

DESIGN AND MARKET TESTING OF THE MERDEKA BELAJAR-KAMPUS MERDEKA WEBSITE: EVIDENCE FROM INDONESIA

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Abstract: The aim of this study was to examine stakeholder connections horizontally including: Government, Universities, Partners, Lecturers, Admins, and students on the UC'S MBKM website regarding the ease and way users interact with the system. This study uses the market testing method with usability testing. The total sample is 20 respondents which are students, lecturer, and industry. This research using purposive sampling. The procedure for usability testing follows the following steps, namely: (1) collecting respondents, (2) using a comfortable room, and (3) recording the entire testing process. In usability testing, respondents are asked to complete a series of tasks while being observed. In a web-based information system, testing focuses on the convenience felt by users in finding what they are looking for, how users interact with the information provided (direct manipulation, menu selection, form fill in, command language, and natural language), how users search information, and how they act after obtaining the required information. UC's MBKM website design uses a dynamic website that allows the content to always change. This website makes it easy to manage data needed at the university level. This data is useful for providing information related to specialization in the types of student activities at Universitas Ciputra which can be used as a monitoring and evaluation tool to determine goals and strategies for achieving each form of MBKM, determine curriculum direction, and add partners who work with the StudyProgram.

Keywords: *Design Planning, Market Testing, MBKM, Selection and Form Fill in*

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1. Introduction

Information technology has developed rapidly. This development has changed the way of work and lifestyle of people around the world, including Indonesia. The need for communication and information using hardware has been made practically with the help of Artificial Intelligence (AI). With the sophistication of AI, it has brought significant changes in life in the era of the industrial revolution 4.0.

These changes have had a positive impact on Indonesia. One of them is the opening of employment opportunities for creative, innovative and flexible human resources. This shift in criteria in human resource requirements requires a serious response from the Indonesian people, especially the world of higher education, to make learning innovations more innovative and creative (Sasikirana & Herlambang, 2020). The way that can be done is to approach resource management in Higher Education (Rochana et al., n.d). The government

continues to work to overcome this by making learning plans at tertiary institutions throughout Indonesia called Merdeka Belajar Kampus Merdeka (MBKM). MBKM is the latest program issued by the government to improve the quality of learning and create a new learning environment that is freer, more innovative, and in accordance with the needs of students as an adaptive form of education. The policy of implementing MBKM is as an effort to increase the competence of students outside of Higher Education both technical abilities and relevant basic skills so that students are better prepared to compete in meeting the needs of industrial talent in the future (Prahani, et al., 2020). Merdeka Belajar creates a paradigm for higher education that is more independent with a new culture.

The Minister of Education and Culture said that the fastest spearhead of change in creating superior human resources was found in Higher Education (Prodjo, 2020). Students are required to be able to deal with situations that require them to solve problems professionally with life skills that are formulated in "FLIPS", namely: (1) Flexibility (adjusting plan needs), (2) Leadership (motivating the team to realize goals), (3) Initiative (starting a strategy independently), (4) Productivity (consistent with uncertainty), and (5) Social skills (building relationships by providing mutual benefits) (Rajendra, 2021). Stakeholders in the MBKM policy are: Universities, students, and industry or other institutions that are expected to collaborate and communicate in running MBKM effectively and efficiently.

Universitas Ciputra is one of the tertiary institutions that has participated in implementing the Ministry of Education and Culture's policies in implementing the MBKM program. The MBKM program consists of 8 forms of activities, namely: Student Exchange, Internship / Work Practice, Teaching Assistance, Entrepreneurship, Humanitarian Projects, Independent Studies, Research / Research, and Building Villages / Thematic KKN. In the process, students must be able to understand all forms of MBKM activities and the latest information so they can take part in MBKM activities that will be running, and are currently running and know about MBKM activities that are already running.

Changes in the learning environment in tertiary institutions have made information one of the main things that must be obtained by students, especially in the industrial era 4.0. In the process of creating an adaptive and innovative MBKM learning environment, students are able to quickly grasp an understanding of MBKM. Tertiary institutions must be able to provide a forum for information in order to be able to attract students' interest in participating in the MBKM program. Due to the rapid dissemination of information supported by rapid technological developments, students need to have access to specific information sites related to MBKM.

One of the rapidly developing technologies is the website. Websites are used as a medium for disseminating information that can be utilized by organizations with low to high scale (CNBC, 2022). The quality of a good website is one measure of the success of a system by knowing its function and level of effectiveness. However, often in the process of developing a website, developers and stakeholders pay little attention to the quality of the website presented from the user's point of view. Therefore, organizations are encouraged to measure website quality to maintain and fulfill user satisfaction. Users expect the quality of the website as a design that can make it easier for users to load the latest information and make it easy to interact between services and users (Oliver, 2020) The Merdeka Belajar Kampus Merdeka (MBKM) Website of Universitas Ciputra (UC) is a platform that has been provided by Universitas Ciputra as an integrated web-based information system that includes updated information related to MBKM programs. The UC'S MBKM website integrates 6

stakeholders, namely: Government, Universities, partners, lecturers, admins, and students. The complexity of the 6 stakeholders lies in the needs of each stakeholder perspective which must obtain and produce productivity and efficiency in accordance with the needs of each party.

