

FISIP Apps Management Program for Services Optimizing In FISIP UB Malang

Rahma Puspitasari^{1*}, Sumartono², Ainul Hayat³

¹Master of Higher Education Management Program, Faculty of Administrative Sciences, University of Brawijaya, Malang

^{2,3}Faculty of Administrative Sciences, University of Brawijaya, Malang

Abstract

Higher education management program is required to optimize the services. Implementation of this service requires management that can use programs that are created in accordance with the stated objectives. Management needs in Educational Institutions Therefore, it is necessary to change service programs from conventional to online application-based programs in their application. This study discusses about supporting system for services optimizing in higher education through management programs that utilize online application-based technology. Qualitatively related is applied in this study to obtain data more related to the management program through observation, interviews with key informants and documentation. The results of the study show how to use information technology that is sustainable in implementing programs in the field of education that facilitate information management, supporting business processes and optimizing the services. This needs to be supported by efforts to empower management functions in managing online application-based programs.

Keywords: online application, program management, service optimization

INTRODUCTION

The need for management of a program in tertiary institutions is based on the emergence of problems that cause dissatisfaction from service users. This gap then needs to be covered by reforming the service system that has been done before, from what was originally conventional to a system that utilizes technology in its application. The concept of utilizing information systems and technology is widely known as E-Government. Implementation of E-Government which is managed in good management will certainly produce optimal services.

A review related to E-Government Management by Bambang N. Prastowo revealed that in E-Government there is an understanding of the culture of optimally utilizing information and communication technology in all areas of government administration both in the domains of the legislative, judicial and especially executive branches. No different from information systems in general, the management includes elements of E-Government which can be classified in sections that serve 3 (three) groups, namely: users/operators, the public, and decision-makers.

Its main function is to provide ease and simplicity of procedures so that the application of the E-Government concept requires changes in the organizational structure of the government itself [1].

The complex problems faced in implementing and utilizing E-government systems to improve service governance in tertiary institutions are resistance and uncertainty when responding to new innovations to break old habits. This is supported by previous research which summarizes the three major aspects of the problem in implementing e-government systems, namely: aspects of culture, leadership, and infrastructure [2]. In almost all developed countries, public services have relied on communication and information technology. That is, all public service processes can be accessed by all service users in an integrated manner quickly. The service system, known as the e-government system, has a big goal to create good governance, where services are transparent, accountable and free of corruption. E-government system is essentially a process of utilizing communication and information technology as a tool to assist the running of government systems and public services that are more effective and efficient [3]. In its implementation, the e-government system refers to two things, namely the use of information technology that utilizes the internet network and

Correspondence address:

Rahma Puspitasari

Email : rrahmapuspitasari@gmail.com

Address : Master of Higher Education Management
Program, Faculty of Administrative Sciences,
University of Brawijaya, Malang

the construction of a new system of governance. But so far the interpretation of the use of electronic technology is only limited to manual tools with computers as a service facility at public service providers.

The culture of technology utilization which was conceptualized through tertiary management is one of the solutions to optimize the services provided. FISIP Apps is one of the programs run by FISIP UB in an effort to optimize services by utilizing information technology. FISIP Apps which is an integrated system to support efficiency in running business processes in this Education institution. It is expected that by realizing the realization of the use of information technology in FISIP UB that is consistent and sustainable and has a foothold for the implementation of a comprehensive, efficient, and effective IT can meet the expectations desired by FISIP UB and can also synergize between faculties and universities. Through this program, it can facilitate the management of information in supporting business processes at FISIP UB.

Efforts in realizing the optimization of service delivery in FISIP UB through service modernization and digitization require improvement by utilizing management concepts and theories. This is because the services that are currently available do not provide effective services even though they are still far from communicative. The main factors which become obstacles in this service can be seen from two sides, namely bureaucracy and service standards. the services that must be provided by FISIP UB must be more effective and efficient in order to keep pace with the development of the number of service users so that the service remains quality and maintained.

The service is ineffective and inefficient because the system used is still conventional and run manually, causing a lot of asynchronous data. Moreover in services related to finance. Submissions from various work units submitted manually cannot be detected when the developments are followed up to the disbursement, verification, reporting and evaluation process. So from that we need a system that can comprehensively complement the need for data synchronization so that administratively, financial services can be better and also optimal. Each work unit and every related service user, can directly monitor the running of services so that there will be no more

exceptions in providing services and stakeholders get certainty and clarity of service.

That is why the management of the FISIP Apps program in order to optimize services in the financial department of the Faculty of Social and Political Sciences, Universitas Brawijaya needs to be examined further. Also related to the obstacles that exist in the implementation of the FISIP Apps program so far, both internal and external constraints.

