

# Quality of Digital-Based Learning Process at Faculty of Economics and Business University of Buana Perjuangan Karawang

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**Abstract**—The development of the digital era is fast and has an impact on the education system. This change is in the form of a shift in the process of learning activities which were originally carried out face-to-face to online learning using digital technology. Of course, the change in the learning process from face-to-face to online requires lecturers and students to be able to adapt to this change. To maintain the quality of the learning process, the Institute facilitates a digital learning system in the form of a system and socializes it to lecturers and students so that it is easy to operate the digital learning system. Assignments and delivery of material given to students are arranged systematically so that they are not burdensome to students in the online learning process. This article aims to explain how the quality of the digital-based learning process at this time can be accepted by students and lecturers as implementers of the system that has been created. The type of research used is qualitative with descriptive method. Data collection techniques used in-depth interviews, observation, documentation studies, and analyzed using source triangulation. The results obtained in this study are the learning process at the Faculty of Economics and Business using the BOC application for approximately 3 years. In the BOC application, the delivery of material is asynchronous, both for submitting material files and videos of material explanations and for completing synchronously through the Zoom or GMeet application, so that the explanation of the material from the lecturer can be carried out properly.

**Keywords:** *quality of learning, digital*

## INTRODUCTION

Education is important for human life. The progress of a nation is highly dependent on the quality of the nation's education. That is, if education can produce quality human resources physically and mentally, the nation will automatically progress, be peaceful and

prosperous. On the other hand, if the education of a nation stagnates, the nation will experience backwardness and even destruction in all fields. Along with the rapid development of information and communication technology, the need for a concept and mechanism for a digital-based higher education learning process has become inevitable. The concept which later became known as e-learning has changed the transformation of the world of education from face-to-face to digital both in terms of content and system.

The digital era has made all activities of human life easier and faster so that everyone can access information regardless of distance and time. Several tertiary institutions organize learning process activities digitally in addition to learning materials that are presented regularly in class or online. However, several other universities organize e-learning as an alternative for students who for one reason or another are unable to attend face-to-face lectures. In this regard, e-learning serves as an option or choice for students. With the development of computer technology, information and communication technology, modern (online) learning models have developed.

The digital-based learning method implemented at the digital-based Faculty of Economics and Business uses E-Learning Buana Online Course. The learning process has certainly been adjusted to the KKNI standard which of course can be accessed anywhere online. Therefore, universities develop digital learning media so that they are easy to use by lecturers and students.

This digital learning media is made of several teaching materials consisting of learning materials and videos. Not only that, lecturers can also be better prepared in teaching and make the teaching and learning process more effective and interesting. By utilizing learning media Buana Online Course it is hoped that it can

increase learning motivation for students, especially at the Faculty of Economics and Business, Buana Perjuangan University in Karawang in improving the digital learning process.

The quality of learning is a process that has been planned in accordance with existing procedures and also what will be planned and also designs what will be taught to students with the aim of getting satisfactory results according to what is desired.

The definition of quality can be viewed from two parts, namely the normative field and the descriptive field. In a normative sense, quality is determined based on intrinsic and extrinsic opinions. Based on the essential criteria, the quality of education is the product of education, namely individuals who are educated according to perfect standards. Meanwhile, based on extrinsic criteria, education is an instrument for educating trained activity skills. There is also a descriptive intention, quality is determined based on real conditions, for example the results of practice tests. That way, the quality of education is a priority in managing education in an effective and effective way efficient to produce academic and extra-curricular quality in students who are declared successful for one level of education or complete certain teaching and learning activities.[1].

Quality comes from the Latin *qualis*, according to [2] learning outcomes can be seen from changes in perception and behavior, including behavioral improvement.[3] state that teacher activities are programmed and planned in instructional design, to make students learn actively, which emphasizes providing learning resources. Gage and Berliner in [3] state that learning can be defined as a process that makes a person experience a change in behavior as a result of the experience he has gained. Therefore, the use of the term learning quality in a simple way can be interpreted as the quality or superiority of the learning process carried out by lecturers, marked by the quality of graduates or the output of higher education institutions [4].