The government as the highest stakeholder in MBKM has an important role in providing stimulus, programs and information to all universities in Indonesia. In addition, Higher Education (PT) is an educational institution that provides learning services for the community for high-level mastery of knowledge, has a function as a producer of superior human resources and has direct access to encourage and spearhead changes in various aspects towards superior, creative human resources. and innovative.

In line with the objectives of MBKM, Colleges must be able to encourage students to participate in MBKM activities. The MBKM website is one of the PT's efforts to disseminate information to all students in the hope that the more information the PT provides to students, the more students will participate in the MBKM program. The faster and easier MBKM information is obtained, the easier it is for students to understand MBKM programs. In addition, this website is a symbol of PT in supporting the Ministry of Education and Culture and as a symbol of opening a space for collaboration with PT partners and other partners so that they can work together in forming an MBKM learning environment in Universities in Indonesia.

The UC'S MBKM website opens many opportunities for other universities, DUDI, and other institutions to collaborate. More collaborations will create new revolutions and shifts in learning systems that are more flexible and in accordance with the original objectives of MBKM. Students have many learning opportunities outside of the PT that are able to hone both soft skills and hard skills. Off-campus learning will increase student competency as a process of becoming a superior resource. This website also encourages lecturers to be able to understand the latest learning process methods and encourages lecturers to actively participate in activities outside the campus.

The relationship between stakeholders on the UC'S MBKM website can be seen horizontally. The horizontal relationship starts with the Government as the first service provider, followed by Universities and Partners who collaborate with each other. Lecturers are the closest movers to students. The admin is in charge of collecting all information, MBKM news data, documentation, MBKM program information data, and finally ends up with students as end users in MBKM policies. The purpose of this study was to examine stakeholder connections horizontally including: Government, Universities, Partners, Lecturers, admins, and students on the UC'S MBKM website regarding convenience and how to interact with the system.

Universitas Ciputra's MBKM Website Development

The Merdeka Belajar-Kampus Merdeka (MBKM) Website of Universitas Ciputra (UC) is a web-based information system that includes integrated data, services and programs. The UC'S MBKM website provides information regarding programs run by the government, documents needed by students, guides, and registration services or assistance to students if they are interested in participating in the MBKM program. This website will focus on providing data: MBKM news, MBKM information, and MBKM documentation.

Figure 1 shows web-based UC'S MBKM information system works from planning, managing, to reporting MBKM activities carried out at University Ciputra. According to Ellis and Santagate (2018) in the future, effective Stakeholders need 5 things namely Connected,

Collaborative, Aware of cyberspace, Cognitively activated, and Comprehensive. It shows the flow of the UC'S MBKM web starting from programs carried out by the Government and universities responding to these programs in collaboration with partners. The university continues the MBKM program by creating the UC'S MBKM web which can be accessed by both internal and external lecturers and students.

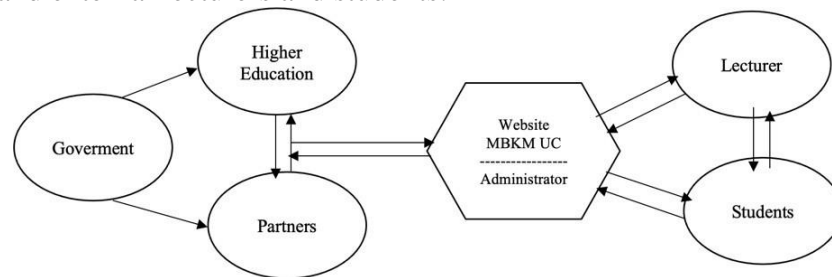


Figure 1. Website Flowchart of MBKM UC

The basis for making the Universitas Ciputra's MBKM website

Figure 2 is the basis for creating the UC's MBKM Web-based information system based on the disconnection of information from the Government to students so that student participation in the MBKM program is not optimal. It shows a problem that fits the solution so that it produces output that is accepted by consumers. The problems encountered were that BKM information was not conveyed to students or lecturers in real time, students had difficulty understanding the procedures for MBKM activities, and students had difficulty registering for programs from MBKM.

In addition, students still find it difficult to understand the procedures and process-es for registering MBKM activities so that it becomes a trigger for the MBKM pro-gram not to run optimally. These factual difficulties became the basis for the for-mation of the UC'S MBKM Website.

