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DIGITAL BUSINESS IN EDUCATIONAL ADMINISTRATION

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ABSTRACT

Nowadays educational institutions such as school and university in Indonesia are in the digitalization era. The presence of digitalization era will impact to two possibilities, namely: getting benefit or getting loss for the future of educational institution. Opportunities arised by digitalization era should be responded and made well for the progress of educational institution. Competition between educational institutions now becomes tighter as the impact of digitalization era. This research focused on digital business which has been used to increase educational image in educational institution, also explained digital business platform which is strategically to increase public interest in educational aspect. Research method used literature review, with analysis sources from reputable scientific journal articles. Cyber-physical system that happens in the virtual world in the form of human-machine-data connectivity which is well-known as Internet of Things is the characteristic of digitalization era. Digital business in educational administration should orient to the approach.

Keywords: Digital Business; Educational Administration

INTRODUCTION

A change is made with the intention of achieving certain goals, both for the individual and the organization. Each change has its own purpose which differs from one change to another. The purpose of change is on the one hand to improve the organization's ability to adapt to environmental changes and on the other hand to seek changes in employee behavior. Most experts discuss the internal environment more, but actually what has more influence on an organization's future is the external environment.

Kurt Motamendi (in Wibowo, 2016) looks for a relationship between these two environments in concepts called adaptability and capability. Adaptability is the ability of an organization to perceive and understand both its internal and external environments and take action to create a better match or balance between the two environments. Meanwhile, capability refers to the ability of a social system to maintain its identity and integrity as a strong system while making the necessary adjustments to its changing external environment.

Education is the main basis for forming human potential, this means that humans have the right to receive education and are expected to develop in forming their potential. Education always changes with the times. The era of digitalization has influenced very significant educational developments which require new approaches in educational administration. In the era of digitalization, technology has changed

the way we learn, teach and access learning resources.

Education in the era of digitalization is education that must integrate Information and Communication Technology into all aspects of life. Responding to the challenges of education in this era of digitalization, we must be able to communicate and adapt to current developments, in this case technological developments. Apart from that, as the era continues to develop, this is directly proportional to the development of problems that require solutions with high level thinking. The problems faced are globalization, economic growth, international competition, environmental, cultural and political problems.

This complex problem makes it very important to develop information technology skills and knowledge as a necessity in human life in the era of digitalization. This can be seen by increasing connectivity, interaction and the development of digital systems. According to McKinsey (2018), this is also happening in Indonesia, one of which has an impact on the education system. The Ministry of Education and Culture as a government institution in Indonesia that regulates education policies in Indonesia is experiencing demands for change in technological disruption throughout the education ecosystem.

Educational governance plays a major role in ensuring quality educational services including accountability and transparency, management information systems, and efficient use of resources. The use of ICT in the education administration system supports changes in the digital revolution which functions as a strengthening of governance, accountability and public image for educational institutions which leads to significantly increased performance and quality of final educational outcomes.

Digitalization is an important key to increasing productivity in supporting educational services. The learning process uses a distance learning system and the use of digital technology results such as electronic books (e-books/e-modules), digital libraries (e-libraries), as a shift in student learning styles through electronic media.

In a research article, Darmana (2020) states that there are several positive influences on the development of information technology, including: 1) Information exchange takes place very quickly; 2) Makes human work easier. 3) Improve the quality of work. 4) The work a person does becomes more effective and efficient; 5) Reduce the risk of errors; 6) The learning system does not have to be face-to-face because with advances in ICT, especially the internet, we can use online methods. The many benefits provided by this technology have caused many educational institutions to now utilize and use technology to achieve predetermined goals.

The impact of the digitalization era has opened up opportunities for educational administration in facing these changes, educational administration is required from being traditional educational administration to educational administration that is responsive to technology and challenges such as accessibility, data security, and new paradigm changes in education. Educational administration also has extraordinary opportunities offered by the era of digitalization, such as various innovations in technology-based learning, educational analytics and global collaboration. With these changes, we can design effective strategies for managing education administration in this era of digitalization.

