

Research Article

Development of Media Literacy Group "Creating Da'wah TV Content" at YPC Cintawana Vocation School. Tasikmalaya

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ORCIDKiki Zakiah: <https://orcid.org/0000-0002-0478-3714>**Abstract.**

The PKM Development of Media Literacy Groups for Students at YPC Cintawana Vocational School, Singaparna District, Tasikmalaya Regency, West Java Province, aims to empower student groups to enhance their online media communication skills and engage in innovative da'wah activities within their school environment and for disseminating information to the public. The ongoing development of media literacy in the YPC Vocational School student group has included specialized training this year for producing da'wah TV content. The training covered various topics, including Basic Broadcasting Production, Broadcast Program Production Management, Live Streaming Podcast Youtube, and Islamic broadcasting ethics. The results of the Development of Media Literacy Groups - Creating Da'wah Content have shown positive outcomes. There has been a 15% increase in knowledge related to creating Da'wah TV content among the students. The guidance provided during the training has been effective, as the students meticulously followed the instructions given by their mentors during the 8-day training period. As a result, each group produced unique da'wah TV content with different themes and styles, based on their individual agreements with their mentors. Subsequently, their products were presented before the vice principal, teachers, and other participants in a competition. The students expressed satisfaction with their efforts in creating da'wah TV content and demonstrated fundamental skills in the process.

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1. Introduction

One of the goals of education at YPC Vocational School is to facilitate a culture of learning while working that is integrated with the community so that it will foster an entrepreneurial spirit for its students. In addition to preparing students with entrepreneurial spirit who have competence and expertise, YPC Vocational School

also develops collaboration with industry and relevant business entities as a place for job training to foster a work culture in their students.

YPC Vocational School is part of the Islamic Boarding School institution which of course places students as assets of the people who need to be equipped with media skills both as communicants and as communicators. Audio-visual media such as film, television and online media are media that are of great interest to teenagers. For this reason, it is necessary to hold training on creating da'wah content for TV media and Podcasts that are broadcast on Youtube. This is part of the media literacy activities for YPC SMK students.

Development of media literacy skills for YPC Cintawana Vocational School Students majoring in multi-media already has a media literacy group as a group that shares knowledge, attitudes and communication skills with other students. This media literacy group can help implement teaching and learning in the multimedia department. It is this media literacy group that is fostered by the Community Service Team that must strive to increase knowledge and skills in using media, as a medium of propaganda and to be able to carry out innovation diffusion within the YPC Cintawana Vocational School environment and start planning to disseminate information to the public.

In the field of Communication Studies, this is the field of media literacy. Media literacy concerns two things. First, understanding and attitude to use media intelligently. Second, skills in making multimedia products. Media literacy skills are related to the ability to produce media content and use media intelligently and healthily. Being able to filter media content and being able to produce messages in the media can be useful as well as educate.

The potential of YPC Cintawan Vocational High School students in the aspect of mass communication needs to be studied. This paper is the result of a study of the extent to which the Media Literature Development Group can produce Dakwah TV content.

2. Literature Review

2.1. Broadcasting Management

Morisson in his book *Broadcasting Media Management* [1] mentions, managing a broadcast media business is one of the most difficult and most challenging businesses compared to other types of industries. Managing broadcast media is basically managing people. The success of broadcast media is actually supported by human creativity which

works on three main pillars which are the vital functions of every broadcast media, namely technique, program and marketing.

The success of broadcast media depends on the quality of the people working in these three fields. However, human quality alone is not enough if it is not accompanied by the ability of the head of the broadcast media concerned to manage existing human resources. It is for this reason that good management is absolutely necessary in broadcast media.

Managing a broadcast media presents challenges that are not easy for managers, as emphasized by Peter Pringle [2] *Few management position offers challenges equal to those of managing a commercial radio or television station*. The challenges that must be faced by broadcast media management are caused by two things. First, like other companies, broadcast media in their operational activities must be able to meet the expectations of owners and shareholders to become a healthy and profitable company. However, on the other hand, as the second challenge, broadcasting media must be able to fulfill the interests of the community (community) where the media concerned is located, as a condition that must be fulfilled when the broadcasting media concerned receives a broadcast permit (licence) granted by the state.

Thus, efforts to balance the interests of the owners and the interests of the community pose a challenge to broadcast media management.

Broadcasting media basically must be able to carry out various functions, namely as a medium for advertising, entertainment media, information media, and service media. To be able to carry out all of these functions while at the same time fulfilling the interests of advertisers, audiences as well as owners and employees is a challenge for management.