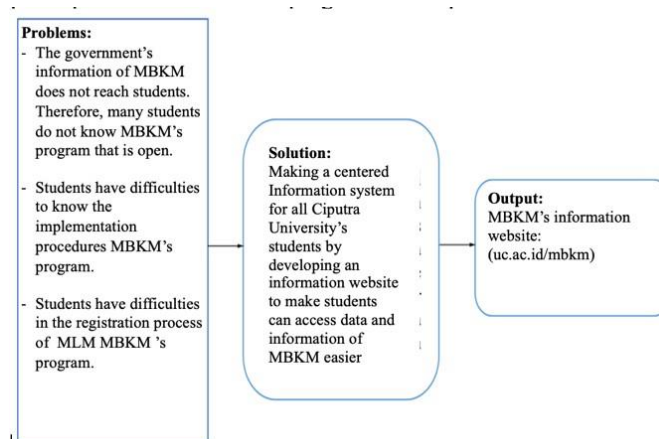


Figure 2. Problem-Solution Fit MBKM UC Website

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Universitas Ciputra's MBKM Website User Interface Study

The user interface framework for the Universitas Ciputra's MBKM website uses the help of the WordPress.com programming which is very familiar and easy to understand. With the help of several supporting tools such as: using themes, using plugins, using domains and hosting, and HTML.

Therefore, Figure 3 and Figure 4 show the website design that will be developed in making the Universitas Ciputra's MBKM information system website. Figure 3 shows a flowchart in designing the MBKM website where the admin will manage the UC's MBKM website by providing information that must be conveyed on the website to users, namely: news data, program information data, and documentation data. After that, the user will provide feedback through the UC'S MBKM website, namely: student data who are interested in joining the program and student data registering for the program. It is a level 0 flowchart of the UC'S MBKM website which consists of 3 parts, namely the beginning, the middle, and the end. The initial part is the admin who will be tasked with providing data in the form of: MBKM news, MBKM program information, and documentation of MBKM. In the middle is the UC'S MBKM website which will connect the admin with the user. At the end of the page, user will get the information that has been presented by admin through the website. The information feedback that will be obtained by the admin is that the user becomes interested in the MBKM program on the UC'S MBKM website

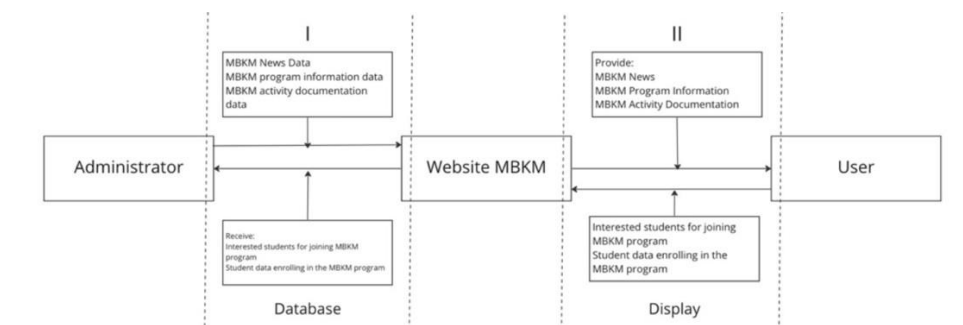


Figure 3: Level 0 Flowchart of the UC'S MBKM Website

Figure 4 shows the UC'S MBKM website sitemap mapping which is divided into 6 sitemaps and sub domain sitemaps, namely (1) homepage, (2) programs that have sub-sitemaps across study programs, student exchanges, internships/work practices, teaching campuses, research/research, projects humanity, independent entrepreneurship, independent studies, and building villages, (3) news, (4) downloads, (5) FAQs that have a sub domain sitemap containing FAQs for each program such as the PMM-DN FAQ, and (6) registration. The next flowchart is detailed in information groups as shown in Figure 4. Grouping information will facilitate the classification of information and make it easier for admins to manage the information to be displayed.

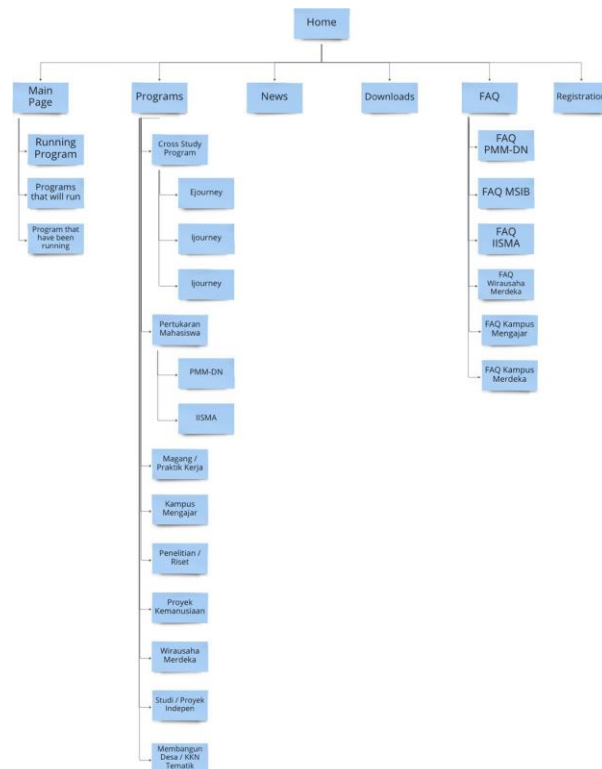


Figure 4. Mapping Sitemap UC'S MBKM Website

The next flowchart is detailed in information groups as shown in Figure 4. Grouping information will facilitate the classification of information and make it easier for admins to manage the information to be displayed. The design of the UC'S MBKM website interface is shown in Figure 3. There is a main menu consisting of menus: Home, Program, News, Downloads, FAQ, and List. Each menu contains information as indicated by the arrows. The Program menu will present information related to MBKM programs.