Based on these problems, this study aims to provide an overview and description of service optimization carried out through online application management in Malang Malang FISIP numbering.

MATERIAL AND METHOD

This type of research used in this study is qualitative research. With a research locus at the Faculty of Social and Political Sciences, Brawijaya University in Malang, where the first FISIP Apps program was implemented and implemented as a form of integrated IT system implementation to support the business processes of FISIP UB.

The Data retrieval process is done by the method of interviewing informants related to FISIP Apps consisting of relevant officials and users or users; documentation in the form of regulations, procedure manuals and faculty strategic plans; as well as direct observation of the implementation of FISIP Apps.

The data analysis technique used is the interactive model of miles, huberman and Saldana which divides into 4 (four) stages, namely, data collection, data condensation, data presentation and drawing conclusions [4].

RESULT AND DISCUSSION

FISIP Apps is one of the programs run by FISIP UB in an effort to optimize services by utilizing information technology. FISIP Apps which is an integrated system to support efficiency in running business processes in this Education institution. One of the modules in the information system is the official service module which is commonly called the assignment letter module. There are two types of submission of Activity Letter of Assignment (ST), namely Funds Assignment Letter (ST) and Non Funding Assignment Letter. Users who already have access rights and logins can manage the activity budget (MAK), manage the budget ceiling, financial reporting, see the distribution of the executor of the assignment letter, see the

absorption of the budget and so forth. It is expected that by realizing the realization of the use of information technology in FISIP UB that is consistent and sustainable and has a foothold for the implementation of a comprehensive, efficient, and effective IT can meet the expectations desired by FISIP UB and can also synergize between faculties and universities. Through this program, it can facilitate the management of information in supporting business processes at FISIP UB.

Based on the 2016-2020 FISIP UB strategic plan document, it is clearly seen an increase in performance after the implementation of FISIP Apps in realizing an integrated IT system between academic and financial activities as seen from the achievement of performance indicators as follows:

Table 1. Achievements of 2016-2019 FISIP UB Performance Indicators Regarding the Implementation of Integrated IT Systems

Program	Target	Activity performance indicator	2016	2017	2018	2019
			(%)	(%)	(%)	(%)
			Before		After	
Implementing FISIP Apps						
Institutional Quality Improvement	The implementation of an integrated IT system	The process of implementing IT that integrates academic and financial activities	0	50	75	100
Improved administration and office services	Implementation of financial services and administration	Jumlah kesesuaian rencana kegiatan dengan realisasi anggaran	50	60	70	80

Source: Data Processed from 2016-2020 FISIP UB Renstra Documents

In table 1 explain the performance and quality of services that show improvement when the FISIP Apps program has been implemented

The exposure in the document shows the difference in performance achievement related to the implementation of an integrated IT system, the FISIP Apps program. This then underlies the importance of the application of information technology in service delivery in tertiary institutions.

In the initial stage of the FISIP Apps program implementation process, the submission of activities (budget or assignment letter) submitted by the service user will be followed up by each level of the user level in accordance with their authority and then processed according to verification and approval that has been passed. This implementation process is part of a service optimization process. Through innovation or adoption of service programs that utilize information technology, it is expected to provide convenience to get maximum service in any matter. In the sense that service users can get satisfaction with the quality of services received, as well as the existence of responsiveness, responsibility and accountability in the delivery of these services.

With the modernization of the system, both in terms of mechanisms, procedures and management become clearer, so that the services produced and provided to users become more optimal. In other words there will be no different implementation mechanism, uncertain procedures and standards, and asynchronous among staff as the manager of the filing file in handling and managing the submission file. This has been stated and refers to the Circular of the Dean of the Faculty of Social and Political Sciences, Universitas Brawijaya Malang Number: 5 / UN10.11 / SE / 2019 Regarding Submission of Requests for Assignments and Decrees through Information Technology. Where the process of submitting activities, both in terms of budget or assignment letter and decision letter is managed on an online-based system and integrated between units and users in the UB FISIP environment by using a shared data base and utilizing login access with a password for each user. The process starts from the user inputting submission, approval and verification from related and authorized superiors to the processing of submission of activities by the implementing department to be forwarded to users who submit submissions on the FISIP Apps page as PIC (Person In Charge) activities.

If analyzed using the concept of improving e-government public services in Kharbanda (2016), the process that is fulfilled is that with widespread application of information technology, FISIP Apps are office automation and internal management information systems that use sophisticated systems in the public sector . FISIP Apps can transform the relationship between government and government or Government to Employee (G2E), which in this

case is the internal relationship of the organization because it builds and facilitates online communication and information exchange based on integrated information systems.

