



Socialization Of The Importance Of Continuing Higher Education And Increasing Business Interest For High School Students

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Article Info	ABSTRACT
Name of Corresponding : Zahara Meutia E-mail: zhrameutia@gmail.com	This socialization was carried out at the Al Fattah College Foundation High School. This socialization aims to provide awareness of the importance of continuing their education to college and foster students' interest in business. This activity method consists of 3 stages, namely service planning, service implementation and evaluation. The result of this activity was that Al-Fattah Foundation High School students received information about the world of campus as well as motivation about the importance of continuing their education to college and interest in business. This activity was carried out well as seen from the enthusiasm of all participants and the smooth running of the socialization. Keywords: Socialization, Participation, Higher Education,

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INTRODUCTION

A developed country is determined by the quality of education itself because education is one of the main sectors in developing the abilities and potential of a nation's successors in order to create quality human resources. Continuing your studies to university is the most important thing for society, especially the younger generation, and this is a form of need of the times. Education is an inherent part of life. In his theory, Edward Humrey says that education is an improvement in skills or application of knowledge and appreciation as a result of educational studies or experience (Yusuf, 2018). Where through education people can have skills and knowledge in carrying out their activities.

Education in general is a conscious and directed effort to help someone support their level and dignity by optimizing and advancing their ability to do all good things. (Mustoip, 2018). It is through education that a person will be able to improve their skills as a result of applying knowledge and experience during the educational process (Yusuf, 2018).

The role of higher education is to be able to produce educated people who have intelligence and skills that are able to create progress in all fields. In fact, a study states that individuals who have just left the educational process until they have graduated will have an impact (outcome) on their environment (Kondrat, 2019).

However, in the current situation it can be seen that there is low awareness among the public about continuing their studies to university. There are many opinions or perspectives that have developed in society regarding education, people think that development in the education sector only wastes the budget without any clarity on the benefits that can be taken from education. The public's perspective causes many people to

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not realize the importance of higher education, which is one of the big problems that must be overcome because it causes low public education.

METHODS

This service is carried out using the socialization method for Al-Fattah Foundation High School students with the aim of providing direction and understanding to students regarding the importance of continuing their education to higher education. In this activity, we lecturers collaborated with the principal and teachers from Al-Fattah Foundation High School. The mechanism for implementing activities includes:

1. Permission letter to school
2. Socialization schedule
3. Carry out outreach according to the specified schedule.

Problems related to students' lack of knowledge about higher education are resolved through outreach/socialization methods, with presentation techniques of material introducing the world of campus and followed by discussion sessions. This socialization is carried out to introduce students who will enter the world of college so that they know more clearly about the world of college.

The implementation of this service is carried out through 3 stages, namely service planning, service implementation, and service evaluation. At the planning stage, the service group conducts a field survey of research objects that are appropriate to the material to be presented, then coordinates with the parties concerned regarding holding this socialization.

