

Classroom Management for Improving The Learning Process of Online Business

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Abstract. This research is a qualitative descriptive research with a case study approach, sociological, and pedagogic. The data sources of this research consisted of the principal, teachers, and students as informants. The collection techniques used were interview instruments, participatory observation, documentation, and reference tracing. The technique of analyzing/processing qualitative data uses 3 stages, namely 1) data reduction, 2) data display, and 3) data verification. The results of the research are First, the implementation of classroom management, especially educators must be able to create a pleasant learning atmosphere, master the material both knowledge and skills, personal approach, and skills in organizing learning. Second, the form of classroom management implementation by implementing management functions, namely focusing on planning, organizing, acting and controlling, and third, efforts to improve the quality of online business learning through management implementation for quality improvement, especially In activating the class, among others: understanding various types of classes, studying together in groups, conducting social analysis, making effective use of media and learning facilities in class, streamlining student seating positions, developing material mapping, creating a comfortable learning atmosphere. The research implication is that in improving the implementation of classroom management, education and training activities need to be intensified both in terms of quality and quantity. To raise the spirit of competition and all stakeholders, it is recommended that they actively take part in improving the quality of education.

Keywords: Classroom Management, Learning, Online Business

1. Introduction

Online Business in the millennium era as it is currently experiencing significant development. This can be proven by the development of various online buying and selling activities that we can easily find. Supported by advanced technology and also the ease of transactions, this business is chosen by many Indonesians. Of course we are tired of the old ways that seem ineffective.

In addition to reasons of convenience and effectiveness, small capital is the reason why this one business is now more widely chosen. With minimal capital, the benefits obtained can also be very large. This can be proven by the development of e-commerce such as Shopee, Tokopedia, Bukalapak, and e-commerce or other providers of buying and selling facilities that develop and dominate the Indonesian market niche and even the world.

One of the skill competencies in vocational high schools that teach online business is the Online Business and Marketing. Business Online lesson that are included in the competency of

these skills. These lessons are very relevant to the current conditions where online learning is growing so rapidly. Business knowledge and skills online possessed by students, it is hoped that Online Business and Marketing graduates can be successful and independent after graduating from school.

Education in schools is one of the efforts to improve the quality of human life through the development of their potential. Education is a major investment as well as a central issue for every nation, especially for a developing nation, which is actively building its country as in Indonesia [1]. Educational management is a continuous process carried out by educational organizations through the functionalization of these management elements, in which there are efforts to influence each other, direct each other, and supervise each other so that all activities and performance of educational organizations can be achieved in accordance with the objectives [2].

The teacher is the main actor in the learning process [3]. The teacher's ability to manage the classroom is very important because it allows many things to happen in the classroom. A favorable and qualified physical environment will support the increasing intensity of student learning and have a positive influence on the achievement of teaching objectives. Teachers as professionals play a role in implementing the national education system and realizing the goals of national education, namely the development of the potential of students to become human beings who believe and fear God Almighty, have noble character, are healthy, knowledgeable, capable, creative, independent, and become citizens of a democratic and responsible state. Professional teachers are well-educated and well-trained teachers, and have rich experience in their fields.

General definition of classroom management that good classroom management is not only able to directly cooperate with students in reducing deviant behavior and can deal effectively when such behavior occurs, but also supports useful academic activities [4]. And classroom management is a classroom management system as a whole (including not limited to teacher discipline interventions) designed to maximize student involvement in this activity, so it doesn't just reduce deviant behavior. Classroom management is one of the skills that teachers must possess in understanding, diagnosing, deciding and the ability to act towards improving a dynamic classroom atmosphere [5]. Observing this phenomenon shows that there are symptoms among some educators, namely educators carry out their main duties as creators and maintainers of the classroom atmosphere to keep it orderly.

Indonesia requires human resources in sufficient quantity and quality as the main supporters in development [6]. The management functions according to experts varies, but of all the experts who argue about the management functions, there are similarities in functions and the most commonly used is often shortened to POAC (Planning, Organizing, Actuating, and Controlling) [7].

The purpose of classroom management to provide facilities for various student learning activities in the social, emotional, and intellectual environment in the classroom [8]. Meanwhile, other purposes are (1) Creating classroom situations and conditions, both as a learning environment and as a study group. (2) Eliminate various learning barriers that can hinder the realization of learning activities. (3) Provide and arrange learning facilities and furniture that support and enable students to learn according to the social, emotional, and intellectual environment of students in the classroom. (4) Fostering and guiding in accordance with social, economic and cultural backgrounds as well as individual characteristics [9].

