ONLINE TRAINING ON USING VIDEODROIDS AND SMARTPHONES TO INCREASE MOTIVATION OF SAUYUNAN WOMEN FARMER'S GROUP

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Abstract

This study raised the model of online training in the midst of covid 19, which is about using videodroids and smartphones for Sauyunan women farmers group that is currently very necessary by all levels of society in the face of covid 19. Especially for Sauyunan women farmers group to help communication and marketing activities/marketing of agricultural products online and help her daughter's son who is still in school in following online learning in his school in RW 03 Sarijadi Subdistrict Sukasari Bandung. This research was conducted for three months, starting from February to June 2020. This activity aims to motivate, increase the knowledge, skills, and awareness of mothers who belong to the group of women farmers sauyunan garden about the use of videodroids and smartphones. In today's globalization era, the development of science is very rapid. With this science's development, humans have succeeded in creating discoveries that can facilitate human beings in all things. These discoveries are one of them in the field of information and communication technology. Discoveries in information and communication technology can make it easier for people to communicate and find information, such as mobile phones. A mobile phone is a communication and information tool commonly used by everyone and society to sell products online.

Keywords: Training, videodroid, smartphone, motivation

Abstrak

Di dalam penelitian ini mengangkat model pelatihan secara daring ditengah adanya covid 19, yaitu tentang penggunaan videodroid dan smartphone bagi ibu-ibu kelompok wanita tani kebun sauyunan yang saat ini sangat diperlukan oleh seluruh lapisan masyarakat dalam menghadapi covid 19. Secara khusus bagi ibu-ibu pengelola kebun sauyunan untuk membantu komunikasi dan kegiatan marketing/ pemasaran hasil pertanian secara online sekaligus dapat membantu putra putrinya yang masih sekolah dalam mengikuti pembelajaran secara daring di sekolahnya yang ada di RW 03 Kelurahan Sarijadi Kecamatan Sukasari Kota Bandung. Penelitian ini dilaksanakan selama 3 bulan mulai dari bulan Februari sampai dengan Juni 2020. Kegiatan ini bertujuan untuk memotivasi, meningkatkan pengetahuan, keterampilan dan kesadaran ibu-ibu yang tergabung dalam kelompok wanita tani kebun sauyunan mengenai penggunaan videodroid dan smartphone. Di era globalisasi sekarang ini, perkembangan ilmu pengetahuan sangatlah pesat. Dengan berkembangnya ilmu pengetahuan ini, manusia telah berhasil menciptakan penemuan-penemuan baru yang dapat mempermudah manusia dalam segala hal. Penemuan-penemuan tersebut salah satunya dalam bidang teknologi informasi dan komunikasi. Penemuan-penemuan dalam bidang teknologi informasi dan komunikasi dapat mempermudah manusia dalam berkomunikasi dan mencari informasi, contohnya adalah handphone. Handphone merupakan alat komunikasi dan informasi yang lumrah digunakan oleh semua orang dan masyarakat untuk penjualan produk secara online.

INTRODUCTION

The issue of mobile phones has become an international and national issue that requires severe treatment. On the one hand, mobile phones are beneficial and very helpful as a means of communication and a tool of information for human life. The most important thing to note in using a mobile phone is the time and use according to its function. It is necessary to set the right time to use mobile phones for both certain hours of use and the period (duration) of use. Using a mobile phone, especially when it comes to exchanging short messages (SMS), is not done in study times and is not done in a long time, so it will not confiscate, take and ignore the learning time. Besides, using mobile phones and smartphones should be used as necessary by the needs of users. Mobile phones are not used excessively because it can bring negative impacts to users. In today's globalization era, the development of science is very rapidly developing. Human beings have succeeded in creating innovations or discoveries that can facilitate human beings in everything with scientific development. These discoveries are one of them in the field of information and communication technology. Discovery in the field can make it easier for people to communicate and find information. One example is a mobile phone (smartphone).

