

STRATEGIES TO FACE THE CHALLENGES OF THE DIGITAL ERA DEVELOPER GAP AT SMAN 5 KOTA TANJUNG PINANG

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Abstract

This study aims to formulate strategies in facing the challenges of the digital era development gap at SMAN 5 Tanjungpinang City. The digital era has brought significant changes in the world of education, requiring schools to adapt to rapidly developing information and communication technology. SMAN 5 Tanjungpinang has taken strategic steps such as implementing a Learning Management System (LMS), providing fast and stable internet facilities, and developing technology-based learning methods to support effective teaching and learning processes. In addition, the school optimizes quality educators who are experts in the field of information technology to ensure that students receive education that is relevant to the needs of the 21st century., SMAN 5 Tanjungpinang strives to create a learning environment that supports digital transformation holistically, in line with the school's vision to become a creative, innovative, and independent institution. This study concludes that adaptation to the digital era requires synergy between technological infrastructure.

Keywords: Strategies, Gap, Digital Era

INTRODUCTION

The development of digital technology has brought about major changes in various aspects of life, including the world of education. The digital era requires schools to adapt quickly to meet the increasingly complex needs of information technology-based learning. SMAN 5 Tanjungpinang City, as one of the leading educational institutions, faces the challenge of the digital era development gap, which includes access to technological devices, digital literacy, and the readiness of educators and students to utilize technology optimally.

The implementation of technology at SMAN 5 Tanjungpinang has been carried out through the implementation of the Learning Management System (LMS), the provision of fast internet facilities, and innovative digital-based learning methods. These steps aim to improve the quality of the teaching and learning process and provide educational experiences that are relevant to the needs of the 21st century. However, challenges such as limited digital devices, internet network constraints in some areas, and the ability to adapt to technology are still obstacles in realizing a holistic digital transformation.

This study focuses on strategies that can be applied to address these gaps, including strengthening the competence of educators, increasing access to technological devices, and developing digital literacy for students. With a targeted and collaborative approach, SMAN 5 Tanjungpinang seeks to create an educational ecosystem that supports comprehensive digital transformation to achieve equal distribution of education quality in the era of the Industrial Revolution 4.0.

The purpose of this study is to provide a clear picture of the Strategy for facing the challenges of the digital era developer gap by SMA N 5 Tanjung Pinang and to provide recommendations for other institutions facing similar challenges.

Theoretical studies on the challenges of the digital divide in education show that the digital era has brought great opportunities as well as significant challenges for educational institutions. The digital divide, which includes unequal access to technological devices, internet connectivity, and digital literacy, is one of the main obstacles to technology-based educational transformation. According to the OECD, socio-economically more advanced schools have a better capacity to utilize digital devices than less developed schools. This

shows the importance of investing in technological infrastructure and digital skills training to reduce the gap.

In addition, resistance to change among educators and stakeholders is also an obstacle to digital transformation. As many as 75% of educators showed a lack of understanding of the benefits of technology integration in learning, as well as concerns about the cost and time of implementation. Another study highlighted that low digital literacy and limited access to devices are major challenges in implementing technology-based learning, especially in areas with difficult geographical conditions or low socio-economic backgrounds.

In the context of competency development in the digital era, research shows that teacher training based on frameworks such as Technological Pedagogical Content Knowledge (TPACK) is essential to ensure effective technology integration in the learning process. Well-trained teachers can create meaningful and relevant learning experiences for students in the digital era. In addition, a collaborative approach between the government, educational institutions, and the private sector is needed to provide adequate technology infrastructure and ensure inclusive access for all students.

Cabero-Almenara et al. (2022) emphasized that the digital transformation of education requires a holistic strategy that includes the development of technology-based training policies and educational practices. This study provides in-depth insights into the challenges and opportunities that arise in the digital era and the importance of global collaboration to overcome the digital divide. In addition, theories on leadership and organizational culture are also important in creating an environment that supports innovation (Brown & Green, 2021). By understanding these theoretical foundations, it is hoped that this study can provide deeper insights into sustainable performance management practices.

REVIEW OF LITERATURE

Strategic Management

Sustainable Strategic Management is defined as a process that focuses on measuring and improving organizational performance in the long term, taking into account economic, social, and environmental aspects. According to Sari and Indratno (2020), sustainable

performance management seeks to create added value for all stakeholders through responsible and sustainable business practices.

Innovation and Challenges in Strategic Management Innovation is key in implementing sustainable performance management, but it also faces various challenges. Junaidi and Prasetyo (2021) stated that the main challenges include resistance to change, a lack of understanding of the concept of sustainability, and limited resources. Therefore, companies need to create a culture of innovation that supports the implementation of sustainable practices.

Strategic Management Success Factors

Success factors in sustainable strategic management include strong leadership, employee participation, and an effective measurement system. According to Rahayu and Fitriani (2022), organizations that successfully implement sustainable strategic management usually commit leaders to encourage sustainability initiatives and involve all employees in the process. And 4 stages must be passed in the management of the company's industrial management that must be passed, including: Planning, Monitoring, Reviewing, Rewarding. Through the results of interviews through oral observation, these 4 components are fulfilled through statements given, such as:

1. SMA N 5 Tanjung Pinang routinely carries out the planning required in taking steps to make decisions in carrying out the teaching and learning process at school so that it is structured.
2. Supervising every student learning process at the school, the function of supervising every learning process is so that digitalization in the learning process can be carried out optimally in order to handle the challenges of the gap and also to be able to find out what problems occur in the learning process.
3. Reviewing every activity of each student's learning so that the learning process in following digitalization can run well as it should.
4. Giving awards to every student who excels, this is proven by giving certificates and pocket money to students who have succeeded in winning a competition or are champions at their school.

