

Unizon For University In Indonesia: The Development Of “University Go Online” To Face ASEAN Economic Community (AEC)

Indra Gamayanto, Titien S. Sukamto

Information System Department

Dian Nuswantoro University

Semarang, Indonesia

{indra.gamayanto, titin.suhartini}@dsn.dinus.ac.id

Muljono

Informatics Engineering Department

Dian Nuswantoro University

Semarang, Indonesia

muljono@dsn.dinus.ac.id

Abstract— Internet and its development cannot be stopped and it makes our daily life changed drastically, the way to get information, how to provide information and nearly all sides of the lives cannot be separated from the internet. One of the things that need to develop is how to use the Internet as something useful for the community, especially in education and/or university. The development of online business needs to be done at the level of faculty and students, it is to trigger "The way of our living" and can provide benefits to the lecturer and students, in addition gained valuable experiences in becoming entrepreneur. Spending patterns as we will be many changes in the future with the creation of gadgets that increasingly sophisticated and internet connection super speed, this is one reason why the University should be able to begin developing a business online at any university, changing patterns of learning in total and maximize use of the internet as a basis for the development of science, communication, character, spirit of entrepreneurship and develop interaction between lecturer and students in order to become more effective and efficient. Moreover, the university should change their paradigm to produce a high level of human resource and profits for their lecture and students

Keywords— *Business Online; University; Faculty; Students; Youth entrepreneurship*

I. INTRODUCTION

The development of information technology in the 21st century progresses very rapidly, University need to change in perspective of things, many things that should be changed in the way of daily live by the result of that progress. One very changed is that the way we communicate is already far advanced and the ways to obtain information also experienced a very significant change. University which is one of the important entities in the advancement of a country is also experiencing tremendous change, the lecturer and students with a very easy to do everything via online, virtually the entire process is done via the Internet. It can be said: "The progress of this as a life changing in the light speed". University besides providing sufficient knowledge and skills

to students for the future, on the other hand, lecturer should also be able to develop knowledge for this progress.

If in ancient times a lecturer difficult to contact the students, on the contrary, now everything can be informed and discussed via online. Focus instead of this research is how to evoke entrepreneurship among lecturer and students. Why is this necessary? Because many programs are just being "a program" but there is no real thing applied, meaning the program that has been designed programs sometimes do not trigger a real attitude of an entrepreneur. One of the ideas that you want us add here is "Business Online", although many have already heard what the business online and how to do it but its development in Indonesia is still a lot of challenges, where the level of public confidence to use online business is still lacking[4]

Therefore, online business must be one sub-entity of a university program, this will be very helpful for lecturer and students to be able to develop them, to implement it and feel how it should be an entrepreneur. It can be said that "Beauty is a feeling rather than a knowledge and gain valuable experience and lessons by way of direct practice in the field or real world".

II. CHANGES PERSPECTIVE IN LEARNING-THE PARADIGM: “THINK ONLINE”

There is a very big challenge for education, especially universities, is a paradigm shift in the learning process. Teaching at this time, if we pay close attention more to the tendency theoretically, this may be caused by a culture and system that has been created and no other possibility is the lack of human resources that exist, such as lecturer who do not have experience, and still there are many other possibilities that affect this. One of the problems that is fatal, if the university does not want to change the paradigm and continue to feel comfortable with what already exists, it will be crushed by the development of civilization and technology very rapidly or irony the other is to produce graduates who do not

have the mental preparation to face the business world or real work. Moreover, the things that cannot provide benefits to the university must be changed because it is not able to provide benefits for the future of both lecturer and students, need to be acknowledged honestly to change something we need time, but the time should not be the main reason for not changing, let's concern against future of both lecturers and students is our primary focus. "Changing the culture or a concept that has been embedded in our minds, requires a very long time, because this results in our convenience is lost", that is the challenge the paradigm shift at each university, both for faculty and students. So lecturers not only come to teach but gives a bright spot for the future of students, which is where the student upon completion of lectures can have a special meaning to the application in the world of work / business, while the students are not only present in the lecture and just focus on value but active and focus to "the real value of learning".

