

Conference Paper

Implementation of Event Management System Based on Campus Event Management Information System As “Sistem Informasi Manajemen Acara Kampus” (SEMARAK)

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ABSTRACT

Within a year, Universitas Pembangunan Nasional "Veteran" East Java could hold dozens of conferences at the national or international level. A conference is a business event that prioritizes both internal communication and external communication. Several complaints regarding the preparation and execution of conferences and events are limited publications and promotion of events on campus for potential participants, the possibility of an insufficient number of participants when the event held, the lack of interaction between organizers and potential participants, and lack of coordination between the committee and campus facility providers. This research offers an implementation of the Campus Event Management Information System (SEMARAK) using the prototyping method as a solution. This research methodology starts with capture, convert, coordinate, deliver, and reporting. The first stage of system development builds the ability to publish campus events, schedule campus activity dates, and organize campus facility management. The system is expected to reduce the obstacles that occur during the preparation and execution of events on campus.

Keywords: Semarak, event management system, campus, prototyping

Introduction

Event Management can be defined as organizing an activity that is managed in a professional, systematic, efficient, and effective manner. Its activities include the concept of planning to implementation of supervision. In event management, everyone must work hard with the same vision to produce activities that live up to expectations. An important institution has an effective medium in building a good company with the public. Improve development efficiency in the business network management system platform, improve functionality in the network management system, improve use and application in network system management (Shao et al., 2018).

According to Goldblatt (2013) states that Event Management is a professional activity of gathering and bringing together a group of people for celebration, education, marketing, and reunions, and is responsible for conducting research, designing activities, planning, and implementing coordination and supervision to realize the presence of activity. In this day and age, the internet is making revolutionary changes. Currently, almost everything is online-based, helps people to see what is being posted about the event, and also encourages them to post (Ghani et al., 2017).

An important company or institution has an effective medium in building public goodwill for the company. No exception UPN "Veteran" Jatim as a higher education institution. UPN "Veteran" Jatim needs to build consumer loyalty, one of which is by holding events for consumers such as discussions, seminars, gatherings, dialogues, talk shows, variety shows & presentations. Events like this are known as Talk Topics in the event organizer world. No exception UPN "Veteran" Jatim

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as a higher education institution. UPN "Veteran" Jatim needs to build consumer loyalty, one of which is by holding events for consumers such as discussions, seminars, gatherings, dialogues, talk shows, variety shows & presentations. Events like this are known as Talk Topics in the event organizer world.

All events held by UPN "Veteran" Jatim are expected to be carried out consistently to build support from the community / wider community. Relationships with internal circles such as employees must also be improved to increase work pride and motivation. But the implementation is not as easy as imagined. Planning and coordination of events are required. So, the urgency of this research is (1) Limited publication and promotion of events on campus. (2) The potential for the minimum number of participants when carrying out activities, especially scientific seminars. (3) Minimal interaction between organizers and potential participants. (4) There is still difficulty in coordination between the committee and campus facility providers.

In this era of ICT, websites are one of the most effective ways to reach people. As a result, most of the events choose a website as a way of communication. However, the running costs are the amount of money and time. Again for non-technical people, it is haphazard to upgrade and create such a website for various types of events such as seminars, events, cultural festivals, etc. (Huang & Zhang, 2011; Reusch & Reusch, 2013; Islam et al., 2018)

Material and Methods

This research begins with conducting a literature review through reading sources of papers, national and international journals, proceedings, offline and online articles, books, and e-books that are directly related to planning techniques and event management system development. The next step is to conduct observations and interviews with lecturers or someone who has been the organizer of activities at UPN "Veteran" East Java, to get an overview as well as information, experiences, and problems, as well as solutions to problems, that have occurred in organizing activities.

Table 1. SEMARAK Users Description

Users	Access Right Description
Main Admin (AU)	<ol style="list-style-type: none"> 1. Can manage users (AU and UP) 2. Can manage asset management of seminar room at UPN "Veteran" Jatim 3. Can manage the schedule for using the Seminar Room 4. A verifier for event requests from AF
Faculty Admin (AF)	<ol style="list-style-type: none"> 1. Can manage events in their faculty 2. Can manage event submissions to AU 3. Can manage submission of seminar room requests to AU 4. Can manage publication management to UP
Public Users (UP)	<ol style="list-style-type: none"> 1. Can view the publication of scheduling events in UPN "Veteran" Jatim 2. Can communicate with event organizers at UPN "Veteran" Jatim

The prototyping method is used in the design and construction of the system. This method is chosen so that stakeholders (users) can see, interact and test the system. The stages in the prototyping method include requirement analysis, design, build prototype, testing, and refine the prototype. The functionality of SEMARAK consists of 3 (three) users, Faculty Admin users (AF), Main Admin Users (AU), and Public Users (UP). Access rights for each user are described in table 1.

