THE UTILIZATION OF WEB-BASED E-LEARNING IN INTRODUCTION TO MANAGEMENT COURSE PAMULANG UNIVERSITY
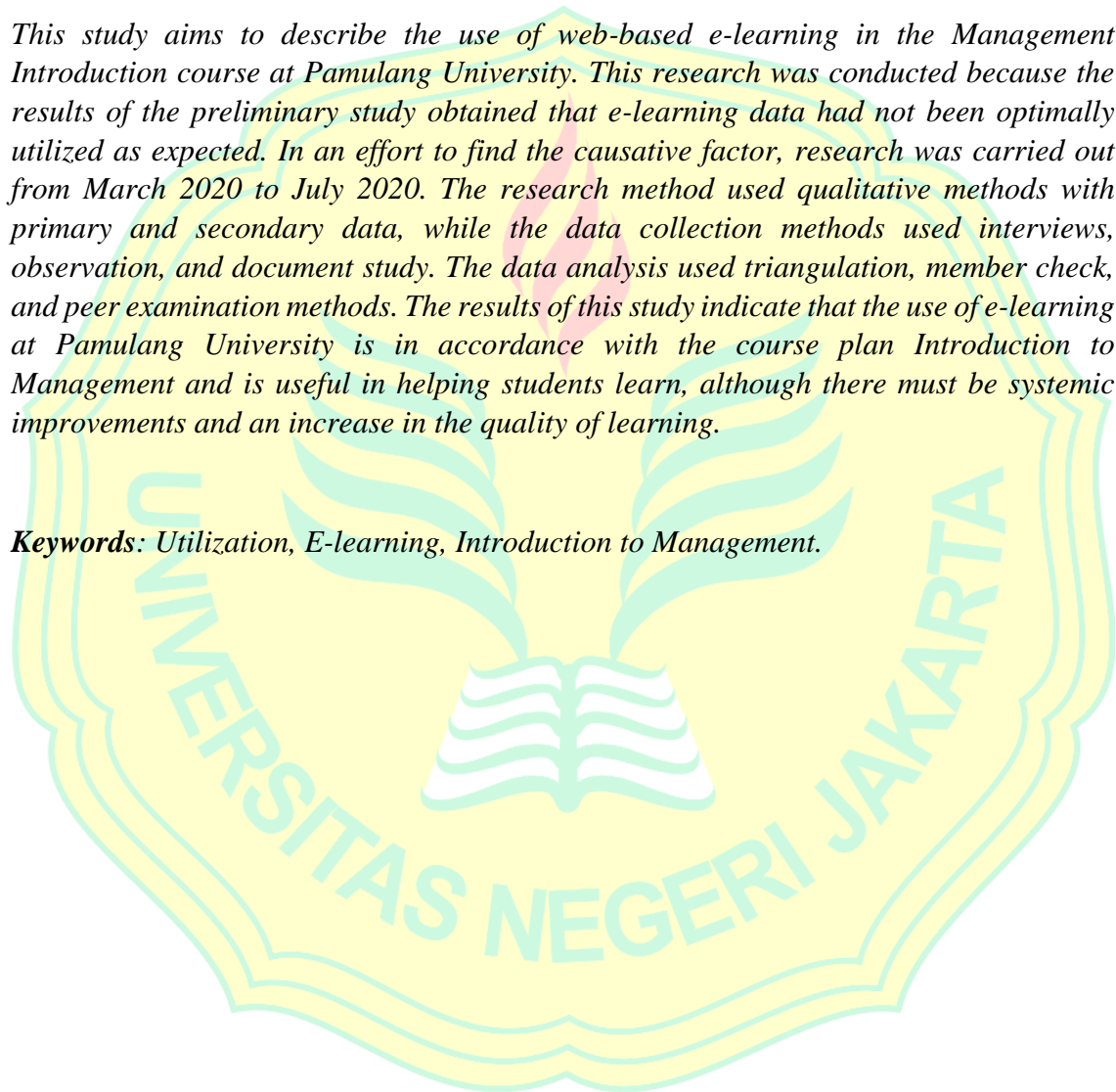
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ABSTRACT

This study aims to describe the use of web-based e-learning in the Management Introduction course at Pamulang University. This research was conducted because the results of the preliminary study obtained that e-learning data had not been optimally utilized as expected. In an effort to find the causative factor, research was carried out from March 2020 to July 2020. The research method used qualitative methods with primary and secondary data, while the data collection methods used interviews, observation, and document study. The data analysis used triangulation, member check, and peer examination methods. The results of this study indicate that the use of e-learning at Pamulang University is in accordance with the course plan Introduction to Management and is useful in helping students learn, although there must be systemic improvements and an increase in the quality of learning.

Keywords: Utilization, E-learning, Introduction to Management.

PEMANFAATAN *E-LEARNING* BERBASIS WEB PADA MATA KULIAH PENGANTAR MANAJEMEN DI UNIVERSITAS PAMULANG

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ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan pemanfaatan *e- learning* berbasis web pada mata kuliah Pengantar Manajemen di Universitas Pamulang. Penelitian ini dilaksanakan karena hasil studi pendahuluan diperoleh data *e-learning* belum dimanfaatkan optimal sesuai harapan. Dalam upaya menemukan faktor penyebabnya dilakukan penelitian pada bulan Maret 2020 sampai dengan Juli 2020. Metode penelitian menggunakan metode kualitatif dengan data primer maupun data skunder, adapun metode pengumpulan datanya menggunakan wawancara, observasi, dan studi dokumen. Analisis data menggunakan metode *triangulation, member check, dan peer examintaion*. Hasil penelitian ini menunjukan bahwa pemanfatan *e-learning* di Universitas Pamulang telah bermanfaat meskipun harus ada perbaikan secara *system* maupun peningkatan kualitas pengajaran.

Kata Kunci : Pemanfaatan, *E-learning*, Pengantar Manajemen.