Smartphones come from the English language of smart and phone, which means smartphone. The smartphone is a mobile phone that has the same usage capabilities and functions as a computer. Smartphones are a communication tool that almost everyone has. Smartphones are now a necessity for many people. Not only from adults or upper-middle-class workers, now many young people use it. There are various groups that use smartphones. Starting from grandparents, maternal fathers, adults, students, and students, junior high school students. Not only professionals but even elementary school students are also familiar with smartphones. However, the ease of communicating and searching for information is precisely abused by most people, especially teenagers. In this case, mothers who joined the group of women farmers, sauyunan garden farmers who everyday struggle in agriculture (urban farming), mobile phones are the essential need for them, where to market newly harvested vegetables to the community is whats App in the group. Videodroid training is expected to add insight, knowledge, and skills and motivate mothers to learn business through smartphones.

And not only selling vegetable crops, but they can market processed agricultural products online to increase income and have the additional business. Also, currently faced with problems that occur in our country with the presence of covid 19 various activities/activities in the community is restricted, learning in schools is done online this becomes a time-consuming job for mothers whose daughters are still in school where communication tools such as HP android and Smartphones become a top priority in today's life.

LITERATURE REVIEW

Concept Training
Training is the act of improving an employee's skills to do a particular job, and thus it is a process of learning a sequence of behaviors programmed to do that particular. Training is defined as a variety of initial efforts to develop the workforce's performance on the job it is in or is related to its work. This usually means making specific or specific changes in behavior, attitudes, skills, and knowledge. Moreover, in order for training to be practical, training must include learning experiences. Training must be an organizational activity planned and designed in response to identified needs. Bernardin and Russell (1998:172).

Benefits of Training
The goal of training is for employees to master knowledge, skills, and behaviors emphasized in training programs and apply them to their day-to-day activities. This means that the purpose of training is to master the knowledge, skills, and behavior emphasized in training programs and be applied in the daily activities of employees. Training also has a significant influence on the development of the company.

Some of the benefits of training organized by the company presented by Noe, Hollenbeck, Gerhart, Wright (2003), namely:
1. Increase employees' knowledge of culture and outside competitors,
2. Helping skilled employees to work with new technologies,
3. Helping employees to understand how to work effectively in teams to produce quality services and products,
4. Ensuring that the company's culture emphasizes innovation, creativity, and learning,
5. Ensuring safety by providing new ways for employees to contribute to the company at a time when their work and interests are changing or at a time when their expertise is absolute,
6. Prepare employees to accept and work more effectively with each other, especially with minorities and women.

Concept of Android
Android is an open-source software platform for mobile devices. Android contains operating systems, middleware, and basic applications. Android provides an open platform for developers to create apps. The Android OS base is a Linux 2.6 kernel that has been modified for mobile devices. As for the definition of Android, according to some experts spelled out as follows:
1. According to Teguh Arifianto (2011: 1), Android is a mobile device on the operating system for mobile phones based on Linux.
2. According to Hermawan (2011: 1), Android is a Mobile OS (Operating System) that grows in the middle of other OS that is developing today. Other OS such as Windows Mobile, iPhone OS, Symbian, and many more. However, the existing OS runs by prioritizing self-built core applications regardless of third-party applications' considerable potential. Therefore, there are limitations of third-party applications to obtain mobile phones' original data, communicate between processes, and the limitations of distribution of third-party applications for their platforms.
3. Android, according to Nazaruddin (2012: 1), is an operating system for mobile phones based on Linux. Android provides an open platform for developers to create their apps for mobile use.

Android is commonly used on smartphones as well as tablet PCs. It functions the same as the Symbian operating system on Nokia, iOS in Apple, and BlackBerry OS. Published initially as Google Inc. Buy Android Inc., Which is a newcomer who makes software for mobile phones/smartphones. Then to develop Android, the Open Handset Alliance was formed, a consortium of 34 hardware, software, and telecommunications companies, including Google, HTC, Intel, Motorola, Qualcomm, T-Mobile, and Nvidia. At the time of its release on Android, November 5, 2007, Android and the Open Handset Alliance supported open-source development on mobile devices.

