IMPLEMENTATION OF EDUCATION MANAGEMENT WITH LEARNING *MEDIA* IN ERA 4.0

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Keywords	Abstract
Education Management; Learning *Media;* and Learning Offered.	Era 4.0 is an era where almost everything is controlled by technology, including in the world of education. The impact of the 4.0 era in the world of education is evident in the increasing number of technology-based learning media that make it easier for an educator to convey material even without having to meet face to face. This paper examines and describes this technology-based learning media that facilitates the learning process in terms of effectiveness and efficiency. There are several learning methods that can be applied, namely in the form of a learning management system, learning content management system, and Social learning Network. Many benefits can be felt with the existence of technology-based learning media, in addition to being able to attract students' interest in learning can also improve learning achievement results. Therefore, technology-based learning media is highly expected to be utilized in the learning process.

INTRODUCTION

The development of education in the current era is so declining, as we know so many students are more focused on using technology that is not only for their own knowledge needs but only for entertainment. The readiness of human resources, especially an educator (Adiyono, 2022) in keeping pace with the times in the era of

globalization (Adiyono, 2021, Adiyono, 2020), namely to face the challenges of learning media in the 4.0 era (Adiyono, 2022). an educator is also required (Adiyono, 2020) to exercise his creativity in providing learning methods to his students.

Management of educational institutions (Adiyono, 2020, Adiyono, 2022) has become a public concern, educational institutions with good management will provide a strong attraction and vice versa if there is poor management. Will cause less attraction so that public interest in the in the institution will decrease or even disappear. Not not a few of today's educational institutions (Adiyono, 2023) that have minimal students even abandoned and finally the school was closed, one of the causes of this is that there are problems in managing the relationship between educational institutions and the community (Adiyono, 2023). Education institutions with the community (Adiyono, et.al, 2022).

Therefore, educational institutions must now be smart in managing educational institutions well and always make good relationships with the community and make changes according to the community. Good relationship with the community and make changes in accordance with changes in society and science and technology, in order to create an image of with changes in society and science and technology, in order to create an image of a good educational institution, so that it can attract attention and interest. A good educational institution, so that it can attract the attention and interest of the community in the educational institution. Interest in the educational institution. This requires management or good management in madrasah relations with community (Ikhwan, n.d.). There are several learning media that have been created and developed as independent learning media that are not the best solution, so it is necessary to find a truly good learning media option or solution to support the learning process to be interactive, effective, interesting and fun (Zain, M, 2020) (Nova, A, et, al, 2021).

The role of an educator does not necessarily become weak, the existence of a teacher is irreplaceable by any media advances, because a learner still has to show the steps of the learner so as not to get lost. It can be concluded that the implementation of learning (Wati, F, 2022) does not only aim to fulfill cognitive competence, but also for learning to train the affective development (attitude/behavior) of children which requires a series of value planting (Wati, W, 2022) which until now has not been possible to do entirely by relying solely on internet services (Budiyono, 2020).

Learning is a process of interaction between educators and students with learning resources and learning media (Sondakh, 2022) that are used. Interaction is carried out by face-to-face or long-distance. The lack of learning information sources can hinder the achievement of learning process goals, including by utilizing learning media as a tool in delivering it. There are many ways that a learner can convey learning material through learning media (Mardhatillah, 2022), especially innovative learning

media so that learning that occurs is not boring but the material can be conveyed properly to students.

The wider the progress (Julaiha, 2022) in the field of technology, an educator is required to develop various kinds of learning media. One example is the development of computers and android. The development of computer technology can be used to assist in making learning media, while android can be used as a medium that aims to provide information with easier and simpler access in its application in everyday life. In connection with this, which aims to take advantage of existing technological advances and almost all students have an android, therefore it is necessary to implement learning media in the form of android applications that support the learning process in class (Nova, A, et.al, 2021).

RESEARCH METHOD

This research uses the library research method. A form of study that uses relevant journals, research reports, and books related to issues related to technology-based learning media facilitates the learning process in terms of effectiveness and efficiency. There are several learning methods that can be applied, namely in the form of a learning management system, learning content management system, and Social learning Network. Many benefits can be felt with the existence of technology-based learning media, in addition to being able to attract students' interest in learning can also improve learning achievement results.

