

## E-LEARNING CONTENT DEVELOPMENT AS A TRAINING OPTIMIZATION EFFORT AT PT SUMMARECON AGUNG TBK

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### Abstract

*This report contains the author's activities while participating in Magang Bersertifikat Kampus Merdeka program initiated by the Ministry of Education, Culture, Research, and Technology, the main objective of this program is to provide direct work experience mentored by practitioners who are experts in their fields. In this report, the author will explain about the company, daily activities carried out include training administration and also projects regarding e-learning content development and the learning management system during participation as part of the corporate training division at PT Summarecon Agung Tbk. As a result of this program, the author was able to develop competencies from a technical point of view which includes administration, learning management system operation and e-learning content production for non-technical competencies development which include teamwork, problem solving, communication and adaptability in the workplace.*

**Keywords:** *Kampus Merdeka, learning management system, problem solving, E-learning.*

### Abstrak

Laporan ini berisi mengenai kegiatan penulis selama berpartisipasi dalam kegiatan Magang Bersertifikat Kampus Merdeka, program ini merupakan salah satu dari banyaknya program Kampus Merdeka yang diinisiasi oleh Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi, tujuan utama dari program ini adalah untuk memberikan pengalaman bekerja secara langsung dimentori praktisi yang ahli di bidangnya. Pada laporan ini penulis akan menjelaskan tentang perusahaan, daily activity yang dilakukan mencakup administrasi training dan juga proyek mengenai pengembangan konten e-learning dan sistem Learning Management System selama berpartisipasi menjadi bagian dari divisi corporate training di PT Summarecon Agung Tbk. Hasil dari program ini yakni, Penulis dapat mengembangkan kompetensi dari segi teknis yang mencakup administrasi, pengoperasian Learning Management System dan produksi konten e-learning untuk kompetensi non teknis yang dikembangkan mencakup teamwork, problem solving, communication serta adaptabilitas di tempat kerja.

**Kata Kunci:** Kampus Merdeka, Sistem Manajemen Pembelajaran, Penyelesaian Masalah, Sistem Pembelajaran Elektronik

## INTRODUCTION

In today's global industrial era, competition in every line of industry will be tighter, with more and more new competitors emerging, companies that are not ready for change are have the possibility to fail, therefore companies also need to pay attention to the steps they will take in the future. One of the causes of failure in managing company is due to the failure of the company in managing their human resources. (Iskandar & Rahadi, 2021).

To anticipate this, many companies set high admission competency standards for their prospective workers. Fresh graduates are complicated by the requirement to have a minimum of 1-2 years of work experience to enter the selection process (Chalid, 2021), coupled with the lack of competence possessed by fresh graduates in terms of both hard skills and soft skills, including the ability to solve a problem, the ability to communicate, leadership, etc.

Therefore, to answer market demands regarding the high standard of competency requirements that must be possessed by fresh graduates. The Minister of Education, Culture, Research, and Technology, Nadiem Anwar Makarim, B.A., M.B.A., made a new policy regarding Merdeka Belajar Kampus Merdeka program.

Through the Merdeka Belajar Kampus Merdeka program, the Ministry of Education, Culture, Research, and Technology in collaboration with company partners, provides opportunities for students to be able to jump directly, learn from expert practitioners in their fields. With the outcome that students have the opportunity to gain knowledge about the best practices in the industry and sector of interest. this program also aims to improve the competence of fresh graduates both in terms of hard skills and soft skills so that fresh graduates can keep up with the rapidly changing times and can link and match with industry interests.

### **MBKM Objectives and Benefits**

The objectives of this MBKM programs are to:

1. To provide an overview and real-life situation in the workforce, by participating directly in the process.
2. To develop Knowledge, Skill and Attitude as a form of preparation for entering the world of work.
3. To provide learning opportunities by being mentored directly by practitioners who are experts in their fields.
4. To get career sustainability, by having the experience needed to work in the field of interest.

The benefits of this MBKM Program are:

1. Gain knowledge about how the company's workflow works, especially in the Corporate Training Division and its role in employee competency development.
2. Gain the experience needed as a fresh graduate in order to have good adaptability in the company.
3. Gaining knowledge by contributing directly to how the Corporate Training Division conducts assessments to provide training to employees.
4. Gain career sustainability, by having the opportunity to be accepted as an employee at the intership place.

