Administrative Learning Application Need Analysis for Family Welfare Empowerment (PKK) Education and Training

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Abstract
The development of digital technology makes administrative management skills have to adapt so that the bureaucracy that organizes Family Welfare Empowerment (PKK) can be maximally implemented. This research is a pre-liminary study that aims to analyze the administrative problems of the PKK through a needs analysis for education and training, including: (1) how ad-ministration is managed; (2) what factors influence administrative manage-ment; and (3) what efforts are needed to resolve administrative problems. The research method used is descriptive qualitative research. The research subjects involved as informants consisted of 10 PKK managers using non-test data collection techniques accompanied by instruments, namely observa-tion sheets and lists of questions. The data analysis technique used is de-scriptive analysis technique. The results of the study found that PKK admin-istrative management was still done manually with administration books, not yet implemented digitally. Factors affecting the administration are internal and external factors. While answering the portrait of PKK administrative management, efforts that can be made are digitizing the PKK administration by making digital applications and training in using the PKK administration application. The results of this study serve as a reference for developing ap-plications as learning media for education and training programs to improve administrative learning practices.
Keywords: *Administrative learning, application, PKK, education and training*

INTRODUCTION

Education and training have a very important role in enhancing the administrative skills of individuals and preparing them to face the complex demands of the modern business world (Beer & Mulder, 2020). Strong administrative skills are crucial for professionals in a variety of fields, including management, marketing, human resources, finance, and more. In a constantly changing environment with rapid technological developments and market dynamics, it is important for individuals to continue to develop their administrative skills to remain competitive and relevant in this digital era, so that managing their bureaucracy can produce good results.

The correct management of the bureaucracy can certainly be measured by how the administration as a technique of the bureaucracy can be managed properly. Bureaucracy is meant the type of organization used by modern government for various tasks carried out in the administrative system (Fitri et al., 2017). Administrative management is the key. How is the management of bureaucratic institutions capable of being accounted for? Many institutions fail to realize a good bureaucracy because of the disorderly administration.

Family Welfare Empowerment (PKK) is one of the important institutions in the village that needs to implement professional administration. Professional in bureaucratic management means being able to manage the bureaucracy correctly and ethically in accordance with applicable guidelines. Tambayong states that professionalism is a reflection of the skills and expertise of the apparatus which can work effectively if it is supported by the suitability of the level of knowledge on the basis of educational background with the workload that is their responsibility and also as a reflection of the self-potential of the apparatus, both from the aspect of ability and aspects behavior that includes loyalty, innovation, productivity and creativity (Tambayong, 2016). Thought is needed to build a reliable and professional bureaucratic apparatus in carrying out its duties and functions as an organizer of public service activities (Wijaya & Aprilia, 2020). Changes in the bureaucratic apparatus become part of the bureaucratic reform itself. PKK administrative management needs to be considered so that village administration can run smoothly. Several studies on PKK administration, including conducting administrative training to improve the technological competence of PKK employees (Andini & Praptono, 2020). The next effort is to strengthen the community in utilizing resources in the village (Rikowski, 2011). Related to technology, efforts to manage PKK administration can also be carried out by digitizing administration or developing PKK administrative applications by village officials (Payapo & Loupatty, 2021). These efforts can be an alternative solution in improving the quality of the PKK in the village. Bureaucratic reform is related to better changes to government systems and management, services and increasing apparatus resources so that these changes have good implications for aspects of government administration. Changes in the government system did not only occur in the central government and regional government, but also changes in village government (Wanusmawatie et al., 2018). Bureaucratic reform which aims to create professional bureaucrats in managing administration starting from the smallest level of government.

The facts on the ground show that in general the Family Welfare Empowerment (PKK) in the village of Turigede is done manually, bookkeeping and reporting are also done by hand, this is due to the lack of reporting media and administration at the institution. In the PKK Handbook by the Ministry of Women's Empowerment and Child Protection PKK administration is a process of organizing and managing PKK activities in a structured and planned manner. This administration includes program planning, implementation of activities, monitoring, evaluation, and documentation of PKK activities in order to improve the quality of family life. In this context, administrative application development can be an effective solution. Administrative applications can incorporate attractive visual and audio elements, clearly explain steps or procedures,

and allow trainees to interact directly with the content presented. By using administrative applications, PKK administration application training can be presented in a more interesting and easy-to-understand way, thereby increasing the effectiveness and efficiency of training.

One type of application suitable for PPK administration is a Web-based application. A website is a collection of pages with a domain that connects web pages with related files and displays information online (Riawati, 2019). The use of technology can help government agencies to improve service quality and enable them to build trust between elements, such as the community, officers, and service provider agencies (Castilla et al., 2023). In the development of public service websites, there are characteristics of innovation, namely (Alfrida & Astuti, 2019): relative advantage, compability, complexity, triability, and observability. The characteristics of the website are adjusted to the design and function of developing the website.