Learning quality is essentially a target that must be achieved by lecturers in carrying out the learning process. The quality of learning will only be achieved by lecturers with the quality of the learning process implies that the ability of educational institution resources to transform various types of inputs and situations achieves a certain degree of added value for students. So it can be said that the learning process carried out with a variety of better in improving the quality of education [4]

Previous research explained [5] In essence, the quality of teaching and learning activities is a principle that must be adhered to by lecturers in carrying out teaching and learning activities. The quality of learning can be obtained by providing good and satisfying services to students.

With good service, the way of teaching and learning activities can reach the goals that have been set. Quality in the context of learning is a service provided to students during teaching and learning activities which is the interaction of learning components so that learning activities run effectively and efficiently. Quality learning is effective learning as measured by the level of satisfaction of teaching participants.

The quality of online learning or e-learning can be seen from several categories, namely; (a) features, (b) perfection or consistency, (c) conformity with objectives, and (e) transformation [13]. The transformation category is the most relevant thing from the learning process. Transformation describes an increase in competence as a result of the learning process. There are other opinions which state that several factors influence the effectiveness of an e-learning, including; (1) Interaction, (2) Collaboration, (3) Motivation, (4) Networking, (5) Pedagogy [5].

According to Bloom, et al. in [3] the quality of learning can be measured by the following six types of indicators: 1) Knowledge achieve the ability to remember things that have been learned and stored in memory; 2) Understanding(comprehension). Includes the ability to capture meaning and meaning about what has been learned. 3) Application.Includes the ability to apply methods and rules to deal with real and new problems. 4) AnalysisIncludes the ability to break down an entity into parts so that the overall structure can be understood properly. 5) Synthesis. Includes the ability to form a new pattern. 6) Evaluation.Includes the ability to form opinions about several things based on certain criteria.

The terms e-learning [6], online learning, virtual learning, and digital learning, are often used to describe similar designs, namely teaching and learning activities that use or are based on data and communication technology, or technology-enhanced learning. However, there is an opinion that these terms have different meanings. Online learning is referred to as teaching and learning activities that use online tools for learning covering e-learning and blended learning, on the other hand, the term digital learning is larger, encompassing all designations of teaching and learning activities that use online and digital tools, both digital online and

digital off. - line, for example using a laptop to open a film program offline

E-learning is distance learning that uses computer technology or usually called the internet. According to [7]e-learning is a web-based learning that can be accessed from the internet. [8]Revealing that E-Learning is a system that is used in learning and uses electronic devices as an introduction tool for learning activities. E-Learning is any utilization or use of internet and web technology to create a learning experience. E-Learning can be seen as an innovative approach to be used as a good delivery media design, usercentered, interactive and as a learning environment that has various facilities for anyone, anywhere and anytime.

## METHODOLOGY

### Types of research

The design of this study uses a qualitative method, which is depicted in the picture frame of mind below.

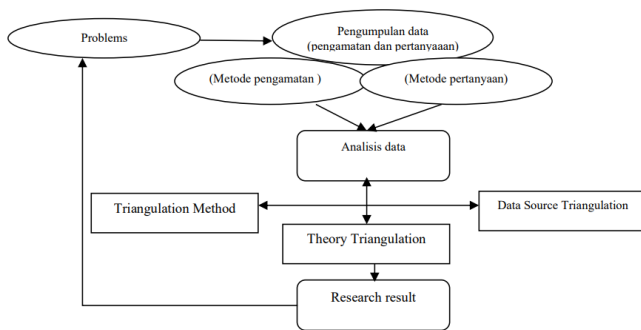


Figure 1 Thinking Framework

### Target/Research

Subject The objects in this study are the Lecturers and Students of the Faculty of Economics and Business, Buana Perjuangan University, Karawang.

### Data collection technique

The data collection method in this study used the observation method, in-depth interviews with lecturers and students, documentation and literature studies. And analyzed using technical triangulation and source triangulation.