Another challenge comes from competition from various existing broadcast media. Various radio and television stations compete directly with each other for as many advertisers and audiences as possible. Apart from direct competition with other broadcast media, radio and television stations must also compete with other types of mass media such as cable television, the internet, VCDs and DVDs.

Like other organizations or companies, broadcast media use management in carrying out their activities, and everyone who has responsibility for subordinates and other organizational resources by carrying out management functions is called a manager. Basically, management is needed by all organizations because without management all efforts will be in vain and achieving goals will be more difficult.

There are three main reasons why management is needed:

- 1) To reach the goal. Management is needed to achieve organizational goals.
- 2) To maintain balance. Management is needed to maintain a balance between conflicting goals, objectives and activities of interested parties in the organization.
- 3) To achieve efficiency and effectiveness. An organization's work can be measured in many different ways; one common way that is widely used is to use benchmarks of efficiency and effectiveness.

The media literacy group of YPC Vocational High School students in the Community Service Program was divided into 4 groups. They were guided to produce da'wah television content for two weeks, starting with the provision of Basic Broadcast Production material, Dakwah Tv Broadcast Program Management, Islamic broadcasting ethics, and Podcasts. Yusuf Abu Harun [3] explains four aspects of management, namely POAC (Planning, Organizing, Actuating, Controlling). This is done by the general manager.

First, planning is thinking about what to do with the resources you have. The planning function includes the following steps:

- a) Determine roles and missions by determining the nature and scope of tasks to be carried out
- b) Determine the target area
- c) Identify and determine indicators of the effectiveness of each work performed
- d) Choose and determine the goals or results to be achieved
- e) Prepare an action plan to be carried out
- f) Establish oversight
- g) Determine the necessary organizational communications to achieve understanding and commitment to implementation.

Second, Organizing (Organizing). The organizing function includes the flow of activities to be carried out and the organizational structure. Organizing is the process of compiling an organizational structure in accordance with organizational goals, available resources, and the surrounding environment. The two main aspects of the organizational structure development process are departmentalization and division of labor. Departmentalization is grouping the work activities of an organization so that all similar activities can be interconnected and carried out together. The result of the organizing function is the organizational structure. It is through this organizational structure that the editorial team works according to their position. In general, commercial broadcast media has the following departments:

- a) Programs Department. This department is responsible for planning, selecting, scheduling, and creating programs.

b) News Department. This department is led by an editor-in-chief. This department is responsible for the production of news, sports and programs related to public interest.

c) Engineering Department. This department is fully responsible for all matters related to broadcast equipment so that programs and news can be broadcast.

d) Marketing Department. This department focuses on handling activities related to marketing and promoting programs and all activities to several parties or work partners.

e) Business Department. The business department performs a variety of business-related jobs. Collaborate with various parties related to advertising issues.

Third, Actuating. Actuating is an action to ensure that all group members try to achieve goals in accordance with managerial and business planning. Direction is the most important and most dominant management function in the management process. This function can only be implemented after plans, organizations, and employees are in place. Implementation of this function is difficult, complicated, and complex because employees cannot be fully controlled. This is because employees are living beings who have thoughts, feelings, self-esteem, ideals, and others.

Therefore, directives need to be carried out as well as possible and there needs to be good cooperation between superiors and subordinates. There are four important parts in providing the function of direction carried out by leaders to their employees, these four functions include: motivation, communication, leadership, and training.

Fourth, Supervision (Controlling). Monitoring is reviewing progress towards achieving final results and taking corrective action when progress is not realized. Supervision/control is a function that must be carried out by managers to ensure that members carry out activities that will lead the organization towards the goals that are applied. Effective supervision helps efforts to organize planned work and ensure that the implementation of the work takes place according to plan.

Supervision/control is very closely related to the planning function because:

- a) Control must first be planned,
- b) New controls can be carried out if there is a plan,
- c) Implementation of the plan will be good, if the control is carried out properly,
- d) The new objective can be known whether it is recorded properly or not after the control or assessment is carried out,

Based on Yusup Abu Harun's conception, the guidance participants began to gradually implement broadcast management for their podcats and vlogs. Because the status of those who are still students is limited by the school time of residence. However, because this represents SMK YPC, the rules of the game are that after they graduate

from school, the relay will continue for their underclassmen so that the broadcasting management aspect still applies.

It's not easy to talk about broadcasting management because usually this applies to professional content providers. Even so, during guidance and exhibitions, broadcasting management aspects became the material for the jury's evaluation so that each of them had a different management style. This is reasonable considering that each of the four guidance groups has a unique leadership style. Each leader in his group tries to display his style.

