

**Human Resources Development and Management of The Open Distance Learning In The Seashore South of East Java Province, Indonesia
(Case Study of Jember Regency Open Distance Learning Services)**

Abstract

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When technology has helped all people all around the world, we can say that people always depend on it. Technology always changes into the advanced ways but people seldom make a change, The all helpings from the advanced technologies have been increasing day by day. The days have become clearer than before because all people get their needs with the advanced technology, such as computerized element for teaching and learning program, computerized for writing, calculating, thinking, hardware for making the vehicles, for making airplanes, for making kitchen set, etc.

Also, They do so many things with the capacities of computerized hardware and equipment maximally. For teaching and learning programs at Jember Open Distance learning, has been spread out all over East Java Province, including seashore south of east java province as jember work area. At Open Distance Learning of Jember, also use high technologies to control all activities from all fields, such as academic fields, registration fields, documentation fields and learning teaching fields. When we want to spread out all the learning programs at the seashore around the Jember work area, we also use the high technology to improve data, to make promotion socialization programs, to make much more training and learning for our students.

Beside, Study and learning teaching activities have been easier than before, with our learning teaching program applications, even in the seashore south of east java province. At this seashore area, All students can use this hardware and software maximally, human resources management and internet networking management. Both of them, They have their own role in the part for increasing the work capacities of Open University in all towns.

Discussing all the problems within the services process at Open Distance Learning Unit of Jember, we remind about the obstacles with Human Resources and capabilities of the services system. Also, The knowledge of Open University working system is needed for all officers of Open University, at the central and region. It's all about the services management, internal and external system reforms, Including efficiency, and effectiveness and budgeting efficiency. Open distance learning is the most quickly developing fields of instruction nowadays and it has a generous effect on all training conveyance frameworks. Long Distance framework developing quick as a result of the improvement of Internet-based data advances, and specifically the World Wide Web. The idea of Long Distance training originated from thought where the students and the educators cannot be in a classroom and they ought to be isolated by some geological issues or might be they can't approach each other to make simple the whole instruction framework. It is routed to a wide scope of potential accomplices, governments, intergovernmental and non-legislative associations, specific establishments, affiliations, modern corporations, telecommunication organizations, and others intrigued by this field, to look for their co-activity in meeting the present dire instruction and preparing needs, through open and separation learning.

Keywords: **Human Resources Development, Management Development, and Open Distance Learning**

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I. Introduction

As long as technology always appears between our environmental, It will give much more helps for us, such as; any techniques of doing anything, educational living, economic living, etc. Here, especially in educational living, we get a lot of benefits from this technology to make up the educational way strategies, educational spreading out, educational developing strategies and educational services for the public. (Tahar & Enceng, 2006)

These technologies also help much more Open Distance Learning's ways to give their services to the public maximally. Today, educational services of Open Distance Learning also reach out to the seashore society, specially seashore south of east java province. They can enjoy so much serves in the educational living when joining Open Distance Learning, such as Online Tutorial, Online Registration, Online Digital Library and Digital Facilities on Open University Web. These facilities at the Open Learning web always give easiness for all students. (Purnama, 2009)

Most of the public at the seashore south of east java have a job as a fisherman, farmer, small scoop trader, and few of them as a government official. We have an observation on the area of Jember seashore, Banyuwangi Seashore and Lumajang Seashore as the Seashore south of Java Province. These areas have been a low standard economical living area and as the hinterland area at east java. These areas being paid attention by local government, including educational living. All programs of educational living have been poured for them all at the seashore south of East Java.

They all want any educational services from Open University for Learning any departments at Open University, such as Social Political Faculty, Economy Faculty, Teaching Faculty, Mathematics and Nature Science Faculty. They can make a choice for their study with their capabilities to study at Open University. So, The Open University has to have an educational standard for serving them.

Educational Standart that is used by Open Distance Learning to serve the public interest in educational living is International Certification. So, the use of technologies and International Certification, both, become the high-quality controller in the work area of Open University.

In the area of services always give the public needs for the public, here. Educational living for the people become number 3th needs, not as the main needs. Because they don't care about this educational living. They always concent with job or work living. So, the existence of Open Learning University to serve practical educational living is the best choice for them. They don't need exclusive educational but they need to practice educational system such as Open Distance Learning Education System. We can say that Open Distance learning as a practical education because of their online facilities without classical meeting and always doing anything for study, not by a class meeting.