In the current era of digitalization, the dissemination of information is easily accessible widely. For the world of education which is starting to have a competitive level, it requires a reliable digital business. Efforts to improve the quality of education cannot be separated from digital business in educational institutions, by providing interesting information to the public regarding the processes and achievements achieved by educational institutions. Schools that have good achievements will provide good value from society (Asrori & Nugroho, 2016). So the inability of an educational institution to utilize digital technology as a digital business marketing medium will become a problem in facing educational competition. Therefore, research is needed that can provide insight and awareness among educational institutions, to utilize information technology as an attractive communication medium.

The dynamics of the times require organizations or institutions to be ready for competition. If they do not have the competence to meet the demands of the times quickly, it will be easy for an organization to experience setbacks and achievements will be retarded. This situation applies to every organization, both profit oriented and non-profit oriented. This also applies to the world of education, even though education is not a profit-oriented institution (Neneng Nurmalasari & Masitoh, 2020).

Digital technology has penetrated almost every business sector. From production methods to marketing, decision making and customer interactions, everything is influenced by digital technology. These developments create new challenges and opportunities for businesses. The current educational paradigm is starting to shift, education is not only seen from a social paradigm, but has begun to view education as corporate, namely education that is able to produce marketing educational results that can be easily accessed by the wider community.

If educational producers are unable to market their products, then These producers may not be accepted by the public or may not sell. This strategy is like the business strategy of education to achieve consumer satisfaction based on social media marketing (Neneng Nurmalasari & Masitoh, 2020).

In this context, digital business in educational administration becomes very important. Digital business in educational administration is the answer to the demands of the times, education is directed to face changes in this era. Through digital business with a relevant curriculum, students are prepared with the knowledge and skills needed in the era of digitalization. The main focus is to develop students' adaptability to current developments. Students are taught to always be on a constant learning curve, ready to face technological changes and fast-developing business trends.

The development of these soft skills not only prepares students to face competition in the job market, but also the demands of the developing times. It is hoped that digital business in educational administration can help students become professionals who are ready to face the challenges and demands of the times with confidence and strong abilities.

According to researchers, several obstacles in running a digital business in educational administration include limited accessibility, data security not being guaranteed, changes in learning paradigms, not all educators are technologically literate, and the opportunity for students' character to decline.

METHOD

This research uses a literature review method, namely a method by analyzing literature sources that are related or relevant to the problem being studied. Data sources are taken to obtain empirical studies, both quantitative, qualitative and mixed methods, and literature sources are used as sources in identifying, analyzing problems in the field of educational services marketing, so as to obtain conclusions, become ideas for overcoming problems, and answer research problem formulations.

RESULTS AND DISCUSSION

A. Results

Based on a review of several articles from scientific journals that have relevance to the problem according to the theme of this research, the problem formulation questions can be analyzed and discussed further. Digital business activities in the form of promotions by disseminating positive information can be carried out in accordance with the dynamics of the current era, namely through digital platforms such as websites or using social media (social media) which are currently trending among the public.

Based on empirical research conducted by Neneng Nurmalasari and Masitoh (2020), it provides a view that educational institutions must first identify problems that are market needs and desires. Because basically educational services are services to serve and meet market expectations. Educational institutions can analyze potential market needs in accordance with changes and developments over time, for example in the current era of technological openness, the market tends to require workers or professionals who are technologically literate, so educational institutions can provide educational services that are integrated with technology mastery material.

Identification of problems can also be seen from the demographic condition of the local community, both in terms of economic capabilities, local resource potential of the local community, and so on, where the availability of education can encourage prosperity and improve the economy of the local community.

Based on data (Graha Nurdian, 2022) where social media users continue to increase among Indonesian people, 68.9% of the Indonesian population has accessed social media, of the 68.9%, 84.8% are Instagram users, 81.3% Facebook users, 63.1% of TikTok users, etc., so in promoting digital business, educational institutions should start using social media, because social media has the potential for wider access, is easily accessible to the public, and is relatively cheaper.

