

Market Place Application Design PTN_BH UNP

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ABSTRACT

Regulation Government No. 114 of 2021 concerning Agency College _ Law University Padang State (UNP), on November 25, 2021 already official changed status to college high PTN-BH so that UNP can increase quality education . Government give autonomy to on UNP for increase its income generating . Since status service general (BLU), UNP has start commercialize means and existing infrastructure _ for Public general while facility that no disturb activity academic like pool swimming , building meeting , hotel, laboratory even so through activity training (CaKep , Pekerti). Commercialization services at UNP are still using the conventional system . Weakness existing system _ now is no all UNP Income Generating recorded by system , party user often experience difficulty for place an order because not yet existence facility service one door good physique nor integrated system . _ Difficulty user for make an order that is experienced during this because number contact personal contact no can direct obtained . UNP can maximizing Income Generating and enhancement effectiveness service to user through take advantage of digital technology and already should has its own marketplace platform . Article this aim for give ideas and the idea of designing a market place for PTN_BH UNP.

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1. INTRODUCTION

PTN-BH (Legal Entity State University) is a state university established by the government with the status as an autonomous legal entity. 58 of 2013 [1] [2]. PTN-BH is guided by the technical determination of tariffs set by the minister. PTN-BH Legal Entities are obligated to consult the minister when deciding on tariffs. The amount of the tuition fee is decided after taking into account the student's financial situation as well as that of their parents or other sources of funding. Income from the PTN-BH is not PNBP or non-tax state revenue. Assets acquired from the PTN-BH firm are transformed into PTN-BH assets, which are discrete state assets. While PTN-possession, BH's such as the land it acquired from the APBN, are state property [1].

Research collaboration products between lecturers and students in the form of pressure sensor learning media [3], inductive sensors [4], augmented reality [5] are products that are used by educational institutions that can be marketed to increase incoming money for UNP. less than 10% of research products produced by lecturers and new students are marketed. So far, the products produced by lecturers and students are provided in the form of free training to educational institutions and people who need them, to be able to make the same product. An example is training in making electricity simulators as teaching media[6], making graphic designs such as screen printing[7]. from this activity actually not only products that can become incoming funds for UNP but also training services provided by lecturers and students to service users can also be a source of input funds by UNP if a container is provided that is easily accessible to service users.

State universities that use the PTN-BH system benefit from broad autonomy in terms of opening and closing study programs, managing household finances independently, such as setting performance allowances, forming business entities, hiring and firing employees independently, being open and able to present information independently, and forming business entities [8]. PTN-BH is conceptually a system that aims to improve the quality, both the quality of resources, both lecturers, education staff and students. The weakness of PTN-BH is that there is a reduction in PTN subsidies from the government. However, state universities with legal entities are given the freedom to seek additional funds from the private sector in carrying out campus activities for infrastructure development. The private sector also has an influence on decisions issued by the campus so that it influences policies to suit their economic motives.

Government Regulation No. 114 of 2021 concerning Legal Entities, Padang State University (UNP), dated November 25, 2021, has officially changed its status to PTN-BH tertiary institutions. Assets obtained from PTN-BH's efforts give UNP the authority to manage assets to improve the quality of education services by conducting programs to improve the quality of graduate competencies, learning content, learning processes, learning assessments, lecturers and education staff, facilities and infrastructure,

management and financing [9]. PTN-BH demands universities to be creative in finding income generating.

UNP since its public service status (BLU) has begun to commercialize existing facilities and infrastructure for the general public, provided that these facilities do not interfere with academic activities. Examples of facilities that have been commercialized by UNP are swimming pools, conference halls, hotels, laboratories. Non-physical facilities that become UNP's Income Generating are trainings that are carried out to stakeholders such as training for prospective school principals, teaching certificate akta V for a sign that someone has been recognized as credible in teaching, independent learning program, SPMI quality assurance and international accreditation. UNP resources are involved as instructors whether organized by UNP or outside UNP.

The process carried out so far is through orders from each unit, then each unit coordinates to the central UNP, then service users make transactions through the UNP rector's account or directly to each unit. The weakness of this system is that not all UNP Income Generating is recorded by the system, because those who use physical/non-physical services such as lab tests for users outside UNP are only carried out person to person. Another weakness of the system so far is that users often experience difficulties in placing orders, there is no one-stop service facility, both physical and integrated systems. The difficulty of the user to place an order that has been experienced so far is that the contact number of the contact person cannot be directly obtained. Another problem that can be seen is that the UNP website unp.ac.id also does not explain in detail the commercialized UNP service facilities, both the price and the contact person who can be contacted related to each existing and commercialized UNP service facility.