RESULTS AND DISCUSSION

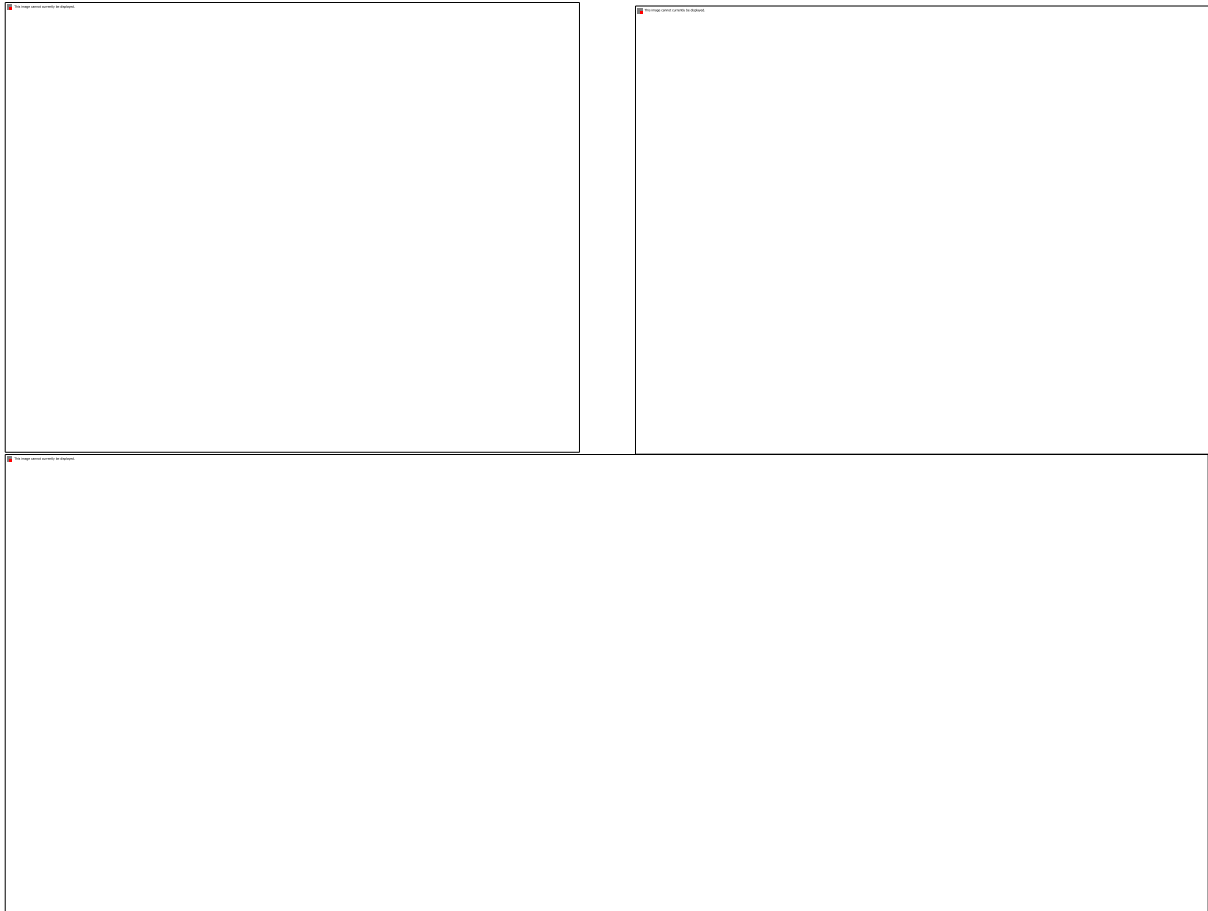
Socialization activities for class This socialization activity was carried out on Friday, March 1 2024 at 10.00 WIB at the Al-Fatah Foundation High School. The lecturer team focuses on high school students both majoring in science and social studies. All participants seemed enthusiastic and participated in this socialization activity from the start to the end of the event. The implementation of this service is carried out through 3 stages, namely service planning, service implementation, and service evaluation.

At the planning stage, the service group conducts a field survey of research objects that are appropriate to the material to be presented, then coordinates with the parties concerned regarding holding this socialization. The things that are coordinated include socialization materials, number of participants, room and time for carrying out the activity, and also the duration of time that will be used during the activity.

The next stage is the implementation stage, at this stage the service carries out outreach to class This activity began with an introduction to each service member, continued with the delivery of socialization material, and continued with discussion sessions, question and answer sessions, and sharing experiences of service members and students.

The next stage is the service evaluation stage. Al-Fattah Foundation High School students also get information about what the world of college is like, the majors on campus, registration techniques and motivation for students about the importance of continuing their education to college so they can have the ability to think critically. and analytical. Then the team provided motivation so that students would have business knowledge and not just look for work after graduating from college. The socialization activities were carried out well and smoothly without any obstacles so that all parties felt satisfied, especially the students

because they got the information they needed. The percentage of continuity of this activity is 80% seen from the enthusiasm of all participants and the smooth running of the socialization.



CONCLUSION

The service activities related to the socialization of the importance of higher education to improve, carried out by the service team, have gone well, where the participants who took part in the socialization were 90 class XII high school students. There needs to be awareness that higher education is very beneficial for high school students so that they have the ability to think systematically and have the competence to enter the world of work better than before. Therefore, it is recommended that this service activity be held every year, especially for class XII high school students and the equivalent. It is hoped that with this activity, they will be motivated to continue their education at Battuta University. Battuta University also explained several alternatives in the form of scholarships for students who are constrained by costs or employee classes for students who want to work and study.

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