



The Role of Teachers at SMAN 2 Lintau Buo in Utilizing School Information Media

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ABSTRACT

The research aims to find out the role of SMAN 2 Lintau Buo teachers in using school information media. To find out the use of school information media for SMA 2 Negeri Lintau Buo teachers as well as the distribution of school information media for SMA 2 Negeri Lintau Buo teachers. The research method used in this study is that researchers use descriptive qualitative research. While the method used is a descriptive method. From the results of interviews and observations during the field, the author will explain more about the research that has been done. The results of the research show that the use of school information media based on the theory of diffusion of innovation focuses on the decision and implementation aspects, namely the media used by the SMAN 2 Lintau Buo school in sharing information at school through the school's official account, namely the website and also utilizing social media such as Instagram, Facebook, YouTube.

Keywords: *Media, Information, Social, Diffusion, Innovation*

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INTRODUCTION

Media functions as a crucial element in the communication process, acting as a channel through which messages are delivered from the sender to the receiver. Information, on the other hand, refers to processed data that has been transformed into knowledge or insight, which can support decision-making either in the present or future. Therefore, information media can be understood as a tool used to gather, organize, and present information in a way that makes it meaningful and beneficial for its audience. (Prasanti,2017:154)

Based on initial observations conducted via the internet, it was found on the SMAN 2 Lintau Buo website that the school utilizes information media in several ways. First, there was news about Stakeholders of SMAN 2 Lintau Buo Holding a Farewell Event with Internship Teachers. On Tuesday, December 2023, the big family of SMAN 2 Lintau Buo held a farewell event for internship (PKL) teachers who had completed their six-month teaching practicum. The event took place in the teachers' meeting room and was attended by the principal, Dr. Irda Suryani, M.M., along with all school stakeholders. A total of 9 student interns participated, comprising 3 students from Universitas Negeri Padang, 4 students from STKIP Ahlusunnah Bukittinggi, and 2 students from SRKIP PGRI Padang. In her speech, Principal Dr. Irda Suryani, M.M., expressed her deepest gratitude to the student interns for their contribution to the school's teaching activities and for applying the theories and practices they learned at university to the real school environment.

Second, SMAN 2 Lintau Buo participated in the SMANSALINT CUP IV Open Tournament 2023. In the third round of the group stage, the soccer team of SMAN 2 Lintau Buo narrowly defeated SMAN 1 Padang Panjang with a score of 1-0, in a match held at the Cubadak Randah field. The principal warmly welcomed the team's victory and thanked all the stakeholders who supported the students during the match. As the head of the school, Dr. Irda Suryani, M.M., fully supports positive student activities, both academic and non-academic, and is committed to facilitating students' aspirations and achievements.

Third, the Youth Red Cross (PMR) of SMAN 2 Lintau Buo Donates Humanitarian Aid to Palestine. The PMR unit of SMAN 2 Lintau Buo, located in Lintau Buo Subdistrict, Tanah Datar Regency, handed over humanitarian donations to the Indonesian Red Cross (PMI) of Tanah Datar Regency. The total donation of IDR 8,583,000 was handed over directly by the PMR advisor, Doni Afriansyah, S.Pd., as a result of a fundraising campaign conducted by the student members over approximately 14 days. Principal Dr. Irda Suryani, M.M., praised the PMR students for their spirit of solidarity, acknowledging the hard work and sacrifices involved. She expressed hope that their contribution would help ease the burden of those in Palestine and prayed for a swift end to the conflict there.

Fourth, the school shared news about Parents Supporting Face-to-Face Learning in the Second Semester of the 2020/2021 Academic Year. During a school committee meeting held on December 15–16, 2020, parents gave their approval for students to return to face-to-face learning in the second semester. Parents used the meeting as an opportunity to share their concerns and challenges with online learning during the pandemic. Both parents and students expressed a longing to return to school. The principal and teachers shared this sentiment, saying they missed teaching and interacting with their students in person. The school prepared the necessary facilities for safe in-person learning while adhering strictly to government-mandated health protocols. The

success of this program was seen as requiring strong cooperation between parents, the school, and the community (school committee).

SMAN 2 Lintau Buo has been selected as one of the model institutions to implement the "Sekolah Penggerak" (Driving School) program—an initiative under the Ministry of Education and Culture's "Merdeka Belajar" (Freedom to Learn) policy. This program aims to advance Indonesia's educational vision by cultivating students who embody the values of Pancasila: critical thinking, creativity, independence, faith, and collaborative and global citizenship. In response, the school has conducted a series of competency-based in-house training sessions for its principal and teachers to improve the overall quality of education and leadership.

As part of this transformation, SMAN 2 Lintau Buo also focuses on enhancing student and teacher competencies beyond the classroom through various extracurricular activities. One such initiative is the formation of the Multimedia Club (MMC), a student-led community intended to manage and disseminate school information. Although the school has established an official website, its potential as a communication platform remains underutilized by the MMC due to limited journalistic and digital media skills. The MMC's output so far includes videos and bulletin board postings, but the integration of digital content into the school's website is still minimal.