Coaching and development of students is done so that students get a lot of learning experiences for the provision of life in the future. The success of coaching and developing students can be measured through an assessment process carried out by educators. Teachers

must realize that the responsibility in teaching, especially to deliver more advanced development and change for students, must not deny and forget the fact that a discipline must initially be forced from the outside towards discipline. independent, especially the discipline that involves activities in the teaching class [10].

This requires the existence of prerequisites in the form of having knowledge of 'classroom management' management by educators, skills, and good attitudes in managing classes. Teachers' duties such as controlling, regulating or disciplining students are actions that are no longer appropriate at this time [11].

2. Method

This study uses a qualitative approach, which describes and discloses existing facts, then explains descriptively with words or descriptions and uses descriptive methods, namely methods that aim to describe the problems that are happening or take place in detail as they are. Judging from the method, this research includes *ex post facto research*, namely examining events that have occurred, so that there is no direct manipulation of the independent variables [12]. The techniques used in data collection are participant observation, interviews and document copying. The stages of analysis carried out are inventory/data unitization, data classification/categorization and data interpretation/analysis.

This study discusses the implementation of classroom management in improving the quality of Online Business learning at the Competency of Online Business and Marketing Skills at State Vocational High School 1 Dukuhturi. It is observed that the results of these observations are described as they are, both in the form of learning strategy problems and their derivation, through a statement of data sources and the research theme itself, relation to learning outcomes and their implementation in the community

3. Result & Discussion

State Vocational High School 1 Dukuhturi, Tegal Regency continues to strive to participate in the success of national education goals. The school seeks to provide answers to the needs of the community in developing human resources. Civilization of society is changing so fast. Learning becomes a process for strengthening student competence in mastering local wisdom, strengthening national identity in the national context, and strengthening competitiveness in a global context.

Local and global-based education is education that takes advantage of local advantages and the need for global competitiveness in economic, cultural, linguistic, technological, ecological, and other aspects. State Vocational High School 1 Dukuhturi is aware of this and tries to continue to guide its students to fulfill this. With the hope that graduates can succeed after completing their education.

One of the things that is growing rapidly in today's community economic activities is the existence of online trading. There was a shift from before, trading activities were carried out face-to-face between sellers and buyers, now sellers and buyers who are far apart can carry out trade transactions. The business process by conducting online trade is carried out in a simple to well-organized and complex way. From the retail and large scale trade. The existence of this requires our ability to be able to adapt to be able to keep up with existing developments. The science that studies business done online is taught in Vocational High School on the Skill Competency of Online Business and Marketing.

Competencies of online business and marketing skills are required to produce graduates who are reliable in doing business online. Therefore, proper management is needed in learning so that students can really master online business practices. Teachers must be able to create the

right situation in classroom learning activities so that students feel comfortable in class and can absorb the subject matter well. Moreover, online business learning is not just a theory that must be mastered by students but also can apply what has been learned into real life in online trading.

Classroom management is defined as the ability of the teacher or homeroom teacher to utilize the potential of the class in the form of providing the widest opportunity for each individual to carry out creative and directed activities, so that time and available funds can be used efficiently to carry out classroom activities related to curriculum and student development [13]. Apart from that, studies on improving the learning process in the classroom have been widely studied in the context of different spaces and learning systems which show that improving the learning process as a form of improving school quality cannot be separated from classroom management.

Table 1. Students Competency of Online Business and Marketing (OBM)

No	Class	Number	Man	Female
1	XII OBM 1	32	0	32
2	XII OBM 2	34	0	34
3	XII OBM 3	35	0	35
4	XI OBM 1	35	3	32
5	XI OBM 2	34	0	34
6	XI OBM 3	32	1	31
7	X OBM 1	36	2	34
8	X OBM 2	35	2	33
9	X OBM 3	36	2	34
TOTAL		309	10	299

The competency of online business and marketing skills at State Vocational High School 1 Dukuhturi continues to require improvement in the learning process, especially in the form of classroom management. Quantitative data on the total number of teachers of State Vocational High School 1 Dukuhturi is 77 people with teachers who specifically teach competency materials for online Business and Marketing skills 7 people and 2 people teaching Online Business subjects. The number of classes in the Online Business and Marketing skill competency is 3 study groups in each class (X, XI, and XII), with 32 to 36 students per class as shown in table 1. There needs to be an effort to improve the learning process in class in the form of assistance in understanding classroom management as a form of evaluation of classroom management, as an effort to realize the maximum learning process.