A. "Everything Becomes Online"

Information technology is developing rapidly, lifestyle, way of life and all the things in life that runs through many significant changes, to obtain information and provide information very quickly. These changes have a considerable influence on many things, here the big challenge going mainly to the university level. Readiness to build an online university is a real challenge, faculty and students can connect online, and learn together, the Internet became a major center for learning effectively and efficiently so as to provide a major influence on the level of development of science[1];[2];[3]

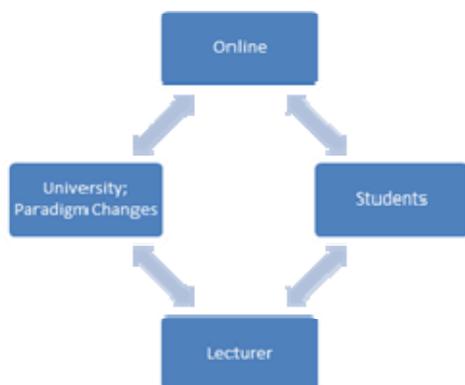


Fig.5. Online-University & The Paradigm- Lecturer & Students

From Fig 5, it can be noted that this change mutually sync with each other and cannot be separated, in which each party must be involved to be able to change the paradigm, because

without those changes then it cannot be implemented. Furthermore, to foster the entrepreneurial spirit, and mental rose to face real life. The first thing understand in applying online university is a cultural change and a paradigm, second, the availability of places such as inventory; Third, supervision or employee; Fourth: server, computer; fifth: security is certain; sixth: cooperation with vendors, suppliers, distributors; seventh: internal cooperation among the parties at the university. [7] it will be explained further in the next section.

B. University Go Online

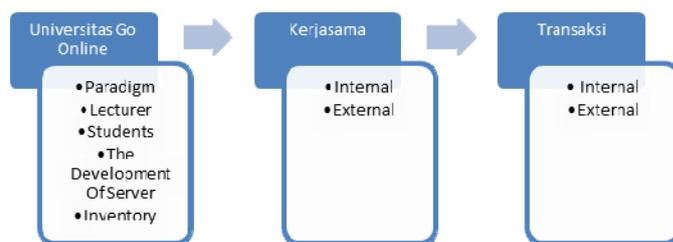


Fig 6. University Go Online

In fig 6, it can be seen that there are three stages on which the University Go Online. The first change of paradigm in the lecturer and students; infrastructure building and inventory. It should be noted that this development will result in a special online office transaction services and goods to be transacted. In the next phase, the cooperation with internal and external parties needs to be made with the agreement of mutual cooperation in assisting. And the final stage, the security of transactions becomes an important issue in Indonesia, mostly because the level of trust arises because consumers feel safe and comfortable when transacting.

III. IMPLEMENTATION OF THE "ONLINE SHOP FOR UNIVERSITY"

Why does it take?, this is the first questions that need to be answered correctly, and the second question is that we have to realize that everything is much use of the internet. To foster the spirit of entrepreneurship, lecturers and students and university can provide support in order to build a simple business that can deliver results. There are two ways: first of use the auction system; they both work together with suppliers, distributors, vendors and several parties to market their goods.

The first way: Auction System. Lecturers and students collect used goods are utilizable and posting on the web, to explain what the functions and how long the item, but did not specify

the amount of the price that must be purchased by consumers. By giving a time limit may be 1 week (minimum), consumers who bid the highest price will get the goods, but here it should be understood, how long it should not be one week, it may be determined by the sellers respectively. After the item is successful, then the next process is the transaction. Transactions can be through bank transfer or using other systems.

The second way: Lecturers and students who have a store or place of business can also advertise the store on the web e-commerce that has been made by the university. Then start selling stuff there, on the other side of the university also can work with multiple vendors, suppliers and distributors to be able to promote the goods.

We can see examples like www.lazada.co.id; www.zalora.co.id; tokobagus.com; and other well. From some e-commerce websites that we see, we can draw the conclusion, they have variations that can be marketed, but have some similarities. They use the second way to implement it.