Teachers utilize learning media to communicate subject matter in the hopes that their pupils will be able and eager to study. Delivering content with the goal of making it simple and easy for students to understand is crucial to achieving both the learning's primary goals and the necessary competencies. Additionally, the correct teaching tools can encourage students' interest in learning. Inspiration for learning The effectiveness of the learning process, as well as the message and lesson material delivery at that time, will be substantially enhanced by the use of learning media during the orientation stage.

RESULT AND DISCUSSION
Education Management

The word management comes from the English manage (to manage) which means "taking care of, organizing, implementing, managing". Meanwhile, in KBBI Management is defined as "the process of using resources effectively to achieve goals". Another understanding of management is (Anwar Sewang, 2015):

- Management is an activity
- Management uses or utilizes other parties
- Management activities are carried out to achieve a certain goal

Based on some of the above understanding of management, that every organization, one of which is an educational organization such as universities and schools, will really need management to organize / manage cooperation to run well in achieving goals. With this, the management will run in a structured manner through stages that begin with a plan to the next stage by showing an integration in the process. For this reason, the importance of management for human life includes the field of education.

Educational institutions as a place of development, appreciation and formation of national identity. Through education, a nation can design human resource development strategies that have the character that can improve the progress of the nation. In addition, public education can develop the knowledge, attitudes and skills of students. Education is prepared as a tool to provide knowledge to the next generation and instill positive values that become a reference in life.

Education management is the process of managing an implementation of educational tasks by using all resources efficiently to achieve goals effectively. Education management is an arrangement in the field of education that is carried out through planning and organizing activities. So it can be concluded that education management is in principle a form of application of management or administration in managing, organizing, allocating resources in the world of education, the function of education administration is a tool to integrate the role of all resources to achieve educational goals in a particular social context.

Definition of Learning Media

Media is a medium used to carry or convey a message where this medium is a path or tool with a message running between the communicator and the communication. The media are all forms of intermediaries used by people as disseminators of ideas, so that ideas or ideas reach the recipient. According to Brigg, media is any physical device that can present stimulating messages, which are suitable for learning, for example such as print media and electronic media. As for other opinions, the media is a channel because in essence the media has expanded or extended the human ability to feel, hear, and see within the limits of distance, space and time (Singgih S, 2012).

Learning media are tools used to demonstrate certain facts, concepts, principles, or procedures to make them more visible. The tools in question are, to provide a more real experience, provide motivation and increase the absorption and memory of students in learning. Media can create a positive attitude of students towards the material they learn (Fifit Firmadani, 2020).

The role of learning media cannot be separated from the learning process. According to Djamarah, the word media comes from Latin and is the plural form of the

word "medium" which literally means intermediary or introducer (Djamarah, Syaiful Bahri, 2012). Thus, the media is a tool used by educators in the teaching and learning process, besides that the use of media can arouse students' learning motivation. Meanwhile, learning media is everything that is physical and technical in the learning process that helps educators convey learning content to students and facilitate the achievement of learning objectives that have been formulated.

Learning offered in Era 4.0

      With the increase in technology in learning media, a learning method was created that aims to improve the ability of students to use learning media in ERA 4.0. The learning media offered are as follows, namely:

1. Learning improvement method

      Developing the ability of learners in applying learning methods contextually and forming the mindset of learners to be more critical. So that the realization of learners who are able to adjust the development of learning in the current era to the future era. Therefore, an Educator can introduce a learning method that can attract students in implementing education in Era 4.0.

2. IT Method (Information and Technology)

      Information and Technology is the main idea in implementing learning in Era 4.0. So that it requires supporting learning media so that the realization of effective learning and will produce output in accordance with the advancement of information and technology in this Era to the next Era, such as the application of learning using the Internet, social media, utilizing the Ms. Power Point application to explain interesting teaching materials owned by educators so that the learning process becomes fun, and making other information media as a tool to support learning in the current Era and in the Era to come.