On the other hand, Google releases Android codes under the Apache license, a software license, and an open mobile device platform. In this world, there are two types of android operating system distributors. The first is the one that gets full support from Google or Google Mail Service (GMS), and the second is the one that is entirely free to distribute without Google's direct support, otherwise known as Open Handset Distribution (OHD). Around September 2007, Google introduced the Nexus One, a smartphone that uses Android as its operating system. The phone was manufactured by HTC Corporation and was available on the market on January 5, 2010. On December 9, 2008, it was announced that new members were joining arm holdings' Android work program, Atheros Communications, manufactured by Asustek Computer Inc, Garmin Ltd, Softbank, Sony Ericsson, Toshiba Corp, and Vodafone Group Plc. Following the formation of the Open Handset Alliance, OHA announced their first product, Android, a mobile device that is a Linux kernel modification 2.6. Since Android was released, there have been various updates in bug fixes and the addition of new features. The advantage of The Android operating system itself is that it provides an open-source platform for developers to create millions of their applications that will later be used for various mobile devices for the current Android operating system with the latest version is Version 6.0 Lolly Pop. 2.1.3 Smartphone Feature Criteria In Smartphones there are selected criteria.

Concept of Smartphone
Smartphone (Smartphone) is a mobile phone that can use and function that resembles a computer, and an example of the benefits of smartphones from the software side is the availability of data access services. Every Smartphone can utilize this service to allow its users to connect with internet connectivity at any time wherever they are. Data access service on Smartphone is useful for browsing, Email, Chating to post. The next example benefits in terms of the number of applications available on a smartphone. Smartphone (Smartphone) is a device that is used to do SMS, receive and answer calls only, the presence of application centers on every Smartphone, then smartphones (Smartphones) can now be used as a support for business, learning facilities and entertainment or gaming facilities. [http/en.m.wikipedia.org/wiki/ponsel_cerdas] [1] 2.1.1 Understanding Smartphones According to Gary B, Thomas J & Misty E, 2007, Smartphones are internet-enabled phones that usually provide Personal Digital Assistant (PDA) functions, such as calendar functions, agenda books, address books, calculators, and notes.

Smartphones are mobile phones that have a high level of ability, sometimes with functions that resemble computers. No factory standard determines the meaning of Smartphones. For some, smartphones work using all operating system software that provides standard and fundamental relationships for app developers. For others, the Smartphone is just a phone that presents advanced features such as email, internet, and the ability to read e-books, or there is

a VGA connector. In other words, Smartphone is a small computer that has the capability of a phone.

Concept of Motivation
The term motivation comes from the word motivation and is closely related to the term motive. The two terms are two inseparable things but still distinguishable. Motive means encouragement or will that causes the emergence of a kind of force for a person to do, act or behave (S. Dirgagunarsa, 2007: 92) Sardiman A.M. (2007: 73) expresses the understanding of motives as follows: "The word motive, interpreted as an effort that encourages a person to do something. Motive can be interpreted as the driving force from within and within the subject to carry out certain activities to achieve a goal. Even motive can be interpreted as an internal condition (preparedness)". Similarly, M. Ngalim Poerwanto (2007: 69) opinion gives the understanding that, 'motive is everything that encourages a person to act to do something'.

METHOD
Research conducted by the author using a qualitative approach with descriptive study method, qualitative research is a method that focuses on the current problems. This is by the opinion of Winarno Surakhmad (2002:117), who suggested that descriptive methods have the following characteristics:
1. Focusing on solving problems that exist today, on actual problems, as is the case with covid 19, all community activities are carried out online.
2. The data collected is first compiled, explained, then analyzed (because this method is often called the analytical method).