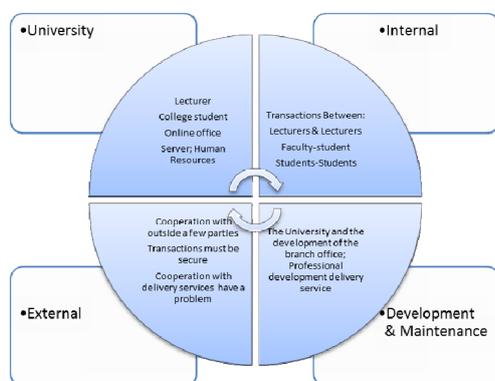


Fig.7. Online Process Inside University

If look at Fig 7, it would seem like a simple and do not have a problem, but actually if we want to implement it, it would be very complex, especially in the security system at the time of the transaction and the server should not be down. It should be able to see properly and thoroughly that by adopting the first and the second way, should be merged synchronously and cannot be separated from one another[11];[12]

Transactions can also be done in two ways: The first way is to meet in person (as is done by good stores); The second way to use a shipping service. Many online businesses do both of these things in developing its business. Both methods are still effective and efficient in its application, but there is one thing that need to look at, that the use of delivery services should be totally accountable, think the technology owned by the shipping service yet sophisticated, because in some cases and may be in in many cases, consumers are not receptive to their goods and even the delivery service does not want to be responsible in that respect. If necessary, and according to our

online shop (if this is possible) can really make you the delivery services or delivery services in cooperation with a really professional [5];[6]

Another interesting thing we need to understand is that we do not keep second-hand goods or we can foster the entrepreneurial spirit of the simplest things and further dissemination and network we will become increasingly widespread. So if we want to conclude it simply is as follows:

University (Assisting in the improvement of the entrepreneurial spirits): by changing the paradigm; set up a computer server and 24h, inventory (storage of goods originating from the lecturers and students, which will be sold); assist in forming a joint cooperation with supplier-distributor and vendors, building a special website online university

Lecturers and students: it can promote the items to be sold.



Fig.8. Process Online University – simple process

Things become the concern when implementing an online business are two things: first, about the technology owned by the company. In some cases the real is happening now, at a time when many consumers conduct transactions, the server becomes an error that this has resulted in consumers being disappointed in the transaction. Second, the safety factor in the deal, this consumer confidence towards the company because there are still many people who think that transact through online is very risky[13];[14]. It's been a challenge in the university to be able to generate trust within the community. A simple example of the transaction:

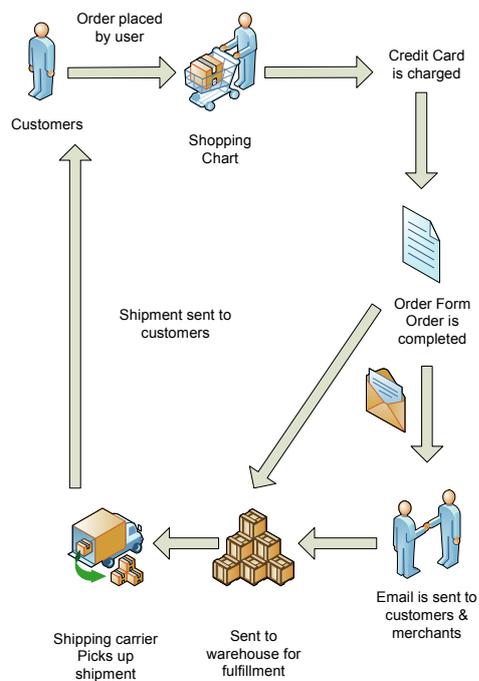


Fig.9. Transaction System

In Fig 9, we should be able to maintain the security of transactions using credit cards to avoid deviations in the process; this requires a technology to be able to secure it. It should be acknowledged hackers roam the virtual world and make consumers become anxious but this is a problem that must be solved and we should focus on solutions and the development of more sophisticated technology than them. It is an example of more fine details of the fig 9:

