APPLICATION OF EDUCATIONAL TECHNOLOGY IN MANAGEMENT CONTEXT: OPPORTUNITIES AND CHALLENGES

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Abstract:
This research is intended so that the application of technology in the world of education can be implemented well as an opportunity to face the challenges of the digital era. By using the research method approach used in this article is qualitative. This research was carried out at MI Islam Fitriyah Banjarwaru Lumajang. Digital transformation has become something important as a discussion sector related to the world of education. For educators, there are also obstacles that must be resolved, including moral crises, digital literacy skills, social crises, developments in science and technology, being role models and the use of technology-based learning media. The importance of applying technology in education is to facilitate learning and improve the quality of effective and efficient learning performance. Improving quality in order to prepare digitally literate human resources is a necessity that must be maximized so that learning can be carried out efficiently and optimally. The use of social media in education is really needed, because it is a trigger for students to learn because they tend to be more interested in learning on social media than reading books, which on social media appear more interesting than books. The use of media platforms as teaching and learning activities can be done in several ways with various types of platforms that can be used such as multimedia, electronic media, computers, internet print media, audio-visual media and visual media.

Keywords: *Application of Educational Technology, Opportunities, Challenges*

INTRODUCTION

Education is an important part of people's lives throughout the world. In today's digital era, digital transformation in education management offers great opportunities to increase the efficiency, effectiveness and quality of Islamic education. (Subroto et al., 2023) The rapid progress of technology in the world of education must be responded to quickly so that it can be put to good use. In this case, technology has a very important helping power for human needs. (Rejeki, 2023) Technology has had a very significant impact on humans, especially in the world of education in recent years. (Hendriyati Haryani et al., 2023) All humans have a need for the importance of education, so education must always follow the flow of technological developments (Rahardja, 2022). After the Covid-19 pandemic, technology in the education sector began to mushroom as an acceleration, resulting in the term digitalization of education appearing in the context of optimizing the proportion of digital transformation opportunities in education such as academic services, teaching materials and the teaching and learning process. Digitalization transformation in education must be pursued because it is under unfavorable conditions. (Deri Wanto, 2023)

The difficulty of adapting in the application of learning methods makes it a challenge in the world of education. (Salsabila et al., 2023) Looking at the conditions in

the field, the use of educational technology is not as smooth as one might imagine. Although educational technology offers various solutions to overcome educational problems. (Hidayat et al., 2023) However, in order to implement digital transformation in education, there are several challenges that must be overcome, such as costs, tennis skills and socio-cultural challenges. Effective strategies are also needed to implement digital change and improve digital understanding and skills in managing education. (Jannah et al., 2023). In this case, one of the institutions that provides educational services through the use of technology is MI Islam Fitriyah Banjarwaru Lumajang. This implementation must always have an impact in facing challenges and taking advantage of opportunities. The application of educational technology is committed to continuing to update and develop it as one of the demands of the times.

In previous research, according to Miftahul Jannah (2023) who discussed Digital Transformation in Islamic Education Management, opportunities in adopting digital transformation must include learning, data management and curriculum development. Then there are challenges that need to be overcome including costs, technical expertise, social and cultural challenges. In other research, according to Desty Endrawati Subroto (2023), the current state of technological integration highlights gaps in technological access and infrastructure. This is part of the challenges that must be faced by every institution, so that later a solution must be found to maximize the existing opportunities. Localizing digital content and creating an inclusive, technology-based learning environment is very important to prepare students to face an all-digital future. Another research according to Indri Febrianti (2023) states that the use of technology must always be analyzed and identified so that later its use can be targeted and efficient. Technology has become an integral part of education by providing various means to improve and create innovative work in aspects of education such as setting goals, managing students, selecting educators, learning approaches, designing curricula, utilizing the environment and designing educational facilities. (Kediri, 2012)

In general, educational technology aims to encourage and provide direction to educators so that they can see the act of teaching as an effort to solve problems scientifically through the concept of educational technology and it is hoped that there will also be an increase in the quality of education for a teacher. (Yansyah et al., 2023) Educational Technology it is hoped that it can utilize all resources to seize opportunities to strengthen its presence to become a pioneer of good quality education in the context of increasing world level civilization. (Ismael & Supratman, 2023)

The importance of using technology in education to facilitate learning and increase interest in learning through effective and efficient learning. Therefore, we raised the title of the article "Application of Educational Technology in a Management Context: Opportunities and Challenges".

The novelty of this research lies in how to utilize digital technology to face challenges and opportunities in the digital era. Special management is needed to utilize this technology, by increasing human resources so that they are ready to face the digitalization of education.

RESEARCH METHODS

The research method uses qualitative which aims to provide a comprehensive understanding of the current condition of digital technology. (Subroto et al., 2023) By collecting data in the form of journal references, articles, observations, interviews and other data sources, this research took place at MI Islam Fitriyah Banjarwaru Lumajang.

RESULTS AND DISCUSSION

The application of educational technology has developed rapidly in recent years. The term called Digitalization of Education is mushrooming very quickly and has become an important need, especially in the world of education. One of the benefits of applying technology is that it further expands the network of knowledge that we can obtain. Of course, the positive impacts of technology must coexist with the negative impacts. This is the challenge that we must be able to master and the opportunity to maximize the

information sources provided. (Hidayat et al., 2023) Changes and developments in technology are of course in the context of something more perfect in line with the development and progress of human thought. (Iskandar et al., 2023) Changes and developments in technology are of course in the context of something more perfect in line with the development and progress of human thought. (Rahardja, 2022).

