FEBI ONETOUCH: Efforts to Improve General and Academic Administration Services at the Faculty of Islamic Economics and Business, UIN RM Said Surakarta

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Abstract

The global impact of Covid-19 pandemic has affected various aspects of life, including in world of education. Therefore, with the implementation of policies for online schools or lecturers, certainly there would also be a corresponding policy for online services. In order to facilitate administrative tasks for both students and lecturers, there is a necessity for an online-supported application, particularly with students population of approximately 4,000. Therefore, FEBI One Touch is an IT-driven application designed to increase both public and academic services within the Faculty of Islamic Economics and Business at UIN RM Said Surakarta. The research method used in this study is descriptive qualitative. In spite the mandatory of implementating FEBI One Touch, it has provided benefits for students and lecturers in terms of general and academic administrartion services. The challenges faced include unsupported mobile phones, users not being user-friendly, and the absence of operational service standards. In the end, it is expected that FEBI One Touch can be integrated with other incoming mail services and follow the standard operational procedures.

Introduction

The Covid-19 pandemic has disrupted all aspects of life arrangements. The world of education, from kindergarten to university, is also experiencing the impact (Sohrabi et al., 2020). In the article written by Putri (2020), it is highlighted that the Indonesian government has implemented many steps and policies to overcome this pandemic problem. One of the first steps taken by the government was to promote the Social Distancing movement within the community. The Covid-19 pandemic acknowledged as a national disaster in Indonesia has also affected the learning process.

Both the central and regional governments have implemented policies to overcome this problem based on the conditions in their respective regions. The most fundamental matter is suspend face to face teaching and learning activities (*Kegiatan Belajar Mengajar*/KBM) in schools and campuses and initiate implementing learning methods using digital networks (online systems). Not only KBM activities, but also all other activities in the environment, including administration. Certainly, this condition poses a challenge for academic community

at the tertiary level since the learning culture and administration are much more complex compared to the school environment (Barefield & Meyer, 2013).

Al Kumaim et al (2021) added that several students have long experience and history of using online service and learning platforms. Despite the varying degrees of e-learning platform usage and students' ability in using new academic information service technology throughout their educational journey, the Covid-19 pandemic has examined the academics preparedness to adopt this technology and assesed the student readiness to engage in online learning activities (Brem et al., 2021).

According to researchers' findings derived from data on academic administration services, service processes in higher education that are carried out online are not functioning optimally (Brown & Irons, 2022). The data on incoming letters for research permits throughout 2020 showed a 9% decreased compared to 2019. Initially, the transition from offline to online services was driven by the envolving technological landscape, which has become a necessity in contemporary times. However, the global impact of Covid-19 pandemic prompted the development of an applicaton that could be immediately utilized by the entire academic community. This inniative is in line with the Faculty roadmap to improve services for students. In 2019, there were 1,056 FEBI students, and this number increase to 2,163 students in 2020 (according to EMIS data collection source for the 2019 and 2020 period). Given the pandemic's red zone conditions in Kartasura during 2020, FEBI One Touch servicewas introduced as a proactive effort to transition service \s from offline to online.

The administration of general and academic services is considered the most important service in an educational institution, as stated by (Imam Makruf, 2018). Furthermore, several scientists recommend the adaptation of blockchain technology in education world. These disruptive technologies are anticipated to have a significant impact on national governance, institutional functioning, business operations, education, and our daily lives in the 21st century (Chen et al., 2018).

The Faculty of Islamic Economics and Business is commited to improve its services, and one of the innovations or breakthroughs introduced by the faculty is FEBI One Touch, where this platform is accessible the academic community of the Faculty of Islamic Economics and Business.

Literary Review

Academic Service Management

The science of higher education management is more complex compared to other organizations, such as comporate management. While companies generate products in the form of goods and services, universities are expected to be able to cultivate human capital (educated individuals) through knowledge (Staroňová & Gajduschek, 2016). Unlike goods and services, knowledge cannot be directly imparted, rather, it can only be shaped to foster the desired outcome. If the production process complies with established standards, the goods produced will be consistent and meet quality control measures (Chakraborty et al., 2021). The educational process differs from the production of goods. Implementing the identical process in line with educational standards will produce alumni with diverse qualities, characters, and competencies (Timotius, 2017).