Each unit makes its own website, and not all prospective service users know the website, for example LP3M UNP which is very active in organizing training involving external parties, the form of coordination carried out is only obtained from person to person, because information related to training becomes Income Generating available on the website https://lp3m.unp.ac.id/pusbang_diklat/ not even found. A commercial business entity will be successful if access for users is easy so that the scope of consumers can be wider, coordination can be carried out faster and more effectively [4]. Utilization of digital technology currently facilitates access between service providers and service users, distribution of goods/services is carried out with internet facilities, consumers make payments using digital money or using internet banking applications [11] [12].

The rise of the digital market is marked by the emergence of market places such as Lazada, Shopee, Tokopedia, Blibli and Jd.id. The advantages of a market place for product/service producers are that they can reach wider consumers, save on labor, payment can be made in cash before the product is sent, time efficiency, financial management is easier and well organized [13][14]. the development of the digital world and digital sales systems are future technologies that will continue to develop. the advantage of using market place will reach more consumers by utilizing digital technology [15][16][17]. Transaction

payments between UNP and buyers can be made using a digital bank. Payments using digital banks are also considered safe and secure [18]. UNP can maximize Income Generating and increase the effectiveness of services to users through the use of digital technology and should have its own market place platform. This article expresses ideas and ideas for market place design that will be suggested for service improvement and Income Generating UNP.

2. RESEARCH METHOD

The research method used is Research and Development (R&D) using a 4D model (Define, Design, Develop, and Disseminate). This model is considered the simplest in producing research projects ([19], 2011). [20] The stages of R&D with 4D models in this article are as follows:

2.1. Define

The creation of a market place design stems from the problem that there is no one-stop integrated service at UNP. Service users have limited access to contact service providers at UNP due to the limited sources of information available. Currently, the facilities, infrastructure and human resources at UNP have been utilized by the community and become UNP's Income Generating but the order process is still using the conventional system. The weakness of the conventional system is that information is limited and does not reach the wider community as service users. The conventional system allows not all income from each unit to enter the UNP account.

2.2. Design

Design refers to market places that are already familiar to the public, such as the Shopee and Tokopedia applications. The difference compared to the existing market place is that the existing market places generally sell products, while the PTN_BH UNP market place design not only sells products but also sells services, and rents out facilities and infrastructure to the general public, and is the only university. a pioneer in utilizing the market place in increasing Income Generating in educational institutions.

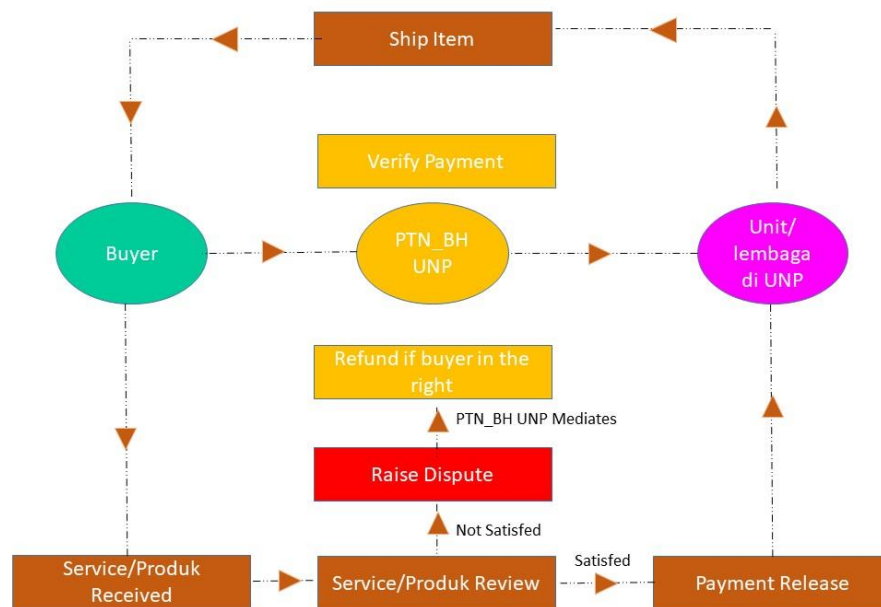


Figure 1. General Design of Order Service/Product

To maintain dignity as an educational institution, the rental of facilities and infrastructure is designed by filling out a short questionnaire first. For example, if someone is going to rent an auditorium building, the process does not immediately place an order according to the available date, but the user (buyer) will be asked to fill out a short questionnaire first, in the form of activities that will be held if the auditorium building is rented out. After the admin in charge decides whether it is worth renting or not, a notification will appear to consumers to enter the next stage, which is to choose a date that is still available, and the auditorium building rental order process is continued.