### **Company Description Summary**

PT. Summarecon Agung Tbk or commonly known as Summarecon is a company incorporated in the year 1975 by Mr. Soetjipto Nagaria and his partners to undertake construction and real estate development business.

Starting with a 10-hectare swamp behind Jakarta, the founders have successfully transformed Kelapa Gading into one of the most affluent residential and commercial areas in Jakarta.

Over the years, Summarecon has earned its reputation as one of the leading real estate companies in Indonesia, particularly in township development. Summarecon develops townships that merge residential developments with commercial developments supported by extensive and complete facilities for the townspeople.

## **ANALYSIS AND DISCUSSION**

### **Daily Activities**

During the internship process, here are some of the jobs that are routinely repeated by the Corporate Training division including:

#### **1. Creating a Training Calendar**

Training Calendar is a guideline schedule for the implementation of training that will be held in that month, for the time interval of making it is a week before the month changes. The author's task in making the Training Calendar is to schedule the training needed by the unit that month. in accordance with the training needs required by Summarecon business units, with reference to Learning Calender Management.

Learning Calender Management itself is a description of the form of training needs required by each Summarecon business unit, in which there are training needs required by employees according to their Division and Appeal/Level.

Through Learning Calender Management, Corporate Training has determined the Training needs that are most needed by employees in each Summarecon business unit. In its implementation, Training does not always stick to Learning Calender Management, Summarecon business units can also add training according to the level of urgency, if it is deemed very necessary at a certain time, then additional training outside Learning Calender Management can be carried out.

#### **2. Organizing Online Internal Training**

During Covid-19 transition period, PT Summarecon Agung TBK, uses a hybrid method in carrying out its training, some training topics are carried out online and some are carried out offline, in practice the author more often to carry out internal training online, so the author categorizes offline internal training as non-routine activities.

Online internal training is training organized by Corporate Training Summarecon, and specifically aimed at Summarecon employees, which is carried out online via Zoom. Until the end of the internship period, the author was actively involved in carrying out his responsibilities in handling the implementation of several internal training titles held online via Zoom.

#### **3. Helping Administrative Corporate Training Activities**

The author also assists in the administration of Corporate Training as a Daily Task Activity, such as coordinating training dates, resource persons, carrying out administration

for participant registration, both for training held online and offline and also coordinating with admin people development to submit requests for advances for training needs.

#### **4. Planning For E-Learning Module development**

The author also assists in planning the development of the training module which will be developed for Summarecon's E-Learning content development needs. This training module development plan is a form of the initial stages of project planning for the development of E-Learning Service Excellence Content for mall units.

Categorized as a routine activity by the author because in practice the author routinely coordinates with 3 PIC Training units at the Summarecon Mall, which consists of PIC training in Summarecon Mall Serpong, PIC training Summarecon Mall Kelapa Gading and PIC training for Summarecon Mall Bekasi

#### **Non-Routine Project**

The content development project carried out by the author is to develop Service Excellence material for the pre-existing Mall Unit (in the form of PPT), into material that can be displayed on Summarecon's independent Learning Management System by having the concept of developing Gamification material, this project prioritizes training with the aim of creating interaction between trainees and training materials.

The Service Excellence E-Learning Content Creation Project is a project carried out by a team of 2 people, namely the author as a representative of MSIB batch 3 participants and also 1 independent internship representative from Binus University, In the process of making this project, it is made by carrying out several stages of the procedure, the author will describe the stages of the process of making Service Excellence E-Learning Content in the form of points as follows:

##### **1. Coordination with Related Units**

In the early stage of creating Service Excellence E-Learning Content for Mall Units is to coordinate with PIC Training of Summarecon Mall Units, namely Summarecon Mall Kelapa Gading Unit, Summarecon Mall Bekasi Unit and Summarecon Mall Serpong Unit. The purpose of this coordination is to find out about the problems that often and may occur in the daily activities of Mall operations, so that solutions can be made for these problems.

##### **2. Material Identification**

The second stage in creating Service Excellence Content for the Mall Unit is to identify all the material, after getting insight from the Mall Unit Training PIC, we discussed with the mentor about the material to be made, because in the pre-existing material (in the form of PPT), there are several discussions that are no longer relevant today, for example, there is still a Doorman to welcome customers, but in today's conditions, this role no longer exists.