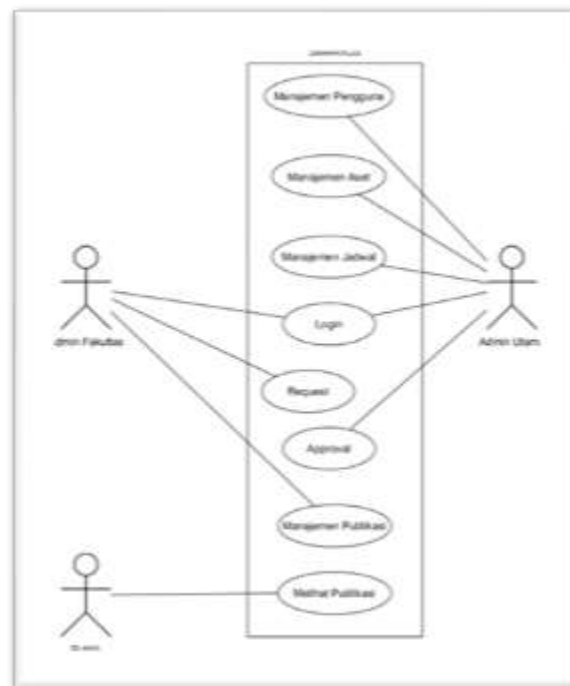


Figure 1. Use case *SEMARAK* website

Use case diagram is a representation of a user's interaction with *SEMARAK* website. Use case aims to describe the behavior of the system from the user's point of view of how the system works when responding to requests. Each use case is represented as a sequence of simple steps, beginning with a user's goal and ending when that goal is fulfilled. Figure 1 depicted *SEMARAK* website use case.

Results and Discussion

SEMARAK is made as simple as possible to provide convenience for its users. The research results that have been achieved are *SEMARAK* website has been successfully built based on requirement analysis. Some features have been successfully implemented based on the development plan, but several other features still need to be developed. Figure 2 to figure 4 represent the prototype of *SEMARAK* website.

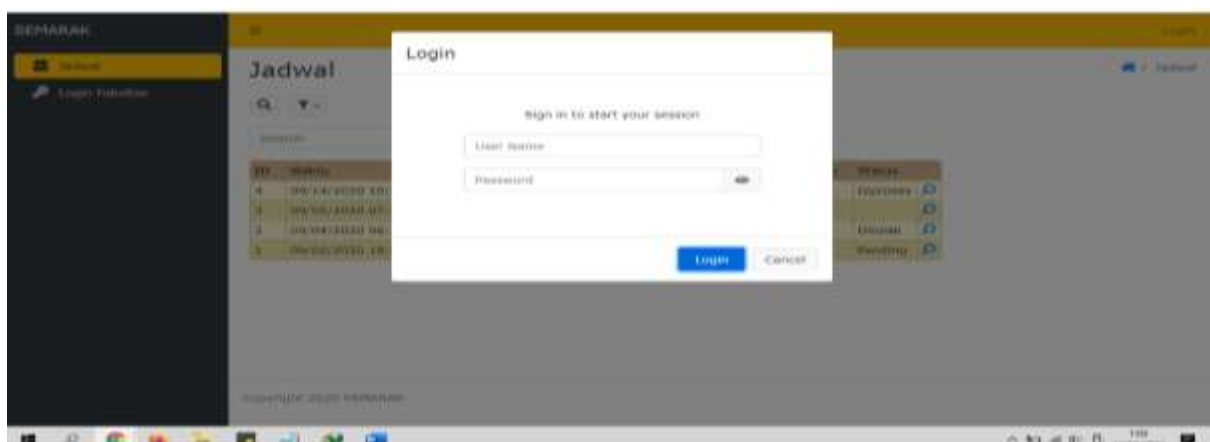


Figure 2. User interface of *SEMARAK* login

Press the Enter key, then the login form to access the Administrator page will appear. After the login form appears, enter your username and password. Then click log in.