Challenge

Digital transformation has become an important topic as a discussion sector related to the world of education. Changes in the digital era are one of the challenges that must be faced today. The application of digital technology must be utilized properly so that it can increase the efficiency, effectiveness and quality of education. (Jannah et al., 2023) In the application of technology in education, there is also a digital gap where schools in urban areas have adequate infrastructure. and higher access compared to schools in rural and remote areas. (Subroto et al., 2023)

For educators, there are also obstacles that must be resolved, including moral crises, digital literacy skills, social crises, developments in science and technology, being role models and the use of technology-based learning media. Educators must be able to adapt quickly and master relevant technology. (Rejeki, 2023) Support from well-trained educators and a supportive school environment is important in overcoming these challenges. (Anggo et al., 2023) Other obstacles to change always occur, such as changes in strategy and policy. To always achieve competitive advantage, the regular use and alignment of information technology with trading strategies must be in accordance with judicial decisions. (Febrianti et al., 2023). It cannot be denied that the development of Information and Communication Technology (ICT) has influenced all patterns of society's life, even our culture, including in the field of education. (Deri Wanto, 2023) It is important to understand the different needs and preferences of users, such as students and educators. It is important to understand this diversity in designing educational technology that can meet the needs of all parties involved in education. (Wahyono, 2023)

Lack of training for teachers and education personnel can hinder the implementation of technology in education. Adequate training is needed so that teachers and education personnel can understand the concepts and objectives of using technology in education, and can develop a curriculum that suits the needs and conditions of each school. (Maulana Jamaludin & Marini, 2023).

Opportunity

Opportunities that can be exploited in digitalizing education are how to apply digital technology in learning. Because technology can help enrich the learning experience and help students understand the material more specifically. (Jannah et al., 2023) The role of technology as a learning medium in the current 21st century era includes: increasing accessibility, flexibility and effectiveness, increasing interactivity and student involvement in learning, and encouraging project-based learning. (Article et al., 2023). The importance of applying technology in education is to facilitate learning and improve the quality of effective and efficient learning performance. (Kediri, 2012) Educators must be able to make good use of digital technology so that the material delivered to students can be reached better. This increases the attractiveness of students because the material presented is more creative and interesting, which in turn is expected to generate very high interest in learning because the material is easier to understand. (Rani, 2023) Creativity for educators is one of the things that supports the success of the learning process, meaning that educators are required to have broad scientific insight, rich in informed ideas that can be realized through their teaching and learning activities. (Yansyah et al., 2023)

Improving quality in order to prepare digitally literate human resources is a necessity that must be maximized so that learning can be carried out efficiently and optimally. Improving the quality of human resources is intended to hone abilities, skills and professionalism which are absolute requirements for achieving competitive capabilities in exploiting opportunities. (Ismael & Supratman, 2023) In realizing educational technology that suits the needs of the times, there need to be several

considerations that must be accelerated, namely building the character of the Indonesian people who have a strong tendency to want to provide educational knowledge. The urgency currently faced in every educational institution is the rapid development of science and technology, demands for democratic education, cultural transformation. (Alfian & Ilma, 2023). The use of social media in education is really needed, because it is a trigger for students to learn because they tend to be more interested in learning on social media than reading books, which on social media appear more interesting than books. So this becomes a trigger for students to develop their interest in learning. (Niar, 2023)

The use of media platforms as teaching and learning activities can be done in several ways with various types of platforms that can be used such as multimedia, electronic media, computers, internet print media, audio-visual media and visual media. (Salsabila et al., 2023) In this context, digital literacy becomes a foundation that supports student engagement in online platforms. Students' ability to understand, analyze and manage the use of digital media is key in strengthening Pancasila values in this technological era. (Abidah et al., 2023). AI artificial intelligence technology continues to be developed by experts so that it can develop rapidly. H. A. Simon stated that artificial intelligence AI is a field that allows computers to perform tasks superior to humans. Knight and Rich agree with Simon that artificial intelligence AI is a branch of computer science that views building computers as something humans can do, or even better. (Kirana et al., 2024)

CONCLUSION

The rapid development of the world of educational technology must be responded to with implementation that is right on target in responding to challenges. Technology, which today is very beneficial for all mankind, must always be used in a positive way. Equal distribution of educational technology facilities is the goal in serving educational needs. Developing the quality of human resources must also be considered because technology is not something that can be felt instantly to benefit, but you must be able to learn and understand technology. In this case, educators who use technology as learning media must always learn in order to find innovative and efficient learning formulas so that students are able to stimulate what is actually conveyed by the educator. Infrastructure must always be adequate to ensure technology-based educational services. There are many positive things that we can use to support learning in directing students' interest in learning.The use of social media platforms is one example of utilizing technology in education. Technological tendencies greatly influence the quality of education in every educational institution. Therefore, the use of technology in the world of education must always be monitored by each of us so that the targets we aim for can experience a positive impact and in the future it is hoped that we will be able to produce human resources that have competitiveness and are not eroded by the flow of increasingly sophisticated technology.

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