The application of website-based information technology will provide convenience and have a good impact on public services (Abdullah et al., 2017). In previous research, there was a population administration service information system that was built, but it has not fully facilitated the sub-district office staff in recording letters and making reports automatically in the system, so officers have to do twice the work to recap existing letters (Ahmadi & Juliansa, 2019; Sari & Alfina, 2021). Then regarding the design of a village service information system that can make it easier to make requests for letters and inform about tax data for each citizen, but the drawback of this system is that every community submits no notification regarding whether the application is approved or not (Salim, 2013).

At this time, there is a research gap in the development of PKK (Family Empowerment and Welfare) applications that can meet the needs and challenges of the current social, economic and technological context. Although the PKK program has been around for a long time and has proven useful in improving the quality of life for families in various countries, research that focuses on developing technology applications to support this program is still limited (Artiyani A et al., 2023). The development of the PKK application that integrates digital technology is an interesting and new aspect in the context of developing this program (Suharnanik & Yulairini, 2022). The application can be designed to facilitate more efficient and effective communication, monitoring and documentation of PKK activities (Kahar Muang, 2021). The novelty of this research lies in the development of specific technological solutions to support and strengthen the PKK program in achieving the goal of increasing people's welfare.

The concept of digitizing PKK administration is the focus of this research. Some of the previous research that became the reference for this research included computer-based administration coaching using application software (Sitohang, 2020). Research activities and assistance in managing the administration of TP PKK in a professional manner are actually to increase the knowledge of PKK cadres at the village level about managing PKK administration. The most important thing is to prepare PKK cadres in each village and to be able to train their own cadres to be able to adjust resources according to the dynamic demands that are developing today.

This study aims to analyze PKK administrative management problems and find solutions to problems for the development of administrative learning applications in education and training programs. By exploring novelty in PKK application development, this research can make a significant contribution in strengthening the program and increasing its impact on family and community welfare.

METHODS

This research will use descriptive qualitative method (Siedlecki, 2020). This approach was selected because it is anticipated to be able to generate descriptive data in the form of verbal or written statements from individuals as well as ob-servable

behaviors (Cresswell et al., 2003). The object to be examined in this study is the administrative management of the Turigede Village PKK. The data collected during the research period, which spanned from April - May 2023 until the present, were observed and thoroughly examined as part of the qualitative descriptive approach.

The selection of informants was attended by 10 (ten) members of the PKK as training participants based on purposive sampling, which means that the selec-tion of informants was based on the assumption that the informants were individ-uals who fully knew the issues raised by the researchers. As for the questions submitted to the resource persons are related to the formulation of the problem. Meanwhile, for documentation related to the things needed in data collection. In relation to analyzing data and examining the contents of documents, the authors use data analysis techniques which consist of data reduction, data presentation, and drawing conclusions (Rijali, 2019).

RESULTS AND DISCUSSIONS

In this study, we conducted a series of interviews and observations with PKK managers to gain a deeper understanding of: (1) how is the administrative management of the PKK, (2) what factors influence the administrative management of the PKK, and (3) what efforts are needed to solve administrative problems. The results of interviews with PKK administrative problems in Table 1.

Table 1. Results of interviews and observation on PKK administrative issues.

No	Items/Questions	Analysis of Responses (10 Informants)
1	How is the administrative management of the PKK	• Limited Resources: Many PKK groups face limited resources, both in terms of personnel and infrastructure. Some PKK groups had only one or two people in charge of administration, which made their workload too heavy. In addition, access to equipment and technology needed to manage administration is also limited, including bookkeeping and reporting is still done manually, using handwritten paper • Lack of Technology Skills: In this digital era, technology skills have become very important in managing administration. However, many PKK members are still not familiar with the use of technological devices such as computers, smartphones or applications that can simplify administrative tasks. This hinders their ability to adopt technological solutions that can help improve administrative efficiency. • Regulatory and Policy Changes: PKK as a government program also sometimes faces regulatory and policy changes that can affect their administration. PKK administrators and members must be able to adapt to these changes and ensure compliance with applicable

No	Items/Questions	Analysis of Responses (10 Informants)
		regulations, but sometimes they do not have adequate understanding of these changes.
2	What factors influence the administrative management of the PKK	• External factors: media reporting in the village is still lacking and conventional. Organizational support, whether from the local government or from the PKK structure itself, also influences administrative management. Support in the form of resource allocation, training, guidelines, and administrative guidance can help PKK administrators and members carry out administrative tasks better. Lack of organizational support can complicate administrative management and hinder the success of the PKK program. • Internal factors: PKK members have minimal understanding and literacy about digital technology. Even though education and training activities have often been carried out, many PKK managers still have difficulty applying the results of their training when managing administration. PKK managers often forget the lessons and training provided. Instructions for using digital media are still difficult for PKK members to understand.
3	What efforts are needed to solve administrative problems	• Digitization of Administrative Documents: the need for administrative digitization to speed up the process of data collection and analysis, reduce human error, and improve information accessibility. • Administrative Efficiency Improvement: it needs supporting applications to be an effective solution. Applications can combine interesting visual and audio elements, explain steps or procedures clearly, and allow trainees to interact directly with the content presented. • Training and Learning: training still needed for PKK administrative application training which is presented in a more attractive and easy-to-understand manner, thereby increasing the effectiveness and efficiency of the training.