The POAC (Planning, Organizing, Actuating, Controlling) that each group has obtained will become the basis for them later managing the podcasts or vlogs that they have planned and created.

For mentoring participants, this analysis is important because one day after graduation they may want to establish their own podcast channel and YouTube channel as well. At least the shape of the channel that they have initiated will become a template in the future. By identifying matters related to the POAC, they will remember how broadcasting management was implemented during the exhibition.

2.2. Media Literacy

James Potter [4] emphasizes that media literacy is built from personal locus, knowledge structure, and skills. Personal locus is our purpose and control over information. When we are aware of the information we need, our awareness will lead us to make the process of selecting information faster, and vice versa. The structure of knowledge is a set of information that is organized in our minds. In media literacy, we need strong information structures on media effects, media content, the media industry, the real world, and ourselves. While skills are tools we use to improve our media literacy skills.

According to James Potter, there are 7 skills needed to achieve critical media awareness through media literacy. The seven skills or abilities are:

1. The ability to analyze requires us to break down the messages we receive into meaningful elements.
2. Evaluation is making an assessment of the meaning of these elements.
3. Grouping is determining elements that have similarities and different elements to be grouped into different categories.
4. Induction is drawing conclusions on the above groupings and then generalizing the patterns of these elements into a larger message.

5. Deduction uses general principles to explain something specific.
6. Synthesis is gathering these elements into a new structure.
7. Abstracting is creating a short, clear, and accurate description to describe the essence of the message more briefly than the original message

2.3. Dakwah TV Content

Dakwah TV content according to Yusuf Abu Harun [5] actually not much different from da'wah content on radio media. The format of Da'wah TV content includes:

1. Monological preaching format

This format is packaged in the form of a lecture by a preacher who in his lecture takes a source, namely from the Qur'an and hadith, by giving a theme according to the central religion.

1. Dialogical da'wah format

The pattern of this broadcast is by inviting a speaker or preacher who is guided by a moderator who discusses Islam, with a direct dialogue model with the source.

1. Interactive dialogue da'wah format

This format is presented by inviting speakers who provide da'wah material and involving listeners via telephone or SMS to ask about a problem being discussed, then a preacher or lecturer answers it based on the question asked.

1. Grand recitation da'wah format

The purpose of this format is not only as education, especially in the spiritual field, but also to develop and instill a sense of social awareness in society.

1. Islamic art da'wah format

Namely playing the murotal (recitations) of the Koran with qori both at home and abroad which is beautiful to listen to and comfortable in the heart, known as Quranic entertainment.

1. Da'wah format in the form of motivation

Namely packing special events by inserting/giving "aphorisms of wisdom". This gets added value in the spiritual or spiritual soul, which takes from the hadith, the exemplary story of the prophets.

The format among broadcasters is called the form of presentation. The direct format shows the nature and structure of the presentation and has an influence on the manufacturing process. The format is planned in such a way according to the characteristics of the radio station because mistakes in making selective and challenging decisions often lead to rearrangement of existing programs. While making a pattern for implementing a series of programs given in a certain scope is needed so that it reflects the overall image of a da'wah radio station.

Along with the development of radio technology that relies on the power of audio, television is present to complement and combine the power of audio visual. Developments and changes in television media, both in terms of programs and in the improvement of new technologies, offer new ways for the public to utilize television facilities in the future. In turn, it is very possible that this new pattern of information consumption will also have an impact on shaping the lifestyles of TV owners and viewers.

That television has such a powerful appeal needs no explanation. If radio has a strong appeal due to the elements of words, music and sound effects, TV besides these three elements also has visual elements in the form of pictures. This picture is not a dead picture, but a living picture that can make a deep impression on the audience. This appeal, besides radio, also exceeds cinema films because everything can be enjoyed at home safely and comfortably, while this tiny airplane can present religious films as well as other interesting programs.

Apparently, live images supported by sound are a universal human language, and it is the symbol of communication that television relies heavily on. Because humans in communicating depend a lot on the studio and video senses, television news for the public will be more accurate, more thorough, clearer, and more reliable. Besides that, the same as film, television relies on analogical codes and mediator codes in communication science. Thus the broadcast or the news creates a kind of visual literacy process. In other words, within a certain period of time illiterate members of the audience will also understand what they watch on the television screen.

