

“Utilization of PT Sentra Vidya Utama’s Learning Management System (LMS) as an Interactive Communication Media (Distance Learning Case Study at Asia Cyber University)”

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ABSTRACT

Information that moves very quickly makes humans have to adapt to technological changes. Information technology is changing the way humans communicate that no longer must meet face to face, are now starting to switch to digital communication with the participation of the Internet to welcome the 4.0 revolution era. The internet can facilitate unlimited communication interactions but with limitations in learning in college. Online learning that is rampant because of ‘coercion’ during the pandemic gave birth to a Learning Management System (LMS) which is claimed to be able to help lecturers and students in lectures. One of the providers of this LMS application is PT Sentra Vidya Utama (Sevima) through its Edlink application which has appeared since 1997. Sevima is a provider of information technology services from upstream to downstream where one of its products is the Learning Management System (LMS). Currently, more than 700 universities in Indonesia have used Sevima products which provide services from upstream to downstream and more than 3900 university community members have joined the Sevima community. However, is online learning using this LMS the best solution in the current era? Although it has advantages such as being able to be accessed anytime from anywhere if there is an internet network and lecture materials that can be repeated, the online learning model also has its own challenges. The use of LMS is constrained by the unequal distribution of digital literacy among the community, and the challenge of making the Edlink Sevima application an interactive communication medium for its users, namely lecturers and students. Using qualitative research methods, the researcher wants to photograph how the Edlink PT Sentra Vidya Utama (SEVIMA) Learning Management System (LMS) is used as an interactive communication medium by taking a case study

at the Asian Cyber University – the first private university to promote distance learning (online learning) with a license as a Cyber University. The method of data collection was carried out by researchers using purposive sampling, with snowball sampling technique. The data were obtained by researchers by conducting in-depth interviews, documentation studies and literature studies. Data analysis techniques include data reduction, data presentation, and drawing conclusions. Researchers use the concept of new media technology by McQuail, based on the development of communication flow patterns in new media which include alloculation, conversation, consultation, and registration. Researchers also use communication, and interactive communication dimensions by Warner and James. The results showed that the use of the Edlink Sevima LMS through interactive communication based on asynchronous collaborative and synchronous methods through the timeline feature where lecturers can upload materials and assignments consisting of material icons, assignments, quizzes, live conferences, info, surveys, and events and equipped with discussion forums. and campus news as interactive communication media. Can build student learning motivation and stimulate critical thinking and develop student creativity. Especially in supporting the realization of the specified learning outcomes. Keyword : Online Learning Media, Interactive Communication, Learning Management System (LMS)