



Effectiveness of Online-Based Employee Training at the Garut District Tourism and Culture Office

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Abstract. This study examines the efficacy of providing staff at the Tourism and Culture Office in Garut Regency with online-based training. This study aims to evaluate the effectiveness of providing Garut Regency Tourism and Culture Office staff members with online training. Observations at the Garut Regency Tourism and Culture Office, resource interview techniques, and documentation studies through books, journals, scientific papers, and other sources are all used in this qualitative descriptive research project. The Garut Regency Tourism and Culture Office employees participated in online financial, archival, and structural leadership training. The Garut Regency Tourism and Culture Office staff has done an excellent job implementing online training; nevertheless, interference with the network and signal continues to persist. Employees claim that online training is beneficial because it may be completed at home or in the workplace and covers daily duties. The fact that there are still employees who need to comprehend technology and online media and who should receive further training or help if necessary creates barriers to online training in accessing and using online media.

Keywords: Employees, Effectiveness, Online Training

INTRODUCTION

There has been an upsurge in online training, particularly government-sponsored programs, to boost worker productivity. An online training system designed to boost worker productivity helps an organization preserve and enhance its competitive edge, competitiveness, and services. Online training will likely be able to sustain and boost worker productivity in the face of quick changes in the institutional setting. The availability of infrastructure and facilities in information technology is essential for its execution. Technology that facilitates online learning will add value and improve the continuity and process of learning. Online training, however, is sometimes seen through a limited lens—that is, as the delivery of knowledge and skills facilitated by a network and platform. Every online training exercise focuses more on using

programs with workflows than on using electronic features for training purposes. (Rothan, H. A., & Byrareddy, S. N., undated).

Given the rapid pace of technological advancements, online training has emerged as a form of remote learning that leverages a platform to enhance knowledge, skills, behavior, and perception of human resources. As stated in Khusniah, N. L., & Hakim, L. (2019). As highlighted in Khusniah, N. L., & Hakim, L. (2019), numerous studies have demonstrated the positive impact of technology on learning. The use of hardware, such as a PC or smartphone, in conjunction with the internet, enables training activities that can be linked to interactive discussion boards, shared training resources, and online connections, fostering interpersonal relationships and social networks. This adaptability of online training to different learning styles is a significant advantage (Wijaya, 2022).

Due to the need to continue using technology, staff members at the Garut Regency Tourism and Culture Office have implemented online training for staff members. Despite various obstacles, such as the low percentage of employees with technological competence and difficult-to-understand training modules and teaching materials, online training is being conducted. Thus, it is critical to investigate the efficacy of the Garut Regency Tourism and Culture Office's online employee training program.

LITERATURE

Effectiveness is a metric for goal achievement in the enormous Indonesian lexicon. Just as an effort is considered adequate if its aim is accomplished, effectiveness indicates the degree of goal achievement. Effectiveness, according to the Oxford English Dictionary, is "The Quality of being effective." in multiple ways. *Effectiveness* can be defined as a quality that works well in various situations or domains. It is also defined as the condition or quality of being practical and the capacity to be effective. Effectiveness measures an activity's suitability for completing tasks and reaching objectives, as well as its activity level and efficiency (Wijayanti. A., 2020). According to Ravianto and Wijayanti et al. (2020), effectiveness is a function of how successfully the work has been executed in achieving the targeted results. Therefore, the task can be practical if it is finished according to the original plan regarding time, cost, and quality criteria. Professionals have proposed various definitions of efficacy. Effectiveness is the capacity of a unit to accomplish the intended goals (Maulana et al., 2016).

Pekei (2016) argues that efficacy is a function of output and goals or a gauge of the degree of output learning, organizational policies, and procedures. According to Mardiasmo,

effectiveness gauges how well an organization accomplishes its objectives (Chandra et al., 2020). The various repercussions and ramifications (outcomes) of the program output in accomplishing objectives are used to measure effectiveness. The impact of an organizational unit's output on targets for reaching predetermined goals increases with the effectiveness of its work process. According to Rahadhitya (2015), efficacy indicates the degree to which a predetermined objective has been accomplished. From multiple definitions, *efficacy* can be defined as the accomplishment of predetermined goals and objectives, requiring adherence to protocol. Thus, attaining results modified by preset plans is given greater weight in terms of efficacy.

Dabbagh and Ritland state Arnesti, N., & Hamid, A. (2015) about online training. Online training is an open system of instruction that uses network-based technology and the internet to support pedagogical tools, or educational tools, to help create training processes and knowledge through interaction and action. Online and e-learning are synonymous, according to Bonk (2002). Online training, or distance learning (PJJ), was initially identified in the mid-1800s and was made possible by advancements in electronic training or e-learning, according to Belawati (2019). A system that supports a more comprehensive and diversified training process is online training. The training materials are more diverse; they come in moving, audio, visual, and spoken forms. Information technology advancements significantly impact education sector improvements—shifts in education from conventional to contemporary ways with the use of technology. To enhance the training experience and performance, information can be sent via Information and Communication Technology (ICT) facilities to students and instructors who are geographically, chronologically, or both separated (Masa'deh et al., 2016).