Based on the above opinion, the author uses descriptive methods to describe the conditions of online video droid and Smartphone training for members of the Sauyunan Garden Farmer Women's Group in RW 03 Sarijadi Subdistrict Sukasari Bandung. This research was conducted in the RW 03 Kelurahan sarijadi Sukasari sub-district of Bandung. The research subjects were mothers and a small number of fathers who belonged to the Group of Women Farmers Sauyunan Garden as many as 30 people. A study requires data and information that will be useful for problem-solving materials found in the study. Data collection techniques used in this research are: Interviews, interviews were conducted with residents of RW 03 and The Village Apparatus of Sarijadi, Sukasari Subdistrict, Bandung. This interview was conducted to obtain information about the factors that encourage and inhibit the implementation of videdroid and smartphone training online to help mothers solve the problems faced today with the WFH and help their daughters in following online learning. 2 Observation, The purpose of the observation technique in this study was to observe the training steps online in RW 03, Sarijadi Subdistrict, Sukasari, Bandung. 3 Questionnaire, which collects data through a series of written questions compiled and disseminated to obtain information or information of respondents on the problem being studied.

Prof. Dr. S. Nasution. M.A. in the research method book: 178 says that: "Questionnaire is a list of written questions used to obtain specific information from respondents who sometimes scattered their residence. In the preparation of this poll can be closed, open can also be with a combination of cover and open. 4 Literature Studies, Literature studies are "a technique for obtaining theoretical data to obtain the opinions of experts and theorists through reading sources" (Bohar Soeharto, 2007:194). Literature study techniques in this study were conducted by studying/reading various literature sources that have to do with the purpose and problems studied. This technique is expected to obtain concepts and related theories and can

be used as the basis of this writing to link theory and research objectives. And 4 Documentation Studies, The documentation study in this study was chosen as a tool to obtain the written data needed to complete the research data, namely by reading, studying, reviewing, and studying documents related to the problem being studied, such as the general description of the area studied, population composition, education level and so on.

RESULTS AND DISCUSSION

Before the Sauyunan Garden Farmer Women's Group online training, to market agricultural products using only Whats App (WA), FB, and IG. because most mothers are mostly housewives. With the training to use videodroids and smartphones, this opens a vast opportunity for mothers to take advantage of their Hand Phones in the field of business and help the problems that arise with the covid 19 pandemics that are currently hitting the population around the world, especially helping her daughter's son who is still in school desperately needs help from parents to accompany him in learning online. It turns out that the training results have a positive impact and are very beneficial so that mothers in marketing agricultural products and food processing from sauyunan garden products are much helped in various daily activities. Based on the results of monitoring and evaluation of training conducted at the end of each activity, the following description is obtained: At the meeting in the first month held for 3 (three) days, the trainees get various information through lectures, online question, and answer. Based on the monitoring, there are still many who are confused to join by using the zoom, so that participants are divided into groups and guided by the committee of each group.

In the second stage of this online training for three online meetings, participants have been assigned the task of creating a zoom app, google classroom, and creating their email, with monitoring from the trainer/instructor. Some participants still have difficulty and confusion about applying it, so they must always be accompanied.

At the final meeting, the participants and instructors came face-to-face and were evaluated to try to make various applications directly individually and tested in training activities.

CONCLUSIONS

From IT training activities with video droid and smartphone utilization materials for mothers who joined the Sauyunan Garden Farmer Women's Group. It can be concluded that this training positively impacts housewives, significantly to help accompany their children who are studying online. Also, mothers can try to market the harvest from the sauyunan garden in fresh vegetables from the garden online to each rt citizen. Market self-processed food products from sauyunan garden crops online and cooperate with schools close to kwt locations. From the training result, the mothers became more enthusiastic by frequently having discussions through zoom in solving the problems faced in managing Sauyunan Women Farmers Group.

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