

The Effectiveness of School Websites as a Source of Information for Students at State Senior High School 7 Sijunjung

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ABSTRACT

This study aims to evaluate the effectiveness of the school website as a relevant, efficient, and satisfying information medium for students at State Senior High School 7 Sijunjung. Its effectiveness is determined not only by its existence but also by how well its informative, educational, and interactive functions are carried out for students. Using a quantitative descriptive approach, this study analyzes five key indicators: readability, content accuracy, content, efficiency, and user satisfaction, based on a Likert scale questionnaire distributed to 81 students in grades 10 and 11 out of a total population of 396 students. The research instrument has undergone validity and reliability testing, ensuring that the perceptions obtained are sufficiently representative. The analysis results showed an average score of 4.12, indicating that the school website is functioning well, with the highest ratings in readability and satisfaction, and the lowest score in content accuracy, though still within the good category. These findings highlight opportunities for developing content, visualization, and interactive features to support the school's ongoing digital transformation.

1. INTRODUCTION

Human needs in the digital age have undergone significant shifts, with information now considered a primary necessity in daily life. Rapid advancements in information technology have given rise to a digital culture demanding quick, accurate, and relevant access to various information sources. Ningsih et al. (2023) state that the gap between available information and required information can create dynamic new information needs. In the context of education, information is no longer conveyed solely through face-to-face communication but has migrated to digital media such as school websites that can flexibly present academic, administrative, and learning activity information. This aligns with Kriyantono's (2020) notion emphasizing that the effectiveness of digital media depends on how well it addresses users' specific needs.

As a formal educational institution, schools have a responsibility to equip students with access to information that supports the learning process and transparent communication. School websites offer a promising solution for delivering information in a centralized, fast, and accessible manner. However, the reality on the ground shows that the utilization of websites is not always optimal. Issues such as outdated content, unattractive design, and limited interactive features act as barriers that reduce the effectiveness of websites as information platforms. Research by Kusumastuti et al. (2019) identified that although the website of Senior High School 1 Salatiga was considered quite effective, the aspects of content accuracy

and interactivity did not fully meet user expectations. This case shows that the mere presence of a website is not enough; a thorough evaluation is needed to ensure its overall effectiveness.

Given these conditions, it is important to conduct research that examines the extent to which school websites are effective in fulfilling their informative function for students, particularly at Senior High School 7 Sijunjung. The school website in question has great potential as a digital communication medium between the school and students, but a number of technical and functional constraints still hinder its utilization. Therefore, this study focuses on five main indicators that have been tested theoretically and empirically: readability, content accuracy, content, efficiency, and user satisfaction. Using a descriptive quantitative approach, it is hoped that the results of this study will not only provide an objective picture of the effectiveness of the school website but also offer practical recommendations for the development of an adaptive and sustainable educational information system within the school environment.

2. METHOD, DATA, ANALYSIS

a. Type of Research

The type of research used in this study refers to a descriptive quantitative approach, as explained in Rahma's thesis document. This approach aims to describe and explain phenomena as they are using numeric data processed statistically. The main focus is to measure the effectiveness of the Senior High School 7 Sijunjung website as an information medium based on students' perceptions, without manipulating variables or creating experimental conditions. According to Saefuddin (2023), the descriptive quantitative approach allows researchers to observe objects in their natural context and present results objectively through numbers, averages, and category classifications. In this study, data was collected through a Likert scale questionnaire that had been tested for validity and reliability, and analyzed using average scores to assess five indicators: readability, content accuracy, content, efficiency, and user satisfaction. With this method, researchers can show how school websites are evaluated based on students' real experiences, so that the results can be used as a basis for developing more adaptive and responsive school information systems.

b. Research Subjects

The subjects in this study were 81 students from grades ten and eleven in the 2024-2025 academic year.

c. Research Instruments

The main instrument used in this study was a closed-ended questionnaire in the form of a Likert scale, which was systematically compiled based on five indicators of media effectiveness: readability, content accuracy, content, efficiency, and user satisfaction, with a total of 50 items.