Online learning differs significantly from previous conventional learning. Accuracy and shrewdness are given more weight when students receive and digest information through online learning. The idea of online learning still seems strange in some contexts and places. In the past, online learning was still regarded as having no contact when it was first introduced. Various resources, including websites and software, can be used to support online learning. These days, a wide range of internet services with varying speeds and multimedia capabilities are growing, along with venues for online learning. An increasing number of businesses and trade associations have also adopted online learning to update their staff and clients about advancements in their industry.

METHOD

The variables examined in this kind of research are based on qualitative techniques. This strategy is used in research to comprehend better human social phenomena that can either not be quantified or precisely measured, such as symptoms and issues. This study is descriptive in light of the goals. Since data collection was done over a specific period to characterize the situation, this research falls under the category of cross-sectional research. According to the extent of the researcher's engagement, the researcher did not modify the data because it is primary, and the findings are factual and derived from observations and interviews. This study uses specific units, notably the field staff of the Tourism and Culture Office, based on the unit of analysis. The essential data sources used in this study are the outcomes of observations and interviews. Meanwhile, books, journals, legislation, scientific papers, and news are employed as secondary data sources.

DISCUSSION

Online training for employees who have studied at the Tourism and Culture Office includes leadership, financial, and archives training.

1. Structural Leadership Training, namely a leadership skills development program aimed at leaders and prospective leaders at the Tourism and Culture Service. Structural leadership training at the Tourism and Culture Department will provide employees with the skills, knowledge, and attitudes needed to become influential leaders.
2. Financial Training, a training program designed to increase knowledge and skills in the financial field. This training is usually aimed at financial professionals, such as accountants, financial managers, financial analysts, or anyone involved in financial management at the Department of Tourism and Culture.
3. Archives Training: This program is designed to increase knowledge and skills in archives and records management. It is aimed at professionals involved in the management and maintenance of archives, such as archivists or anyone responsible for archive management at the Tourism and Culture Service.

Effectiveness of Online Training at the Garut Regency Tourism and Culture Office

- *Input Effectiveness*

In online training for employees, it is a condition that various aspects of the input component are fulfilled, namely employees who take part in the training, facilities, learning curriculum, and evaluation. As one of the input components in online training for employees, employees have shown that it has been effective. The effectiveness of this component is demonstrated through selection activities for prospective participants with the aim that each training employee meets the requirements, such as being proficient in using technology. (Hamzah, 2011)

The research results on the facility aspect show that this aspect has been practical. However, there are still obstacles in its implementation, such as the signal network, which is sometimes disrupted. Effectiveness in this aspect is characterized by the completeness of the infrastructure needed to organize training. These facilities include a room, laptop/computer, and Wi-Fi network. Research results Evaluation of participants was carried out to determine the level of achievement of participants during the training, such as understanding something (behavior, motivation), infrastructure, and circumstances in making a decision.

- *Process Effectiveness*

Online training for employees is an activity carried out by trainers related to teaching material; the implementation takes place and can provide motivation and stimulation for employees to think more actively and creatively through various approaches. This component includes employee needs, essential competencies taught, achievement of goals, and strategies in training. The research results on employee needs show that this aspect has been practical. Effectiveness in this aspect is characterized by the fulfillment of various participants' needs in training, such as physical needs, a sense of security, and respect. According to employees, implementing online training is more practical because they do not have to travel to meet instructors and friends. After all, time is more practical. However, in the training process, you must be able to divide your time because you must complete daily work and tasks by participating in online training.

- *Output Effectiveness*

In online employee training, the research results on fulfilling employee desires show that this aspect has been practical. Effectiveness in this aspect is characterized by the employee's desire that online training can still be used by collaborating with face-to-face or blended learning.

Besides that, online training also meets employee needs in improving their mastery of information and communication technology. Due to the demand for all employees to be literate in information and communication technology, one of the most strategic and practical efforts at this time or the need for the future does not have to be face to face and can be done online. The advantage is that it is more energy and time-efficient because it can be done anytime and anywhere.

Barriers to the Effectiveness of Online Training at the Garut Regency Tourism and Culture Office

- a) Technological Challenges in the Digital Era: Using technology in implementing development can provide challenges. Technical problems, limited access to devices, or a lack of technological skills among employees can be obstacles because there are still employees who do not understand technology and online media and should be given training or additional support.
- b) Disturbances in accessing learning sites or websites. To overcome these obstacles, employees have prepared other alternatives, such as other learning and training platforms that have almost the same material, and download the material so they can access it without any interruption.
- c) In accessing and using online media because there are still employees who do not understand technology and online media who should be given additional training or support to employees who need it.

CONCLUSION

Based on the results of observations and employee training interviews at the Garut Regency Tourism and Culture Office, it can be concluded as follows:

1. Online training attended by employees at the Garut Regency Tourism and Culture Office, namely structural leadership training, financial training, and archives training.
2. Employees at the Garut Regency Tourism and Culture Office have implemented online training. Most of it has been effective, but there are still problems with the signal or network due to interference.
3. According to employees, online training is efficient because it can be carried out in the office or at home and can be used to complete daily work and tasks.

4. Barriers to online training in accessing and using online media because there are still employees who need help understanding technology and online media who should be given additional training or support to employees who need it.
5. Disturbances in accessing learning sites or websites. To overcome these obstacles, the employees have prepared other alternatives, such as any learning and training platforms that have almost the same material, and download the material so they can access it without any interruption.

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