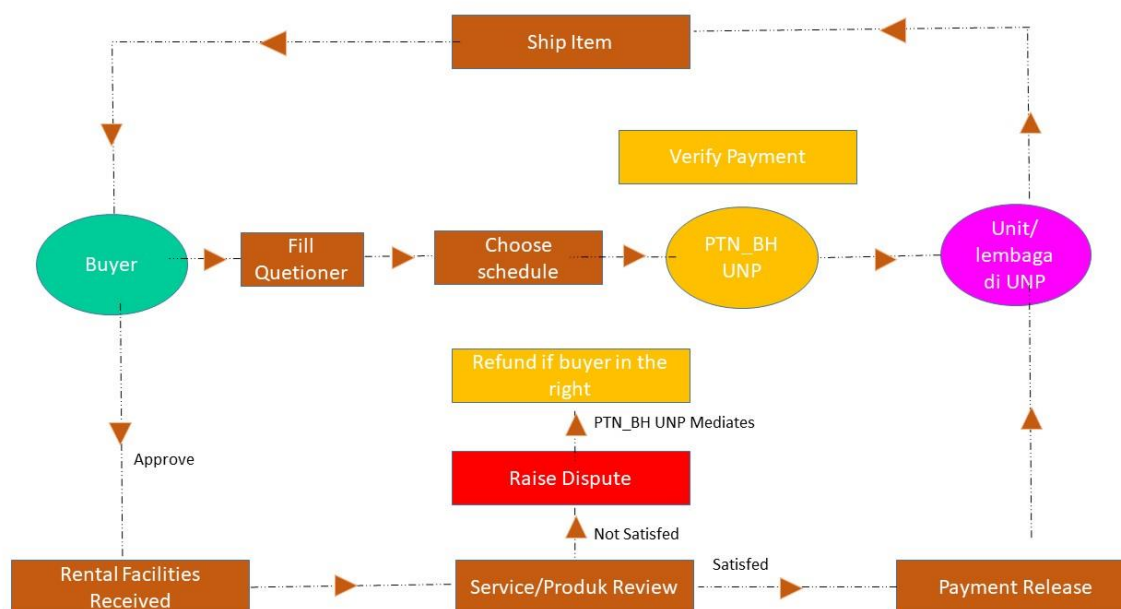


Figure 2. Design of rental facilities/meeting buildings

Likewise with polyclinic services, patients can conduct online consultations related to health problems through the chat feature in the polyclinic menu contained in the PTN_BH UNP market place application, then online doctors from the UNP polyclinic provide drug prescriptions that will be redeemed by the patient through the PTN_BH market place application. UNP. If all processes have been followed by the patient then the drug is ready to be sent. This system adopts the application of halodoc, aladokter and self-care applications. Quoted from (TECH - Lynda Hasibuan, 2020), during the Covid-19 pandemic, Halodoc application user access increased by 600% compared to before the pandemic occurred. The article stated that people are more concerned with their health, and take advantage of the online health service Halodoc for health consultations and buy medicines as prescribed from the online doctors they chat with. From this data, the online health business, known as tele-medicine, is a good prospect with easy access to services without the need to queue, such as offline treatment.

Likewise with swimming pool services, swimming pool users will be able to access the swimming pool if they have scanned the barcode at the entrance to the pool. Even the door can be designed automatically by scanning the barcode from the PTN_BH UNP application. This barcode is obtained from the create order that has been made by the user through payment through the PTN_BN UNP market place. Hotel reservations and requests to participate in training activities such as Pekerti, Prospective Principals, can also be accessed and ordered through the PTN_BH UNP market place.

