

Readiness Leveraging Knowledge Through E-Media Technology and Lifelong Learning Methods among Student in Business Management Widyatama

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Abstract

Organization in the future will need student who are ready, willing and able to learn and change. Researcher as a lecture recognize that knowledge rapidly become out of date combine forces of globalization and technological change. The ability to learn and utilize technology is an essential skill we all need if we are to cope with and survive the demands of the modern workplace. Students have to qualified in work based knowledge especially e-media technology and the knowledge of the lifelong learning method. Data collection that sample selected students at business and management amount is enough to meet the 95% level of confident gained through research questionnaires had a reliability test and then analyse by using of mean score statistic and standard deviation. Research finding shows that respondents are ready with e- media technology and lifelong learning methods. Research implications could lead other research with the specific inputs necessary for learning process, policy and plan possible future studies activities of student to provide an optimal learning environment for a group of people with diverse abilities and characteristics.

Keywords: *Lifelong Learning Methods, E-Media Technology*

Introduction

In Faculty Business and Management- Widyatama University are facing new challenges as they attempt to assess and meet growing demand for distance and remote learning opportunities, internationalized curricula and study opportunities, work-based study and ongoing professional development and special needs of disabled students. Interest in lifelong learning particularly is growing, and postsecondary institutions and the private sector are entering that market in increasing numbers. The resulting "mobility" of students is placing renewed emphasis on quality and suitability of the institution's programs to attract students. The advance change in information technology is bringing out the concept of borderless world and globalization which any changes happen out side the country will immediately effected to all countries over the world. The third wave of globalization has given birth to an era of creative economy, where the competition in business has shifted from efficiency and capacity of organizations to capability for innovation, flexibility, and "intellectual capital". This unique and complex business world requires creative yet realistic solutions; thus, the process of education to acquire knowledge demands high attention besides the knowledge itself that is thus acquired.

The predominant face-to-face, contact-hour model of instruction has been effective in the past, but it cannot be scaled to accommodate larger numbers of students without increasing instructional hours, physical plant and capital resources. Alternative delivery methods are made possible by technology, and these, combined with new capabilities for student services and communication, may lead to a technology-enabled, learner-centred and learner-controlled paradigm of learning.

Various policies and strategies have been created and formulated by Widyatama University in collaboration with the Widyatama Foundation act immediately to set up strategies to meet the needs of a technological transformation to eliminated the boundaries between formal and informal learning. As we adapt to a knowledge-driven society, a cultural transformation is occurring.

Lifelong learning methods is an essential goal of education as a means to improve the quality of life for an individual, a culture, or a society. The value of sustained learning is demonstrated through changes in economic growth and social well-being, as well as the development of a democratic way of life. Although we now have opportunities to engage in learning anytime or anywhere, we must address the issue of how to foster the desire for sustained and enduring learning and, more important, create environments that are conducive to this lifelong learning process. Globalization of marketplace, democratization of workplace decision-making, synchronous production, new technologies, and multiple roles on most jobs have change the nature of most workplaces (Mikulecky & Kirkley, 1998). This change has triggered the demand for adaptable and superior quality workforce. This workforce not only requires possessing multiple skills such as skills but also possessing good knowledge in technology.

Lifelong Learning is the provision or use of both formal and informal learning opportunities throughout people's lives in order to foster the continuous development and improvement of the knowledge and skills needed for employment and personal fulfillment. It shares mixed connotations with other educational concepts, like adult education, training, continuing education, permanent education and other terms that relate to learning beyond the formal educational system. In the African context Lifelong Learning may refer to an individual's continuous acquisition of knowledge and skills over time and the ability to pass them on to others in a manner that is understood. The ability to pass this knowledge and skills on from one person to another is very important as it keeps the learning cycle in motion and makes it 'lifelong' (Harper Collins Dictionary, 2011).

Electronic media (E-Media Technology) are media that use electronics or electromechanical energy for the end-user (audience) to access the content. This is in contrast to static media (mainly print media), which today are most often created electronically, but don't require electronics to be accessed by the end-user in the printed form. Most new e-mediotechnology are in the form of digital media. However, electronic media may be in either analog or digital format. Any equipment used in the electronic communication process (e.g. television, computer, handheld device/gadget, etc) may also be considered electronic media technology. Research topics about electronic media technology appropriate and effective to the needs of students in college/university and faster to get on-line information e.g computer (39.91%), handheld gadget (37.85%), television and radio (20.29%), and the other is a digital print media (Jan M Pawlowski, 2007).