Learning activities, extracurriculars, other superior programs at educational institutions as well as special events can be published on social media in a selective and interesting manner, this can consistently introduce and improve the good image of educational institutions to the public. Consistency in publishing educational institution activity programs on social media such as Instagram, Facebook, YouTube, websites and other social media, can give confidence to the public as potential consumers, that the educational institution truly has a good reputation, achievements and image. in implementing educational programs.

To establish humane communication and engagement with the community as potential consumers, educational institutions can provide a two-way communication space, either directly face to face (offline) by means of personal selling or information presentations from educational service

institutions, to the community, through communities, alumni forums and etc.

Apart from that, two-way communication can also be done online by facilitating public communication spaces through digital platforms such as social media, through WhatsApp contact persons, chat media, comment/review columns which can provide suggestions, input and criticism of educational institutions or convey testimonials as experiences of users of educational services.

The Society 5.0 era is an era of society that can solve various social challenges and problems by utilizing various innovations that were born in the Industrial Revolution 4.0 era such as Internet on Things (internet for everything), Artificial Intelligence (artificial intelligence), Big Data (large amounts of data), and robots to improve the quality of human life. Society 5.0 can also be interpreted as a concept of society that is human-centered and technology-based.

Facing the era of Society 5.0, the world of education plays an important role in improving the quality of Human Resources (HR). Apart from education, several elements and stakeholders such as the government, Community Organizations (Ormas) and the entire community also take part in the era of society 5.0 (Dewi Nuraini, 2021).

Educational institutions to face the Society 5.0 era require a change in the educational paradigm. Among them, educators minimize their role as learning material providers, educators become inspirations for the growth of students' creativity. Educators act as facilitators, tutors, inspirers and true learners who motivate students.

As educators in the Society 5.0 era, teachers must have skills in the digital field and think creatively. According to Zulfikar Alimuddin, Director of HAFECS (Highly Functioning Education Consulting Services) assesses that in the era of Society 5.0 (Society 5.0) teachers are required to be more innovative and dynamic in teaching in the classroom ((Alimuddin, 2019). Therefore there are three things that must be utilized educators in the Society 5.0 era, including the Internet of Things in the world of education (IoT), Virtual/Augmented reality in the world of education, the use of Artificial Intelligence (AI) in the world of education to find out and identify the learning needs needed by students, teaching staff in the Society era. 5.0 must be a driving teacher who prioritizes students before himself, takes the initiative to make changes to his students, takes action without being asked, continues to innovate and takes sides with students.

Education has an important role in the development of the Society 5.0 era, namely to advance the quality of Human Resources (HR). Therefore, education is needed regarding 21st century life skills or better known as 4C (Creativity, Critical Thinking, Communication, Collaboration).

In the current era of digitalization, the role of educational institutions and teaching staff also plays an important role in Society 5.0. Learning activities do not only focus on one source such as books, but educators develop to receive information from various sources such as the internet and social media. Learning activities take place through online media using various supporting applications, such as Zoom, Google Classroom, Google Class Meeting, and others.

The use of this application media requires more insight from teaching staff, for this reason the role of educational institutions and teaching staff in Society 5.0 which focuses on human labor is very important. Learning

from elementary to tertiary level must be able to run optimally, either through hybrid learning or blended learning. Hybrid learning itself is a learning method that combines online and offline learning activities. This takes place when students who are given parental permission come to school alternately, but students who study from home still receive online learning. Because of this complex process, qualified workers and teachers are needed to foster education in students to prepare the Society 5.0 generation.

The will and courage to innovate are keys that play an important role because of the presence of digitalization technology. People who are young and have fighting spirit are very likely to emerge in this new civilization. Youtubers, influencers have become very successful people in terms of income; work that was previously unthinkable.