Table 1. Practicality Instrument

Number	Indicator	Total Item	Item Number
1	readability	12	1,2,3,4,5, 6,7,8,9,10,11,12
2	content accuracy	11	13,14,15,16,17,19,20,21,22,23
3	content	9	24,25,26,27,28,29,30,31,32
4	efficiency	8	33,34,35,36,37,38,39,40
5	user satisfaction	10	41,42,43,44,45,46,47,48,49,50
Total		50	

d. Data Analysis Technique

The technique used for data analysis was the average score (mean) of the respondents' answers. The steps for processing the data were as follows:

1. Data verification, namely checking the returned questionnaires for accuracy and completeness.
2. Data tabulation, namely examining all the answers given by the respondents.
3. Assigning scores to each response option. For Very Good (5), Good (4), Fairly Good (3), Not so good (2), Not good (1).
4. Classification and tabulation of data, which involves grouping verified data into tables.
5. Calculating the mean (average) of respondents' answers using the mean formula. The formula is:

$$M = \frac{\sum fx}{N}$$

Notes:

$\sum fx$ = Total product of the scores being calculated

M = Average score being calculated

N = Number of respondents

6. Describing the processed data in a table.

7. Determining the effectiveness of the school website as an information medium for students at Senior High School 7 Sijunjung. please refer to the table below:

Table 2. Practicality assessment criteria

Score	Criteria
4,6-5	Very good
3,6-4,5	Good
2,6-3,5	Fairly good
1,6-2,5	Not so good
1-1,5	Not good

Source : Sugiyono (2012)

3. RESULTS AND DISCUSSION

Result

This study measures the effectiveness of the Senior High School 7 Sijunjung website as an information medium based on five main indicators: readability, content accuracy, content, efficiency, and satisfaction. The instrument, a Likert scale questionnaire, was completed by 81 students from grades 10 and 11. Statistical analysis results indicate that all indicators achieved an average score above 4 (category "good"), with the following details:

Table 3. Practicality Test Results

Number	Indicator	Total Item	Percentage of each indicator	Total Percentage	Criteria
1	readability	12	4,24	4,12	Good
2	content accuracy	11	4,07		
3	content	9	4,09		
4	efficiency	8	4,06		
5	user satisfaction	10	4,16		
Total		50			

The highest score was found in the readability aspect (4.24), particularly in the item "the main menu is clear and easy to understand" (4.46). Meanwhile, the lowest score was found in content accuracy, particularly in the item "no errors or technical issues" (3.74), which is still in the good category.

Discussion

In general, the results of the study indicate that the senior high school 7 Sijunjung website functions well as a source of information for students. High scores in terms of readability indicate that the layout, font, and visuals of the site have been designed to be comfortable and easy to read, confirming the role of visual design in the effective delivery of information (Fatin et al., 2019). Students find the clear menu structure and headings helpful for locating information, indicating that intuitive navigation is a key strength of the school's website.

In terms of content accuracy, while the average score is good, there is room for improvement, particularly regarding the freshness of information and the technical stability of the site. Some students noted that content is not updated frequently enough, and some pages experience errors. This aligns with Ferdiansyah Irfan's (2021) view that the effectiveness of a website heavily depends on the accuracy and timeliness of the data displayed. Therefore, there needs to be a mechanism for regular content updates and technical oversight to ensure the website remains relevant and functional.

In terms of content, features such as discussion forums and the use of infographics were positively evaluated, with high scores on the interactivity indicator. Students appreciate the comment section and visual format that supports information presentation reinforcing the findings of Salsabil et al. (2019) that interactive content increases user engagement. Efficiency is another strength, particularly in terms of ease of access via mobile devices and page loading speed. However, consistency in appearance across all pages remains a challenge.

The satisfaction aspect shows positive scores, with many students stating that their experience using the website was very satisfying. Professional appearance and ease of use are key factors driving high satisfaction levels referring to the WebQual theory, which shows that perceptions of digital service quality are directly correlated with user satisfaction (Pratama, 2020).

4. CONCLUSION

Based on the research results, it can be concluded that the Senior High School 7 Sijunjung website is considered effective as an information medium by students, with an overall average score in the "good" category (4.12). All indicators readability, content accuracy, content, efficiency, and satisfaction show positive performance, especially in terms of readability, which is the main strength. Although there are some findings related to shortcomings in content updates and consistency in appearance, overall students feel assisted and satisfied with access to information through the website. These findings indicate that the management and development of the website have met users' functional and visual needs, but still require regular evaluation to maintain its effectiveness as a school digital medium.

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