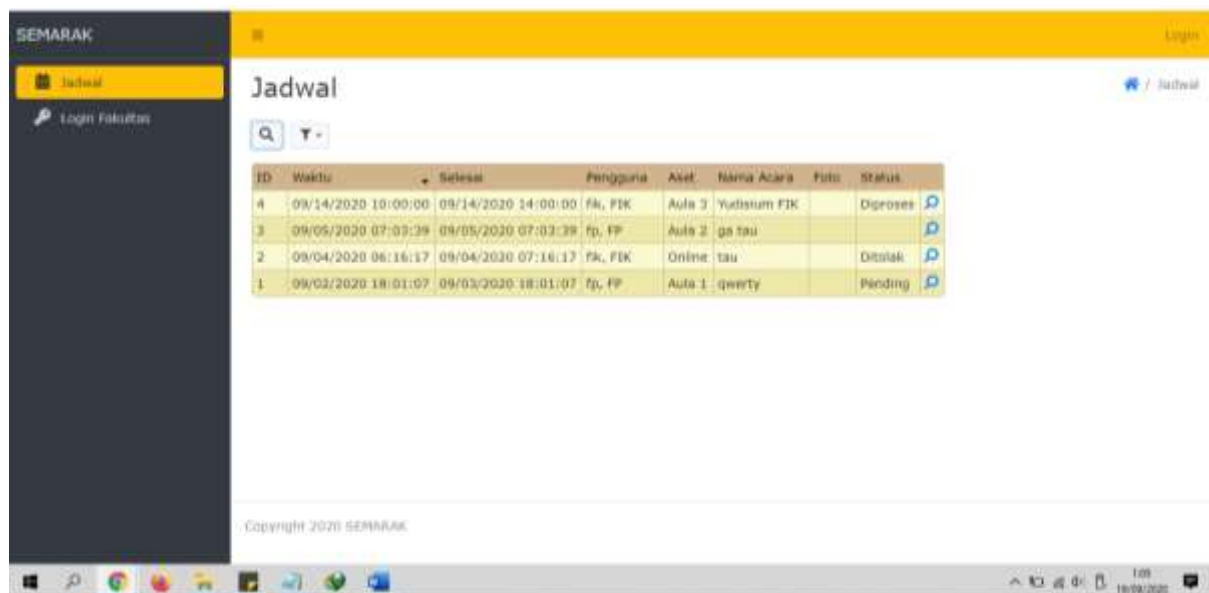


Figure 3. User Interface SEMARAK schedule dashboard

If there are no errors in the username/password entered in the login form, it will automatically be directed to the Dashboard page. The Dashboard page will immediately display the entire Campus Event Schedule. In this table, all scheduling activities that are planned or scheduled can be seen clearly, whatever activities that have been inputted will get attention by visitors. This is the goal of SEMARAK development. Finally, event holders will be able to see the empty schedule before planning the event, as well as guests/end users, will be able to see, observe, and choose which events will be attended and in which locations.