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2. Research Method

Market testing used in this research is usability testing. According to Yieldify (2020), usability testing is direct usability testing to improve performance and user experience. This technique is used to evaluate the ease or difficulty of using a product or service by testing it directly on real users. Usability testing is also useful for understanding how users (users) interact with products or services, measuring user experience or user experience, and improving designs based on the findings obtained during usability testing.

The procedure for usability testing follows the following steps, namely: (1) collecting respondents, (2) using a comfortable room, and (3) recording the entire testing process. In usability testing, respondents are asked to complete a series of tasks while being observed. In a web-based information system, testing focuses on the convenience felt by users in finding

what they are looking for, how users interact with the information provided (direct manipulation, menu selection, form fill in, command language, and natural language), how users search information, and how they act after obtaining the required information.

3. Results and Discussion

3.1. Results

Home (Main Page) on the UC'S MBKM Website

The homepage display on the MBKM website consists of 3 parts, namely the top, middle and bottom sections. A good main page has a design that makes it easy for users to find the information they need. Figure 5 shows the appearance of the main page at the top of the Universitas Ciputra's MBKM website. It shows the main page display at the top of the UC'S MBKM website which contains the sitemap: homepage, programs, news, downloads, FAQs, and registration. Apart from that, the main page also explains the statistics of students participating in the MBKM program

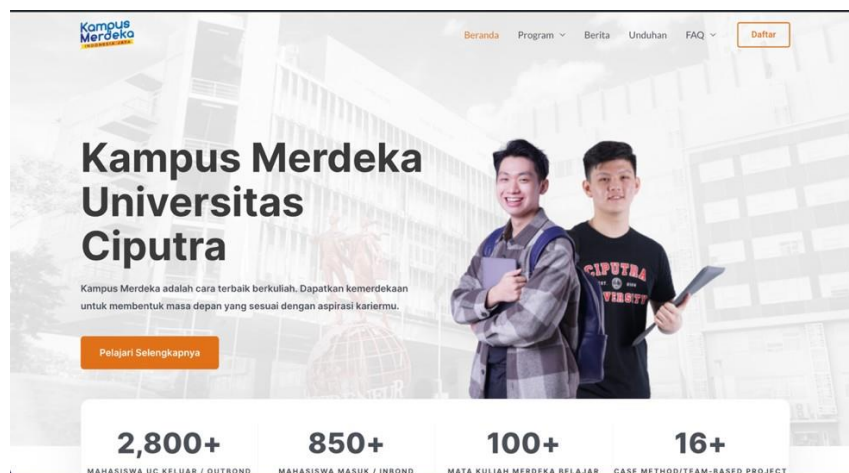


Figure 5. Display of the Top Main Page on the Website of UC's MBKM

To speed up the user's understanding process when visiting the UC'S MBKM website, users can directly read a brief explanation regarding the independent campus and see the number of students who are actively contributing to UC'S MBKM activities. Users can take advantage of the buttons provided, namely learn more to see more detailed information on the latest UC's MBKM. However, the many programs offered by MBKM make it difficult for students to understand which programs to follow.

Figure 5 also shows the statistics section on student participation in the UC'S MBKM program. This aims to increase student interest in participating in the program, before users find out more specific information about UC's MBKM programs. Next, the Merdeka Belajar program logos will be provided for a visual description.

The UC'S MBKM website provides information regarding programs that will be running, programs that are currently running (Figure 6), and programs that are already running on the website's main page (Figure 7).

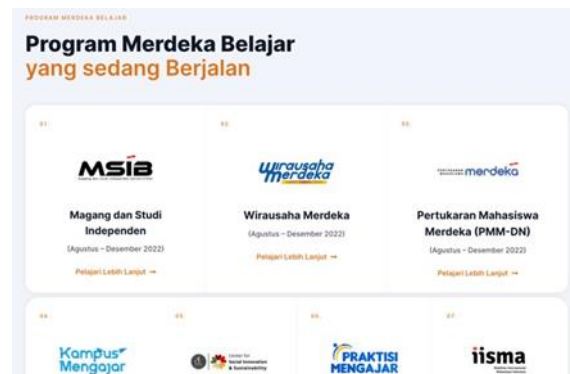


Figure 6. Display of the MBKM Program Summary on the main page of the UC's MBKM website

The program summary on the main page will make it easier for users to get the most relevant information. Even though MBKM has a lot of programs, the UC'S MBKM website is able to provide a simpler and easier to understand interface. In this way, users don't have to bother looking for information related to the program. Based on Figure 5 and Figure 6, there are 3 challenges that need to be considered, namely (1) is the program information implemented on the UC'S MBKM website a program implemented by UC or the government, (2) What services or facilities are provided by UC to accommodate students who want to take part in the program, and (3) what impact will the university have through this website?.