Widyatama's Lecture try also improve the effectiveness of their efforts in the classroom if they are know the problems faced by individual students and create a climate in which two-way communication is facilitated. Lecture should make decision on the basis of institution policy and students considerations, and should involve students in decision making, get faster information , especially those decisions related

to students' classroom obligation with the aid of use access to e-journal widyatama, d-space, widyatama learning center site. Lecture and students should participate in evaluating classroom performance.

During the last fifty years, constant scientific and technological innovation and change has had a profound effect on learning needs and styles. Learning can no longer be divided into a place and time to acquire knowledge (school) and a place and time to apply the knowledge acquired (the workplace) (Fischer, 2000). E-media technology ability is the knowledge and ability to use media technology and technology efficiently. Another valuable component of e-media technology is knowing how e-media tools work and operate. E.g is Computer, As of 2005, having basic computer skills is a significant asset in the developed countries (Wikipedia, 2008).

It is clarify that if the students well performance in lifelong learning methods and e-media technology ability, they will have great potential to be an everlasting students for leveraging their knowledge. Both types of knowledge is catalyst of knowledge value added continuously to the students. In conjunction with the beneficial carried out by the learning lifelong learning methods and e-media technology readiness knowledge arrange equipped upon student in business and management Widyatama to the workplace organization, there will be a necessity to conduct a research to identify the readiness leveraging knowledge through e-media technology and lifelong learning methods among students in business management which the Widyatama University plays role in supplying in student for work place organization. The objective of this research is to identify the readiness of lifelong learning methods and e-media technology enabling among the student in business management – Widyatama to leverage knowledge student so has the ability fulfill industrial workplace competence.

Identification of Problems

Lifelong learning methods and ability to use e-media technology are among the knowledge and skills that have to equip by student. Lifelong learning seeks to deal with individual continuing education. The aim of lifelong learning is to encourage people gaining the knowledge that significant functional in their life. There are several methods can be invented to motivate student getting knowledge for example non-credit short courses, basic adult education and workplace training. The over-riding principle for the lifelong learning concept is the education and training should be regard as a continuously learning process and accessible throughout the whole life.

Furthermore ability to use e-media technology among the student is mainly created to help them generate solution to overcome the rise working problem. With the skills of ability to use e-media they are able to collect information from all over the world, especially on the business and management topics and then aggregate, cleanse, and filter before extract it as valid information suitable for decision making to take any action. Ability to use e-media technology is also helping the organization store the information systematically and secure and then effortless to retrieve if necessary.

Through become skilled at lifelong learning methods and ability to use e-media technology are able to be more innovative. They are also sooner in getting the new information that required by student in study. Student than has opportunities to use latest knowledge immediately to produce product effectively and leveraging their knowledge unconsciously. Widyatama University will play initial role to develop lifelong learning and ability to use that toward student. Attributes of lifelong learning and ability to use e-media technology should equip to the students before they are admitted the job market.

One of the approaches to achieve this target is by giving lecture to student through learning methods to generate/leverage their knowledge workers. It is include delivering the lifelong learning methods to them and ability to utilize e-media technology what they have.

Even though Widyatama University, especially faculty of business and management was given responsibility to deliver the lifelong learning methods and ability to utilize e-media technology, they are many factor that influence students learning performance. The ability students to acquire lifelong learning methods and e-media technology are also influenced by teaching environment provided at Widyatama University. According to Wenrich et al. (1988) the teaching environment, whether it is a classroom, shop, or laboratory, are social system with characteristics similar to any other social organization. Teaching environment depends, to a large extent, upon the leadership behavior of the teacher. Teaching environment pressures created by external social and technological conditions and by internal pressures brought about by type of instructor and type of students.

Methodology

They are 1,737 student from business and management faculty, at Widyatama University was cluster randomly chosen as research respondents. To acquire the samples firstly all the student is divided into two groups. The two group cluster of business and management student is shows in Table 1.

Table 1: Population Active Student in Business and Management - Widyatama

Degree's	Population	Selected Samples
Bachelor Degree Management-S1	1481 student	320 student
Diploma Degree Management-D3	256 student	160 student
Total		480 student

Researcher which was selected to construct up research sample is shows in Table 1. Selected students for research sample are obtaining through random sampling. According to Krejeie and Morgan (1970) since population amount is 1737 student, 480 samples amount is enough to meet the 95% level of confident. The data collection is gained through research questionnaires that distributed to the respondents. Pre research was conducted, in order to identify the reliability of the questionnaire. The result of the reliability test is shows in Table 2. The Cronbuch's Alpha reliability index of the questionnaires for lifelong learning method is 0.890 and Cronbuch's Alpha reliability index of the questionnaires for e-media technology is 0.886. Content validity of the questionnaires was validated by officer at directorate of higher education in Indonesia, two HR officers from industrial company and one lecture in Widyatama University and one research and development officer in Education Department in UPI .