According to Agustina Rahmawati as the Head of Online Business and Marketing Skill Competency at State Vocational High School 1 Dukuhturi, she stated that the implementation of classroom management in schools is as follows: The success of a learning generally begins with several informative activities either from teacher to student or from student to teacher. These informative activities should be carried out in an organized manner at the beginning of the meeting or during the first face-to-face meeting, so that students know exactly what competencies the learner should have after attending the subject in a certain period of time. Activities that need to be organized in the learning process at State Vocational High School 1 Dukuhturi, Tegal Regency, Central Java, are; First, knowing the characteristics of students. Second, convey the outline of the subject program which includes a written content framework, lesson plans, textbooks for learning activities and others. Third, delivery of general learning objectives. Fourth delivery of learning strategies for mastery of subject matter. This is illustrated in the observation that teachers tell students how to technically solidify a subject. The subject in question is the subject of Online Business. Fifth, delivery of the applied assessment system. The presentation of assessment techniques, according to Agustina, is about the rights and obligations in carrying out tasks related to the assessment.

The implications of implementing classroom management in order to improve the learning process of Online Business subjects at State Vocational High School 1 Dukuhturi, cannot be separated from management functions include planning, organizing, actuating, and controlling [14].

3.1 Planning

The steps of the classroom management planning consist of [7]:

- 1) Check the syllabus and Learning Implementation Plan that have been prepared.
- 2) Analyze the condition of students who will take part in learning.
- 3) Measuring the level of ability that has been achieved by students at the previous level.
- 4) Identify the learning competencies that will be pursued.
- 5) Prepare materials in the form of a summary of learning materials, information and *handouts* needed by students.
- 6) Determine the learning model to be used.
- 7) Planning the learning method that will be used.
- 8) Identify and determine the tools and learning media that will be used.
- 9) Determine the place and time of learning.
- 10) Determine the learning resources that can be used.
- 11) Determine how to assess the ability of educators as well as the necessary evaluation tools.

Classroom management planning steps according to Badrudin's theory can be seen in the implementation of classroom management planning carried out by Online Business teachers at State Vocational High School 1 Dukuhhuri including compiling a syllabus and lesson plans (Learning Implementation Plan), observing the condition of students who will take part in learning, observing and following up on the level of ability. what students have achieved at the previous level, make materials in the form of a summary of information learning materials and handouts that students need. Principals and Deputy Principals in implementing the curriculum act as policy makers to be implemented by teachers.

Online Business learning activities are carried out when students are in class XI and XII. The curriculum structure in Online Business learning activities in the Online Business and Marketing skill competencies of State Vocational High School 1 Dukuhhuri consists of core competencies and basic competencies. The following are the core competencies and basic competencies learned in Online Business learning activities:

Table 2. Basic Competences Skill Competencies of Online Business and Marketing

Basic Competencies		Basic Competencies	
3.1	Understanding online business	4.1	Classify the types of online businesses
3.2	Evaluating the website	4.2	Designing website
3.3	Implementing website creation	4.3	Creating a website
3.4	Analyzing SEO On Page keywords	4.4	Making SEO ON Page keywords
3.5	Implementing Off-Page SEO	4.5	Practicing Off-Page SEO
3.6	Implementing email creation	4.6	Creating email
3.7	Implementing OL marketing using email	4.7	Creating OL marketing use email
3.8	Implementing Social Media	4.8	Creating Social Media Accounts

Account creation			
3.9	Implementing OL Marketing use Social Media	4.9	Creating OL Marketing use Social Media
3.10	Implementing PPC Ads use Google Adwords	4.10	Creating PPC Ads use Google Adwords
3.11	Evaluating Online Advertising	4.11	Designing online ads
3.12	Analyzing online advertising distribution	4.12	Analyzing online advertising distribution
3.13	Analyzing key word-based online advertisements	4.13	Creating keyword-based online advertisements
3.14	Evaluating e-commerce websites	4.14	Creating keyword-based online advertisements
3.15	Analyzing Marketing websites on Mobile Devices	4.15	Creating a Marketing Website on Mobile Devices
3.16	Implementing Blog creation	4.16	Creating a Blog
3.17	Applying Adsense on the blog	4.17	Applying Adsense on the blog
3.18	Analyzing Affiliate Marketing	4.18	Doing Affiliate Marketing
3.19	Implementing Online Marketing Report generation	4.19	Creating online marketing reports

Students can pass if they have completed all the basic competencies well. Therefore, it is necessary to plan a good learning so that learning objectives can be achieved effectively and efficiently.