The main page display shows that there are two identities on the UC'S MBKM website, namely as a provider of information related to the MBKM program from the government and independently. Programs from the government on the UC'S MBKM website as information media related to the opening or running of the program. The independent MBKM program on the UC website provides information at Universitas Ciputra as an MBKM implementing by higher education. For this reason, managers are expected to provide information in a transparent manner and maintain differentiation between government programs and independent programs to measure the number of enthusiasts from the two types of programs.

Services for government programs use two systems where the UC'S MBKM website serves as a forum for information and the page for program registration uses a website provided by the government. Meanwhile, the independent MBKM program services use the UC'S MBKM website, starting from information to registration, which will then be forwarded to their respective study programs. In this process, managers need to think about how the two programs that have different systems and flows can be integrated into the UC'S MBKM website and have a more accurate user database for recording students participating in the program. For example, one of the programs on the UC'S MBKM website is the domestic merdeka student exchange (PMM-DN) take any action.

The main page consists of a brief description of MBKM, programs that are currently running, programs that will be running, programs that are already running, documentation, and FAQs as shown in Figure 7. (Figure 7a dan Figure 7b).



APA ITU KAMPUS MERDEKA?

Kampus Merdeka merupakan kebijakan Merdeka Belajar yang ditetapkan oleh Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi Republik Indonesia untuk memberikan kesempatan bagi mahasiswa dalam menambah kompetensi dan bakat sesuai minat dengan cara terjun langsung ke pembelajaran lapangan.



Figure 7a. Display of kampus merdeka

Figure 7b. Display of program summary

Figure 7a shows a detailed description of the independent campus. Figure 7b shows the independent learning programs that will run for the next period, namely: kampus mengajar (teaching), MSIB, PMM-DN, bangkit (awaken), and IISMA.

The program that will run is to inform which programs will be opened so that students are not left behind in information. Lastly is the program that has been running to inform all programs that have existed and been implemented. Managers must ensure that all information content presented is the latest and most up-to-date content so that users or students get real time information.

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Testing the Display of the Main Page on the UC'S MBKM Website

Main page testing uses a blackbox approach. Test items are carried out to see the functions presented by the main page to the user. The following is a Table 1 for testing the function of the main page that has been developed on the UC'S MBKM website. Testing result shows that main page has been successful.

Table 1. Testing main page

No	Tested Item	Testing Result
1	Main page	Success
2	MBKM explanation	Success
3	Program which is running	Success
4	Program which will be running	Success
5	Program which has already run	Success
6	FAQ	Success

The way the user interacts with the system in points 1, 2, 3, 4 and 5 uses the selection menu. The user only selects the required registered menu. Point 6 using the form fill in menu. Users only fill in the questions needed.

a. Conversion Display on the UC'S MBKM Website

The MBKM Conversion display shows the UC'S MBKM calculation system which is useful for students and lecturers in viewing the calculation of student participation in MBKM activities. The display consists of two main sub-menus, namely: (1) MBKM conversion process and (2) Courses (MK) across study programs offered at UC. The conversion process sub-menu consists of: (1) conversion and equivalence definitions, (2) credit score calculations, (3) conversion types, (4) conversion provisions, and (5) conversion

calculation simulations. Furthermore, for the MK sub menu across study programs, it consists of 3 MKs which are opened, namely: Entrepreneurship, Interdiscipline, and Humanities which can be viewed directly on the links on each MK website. (Figure 8a dan 8b).

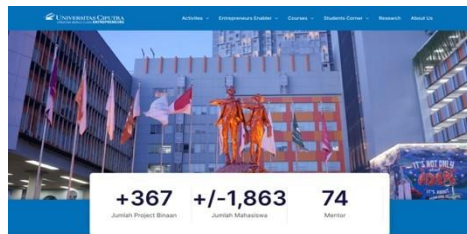


Figure 8a. Display of conversion menu



Figure 8b. Display of interdiscipline courses

Figure 8a describes the conversion process in independent campus learning which consists of: definitions of conversion and equivalence. Figure 8b shows one of the cross-study programs offered by Ciputra University, namely the entrepreneurship course. Apart from that, Figure 8b also shows the statistics of students taking the Entrepreneurship Course program.

The implementation of MBKM cannot be separated from the existing curriculum in tertiary institutions. Curriculum organization needs to have clear guidelines, both theory and real situations in the field. Some of the elements contained in the curriculum organization include: (1) concepts, (2) generalizations, (3) skills, and (4) values. Factors that must be considered in curriculum organization: (a) scope, (b) sequence, (c) continuity, (d) integration, (e) balance, and (f) time. One of the processes that must be carried out in programs such as student exchanges are: Students registering for student exchanges – participant selection – student exchange – evaluating – assessing – value conversion and credit recognition – reports PDDikti. Conversion of grades and recognition of credits is the end of the process for students to join the MBKM program. The existence of the MBKM conversion menu will greatly facilitate users, both lecturers and students, in understanding and implementing it into their respective study programs.