The importance of academic services underscore the need of good and appropriate academic service management standards (Gunawijaya, 2020). The scope of academic service management includes:

1) The entire academic community (lecturers and staff) understand the value and utility of academic service users,

2) The entire academic community (lecturers and staff) understand the functioning of this institution, including aspects such as Human Resources (HR), technology, systems, and service quality,

3) The entire academic community (lecturers and staff) understand the imperative to develop and manage higher education to its utmost potential, ensuring it achieves the highest value or quality,

4) The entire academic community (lecturers and staff) performs their duties and functions proficiently, contributing to shared goals achievement.

Information System

Cui et al., (2023) explain that an information system is an organized combination of individuals, hardware, software, communication networks, and data sources that are used to integrate, modify, and disseminate information within an organization.

Information syastems used humans as sources, along with hardware, software, data, and networks to perform input, output, processing, storage, and control that subsequently transform data into information (Demir et al., 2021). The first data received will be converted into a format suitable for processing (input). Later on, the data will be manipulated and transformed into information (processing), stored for future use (storage), or presented to the end user (output) (Spiegel et al., 2023).

The results from the research conducted by He & Huang (2023) indicate that by using information system development methods, individuals are able to access information easily and rapidly, enhancing effectiveness and efficiency regardless of their location.

The database can be updated from any location and at any time. Utilizing this website can reduce operational costs due to data collection is computerized. It facilitates the quick and up to date provision of information. The availability of website-based services is useful for disseminating academic information, therefore it is accessible to the entire academic community (Felce, 2019).

Hence, the implementation of online academic services within the FEBI environment is a necessity in order to improve effective performance and ensure the smoothing flow of services and the learning process. Therefore, the author is interested in describing the FEBI One Touch service, detailing its implementation process has been so far.

Research Method

This research was designed by using descriptive qualitative methods and conducted at the Faculty of Islamic Economics and Business, IAIN Surakarta.

Data collection techniques are carried out through the following:

1. Passive participation observation interview, involves observing this service directly at the faculty without active involvement in the activity and watching YouTube content related to FEBI One Touch.

2. In-depth interviews were conducted with key informants, namely the Dean of FEBI, Head of TU FEBI and Head of Academic Subdivision. The informants, who are users of academic services, namely lecturers, staff and students. Interviews with lecturers were conducted using WhatsApp, while students using Google Form and WhatsApp.

3. Documents in the form of photos, notes, websites, and YouTube content related FEBI One Touch.

In this research, to validate the data, internal validity techniques or data credibility were used using data source triangulation techniques.

Findings

Management of general and academic administration services with FEBI One Touch

The Faculty of Islamic Economics and Business was initially established on August 1st, 2003, in accordance with the Decree of the Director General of Islamic Religious Institutions Number DJ.II/273/2003, under the name of the undergraduate Finance and Sharia Banking Study Program. Subsequently, in 2011, along with the establishment of IAIN Surakarta, there was a merger of departments within IAIN Surakarta to become the Faculty of Sharia and Islamic Economics. As time progressed, in 2013, based on Minister of Religion Regulation No. 84 of 2013 concerning the Organization and Work Procedures of the Surakarta State Islamic Institute, The

Faculty of Islamic Economics and Business was officially established and inaugurated on December 14th, 2013.

In order to enhance an educational institution, effective management of general and academic administration services is very important. Therefore, improving the management of general and academic services is also imperative as part of an effort to improve the overall quality of the faculty (Guerreiro et al., 2022).

Management is a process or framework that involves guiding or directing a group of people towards organizational goals or specific objectives (Kennan et al., 2014).

English service refers to the U.S. service. Moenir (2002:26-27) in (Afianto, 2016) defines it as a person or group of people who carry out activities with a specific basis. The level of satisfaction in the service is subjective and can only be experienced by the person providing the service or being served, depending on their capabilities as service providers in meeting user expectations.

The image of an educational institution is formed by several components. The academic reputation or quality of education offered by a university, the campus aesthetics, costs, location, and distance, all of which are carried out with service to students, are several components that contribute to form an image (Reni, 2012).

In higher education, the utilization of Information and Communication Technology (ICT) in the field of academic administration services, not only a matter of prestige or a feature modern higher education management, but alsoa necessity. ICT serves as a crucial component for maintaining or increasingthe institution's reputation (Guo & Huang, 2021).

