

Socialization Of The Importance Of Higher Education In The Era Of Revolution 5.0

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INFORMASI ARTIKEL	ABSTRAK
Kata Kunci: Sosialisasi Pendidikan Tinggi Motivasi Era 5.0 Pengabdian Kepada Masyarakat	Tujuan dari kegiatan pengabdian masyarakat (PKM) dalam bentuk sosialisasi ini adalah memberikan pemahaman kepada mahasiswa di IAI Yasni Bungo. agar mampu memberikan motivasi serta bisa bersinergi dengan masyarakat maupun Lembaga pendidikan serta penggiat pendidikan untuk bisa mempertimbangkan bahwa pendidikan dengan jenjang yang lebih tinggi merupakan bekal generasi penerus untuk mampu bersaing agar bisa berdayaguna di era 5.0 dalam pembangunan nasional. Adapun metode yang digunakan dalam kegiatan ini adalah metode ceramah, diskusi dan tanya jawab. Kegiatan ini dilaksanakan pada tanggal 23 Mei 2023 . kegiatan ini melibatkan 21 mahasiswa IAI Yasni Bungo. Hasil dari kegiatan pengabdian masyarakat ini adalah untuk meningkatkan pemahaman peserta bahwa pendidikan menjadi sangat penting di era 5.0 dimasa perkembangan zaman pasar bebas yang bersaing dengan negara negara maju lainnya. Untuk itu, pendidikan akan berjalan baik jika dibarengi dengan dorongan orangtua dan lingkungan masyarakat. Dengan begitu masyarakat termotivasi dalam membangun generasi penerus melalui pendidikan tinggi dan layak agar terbentuk generasi muda yang siap bersaing secara kualitas dan kuantitas dalam menghadapi perkembangan zaman di masa mendatang.
Keywords: Socialization Higher Education Motivation Era 5.0 Community Service	ABSTRACT The purpose of this community service activity (PKM) in the form of socialization is to provide understanding to students at IAI Yasni Bungo. in order to be able to provide motivation and to be able to synergize with the community and educational institutions and education activists to be able to consider that education at a higher level is the provision for the next generation to be able to compete so that they can be efficient in the 5.0 era. The methods used in this activity are lecture, discussion and question and answer methods. This activity was carried out on May 23, 2023. This activity involved 21 students IAI Yasni Bungo. The result of this community service activity is to increase participants' understanding that education is very important in the 5.0 era during the development of the free market era which competes with other developed countries. For this reason, education will work well if it is accompanied by encouragement from parents and the community. In this way, the community is motivated to build the next generation through higher and proper education so that a young generation is formed that is ready to compete both in quality and quantity in facing future.

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I. INTRODUCTION

Education in general is a conscious and directed effort to help someone support their level and dignity by optimizing and advancing their ability to do all good things. Through education, people can have skills and knowledge in carrying out their activities, solving real problems, and making useful new discoveries. (Mustoip, 2018). One of the factors that can help humans to achieve a bright future such as a decent job is having a high education. (Nastiti, 2020). Upper secondary education, in Law no. 20 of 2003 article 19 paragraph 1, higher education is a level of education after secondary education which includes

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diploma, bachelor, master, specialist and doctoral education programs organized by the college.(Hanafia, 2016)

Education is a determinant of the success of the development of a nation. Education is a cultural capital so that it can improve welfare and quality of life. In today's global era, various nations in the world have developed a knowledge-based economy (KBE), which requires quality human support. Therefore, education is absolutely necessary support the development of a knowledge-based economy – education for the knowledge economy. (Suryana, 2020)

As can be understood, the main mission of higher education is to be able to prepare human resources that produce knowledge and technology for sustainable national development. The central issue related to higher education in Indonesia so far is about expanding access, as well as increasing its quality and relevance. The aspirations of the people to obtain higher education are still very high although they are still constrained by many limitations. If higher education is not of good quality, of course the resulting human capital will not be competitive because it is not considered competent. Meanwhile, if higher education is not relevant to the needs of society, the world of work, and development, then the gap between supply and demand will widen. Research and community service carried out by tertiary institutions must be in the context of building national independence and strengthening future development which is increasingly dependent on knowledge and innovation.(Powell, 2004)

The role of higher education in Indonesia is a vital key in determining the ability of the Indonesian nation to continue to achieve progress and create prosperity for all levels of society. The role of quality higher education and being able to create educated and literate people, who have intelligence and skills who are able to create progress in all fields with professionalism and integrity. (Zalmi Dzirusyidi, Said Nuwrun Thasimmim, 2022).

The Industrial Revolution 5.0 brings technological innovations that enable broader and more flexible education provision. For example, online learning platforms, online courses and digital educational content are enabling easier and more affordable access to education for individuals around the world. This enables access to education for those previously difficult to reach, such as people in remote areas or developing countries.

Digital skills and technological developments that are developing and increasing from year to year require the younger generation to be able to keep up. One of the things that needs to be done is to continue their education to higher education so that they can help the younger generation to be more prepared with the times. **The purpose** of this socialization is to increase awareness of the younger generation especially the students of IAI Yasni Bungo of the importance of higher education, especially in the 5.0 era. So, they will have higher motivation to continue their study.

II. RESEARCH PROBLEM

Increasing awareness of the importance of higher education is needed to increase the motivation of the younger generation to continue their education. This community service is carried out at IAI Yasni Bungo.

