

Evaluasi Program Diklat Teknis Analisis Media Sosial Model Kirkpatrick di Pusdiklat Kemenkominfo Tahun 2021

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ABSTRAK

Penelitian ini bertujuan untuk memberikan gambaran kinerja pejabat fungsional pranata humas lembaga pemerintah setelah mengikuti diklat daring Teknis Analisis Media Sosial Untuk Komunikasi Publik. Populasi pada penelitian ini adalah alumni diklat, rekan kerja, dan atasan sebanyak 93 orang. Sampel pada penelitian ini adalah alumni diklat sebanyak 38 orang. Pengambilan sampel menggunakan teknik *purposive sampling*. Metode yang digunakan kuantitatif deskriptif, dengan desain penelitian berupa riset evaluasi. Pengumpulan data dilakukan dengan menggunakan angket dan wawancara melalui ponsel serta dianalisis menggunakan statistik deskriptif. Hasil dari tingkat kepuasan diketahui bahwa alumni diklat puas berjumlah 62% dan cukup puas 38%. Hasil dari tingkat belajar diketahui rata-rata *pre-test* 32% berubah meningkat *post-test* menjadi 82%. Hasil dari perilaku diketahui rata-ratanya berjumlah 83,92%. Hasil dari dampak diketahui rata-ratanya berjumlah 82,68%. Dari hasil peroleh data diketahui bahwa alumni diklat mengalami perubahan perilaku dan peningkatan kinerja setelah mengikuti diklat serta dapat di implementasikan di unit kerjanya masing-masing.

Kata Kunci: Pelatihan, Pembelajaran Daring, Evaluasi, Kinerja.

Evaluation of The Kirkpatrick Model of Social Media Analysis Technical Training Program at The Ministry of Communication and Information Education and Training Center in 2021

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ABSTRACT

This Study aims to provide an overview of the performance of functional officials of public relations institutions of government institutions after attending online training on Technical Analysis of Social Media for Public Communication. The population in this study were 93 education and training alumni, co-workers, and leaders. The sample in study were 38 education and training alumni. Sampling using purposive sampling technique. The method used is descriptive quantitative, with the research design in the form of evaluation research. Data was collected using questionnaires and interview via cellphone and analyzed using descriptive statistics. The results of the level satisfaction are known that the education and training alumni are satisfied again 62% and quite satisfied 38%. The results of the behavior are known an average of 83%. The results of the impact are known to be 82,68% on average. From the results obtained, it is known that the education and training alumni experience changes in behavior and performance improvements after attending the training and can be implemented in their respective work units.

Keywords: Training, Online Learning, Evaluation, Performance.