

INTERNATIONAL COMMUNITY SERVICE



LEARNING CULTURAL EDUCATION AND SCHOOL BRANDING

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**EAKAPAPASASANWICH ISALMIC SCHOOL
KRABI – THAILAND
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APPROVAL SHEET INTERNATIONAL COMMUNITY SERVICE

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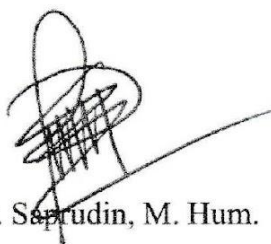
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PREFACE

Price to Allah SWT, that we have an opportunity for doing international community service in Krabi – Thailand. This activities is one of the part Tri Dharna Higher Education. The tittle of international community service “Learning Cultural Education and School Branding” and the time as long as September to October 2022. The lecturers who join this program there are; Universitas Muhammadiyah Sukabumi, Universitas Muhammadiyah Metro and Universitas Muhammadiyah Makassar.

The purposes of the community service as followed; we want to help the teacher how to understand about the cultural when they teach the student using cultural approach and the second one, want to help the school making brand by media social such as face book, tik tok and anything others.

In this opportunity I would like to say thank you to Babo Kamaen as The Director of Eakapapsasanawich Islamic School, Po’o Takim ad The Principle of Eakapapsasananwich Islamic School and also as the President of Association of Education Cultural International and all the parties who help us in this program.

Thailand, October 22, 2022

Team

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RINGKASAN

Pengabdian Kepada Masyarakat Internasional merupakan salah satu program yang harus dilaksanakan oleh dosen yang merupakan bagian dari Dharma ketiga. Pengabdian ini dilaksanakan dalam rangka pencapaian Indikator Kinerja Utama Perguruan Tinggi (IKUPT). Pengabdian yang dilakukan ini merupakan kolaborasi antara Universitas Muhammadiyah Sukabumi, Universitas Muhammadiyah Metro dan Universitas Muhammadiyah Makassar dengan mitra luar negeri yakni Eakapapsasanawich Islmauc School dan Association of Education Cultural Internasional Krabi – Thailand. PKM ini dilaksanakan selama satu bulan yakni 23 September – 22 Oktober 2022 yang merupakan bagian dari kegiatan semester gasal Tahun Akademik 2022 – 2023. Kegiatan yang dilakukan dengan Judul “Learning Cultural Education and School Branding” adapun tema dari kegiatan How to understand cultural education both of Indonesia and Thailand and also How to make school branding by social media. Pelatihan ini diberikan kepada guru-guru yang ada di sekolah Eakapapsasanawich Islamic School. Metode yang digunakan dalam PKM yakni dosen-dosen memberikan materi terlebih dahulu

mengenai budaya Pendidikan dan bagaimana cara branding school melalui media sosial. Setelah dilakukan pelatuhan secara materi selanjtnya mempraktekan dari kedua materi tersebut. Adapaun hasil dari pengabdian ini diharapkan guru-guru dapat meningkatkan kemampuan baik secara teoretis maupun praktis.

SUMMARY

International Community Service is one of the programs that must be carried out by lecturers as the part of the third Dharma. This service is carried out in order to achieve the Main Higher Performance Indicators (IKUPT). This community service is a collaboration between the Universitas Muhammadiyah Sukabumi, the Universitas Muhammadiyah Metro and the Universitas Muhammadiyah Makassar with foreign partners namely Eakapapsasanawich Islamic School and the Association of International Cultural Education Krabi – Thailand. This PKM was carried out for one month, namely September 23 - October 22 2022 which is part of the odd semester activity for the Academic Year 2022 - 2023. The activity carried out with the title "Learning Cultural Education and School Branding" as for the theme of the activity; How to understand cultural education both of Indonesia and Thailand and also; How to make school branding by social media. This training was given to teachers at the Eakapapsasanawich Islamic School. The method used in PKM is that the lecturers provide material in advance about the

culture of education and how to brand schools through social media. After the material training has been carried out, the next step is to practice the two materials. As for the results of this service, it is hoped that teachers can improve their abilities both theoretically and practically