For Indonesia, there is a great opportunity to utilize digital business, but at the same time it is a threat because Indonesia is currently running in the Demographic Bonus Era, until 2023; The productive age population dominates the total population. New understandings must be intensively conveyed to them, especially regarding digitalization. Students are a very important and strategic part in understanding digitalization (digital business); Educators, teachers and lecturers, researchers and clever minds become agents for conveying information so that the country can win the competition for progress in the future.

Increasing human resource capabilities and capacity through the world of education (formal, informal), especially the world of higher education; apart from educating through education, research and no less important, namely service to the community.

In the era of digitalization, information and knowledge can be accessed with just one click, this proves that today we have unlimited access to information. This condition is a challenge for educators to become competent educators, educators who are able to fulfill students' curiosity and educators who are able to provide the education needed in this digital era. Don't let an educator have limited technological knowledge in the era of digitalization because students are already sophisticated enough to access technology well. Conditions give rise to challenges and opportunities for an educator in creating good educational administration in this digital era.

Some of the obstacles to digital business in educational administration include the following:

1. **Accessibility Limitations**

   Technology opens up the opportunity that access to learning in education can be done remotely or what is usually called online learning. However, this condition creates gaps in each region regarding adequate facilities, both internet availability and device availability among students who have different economic conditions. In Indonesia itself, there are still many schools whose technological facilities are inadequate. Never mind technology, many public facilities such as classrooms, teachers' rooms or fields are still inadequate. In the end, only schools in big cities can implement digital-based education.

   One of the efforts made by Indonesia is the implementation of a government program, namely providing internet and other technological facilities for remote areas. Apart from that, many universities and private institutions also create service programs for areas that are still not yet

technologically literate in the hope that the areas visited can adapt to technological developments.

2. **Data Security is not Guaranteed**
The use of technology in the educational process creates sensitive data about students and the learning process. Educational administrations must ensure adequate data protection for the security of student data. This needs to be anticipated because in processing student administration an information system is needed to manage and store the data in a program on a computer, so that it is not difficult to make reports and it is easy to carry out long data searches so that learning activities can run more effectively and efficiently.

3. **Changes in Learning Paradigms**
Traditional learning methods that are inherent in the learning process must be replaced with modern learning that is based on fun and student-centered learning involving actual technology. The current education process utilizes digital technology which has been widely developed in the world of education, so technology is used for the benefit of improving services and the quality of education.
The use of digital media can provide variety and innovation in learning. The role of educators is very important to prepare the media optimally so that the learning process can run smoothly. Digital media can provide knowledge as refreshment to the learning process and can make students more active in the learning process.

4. **Not All Educators Are Technology Literate**
The age range of the teaching profession is very wide, even many professors are already elderly. Because they have not grown up with technological developments, it is difficult for them to deal directly with digital affairs all of a sudden. Apart from being difficult for educators, this will also be difficult for students who don't know what to do because there is no further direction regarding school assignments or lectures and this can have an impact on "unseen grades" or giving grades at will.
Efforts that have been made by educational institutions in Indonesia to overcome this challenge include holding training on how to utilize technology in the education sector aimed at teachers, lecturers and other educational staff in order to develop their own competence in using technology to support digital learning.

5. **Chances of a Decrease in Student Character**
Because they rarely meet face to face, quite a few students are reluctant to commit cybercrime or online crimes on the pretext that they won't be caught. In class, naughty students will be immediately punished by the teacher. However, in cyberspace, students can hide behind usernames that will not be discovered. Interaction in cyberspace can also make students forget how to communicate properly with older people. The way to minimize this problem is to implement character education in educational institutions. Now there are several educational institutions that have implemented it. Apart from educators, parents should also play a big role in this matter.

B. Discussion

Education in this digital marketing era can utilize technology easily. To utilize digital marketing in the world of education, quality human resources are needed and are open to existing developments. There are at least four benefits from implementing digital business in educational administration, namely:

1. **Increase Visibility and Accessibility**
   Digital businesses can help educational institutions, such as schools or colleges, to increase their visibility on online platforms. By using the right digital business strategy, educational institutions can reach a wider audience, both local and international. This can help increase enrollment and bring more educational opportunities to students.