Television as a mass media is the fourth type present in the world, after the presence of the press, film and radio. Television has changed the world by creating a new world for society, with all its advantages and disadvantages as a medium. Television is a combination of radio and film so that the deficiencies that exist in radio and film are no longer found in television broadcasting. From here, television is very important to

become a media of da'wah. In general, television broadcasting institutions in Indonesia provide time for da'wah activities, such as the evening call to prayer or special events during the month of Ramadan, and Eid al-Fitr and Eid al-Adha. The advantages of television as a medium of da'wah are as follows:

First, the advantages and characteristics that television gave birth to, especially in terms of its proximity to everyday life. Television is a unique cultural product. The forms of reporting, discussion, visualization and dramatization developed by television gave birth to a public culture that was completely different from what had existed before. Television is able to offer a technologically and institutionally distinct form of cultural framework and expression as well as the expression of broader social, political and economic forces.

Second, as an audio-visual (listening) medium, the advantage of television lies in its very high persuasive power because audiences can see live images and sound at the same time. Even the sound and live images can be received by the audience when a tabligh event or sermon is taking place, through live or recorded coverage. Thus television has high speed and actuality with high persuasive power as well. Currently television broadcasts can be seen in a moving car and can even be seen on a mobile phone so that technical and geographical obstacles can be overcome with an Android application on the viewer's mobile phone.

Third, television has a very broad coverage in disseminating messages quickly with all its impacts in the lives of individuals and society. Therefore, television can be used as a medium for conveying messages because it has the following advantages: (a) it is faster in conveying information, (b) it shows more concrete evidence with superior imaging, (c) it uses more spoken language and vocal messages, and (d) can be heard by audiences who are not interested, or people who are not involved.

Television is able to reach geographically distant areas. He is also present in public spaces to very private spaces. Television is a combination of listening media and live images (motion or live) which can be political, informative, entertainment, educational, or even a combination of these three elements. Therefore, television has its own uniqueness, namely its extraordinary ability which is very beneficial for many parties.

In addition, it is necessary to emphasize that the mass media, apart from bringing goodness, also brings a dark side to the news that needs to be criticized. Da'wah communicators need to provide an objective assessment of the constructive role of the mass media. This step was taken by educating the public about the role of the mass communication media so that the public is not swayed by mass opinion that the mass media always educates life. In fact, in reality not all mass media information offers

educational content because it is not in line with the objectives of Islamic teachings. People are sometimes bored by information that is not close to their daily lives. Thus, it is conceivable that if donors or wealthy businessmen from the Muslim community unite to have their own television, there will be more and more programs featuring religious themes. Although it doesn't always have to be called Islamic television, what is most important is the content of the programs shown.

2.4. Broadcast Style on Television

Television broadcast style has a different character compared to radio. Radio connoisseurs don't need to watch, while doing whatever they are doing they can listen and enjoy it. This is different from television viewers, they have to concentrate to watch it. Because of that, a preacher/ preacher/ presenter who will appear on television must pay attention to the style of broadcast on television.

First, a preacher who appears in front of a television camera should adapt to the characteristics of the camera and other equipment that supports an audio-visual production, such as the lighting that is shone on his face. Unaccustomed to speaking under the spotlight of thousands of watts of light and in front of a camera with sophisticated studio equipment can make a preacher clumsy. Stiffness in front of the camera has a tense and uneasy effect which results in the flow of da'wah communication messages being conveyed to a halt.

Second, preachers who appear in front of the camera should not use scripts. Sometimes, to avoid the awkwardness of dealing with complicated broadcasting equipment, a preacher needs help with an idiot board, namely pointers to be discussed which are written on large cards in front of him.

Third, besides having to control the flexibility of his voice, the preacher must also control the flexibility of his voice, which is no less important is the factor of body language, both facial expressions and other body movements. Your appearance in front of the camera requires attention to the clothes you wear with the right color and match.

Fourth, no less important, preachers should be able to display a pleasant personality, an attractive voice, and facial expressions to match. Talking in front of the camera needs to be likened to talking intimately with an audience in front of it. He also has to be adept at appearing on television to adjust to the camera.

In addition to these four things that are no less important, when a preacher/ preacher/ presenter gives a lecture on television, there are a number of things that must be considered:

1. Appear Confident

Even though in delivering a lecture we require the congregation to use the principle of "pay attention to what is being said, don't pay attention to who is speaking" but an impressive appearance is still needed. For example, wearing appropriate clothes, a cheerful face, friendly eyes, and good speech.