CHAPTER I

INTRODUCTION

1.1 Background

The internationalization of campus at this time can no longer be denied by every high school in Indonesia. Activities carried out internationally include the *Tri Dharma* of Higher Education, namely Education, research and community service. This activity involves lecturers and students. The activity carried out in the odd semester period of the 2022-2023 Academic Year is Community Service. This community service is one form of implementation of the cooperation that has been built by several campuses with partners abroad. The service program carried out is how to develop an academic culture and build the school's image so that it is better known by the public.

This Community Service takes the theme "Learning Cultural Education and School Branding". This theme is raised with the aim of improving the image of the school towards a better direction so that the number of students enrolled also increases every year. In this service, another goal is also to promote campuses that are participants in activities in the International PKM (Community Service Activity).

The campuses involved in the Community Service Activity are the Universitas Muhammadiyah Sukabumi – West Java, the Universitas Muhammadiyah Metro – Lampung and the Universitas Muhammadiyah Makassar – South Sulawesi. The lecturers involved in Community Service Activity are from the English Literature Study Program and the English Language Education Study

Program and the School Guiding Teacher with the field of Education Administration.

This service was carried out in collaboration with the Association of Education Cultural International (AECI) Krabi and Eakapapsasanwich Islamic School – Krabi Southern Thailand. The hope from this activity is that schools can create branding through social media and also teachers can improve their ability to teach students by paying attention to the 7 aspects of culture, because the cultural aspect in education is very necessary.

1.2 Activity Location

Community Service activities are carried out at Eakapapsasanawich Islamic School Krabi -Thailand which is located at 4/11 M.2 Sai Khaw, A Khlong thom J Krabi 81170 Thailand, Tel. 0-7581-0251, www.ekp.ac.th. This school is a cooperation partner of PTMA who involved in Community Service Activity activities. Eakapapsasanawich Islamic School is a private school with a very good reputation. The education carried out starts from Children's Parks to High Schools.

The condition of the school is very good and has a large area of land and very adequate facilities. This is the reason for the implementation of Community Service Activity, besides that this school is very strategically located close to the center of Krabi City, one of the provinces in Southern Thailand.

1.3 Community Service Partner

Partners in this International Community Service activity are Eakakapapsasanawich Islamic School and the Association of Education Cultural International (AECI). These two partners legally have Memorandum of Understanding with the Universitas Muhammadiyah Sukabumi, Universitas Muhammadiyah Metro and Universitas Muhammadiyah Makassar. This activity is a manifestation of the cooperation that has been built by both parties.

1.4 Time

This Community Service activity is carried out in the odd semester of the 2022-2023 Academic Year, namely September 23 - October 22, 2022. The holdings of activities are illustrated in the following table below:

No	Activity Description	Schedule	Information
1	Departure from Indonesia to Ekkapapsasanawich Islamic School Krabi	23 September 2022	trip
2	Observation and Communication with the school and AECI	24 September 2022	PTMA lecturers, organizations and schools
3	Implementation of training for teachers on School Branding	25 – 30 September 2022	Lecturers and school teachers

4	Training on education culture and living culture in the school environment	1 – 21 Oktober 2022	Lecturers, Teachers and Students
5	Event closing	22 Oktober 2022	The school and PTMA lecturers
6	Preparation of reports	22 – 27 Oktober 2022	PTMA Lecturer

CHAPTER II

ACTIVITY IMPLEMENTATION

2.1 Activity Implementation Method

The method is the method used in community service. There are so many methods stated by experts, but in this Community Service Activity we use the lecture method and practice with a classical and individual approach.

1) Lecture Method

This method was used to convey important materials related to Learning Cultural Education and School Branding. First, the theories regarding these two aspects were presented. In this activity, we were showing the legal basis on education and school branding, providing examples of how to build a good education culture and how to do school branding are effective and efficient.

