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## Content Analysis of Vocational High School Websites in the City of Padang

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### ABSTRACT

*A good school website is not only seen from the design side but, what is more important, from the content available whether it can provide useful information for the school community and other parties who need information about the school. So far, there are no standard guidelines and rules for creating website content for Vocational High Schools (SMK). Therefore, this study aims to investigate the content quality of SMK websites in the city of Padang. This research is qualitative, namely to analyze the availability of content criteria on the website of Vocational High Schools (SMK) in West Sumatra Province. The methods used in this research are content analysis and surveys. Researchers took samples from SMK in Padang City with 27 schools in this study. This research resulted in investigative data that the SMK websites in Padang City mostly used official domains. However, the average criteria for SMK websites in Riau Province were still standard. Still, content that links to the school's business and industrial world only gets a score of 33%, indicating the school still needs to update content regularly.*

**Keywords:** content analysis, website, vocational high school,

### INTRODUCTION

A website is a starting place that allows someone to get information on any topic (Gilleece & Eivers, 2018). In today's era, the website is the most common medium for sharing information. Millions and even billions of website domains can be accessed online to find various types of information. A Website is an information system consisting of text, images, animation, and sound to make information media more interesting. Website as a medium of

information in education, business, entertainment, news, and health. An attractive website must be able to provide information and entertainment to readers (Braddy et al., 2008). Creating the main website page must be supported by an attractive menu, social media to interact with, interesting content, and a secondary website connected to the main website (Madle et al., 2015).

A school website is a tool designed to highlight the school's uniqueness most

positively, thereby advancing the school's goals, including the school's vision, values, achievements, and learning opportunities. This site is structured with written, visual, and audiovisual text to promote content that school leaders think is important to their school (Campbell-Price, 2018; Dimopoulos & Tsami, 2018). In particular, the school website is used as a multifunctional tool with many simultaneous functions, such as introducing the school's mission and policies, providing information about the curriculum, staff, and school life organization, supporting student learning by providing extra-curricular materials, or Showing examples of student work and activities (Dimopoulos & Tsami, 2018).

There are several studies that discuss the content of the website. The school website should contain the introduction of the school, school management, majors, announcements, university admission information, school admission information, and skills test information, and the website should be updated regularly (Sung, 2012). The quality of a good website design is the establishment of a high-level multidimensional structure of the purpose, content, and appearance of the website that is very important to users. The use and appearance of content can significantly affect website visitors, and the website's appearance must reflect the website's identity (Rare, 2014; Shoki et al., 2012; Daniel, 2014; Aysuna et al., 2015). A good website design is easy to navigate and relevant to children's learning needs and can help the learning process (Sung, 2012)

An analysis of the quality of the Vocational High School (SMK) website has been done, but

not many have researched on the SMK website. Three provinces have researched SMK websites in Indonesia: West Java, Central Java, and Riau. Based on the discussion about big data in the background above, it can be concluded that the questions in this study are. There are four problems in West Java research: the classification of website domains, the year of website creation, information on areas of expertise, and website content criteria. This research was then developed by adding studies on updating the information regularly and guidelines for creating the ideal SMK website in Central Java. This research was developed in Padang City, namely updating the information regularly. The results of previous research both in West and Central Java as well as in Padang City show most of the SMK websites have used the official domain for the school website, namely .sch.id. But the criteria for the availability of website content are still below the standard; in Central Java, more than 50% of websites update information content even though it is not done regularly every week or month. Content updates are carried out in the form of school activities and school news. Jakarta is noted to have updated 55.6% of the content, although it only updates the content a few times a week.

Therefore, this study aims to analyze the website so that it can provide information about the school website and inform the ranking of each website globally.

## **METHOD**

This research is qualitative, namely to analyze the availability of content criteria on the website of Vocational High Schools (SMK) in

West Sumatra Province. The methods used in this research are content analysis and surveys. In this study, researchers took a sample of 42 schools in Padang City with eight areas of expertise: Technology and Engineering, Information and Communication Technology, Health and Social Work, Agribusiness, Maritime, Business and Management, Tourism, and Arts and Creative Products.

Data collection carried out is secondary data collection. The secondary data used in this study were obtained through observation and document study. This study uses non-participant observer observations (non-participant observers), where researchers visit the observed object and take notes without being directly involved in the activity (Creswell, 2015). Observations were made through the basic data search technique for SMK in West Sumatra by utilizing the website [psmk.kemdikbud.go.id/datapokok](http://psmk.kemdikbud.go.id/datapokok) and the Google search engine with the keywords: [smk\_no\_kabupaten/kota]. Furthermore, in-depth observations were made on the criteria for the content of the SMK website, which was the object of study in this study.

There are six dimensions of persuasive websites to evaluate websites (informativeness, usability, credibility, inspiration, government involvement, and interactivity) (Díaz & Koutra, 2013; Lu et al., 2010). From the six dimensions of the persuasive site, the criteria for the structure of the SMK website were made (Sung & Ho, 2012), shown in Table 1.

Table 1. Criteria for website content for vocational high schools.