1. Master the Forum

A mubalig must control himself before the event begins so as not to be nervous. If he has mastered himself then he will easily master the forum. To be able to master the forum, a preacher needs to look at all corners of the room or at the congregation present. He should also be able to greet his audience in a friendly manner.

1. Don't Deviate

During the lecture, the preacher must stick to the theme that has been prepared and according to the rules of the Indonesian Broadcasting Commission (KPI) regarding Broadcast Program Standards (SPS). Don't go too far by discussing unplanned matters and violating the source code of ethics. Because of that, he must be able to control himself so that the discussion of one sub-discussion is too broad and time-consuming, while the other sub-subjects only last very briefly.

1. Original Style

Mubalig should use his own style. Don't imitate others. This will make his speech easier, as well as maintain his authority. For preachers who appear on television for the first time, they have to learn a lot and observe the delivery styles of other preachers. Then, he can choose the style of the preacher that he feels is suitable for his nature and character but try not to completely imitate it.

1. Be an Equal

An equal attitude can be interpreted as not being too patronizing. This attitude is especially necessary when dealing with adult congregations, especially those who have high intellectuals. Therefore, in delivering his lecture, it is better to use the term "we" not "you", let alone "you". For example, "we as true Muslims should be able to read the Koran well and try to read it diligently."

1. Setting Intonation

Interesting lectures are lectures whose tone goes up and down. Not flat all the time or not high all the time. Moreover, if the lecture is about two people having a dialogue. Of course, one must be able to distinguish between the voices of one character and another.

1. Setting the Tempo

Mubalig when giving a lecture, should set the tempo of speaking so that there is a distance between one sentence and the next sentence. This also shows that he was neither too fast nor too slow. Like reading, pay attention to the punctuation marks, there are periods and commas.

1. Maintaining Contact with the Congregation

When a lecture takes place in front of the congregation for more than 30 minutes, it usually tires the congregation. Therefore, contact with the congregation should not be interrupted. For example by asking questions, providing humor that is fresh and relevant to the lecture.

1. Develop Discussion To increase the attractiveness of the discussion, it is necessary to develop the discussion, including providing additional and not too detailed information, providing examples that are relevant to the discussion so that the issues discussed will become clear and concrete. Also provides an analogy, namely a comparison between two things, either to show similarities or differences, provides testimonies from verses, hadiths, aphorisms, opinions of scholars, books, newspapers or magazines, and also presents statistics to show a comparison of a case.

Meanwhile, according to Askurifai Baksin [6], the SOP (Standard Operational Procedure) for Da'wah TV content, there are three stages, namely pre-production, production and post-production.

3. PREPRODUCTION

At this stage there are several things that must be done, namely working schedule, script breakdown sheet, breakdown script, rundown, breakdown budget, location hunting, permits, transportation and others.

Working Schedule is a schedule of work stages from pre-production, production to post-production. Contains the tasks that must be carried out by the crew and the target time that must be completed. Also used for progress reports so that it can be seen how far each work has been done.

The Script Breakdown Sheet contains data and information on the situation as well as scene-by-scene needs. The amount is adjusted to the number of scenes listed in the production book. Stripping work is carried out by the floor manager based on the considerations of each department.

The Breakdown Script is derived from the script breakdown sheet, containing the first scene to the last, if any, include the OBB (Opening Billboard) which is used to see the needs of the entire production complete with shooting times and locations used.

Rundown. after being prepared scene by scene, they are grouped into a rundown which functions as a guideline for shooting schedules. Taking is not sequential but in accordance with the group of shooting locations for the purpose of work efficiency.

Breakdown Budget. Each department plans a production budget from start to finish, scene by scene. Furthermore, the Production Budget, namely the overall funds for production are set forth in the production budget with consideration of the recap of funds from each department and funds for needs.

Location Hunting, namely the location on the script described by the screenwriter is fully translated by the director with the consideration of the producer and screenwriter. This is considered based on how far the location is, its affordability, the availability of energy sources, and the adequacy of logistics and others.

Licensing and Location. After the shooting location has been determined, then a permit is issued for the use of the location in accordance with the duration of the shooting.

Logistics is all the needs for raw materials and work equipment needed to complete production, including consumption.

Transportation. the need for transportation is very vital because it is for transporting production equipment, especially if the filming location is quite far away. Don't forget to adjust the means of transportation to the shooting location.

Production Team Recruitment. This is done through selection according to production needs. Each crew works professionally according to their respective duties.

Production Design, covering all matters concerning data and information on the entire film production from pre-production to post-production. This is the process of making a film that is spoken orally and serves as a guide for the entire production process.