This, take time for users to them with learning without classical meeting and online. We can say that they have to used to study with all technologies and hardware and software. Nobody can find they're academic succeed without online ways.

II. Problems Discussing

The Main Problems that we can discuss here are about :

1. How to serve the public that spread out along the seashore south of East Java Province efficient and Effectively
2. How to increase the Unit Capacities for public serving in the highest quality serving form to the public at the seashore south of east java.

III. Mainly Discussed

Open distance learning is the most quickly developing fields of instruction nowadays and it has a generous effect on all training conveyance frameworks. Long Distance framework developing quick as a result of the improvement of Internet-based data advances, and specifically the World Wide Web. The idea of Long Distance training originated from thought where the students and the educators cannot be in a classroom and they ought to be isolated by some geological issues or might be they can't approach each other to make simple the whole instruction framework. It is routed to a wide scope of potential accomplices, governments, intergovernmental and non-legislative associations, specific establishments, affiliations, modern corporations, telecommunication organizations, and others intrigued by this field, to look for their co-activity in meeting the present dire instruction and preparing needs, through open and separation learning. Open distance learning is the most quickly developing fields of instruction nowadays and it has a generous effect on all training conveyance frameworks. Long Distance framework developing quick as a result of the improvement of Internet-based data advances, and specifically the World Wide Web. The idea of Long Distance training originated from thought where the students and the educators cannot be in a classroom and they ought to be isolated by some geological issues or might be they can't approach each other to make simple the whole instruction framework. It is routed to a wide scope of potential accomplices, governments, intergovernmental and non-legislative associations, specific establishments, affiliations, modern corporations, telecommunication organizations, and others intrigued by this field, to look for their co-activity in meeting the present dire instruction and preparing needs, through open and separation learning. **Second**, about How to increase the Unit Capacities for public services in the highest quality service perform to the public at the seashore south of east java. The Increasing unit capacities for public serving, always be connected with all capacities in the office, such as maintenance of hardware, software, web maintenance, Internet networks maintenance, and the increasing the capacities of the server.

We can divide the problems into 2 parts of problem discussions that deal with human resources management and internet network management. Both of them, They have their own role in the part for increasing the work capacities of Open University in all towns.

Discussing all the problems within the services process at Open Distance Learning Unit of Jember, we remind about the obstacle with Human Resources and capabilities of the services system. The knowledge of Open University work system is needed for all officers of Open University, at the central and region. It's about the services management, internal and external.

It is like what **Tony Bovaird** said: *Conventional originations of administration arranging and the board are presently obsolete and should be changed to represent coproduction as an incorporating component and a motivating force for asset preparation—a potential that is still incredibly disparaged. In any case, a co-production with regards to multipurpose, multistakeholder systems raises critical open administration issues that have suggestions for open administrations change.* (**Tony Bovaird, University of Birmingham, September-October 2007**). Besides, we can know about the statement that shows how important is to solve the problems with all modernism kit as the renewal public services system, even limited, such **Hood** said :

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whole instruction framework. It is routed to a wide scope of potential accomplices, governments, intergovernmental and non-legislative associations, specific establishments, affiliations, modern corporations, telecommunication organizations, and others intrigued by this field, to look for their co-activity in meeting the present dire instruction and preparing needs, through open and separation learning. (**Hood 1983**). *We have learned how to supplement those "high modernist" approaches with other "softer" modes for analyzing problems and attempting to solve them.*(Blumenstyk, 99AD; Lockwood, 1995; Simonson, 1997; van Leeuwen & Education International, 2002).

To give much more services touch to the customer as the services increasing program, That's why the open distance learning services to the public also pay attention to these points for improvement :

Strengthen customer service skills

First, your customer service team has the right skills for managing customers' needs.

Empathy, patience, and consistency. Some customers will be treated, Others will be full of questions and others will just be chatty. You must know how to provide the same level of service every time.

Adaptability. Each customer is different. You should be able to handle surprises, since the customer's mood and adapt accordingly. This also includes a willingness to learn— providing good customer service is a continuous learning process.

Clear communication. Ensure you convey to customers exactly what you mean. Use authentically positive language, keep on cheerful no matter what and never end a conversation without confirming the customer is satisfied.

Work ethic. Customers appreciate who will see their problem through to its resolution. At the same time, you have good time management skills and not spend much time handling one customer while others are waiting. Focused on your goals to achieve the right balance.

