UNIT CONTINUING EDUCATION PROGRAM-CENTER FOR COMPUTING AND DATA ANALYZING (CEP-CCDA)
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Abstract
Continuing Education Program Unit - Center for Computing and Data Analyzing (CEP-CCDA) is a data analysis consulting and training center. The Unit of CEP-CCDA is a campus intellectual product that has great potential to be developed. Based on the survey results obtained data that many students and lecturers have difficulty analyzing data both quantitative and qualitative data, especially for students who are completing the final project. Some consultants of data analysis in the campus environment who cannot be accounted for their level of credibility become anxious for lecturers at Semarang PGRI University and the students themselves. The conversations often raised by students in analyzing the data on their final assignments also surfaced among students of Universitas PGRI Semarang and most of them wanted various in-depth data analysis consultations and training. This is because the courses on data analysis outside the mathematics education study program that they get on average only 2-3 credits in each study program. In addition to the need for data analysis in the campus environment there are also teachers and the general public who need data analysis consulting services. This is what led to the idea of developing a Continuing Education Program - Center for Computing and Analyzing Data. The CEP-CCDA Unit is to provide both quantitative and qualitative data analysis services to foster entrepreneurial traits in order to obtain profit as additional sources of income for Semarang PGRI University, can ease the burden on students in analyzing data, so that students can obtain more credible data quality analysis results. Furthermore, the PPUIPK program CEP-CCDA Unit also functions as a laboratory for students of mathematics education to improve and explore their data analysis capabilities. While the specific purpose is to establish a CEP-CCDA Unit in an integrated and gradual manner which will later become the imagebrand of the Mathematics Education Study Program at Universitas PGRI Semarang.

Keywords: CEP-CCDA, Consulting & Data Analyzing, PPUIPK
INTRODUCTION

In the past, statistics were only a collection of numbers regarding the population and income of a society and other figures which were embraced by the government. But along with the development of the statistical age, it is an integral part of every scientific field, this has an impact on the development of quantitative research that requires statistics in data analysis. Even in the business world, stock players or entrepreneurs often apply statistics to make a profit. While in the field of research, statistics are often used to determine decisions. Besides that, the need for statistical data analysis is a necessity for students who will complete their final assignments. Data analysis needs have also penetrated into various non-educational institutions, even the latest trends of every institution always take a policy based on data analysis, this is what causes many data analysis service centers to emerge. This is in accordance with the opinion of Nuharini (2007) who said that the reform in the education sector in Indonesia in the 21st century was running if there were many collaborations in the scientific field such as economics with statistics. Seeing the conditions in the special field in the Semarang area there are several online data-based analysis services, but some of these services only serve statistical data derived from quantitative data using SPSS, Lisrel, PLS and Amos software. Whereas qualitative data processing services still do not exist. On the other hand, the trend of qualitative research is growing in accordance with the opinion of Bandur (2009) saying that qualitative research has become an important part of every scientific field. This is what underlies the establishment of the Education-Center for Computing and Analyzing Data Unit (CEP-CCDA) where the program will provide both quantitative and qualitative data analysis services with the help of various new software such as QSR NVivo, Minitab, and Iteaman. The business unit program developed through PPUPIK is called Continuing Education Program-Center for Computing and Analyzing Data (CEP-CCDA) with main activities as a service provider for continuous learning so that there is an increase in the quality of human resources, especially in the field of data analysis.

This Unit Program is in line with the PPUPIK program in the form of a self-created business unit based on Intellectual Campus products (DPRM, 2017). In addition to aiming at the general public, this type of business is targeted because Semarang PGRI University has around 13,000 students consisting of 27 study programs with details of 9 engineering study programs, 2 postgraduate study programs, 3 humanities study programs, and 13 education study programs. In addition, UPGRIS has around 400 permanent lecturers and 125 employees. In addition, UPGRIS has a complete computer laboratory with high specifications. This unit was established with the aim of creating a dynamic synergy between the expertise possessed by UPGRIS and the development of the ability of students, lecturers and the general public, which in turn will become an important part of the Indonesian people who are highly educated and highly skilled. Through this unit, it is also expected to be able to bridge the results of recent studies, findings and software developments, especially those related to data analysis to be disseminated to students, lecturers, and the general public more quickly. This unit focuses on education services, especially in data analysis services which include qualitative data analysis with NVivo QSR software and quantitative data analysis with Minitab, SPSS, Amos, Lisrel, PLS and Iteaman, where the main raw materials are students, lecturers, teachers, schools, and people outside the UPGRIS campus. The equipment used is a computer, and a set of training modules. In order for the CEP-CCDA business unit to run well, a guidebook on the standard operating procedures (SOP) of each type of training is prepared.

The CEP-CCDA business unit will be registered with a trademark at KEMENKUMHAM in the
third year. This business venture is very prospective because it sees a lot of competitors and a promising business feasibility analysis. National needs for data processing in both campus and off-campus environments are increasingly massive. Accuracy and speed in analyzing data is a top priority. The CEP-CCDA Unit Program as a center for consulting and data analysis services supported by campus academics who have special expertise in the field of statistics and data analysis software is expected to be able to help provide solutions nationally, especially in sustainable education units and engaged in data analysis both quantitatively and qualitatively with the help of updated software.

