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1
**Workshop on Introduction and Utilization of The World Wide Web at LKSA
of Muhammadiyah and Aisiyiah Orphanages in The Special Region of
Yogyakarta**

**Herman*¹, Muhammad Kunta Biddinika², Satriya Dwi Putra³, Muhamad Alwi
Talib⁴, Sonny Abrianoro Wicaksono⁵, Suwanti⁶**

1,2,3,4,5,6 Informatics Study Program, Faculty of Industrial Engineering, Universitas Ahmad Dahlan, Indonesia

*e-mail: hermankaha@mti.uad.ac.id¹, muhammad.kunta@mti.uad.ac.id²,
satriya2008048023@webmail.uad.ac.id³, talib2008048037@webmail.uad.ac.id⁴,
sonny2008048044@webmail.uad.ac.id⁵, suwanti2008048030@webmail.uad.ac.id⁶

Abstrak

1 Diketahui dari 22 Lembaga Kesejahteraan Sosial Anak (LKSA) Panti Asuhan Muhammadiyah dan Aisiyiah di Daerah Istimewa Yogyakarta, terdapat 12 lembaga yang belum menggunakan website dan 10 Lembaga yang sudah memiliki website akan tetapi ada beberapa website yang belum dimaksimalkan atau diaktifkan. Tentunya diperlukan pengenalan khususnya pemula agar tertarik untuk membuat website dan mengetahui optimasi penggunaan website dengan cara profesional bagi lembaga yang sudah memiliki website. Tujuan pelatihan ini untuk memberikan pengetahuan tentang media informasi berupa halaman web, gambaran membuat halaman web dan memanfaatkan halaman web. Kegiatan Program Pengabdian Umat (PRODAMAT) Mahasiswa dan Dosen Magister Informatika Universitas Ahmad Dahlan dilaksanakan dan ditujukan kepada 22 Lembaga Kesejahteraan Sosial Anak (LKSA) Panti Asuhan Muhammadiyah dan Aisiyiah se Daerah Istimewa Yogyakarta. Pelaksanaan kegiatan dilakukan secara online melalui Via Zoom Meeting. Metode yang diberikan yaitu penyuluhan pengenalan tentang manfaat website, dasar-dasar pembuatan website dan cara mengoptimalkan website. Hasil yang dicapai dari kegiatan ini adalah peningkatan penggunaan website bagi LKSA Muhammadiyah dan Aisiyiah se-DIY menjadi 20 lembaga. Website yang diimplementasikan terdiri dari situs web profesional dan web blog, yang kemudian didukung dengan penggunaan social media di setiap lembaga untuk mempermudah pengunjung dalam menemukan informasi terkait dengan lembaga terkait.

Kata kunci: Optimasi Website, Pengenalan, PRODAMAT, Teknologi Informasi, World Wide Web

Abstract

1 From the 22 Child Welfare Institutions (LKSA) of Muhammadiyah and Aisiyiah Orphanages in the Special Region of Yogyakarta, twelve institutions have not used the website, and ten institutions already have a website. Still, several websites have not been maximized or activated. An introduction is needed to professionally create and optimize the website for those who have, especially beginners. This workshop aims to provide information media knowledge in the form of web pages an overview of creating and utilizing web pages. The Community Service Program (PRODAMAT) for Students and Lecturers of Masters of Informatics Universitas Ahmad Dahlan addressed 22 Child Social Welfare Institutions (LKSA) at Muhammadiyah and Aisiyiah Orphanages in the Special Region of Yogyakarta. The activities are carried out online through Via Zoom Meetings. The methods given are counselling about the introduction, the benefits of websites, the basics of website creation, and optimizing websites. The result shows an increase in the use of websites for LKSA Muhammadiyah and Aisiyiah throughout DIY to 20 institutions. The implemented websites consist of 3 professional websites and web blogs, which are then supported by the use of social media in each institution to make it easier for visitors to find information related to relevant institutions.

Keywords: Information Technology, Introduction, Optimization, PRODAMAT, World Wide Web

1. INTRODUCTION

3 At this time, the development of information technology is increasingly advanced and diverse, thereby increasing the rate of users among the public in finding information that relies more on technology by searching through the internet. All information on the internet is very easy and fast to access regardless of distance and time. In addition, the need for the internet is supported by the COVID-19 pandemic, which limits all activities outside the home. One of the

ways to search for internet information is through the website. A website is an interconnected web page that generally resides on the same server containing various information. A collection of internet resources using a network is referred to as the World Wide Web or known by WWW (Andy Nugroho, 2020).