2. **Increase Interaction and Engagement**
   Digital business allows educational institutions to interact with prospective students, students, parents and the community directly through social media, websites and other digital communication platforms. This allows educational institutions to provide up-to-date information, answer questions, and assist prospective students in making informed educational decisions.

3. **Data-Driven Marketing**
   Digital business allows educational institutions to collect and analyze data about prospective students, students and other potential audiences. By understanding their audience's preferences, interests, and behaviors, educational institutions can develop more effective marketing strategies. They can craft campaigns tailored to specific audiences, use intelligent ad targeting, and optimize results through testing and data analysis.

4. **Expand Global Reach**
   Through digital business, educational institutions can reach international students and promote their study programs globally. Using online platforms, they can provide information about programs, admission policies, fees, and facilities to prospective students from various countries. This opens up wider educational opportunities and enriches diversity in the learning environment.

5. **Strengthening the Brand of Educational Institutions**
   Digital business can help educational institutions in building and strengthening their brands. Through relevant, consistent, and meaningful content, educational institutions can showcase their unique values, academic excellence, and student success to potential audiences. By building a strong brand, educational institutions can attract quality prospective students and improve their image in the eyes of society.

In the current era of digitalization, discussions about the world of education continue to be a hot topic discussed by many people. Plus, the pandemic has slightly changed the pattern of education in Indonesia, where many have switched to online education. Whether we realize it or not, we can actually use this as a digital business opportunity. Apart from providing online tutoring, there are many other digital business ideas in educational administration that can be done.

The following are various types of digital businesses that are strategically used for marketing education in the era of digitalization.

1. **Educational Content Creator**
   Information can be obtained from anywhere, including knowledge that can be obtained from anywhere. In today's digital era, YouTube, Instagram and TikTok can be learning media. So, seeing this opportunity, you can try becoming a content creator who focuses on educational material. So where does the profit come from? As you know, content creator income comes from the number of views and "donations" from your followers. Not to mention the addition of various products that might sponsor your account. But remember, everything requires process and consistency.

2. **Website Writer**
   Almost the same as social media content creators, you can also turn websites into business fields in the education sector. Using the internet from home, you can create a website containing educational material. You can use this website to share various interesting knowledge related to the world of education. Plus, the website is quite flexible compared to other social media, you can not only make videos, but you can also create content in the form of articles, infographics or images.

3. **Online Bookstore**
   Still using the internet, you can also open an online bookstore. As we know, currently there are many marketplaces that can be used as stalls for us to sell. Apart from that, books about education are still one of the books that many people are looking for. This cannot be separated from the habit of people looking for books in conventional bookstores starting to switch digital due to the pandemic.

4. **Author**
   The next interesting business idea in the education sector to try is becoming a freelance book or novel writer. Currently, many publishers need the services of book writers. Not only published physically, in the current digital era, many books or novels are published in digital form. This is very much influenced by the trend that makes many people read books or novels more often via their devices. However, that doesn't mean you have to only write romance-themed novels. You can still include various learning materials in your written work.

CONCLUSION

Digital business in the digitalization era presents enormous challenges, there is a need for self-development for educators, both teachers and lecturers, in mastering technology in the digitalization era to create good understanding so they can adapt and education can realize positive transformations in terms of efficiency, effectiveness and inclusiveness. . It is important for educational stakeholders to be highly committed and collaborate in every element to realize the full potential of education in this era of digitalization.

Educational institutions such as schools, universities and others must adapt in all aspects in order to respond to future challenges. The presence of the digitalization era, which is marked by increasingly spectacular technological advances, must be utilized as best as possible for the progress of educational institutions. With these steps, it is hoped that educational institutions will

continue to exist and even be able to compete and more than that be able to outperform other organizations outside educational institutions in utilizing increasingly advanced and extraordinary technology. The role of managers in educational institutions is very important in carrying out innovations that can move educational institutions into competition which ultimately makes them stronger and more resilient and even become champions.

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