

## Research Article

# SISFORMA as Student institutional Communication Media at Polimedia

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**Abstract.**

Polimedia has to manage the student organization activities at its campuses in Jakarta, Medan, and Makassar. PKM, P2MD, NPEO, KMIPN, and PC-Fest are examples of students' events and competitions that need to be communicated. Student organizations such as BEM, MPM, HIMA, and UKM also need to communicate with the student affairs managers. For this reason, student institutional communication media is needed. This paper aimed to create student institutional communication media in the form of student information systems in Polimedia. The research method used is mixed, combining qualitative, and quantitative research. The research stages carried out are (1) analysis/inventory of needs, (2) alternative solutions, (3) making communication flows, (4) making information systems, (5) initial trials and expert judgment, and (6) conclusions. Student information system or Sisforma is the answer to the needs of communication media between students, student organizations, and Polimedia student affairs.

**Keywords:** student affairs, student organization, communication media, information system

## 1. INTRODUCTION

Polimedia is a vocational campus that aims to produce creative and innovative graduates who can support the development of the creative industry. The study programs at Polimedia are currently very relevant to the world of creative industries. This is the attraction for students to carry out education at Polimedia. Established in 2008, currently Polimedia has 21 study programs spread across three campuses, Jakarta, Medan, and Makassar.

Polimedia has four main student organizations namely BEM, MPM, HIMA, and UKM. [1] BEM or an intra-campus student organization that is a liaison between students and Polimedia. Meanwhile, MPM is a student organization as a legislative body that oversees student activity programs. Apart from BEM and MPM, there are 19 HIMAs or student associations which is an extracurricular activity forum for students to share

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ideas about lessons, campus experiences, and improve students' academic and non-academic skills. Polimedia has 27 student activity units with a scope of extracurricular activities in sports and arts.

In fact, Polimedia did not yet have official integrated communication media used by students, student organizations, and student affairs managers, making it difficult to access information on activities and others. This college still relies on letters conventionally and relies on 'word-of-mouth' communication.

Based on the observations, Polimedia students are active students and want to participate and contribute to many activities at Polimedia. However, this has not been supported by the communication media to support student services. So, when carrying out activities, it is still not systematic. Therefore, the need for communication media is very important to support student services in carrying out their activities at Polimedia. This can provide convenience for students in carrying out their activities.

In this study, the formulation of the problem raised is what official communication media is needed to connect student affairs managers with the students and student organizations at Polimedia.

To solve this research question, the researchers refer to several previous researches. Montelongo found that college student organizations appear to provide students a variety of opportunities to become acquainted with the campus life within an institution. [2] Meanwhile Gracia et al. said that students perceive more value when using social media technologies to perform academic activities than in information systems provided by the university, mainly owing to the ease of use of the former. [3]

Kuk and Banning thought that the role campus student organizations can play within campus diversity efforts and presents a typology for understanding campus organizations' diversity activities. This typology will aid in organizational self-understanding and in promoting student organizations to become more inclusive of campus diversity efforts. [4]

Stewart-McKoy research findings reveal that the "typical" media and communication student is a young Jamaican adult with limited technology access, usage and proficiency, who stays connected with others largely by phone texts, phone calls, emails, instant messages and posts via the Facebook social network. [5]

All previous researches above show the importance of communication media to succeed student organizations. Azir et al. at Polimedia studied to address the challenges of the times by developing a digital library page for Polimedia. They used development research, also known as research and development (R&D). [6] Meanwhile, this research will tend to use mixed

Previous research in Polimedia showed that *civitas academica* of Polimedia know their vision and mission from 45.6% Polimedia website, 25.3% Polimedia social media, 17% bulletin boards on campus, 7.4% academic rule books, and 4.7% from other media. [7] We have to consider

The previous research showed that Portuguese universities with fewer students can create network value through Facebook and LinkedIn as long as they have a high publication frequency, while institutions with more students achieve higher dynamic of publication and engagement, although smaller institutions attain greater amplification and more visibility. [8]