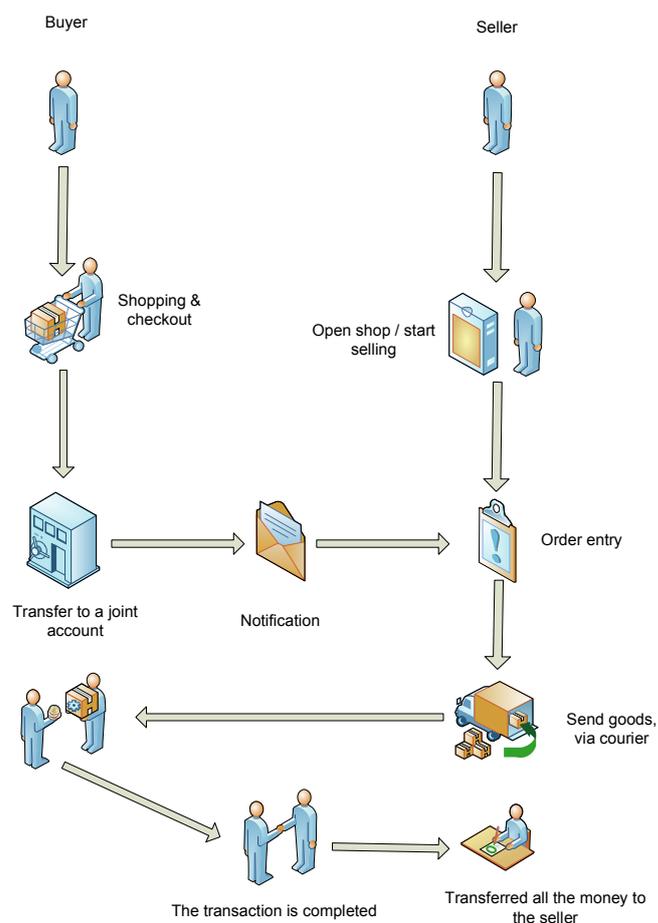


Fig.10. University Go Online

In Fig 10, we can see more clearly transaction system and generally do, namely by transferring. This system may be least able to reduce theft at the time of the transaction, but in some cases that occur in the field, the delivery of goods by the buyer never an issue, as examples of goods that have been purchased not get into the hands of consumers and here thefts by courier work together with the people in his own, it is difficult to prove because in some real cases this has resulted in consumers being very disappointed. Universities must be able to cooperate with the delivery service company that is truly professional in the sense that this company truly able to provide assurance that the goods will not be lost in the process, the development of information technology should also be made by the delivery service company[9];[10]

Scheme for the transaction can be described as follows:

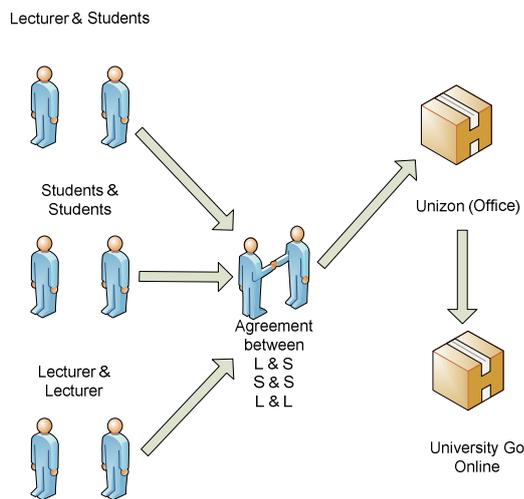


Fig.11. The Development Of Transaction University Go Online

In Fig 11, it can be seen that in the University of the transaction can occur between faculty and students; students and students; lecturers and professors. At the time this transaction occurred, the University into a bridge so that the transaction goes well. And after the transaction is to find a deal, then Unizon bring it to the processes contained in the University Go Online[7];[8]. The question posed is whether this scheme is a common thing to do? The answer is yes, this is a common scheme, but universities in Indonesia are still very much not to do this, resulting in economic inequality. University Go Online and Unizon a way to:

1. Increase the additional income for the lecturer and students, so that it will boost the economy.
2. Enhancing creativity, where lecturer or students can create their own items as well as the creativity to sell it through Unizon and University Go Online
3. Lecturers can create and sell books through Unizon and University Go Online and students can make positive things that can be sold. If you look at ebay, Unizon and University Go Online can also be bidding on items sold by lecturer and students
4. Increase profits at the University. Revenue sharing can be done between university-lecturer-student, with the benefits to be shared with the university. Here the three parties will be enjoyed significant are: the University, lecturer and students. Standard is still to be made and taken into consideration so as not to harm one another, the core of Unizon and Go Online University is to provide added value; improving the economy of individuals and enhance the creativity of lecturer and students

IV. CONCLUSIONS AND RECOMMENDATIONS

IV.1. Conclusion

1. The paradigm shift in teaching and learning at the university level is a major concern in creating a balance between theory and practice. This needs to be done because it will be able to

provide experience to students, which became the main center, so that the resulting new entrepreneurs to create new jobs for the community.