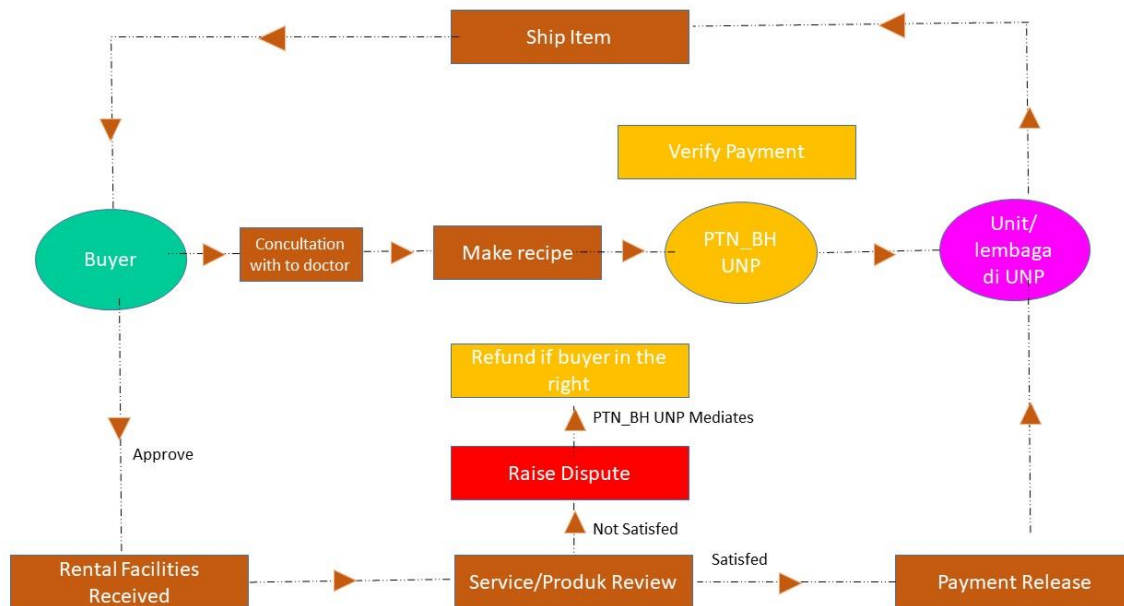


Figure 3. Health Service Design

A literature study conducted by (Tiwasing et al., 2022) states that to advance the economy in rural areas, it is necessary to use digital technology. The digital economy such as a market place will provide a wider reach in finding market share or consumers both nationally and internationally. The PTN_BH market place application is very possible to serve consumers not only in the Province of West Sumatra but also in other parts of Indonesia. (Van Daele et al., 2022).

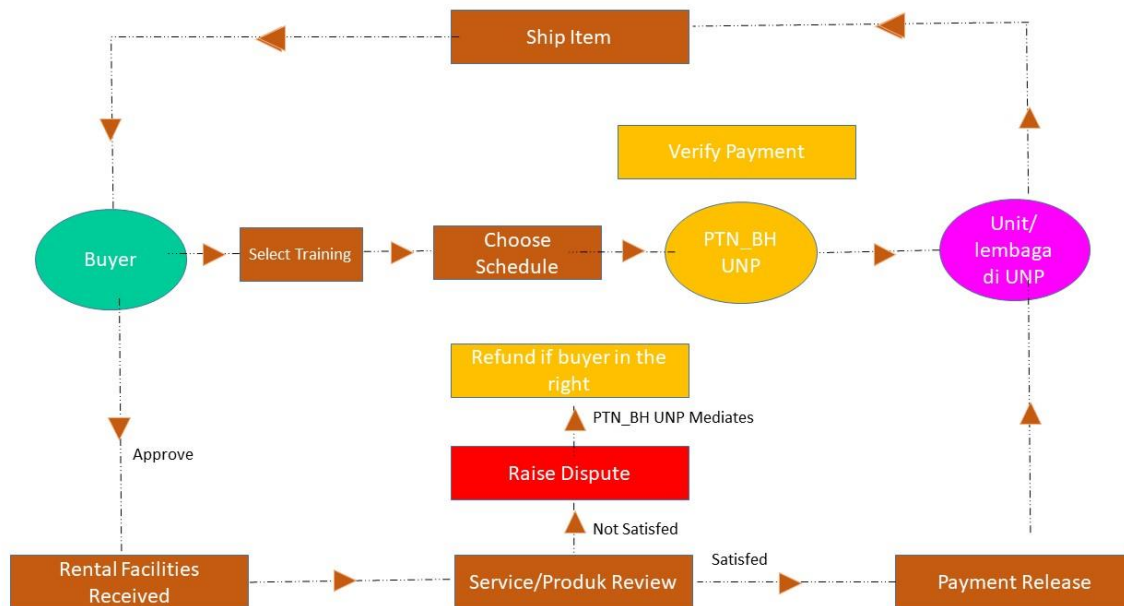


Figure 4. Training Design

The logo design for the PTN_BH market place and will be able to be installed through the Playstore and Application Store is as follows:



Figure 5. Logo Design

If someone has downloaded and installed the PTN_BH UNP application, the following screen window will appear:



Figure 6. Design of PTN_BH UNP's Market Place Menu Display

2.3. Develop

The third stage is the stage of making the product from the design that has been made. It's just that this article is only limited to finding a market place design idea, so the third stage of 4D R&D is not carried out.