Testing Display Conversions on the UC'S MBKM Website

Testing display conversions using the blackbox approach. The test items carried out for the MKBM conversion display can be seen in the test Table 2 that has been developed. Testing results shows that conversions page successful.

Table 2. Testing conversions page

No	Tested Item	TestingResult
1	Conversion process	Success
2	Credit (sks) weight calculation	Success
3	Credit (sks) simulation conversion	Success
4	E-journey	Success
5	I-journey	Success
6	H-journey	Success

The way the user interacts with the system in points 1, 2, 3, 4, 5, and 6 uses the form fill in menu. Users only fill in the questions needed

b. Display of the MBKM Program on the UC'S MBKM Website

The appearance of the MBKM program is an information system that connects users with a lot of information with other web sites. The display of the program consists of 9 sub-menus according to the programs that Universitas Ciputra has participated in and carried out, namely: (1) Independent - Domestic Student Exchange, (2) Indonesian International Student Mobility Award, (3) Internship / Work Practice, (4) Research / Research, (5) Independent Entrepreneurs, (6) Teaching Campus, (7) Independent Studies, (8) Humanitarian Projects, and (9) Building Villages. The display of the MBKM program can be seen in Figure 9. Figure 9 describes one of the MBKM programs, namely the domestic independent student exchange (PMM-DN).



Figure 9. Display of one of the UC'S MBKM programs

The MBKM program information database is one of the biggest assets owned by the UC'S MBKM website to get students to take part in the MBKM program. This database contains a set of information related to the program from initial understanding to program registration mechanisms such as understanding, procedures for joining the program, program benefits, student requirements, student requirements files, registration guides, program documentation, to the contact person for the program. The benefit of the program database is that students are not confused in preparation for joining the MBKM program and know the coherent mechanism for the program implementation process. The results of Susetyo's research (2020) show that the policies for the independent learning program and the independent campus are designed differently from their implementation, meaning that there is a gap between design and field implementation. Thus an information system such as the UC'S MBKM website is a solution to the problems faced by higher education.

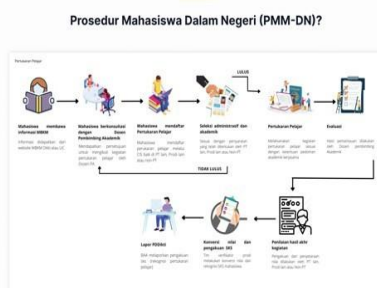


Figure 10a. Display procedure of PMM-DN



Figure 10b. Display benefit of the program

The concept on the page program has 3 major parts, namely the top, middle and bottom. One example is the PMM-DN program. At the top (Figure 9), explains the description of the PMM-DN program which aims to provide an outline of the program description and flow of

procedures for implementing PMM-DN. The goal is for students to understand how to start participating in the program because in the picture it is explained from the start of preparation for registration to when students return to their home university.

The second part (Figure 10) is the middle part which contains a program explanation video, complete program entry requirements, and program requirements documents. The purpose of displaying documentation is to provide an overview of how activities will be carried out when students take part in the program. All information presented on the program page is carried out in order to attract students' interest in participating in activities outside the higher education and to develop students' skills or competencies through the program.

Figure 10a shows the flow of procedures for implementing domestic student exchange programs starting from students bringing information related to the PMM-DN program, consulting with academic supervisors, to reporting to the higher education base for PMM-DN program activities. Figure 10b explains the benefits of the PMM-DN program for students such as: increasing national insight, developing leadership skills, and exploring cultural diversity.

According to Maghfiro et.al (2022) the challenges faced in implementing the Merdeka Belajar- Kampus Merdeka Programs are: (1) procedures for collaboration between study programs and partners outside universities, (2) **changing** PTNs with legal entities to compete at international level, (3) internship procedures carried out with institutions outside tertiary institutions, (4) lack of understanding of human resources regarding the policies for implementing the Merdeka Belajar-Kampus Merdeka program, (5) inadequate facilities or technology in several tertiary institutions, and (6) unpreparedness of human resources in implementing Merdeka Belajar Kampus Merdeka.

Testing the Display of the MBKM Program on the UC'S MBKM Website

Testing the appearance of the UC'S MBKM program uses a blackbox approach. Test items are carried out to see the functions presented by the MBKM program to the user. The following is a table for testing the function of the MBKM program that has been developed on the UC'S MBKM website.

Table 3. Testing MBKM program

No	Tested Item	Testing Result
1	Description chart	Success
2	Procedure chart	Success
3	Video	Success
4	Guide	Success
5	Registration	Success
6	PIC information	Success

The way the user interacts with the system in points 1, 2, 3, 4 and 6 uses the selection menu. The user only selects the required registered menu. Point 5 using the form fill in menu. Users only fill in the questions needed.

c. Display of MBKM Activity News on the UC'S MBKM Website

The news display is an event report on MBKM activities that have been carried out. News views are differentiated based on activities in the MBKM program. Each program has its own activities. Figure 1 shows the news display for the independent entrepreneur program (WMK- UC). Figure 11 shows the latest news for all the MBKM programs that have been

carried out by the university, such as news on Demo day activities carried out by the Independent Entrepreneur Program at Ciputra University.