3.2. Organizing

As an established educational institution, State Vocational High School 1 Dukuhturi has implemented a modern and professional classroom management with a complete organizational structure and a clear and professional division of labor. In addition, fostering cooperation and behavior continues to be a top priority. This is done in order to clarify the scope of work, duties, rights, responsibilities, and authorities of each individual within the organizational body of State Vocational High School 1 Dukuhturi so that all forms of errors such as overlapping authorities and the like can be avoided. This clear division of tasks is very important in the context of empowering all existing human resources as potentials that are expected to jointly carry out the duties and responsibilities of the organization in achieving the goals that have been set together.

The teacher is responsible to the principal and has the task of carrying out teaching and learning process activities effectively and efficiently. The duties and responsibilities of teachers include:

- a) Carry out learning activities
- b) Carry out assessment activities for the learning process, daily tests, general tests, final exams.
- c) Making learning tools, namely, annual/semester programs, weekly programs, unit lesson programs, lesson plans, assessment lists, learning modules, worksheets, and others
- d) Carry out daily test results analysis;

- e) Develop and implement repairs/remedies and enrichment;
- f) Carry out guiding activities (knowledge sharing) to other teachers in the process of teaching and learning activities
- g) Create or use learning tools/media.
- h) Cultivating an attitude of appreciating the work of art
- i) Participate in curriculum development activities
- j) Carry out certain tasks at school
- k) Carry out the development of teaching programs that are their responsibility
- l) Make notes about the progress of student learning outcomes
- m) Fill out and examine student attendance lists before starting teaching
- n) Organize the cleanliness of classrooms and practicum rooms

According to Agustina Rahmawati, that the job description at State Vocational High School 1 Dukuhturi is only an obligation that each manager must be responsible for on a regular basis, because in carrying out these tasks it still requires cooperation from all school members, so that cohesiveness or togetherness is built in each program implementation. and there is no partition and discrimination between one another. Efforts to instill a commitment to good cooperation in everyday life at State Vocational High School 1 Dukuhturi serve as a tradition and culture that needs to be preserved.

3.3. Actuating

Classroom management is one of the managerial patterns in an effort to respond stakeholders towards rapid and continuous quality improvement. This concept offers a very effective approach in managing educational institutions in an effort to improve the quality of education, especially with regard to the implementation of classroom management at State Vocational High School 1 Dukuhturi, especially in Online Business Skills Competencies and Marketing which have been planned beforehand. Judging from the classroom management functions of each component of education, the development of education in the perspective of classroom management carried out in this school has a paradigm of formism. It is called formism because the management functions of each component of education have different activities ranging from planning, organizing, monitoring and evaluation functions. The four functions illustrate the dichotomy in the implementation of classroom management activities. With formism it shows that the functions in the management of the education component are horizontal and lateral said that *horizontal lateral* implies that these management functions have an equal but independent relationship and do not have to consult each other but in practice these functions work together with the support of elements of communication, coordination and cooperation to achieve goals. So it can be said that the implementation of these functions has a *lateral sequential* (management functions have an equal and interdependent relationship). With the objectives to be achieved, the management functions are a unit or as a system, so that the paradigm used is the organism paradigm which is *vertical linear*.

Based on the information above, it is understood that the development of learning at State Vocational High School 1 Dukuhturi focuses on the implementation of classroom management which emphasizes the implementation of learning through classroom management in reality it is not static but dynamic.

From the objectives of classroom management at State Vocational High School 1 Dukuhturi, Tegal Regency, it prioritizes efforts to create classroom situations and conditions,

both as a learning environment and as study groups that allow students to develop their abilities to the maximum extent possible, eliminate various obstacles that can hinder the realization of teaching and learning interactions, provide and organize facilities as well as learning furniture that supports and allows students to learn according to the social, emotional, and intellectual environment of students in the classroom, Fostering and guiding according to their social, economic, cultural background and individual characteristics. In fact, learning is one of the tools that lead to the achievement of educational goals.

The implementation of classroom management is also related to the division of study groups. The development of study groups in the curricular includes the development of study groups in subjects. Other personal which includes vice principal, supervising teacher, and homeroom teacher have their respective roles and duties in organizing extracurricular activities.

