SUMMARY

MOHAMAD MUCHLIS. Improvement Strategy of E-learning Method Implementation in Undergraduated Program of the Department of MSP FPIK IPB. Supervised by IDQAN FAHMI and MAJARIANA KRISANTI

E-learning is a teaching method that utilizes information and communication technology (ICT) in a systematic and structured manner by integrating all learning components, including learning interactions across space and time with reliable quality. Learning with e-learning method at Bogor Agricultural University (IPB) has been socialized through Rector’s Decree No. 13 / 13 / PP / 2011 on the implementation of e-learning-based learning at Bogor Agricultural University.

Department of Aquatic Resource Management (MSP) is one of the organizers of the education unit at the Faculty of Fisheries and Marine Sciences (FPIK) of Bogor Agricultural University (IPB) which was established in 1981 and stipulated by the Decree of the Minister of Education and Culture No. 0546/0/1983. The learning process in the Department of MSP is still conventional in nature and has not fully implemented e-learning method. The number of the courses for undergraduate students in the Department of MSP at this time is 31 courses which are all listed in the Lecture Management System (LMS) IPB. Although all the courses are already registered with in the Department of MSP LMS IPB, only three courses have already implemented e-learning at LMS IPB.

The support of academia of the lecturers of the Department of MSP is required to improve the implementation of e-learning method. The objectives of this study were (1) to analyze the perception of students and lecturers on the application of e-learning method to undergraduate courses of the Department of MSP; (2) to formulate strategies for improving the implementation of e-learning method at the undergraduate program of the Department of MSP.

This research was conducted at Department of Aquatic Resource Management (MSP), Faculty of Fisheries and Marine Sciences IPB (FPIK IPB) from May to October 2015. The data used in this study are primary data and secondary data. The primary data were obtained through questionnaires from respondents consisting of 6 MSP lecturers who had implemented e-learning, 10 MSP lecturers who had not implemented e-learning, and 193 active undergraduate students of the Department of MSP. The secondary data were obtained through internal data of the Department of MSP relating to learning models in the undergraduate program education. The perception analyses of the lecturers who had implemented e-learning method and students were conducted using Importance Performance Analysis (IPA), mapped using the Cartesian diagram. The perception analysis of the lecturers who had not implemented e-learning method was carried out descriptively.

The analysis results of the perceptions of lecturers and students on the attributes of e-learning showed that the average values of the interest level in all the dimensions of SERVQUAL were higher than those of the performance level related to the implementation of e-learning in undergraduate courses of the Department of MSP. Thus, the Department of MSP needs to make efforts to
improve its performance by improving the prioritized attributes of e-learning. Based IPA analysis showed that the priority attribute that should be improved from the same perception by lecturers and students who are in quadrant A is (1) the availability of computers for e-learning; (2) the availability of technicians to manage e-learning; (3) the availability of courses and teaching materials in the undergraduate program of MSP at LMS IPB; and (4) the development of e-learning by the Department of MSP. The most prioritized attributes were the results of the same perception of lecturers and students.

The strategies for improving the implementation of e-learning methods at the undergraduate program of the Department of MSP were recommended by grouping actions or activities to be undertaken by the Department of MSP related to e-learning attributes prioritized for improvement. The strategies for improving the implementation of e-learning methods which are recommended are: (1) strategy of supporting facility and infrastructure of e-learning; (2) strategy for improving the understanding of e-learning among the academic community of MSP; (3) the recruitment strategy of educational personnel as the manager of e-learning.

Keywords: e-learning, importance performance analysis, SERVQUAL, improvement strategy