According to M. Prawiro (2018), the World Wide Web provides data and information to be accessed by other people from all over the world to provide internet convenience. The strategic location of the WWW as a source of knowledge that can be accessed anywhere and its dynamic nature requires researchers and website users to continue to use it. Individuals, organizations or companies can own websites to provide specific products or services (Bakel Share, 2019). Examples of web pages that are widely used are Google, Twitter, Facebook, etc.

From 22 Child Welfare Agencies (LKSA) or Muhammadiyah Orphanages in the Special Region of Yogyakarta, 12 institutions do not yet have websites and ten institutions that already have websites. Still, several websites have not been maximized or activated. It is shown in Figure 1.



Figure 1. Comparison Diagram of Institutions that Have and Don't Have a website

Those who already have a website require an introduction, especially for beginners interested in creating a website and knowing how to optimize the use, which is developing drastically nowadays.

There are several workshops on introducing and using websites from various fields. (Sugiharto et al., 2021) conducted training on the introduction and use of web-based information technology for people in Cibuang Village, Kuningan, West Java Province, which increased the competence of mastery of science and technology for the Cibuang community in the field of web-based technology. (Wibowo, 2018) held workshop on utilizing an open-source website for activities information of Al-Ikhlas Citra Ringan Mas Youth Mosque. The results of these workshops are increasing knowledge and developing open-source information systems for youth cadres of the Al-Ikhlas Citra Light Mosque. (Srinadi Putri Luh et al., 2021) conducted training on using web-product profiling as a marketing medium for Keris Bali SMEs to improve the ability to manage content on the Keris Bali SMEs website. A similar training on the use of e-commerce as an online promotion medium (case study: tokotalk.com) showed that 83% of the participants' questionnaire results stated that the question and answer session (discussion) on the webinar was practical (Adini et al., 2021).

Several workshops and training on utilizing the website in education were also held. (Ushud et al., 2021) conducted a workshop on using CMS for website creation for parents of Tangerang Alam School students. This workshop resulted in 100% of the material delivered being was clear and easy to understand, helpful, and wanting to conduct training in the future. Furthermore, 96% said the workshops' facilities were complete, and 92% said the duration of the training was sufficient. Training on the use of website-based E-Learning for automotive engineering education teachers in Kupang City shows an increase in teacher knowledge and teacher skills about web-based learning media (Priyono et al., 2021). The training conducted by (Popiyanto et al., 2021) on the use of web-enhanced courses and collaborative learning as learning support has resulted in the increased motivation of teachers and employees in implementing online learning. (Herijanto et al., 2014) conducted training on utilizing the

websites on the internet to help elementary school teachers in Malang Regency. after the training, The participants' motivation was very high. It could be seen from the enthusiasm of the participants to follow until the end of the program. The results of relevant research statements regarding the introduction and use of websites from various fields show that websites are beneficial so that special training is needed in their areas.

Based on the background above, PRODMAT (the Community Empowerment Program created by students and lecturers from Informatics Engineering of Magister Program Universitas Ahmad Dahlan) held training on the introduction and use of the web at the Child Social Welfare Institution (LKSA) or Muhammadiyah Orphanage, especially in the Special Region of Yogyakarta. This program introduced the web and its utilization in the right and more brilliant way to provide knowledge about the usefulness of having a website and avoiding problems in abusing web pages.

2. METHOD

Workshops are carried out online through Via Zoom Meetings. The parties involved in organizing the activity are representatives from 22 Child Welfare Institutions (LKSA) or Muhammadiyah Orphanages in the Special Region of Yogyakarta.

The workshop was held on Saturday, October 30, 2021, 08.30 – 12.00 WIB via Via Zoom Meeting. The parties involved in the workshop are four students of the Magister Management Study Program Universitas Ahmad Dahlan, two lecturers to discuss community service program to representatives of 22 Child Welfare Institutions (LKSA) Muhammadiyah Orphanages, especially in the Special Region of Yogyakarta through the Community Empowerment Program (Prodamat).

In general, the implementation method in this workshop is depicted in Figure 2 below.



