

TUTORIAL KIT AND ITS ADOPTION: ANALYSIS OF UNIVERSITAS TERBUKA POLICY ON LEARNING SUPPORT USING AIDA MODEL

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One way of assuring that face-to-face tutorials as one type of learning support provided for students at Universitas Terbuka (UT) delivers in effective modes, UT have developed standardized tutorial kits to be used in face-to-face tutorial sessions. To make sure that the kits are used in the tutorial sessions, UT have taken some measures such as place the kits in UT website and sent letter to all 37 UT regional centers throughout Indonesia to inform the availability of the kits in the website. In addition, the letter also mentions the personnel responsible to disseminate kits to respected tutors. Up till January 2013, UT has up-loaded the kits for 25% of all courses offered. Tutorial kits from Department of Economics accounts for 36% of courses offered in the Department while kits from Department of Mathematics and Science, Department of Teacher Training, and Department of Social and Political Sciences accounts for 28%, 25%, and 18% from courses offered in the Department respectively. However, as UT Rector states in her 2011 yearly report, almost all UT Regional Centers have not utilized the kits. This paper examines steps UT taken to introduce the kits to UT regional centers. AIDA (Awareness, Interest, Desire, and Adoption) method developed by St. Elmo Lewis is used to examine the effectiveness of UT steps to encourage regional centers and tutor to use the kits. Specifically, this paper will present analysis on regional centers awareness, interests, desire, and adoption of the tutorial kits in tutorial sessions as well as advantages and constraints in assessing, distributing, and using the kits. The research reported in this paper is based on UT policies regarding tutorial kits from its inception of the program in 2010 until December 2012. Tutorial kits examined are all kits up-loaded by 8 January 2013. Samples of six out of 37 UT Regional Centers were involved representing the size of the regional centers - small, medium, and big-. Based on results of AIDA analysis, a model to effectively introduce policies to utilize the kits is presented. It is hoped that the model which is developed using empirical data from existing situation could benefit UT and other distance education institution in make sure that policies are implemented accordingly.

Key words: AIDA, learning support system, Regional Centre, tutorial kit, Universitas Terbuka