Table 2: Questionnaire Reliability Index

Readiness Category	Reliability Index (Cronbuch's Alpha)	Questionnaire Item Amount	Questionnaire Item Correlate	Mean Score Statistics
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Lifelong Learning Methods	0.890	9	0.483	4.115
E-Media Technology	0.886	9	0.463	4.133

Respondent are requested to state their readiness in lifelong learning methods and e-media technology to leverage knowledge by choosing one of the scale showed in Table 3.

Table 3: Scale Statement of Readiness Leverage Knowledge through Lifelong Learning Methods and E-media Technology

	Strongly Not Ready	Not Ready	Moderate	Ready	Strongly Ready
Scale	1	2	3	4	5

The data gained from respondents are analysis by using of mean score statistic and standard deviation. Statistic interpretation of readiness ($(5-1)/5=0.8$) is showed in Table 4.

Table 4: Interpretation of Readiness Leverage Knowledge through Lifelong Learning Methods and E-media Technology

Mean Score Range				Interpretation of Readiness
	1.00	to	\leq 1.80	Strongly not ready
>	1.80	to	\leq 2.61	Not ready
>	2.61	to	\leq 3.41	Moderate
>	3.41	to	\leq 4.21	Ready
>	4.21	to	\leq 5.00	Strongly Ready

Results (Research Finding)

Focusing on degree group profile of the respondents, research finding showed that among 480 sample research they are 320 bachelor degree students and 160 diploma degree students. Bachelor degree readiness leveraging knowledge through lifelong learning method is at ready status (mean score 4.098) and Diploma Degree also at ready status (mean score 4.202). Bachelor Degree readiness leveraging knowledge through e-media technology is at ready status (mean score 4.704) and Diploma Degree also at ready status (mean score 4.197). T-test has been conducted to identify the differences mean score statistics of lifelong learning method readiness among bachelor degree and diploma degree students showed in Table 5. The test result shows that there is significantly a difference of readiness leveraging knowledge through lifelong learning method among bachelor degree students and diploma degree students ($t = -2.430, p < 0.05$). T-test also has been conducted to identify the differences mean score statistics of e-media technology readiness among bachelor degree and diploma degree students showed in Table 6. The test result shows that there is significantly a difference of readiness leveraging knowledge through lifelong learning method among bachelor degree students and diploma degree students ($t = -5.696, p < 0.05$).

Table 5: Mean Score Statistic-readiness Leveraging through Lifelong Learning (T-Test Differences)

Mean Score-lifelong learning methods-Questionnaire									
Degree	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9
Bachelor Degree	3.900	4.040	4.200	4.140	4.180	4.190	3.830	4.160	4.030
Diploma Degree	4.300	4.180	4.210	4.170	4.180	4.200	4.060	4.210	4.200

Table 6: Mean Score Statistic-readiness Leveraging through E-media Technology (T-Test Differences)

Mean Score (e-media technology)-Questionnaire									
Degree	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9
Bachelor Degree	4.180	4.040	4.090	4.000	4.130	4.120	4.070	4.140	4.120
Diploma Degree	4.200	4.170	4.220	4.200	4.190	4.240	4.170	4.240	4.170

Readiness of lifelong learning upon students in business and management-Widyatama is illustrated in Table 7. Base on Table 2 and 7 it given representation that the readiness leveraging knowledge through lifelong learning upon the students in business and management-Widyatama is at the ready status (mean score 4.115).The readiness leveraging knowledge through e-media technology upon students in business and management-Widyatamais illustrated in Table 7. Based on Table 2 and 7 it agreed the illustration that the leveraging knowledge through e-media technology upon the students of business and management-Widyatama is at the ready status (mean score 4.133).

Table 7: Readiness Leveraging Knowledge through Lifelong Learning Methods in Business and Management-Widyatama