3. Interactive Method

      The utilization of interactive learning media aims to enable learners to learn actively. In the interactive learning process, there are several forms of communication, namely one way communication, two ways communication and multi ways communication between educators and learners. Interactive learning is one of the effective ways to stimulate students to always want to learn. In this learning process, students are required to be active and are required to respond to the material that has been conveyed by an educator. The media that has been used can provide a response to students to interact with each other.

4. Facilities and Infrastructure

      Learning implementation is one of the external factors that affect learning outcomes, if the implementation of good learning, then an Educator plays an

important role in learning activities (I Putu Widyanto, 2019). To improve the quality of learning and the development of the potential of a learner, adequate facilities and infrastructure are needed. Therefore, the government is expected to be able to meet the needs of infrastructure and facilities throughout Indonesia so that technology-based learning can be carried out and evenly distributed to all corners of the country so that students can get sufficient and appropriate provisions in entering the Industrial Revolution 4.0 era. So as to improve the quality of human resources to be able to compete in the global arena. For this reason, the government, educational institutions, and educators are expected to carry out creative and innovative learning.

Implementation of Learning with Learning Media in Era 4.0

In essence, the process of implementing learning is always developing and improvising in order to keep up with the times that change over time. This happens so that the learning process is relevant to the times itself, so that we can apply the results of learning to everyday life. The emergence of this digitalization system is inseparable from the function of digital technology which we can see as an alternative and effective medium that can help learners to find and develop concepts that are understood about how the learning material can facilitate learners in mastering it.

There are several digital competencies that are valued as anticipation in facing the Era at this time. There are several models or types that cover most of the cognitive skills in the use of digital learning media that are widely utilized today, including:

a) Learners can develop ways of thinking in using digitalization visually or by using media that we can see directly.

b) Learners can create digital thinking that is used as learning media today.

c) Learners can certainly develop the branching of digital thinking.

d) Then, learners can learn to digest the information they have found.

e) And finally, this digital thinking can develop the socio-emotional that they have learned.

From the description above, we can conclude that digital media is very helpful for human life. Based on digital competence itself is a device using the help of information communication technology and digital media with the aim of helping human work, solving problems that are being faced, as well as conveying and managing information to be conveyed, so that we can build knowledge effectively, and efficiently.

The era of Revolution 4.0 demands an information technology-based learning process, where there are several learning implementations using information technology or often called digital classes, among others:

a) learning management system

It is a software that is used for the process of teaching and learning activities, documentation, online activities and materials used for training.

b) learning content management system

Is a computer application that is used to create content or content in which can be used for teaching materials or learning resources which can be accessed from the internet on local networks or the public internet.

c) Social learning Network

Is a social network used for the learning process where the scope of relationships used is wider than the study group. This media can influence changes in the attitudes and behavior of its users. The type and form of digital class activities is a form of e-learning where the implementation of learning does not have to be done in the classroom and face to face but the learning system can be done anywhere and anytime by involving students to always discuss with their educators.

Conclusion

Education Management is the process of managing an implementation of educational tasks by using all resources efficiently to achieve goals effectively. In the application of learning there are several methods offered in Era 4.0 including;

1. Learning enhancement method,
2. IT (Information and Technology) method,
3. Interactive method,
4. Improvement of Facilities and Infrastructure

Therefore, in managing the education sector in the 4.0 era, a learning implementation is needed to increase the potential of students in the form of a learning management system, learning content management system, and Social learning Network. In line with the development of the 4.0 revolution, human resources are needed who have certain competencies such as high understanding abilities, critical thinking skills, communication skills, innovation skills, problem solving skills, skills in mastering information technology media.

Based on the competencies needed in the 4.0 era, a number of breakthroughs and innovations are also needed to improve the quality of the learning process, including developing the competencies of students and educators using approaches in the form of appropriate learning strategies such as IT (Information Technology). All of the above processes will not happen if they are not supported by the ability of educators to implement the principles of learning management properly. Every era has its own management style, every era takes reform actions, each has advantages as well as

weaknesses, nothing can be said to be the best and most correct, except only good and correct for its era.

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