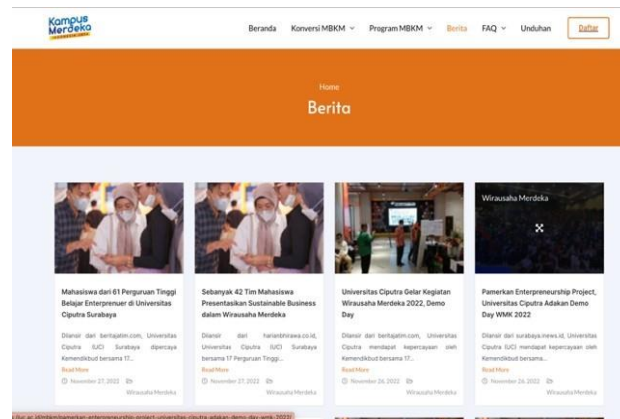


Figure 11. Display of MBKM Program News – WMK UC

News will be updated with the latest information related to UC'S MBKM news and MBKM news from the Government. The purpose of providing a special page for news and articles is so that the MBKM information on this website is always updated and attracts lots of visits or what is commonly called traffic. Basically, news/articles on the web will improve Search Engine Optimization (SEO) performance on Google searches which will help improve the performance of the UC'S MBKM website. The ways for SEO to increase the amount of traffic are: (1) installing the Yoast SEO plugin, (2) creating a sitemap, (3) conducting keyword research, (4) creating complete and interesting content, and (5) using internal links (William, 2022).

Testing the Display of MBKM News on the UC'S MBKM Website

Testing the appearance of the news using the blackbox approach. Test items are carried out to see the functions presented by the news to the user. The following is a test table for the MBKM news display that has been developed on the UC'S MBKM website.

Table 4. Testing news

No	Tested Item	Testing Result
1	News link	Success

The way the user interacts with the system in points 1, 2, 3, 4 and 5 uses the selection menu. The user only selects the required registered menu. Point 6 using the form fill in menu. Users only fill in the questions needed.

d. Display of the Download Menu on the UC'S MBKM Website

The display of the UC'S MBKM download menu contains documents that students need when they want to take part in the MBKM program. Many students do not fully and thoroughly understand the form of MBKM learning and the conversion system in the course. Every document on the website page can be downloaded easily by the user. Figure 12 shows the downloads of the documents used in the process of implementing the MBKM activities namely: the Outbound KRS MBKM guidebook, the independent learning-free campus guidebook, the ciputra information system manual, and the independent campus pocket book.

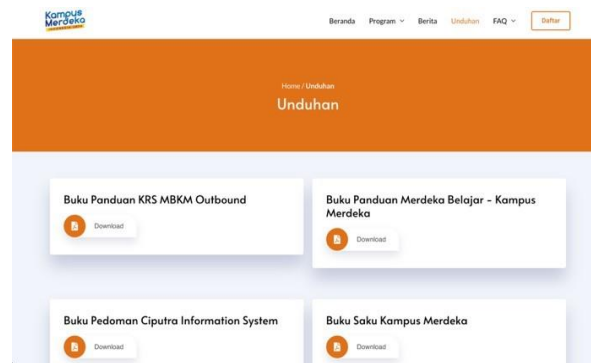


Fig. 12. Display of the MBKM Website Download Menu

Testing the Download Display on the UC'S MBKM Website

Download display testing uses a blackbox approach. Test items are carried out to see the functions presented by the news to the user. The following is a test Table 5 for the MBKM download display that has been developed on the UC's MBKM website. Testing results shows that Download page successful.

Table 5. Testing Download Page

No	Tested Item	Testing result
1	Download	Success

The way the user interacts with the system in the download display uses the selection menu. The user only selects the required registered menu.

e. Display of the FAQ Menu on the UC'S MBKM Website

The FAQ menu display has created a special page to accommodate all questions related to the Kampus Merdeka organized by Universitas Ciputra. The FAQ on the website page is designed based on the program so that when users want to know more about the program, users can search based on their needs. Currently there are 9 sub-chapters as shown in Figure 13. Figure 13 shows the Frequently Asked Questions which explain general questions about the program. This section is divided into 9 subdomain sitemaps namely student exchange FAQ, IISMA FAQ, MSIB FAQ, Teaching Campus FAQ, research FAQ, independent entrepreneur FAQ, humanitarian project FAQ, independent study FAQ, and village building/KKN FAQ