Readiness in Lifelong Learning Methods Questionnaire	Mean score	Std. Deviation
Experienced in using access e-library, d-space widyatama, and e-widyatama learning centre to get the materials about work study	4.060	0.713
Able to use internet getting the source materials about business & management topics	4.090	0.716
Willingness to use own money & ability to upgrade knowledge about management topics related	4.200	0.730
Like to read latest reading material in class about book references related to management topics	4.150	0.666
Awareness on the changes of working method in other places	4.180	0.735
Knowing the sources and the places to search new knowledge about work hardskills and softskills from now onward	4.190	0.706
Willingness to learn new business & management topics in Indonesia circumstances	3.900	0.902
Willingness to learn new technology	4.180	0.700
Willingness to learn new bussiness and management topics from seminar and vocational training institution	4.090	0.788
Readiness in E-Media Technology Questionnaire	Mean score	Std. Deviation
Experienced in using e-journal computer in Widyatama Library to improve knowledge	4.180	0.708
Experienced in using computer media as sources to accomplish homework and work study	4.090	0.720
Experienced in using handheld gadget to get bussiness news update information	4.140	0.768
Able to use computer for data processing	4.060	0.766
Willingness to use television (Campus TV) and radio media to learn new business and management knowledge as sources	4.150	0.751
Able to use computer to faster accomplishing work	4.160	0.751
Able to use computer or handheld gadget to write and to sent report	4.100	0.712
Able to use computer or handheld gadget to get all business and management news information.	4.170	0.733
Able to use handheld gadget to get faster sources of management topics related in class discussion with WIFI Net-Access Widyatama	4.140	0.715

Conclusion (Implication and Possible Future Studies)

Base on the research finding it can conclude that students in business and management Widyatama are equipped with lifelong learning methods and e-media technology to leverage their knowledge at a ready level since for preparedness to admit the job market. They are must be active to achieve any given responsibilities from the employer and willing to fulfill industrial or corporate need. Although to develop them to be more marketable and employability a number of lifelong learning and e-media technology attributes suggested to be increased upon students. It is because mean score of both readiness are still not meet mean score interpreted as strongly ready for leveraging knowledge.

Business and management in Widyatama must be focused to increase lifelong learning methods and e-media technology to leverage their knowledge over the students should focus on the attributes that below “strongly ready” status.

Lifelong learning methods attributes that “ready status” are:

1. Experienced in using access e-library, d-space widyatama, and e-widyatama learning centre to get the materials about work study. (mean score : 4.060)
2. Able to use internet getting the source materials about business & management topics. (mean score: 4.090)
3. Willingness to use own money & ability to upgrade knowledge about management topics related. (mean score: 4.200)

4. Like to read latest reading material in class about book references related to management topics. (mean score: 4.150)
5. Awareness on the changes of working method in other places. (mean score: 4.180)
6. Knowing the sources and the places to search new knowledge about work hard skills and soft skills from now onward. (mean score: 4.190)
7. Willingness to learn new business & management topics in Indonesia circumstances.(mean score: 3.900)
8. Willingness to learn new technology.(mean score: 4.180)
9. Willingness to learn new business and management topics from seminar and vocational training institution. (mean score: 4.090)

Although questionnaire 7 above is included in the attribute is "ready", the lecturers must be able to explore some strategies to leverage obstacles in willingness to learn new business and management topics, Lectures must still be motivate and frequently evaluate student to be creative and leverage their knowledge.

E-Media Technology attributes that “ready status” are:

1. Experienced in using e-journal computer in Widyatama Library to improve knowledge. (mean score: 4.180).
2. Experienced in using computer media as sources to accomplish homework and work study. (mean score: 4.090)
3. Experienced in using handheld gadget to get business news update information. (mean score: 4.140)
4. Able to use computer for data processing. (mean score: 4.060)
5. Willingness to use television (Campus TV) and radio media to learn new business and management knowledge as sources. (mean score: 4.150)
6. Able to use computer to faster accomplishing work. (mean score: 4.160)
7. Able to use computer or handheld gadget to write and to sent report. (mean score: 4.100)
8. Able to use computer or handheld gadget to get all business and management news information. (mean score: 4.170)
9. Able to use handheld gadget to get faster sources of management topics related in class discussion with WIFI Net-Access Widyatama. (mean score: 4.140).

Learning is changing. This is true in both senses. Learning is a process of mental and social change over an entire lifetime. Moreover, the organisation of learning is changing, in schools, in the workplace and at home. New technology offers the opportunity for children and adults to communicate with teachers and fellow learners around the world, to interact with rich learning resources and simulated environments, to call on information and knowledge when needed to solve problems and satisfy curiosity, and to create 'personal learning narratives' through an extended process of capturing and organising situated activity.

By referring to the industrial back ground where their human resource officer appointed to validate the questionnaire it is shows that the knowledge of lifelong learning methods and e-media technology can be use in accomplishing the task of work. Any fields of occupation need the worker have enough knowledge and skill to achieve the work task. Even though industrial worker graduate from business and management suddenly found his lack of knowledge since doing work task, its will immediately know the appropriate place to get new suitable knowledge. This proactive attitude indirectly assures the production system is going smoothly and effectively.

Research implications could lead other research with the specific inputs necessary for learning process, policy and plan possible future studies activities of student to provide an optimal learning environment for a group of people with diverse abilities and characteristics.

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