

Impact Of Moving Sign (Running Text) Implementation at PKBM Wiyata Utama

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Abstract

The running information display board or Running Text is one of the information media or digital publications comprised of an ordered pattern of Light Emitting Diode (LED) lights, and each LED has a coordinate point that determines which LED position is on or off. This LED light is available in a range of colors, including red, yellow, green, blue, white, and blended hues. This running text is often used in Office Buildings, School Buildings, Shopping Buildings, and other locations where the general public must be informed. At this community service, running text has been installed in the PKBM Wiyata Utama school environment in Kembangan Utara, West Jakarta, which is suitable for school-related information media such as education level, school name, and school events.

INTRODUCTION

Today, the digital world is expanding like a rocket, particularly in terms of the transmission of information or advertising systems that are very engaging and effective in their use of common language. Running Text or moving sign is a sort of digital publishing medium comprised of Light Emitting Diodes (LEDs) that are closely organized with an ordered pattern and coordinated dots on each LED in order to generate a light shape to form specific text or pictures. (Agus Mulyana & Aria, 2012) The LEDs utilized are also available in a range of colors, including red, yellow, blue, green, and white, as well as combinations of several hues with microcontroller. (Herdianto Herdianto, 2021)

Running Text has been used in a variety of locations, including businesses, offices, skyscrapers, and even schools and places of worship, to deliver clear and engaging information. In Kembangan, West Jakarta, there is a school named PKBM Wiyata Utama that still employs traditional or antiquated means of imparting knowledge.

The Running Text board will be installed in front of PKBM Wiyata Utama, one of the schools lacking a digital information delivery system. It aims to enable students to accurately record information on the school's identity and to aid locals in choosing a suitable school for Package C or an equivalent program.

Based on the findings of the previous scenario analysis, schools need a Running Text to educate prospective students about the school's curriculum and to make it easier for teachers to provide information to students. Furthermore, it might be utilized to create interesting or one of the digital advertising goods in schools. Following that, Wiyata Utama PKBM School in Kembangan Utara, West Jakarta, created a Running Text implementation system.

Identification of problems

According to the foregoing explanation of the scenario analysis, the challenges encountered by partners in this case include students in the North Kembangan area, including:

1. Students, particularly those approaching adolescence at the junior high school/high school level in the North Kembangan region, need debriefing in the form of constructive and advantageous activities.
2. It demands fast evolving digital expertise
3. It is necessary to deliver information to local people, pupils, and school instructors.
4. A dynamic text board is required to deliver superior information.

Activity Objectives

Running text is intended to convey information to local residents, students, and instructors at schools, as well as enhance the aesthetics of the PKBM Wiyata Utama school.

Activity Benefits

Students will have an appreciation for the significance of information that may be delivered accurately and displayed on a walking text board as a result of this community activity.

METHOD

A suitable activities include meeting with partners to examine the source of their problems, offering information about running text, and making or modifying a running text board to be displayed in front of the school. Dissemination of this activity among participants using a learning approach method that focuses on participant participation based on experience. That the success of the implementation will only be achieved if the participants have the sincerity to understand about the benefit of the this running text.

Target Audience

Students from PKBM Wiyata Utama School, Internal School, and the Community surrounding the school who have an interest in reading and learning, a strong will to apply a high interest in reading, and may provide wide understanding to accomplish the intended objectives are the target participants in this activity.

IMPLEMENTATION

The outcome of implementing this activity is a running text board that provides students with knowledge in an engaging and visually appealing manner. The results are also published in online media outlets and websites dedicated to electrical engineering. On Wednesday, March 29, 2022, at the PKBM Wiyata Utama School in Kembangan Utara, West Jakarta, the inauguration ceremony and the handover of the charter to the partners were conducted offline in accordance with health protocols, i.e., not all lecturers were present, only representatives of each group, and the venue was not a public venue.



Figure 1. Design result



Figure 2. Implementation of running text with students and teachers

The evaluation of this activity is as follows:

- Offline activities were conducted in the presence of the School's Principal, Teacher Representatives, students, and UMB electrical engineering lecturers;
- The School's principal and chairman of the foundation awarded the Electrical Engineering of Universitas Mercu Buana with the highest level of appreciation in the form of a Charter of Appreciation;
- Elektro awards PKBM Wiyata Utama an appreciation certificate.
- The results of the recapitulation of the workshop evaluation sheet reveal that participants deemed this activity to be extremely helpful. The existence of this activity aided participants in being able to clearly capture information about the school's identity and in assisting local residents in locating a suitable school for Package C or its equivalent.

CLOSING

Conclusions

- In general, the operations throughout the survey, installation, and inauguration went off without a hitch.
- The inaugural activities captured everyone's attention.
- Several instructors and students also participate in the discussion.
- This activity may serve as a method of implementation, friendship, and socializing for the Electrical Engineering at Mercu Buana University, as well as an expression of the social duty of higher education institutions.

Overall, the socialization participants were stated that utilizing the necessary knowledge of the academic community to resolve societal challenges.

Recommendations

The duration of the activity can be considered to be extended, to several times. It is recommended to remember that collecting data from participants needs time to coordinate and the participants would be happy if the collaboration activity could take time every year to make the middle high school and below even better at supporting the learning process in schools.

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