

ANALISIS KEBUTUHAN KOMPETENSI KEAHLIAN FOTOGRAFI UNTUK SEKOLAH MENENGAH KEJURUAN (SMK)

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Abstrak

Industri kreatif memiliki potensi besar untuk menjadi salah satu sektor penggerak yang penting untuk mewujudkan perekonomian yang baik dan maju. Fotografi merupakan salah satu sub sektor industri kreatif juga memiliki potensi besar untuk dapat dimasuki oleh siswa SMK. Tetapi tidak ada kompetensi keahlian fotografi di SMK pada saat ini. Penelitian ini bertujuan untuk menganalisis kompetensi keahlian fotografi dengan menggunakan pendekatan kualitatif, informan berasal dari sekolah fotografi non formal, industri fotografi, SMK dan dinas pendidikan provinsi. Pengumpulan data menggunakan metode observasi, wawancara, studi dokumen dan triangulasi. Observasi dilakukan untuk melihat kegiatan di industri fotografi, sekolah fotografi dan SMK. Wawancara dilakukan untuk mendapatkan informasi tentang ketersediaan SDM di dunia industri, kompetensi yang dibutuhkan industri untuk siswa SMK dan kesiapan SMK untuk kompetensi keahlian fotografi. Studi dokumen diteliti adalah kurikulum SMK, SKNNI fotografi, dokumen sekolah fotografi dan draf berkas pembentukan kompetensi keahlian baru fotografi. Hasil analisis data menyimpulkan bahwa ketersediaan SDM di industri fotografi sangat besar tetapi belum banyak yang memasuki industri fotografi karena tidak memiliki kompetensi yang cukup. Peluang untuk siswa SMK untuk memasuki industri fotografi sangatlah besar. Untuk memasuki industri fotografi, siswa SMK harus memiliki 18 kompetensi dasar fotografi. Dengan 18 kompetensi dasar fotografi maka siswa dapat berkerja baik di industri fotografi dan dapat mengembangkan usaha sendiri dibidang fotografi. Sekolah menengah kejuruan belum memiliki kompetensi keahlian fotografi. Sekolah menengah kejuruan siap untuk membuka kompetensi keahlian baru bidang fotografi untuk mengisi SDM di dunia industri fotografi.

Kata kunci : Kompetensi, analisis kebutuhan, fotografi,

NEED ASSESMENT OF PHOTOGRAPHIC SKILL COMPETENCY FOR VOCATIONAL HIGH SCHOOL (SMK)

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Abstract

The creative industry has great potential to become one of the important driving sectors to create a good and advanced economy. Photography is one of the sub sectors of creative industries also has great potential to be accessible by students of SMK. But there is no competency of photography skills in SMK at this time. This research aims at need assesment of photographic skill and this reasearch uses qualitative approach, informants come from non-formal photography school, photography industry, vocational school and provincial education office. Data collection using observation method, interview, document study and triangulation. Observations were made to see activities in the photography industry, photography school and vocational school. Interviews were conducted to obtain information on the availability of human resources in the industry, the competencies required by the industry for vocational students and the readiness of SMK for the competence of photography skills. Document studies studied were SMK curriculum, SKNNI photography, photography school documents and draft file formation of new photography skills competence. The results of data analysis concluded that the availability of human resources in the industrial world is very large but not many have entered the photography industry because it does not have enough competence. Opportunities for vocational students to enter the world of photography industry is very large. To enter the world of photography industry, vocational students must have 18 basic competencies of photography. With 18 basic competencies of photography then the students can work well in the photography industry and can develop their own business in the field of photography. Vocational high schools do not yet have the 18 basic competencies of photography skills. Vocational high schools are ready to open up new photography skills competencies to fill human resources in the photography industry.

Keyword: competence, need assesment, photography,