2. Development infrastructure, the process of cooperation, and the safety factor in online transactions need to be built with strong, as this will increase the trust between professors and students and those who are conducting the sale and purchase.

3. Go Online University is the only thing that should be done in order to provide additional income to the faculty and students. There will also train the cooperation and honesty in business online.

IV.2. Recommendation

1. The University can begin to make significant changes in the teaching-learning process, especially in terms of implementation concepts e-business concepts that have been taught and combined with entrepreneurship courses. Advised of the lecturers are people who have already done and are doing business online so that teaching is not just theoretical but practical.

2. Support from the university in building an online business is indispensable especially a place to develop it. Need proposed made online business research center, it is useful to assist faculty and students in developing a high level of creativity.

3. Before the establishment of research centers of information systems, where faculty and students can work together in creating new innovations in the development of online business, we need to do this because of globalization increasingly fierce competition.

REFERENCES

- [1] Dominikus Juju & Feri Sulianta (2010), Branding Promotion With Social Networks, Elex media komputindo
- [2] Joko Salim (2010), Online Entrepreneur: Menjadi Pengusaha Tanpa Harus Meninggalkan Pekerjaan Kantor, Elex media komputindo
- [3] Anisa qodaril Thohiroh (2015), Perilaku Konsumtif Melalui Online Shopping Fashion Pada Mahasiswi Fakultas Psikologi Universitas Muhammadiyah, Surakarta
- [4] Kweek Chon Ling & Lau Teck Chai, The Effects Of Shopping Orientations, Online Trust And Prior Online Puchase Experience Toward Customers' Online Purchase Intention, International Business Research, Vol.3, No.3, July 2010
- [5] Kaylene Williams; Alfred Petrosky; Edward Hernandez; Robert Page JR, Product Placement Effectiveness: Revised And Renewed, Journal Of Management And Marketing Research
- [6] Hotlan Siagian & Edwin Cahyono, Analisis Website Quality, Trust, And Loyalty Pelanggan Online Shop, Jurnal Manajemen Pemasaran, Vol.8, No.2, October 2014
- [7] Yunxiao Diao, Online Shopping Behaviour Among Chinese University Students, International Journal Of Scientific And Research Publications, Vol.5, Issue 11, November 2015
- [8] Saad Akbar & Paul T.J. James, Consumers' Attitude Towards Online Shopping: Factors Influencing Employees Of Crazy Domains To Shop Online, Journal Of Management And Marketing Research
- [9] Lim Yi Jin; Abdullah Osman; Abd. Rahim Romle; Yusuf Haji Othman, Attitude Towards Online Shopping Activities In Malaysia Public University, Mediterranean Journal Of Social Science, Vol.6, No.2, March 2015
- [10] Iwan Sidharta & Boy Suzanto, Pengaruh Kepuasan Transaksi Online Shopping Dan Kepercayaan Konsumen Terhadap Sikap Serta Perilaku

- Konsumen Pada E-Commerce, Journal Computech & Bisnis, Vol 9, No.1, June 2015, 23-36
- [11] Narges Delafrooz; Laily H.Paim; Sharifah Azizah Sharon; Samsinar M.Sidin; Ali Khatibi, Factors Affecting Students' Attitude Toward Online Shopping, African Journal Of Business Management, Vol 3 (5), pp.200-209, May 2009
- [12] Chayapa Katawetowaraks; Cheung Lu Wang, Online Shopper Behavior: Influences Of Online Shopping Decision, Asian Journal Of Business Research, Vol.1, No.1, 2011
- [13] Charles Comegys; Mika Hannula; Jaani vaisanen, Longitude Comparison Of Finnish And US Online Shopping Behaviour Among University Students: The Five Stage Of Buying Decision Process, Journal Of Targetting, Measurement, And Analysis For Marketing, Vol.14, 336-356, 10 August 2006
- [14] Lina Zhou; Liwei Dai; Dongsong Zhang, Online Shopping Acceptence Model – A Critical Survey Of Consumers Factors In Online Shopping, Journal Of Electronic Commerce Research, Vol.8, No.1, 2007