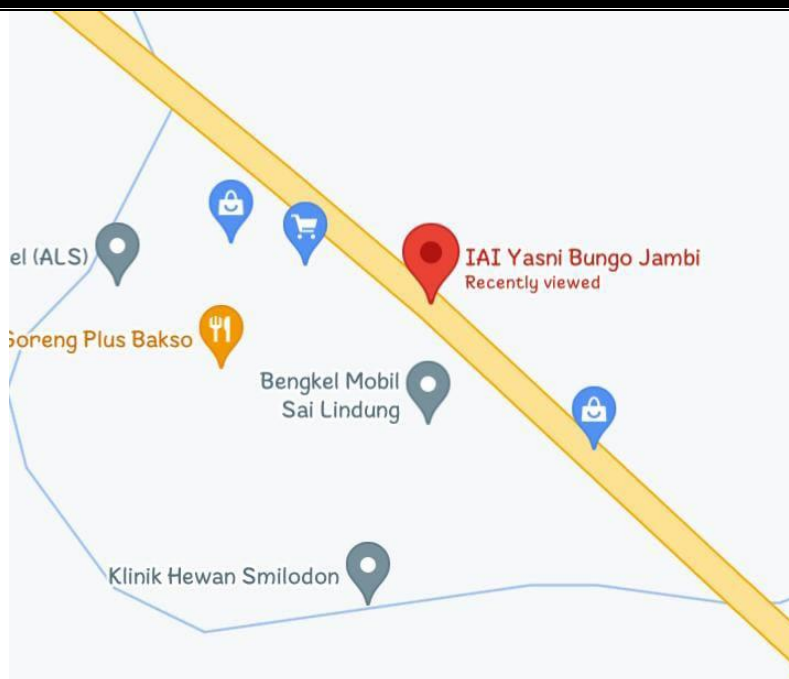


Figure I. Location of the community service

III. METHOD

The implementation of training activities involves a series of stages aimed at addressing and resolving difficulties. **The initial stage** in this process is known as preparation. During this phase, administrative preparations are conducted, including the identification of suitable locations and the procurement of necessary activity tools. The subsequent phase entails Implementation, during which training and mentorship initiatives are conducted to support individuals engaged in community service endeavours. Upon the conclusion of the training implementation, feedback was collected from the teachers and activity participants as a means of evaluation. Moreover, the last phase encompasses the Closing and Evaluation stage. During this stage, a comprehensive assessment of the execution of activities is conducted, followed by the compilation of a conclusive report on those activities.

The training sessions were attended by a total of 21 participants, all of whom were students at IAI YASNI Bungo and possessed diverse academic backgrounds. The methodology employed in this study entails the utilisation of seminars and training sessions. The implementation team conducted discussion seminars and question-and-answer sessions with participants, with the objective of imparting knowledge regarding the significance of higher education in the 5.0 era.

During the concluding phase of the evaluation process, an assessment is conducted to determine the effectiveness of the established Personal Knowledge Management (PKM) strategy. This assessment focuses on evaluating participants' comprehension and level of motivation towards pursuing further education.

IV. RESULTS AND DISCUSSION

The execution of Community Service activities (PKM) centred around the significance of higher education in the 5.0 age has been conducted in accordance with a pre-established timetable. The training session was attended by a total of 21 students from IAI Yasni Bungo, representing several academic disciplines. Activities are conducted through the implementation of a seminar model, which involves the utilisation of a straightforward project and a subsequent question and answer session.

The socialization of the importance of higher education has been carried out by many previous researchers, namely among others which states that the importance of educational socialization seeks to increase student motivation and parental awareness. (Thoharuddin, 2019)

Furthermore, other community services carried out by show that the importance of this socialization is to prepare the younger generation to be able to survive in this era of very drastic technological developments like today. (Hasanah, Rajagukguk, Syafitri, & Pujahadi, 2021).

Socialization of the importance of higher education aims to provide understanding and motivation to those who will graduate so they can consider well and decide to continue their education to the tertiary level, bearing in mind the importance of higher education to prepare the next generation who are broad-minded so that they can be empowered in national development later. (Indra Lila Kusuma, 2021)

It is necessary to carry out a community service activity in the form of socialization or training for Generation Z or high school equivalent students so that they know and understand the importance of pursuing higher education. (Rizal Furqan Ramadhan, 2023)

1. Preparation phase

The first step undertaken by the service team in promoting the significance of higher education socialisation involved obtaining the necessary licences and initiating coordination with IAI Yasni Bungo. Following discussions between the service team and university representatives, the university expressed a warm reception and granted permission to proceed with these activities. Following collaboration with the institution, the subsequent course of action is establishing an internal community service team. The outcomes of the internal coordination process within the Service Team yield materials that will be distributed to the participants.

2. Implementation Stage

The training activities were conducted on Friday, May 25, 2023. The commencement of the action was initiated immediately by the Head of IAI Yasni Bungo. All participants involved in community service events have officially verified their presence. The inaugural ceremony was graced by the presence of the Community Service Lecturer Team, the Head of IAI Yasni, and the participants of the training programme. During the inaugural session, Mr. Bobby Syefrinando, M. Si., the Head of Community Service Implementation, provided an elucidation of the goals and objectives underlying the organisation of community service activities.

Material Presentation

The presenter started the presentation by explaining why higher education is important why we should be able to keep up with the times. all students as participants in this activity listened carefully and some of them noted the important points conveyed by the presenter.



Figure II. Material Presentation

Based on the results of observations during the activity, the participants expressed interest and really felt the need for the presence of the training that had been provided by the Community Service Team of FTK UIN Sulthan Thaha Saifuddin Jambi because through the theme of the importance of higher education.

V. CONCLUSION

The community service activities conducted by the team from FTK UIN Sulthan Thaha Saifuddin Jambi through Classroom Action Research (PTK) writing training activities can be summarised that the participants exhibited high levels of enthusiasm when engaging in the training sessions. This phenomenon is evident through the active engagement of each individual in the activity, demonstrated by their consistent involvement from its initiation to its conclusion.

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