According to (Andayani, 2015), conceptually, academic quality originates from the quality of the educational process, tools, curriculum, and facilities, which is reflected in the quality of lecturers' teaching, the quality of learning materials and the quality of learning outcomes, ultimately forms a set of abilities.

Higher education institutions must consistently endeavor to increase general and academic administration services in order to improve both academic quality and overall quality (Dube & Jacobs, 2023). Institutions such as IAIN Surakarta, as a state religious university, are commited in improving services despite it institutional nature.

Based on an interview with the Dean of FEBI IAIN Surakarta, Dr. Rahmawan Arifin, FEBI OneTouch has in fact strategically planned in the established roadmap. "Due to the necessity of technological developments, there is a need for services that effect information technology to improve general and academic administration services."

The second consideration for utilizing information technology is based on interviews with the Dean,who serves as a policy holder. "Simplifying administrative

services, making them more accessible, cost-effective, and of higher quality for the academic community is the goal. With the addition of Covid-19 pandemic, now is the right time to immediately implement this online service." This aligns with the assertion by Lyapina et al. (2019) that improving academic services is a necessity to increase the productivity of the academic community.

Therefore, according to an interview with the Dean of FEBI, the concept was concieved, "FEBI One Touch, with a one-touch philosophy, allows access to numerous benefits through a single application."

Since the Covid-19 pandemic period is expected to be extend, general and academic administration services related to students and lecturers are compelled to continue without interuption (Hoy, 2017). Recognizing the necessity and in response to global pandemic, efforts were made to establish an integrated home or system for services from various applications, leading to the creation of FEBI One Touch.

The Faculty of Islamic Economics and Business has witnessed a growing interest from students, with the student count reaching 4,000 in 2020 and efforts are certainly undertaken to optimize services for this increasing student population.

The initial launch of the use of FEBI One Touch featured the guardianship menu which was announced on the FEBI website. In accordance with the current technological developments, the guardianship process for FEBI students in the odd semester of 2020 used FEBI One Touch application. This application is a breakthrough effort by the Islamic Economics and Business Faculty of IAIN Surakarta aimed at simplifying and expediting the academic guidance process from academic supervisors to students. As stated by Weerarathna et al. (2023), digital service applications have the potential to increase the effectiveness of students' lessons and final assignment work at private campuses in Sri Lanka.

Information related to FEBI One Touch service is based on the contents of responses from students in a questionnaire via Google Form. Additionally some of them received information by friends, guardians and FEBI's social media platform. This was confirmed by the Dean in an interview with the author that to provide information related to the FEBI one touch service, channels such as FEBI website, Instagram, Facebook, and WhatsApp are utilized.

This is adapted to technological developments that are familiar to students. Similarly for lecturers, the service is provided in form of a digital cabinet containing all aspects related to lecturer personnel, such as curriculum vitae and appointment decrees, etc. If the individuals requires it, they can simply download the necessary documents. The importance of digital storage (cloud) aims to minimize undesirable possibilities, such as loss of physical files due to individual error (Skiba, 2017).

For further plans of FEBI Onet Touch, according to the Dean of FEBI, "There will be additional applications containing services regarding thesis submission from proposals to online guidance. The aim is to pioneer the reduction of paper usage." The

Dean of FEBI further added, " Students will not have to come to campus to wait for supervisors, which may save both time and money,"

The Process of FEBI One Touch Academic and General Service

Based on information obtained from interviews and observations, educational staff serving as public service administrators in FEBI One Touch explained that the FEBI One Touch application can be downloaded from Playstore or can be accessed via the website. For student users, an ID and password will be automatically generated upon submission of a request for a letter. This request can be made by filling in the form/feeds on FEBI One Touch menu designed for student users.

Figure 1. FEBI One Touch Display

After entering the application, students can select a menu according to their specific objectives. Academic letter services include:

1. College active letter
2. Student active course letter
3. Active return to college letter
4. Schollarship letter
5. College graduation letter
6. Research permission letter
7. Observation permit letter
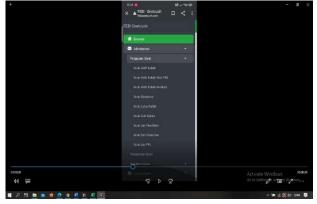8. PPL permit letter