**METHOD**

To achieve the output of the activities that have been determined, the annual activities of the PPUPIK CEP-CCDA unit are arranged in Figure 1;

Furthermore, based on the situation analysis of the PPUPIK program, the CEP-CCDA unit was described the following components of the business plan activities: (1) Raw Material. a. Customers are the general public who register to get training from the CEP-CCDA unit. These customers can come from students, lecturers, teachers, schools and communities outside the campus of Semarang PGRI University.

b. The equipment used by the CEP-CCDA unit is in the form of a computer, and a set of training modules. (3) order for the CEP-CCDA business unit to run well, a guidebook on the standard operating procedures (SOP) of each type of training is prepared.

**Production Process.** The core business that is developed by the CEP-CCDA business unit is education services, so the spearhead is prime service. Therefore, the flow of business must be made in an integrated manner with the quality control process as shown in Figure 3.2 The whole process begins with the marketing process to search prospective customer (client). After the prospective customer is obtained, an analysis of the prospect's decision is carried out.

**Marketing**

In supporting the development of the CEP-CCDA Unit business, an appropriate and well-planned marketing strategy is needed. The activities of the CEP-CCDA business unit are aimed at the general public and students, marketing is carried out by disseminating information as widely as possible. Some marketing methods used include: positioning statement. This method is a standard method that is by utilizing marketing staff to provide detailed information to prospective customers who come to the administrative office and especially relate to the information section of the relevant business unit. This method relates to discounting, which among others is carried out by providing discount facilities for participants who can invite other prospective participants, discounts for participants who pay cash for the program for 1 year, discounts for participants who attend more than 1 training program. Promotion strategy
This method maximizes media use including leaflets, posters, brochures, publication articles, banners, and electronic media such as the internet. Especially for the internet, promotion was carried out by promoting the upgris.ac.id website as a business unit information source organized by the CEP-CCDA Unit. Developing relationship. This method is carried out by cooperating by sharing institutions with the CEP-CCDA Unit to promote and strengthen each other's position so that mutual progress can be obtained.

RESULTS AND DISCUSSION

The CEP-CCDA Business Unit since its establishment has made various efforts to develop itself so that it can become a reference for the community in terms of training and consulting data analysis. These activities provide results and outcomes that are in accordance with the planning. The results achieved from the activities of the PPUIK business unit are as follows. Currently, the website has become an integral part of a business unit. The website is a primary need for business, because all information flows in the current era are flowing in cyberspace. Therefore, the CEP-CCDA unit is also trying to adjust the demands of the times where information dissemination is done online, so that it can be quickly accessed by various parties. This is also the branding effort of the CEP-CCDA business unit, better known as Griya Data. The Griya Data name is easier to remember, when compared to the name of the CEP-CCDA business unit. The hope is through the familiar name, this business unit will become a center for data analysis training and consultation and will continue to grow and be known by all circles. The website address of the CEP-CCDA unit (better known as Griya Data) is https://griyadata.com. The website has a user friendly design and the availability of complete information related to business units, making it easier for website guests to access information about this business unit. The website also provides a testimonial feature so that service users can provide feedback related to their experience using the business unit services. This testimonial is used as a suggestion for the development of business units.

In addition to branding efforts through the website, the CEP-CCDA unit also conducts branding through the distribution of printed leaflets as promotional media. The distribution of printed leaflets is done to support promotion through websites for easily accessible areas. The team compiled a variety of leaflets tailored to the target audience of the program. The distribution of leaflets is carried out in UPGRIS, KKG / MGMP, and universities in the city of Semarang by involving students. In addition, the distribution of leaflets was also synergized with the activities of PMB UPGRIS. The team with the help of students distributed leaflets and opened a free data analysis consultation at the PMB UPGRIS stand held at the Java Mall.
Promotion through Social Media

Various dedication team efforts to branding business units in the first year. In addition to the two branding efforts above, branding is also carried out through social media, such as WhatsApp, Twitter, Instagram, Facebook, YouTube, and so on. Social media is now a primary need for everyone. Almost every minute, someone always opens social media. Information dissemination is easier, cheaper and faster through social media. Seeing this opportunity, the team promoted through social media.

The CEP-CCDA (Griya Data) unit has two main programs namely training and data analysis consulting. The data analysis training program is grouped into two, namely quantitative data analysis training and qualitative data analysis training. The data analysis consultation program was also divided into two types of data. The data analysis training program has been running once on July 20, 2018, while the data analysis consultation program has been running six times, with details of two qualitative data analysis consultations and four quantitative data analysis consultations. Based on testimonials, users of training services and data analysis consulting stated that they were satisfied and comfortable with the service of business units. Both of these main programs have been
implemented well. But it needs more effort to optimize the main program.

CONCLUSION

In this first year the PPUPiK program was focused on internal strengthening of the CEP-CCDA unit (Griya Data). In strengthening this internal field, the CEP-CCDA unit carries out various activities including coordination meetings; strengthening human resources with training and discussion; promotion through websites, leaflets, and social media; complete the equipment supporting activities; open house; as well as data analysis training and consulting. Based on the activities that have been carried out and the experience of the CEP-CCDA unit, there are several suggestions to various parties, including:

1. It is expected that the support from various parties so that PPUPiK activities are more useful.
2. There needs to be synergy with parties related to the program carried out by PPUPiK.

REFERENCES