2.4. Disseminate

The fourth stage is the product seminar stage, by publishing through articles in journals, mass media or to direct users. In relation to the market design of PTN_BH UNP, the seminar stage is carried out through publishing articles.

3. RESULT

Utilization Technology information and communication (ICT) shape digital economy . Service thriving digital economy moment this is distribution goods and service via the Internet and payment electronic system (PayPal, internet banking, e-money), interaction electronic Among supplier and consumers (e-commerce) [11]. The market place is online website provider that acts as intermediary Among seller with buyer . Where is it in many seller with various type product and still is at in one location . Marketplace provides contribution development digital economy in something country [10] .

PTN_BH market place designed using 4 different design orders , namely General Design Order Service/ Products , Design Rentals Facilities / Building Meetings , Design

Services Health and Design Training . General design service and the products in the PTN_BH UNP market place are used to process product / service orders business unit results from units at UNP, such as food , clothes , and souvenirs , rent equipment , rent hotel room , usage pool swimming , and others . _ Stages in place an order through the PTN_BH UNP market place for the first design could seen on Figure 1 is as following : buyer/ consumer login to PTN_BH UNP application , then the buyer chooses product or service services ordered from various units at UNP, if the payment process made by the buyer has been verified then the buyer's order will prepared by related units for conducted delivery product or barcode printing as proof pay has paid off for orders that are service service . Moment product already received by buyer or moment service from the service units at UNP enjoyed by the buyer , the buyer will requested for do a related review product or service _ service used . _ If the buyer is satisfied so realization payment will enter to permanent UNP account and notification addition points of the service unit used . Points points this Becomes accumulation points performance from working officers who can _ paid moment payment allowance performance . If the buyer doesn't satisfied to service / product accepted _ then the buyer can make a complaint then the admin of PTN_BH UNP application will To do mediation , if the buyer is in position right , then the buyer's money that has paid will returned to buyer's account .

The second design plan , related with rental building meetings at UNP can _ seen on Figure 2 , namely : the buyer will requested for fill in questionnaire more formerly related utility building for rent , equipment admin will study stuffing questionnaire from the buyer, if approved , the buyer will requested choose a schedule for the dates are still available temporarily _ if reason rental building no received then the buyer doesn't can continue to stages next . Charging questionnaire for guard UNP's honor as campus education , so that use facility public rented campus not _ violate rule and existing norm . _ At a time questionnaire the as form bond cooperation between the buyer and the UNP if rental building no in accordance with filled out questionnaire . If the buyer has choose available date _ then the next process next with payment by buyer and barcode sign payment will removed , so that on moment rental building , officer Security building just scan and barcode validation . Next process same with designs like Figure 1.

The third design like Figure 3 is related with service service health . Order process carried out generally the process same with designs 1 and 2, only only buyers before place an order for medicine , the buyer will online consultation more formerly with doctor . Based on information from buyers, doctors will prescribe drug through chat feature , then drug it was ordered by the buyer, after verification payment so ordered medicine _ will be sent to buyer's address . After the buyer receives drug so requested for do a review, if satisfied so payments made _ Becomes permanently in the UNP account , and the doctor who serves as well as pharmacist who serves will get points connected performance _ direct to system Index Based on Performance (IBK) UNP.

Fourth design related with service orders training like Character , SPMI, Freedom to Learn training training held at the Center UNP Learning . Buyer will choose type the training you are interested in , then choose date implementation that has been provided , when the buyer has To do payment and after conducted verification through the admin of the PTN_BH UNP market palce application , the order is will continue to the supply unit service training , service unit training will send barcode as proof participant training has To do payment moment activity implemented . After activity implemented , through PTN_BH UNP buyer's account will be get notification for do a review of service service training that has been followed . Even though the four designs different , will but principle permanent same , that is how process orders for services / products conducted through PTN_BH UNP market place application .

4. CONCLUSION

Increase in Income Generating UNP and for reach more users _ large in utilise service nor the resulting product from the units at UNP can _ conducted through an online process that is with PTN_BH UNP market place application . Design this market place be an idea for developed in effort increase UNP Income Generating.

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