

ABSTRACT

IMA SOFIA RAHMA 2023 "**MANAGEMENT OF GRAPHIC DESIGN PEL A TIHAN AT THE INDEPENDENT PROFESSIONAL DEVELOPMENT AND EDUCATION AND DEVELOPMENT INSTITUTION (LP3-BPM) (STUDY ON GRAPHIC DESIGN TRAINING MANAGERS AT LP3-BPM TASIKMALAYA CITY)**".

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Training management is an activity carried out to achieve the objectives of the implementation of graphic design training organized by LP3-BPM Tasikmalaya City. The purpose of this study is to describe training management applied to graphic design training in LP3-BPM Tasikmalaya City. This research uses a descriptive research method with a qualitative approach that aims to provide a natural picture of the symptoms and conditions that occur. The data sources used are primary and secondary data obtained from 4 informants as well as institutional administrative data. The results showed that at the Training Needs Analysis (AKP) stage includes identifying organizational goals, appointing training coordinators, information about skills and skills training skills, information on the skills and abilities of trainees to be achieved, and identification of gaps between the current situation and the required. At the stage of setting training objectives include identification of institutional needs, identification of trainee needs and identification of company needs. At the curriculum development stage, it includes the formulation of a training curriculum. In the training preparation stage including the distribution of tasks and job desk, allocation of funds, recruitment of trainees, planning training schedules, planning syllabus and RPP, designing learning methods, learning models, learning strategies, learning media, training materials, classroom control, determining the final results of training, determining Competency test site, preparing facilities, facilities and infrastructure as well as preparing the overall training activities. There is no effort that the implementation of training is the implementation of a predetermined training planning process. The evaluation stage includes competency test and apprenticeship activities. The conclusion of this study is that graphic design training management at LP3-BPM Tasikmalaya City is carried out with the Training Needs Analysis (AKP) stage, determining training objectives, development curriculum, training planning, training implementation and training evaluation.

Keywords: Graphic Design, Management, Training