Talent Casting, namely selecting prospective actors in a film or television program production. Not only beautiful and handsome, the important thing is to be able to bring television programs. Usually done through publication, then held casting.

Reading-Rehearsal Talent. Before filming, all talent must be trained first by the director and his assistants so that it goes according to plan. When the reading talent is practicing understanding the role that will be played by saying dialogues. The rehearsal process was carried out to practice how to block and act in front of the camera.

The Floor Plan is a blocking guide or production field map that aims to streamline the production process. From here the director no longer needs to arrange blocking of production equipment because the crew only needs to open the floor play and the most important thing is the director's improvisation. Next is the important lighting for the beauty of television programs. lighting arrangements are very important for the beauty of the film, including key light, fill in light, and back light.

The shot list is made by the director as a detailed sequence of breaking the scene. It is used to find out the proportions of the scene according to the duration of the shooting and the structure of the dramatic stairs and can be used as a reference for the number of shots in a scene.

Properties and Sets. All equipment used in film production must be recorded and checked so that when shooting, you will not experience difficulties. Property includes things that are used in a film story. While the set is a complete set of locations and objects that can provide information from the story to be made.

Wardrobe/Make-up. Wardrobe is more towards the clothes and accessories worn by talents. Make up is needed to emphasize the nuances of acting and character talent.

Design Editing –Special Effects. How the results of the shooting will be arranged. What special effects will be used to support the results of the shooting. Also is the final result plan that will be displayed.

4. PRODUCTION

Is the process of shooting or execution in the field which includes several things from the shooting schedule to the mood and continuity of production.

Production Schedule. Production schedules are made for work discipline to achieve maximum results with guidelines on time on budget.

Job Evaluation. Every day after work, every day a daily evaluation is carried out to study the obstacles and solutions during shooting that day.

Production Crew Management Management. Each section must pay attention to their respective work. Dysfunction of each position will be fatal.

Placing Person in Position. Carefully determined at the time of crew recruitment, do not let there be a tug-of-war between functions and jobs.

Management of Production Equipment. Each tool must have a person in charge because he is the one who controls the equipment.

Communication Between Production Teams. Each production team must have a communication tool which will later be implemented in the form of a progress report.

Other things that must be considered are Affordability and Safety, Location, Water and Electricity Sources, Geographical and Weather Conditions, consumption and logistics. Picture and sound quality as well as the mood and continuity of the output.

5. POSTPRODUCTION

This last process includes logging, off line editing, online editing, mixing, previewing, and presentation. Logging, namely the process of selecting images from the many images that have been shot. As a guide, shooting reports are made to make logging easier, especially the description of a take that is stated as G (Good) or NG (Nogood). Take that has been declared G (Good) is selected as raw material (footage). Digitizing is a term for the activity of converting raw materials into files that are standard for use on hard disks. Offline editing is the process of logging results above being arranged into a display on a track that has been done according to the governor's directions. Online editing is an advanced process of offline editing. If offline editing is not meaningful then edit online. Mixing is considered the last process to be carried out, namely mixing several elements, both audiovisual and non-audiovisual in nature, including special effects.

6. Method

Training and coaching of media literacy groups must be carried out in stages and continuously to get productive partner conditions. Therefore this community service was carried out for three consecutive weeks.

Literacy group development is carried out in 3 (three) activities. The first activity is Dakwah TV training in the form of scientific meetings on Fundamentals of Broadcasting, Broadcasting Management, Dakwah TV Content, Ethics of Islamic Broadcasting and

Podcasts. The second activity is guidance on making Dakwah TV content. The third activity is exhibition and appreciation of Dakwah TV content products.

7. Outcomes

7.1. Webinars for Creating Dakwah TV Content

This webinar was conducted with the aim of providing insight and instilling knowledge about Creating Dakwah TV Content. First, the team presented the training material on the Basics of Broadcasting Production delivered by Mr. Wiki Angga Wiksana. This material explains and practices the use of cell phones as a medium for creating Da'wah TV content. This material consists of shooting techniques, camera movements, and lighting techniques. The second material is Live Streaming Podcast, delivered by Yadi Supriadi. This material explains how podcasts are used as da'wah media in terms of costs, tools, and presentation of interesting content. Material 3 regarding the Management of Da'wah TV Broadcast Programs, delivered by Askurifai Baksin. This material explains and trains students about the opportunities in the world of broadcasting, the definition of broadcast production management, elements of broadcasting, aspects of TV broadcast management, migration of broadcast TV to digital, and the advantages of digital broadcasting. The 4th material regarding broadcasting ethics, was delivered by Kiki Zakiah. This material explains why it is important to practice ethics in broadcasting, Islamic broadcasting ethics.