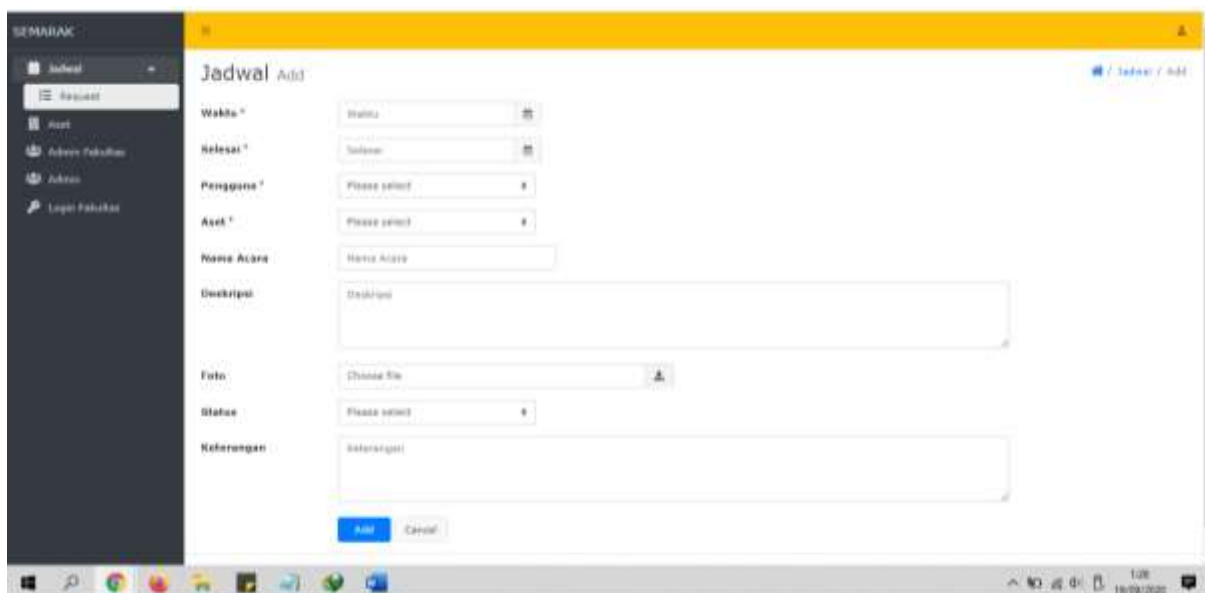
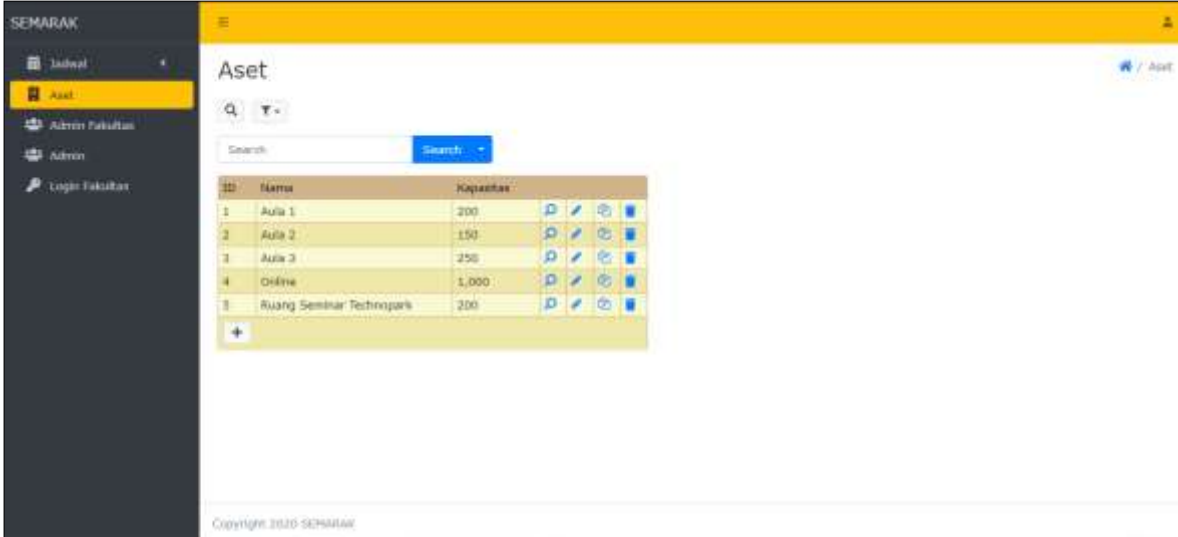


Figure 1. User interface SEMARAK adding event schedule

Enter all data in the provided textbox, then click the Add button to save the schedule. If the user wants to view, change, copy or delete the Schedule, then click the (View, Edit, Copy, Delete) button according to the user's needs. In the following table, an administrator can change, add, or delete activities that have been recorded into the system. This system is made as simple as possible so that whoever reports the user can operate it properly.



ID	Nama	Kapasitas				
1	Aula 1	200				
2	Aula 2	150				
3	Aula 3	250				
4	Online	1,000				
5	Ruang Seminar Technopark	200				

Figure 5. User interface management asset

If the user wants to add a new asset, click the (+) Add sign. Then it will appear on the Add Asset page. Enter all data in the provided textbox, then click the Add button to save the asset. If the user wants to view, change, copy and delete Asset data, then click the (View, Edit, Copy, Delete) button according to the user's needs as shown below. on the management side that is used as part of event management, it is impossible for an event not to use campus facilities, this table aims to provide information related to campus assets that can be used for events following the capacity of the event.

With our limitations in working, we realize that this study still has many shortcomings but some important notes that we can suggest as further research are the addition of new features in *SEMARAK* which are integrated with attendance systems, teleconferencing, virtual reality, videographers, etc. (Bustelo & García-Morales 2008; An et al., 2010; Boukar & Muslu, 2013; XU et al., 2019), It is hoped that with the addition of features that have been observed previously, it can work better for *SEMARAK*.

Conclusion

The results of the study can be concluded that:

1. This research succeeded in developing the *SEMARAK* application which can be used on UPN "Veteran" Jawa Timur.
2. This research succeeded in producing *SEMARAK* with a web-based version
3. This research is resulting in digital information services and the publication of activities at UPN "Veteran" Jawa Timur.

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