Figure 2. Chart of Workshop Activity Method

- a. Opening
 - 1) Conditioning the participants
 - 2) opening speech
- b. Material Presentation
 - 1) Material 1: The WWW introduction consists of definitions, functions, types, structures, components, and implementations.
 - 2) Material 2: Website utilization consists of the benefits of having a website, criteria for a good website, website elements, making a simple website and optimizing website usage
 - 3) Question and answer session
- c. Closing
 - 1) Documentation (photo with all participants in the training)
- d. Expected Results
 - 1) Opening insight and straightening the institution's understanding about what the WWW is, the general benefits and benefits of having a website for an institution.
 - 2) Knowing how to make a simple website.
 - 3) Optimizing the use of the website correctly and adequately.
 - 4) Encouraging interest in creating websites for LKSA that does not have a website.
 - 5) Optimizing website usage on LKSA that already have a website.

3. FINDINGS AND DISCUSSION

This PRODAMAT activity is carried out by conducting training on introducing and using the World Wide Web at the Child Welfare Institution (LKSA) or Muhammadiyah Orphanage in the Special Region of Yogyakarta. The discussion in this training introduces the web and its use in the right way to provide knowledge about the usefulness of having a website and avoiding problems in using web pages. This activity aims to make the target institutions know about the World wide web, an overview of creating web pages using a Content Management System (CMS) or blogs, and many benefits if an institution has a website. In addition, the discussion explains the criteria for a good website so that it is beneficial for institutions that do not have a website to create a website immediately. In addition, those who already have can further optimize the website to advance information and communication systems in each institution with broader targets throughout the world. This activity began with coordination with the DIY PWM Social Service Council, where Prodamat was held for 22 Child Welfare Institutions (LKSA) or Orphanages.

3.1. Opening

This activity started at 08.30-12.00 WIB with the opening and reading the agenda by the MC for 10 minutes attended by 37 participants; the committee, presenters, supervisors, chairman of MPS PWM DIY and two representatives from each institution. After that, there were speeches from the chairman of Group 4 PRODAMAT, Advisory Lecturers, and Representatives of the DIY PWM Social Service Council.

3.2. Material Presentation

The presentation of the material was divided into two sessions; material one about the introduction of the World Wide Web and material two about the use of the World Wide Web for LKSA. The arrangement of material discussion can be seen in Figure 3.

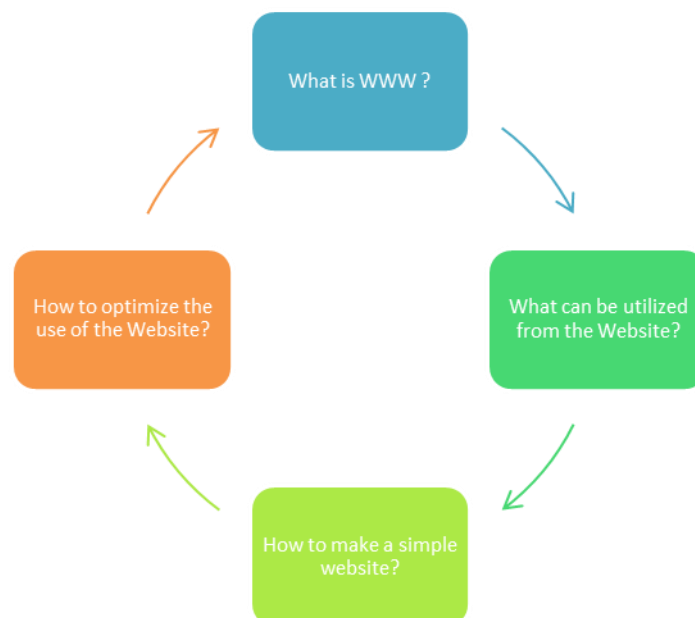


Figure 3. Chart of the Training Activity Materials' discussion

The discussion of material 1 explains a basic understanding of the WWW consisting of the World Wide Web (a collection of websites or commonly called websites), website functions, various websites, website structure, website components, and examples of website implementation LKSA. While the explanation of material 2 discusses the benefits of having a website at an institution, the criteria for a good website, website elements, easy ways to create a website and optimization of security and website use by utilizing the SEO Plugin application,

Backup Plugin, and Google Analytics. The purpose of the discussion is to open insight and straighten the participants' understanding so that they are motivated to create and optimize websites that have a myriad of benefits for each institution's progress in the LKSA.