Knowledge. Ultimately your customers rely on you for their knowledge of your product. Keep informed enough to respond to most inquiries and know where to turn if the questions become too detailed or technical for you to answer. Customers will appreciate the honesty and your efforts to find the right answer.

Thick skin. The ability to swallow one's pride and accept blame or negative feedback is important. Whether your team works directly with customers or looking for **feedback on social media**, they've got to keep the customer's happiness in mind.

All items are above for customer satisfaction and customer care action from Open University while running the programs at this area because all students are as the customer of Open University.

Besides, The strengthen activities to make real positive directions for services improving are always be controlled by International Standart that have been named International Certification. After all, The Open University always make a watching out the all Units in all regions. The Watching out is about several businesses at region Unit of Open University, such as **Budget sector, Learning services sector, Registration Service sector, Books providing sector, and Human Resources sector.**

All these ways are the way to the Effectiveness and Viable making arrangements for running the Open Separation Learning Projects.

Capability composing above is about The primary concern regards the heterogeneity in the adequacy point by point. Curiously, there is no quantitative confirmation on the imagined, for instance, estimation strategy, test measure, estimation, returns to scale in clearing up the refinements in results. Here, The Efficiencies here are segregated into two segments, such: Specific Adequacy and Arranging Profitability.

Moreover, effectiveness might be assessed and deciphered from alternate points of view, contingent upon whether the attention is on creation or expenses. Since effectiveness is assessed in connection to the best-practice, the key worries in this field of research originate from the methods. The proposed characterization reports, strategy by technique, the necessities with respect to the useful structure to be allocated to the wilderness, the presumptions in regards to the unsettling influences (presence and piece) and a few specificities of the productivity scores (time-invariant, dependable appraisals). Various

preferences/admonitions are featured for every strategy. (Clarifying Contrasts in Productivity: The Instance of Neighborhood Government, 2017). Along these lines, the Productivity here relies upon saving money on generation (futile consumption) and cost (budgeting, cash). This most likely can spare every one of the sources that Open College has due to all to be controlled.

Open distance learning is the most rapidly creating fields of guidance nowadays and it has a liberal impact on all preparation transport systems. Long distance structure growing speedy because of the enhancement of Web-based information progresses, and explicitly the Internet. Long distance preparing started from thought where the understudies and the instructors cannot be in a classroom and they should be disconnected by some geographical issues or maybe they can't approach each other to make straightforward the entire guidance structure. It is directed to a wide extent of potential accessories, governments, intergovernmental and non-administrative affiliations, explicit foundations, affiliations, current corporations, telecommunication associations, and others charmed by this field, to search for their co-action in meeting the present desperate guidance and getting ready needs, through open and partition learning.

Effectiveness

Effectiveness here to be more important deals with the target that Open University has. We can say that all targets to be filled and got a good result and works to be done. Targetted deals with how to get something that has been pointed.

The **Effectiveness** here deals with some variables, according to what **G.C Rink, GA Van Den Bos, J Kleijnen**, said that Effectiveness is about the importance of careful case finding, strict eligibility criteria, precise documentation of the process of care, and comprehensive outcome measurement. The relation of structure, process, and outcome variables. It is a challenge for future research to link patient outcomes to the quality of care, (**G C Rinck and friends, 2018**). From the statement of G.C team above, we can say that even careful case finding just like this always be a fuel of changing or system reform and as a maintenance tool to be an upgrade of operational level. Here, the reform becomes more concrete and more stabilize on operational services system at seashore south of East Java. Next, Strict qualification criteria, exact documentation of procedure of consideration and comprehensive result estimation. All that variables dependably be given considerably more consideration for enhancing the Open Separation Learning Administrations, uncommonly at the seashore south of East Java Province.

Budgeting Efficiency

This deals with all incomes, outcomes, and expenditure for running the programs of Open Distance Learning. This budgeting always is controlled by a central office or UT Pusat with internal watching System or Internal Watching System (Sistem Pengawasan Internal).

By the online system of the educational system at Open University can depress the expenditure and increasing outcomes maximally. Because of a few touring and monitoring activities at the learning program where it applies, all activities there to be controlled by online system mechanism. According to the theory that **Kenneth Enoch Okpala Said**, It must be a financial management tool, efficiency and relationship between budget expenditure and achievement of national goals as the one parts and to be as one. That's why, here, To achieve the main objective, the following subsidiary objectives will be examined: government budget as a financial management tool of public administration, an efficiency of public administration and the relationship between budget expenditure and achievement of national goals. The recommended studies will generate useful findings that will lead to the development of solution models necessary for government budgetary process reform and will serve as a basis for effective and efficient (**Kenneth Enoch Okpala; 2019**).