2) Practice Method

This practice method was a continuation of the lecture method. The material was conveyed to all teachers who were participants in the training and practice the material they understood. In practice, lecturers provided examples of building an educational culture that builds the spirit of students and also practice school branding through social media owned by the school.

2.2 Forms of activity

This community service activity was carried out at the Eakapapsasanawich Islamic School and also the AECI Krabi partner – Thailand. This activity was held

from 23 September – 22 October 2022. This activity was attended by all school teachers as well as several administrators of the AECI organization. The activities carried out include the delivery of material on Learning Cultural Education and School Branding.

2.2.1 Activities for Submission of Learning Cultural Education Materials

In delivering material on Learning Cultural Education, the lecture method was used. The material is delivered using PPT media. The materials included:

- 1) Understanding culture according to experts
- 2) Definition of Education in Permendikbud
- 3) Cultural Aspects in Education
- 4) How the relationship between educational culture and methods of learning in schools, especially at Eakakapsasanwich Islamic School.

At the time of delivering the material, the teachers who were present followed all the material presented. In this presentation session apart from understanding, examples of how the learning process was more interesting that presented so that students did not feel bored in learning. In addition, the teachers strategy in motivate students in the learning process can produce a product that they will be proud of when they finish studying, it is even expected that they can create young entrepreneurs as beginners / This is a result of the Project Based Learning (PBL) learning process.

The teachers were very enthusiastic about the PBL learning process, but in this PKM it only reached at the understanding of the teacher and not yet reached

the implementation level from students perspective. However, with the concept of Cultural Education, it is expected that teachers can build enthusiasm for learning in their students by applying the PBL method to several subjects at school.

2.2.2 Submission of School Branding Materials

This material was a continuation of the cultural education process that can be used by teachers in order to build a school image. School Branding was delivered with PPT material as well as examples of how to make a school brand so that the public would know it better.

School Branding could use social media in schools and be used by students. The dominant social media used by students were Facebook and Tik Tok. This is very different from Indonesia, where all existing social media are used for school or campus branding.

As an example of the Community Service Activity activity that was carried out, namely by making a Vlog from the school motto of Eakapapsasanawich Islamic School. In making this Vlog, namely by recording school jargon, those involved school teachers, Foundation administrators and lecturers who involved in this PKM. The jargon made is:

“Excellent Academic ... Good Morality... Perfectly Ethic...”

In addition to the words, it was also followed by hand movements that match the context of the word. With the Vlog which lasts about one minute, it is expected that the Eakapapsasanawich Islamic School is better known by the people of Krabi and can even reach outside the Krabi Province.

These two activities are carried out in order to help schools improved the ability of teachers to understand teaching methods and how to build a better school image. This PKM program is one of the activities carried out in order to improve the implementation of the cooperation that has been built by the two parties.

2.3 Outcomes of Community Service Activities

Community service which was carried out in the odd semester of the 2022-2023 Academic Year has an achievement target that must be met, namely output. The outputs of this activity are:

- 1) Activity result report
- 2) Publication in journals
- 3) Video School Branding

CHAPTER III

CLOSING

3.1 Conclusion

This International Community Service Program can run smoothly with the support of all parties, both the campus involved and foreign partners. The parties involved in this service are lecturers from three Muhammadiyah Universities “Aisyiah, namely UM Sukabumi, UM Metro and UM Makassar. The partner participants in this Community Service Activity are school teachers and the AECI Foundation. It is expected from this activity the teachers at the Eakapapsasanawich Islamic School can improve themselves in their capacity as teachers by mastering the culture of education and can create other school branding by utilizing social media in the school.

3.2 Suggestion

- 1) This Community Service Program activity can be followed by all lecturers at PTM with the aim of implementing the MoU that has been built.
- 2) Community Service Program implementation time can be increased by using a Visa so that implementation is more leverage
- 3) There are follow-up activities carried out by other lecturers and can add Community Service Program locations with other partners who already have an MoU.

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ATTACHMENTS







