

## ABSTRAK

WANDOYO, RIKA FAUZIAH., DARUSMAN, YUS., HAMDAN, AHMAD. 2022. **KETERAMPILAN PROFESIONAL KREATIF DIGITAL MELALUI PENDIDIKAN INFORMAL** (Studi Kasus pada Lembaga Usaha Penthink Creative di Cilembang, Kota Tasikmalaya). Jurusan Pendidikan Masyarakat, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi, Tasikmalaya.

Era industri 4.0 turut mendisrupsi pendidikan sehingga lahir tatanan baru dan keterampilan baru yakni era digital dan keterampilan digital. Pendidikan di era indutsri 4.0 dimanfaatkan individu untuk mendapatkan dan mengembangkan keterampilan digital agar individu tidak tertinggal zaman. Penelitian ini bertujuan untuk mengetahui pelaksanaan keterampilan professional kreatif digital melalui pendidikan informal yang dilakukan oleh Tim Penthink. Penelitian ini menggunakan metode kualitatif dengan jenis penelitian *grounded theory*. Teknik pengumpulan data menggunakan triangulasi yakni dengan wawancara, observasi, dan dokumentasi. Penelitian ini fokus pada sumber daya manusia di Penthink Creative yang memiliki keterampilan dengan cara pendidikan informal. Hasil dari penelitian mengenai proses pelaksanaan keterampilan digital kreatif yang dilakukan oleh Tim Penthink secara tersirat dilakukan dengan pendidikan informal yaitu dilakukan dengan belajar mandiri. Sumber pendidikan informal tim Penthink ialah dari teman sebaya, lingkungan sepermainan, pekerjaan, dan juga media sosial seperti youtube dan pinterest. Dampak dari pendidikan informal yang dilakukan membuat tim penthink menjadi kompeten di bidang digital kreatif, memiliki profesi dan membuatnya professional di bidang digital. Berdasarkan hasil penelitian yang telah dilakukan, dapat disimpulkan bahwa untuk memiliki profesi dan menjadi professional tidak selalu harus menempuh pendidikan formal ataupun pendidikan non formal, tetapi bisa dilakukan melalui pendidikan informal juga.

**Kata Kunci :** Pendidikan Informal, Kreatif Digital, Profesional

## **ABSTRACT**

WANDOYO, RIKA FAUZIAH., DARUSMAN, YUS., HAMDAN, AHMAD. 2022. **DIGITAL CREATIVE PROFESSIONAL SKILLS THROUGH INFORMAL EDUCATION** (Case Study at Penthink Creative Bussiness Institute in Cilembang, Tasikmalaya City). Departement of Community Education, Faculty of Science and Teacher's Training, Siliwangi University of Tasikmalaya.

*The industrial Era 4.0 also disrupts education so that a new order and new skills are born, namely the digital era and digital skills. Education in the era of indutsri 4.0 is used by individuals to obtain and develop digital skills so that individuals do not lag behind the Times. This study aims to determine the implementation of digital creative professional skills through informal education conducted by the Penthink team. This study uses qualitative methods with the type of grounded theory Research. Data collection techniques using triangulation by interview, observation, and documentation. This research focus on human resources in Penthink Creative who have skills by way of informal education. The results of research on the process of implementing creative digital skills carried out by the Penthink team are implied to be carried out with informal education, which is carried out by independent learning. Penthink team informal education resources are from peers, play environment, work, and also social media such as youtube and pinterest. The impact of informal education made the penthink team competent in the field of Creative digital, have a profession and make it professional in the digital field. Based on the results of research that has been done, it can be concluded that to have a profession and become a professional does not always have to take formal education or non-formal education, but can be done through informal education as well.*

**Key words:** *Informal Education, Creative Digital, Professional*