RESEARCH METHOD

This study uses a qualitative approach to explore innovations and challenges in sustainable performance management at Siba Kargo. A qualitative approach was chosen because it can provide an in-depth understanding of the experiences, perspectives, and practices implemented by the company. Data Collection Techniques through Interviews were conducted with a number of key informants at SMA N 5 Tanjung Pinang, including the Head of TU, school staff, and representatives. Semi-structured interviews were used to allow researchers to explore certain topics in depth, while still providing space for respondents to share relevant information. Each interview was recorded (with permission) and then transcribed for further analysis.

Relevant documents were collected including annual reports, school policies, and presentation materials related to Strategic Management. These documents provided additional context and supported the information obtained from the interviews. Document analysis was conducted to identify policies and practices implemented by Siba Kargo and to assess their impact on company performance. Data obtained from interviews and documentation were analyzed using a thematic analysis approach.

RESULTS AND DISCUSSION

Basuki's research (2023) entitled *Optimizing Human Capital: Management Strategy Effective human resources for sustainable organizational growth*. This study aims to see how the implementation of human resource management strategies that focus on innovation, sustainability, and ethics can help organizations achieve sustainable growth. This study was conducted using a descriptive-analytical approach by collecting data through literature studies and content analysis from various relevant sources. The results of this study then found that human resource management strategies based on innovation and sustainability help organizations maximize human resource potential and create a productive and sustainable work environment. In addition, the application of ethics and social responsibility in HR decision making is a major pillar in creating an organizational culture of integrity. By implementing this strategic approach, organizations can achieve sustainable growth and maintain. aims to see how the implementation of human resource management

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According to Putri et al., (2024) in their journal entitled *Sustainable Digital Supply Chain Implementation Strategy: Opportunities and Challenges in the Digital Era*, discussing the implementation of sustainable digital supply chains that focus on the challenges, opportunities and strategies involved in adopting this technology in an industrial context. In today's digital era, the integration of digital technologies such as the Internet of Things, artificial intelligence, and blockchain in the supply chain has become critical to achieving operational efficiency, transparency, and sustainability. This study uses the Systematic Literature Review method to evaluate and analyze existing literature on sustainable digital supply chains. The results of this study indicate that sustainable digital supply chains face a number of challenges that need to be addressed, including over-reliance on technology, the risk of cyber-attacks, limited access and infrastructure, and difficulties in integrating different systems. On the other hand, there are opportunities to increase supply chain transparency, optimize processes, improve energy and cost efficiency, and encourage innovative collaboration between stakeholders. The study also presents effective implementation strategies, including the use of appropriate technology, employee skills development, and building strong partnerships. Thus, this study provides useful insights for organizations seeking to implement sustainable digital supply chains in the digital era and helps them overcome barriers and effectively capitalize on opportunities. efficiency, transparency, and operational sustainability. This study uses the Systematic Literature Review method to evaluate and analyze the existing literature on sustainable digital supply chains. The results of this study indicate that sustainable digital supply chains face a number of challenges that

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According to Sewang et al. (2024) in their research entitled Human Resource Management (HR) Efforts to Improve Employee Performance in the Era of Globalization, said that in the era of globalization, companies face major challenges in managing Human Resources (HR) to improve performance, of course. This study explores various HR management strategies that can be applied to improve employee performance amidst global change. The main focus lies on adapting to new technologies, developing skills, and increasing employee motivation through training and development programs. In addition, the importance of an inclusive and flexible organizational culture is outlined as a key factor in creating a productive work environment. This study also highlights the role of leadership in facilitating change and innovation and the importance of effective communication in maintaining high performance in the era of globalization. These findings are expected to provide practical guidance for HR managers to design and implement policies that support sustainable employee performance improvement. The author also took 5 international journals and 10 other national journals with similar themes or relevant to the articles the author wrote. In general, research on performance management, both in the public and private sectors, must be considered for its sustainability strategy so that it will achieve the goals of the company itself.

The interview results show that schools address the Gap challenge by improving the LMS-based learning process and involving students in the learning process using existing platforms such as Quiziz as a place for students to develop in this digital era. This step was taken by the school to address the gap between students to create cooperation between

students, so that students focus more on the surrounding environment without focusing on their respective electronic devices. Through this platform, it is hoped that schools can address the Gap problem in this digital era by filling it with positive activities.

CONCLUSION

Based on the findings conducted through interviews at SMA 5 Tanjung Pinang, it was concluded that SMA 5 Tanjung Pinang has implemented strategies in facing the Gap challenges in this digital era. However, SMA 5 Tanjung Pinang will also continue to innovate in facing this Gap challenge. Because the era continues to develop, every new challenge will come back. So that new steps in dealing with this Gap Challenge will continue to emerge. Improving Staff Training: SMA 5 Tanjung Pinang needs to conduct routine training for all Staff so that understanding of the latest SOPs and regulations can be improved. This will help ensure that all Staff can carry out their duties efficiently. Strengthening the Feedback System: It is recommended that schools strengthen the feedback system by providing more discussion sessions between the principal and employees. This can help staff better understand their performance and areas that need improvement. Investment in Technology: Suggestions for further investment in information technology and applications that support the learning process, including data management and communication, to improve learning efficiency.

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