Based on the results shown in Table 1, the results of the interview analysis in this study reveal several relevant findings related to PKK administrative problems, factors

that influence administrative management, and the potential for PKK application development.

The results of the analysis of item number 1 explain the problems of PKK administrative management. Administrative problems faced by PKK managers include limited resources, lack of technological skills, and regulatory and policy changes. These findings point to the need for improvements in the allocation of adequate resources, as well as better access to relevant administrative information and guidance. In order to overcome these administrative problems, a comprehensive effort is needed (Ekasari et al., 2022). Efforts that can be made are by increasing training and education on administration for PKK administrators and members, allocating adequate resources to support administrative tasks, using information technology more effectively, increasing coordination and communication between administrators and group members, and providing better access to information. easier and more integrated (Saputra et al., 2019). By overcoming these administrative problems, it is hoped that the PKK can run the program more efficiently and effectively, as well as provide greater benefits for the community in efforts to empower and prosper the family.

Factors that influence PKK administrative management obtained from item number 2 include external factors and internal factors. This discussion underscores the internal factors regarding the importance of improving the quality of education and training. Even though education and training have been carried out, there are still many PKK managers who experience difficulties because the materials and practices they have received during the training have not been mastered. PKK administrators tend to forget what they have been taught. Forgetting behavior can be caused for two reasons: the interval between interactions and the volume of trials or repetitions since the last interaction (Nagatani et al., 2019). People easily lose information from their learning experience over time, which is a problem that frequently arises in learning (Huang et al., 2020). As a result, there needs to be support in the form of the PKK application to improve administrative skills and digitize administrative documents.

The development of the PKK application based on the findings of interview number 3 highlights the potential for developing the PKK application in improving administrative skills and digitizing administrative documents. Although the purpose of this research is to obtain the results of a needs analysis for the development of the PKK application, it is also important to improve education and training programs. The goal is to continue to develop the competence of PKK managers in managing good administration (Ekasari et al., 2022; Saputra et al., 2019). PKK members need an application that can be a solution to administrative problems, as well as help make administrative processes more effective and efficient. In the end, this research aims to understand the benefits, challenges, and impacts of digitizing PKK administration through application development.

The PKK application has the concept of digitizing administrative management. The PKK application has the concept of digitizing administrative management. This application will certainly have benefits, challenges, and impacts going forward. Main benefits of digitalizing PKK administration, such as increasing administrative efficiency, accessibility and affordability, connectivity and collaboration, also better data management (Collington, 2022). Beside benefit, challenges in developing applications for digitalizing PKK Administration are limited technological infrastructure, lack of digital literacy, and data privacy security (Kuhlmann & Bogumil, 2021). In other hand, PKK application has an impact in reducing workload and time, increasing data accuracy, and better monitoring and evaluation (de Mello & Ter-Minassian Teresa, 2020). Overall, the discussion of the results of this study highlights the importance of increasing knowledge, skills, and support in managing PKK administration. The development of the PKK application also offers great potential in increasing administrative efficiency and effectiveness, as well as digitizing administrative

documents. By implementing relevant recommendations, it is hoped that the administrative management of the PKK can be improved, administrative skills can be strengthened, and the PKK program can provide greater benefits for family empowerment and welfare.

The results of this study provide several relevant updates related to PKK administrative management and the development of PKK applications. Some of the novelties that have emerged include: focusing on administrative skills, emphasizing on providing solutions for digitizing administrative documents through the development of the PKK application, as well as being comprehensive in a solution approach in improving administrative management. This novelty enriches insights and broadens perspectives in the development and improvement of administration and the PKK program as a whole.

CONCLUSION

This research has provided valuable insights into administrative issues in the PKK program, factors that influence administrative management, as well as the potential for developing PKK applications to improve administrative skills and digitize administrative documents. The following are the conclusions of this study:

- How administration is managed: This research reveals several problems that often arise in PKK administrative management. Lack of administrative knowledge, limited resources, inefficient coordination, lack of technological skills, limited access to information, and changes in regulations and policies are some of the problems faced by PKK administrators and members in carrying out administrative tasks.
- What factors influence administrative management: This study identified several factors influencing PKK administrative management. These factors include knowledge and education, skills and experience, organizational support, availability of resources, policies and regulations, and community involvement. These factors together contribute to the success or failure of managing the administration of the PKK.
- What efforts are needed to resolve administrative problems: This research highlights the potential for PKK application development in improving administrative skills and digitizing administrative documents. The use of the PKK application can increase administrative efficiency, facilitate access to information, provide training and learning, and digitize administrative documents. However, challenges related to technological skills, resources and infrastructure need to be overcome for the PKK application to be implemented effectively.

The results of this needs analysis research draw conclusions for the development of PKK administrative digitization applications. The PKK administrative application has significant benefits in increasing administrative efficiency, service accessibility, data management, and connectivity between groups. It is hoped that this research can be continued for the development of PKK administrative applications that suit the needs of the PKK. Furthermore, applications can also be evaluated for their effectiveness in various contexts to understand the factors that influence the success and sustainability of application use.

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