especially social media, like Instagram and YouTube. The Ministry of Education and Culture has an Instagram account with 27,500 followers and has posted 284 posts on learning material and updates on the Rumah Belajar. Likewise, YouTube, which is used by Ministry of Education and Culture as a medium for public service ads, has 28,400 subscribers and has uploaded 492 videos that contain lessons and teacher's explanations about subjects discussed at Rumah Belajar. The Ministry of Education and Culture also disseminates the Rumah Belajar program to teachers in all public schools in Indonesia so that equality in education is created in Indonesia.



*Figure 1.1*

*Source: instagram.com,2020*



*Figure 1.2*

*Source: Youtube.com,2020*

Rumah Belajar already has users including 249,810 teachers and 617,237 students.



*Figure 1.3*

*Source: belajar.kemdikbud.go.id,2020*

### **1.1.1 Logo**



*Figure 1.4 Rumah Belajar's Logo*

*Source:belajar.kemdikbud.go.id,2020*

## **1.2 Research Background**

Education is the process of producing a quality next generation. Education is a process to improve, change the knowledge, skills, attitudes and behavior of a person or group of people in an effort to educate human life through improvement guidance and training activities (Maunah;2017). Education is important for the progress of a nation, for a developed nation, of course, the ideals of every country in the world. Education plays an important role in the future of a country. Good education will also have a good impact on the quality of the nation's children who will advance a country.

The development of science and technology has a positive impact with the increasingly open and spread of information and knowledge from and to all over the

world through the boundaries of space and time (Jamun;2018). One technology that makes it easy for people to get information is the internet. The internet is a global communication network that connects all computers in the world despite different operating systems and machines (Ahmadi and Hermawan,2013: 68). With the internet opening up opportunities for new learning tools and making it easier for communities.

The increasingly widespread use of the internet in the world of education cannot be separated from the basic character of the internet itself. According (Kertajaya 2003:783), it is this interactivity that makes the internet unmatched by other information media. The internet makes it possible for almost everyone in any part of the world to communicate with each other quickly and easily (Riswandi, 2010). To get knowledge, students do not need to meet directly with the teacher, nor do teachers need to meet in person to provide education. Because, with the internet comes the e-learning or e-education which began to be used by schools or teachers to optimize the use of the internet.

This education divide makes many students and teachers who are overwhelmed in getting good educational information, especially in the field of ICT which is developing in this 4.0 industry. According to Chabibie, Hasan M & Hakim, W. (2016), the use of the internet for education becomes increasingly relevant when we look at the portrait of education in Indonesia. The reality shows that public access to the knowledge center is not evenly distributed, where:

- a. There are still many school-age children (7-12 years) who have not been able to enjoy 9-year basic education (below 80%),
- b. Unequal distribution of educational / school facilities and infrastructure (not yet reached by electricity or telecommunications infrastructure),
- c. Unequal and the low quality of education at each school level (UN scores and UN graduation rates are still low),
- d. Low percentage of the number of educators who meet the standards (27%), and

- e. Low levels of utilization and optimization of information and communication technology (ICT) in schools (Charisma , 2011).

Because of this, many e-learning businesses or online learning platforms have sprung up. Here are 7 of the best paid platforms in Indonesia according to (dignation.id):

No.	Platforms	Prices/month	Users
1.	HarukaEdu	IDR 265.000	8.000
2.	Ruangguru	IDR 350.000	15.000.000
3.	Zenius Education	IDR 165.000	11.900.000
4.	Quipper	IDR 172.000	6.000.000
5.	Bahaso	IDR 150.000	400.000
6.	Quintal	IDR 15.000	50.000
7.	Cakap	IDR 997.000	10.000

*Table 2.2*

*Source: (dignation.id(2020), industri.kontan.co.id(2020), wirahadie.com(2020), dunia.tempo.co(2020))*

Based on the data above, the platform has many users both for students and teachers. In fact, there are paid platforms whose users exceed the Rumah Belajar program which is provided free of charge. Although the above platform offers a relatively expensive price, the public is interested because of the massive advertisement issued by the platform. Therefore it is important for the Rumah Belajar program to improve their public service announcements so that all Indonesians trust more and turn to government programs.

Therefore, we can compare the Ministry of Education and Culture program, namely the Learning House program with paid Online Tutoring, so that it can be answered spontaneously, this is due to the form of promotion of the Ministry of

Education and Culture that it is not "as good" as other paid platforms. According to the Head of Pustekkom Kemendikbud Gogot Suharwoto that in terms of promotion it is lacking compared to private online tutoring which has a bigger echo. Because, the purpose is commercial, whereas, this government program is only a public service (jpnn.com).

In addition, according to Tjiptono (2008: 226) advertising is a form of indirect communication, which is based on information about the advantages and benefits of a product. Therefore it is very important in improving the Community Service Study House Advertisements program to spread information about the benefits and benefits of the Rumah Belajar program, this will have an impact on consumer behaviour. This is confirmed by (Jefkins, 1996: 17) basically in advertising a product is to influence the attitude of the audience, in this case of course the attitude of consumers.

(Based on the background described above, the author interested to do the research of "Effect of Public Service Advertisements on Consumer Behaviour in the Use of Rumah Belajar program by The Ministry of Education and Culture"

### **1.3 Research Objectives**

The Objectives of this research are to answer the formulation of the problem that has been explained:

- a. To measure the effect of public service ad's meaningful effect on consumer behaviour.
- b. To measure the effect of public service ad's destictive effect on consumer behaviour.
- c. To measure the effect of public service ad's believeable effect on consumer behaviour

### **1.4 Problem Statement**

Based on the background that has been explained, then the formulation of the problem statement that raised by the author is as follow:



- a. How is the effect of public service ad's meaningful effect on consumer behaviour?
- b. How is the effect of public service ad's destictive effect on consumer behaviour?
- c. How is the effect of public service ad's believeable effect on consumer behaviour?

## **1.5 Research Benefit**

### *1.5.1 Theoretical Uses*

The theoretical use of this research is expected to be used as material for the development of further research as a scientific reference for analyzing the level of customer decision making.

### *1.5.2. Practical Uses*

The practical use of this research is expected to be beneficial for the Ministry of Education and Culture (Kemendikbud) to develop their program in making a free platfrom for students and teacher in Indonesia.

## **1.6 Writing Structure**

This systematics is made to provide a general overview of research. Systematics writing as follow:

### **Chapter 1 Introduction**

In Chapter 1 contains an overview of the research object, research background, problem statement, research objectives, research benefit, and the writing structure of the thesis.

### **Chapter II Literature Review**

In Chapter II contains the literature review of research, previous research and research framework.

### **Chapter III Research Method**

In Chapter III contains the types of research, operational variables, population and samples, data collection, data analysis techniques.

#### **CHAPTER IV RESEARCH RESULTS AND DISCUSSION**

In Chapter IV contains an analysis of the results of observations, collection, and processing of data to the results achieved during the research and making this research report.

#### **CHAPTER V CONCLUSIONS AND SUGGESTIONS**

In Chapter V contains conclusions from the main topics that are accompanied by suggestions for related parties as objects of research to correct existing deficiencies and for future development