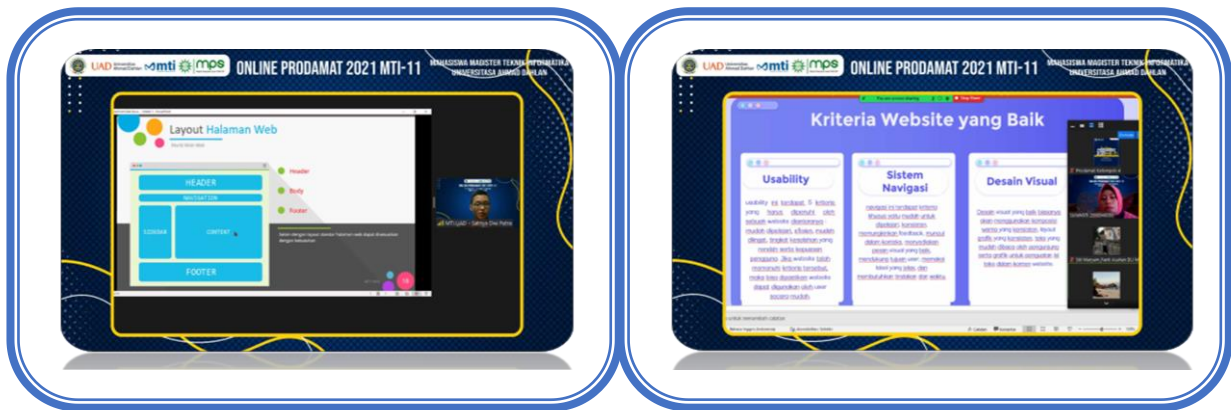


Figure 4. Presentation of Material 1 and 2

The next activity was a discussion, question and answer session. During the presentation of the material, participants have written questions in the chat column during the zoom meeting.

3.3. Closing

After the discussion session, the photo session became the last agenda, and then the MC closed the event. In addition, many participants asked for video recordings of training activities to be used as learning material about the website.

3.4. Findings

The results of this Prodamat activity are measured by the increase in the website numbers used by the institution. The following diagram shows the increase in website usage in Figure 5.

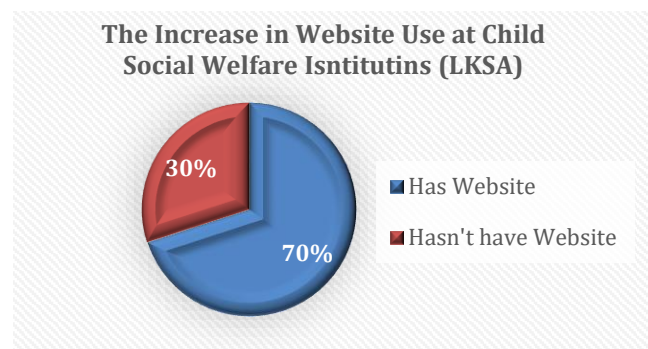


Figure 5. Diagram of the Increase of Website Use at LKSA Institutions

Figure 5 shows the increase in website use after trainingS on the introduction and use of the World Wide Web on the LKSA. The use of websites consisting of 10 institutions from 22 institutions that already have websites has shown an increase to 20 institutions that already have websites comprised of websites, web blogs, and social media as a medium for delivering information related to institutions. It means that less than 50% of institutions now increased to 70% of institutions that have started using websites. The material obtained from this activity recognizes the many benefits of a website's existence. Institutions that already have a website have plans to maximize each institution's website management.

4. CONCLUSION

The Prodamat Program for Students and Lecturers of Masters in Management Universitas Ahmad Dahlan has been implemented and addressed to 22 Child Welfare Institutions (LKSA) Muhammadiyah and Aisiyiah Orphanages in the Special Region of Yogyakarta on Saturday, October 30, 2021, 08.30 – 12.00 WIB. The activities are carried out online Via Zoom Meeting.

The Prodamat activities have received quite good enthusiasm from the participants to continue the offline training on website creation. Some even asked for video recordings of the program for learning material. The PRODAMAT activities carried out are about the Introduction and Utilization of the World Wide Web. The target of this program is the Child Welfare Institution (LKSA) of Muhammadiyah and Aisiyiah Orphanages, especially in the Special Region of Yogyakarta. With this activity, the results that have been achieved are that participants gain knowledge and understanding of the World Wide Web. These results are shown by an increase in the number of 20 websites from 22 institutions in the form of websites, web blogs, and social media as a medium for disseminating information related to institutions.

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