Webinars are delivered through two methods, presentation and discussion. The audience for the webinar were 30 class X students of SMK YPC Cintawana, Singaparna, Tasikmalaya, and their two teachers. There were 30 participants who filled out the pretest. So all students who took part in the webinar filled out the pretest too.

The Zoom Meeting was attended by students in the multimedia laboratory room using computer media and some using cellphones. The webinar is held from 8.00 to 12.00, with an arrangement of opening events, pretest, presentation, discussion, posttest. The results of the pre test showed that the average knowledge of Basic Production was 60, Live Streaming Podcast 60, Broadcasting Ethics 71, Production Management 56, and the average participant score was 62. The pretest of this activity showed that their knowledge of TV broadcasting was still relatively sufficient, with the maximum score is 85 and the minimum score is 30. It seems that the best result of the four materials given is Broadcasting Ethics. This is because the subject of our PKM is a school under the Cintawana Islamic Boarding School foundation, of course, Islamic

ethical and moral education is very strong. While the lowest value is their knowledge of production management. This is because the world of broadcasting is a world that they just know, especially regarding the management of TV broadcasting production

No	Name	Class	Basis Production	Live Streaming Podcast	Broadcasting Ethics	Management Production	Average
1	Ryanmaulana Yusuf	X MM	60	70	90	80	85
2	Wana Man Saputra	X MM	70	40	70	100	85
3	Aritopik	X MM	60	70	90	70	80
4	Desfinda Nelantara Fauzi	X MM	60	80	100	60	80
5	Fauzia Latifa	X MM	70	60	100	60	80
6	Salma Mega Mutia	X MM	50	80	80	70	77
7	Deiza Hoirunnisa	X MM	30	50	80	70	75
8	Selly Rahmania Albara	X MM	30	50	80	70	75
9	Aripurnama	X MM	60	50	80	60	70
10	Debintang Cahyani Ilalah	X MM	50	80	70	70	70
11	Neng Silva Sekar Nabila	X MM	40	60	70	70	70
12	Melani Agustin	X MM	40	40	60	70	65
13	Muhammad Ilham Yusuf Arifin	X MM	50	40	80	50	65
14	Salsa Khusna Fauziah	X MM	50	40	60	70	65
15	Zahra Gina	X MM	80	40	80	70	63
16	Almas Nopita Apriyanti	X MM	60	30	80	40	60
17	Intan Nuraeni	X MM	0	30	80	40	60
18	Mega Zulianti Nurjanah	X MM	50	40	60	60	60
19	Siti Rosita	X MM	30	50	50	70	60
20	Winda Ningsih	X MM	70	50	80	40	60
21	Ahmad Hilmi Ali Winaya	X MM	60	60	60	50	57.5
22	Muhammad Zidan Alfarizi	X MM	60	80	50	60	55
23	Muhammad Zidan Fadlillah	X MM	70	70	70	40	55
24	Pupu Fuadah	X MM	40	40	60	50	55
25	Riri Wulandari	X MM	40	50	80	80	50
26	Rivan Rizki Mugia	X MM	50	50	60	40	50
27	Sari Rosmawati	X MM	40	40	60	40	50
28	Asep Gilang Ramadhan	X MM	60	70	60	30	45
29	Reyhan Hidayat	X MM	80	70	60	30	45
30	Randy Ardiansyah	X MM	40	40	40	20	30
	Pre Test		60	60	71	56	62
	Post Test		68	57	94	81	75

Figure 1: Pre-test for Making Dakwah TV Broadcasting Content.

Posttest was attended by 27 students. So not all students who took part in the webinar filled out the posttest. This was because the end of the webinar coincided with the midday prayer, so three students chose to attend the midday prayer in congregation. The posttest results show an average knowledge of Basic Production 68, Live Streaming Podcast 57, Broadcasting Ethics 94, Production Management 81, and the average participant score is 75. The pretest of this activity shows that their knowledge of TV broadcasting is still relatively sufficient, with an average score the maximum average is 88 and the minimum value is 60

It seems that the best results from the four materials given are still on Broadcasting Ethics. This is because the subject of our community service is a school under the Cintawana Islamic Boarding School foundation, of course, Islamic ethical and moral education is very strong. There was an increase in points from 71 to 94. While the