School information media plays a vital role not only in communicating internally with students, teachers, and parents but also in shaping the public image of the school externally. As part of the broader effort to support the Driving School program, maximizing the use of such media becomes increasingly important. Preliminary observations show that while the school has sufficient infrastructure, the human resources—especially in the field of student media production—require further development. This research therefore focuses on the role of teachers in supporting and utilizing school information media as part of the broader innovation diffusion process.

According to diffusion theory, innovation is considered new when it is perceived as such by the individual. Its acceptance depends on how well the message is conveyed, understood, and translated into action. Effective communication, as noted by Sastropeno, requires clarity, relevance, and the use of understandable language that resonates with the target audience. Messages should generate interest, address problems, and motivate audiences to respond positively. These principles are essential in the dissemination of school-related information, whether through traditional or digital platforms.

Furthermore, as Latifah (2015) suggests, media strategies must consider the nature of their dissemination—whether through above-the-line (mass media) or below-the-line (community-based or targeted) channels—each with its own impact and reach. In this context, empowering school communities to become active agents in media communication can significantly enhance educational transformation efforts.

Above-the-line media, which includes print media (magazines, newspapers, and tabloids), electronic media (radio and television), and the internet, has the following characteristics:

- a. Information is disseminated simultaneously, both in timing and method.
- b. The target audience is generally anonymous and not personally identifiable.
- c. The dissemination is wide-reaching, covering a broad audience.

Below-the-line media, which includes posters, flyers, and billboards, has the following characteristics:

- a. Information dissemination is not simultaneous.
- b. The reach of the information is limited, both in terms of quantity and geographic area.
- c. It can reach target audiences that are not accessible through above-the-line media.

RESEARCH METHODOLOGY

The researcher employed a descriptive qualitative approach in this study. The method used is the descriptive method, which is a way to examine the current condition of a human group, an object, a situation, a thought, or a set of ideas. According to Bogdan and Taylor, descriptive qualitative research generates information that explains people and their observed behaviors in the form of words. Therefore, it can be concluded that qualitative research is a procedure that produces data describing phenomena as they are, expressed through written or spoken words, based on observations of individuals in the studied area.

In qualitative research, the primary instrument is the researcher. Sugiyono (2016:20) states that in qualitative research, the main instrument is the researcher themselves. However, once the research focus has been clearly defined, it is possible to develop simple research tools to complement and compare the data obtained through observation and interviews.

A research instrument is a tool used by researchers to collect data through various forms of measurement. Widiyoko (2012:51) defines a research instrument as a written guideline for interviews, observations, or a set of questions prepared to obtain information from informants.

In this study, the researcher serves as the main research instrument. Once the research focus becomes clear, the researcher will develop simple supporting instruments aimed at completing the data and comparing it with other findings. In addition to being the primary instrument, the researcher also utilizes supporting tools such as interview guides, writing instruments, a camera, and other necessary equipment.

RESULT AND DISCUSSION

Based on the data gathered by the researcher, the utilization of school information media by teachers at SMAN 2 Lintau Buo reflects the "decision" stage in the diffusion of innovation theory. In this stage, teachers consciously choose to utilize the school's official website to share school-related information. In addition, teachers also use social media platforms to disseminate school news and activities. The study found that teachers at SMAN 2 Lintau Buo actively promote the school's strengths through various media, including the school website, personal blogs, and social media platforms such as Instagram, Facebook, and YouTube. These teachers are relatively up-to-date in using social media to share school-related content.

Manually, the school also engages in direct promotional activities. For instance, school representatives visit lower-level schools such as MTsN and SMPN to promote SMAN 2 Lintau Buo. The principal, Dr. Irda Suryani, M.M., is also actively involved in promoting the school during meetings and work gatherings by spreading information via word of mouth. SMAN 2 Lintau Buo has even hosted visits from other high schools across West Sumatra as part of its outreach efforts.

Teachers also communicate information to students through various means, including direct interaction and digital platforms. For example, arts teachers promote extracurricular arts programs directly to students to spark interest. Similarly, the

Multimedia Club (MMC) attracts student participation through stylistic approaches such as fashionable appearances, which appeal to students' tastes and aesthetics.

The second key finding relates to the "implementation" stage in the diffusion of innovation theory, as seen in how teachers disseminate school-related information. Initially, messages are conveyed to clarify meaning and communicate accurate facts. Teachers at SMAN 2 Lintau Buo disseminate information through both the school website and social media. The researcher observed that school-related activities are frequently posted online to ensure broader public awareness.

Some teachers are notably active on social media, particularly on Facebook, where they regularly share updates from the school via their personal accounts. Information is also conveyed directly to students in person and through physical media such as bulletin boards. These bulletin boards serve not only as platforms for announcements but also as a space to display student artwork, motivational quotes, and other creative content.

Information dissemination is also carried out through the school's official accounts, including the website. Some teachers who participate in external training or workshops use these opportunities to promote the school, either formally or through personal channels such as blogs, Instagram, or Facebook. Teachers are also conscious of language use in their communication, ensuring messages are conveyed politely and respectfully, as inappropriate language could negatively affect the school's public image.

Moreover, the researcher found that the process aligns with the broader principles of innovation diffusion, in which new ideas and technologies are integrated into the cultural context. The school has gradually transitioned from traditional, oral word-of-mouth communication to digital strategies involving the internet and social media—YouTube, Facebook, Instagram—indicating an adaptive approach to contemporary modes of communication.

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