No	Aspect	General Criteria Indicator
1	School General Information	School Profile School Location Contact Number Route to School
2	School Administration	School Condition Organizational structure Data on Teachers and Education Personnel General School Curriculum Education Calendar Ministry of Education link General School Rules Registration
3	Major	Vision and Mission of the Department Productive Teacher Information Department Library Skinny Pages (Language, Music, and Art)
4	College Information	Relevant College Major College Admission
5	Job Market Skills	Skill Test Job Market
6	Parent and Student Zone	Scholarship School fees Test online e-Learning
7	News and Information	School News School Activity

Table 1 shows that every website must have item criteria, including: a. General school information, b. school administration, c. majors, d. college information, e., job market expertise, f. parent and student zones, and g. news and information

The structure in Table 1 is used as a reference for the research instrument. The

instrument used in this study is a checklist used in conducting observations. If a fact is found in the list, the researcher only needs to put a tick (✓) on the list.

This research has several stages of research including:

1. Preparation Stage, the activities carried out in the preparation stage are as follows:
  - a. Preliminary study, problem formulation, determining research objectives;
  - b. Determine the time and place of research;
  - c. Conducting literature studies from various trusted sources such as the international journal Institute of Electrical and Electronics Engineers (IEEE), Science Direct, books, and articles on school websites.
2. Implementation Stage, the activities carried out at the implementation stage are as follows:
  - a. Perform secondary data collection, verifying the data from the previous primary data collection through internet media.
  - b. Perform data verification, including; website domain, School General Information, School Administration, Department, College Information, Skills and Job Vacancies, Parent and Student Zone.
3. In The final stage, the activities carried out at the implementation stage are as follows:
  - a. Drawing conclusions, implications, and recommendations for identifying SMKN websites in West Sumatra Province.

- b. Prepare research reports.

## RESULTS AND DISCUSSION

Based on the results of a survey verifying all SMK web pages in Padang City, a survey on website content classification shows that they have used domain.sch.id, but still some and can be seen from the main data of SMK in Padang City.

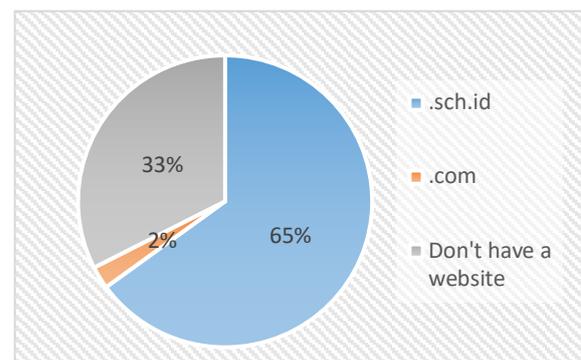


Figure 1. The domain of SMK website in Padang city

Based on Figure 1, it is recorded that there are 26 websites in the city of Padang from 40 schools with several websites with official domains as many as 26 schools, the number of schools that use unofficial domains is one school, and the number of schools that do not have a website is 12 schools.

The official website domain .sch.id becomes important in making school websites because the .sch.id domain becomes the official address that characterizes school information. There are three domains for educational institutions: .sch.id for schools, .ac.id for universities, and .edu for general educational institutions. Therefore, schools are required to use the .sch.id domain in making websites.

According to the criteria set by the Ministry of Education for the evaluation of vocational schools in 2011, the school website should provide a clear structure and be updated regularly. It should include information on curriculum, online teaching, libraries, scholarships, college admissions, job search, career development, vocational department features, and future development. However, the required structure of the school website needs to be mentioned.

Based on the results of the study, by verifying data on all SMK web pages in the city of Padang, the criteria for vocational high school content refer to website content taken from the United Kingdom government:

Table 2. Results of Content Analysis of Vocational High School Websites in Padang City

No	Aspect	General Criteria Indicator	Analysis Results
1	School General Information	School Profile	97%
		School Location	97%
		Contact Number	100%
		Route to School	27%
2	School Administration	School Condition	63%
		Organizational structure	65%
		Data on Teachers and Education Personnel	38%
		General School Curriculum	42%
		Education Calendar	37%
		Ministry of Education link	33%
		General School Rules	23%
		Registration	87%
3	Major	Vision and Mission of the Department	76%

		Productive Teacher Information	10%
		Department Library	28%
		Skinny Pages (Language, Music, and Art)	35%
4	College Information	Relevant College Major	10%
		College Admission	12%
5	Job Market Skills	Skill Test	5%
		Job Market	24%
6	Parent and Student Zone	Scholarship	35%
		School fees	5%
		Test online	14%
		e-Learning	36%
7	News and Information	School News	87%
		School Activity	85%

Based on table 2, the researchers found that ten indicators were above 50%, which indicated that almost all SMK websites in the city of Padang had paid attention to the guidelines for creating a school website. However, six indicators still had a value below 6%, indicating that some schools still needed to. Make updates to the school website content.

Based on the results of research conducted from all SMK websites in the city of Padang with several websites as many as 26 schools, it was found that 67% had an official domain, namely sch.id, 2% of schools had a .com domain, while those who did not have a website were 33%. The cause of the static website found several problems, such as the website being hacked.