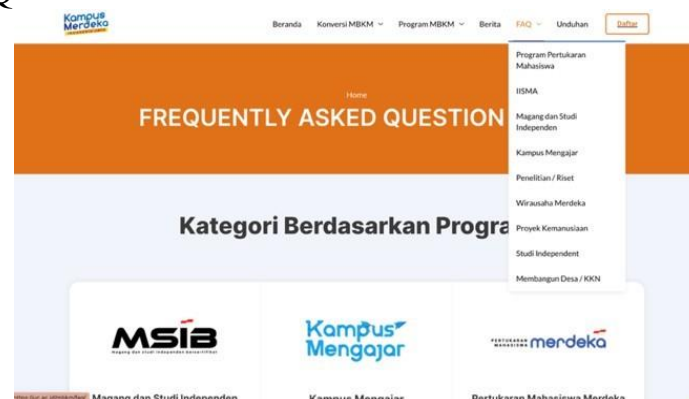


Fig. 13. Display of FAQ on the MBKM UC Website

The FAQ view has several functions, namely: (1) time-efficient for answering the same questions over and over again, (2) bringing web traffic and new customers, especially for good answers so that they can be displayed in one of the answer boxes or Google feature snippets, and (3) build trust and professionalism (Rheny, 2022).

Testing FAQ Display on the UC'S MBKM Website

FAQ display testing uses a blackbox approach. Test items are carried out to see the functions presented by the FAQ to the user. The following is a test Table 6 for the MBKM FAQ display that has been developed on the UC'S MBKM website. Testing results shows that FAQ page successful.

Table 6. Testing FAQ page

No	Tested Item	Testing Result
1	Complete information	Success
2	Detailed information per item	Success

The way the user interacts with the system in points 1 and 2 uses the selection menu. The user only selects the required registered menu

f. Display of MBKM Registration on the UC'S MBKM Website

Registration is an activity carried out in the registration process such as recording the identity of the registrant which will be stored in a storage medium. Based on the explanation from Anggraeni and Irviani (2017) regarding information systems and Arba and Mulada (2020) regarding registration. From these two sources it can be concluded that the Registration Information System is a series of components within an organization that carry out activities to collect, modify, and disseminate information regarding an identity registration process that will be stored in a storage medium.

The list menu functions to record students who are interested in participating in the UC'S MBKM program by providing personal data information in the form of: name, email address, study program, semester, and program of interest. Figure 14 shows the list view on the UC'S MBKM website.

Figure 14. Display List on the MBKM UC WebsiteTesting the Display of the MBKM List on the MBKM UC Website

Registration testing uses a blackbox approach. Test items are carried out to see the functions presented by the list view to the user. The following is a test Table 7 for the

MBKM list display that has been developed on the MBKM UC website. Testing result shows that registration form successful.

Table 7. Testing registration form

No	Tested Item	Testing Result
1	Fill in personal data (edit name, email address, study program, and semester)	Success
2	Interested program	Success
3	Submit	Success

The way the user interacts with the system in point 2 uses the selection menu. The user only selects the required registered menu. Points 1 and 3 use the form fill in menu. Users only fill in the questions needed.

4. Conclusion

The UC'S MBKM website is a web-based information system that integrates 6 stakeholders, namely Government, Universities, partners, lecturers, admin/managers, and students. Design analysis, database concept, and information system implementation are based on problem-solution fit.

The design results of the UC'S MBKM information system make it easy to manage the data needed at the university level. This is really needed because MBKM is one of the Key Performance Indicators (IKU) that has been established by the Ministry of Education, Culture, Research and Technology. The UC'S MBKM Information System provides information related to specialization in the types of student activities at Universitas Ciputra which are used as a monitoring and evaluation tool to determine goals and strategies for achieving each form of MBKM, determine curriculum direction, and add partners who work with Study Programs.

The results of the study show the appearance of the main page, explanation of MBKM, programs that are running, programs that will run, programs that are already running, and the FAQ is the home screen that has been successfully implemented. Real users find it easy to find the needs they are looking for. The way the user interacts with the information provided for the main page, explanation of MBKM, programs that are currently running, programs that will run, and programs that are already running is the selection menu. For FAQ, the way to interact is by using Form Fill in.

The conversion display on the UC'S MBKM Website consists of: conversion process, credit weight calculation, credit conversion simulation, E-journey, I-journey, H-journey has been successfully implemented. The way users interact with the conversion display on the UC'S MBKM Website uses the fill-in form menu.

Display of the MBKM Program on the UC'S MBKM Website consists of: Description Chart, Procedure Chart, Video, Guide, Registration, and Information PIC has been successfully implemented. All views use the way to interact by using the selection menu. The user only selects the required registered menu specifically for the registration display, use the fill-in form menu. Users only fill in the questions needed.

Display of MBKM News on the UC'S MBKM Website only consists of news links that have been successfully implemented. User interaction with the system using the menu selection. The user only selects the required registered menu.

The download display on the UC'S MBKM Website on the download display has been successfully implemented. The user interacts with the system on the download display

using the selection menu. The user only selects the required registered menu.

The FAQ display on the UC'S MBKM Website consists of complete information and detailed information per item that has been successfully implemented. Users interact with the system using the menu selection. The user only selects the required registered menu.

Display of the MBKM List on the UC'S MBKM website consists of: fill in personal data, programs of interest and submit have been successfully implemented. Users interact with the self-data content system and submit using the fill-in form menu. Users only fill in the questions needed. Interaction with the program system of interest using the selection menu. The user only selects the required menu list.

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