##### **3. Creating the Work Timeline**

After the material has been successfully identified according to the current needs, we create a timeline for each module's work, in which the length of time for each module is adjusted according to the difficulty of making it

##### **4. Creating Storyboard**

After the Service Excellence Content Production Timeline for the Mall Unit was successfully created, we begin to enter the production process, where the initial stage in the production process was the creation of a Storyboard, because the Storyboard creation function plays an important role, so that in the future production process there will be no

concept changes in the middle of the road. At the same time Storyboards act as guidelines for the writer

### **5. Creating Service Excellence Content for Mall Units**

After the Timeline has successfully created, the next step was to entering the production stage, the author worked closely with the team, working on the production of moving animations in the Powerpoint Application, the work was carried out following the Timeline that has been made and the Storyboard as the Guidelines.

### **6. Do a Voice Over**

After the Gamification Service Excellence Content for the Mall Unit has been successfully created, the next step is to add Voice Over, but due to an additional project provided by the mentor, along with the end of the internship period for the Writer Team colleagues from Binus University, the addition of Voice Over has not yet been completed

### **Knowledge Utilized**

In carrying out their duties, both routine and non-routine task categories, the author succeeded in utilizing basic knowledge regarding needs analysis, (Dessler, 2017) Stated the basic Analysis-Design-Develop-Implement-Evaluate (ADDIE) training process:

#### **1. Analyze the training need.**

This is where the author consider about how he analyze the current training needs depends on whether training new or current employees. A recruit's main task is to determine tasks, divide them into subtasks, and teach each recruit. Also in this process, the writer also use performance analysis to evaluate whether there are performance deficiencies and determine whether these deficiencies need to be addressed through training.

#### **2. Design the overall training program.**

Design means planning the entire training program, including training objectives, methods of implementation and program evaluation. Sub-steps include setting performance goals, creating a detailed training outline (all steps of the training program from start to finish), choosing how the program will be presented (such as lecture or web), and finalizing the overall program design, Including management review.

#### **3. Develop the course.**

Program development means editing the actual program training content and materials. This means choosing the specific content to be presented by the program and designing/choosing specific teaching methods (lectures, cases, web-based, etc.). Once the program has been designed, approved and developed, administrators can implement and evaluate. Conducting means that the training is actually delivered using one or more teaching methods.

#### **4. Implement training.**

By actually training the targeted employee group using methods such as on-the-job or online training.

#### **5. Evaluate the course's effectiveness.**

At this stage, the management will re-evaluate the results of the training that has been carried out. While the author participates in the MBKM program the author succeeds in

utilizing basic knowledge regarding Analysis-Design-Develop-Implement-Evaluate (ADDIE). Application of knowledge within the scope of the E-Learning Service Excellence content development project for mall units is an example of utilizing this knowledge.

### **Participation in Institution**

During the internship process at Summarecon, MBKM participants had the opportunity to participate in several events organized by Summarecon. The following is a list of events that have been carried out:

1. Graduation session for MBKM interns.

As a sign of the end of internship activities in the company, a graduation session was held for PT Summarecon Agung Tbk interns from the MBKM Batch 3 program. At this event, a sharing session was held and then a meeting between interns from one unit and other units from Summarecon.

2. Summarecon PIC Training Gathering.

Gathering In this event, the author gathered and brought together all Summarecon training PICs for a gathering. The event was divided into two sessions, namely the first session there was a discussion about the material for PIC training activities in 2023 and then continued with a sharing session.

3. August 17th Independence Day Celebration.

To commemorate the Independence Day of the Republic of Indonesia on August 17, Summarecon Corporate HR Unit held various events consisting of sharing sessions and various contests.

### **MBKM Evaluation**

Achievements and problem generated in each type of work or project. Through this internship program, there are several additional experiences and knowledge gained by the author, including:

1. Acquisition of the ability to work under pressure, maintain work professionalism, solve problems through brainstorming, and express opinions, suggestions, and criticisms in an appropriate and correct manner in accordance with existing ethics and rules.
2. Gain the ability to do everything in a structured and scheduled manner. By working on the assigned tasks in a structured manner, the author can complete the assigned tasks in a timely manner. For example making a training calendar.
3. Get the chance to level up several skills, including:
  - 1) Public speaking skills. To describe the training material from the company, the author presented and led the course of the training workshop.
  - 2) Ability to organize each task in detail, neatly and by deadline.
  - 3) Deepen microsoft office skills. In his duties, the author often uses Microsoft Office as his medium, especially Microsoft PowerPoint.
  - 4) Ability to work together in a team, especially in the division of tasks with mentors and coordinate with other divisions.