These all improving systems and internal regulations have a certain and good goal with all the goodness of management at open university and Units.

an innovative strategy of quality assurance (QA) for continuous improvement. The credo of the UT quality assurance system is "We write what we do. We do what we write. We check. We improve continuously. (Tian Belawati: 2007). That's why Open Distance Learning is capable of all these issues. It can do so by bringing education to the student, such as workbooks, audio cassettes, contact by telephone or the web, enabling students to study at times that suit them, such basing the course around a workbook, a web site or even a personal project enables students to study at times when they are free, expanding provision. Because (generally speaking) Open Distance Learning has lower unit costs than face to-face-teaching, more students can be taught for a given fixed budget, expanding capacity. Open Distance Learning has proved to be a very effective way of training teachers, expanding the range. Because Open Distance Learning is usually concentrated in fairly large centers, serving large populations, it becomes economic to provide a wide range of courses.

Flexibility A second clear benefit of Open Distance Learning is that it fits better with the complexities of adult life. It offers the flexibility of place and time of the study, so enabling students to maintain work and family commitments whilst continuing to study. Few adults can afford to stop work in order to study; nor can governments afford to pay living costs to adult students. So, most of the time, adults have to study and work. The more that adults can be freed from fixed, timetabled activities, the more likely they are to participate in education. More suited to adult learners A third benefit is that Open Distance Learning tends to be more student-centered than is class-based education. In lectures and classes, students tend to be the passive recipients of large quantities of information, much or all of it being unrelated to their own personal experience. The best of PLANNING AND IMPLEMENTING OPEN AND DISTANCE LEARNING SYSTEMS are Open Distance Learning takes a different approach, basing the learning around a wide range of activities, many of which either make use of the students' own experiences or encourage them to apply what they are learning to their work and family life. Where curriculum and methods of learning are better matched to students, are more motivated. This leads to higher levels of enrolment, higher completion rates, and higher exam pass rates. Quality and course range Other benefits to students include the fact that the complex design processes necessitated by Open Distance Learning usually result in a higher quality, of course, will be found in the classroom. In addition, Open Distance Learning providers usually offer a wider range of courses than a single, local institution. Quality enhancement Quality is enhanced as a result of the (necessarily) rigorous process that is used to produce Open Distance Learning courses. In face-to-face teaching, teachers prepare their own lessons. The preparation of Open Distance Learning courses tends to be a team activity, involving specialists in curricular, media, writing, design, and so on. These processes tend to produce learning materials of a very high standard. These are then used within Open Distance Learning systems where tutors are trained in Open Distance Learning techniques and monitored and supported by experienced staff. Range extension The range of courses offered also tends to be greater than is possible in local colleges. Most Open Distance Learning is provided by large centers serving big populations. This ensures that even provision in minority subjects becomes cost-effective. Programmes at this level usually seek to do one of two things. First, they seek to offer access where without Open Distance Learning there would be no access – this would apply to a provision for children in remote areas where it is uneconomic to build and staff schools. **ADVANTAGES FOR PROVIDERS AND GOVERNMENTS** Providers and governments see various advantages in Open Distance Learning. Cost reduction Whatever other claims can be made for Open Distance Learning, its cost-effectiveness remains the commonest reason for its use. There are two basic ways of assessing the cost-effectiveness of Open Distance Learning: cost per student and cost per

graduate; both can be compared to costs for traditional methods. Cost per student In a meta-study, 51 students (82%) had lower costs per student than found in traditional systems. Twenty-five students (40%) reported unit costs of half or less per student than for traditional methods. Cost per graduate In a separate meta-study of eight institutions reporting on 18 different Open Distance Learning programmes, 17 students (94%) had lower costs per graduate than found in traditional systems. Eight students (44%) of these reported costs per graduate of half or less than for traditional methods. In other words, for a given budget, Open Distance Learning can provide both more capacity (student places) and more output (qualified students). Reach Providers and governments also make use of Open distance Learning to reach groups who could not otherwise be reached. Such provision may not necessarily be cheaper than other methods but may be the sole option in certain cases. The classic example of this use of Open Distance Learning would be distance learning for children living hundreds of miles from the nearest town or school. However, the cost advantages of Open Distance Learning mean that the same budget can provide education to more students, so reach is also increased in this way. Put simply, if a given Open Distance Learning system has unit costs of 50% of traditional methods, twice as many students can be taught for the same budget.