### Data analysis technique

Analysis using technical triangulation and data source triangulation. According to [9]qualitative data processing techniques can combine various existing data collection techniques and data sources. The use of Problems data collection (observation and questioning) Triangulation Data analysis method Research results (observation method) (Question method) Triangulation Data Sources Triangulation theory Triangulation is tracking dissimilarities between data obtained from one informant (informant) and another informant. The triangulation technique includes three things, namely method triangulation and data source triangulation and theory triangulation.

## FINDING AND DISCUSSION

### Research Results

Based on the results of observations through interviews with lecturers and students, learning was at the Faculty of Economics and Business before the pandemic done through a direct or face-to-face learning process, then at the beginning of the pandemic learning changed one hundred percent using digital with Buana Online E-Learning Courseor what is often called BOC. The lecturers directly conduct training on the use of the BOC so that it is easy and understandable to use the BOC system.

However, in fact the BOC program from the University has indeed been planned to be used for learning at the University of Buana Perjuangan Karawang, because the number of students is increasing from year to year. So to overcome the increasing number of students while the adequacy of classroom buildings is still lacking, the team at the University designed BOC digital learning to be applied to learning with a pattern Hybrid(mix betweenon lineandoffline). The use of BOC for students is informed through various means from the university, faculty and study program. Delivery info via video (tutorial) delivered on WhatsApp, Youtube. At the beginning of this process, of course, many obstacles were felt by lecturers and students, such as how to use the BOC feature.

The obstacle is a lack of understanding because the BOC feature only conveys material files so that many students complain because they are not used to learning without being explained directly, then the lecturers finally combine learning by using the Zoom and Gmeet applications to explain online. But over time the learning system using BOC is made easier because the features are continuously being improved and updated to make it easy for lecturers and students to understand. As long as online

learning is effective because BOC is very helpful for digital learning.

#### *Discussion*

Buana online course is a digital learning media that has been provided by tertiary institutions intended for online learning and this BOC was formed with the aim that learning through learning could operate optimally. BOC Karawang provides convenience that can be accessed by lecturers and students which includes providing various features so that lecturers can optimize the management of online learning in student courses easily and students can easily access it. BOC presents various activity features which include activities (Assignment, attendance, certificate, forums, quizzes, chats) and resource features by covering activities (files, labels, pages) which can make it easier for lecturers to provide learning materials and students to receive learning. These features can be managed by lecturers to optimize each online learning activity through BOC, the features presented can help store learning material files, not only learning materials but various activities in online learning that can support learning such as adding videos, ppt, rps and other documents, so that lecturers and students are greatly assisted in the learning process during the pandemic, BOC is very easy and friendly to understand in use [10].

Learning at the Faculty of Economics and Business runs according to predetermined standards even though there are changes to the initial process offline or face to face then be online through digital BOC but this learning process can still be conveyed well by lecturers to students. The implementation of online learning activities is carried out according to the lecture schedule scheduled by the study program so that the implementation of lectures and lecture attendance is adjusted to the schedule determined by the study program. BOC provides a file and/or label feature to be a storage medium for learning materials and an attendance feature for lecture attendance media that can be set by the lecturer by adjusting the lecture time for one semester. Other features available in BOC can be used as needed in the online learning process, and during face-to-face activities in the online learning process between lecturers and students using zoom for virtual face-to-face media. Where distance learning is actually required to be able to choose online learning media, learning interactions that can be accessed easily and easily simple without making it difficult for lecturers and students to create lecture conditions that remain effective

## **CONCLUSION AND RECOMMENDATION**

Based on the results of the research and discussion, it can be concluded that the quality of the digital-based learning process carried out at the Faculty of Economics and Business, Buana Perjuangan University, Karawang uses online learning media. Online learning uses BOC as a means of internal campus online learning media adapting to the situation, conditions and needs of residents campus will be a distance learning system. The use of BOC in student development courses is felt to be very relevant to the situation during the pandemic, optimizing BOC in the management of online learning is indeed very important in every learning activity carried out because it relates to the academic results that will be achieved by students. positive effect on the quality of student learning. This influence is in a strong category.

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