Based on the website content, SMK schools in the city of Padang get ten indicators that have a value above 50%, indicating that creating a school website strictly follows the guidelines. Still, content containing school links

to the business world and the industrial world only gets a value of 33%, indicating the school has not carried out regular content updates.

Based on the research results by verifying all SMK web pages in Padang City, the results of a survey on the classification of content criteria for SMK websites in Padang have standard content. The standard quality refers to the United Kingdom, which is used on the website of SMK schools in Padang City. The quality of the content on the website will affect the existence of the website. The website's existence can be seen from website rankings using website analysis (Witten et al., 2010). In this study, researchers used the statshow.com website to determine the web ranking in Indonesia and the world, how many times a web page was opened and how many visitors the web had.



Figure 2. Statshow web analysis results

Figure 2. is an example of a survey search result from statshow.com. SMKS DEK Padang is the website that has the best ranking of 40 SMK websites in Padang City on a world scale, with a ranking of 873.361. From the analysis results, a website does not have a ranking because the website is not active or has not updated its content for a long time. In addition to ranking, the web statshow.com displays how many people open web pages. The SMKS DEK

Padang website is the website that has the most visitors every day.

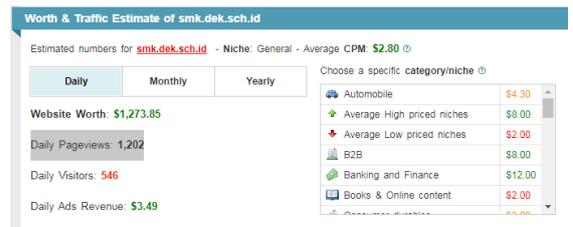


Figure 3. Worth and Traffic Estimate

Figure 3. is an example of a statshow.com search result. From this web, researchers can find out how often a web page is accessed and how many visitors access the web. From the results of a survey using statshow.com, SMKS Dek Business School Padang is the most visited website per day, with 1202 visitors and 546 visitors per day.

Table 3. Ten websites with the highest results from web analysis survey results with world ranking criteria

School Name	Global Ranking
SMKS Dek Business School	873,361
SMKN TI Padang	1.181.597
SMK N 2 Padang	4,060,470
SMK SMAK Padang	6,535,676
SMKS Nasional Padang	6,918,986
SMK N 3 Padang	7,865,334
SMKS Muhammadiyah 1 Padang	9,314,736
SMKS Taman Siswa Padang	10,776,296
SMK N 4 Padang	11,082,562
SMK N 10 Padang	11,121,388

Table 2 shows the ten websites with the highest results from the web analysis survey with world ranking criteria. However, the world ranking here does not mean first place, but for the 203 websites that the researchers surveyed.

The results show that SMKN Dek Business School has a global rating of 873,361, SMKN TI Padang has a rating of 1,181,597, SMK N 2 Padang has a rating of 4,060,470, SMK SMAK Padang has a rating of 6,535,676; Padang National Vocational School Received a rank of 6,918,986; SMK N 3 Padang Obtained a rating of 7,865,334; SMKS Muhammadiyah 1 Padang Obtained a rank of 9,314,736; SMKS Taman Siswa Padang Obtained a rating of 10,776,296; SMK N 4 Padang Received a rating of 11,082,562; SMK N 10 Padang Gets a rank of 11,121,388.

Table 3. Ten websites with the highest results from web analysis survey results with the criteria of Daily Page Views and Daily Visitors (statshow.com)

School Name	Daily Page Views	Daily Visitors
SMKS Dek Business School	1,202	546
SMKN TI Padang	889	404
SMK N 2 Padang	259	117
SMK SMAK Padang	161	73
SMKS Nasional Padang	152	69
SMK N 3 Padang	133	60

SMKS Muhammadiyah 1 Padang	113	51
SMKS Taman Siswa Padang	97	44
SMK N 4 Padang	96	43
SMK N 10 Padang	94	42

Table 3. shows the ten highest websites from the results of the web analysis survey with two criteria. Daily Page Views and Daily Visitors are interrelated criteria. If the Daily Page Views of a website are few, the Daily Visitors will also be few. However, the researcher found a uniqueness of the two criteria: the Daily Visitor was never greater than the Daily Page Views.

## CONCLUSIONS AND SUGGESTIONS

### CONCLUSIONS

A good school website is not only in terms of design but can also provide useful information, especially information from the school itself. In addition to providing information, a website is also made to have uniformity in several aspects that should be regulated by the government.

### SUGGESTIONS

Based on the research and discussion that has been done, there are several recommendations. The recommendations are:

1. The Ministry of Education and Culture, Directorate General of Primary and Secondary Education, makes standard regulations for creating school website content.

2. The government, both the Education Office and schools through BOSNAS and BOSDA funds, should allocate special funding for developing school websites.
3. Schools must have a special admin/operator who manages the school website so that the website is monitored correctly and can be updated regularly.
4. All teachers must fill out the school websites by submitting content that is in accordance with the department.
5. The development of the SMK website should refer to the content of the United Kindom website.
6. So that the website is active and also as a promotion for schools to the general public and companies.
7. Schools must extend the use of .sch.id domains so that users can continue accessing the website.

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