ADVANTAGES FOR EMPLOYERS, such as Integration of work and learning Many Open Distance Learning students study to improve their knowledge and skills in relation to their current employment. Perhaps the largest such group is teachers. Open Distance Learning has proved to be a very effective method of upgrading teachers without their having to leave their classrooms – a 10 PLANNING AND IMPLEMENTING OPEN AND DISTANCE LEARNING SYSTEMS important consideration in countries where teachers are a scarce resource.

ADVANTAGES FOR EMPLOYERS, such as Integration of work and learning Many Open Distance Learning students study to improve their knowledge and skills in relation to their current employment. Perhaps the largest such group is teachers. Open Distance Learning has proved to be a very effective method of upgrading teachers without their having to leave their classrooms – a 10 PLANNING AND IMPLEMENTING OPEN AND DISTANCE LEARNING SYSTEMS important consideration in countries where teachers are a scarce resource. However, even if taking teachers away from their classrooms were an option, the Open Distance Learning approach might still be preferred: teaching skills are better learned where they can be practiced than in lecture halls and seminar rooms. Cost-effective training and development It must be admitted, though, that most employers are attracted to Open Distance Learning because it costs less than traditional training and development approaches. Much of the cost saving results from employees studying in their own time at home rather than in their employer's time. Generally, much more success is reported with post-school Open Distance Learning programmes as the cost data above testifies. One group with whom Open Distance Learning is extensively used is practicing teachers since it enables them to upgrade their skills without leaving the classroom – a critical issue in countries where teacher numbers are low. UNESCO's current priorities for the use of Open Distance Learning are basic education for all. In this area, they particularly recommend the use of information and communication technologies combined with other media such as print and radio. Teacher training for basic education is seen as a key area for development via Open Distance Learning, adult education. Here Open distance Learning is seen as the means for increasing access to higher education, renewing and diversifying education systems. In this area, Open Distance learning is recommended for 'sharing information and best practice' and diversifying conventional educational provision, particularly in technical and vocational education, teacher training. Open Distance Learning is suggested as an effective way of providing in-service teacher training. UNESCO also recommend that teachers should become 'proficient in the use of distance education' higher education. In higher education, Open Distance Learning is recommended

both as a means of increasing access and also as a means of creating 'high-quality systems of education', capacity building.

IV. Summary

So, for the last, The concept of open learning and distance education system focuses on open access to education and training to make the learners free from the constraints of time and place and offering flexible learning opportunities to individuals and groups of learners. Open and distance learning is one of the most rapidly growing fields of education nowadays and it has a substantial impact on all education delivery systems. The new Open Distance Learning system growing fast because of the development of Internet-based information technologies, and in particular the World Wide Web. The concept of Open Distance Learning education came from an idea where the learners and the teachers cannot be in a classroom and they should be separated by some geographical distance or maybe they can not come close to each other to make the entire education system flexible. The distance education is not a new concept. It is about a wide range of potential partners, governments, intergovernmental and non-governmental organizations, specialized institutions, associations, industrial corporations, telecommunication companies to seek their cooperation in meeting today's urgent education and training needs, through open and distance learning. Today, we have audio and computer teleconferencing which have influenced the delivery of instruction in public schools, higher education, the military, business, and industry. The objective of the paper is to review open and distance learning in the context of present challenges and opportunities, examine relevant concepts and contributions, outline current global and regional trends, suggest policy and strategy considerations.

Today, we can say that all the problems that faced by Open University are about how to manage human resources and all its resources, namely: hardware and software, networking system, budgeting, expenditure, efficiency and effectiveness patterns policy. The day after day, the institution always be trapped in that problems with its strength and power and resources. We can analyze some factors behind the problems that exist in the fields with identify process. When Identify process runs one direction with the policy as long as the policy patterns have been implemented, Identify process will give a good result, such as reforms pattern implemented in budgeting sectors, expenditure sectors, learning services sectors, and registration sectors.

Especially, for giving the best services in Open Distance Learning at seashore south of East Java maximally, all the resources above must be integrated to be as one. Then to do and use them together and synchronized. Because this area needs an integrated services patterns, with all resources such as internet network, working networks, and intent problems analyzed.

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