Compared the perceptions and satisfaction of 550 undergraduates who were or were not involved members of student organizations, using the College Student Experiences Questionnaire. Members had significantly more positive perceptions of their relationships with other students, administrators, and faculty; of their learning and development in interpersonal and no intellectual areas; and of their feelings about college in general. [9]

Given the ubiquity of online technologies in the lives of high school and college students, universities are increasingly turning to social media for the purpose of organizational communication. [10]

In this study, it is also hoped that the academic community can take advantage of this Z-Pub application to support the *tridharma* process of higher education and can increase the efficiency of making books in the printing method related to paper materials in order to support savings that are *going green* for a good environment. [11]

## 2. METHODOLOGY

This study focuses on the communication media needed by Polimedia students. Therefore, this combines qualitative and quantitative researches. The stages carried out are (1) analysis/inventory of needs, (2) alternative solutions, (3) making communication flows, (4) making information systems, (5) initial trials and expert judgment, and (6) conclusions. The design of this mixed researches is displayed in Table 1.

## 3. RESULTS AND DISCUSSIONS

From January to July 2023, the researchers have held several meetings or focus group discussion with Polimedia students and student organizations to evaluate the

TABLE 1: Research Design.

No.	Stage	Description
	Analysis/inventory of needs	Based on (a) FGD and (b) Survey
	Alternative solutions	FGD among stakeholders
	Making communication flows	
	Making systems information	
	Initial trials and expert judgment	Testing the systems
	Conclusions	Writing the research report

organizational communication that has been carried out so far. Below table is the summary.

### 3.1. Creating Sisforma Menu and Submenu

### 3.2. Sisforma Testing

The testing process uses a *blackbox testing* scheme conducted by Sisforma users with a case study of PMW menu.

TABLE 2: FGD and Survey Result.

Case	Students' Answer	Student Organizations' Answer	Suggestion
Official Announcement	80% respondents miss the information because getting late the announcement.	30% respondents said they are not well informed.	Create a media and publish the official announcement there.
Regulation	75% respondents get wrong procedure because didn't know the regulation.	80% respondents did different procedure because they mis-interpreted the regulation.	Create SOP and display in the media
Reporting	90% respondents were late reporting or even didn't report.	80% respondents sent the activity reports late.	Make online channels for reporting
Participation	Not all Polimedia students participate actively.	Not all student organization members participate actively.	Need a massive communication media internally to gain the students participation

## 4. CONCLUSION AND RECOMMENDATION

Based on the initial trial and expert judgment, Sisforma is a good enough to be used as effective media to communicate between student - student organizations and student affairs managers. Nevertheless, it still needs some improvements (in terms of information and procedure) to strengthen the two ways communication.

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**Figure 1:** Menu and Submenu of Sisforma.

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TABLE 3: Polimedia system testing with blackbox testing scheme.

No	Testing Scenario	Test Case	Expected results	Test Results	Conclusion
1	Login	Input: username & Password	The system will accept and will display the login interface	As Expected	Valid
2	Activity Proposal Submission Form	Input: User fills in the proposed data	The system will receive and display the page for proposals from users	As Expected	Valid
3	View Data admin	Input: Admin checks the data fields from user proposals	The system will receive and display the data filled in from the proposer's proposal	As Expected	Valid
4	Input Proposal Document Pdf	Input: User uploads a pdf form proposal document	The system will receive and display pdf format data	As Expected	Valid
5	Follow-up Proposal Presentation	Input: The admin determines the process for those who pass the initial selection	The system will receive and display the admin conference result data for the assessed presentation	As Expected	Valid
6	Passed Funding	Input: The admin determines the criteria for passing or not passing the funding based on the presentation assessment	The system will receive and display data on proposals that pass or do not pass funding	As Expected	Valid
7	Upload Progress Report, Product/Service Sample and Final Report	Input: The proposer inputs a pdf document	The system will receive and display the report data in pdf form.	As Expected	Valid

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