Figure 2. Academic Administration Service Menu

The subsequent step involves submitting a letter through FEBI One Touch, each of which has specific requirements to be uploaded. Students upload personal application letters according to the menu for submitting the letters they need, along with uploading the requirements for each required letter. Following this, the academic services admin will verify the submitted letter, provide a number and process the letter and send it directly to the student's account. The student can download the letter and use it as needed. According to students, this process is very convenient as it enables them to acess the service from any location, reducing costs, and there is no need to come to campus and wait in queues.
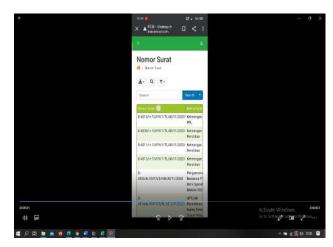

Figure 3. Giving letter number by admind display

In order to implement FEBI One Touch application, the monitoring function is carried out by the admin, who is responsible to verify application letters submitted by students. The admin plays an important role in issuing these letters as outputs from academic administration services. This aligns with Hoyt's statement (2023) emphasizing the vital function of customer service (admin).

During observation at the Faculty of Islamic Economics and Business, there were several students still visited the campus to handle mail services.However, it is recommended that they utilized FEBI One Touch, particularly considering the ongoing pandemic period.

Several student users based on the Google form which had been filled in by several students from 3 departments at the Faculty of Islamic Economics and Business, namely the Sharia Accounting, Sharia Banking and Sharia Business Management, expressed positive feedback related to FEBI One Touch. They mentioned that the mail service was notably faster than the traditional method of coming to campus and waiting for one day. According to their experiences, if a letter submitted on FEBI One Touch in the morning, it can be downloaded in the afternoon. This positive response is confirmed by FEBI One Touch admin.

Based on the features highlighted by the Dean, Head of TU, and admin,it appears that mail services are currently limited to student academic administration

services. However, general administration services for lecturers and education staff are still being handled offline.

Students can access Siakad and e-learning rapidly, with enhance usability that is more practical and efficient. The online-based system facilitates easy access from anywhere and any time, eliminating the need of queue. The interface is simple, easy to understand, conceptualized, and interconnected, providing a streamlined experience for students. The system is more consice, easy to operate, flexible, efficient, and easy to use.

Some lecturers have expressed that online guidance was very helpful. Mrs. Septin, as Deputy Dean for Student Affairs, mentioned:

> "I'm accustomed to online tutoring. The positive aspect is that we are not busy meeting students. However, the negative is that we miss the opportunity to get to know the students more closely."

The Challenges Faced

The challenges faced when using this application are based on the Google form responses provided by several students and lecturers. Therefore, there are those who percieve that FEBI One Touch is in the following points:

1. To install the application on your cellphone, some users face challenges as their phones do not yet support it. As a result, they prefer accessing it through website;

2. Some students find that this application is not user friendly for iOS-based cellphones and are not yet able to download it. Still having signal problems, some of them say that the login process is too complicated. As solution, they find it easier to access FEBI One Touch through the web;

3. There are no Standard Operating Procedures for FEBI One Touch general and academic administration services. Therefore, it is recommended that an SOP be immediately established despite the fact that socialization and procedures for using the application have been uploaded on the social media platforms of the Faculty of Islamic Economics and Business.

Conclusion and Suggestion

Based on the description presented above, the author draws the following conclusions: A) FEBI One Touch is an innovation in the information technology utilization in an effort to improve the management of both general and academic administration services. Althought initially planned in the roadmap, the urgency to adapt due to Covid-19 national disaster accelerated its implementation, even if it was still in the trial stage. According to Kumar et al. (2023) the gradual technology adaptation is a natural process since it takes time. Despite the initial trial phase, the positive impact of FEBI One Touch has been experinced by students, lecturers and educational staff. B) FEBI One Touch is a solution for online general and academic

administration services, offering a reliable and speedy alternatives, eliminating the students for physically queue, contributing to a more efficient process. FEBI One Touch plays a significant role in modernizing and streamlining practical and inclusive academic service management (Hergüner, 2021)

Suggestions for the development of FEBI One Touch are: The next stage oin the development of FEBI Onet Touch is an integrated features related to incoming letters beyond those from students. This improvementaims to broadenthe scope of stored data to include external letters and their respective follow-ups. Despite conducting socialization for FEBI One Touchthrough social media, there is a need for standard operational procedures to facilitate a smoother implementation.

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