No	Name	Class	Basis Production	Live Streaming	Broadcasting Ethics	Management Production	Average
1	Fauzia Latifa	X MM	100	70	100	80	88
2	Winda Ningsih	X MM	80	70	100	100	88
3	Desfinda Nelantara Fauzi	X MM	70	70	100	100	85
4	Aritopik	X MM	80	80	100	70	83
5	Asep Gilang Ramadhan	X MM	70	80	100	80	83
6	Salma Mega Mutia	X MM	70	70	100	90	83
7	Debintang Cahyani Ilalah	X MM	70	50	100	100	80
8	Intan Nuraeni	X MM	70	60	100	90	80
9	Pupu Fuadah	X MM	80	50	100	90	80
10	Sari Rosmawati	X MM	70	50	100	100	80
11	Aril Purnama	X MM	70	50	90	100	78
12	Deiza Hoirunnisa	X MM	80	50	90	90	78
13	Selly Rahmania Albara	X MM	80	50	90	90	78
14	Siti Rosita	X MM	60	80	100	70	78
15	Melani Agustin	X MM	70	50	100	80	75
16	Riri Wulandari	X MM	60	50	90	100	75
17	Mega Zulianti Nurjanah	X MM	50	50	100	90	73
18	Muhammad Zidan Fadlillah	X MM	70	60	100	60	73
19	Zahra Gina	X MM	80	70	90	50	73
20	Rivan Rizki Mugia	X MM	50	40	100	90	70
21	Ryan Maulana Yusuf	X MM	50	60	80	90	70
22	Ahmad Hilmi Ali Winata	X MM	50	70	100	50	68
23	Neng Silva Sekar Nabila	X MM	40	50	100	80	68
24	Salsa Khusna Fauziah	X MM	80	50	70	60	65
25	Reyhan Hidayat	X MM	50	40	100	50	63
26	Almas Nopita Apiyanti	X MM	60	20	100	60	60
27	Randy Ardiansyah	X MM	20	60	50	70	60
28	Muhammad Ilham Yusuf Arifin Suryono	X MM					
29	Muhammad Zidan Alfarizi	X MM					
30	Wanda Iman Saputra	X MM					

Figure 2: Tabel Post-test Membuat Konten Penyiaran TV Dakwah.

lowest score was their knowledge of live streaming podcasts, which actually decreased in value from 60 to 57. This is because the world of broadcasting is a world that they just know, especially about Live Streaming Podcasts. There is also an increase in knowledge on production management materials from 56 to 81, and basic production from 60 to 68 points.

7.2. Guidance for Making Dakwah TV Content

Training and guidance on Creating Dakwah TV Content is carried out through social media video call facilities, zoom meetings or Google meet. Students as mentors guide YPC Vocational High School students with an agreed time between the mentor and the Vocational students they are mentoring.

Guidance was carried out for 6 meetings. Meeting 1, determine the tools owned by the group, podcast or TV media, da'wah themes, production scripts. 2nd meeting of guidance and consultation related to the script for the product to be made. Meeting 3, shooting Day 1, Meeting 4, shooting Day-2. Meeting 5, product editing process and

making presentation material in the form of a power point. Meeting 6, the meeting dealing with the implementation of the competition, presentation and display of results.

Guidance with 6 meetings is considered sufficient since the participants are multi-media students who already know how the tools used in producing Da'wah TV content work. It's different if the Community Service target doesn't know about da'wah media, then the guidance is at least done for two weeks (content creation training)

7.3. Da'wah TV Content Product Exhibition

On this occasion each group had to present da'wah TV content made by the group under the guidance of a mentor for one week. The four groups created the context of Da'wah TV with specific themes and goals that were decided by the group and their mentors. The presentation of the da'wah TV content was contested and judged by three judges from lecturers who carried out Community Service.

The aspects assessed are the basics of broadcasting, broadcasting management and broadcasting ethics. After each group presented the Da'wah TV content product, the Community Service Team. take turns providing reviews of the content of the student products presented. All groups were appreciated by getting prizes from the Community Service team.

8. Conclusion

Providing understanding and skills to the media literacy group of SMK YPC Cintawana students, through Dakwah TV Content Creation Coaching. Activities are divided into three times:

1. The webinar was enthusiastically attended by 30 students. There is an increase in knowledge after the webinar by 15%.
2. Developing the group by recruiting 27 new members. Train them to plan, create and publish their work on da'wah TV content with the theme they choose.
3. Students are able to present the results of guidance for 8 days which are contested and assessed by a team of judges from the Community Service team lecturers and they show initial ability to create Da'wah TV content.

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