Other benefits of FISIP Apps aside from being a place for exchanging information is to increase efficiency, effectiveness, accountability and transparency in the implementation of academic support activities and the provision of services to users. In this process we see that FISIP Apps in improving services indeed meet the e-government concept expressed by [5], but here there is a strength that is a positive value for the progress of this program for service users that FISIP Apps can record all submissions of activities (budget or letter of assignment) by the user even though the person concerned is not within UB. FISIP Apps as an online system-based application that involves the participation of its users and is bi-directional, which is used as a tool to monitor and verify service program achievements as well as submissions from service users related to the implementation of programs and activities of agencies or work units and their subdivisions and as a form of optimizing public services in the FISIP UB.

In the context of the application of e-Government in managing the submission of activities (budget and assignment letter), it can be seen in various types of services offered by FISIP UB to users of its services through e-Government. the types of e-Government services are divided into three main classes, namely: the publish category, the interact category, and the transact category [5]. In managing the submission of activities (budget or assignment letters) based online on FISIP Apps, it is included in the category of interact class, due to the creation of communication and the two-way interaction relationship between FISIP UB and its service users. In this case FISIP UB provides online-based submission service facilities with a system that is integrated with the ranks of units and related sections so that service users can interact and monitor with all units and related sections that already have a shared data base.

Analysis of the findings in this study uses the theory of George R. Terry's management function as a grand theory. In practice, the process of implementing management involves four main functions that are sufficient for activities in integrating the use of human resources and material resources to achieve organizational goals. Likewise, the implementation of the FISIP

Apps program includes the four management functions with the following explanation:

1. Planning is often interpreted based on basic questions for planning namely "What", "Why", "Where", "When", "Who", "How". [6]. Planning is a number of decisions regarding the desires and contains implementation guidelines to achieve the desired goals. Therefore every plan must contain two elements, namely: objectives and guidelines [7]. The existence of clear objectives, policy certainty and regular procedures in implementing the FISIP Apps program illustrates that the program planning function is well implemented.

2. In this study it was found that A clear and tiered organizational system in accordance with the rank and position that is supportive and synchronous with the division of labor at the FISIP Apps user level. FISIP Apps User Levels have their respective roles and a clear division of labor that regulates work flow. The human resource settings in the FISIP Apps program are divided into several user classes, including:

1. Lecturer
2. Staff
3. Head Program
4. Vice Dean
5. The Dean
6. UHTL Section
7. Treasurer of Expenditures
8. Companion Treasurer

Where the access rights owned by each level or class are also different.

3. The stages of actuating or mobilization or implementation can be interpreted as giving commands, instructions, guidelines and advice as well as communication skills [8]. Actuating is at the core of management in the implementation of the FISIP Apps program which covers the entire business, ways, techniques, and methods to achieve results by encouraging all authorized users to work effectively, efficiently and economically to achieve goals that are in line with managerial planning and efforts FISIP UB in optimizing its services regarding the submission of activities (budget or assignment letter). This information is in the form of workflows and concrete and detailed steps for implementing work to run the application online so that all users of each level understand their role, get detailed explanations and understand the program implementation instructions, including

1. Submission of activities, be they budgets, assignments or decrees
2. Input data and description of activities

3. Checking and verifying the submitted submission data
 4. Uploading, archiving and distribution by UHTL section
 5. completion of work, including disbursement of funds, reporting and accountability
4. Controlling or supervision as one of the functions of management is a process of observation or monitoring of the implementation of organizational activities to ensure that all work being carried out goes according to a predetermined plan [8]. This supervision can be done directly (direct control) or indirect control (indirect control) [9]. Based on the data obtained during the study, both from documentation, observation and interviews, FISIP Apps has implemented supervision, both directly, namely through checking and verifying input submissions by Vice Dean II in the system online, and also indirectly, namely through approval outside the system or offline that is done by the Head of Subdivision of general and equipment as well as the Head of Administration related to the standards and budget items that are allowed and those that are not. Inspection and synchronization is to ensure there are no deviations from the work that is the essence of supervision. The ultimate goal is to optimize services for users to be more effective and efficient.