At State Vocational High School 1 Dukuhturi, classroom management is not limited to that. As a facilitator figure, the teacher must be able to reflect the nature of his leadership not only to influence his students to be active in learning but his ability to read the situation and condition of the class so that the teacher is able to create good reciprocal interactions between teachers and students and students and teachers in managing the class. Likewise in teaching and learning activities, the teacher tries to convey the subject matter in a clear voice, using simple language that is easy for students to understand so that it can attract students' attention, also every subject is always associated with everyday life, for example: the benefits of learning Indonesian in order to be able to speak correct Indonesian, the benefits of chemistry for industry and so on. Besides that, every time students enter class, whether students do assignments or practicum, students are grouped, each group consists of 6-8 students and for children who are good at spreading, which can later be used as peer tutors, and here the teacher functions as a facilitator. .

On average, students of State Vocational High School 1 Dukuhturi have high learning motivation, this is what the researchers observed during the teaching and learning process, all students tried to pay attention and follow all activities well, then there was a sense of competition in doing assignments and achieving good grades. Therefore, teachers try to manage learning in the classroom in an interesting way, so that students' learning motivation is maintained properly, which in the end students are able to achieve optimal performance.

To train the leadership spirit of teachers, there are several supportive school activities such as giving teachers the responsibility to lead ceremonies, assigning responsibilities as teacher coordinators who are appointed in rotation and assigning tasks to teachers if there are school activities. Control is a job done by a teacher to determine whether the functions of the organization and its leadership have been carried out successfully in achieving the goals that have been determined [10]. This opinion sees class as a combination of physical and social aspects. To make it real good classroom management, there are several factors that influence it, among others [11]:

3.3.1 Physical Conditions

The physical environment where learning has an important influence on learning outcomes. A favorable physical environment that meets the minimum requirements supports the increasing intensity of the learning process and has a positive influence on the achievement of teaching objectives.

3.3.2 Socio-Emotional

Conditions Socio-emotional conditions in the classroom will have a considerable influence on the teaching and learning process, student enthusiasm and the effectiveness of achieving teaching goals.

3.3.3 Organizational Conditions Organizational

Routine activities carried out at both the class and school levels will prevent classroom management problems. With routine activities that have been clearly regulated and communicated to all students openly so that it is clear to them, good habits will be instilled in every student.

3.4 Controlling

Controlling is a management function that is no less important than other functions. In the world of education, supervision is equated with the term supervision. Supervision or supervision carried out at State Vocational High School 1 Dukuhturi includes administrative supervision, academic supervision and clinical supervision. While conducting supervision is handled by two elements, namely; elements of the school (principals and senior teachers) and elements of functional supervisors from the Education and Culture Office of Central Java Province. According to the results of the study, it was found that the supervision/supervision carried out by supervisors from the Education and Culture Office of Central Java Province had been carried out in accordance with the expectations of the teachers, because the supervision was effective and in accordance with the existing schedule. In addition, the supervision carried out by the Principal of State Vocational High School 1 Dukuhturi is still carried out as usual, even the principal's supervision is deliberately not scheduled, the goal is that teachers are always ready to be supervised at any time.

4. Conclusion

In the implementation of classroom management, especially in online business learning activities on online business and marketing expertise competencies at State Vocational High School 1 Dukuhturi, Tegal Regency, Central Java Province, the teacher as class manager has a major role in it to create an effective class. The implementation of classroom management is technically charged to teachers under the managerial leadership of the Principal and Deputy Principal. The development of classroom management at State Vocational High School 1 Dukuhturi can be seen from several aspects, namely, the academic development of students, student skills, student attitudes, teacher and class manager performance, completeness of class administration, ability to handle obstacles in learning, and other activities related to learning. .

The implications of implementing classroom management on online business learning at State Vocational High School 1 Dukuhturi are to focus on planning, organizing, implementing and supervising management. State Vocational High School 1 Dukuhturi emphasizes efforts to achieve the school's mission and vision, so that classroom management that appears is a systematic and structured management process by prioritizing strategic planning that involves all stakeholders in starting various educational activities, especially in terms of planning curriculum implementation and teaching methods.

In an effort to improve the online business learning process at State Vocational High School 1 Dukuhturi, it is poured and implemented into self-development activities called habituation. Factors supporting Classroom Management in improving the learning process at State Vocational High School 1 Dukuhturi include a strategic location, safe, clean environment, competent teachers according to their fields, quite detailed admission selection and supporting infrastructure and character development developed based on information technology.

The results of classroom management in improving the online business learning process at State Vocational High School 1 Dukuhuri can be seen in three aspects, namely the achievement of learning targets, student achievements and the distribution of alumni. All of these aspects have been considered quite optimal in their achievement.

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