When participating in the internship program, the author is asked to create a training program calendar. The final result of making the Training Calendar is the compilation of the training implementation schedule for the following month, this makes it easier for the corporate training division to monitor and carry out training activities in accordance with the

predetermined time. Until the end of the internship, the author managed to create a training calendar for September, October, November and December.

The obstacle that the author faces in the process of making a training calendar is when the training resource person suddenly reschedules the training schedule that has been determined, due to other interests with higher urgency or for personal reasons. In addition, until the end of the Internship period, the author managed to organize 8 internal online trainings held via Zoom Together with 3 different resource persons.

In carrying out this duties, the author also experienced obstacles in the implementation process related to the slow collection of the list of training participants submitted by all PICs of summarecon business units. This happened because the system used to register participants was still done manually, with each PIC training summarecon business unit sending a list of training participants to the author via whatsapp, this problem made the slow collection of training participants because the author had to always followup participants to pic training throughout the summarecon business unit and also recap participants after all participants were collected.

With this problem, in mid-August the author proposed the use of Google spreadsheets to all PIC Training as a place for collecting and registering participants in every online training activity. At the time of submission, the author also provided usage guidelines for all Summarecon business unit PICs, so that there was no miscommunication in its application.

After the application of the use of google spreadsheet for the collection and registration of participants was successfully carried out, the process had a good impact and accelerated the collection of the list of participants in online internal training activities because it cut the time to follow up participants to the training pic of all units and cut the time to recap participants, because if the participants have been collected, then the author will immediately download the results of the collection and registration of participants from the google spreadsheet.

Finally, the results of the Service Excellence Content Development Project for Mall Units are 5 PowerPoint animated file modules which will be integrated with Summarecon's independent Learning Management System. Although this Service Excellence Content Development Project has not been fully completed due to additional projects provided by the mentor, along with the end of the internship period of the author's teammates from Binus University. The author managed to get positive feedback and reviews regarding the Service Excellence E-Learning Content development project for the mall unit both from coworkers, mentors and also from the Head of People Development.

While participating in it, not only work experience in terms of competence both Hardskill and Softskill, the author also gained a lot of experience in the world of work, starting from how to build relationships, create a positive work atmosphere, and various insights both from coworkers, mentors and superiors. This will equip the author to be able to adapt to the work environment in the future.

## **CONCLUSIONS**

Conclusions that the author can provide while participating in the MSIB Batch 3 Program at PT Summarecon Agung Tbk:

1. Through the Merdeka Belajar Kampus Merdeka program initiated by the Ministry of Education and Culture in collaboration with company partners, the author can get the

opportunity to directly learn from expert practitioners in their fields, and in its implementation the author gains knowledge about best practices in the industry and sector chosen by the author.

2. PT Summarecon Agung Tbk, as one of the MSIB partner companies, succeeded in designing internship activities and managing the flow of the MSIB Program, starting from the initial stages of the Onboarding Plan, implementing activities in accordance with the Framework that has been made, to the final process of closing the end of the author's internship at Pt Summarecon Agung Tbk.
3. During the author's participation in MSIB activities at PT Summarecon Agung Tbk, the author gained a lot of valuable experience, starting from increasing competence both in terms of hard skills and soft skills of the author, then developing the author's character to enter the world of work, and also additional insight for the author both delivered by colleagues, mentors and by superiors.

As for some of the limitations experienced by the author in participating in the MBKM program as an HR Training Officer at PT Summarecon Agung Tbk, including:

1. Because there are several MBKM requirements that partners, interns cannot fulfill, PT Summarecon Agung Tbk, does not receive living expenses assistance as one of the benefits received by interns provided by the MBKM program.
2. When the writer was working on a project given by a partner, the writer experienced problems in terms of equipment to support work activities, because in this E-learning Development project the writer needed a device in the form of Leptop/PC hardware with adequate specifications, as well as software to support the writer's needs .

As suggestions for further development of the implementation of the MSIB program at PT Summarecon Agung Tbk in the future, the authors:

1. In the early stage of implementing the MSIB program, at the Onboarding Plan stage, the author suggests that the company welcome interns, both online and offline, so that interns get the opportunity to meet other interns spread throughout Summarecon's Business Units.
2. At the implementation stage, the author suggests that interns be given a forum and also facilitated to be able to communicate between fellow interns at PT Summarecon Agung Tbk, this is done to strengthen the relationship between fellow interns and also with PT Summarecon Agung Tbk.

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