There are several obstacles in implementing the FISIP Apps program, including the following:

1. Timing and delegation of authority in the case of examination of submissions entered at FISIP Apps so that verification of submissions becomes obstructed and there is no certainty and clarity of completion time.
2. The flexibility of user access from education personnel directly related to activity budgets at the department or study program level is still lacking so that the coordination process between implementers from submission to budget accountability becomes less smooth.
3. The bureaucratic channel is still divided into online and offline so that the continuation of the submission process is less effective and efficient
4. The right of FISIP Apps program is still in the third party so that it is difficult to get full access to the program whose impact is if an error occurs, repairs or development of the program, FISIP UB cannot directly overcome it without the intervention of a third party.
5. The checking feature as an application supporter can be checked and synchronized

between the activities that will be submitted and the activities that have been planned previously in the strategic plan so that the FISIP UB cash flow is maintained smoothly and there is no accumulation of activities at the end of the year and the absence of activities at the beginning or in the middle of the year.

6. Socialization to provide motivation for users on the importance of using the FISIP Apps program so that activities run smoothly and eliminate the negative stigma of users towards the assumption that data input through FISIP Apps is just an administrative work is still not optimal.
7. Backing up other communication tools based on the website still does not exist so that it has no alternative when sending notifications and distributing assignments to users is hampered only because of signal problems.

DATA COLLECTION

Management Concept

According to George R. Terry, management is a process that consists of actions: planning, organizing, mobilizing and supervising, which are carried out to determine and achieve the targets that have been implemented through the use of human resources and other resources [10]. In practice, management requires various management functions. According to George R. Terry, management functions are divided into four abbreviated as POAC, namely Planning, Organizing, Actuating and Controlling. The following will be explained in more depth management functions as follows:

1. Planning (planning)

Planning is the earliest function of the entire management function as expressed by many experts. Planning is the process of determining the goals or objectives to be achieved and determining the paths and resources needed to achieve that goal as efficiently and effectively as possible

2. Organizing (organizing)

Organizing is an effort to create a clear task relationship between personnel, so that everyone can work together in good conditions to achieve organizational goals.

3. Actuating

Mobilization or implementation is the core of management which covers the entire business, ways, techniques, and methods to achieve results by encouraging all group members to work effectively, efficiently and economically to

achieve goals in accordance with management planning and organizational efforts.

4. Controlling (supervision)

Supervision process that will guarantee standards for achieving goals. Supervision made in the management function is actually a strategy to avoid deviations in terms of a rational approach.

E-Government in Higher Education

E-Government in higher education can be utilized to provide public services for both internal and external stakeholders. Suitable optimization in the implementation of e-government can support transparency and public accountability. In addition, the effectiveness of e-government management can be achieved if the bureaucracy and stakeholders are prepared to use information and communication technology. E-government is not only limited to web-based or internet applications but also includes all uses of digital information technology in the public sector. that means office automation and internal management information systems and expert systems and websites that clients face. it consists of technology plus information plus people who provide the purpose of the system and its meaning, plus the work processes carried out

Service Optimization

According to the Big Indonesian Dictionary, optimization is derived from the optimal basic word which means best, highest, most profitable, making the best, making the highest, optimizing the process, ways, optimizing (making the best, highest, etc.) so that optimization is an action, process, or methodology to make something (as a design, system, or decision) become more / fully perfect, functional, or more effective. Optimization is an act of increasing or optimizing. Where for this it is necessary intensification and extensification of subject and object of income. Much optimization is also defined as a measure by which all needs can be met from the activities carried out. Solutions for optimizing services require changes through the process of adoption or program innovation that adoption of an innovation will bring about a social change, which can be seen in the lives of individuals and organizations as a form of service optimization [11].

The purpose or benefit of having an optimization is to identify goals, overcome more accurate and reliable problem solving constraints, and make more appropriate

decisions. From some of the explanations above, it can be concluded that optimization is a process or method used in making a system or decision to be more effective, both maximizing or minimizing according to certain criteria and objectives. Although optimizing service performance is not an easy job, various efforts to change and improve through innovation or adoption of service programs are expected to provide convenience to get maximum service in any matter. In the sense that service users can get satisfaction with the quality of services received, as well as the existence of responsiveness, responsibility and accountability in the delivery of these services.

CONCLUSION

The FISIP Apps program runs in accordance with the e-government concept which is a form of consistent and continuous use of information technology to facilitate information management, support business processes and optimize services at FISIP UB. The management of the FISIP Apps program supports the optimization of services at FISIP UB. This is reflected in the four management functions that have been implemented well, including:

1. Planning, which is seen from careful planning through the existence of clarity of objectives, policies and procedures.
2. Organizing, which can be seen from the synergistic arrangement of HR through a system of coordination, division of work and organizational structure.
3. Actuating, which can be seen from the effective and efficient implementation through the giving of orders, guidelines and tasks as well as systematic mechanisms and governance.
4. Controlling, seen from a gradual and tiered supervision according to the part through the examination of inputs, processes and outputs.

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