Conference Paper

Web-Based of Standard Operational Procedures Design for Lecturers as a Realization of Law and Public Hearing Facilities in Universitas Pembangunan Nasional "Veteran" Jawa Timur

Diana Aqidatun Nisa[1]*, Amalia Anjani Arifiyanti[2], Anajeng Esri Edhi Mahanani[3]

[1]Faculty of Architecture and Design, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Indonesia
[2]Faculty of Computer Science, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Indonesia
[3]Faculty of Law, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Indonesia

Corresponding author:
E-mail:
diananisa.dkv@upnjatim.ac.id

ABSTRACT

This study aims to find a communication model and standard operational procedure of digital publication design Policies to support lecturers' performance in administration at UPN "Veteran" Jawa Timur, particularly for the functional position. Thus, the model and design hopefully could ensure legal certainty and public hearing media. The method began with identifying the problems that arise regarding the implementation of policies in the university. The sampling technique involved quantitative and qualitative, which utilized non-random sampling in the form of a questionnaire. Then, the formulation of solutions that answer these problems through the identification of problem-solving efforts was generated. The solution was packaged to provide a communication model and digital publication design of the Policy of Standard Operational Procedure for Lecturers in the UPN "Veteran" Jawa Timur. It was found that there were quite problems, especially that there had not been centralized SOP yet. Consequently, many ambiguities occurred so that the lecturers became confused and felt uncertain about the procedure to proceed with their functional position.

Keywords: Standard operational procedure, website, policy, communication model, digital publication

Introduction

Universitas Nasional Pembangunan "Veteran" Jawa Timur is an organization working in the education field located in Surabaya City, East Java. Running this campus organization policies are needed to support the government wheel on the national defense campus. Consisting of educators and educational staff, the technical execution of UPN "Veteran" East Java must be regulated and protected with clear, firm, definite, fair, and useful campus policies. (Abidin, 2004) Policies are divided into levels. The first general policy becomes implementation guidelines that cover the entire territory or agency. Second, implementation policy, a policy that describes the general policy for government regulations regarding the law's implementation. These are following the purpose of the law, which is to provide certainty, justice, and usefulness. One of the policies that later became the technical reference was the Standard Operating Procedure (SOP). SOP is essential as the basis for the technical implementation of each activity. Without SOP, campus activities will not be carried out in an orderly and transparent manner.

The lecturer is one of the parts that relate to the technical implementation of tri dharma SOP. In this case, the lecturer must also run the performance and achieve achievements that support university achievement. There are not a few SOP policies that are imposed or regulated by the lecturers. Many problems arose when UPN "Veteran" Jawa Timur did not explicitly socialize each

of these SOPs. For example, lecturers must work on their functional positions regularly; however, the lecturer did not know what guidelines, procedures, and files needed to be prepared to carry out his functional position. So, in each faculty, make their standards that give rise to many perceptions. If this is not resolved immediately, the lecturers' performance in the future will be significantly hampered.

Technology is increasingly advanced and qualified in the industrial era of 4.0. It can be a liaison answer to the problem, were lecturers in the UPN "Veteran" Jawa Timur environment do not all know and understand the existing Policy of SOP. Hence the need for media, namely the Digital Communication and Publication Model, in the form of a website as a container or means of public hearing digital. Websites should be encouraged as a necessity to facilitate faculty and college leaders, to socialize and listen to input through digital online. Many universities also implement it to take advantage of websites as a medium of publication (Yoga, 2017). Publications through the website are used to be accessible every time and used as public information and efficient public-hearing. The website's function can be fast delivery, two-way interactivity, and convergent (Simandjuntak et al., 2003). The media not only provides publications and communication in the form of text only. For everyone, visuals have become an essential element in conveying communication. Without visuals, people will tend to be bored and difficult to absorb information. Furthermore, with the informative visuals, all the information will be more concise and exciting without long and convoluted text.

Concerning these issues, this research will focus on campus policy SOPs related to faculty performance and formulating communication models and digital publication design standard operating policy procedures for lecturers to realize legal certainty and public hearing.

Material and Methods

The methods used in the research are quantitative and qualitative. Quantitative research can be defined as a research method based on the philosophy of positivism, used to research a particular population or sample, sampling techniques are generally done randomly, data collection using quantitative or statistical data analysis research instruments to test the hypotheses that have been set. Qualitative research is research based on the philosophy of postpositivism, used to study objects' natural conditions, where the researcher is a crucial instrument, collection techniques with triangulation, inductive or qualitative data analysis, and qualitative research results emphasize more meaning than generalization (Sugiono, 2006). The source of data taken is from the UPN "Veteran" Jawa Timur SOP data. The data collection technique used was random interviews with university staff and questionnaires to lecturers in the UPN "Veteran" East Java environment.

Results and Discussion

Based on the interviews and questionnaires, the problems found in the University of "Veteran" Development in East Java were found.

There is no clarity on the standard operational procedure regarding the progress of the faculty's functional position

Figure 1 describes the range of understanding levels about the SOP of functional position management, with 1 for poor comprehension to five for excellent comprehension. The result is that 0% of respondents completely understand, and 43% of respondents quite understand functional position management. The data on average by as much as percent 51 quite understand.
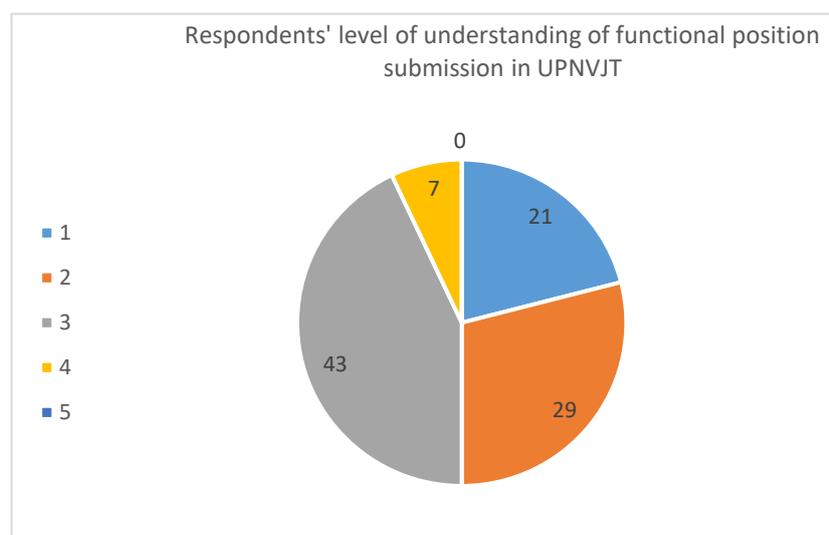
Figure 1. Respondents' level of understanding of functional position submission

Figure 1 made too many ambiguities. The most visible impact is on the faculty and the ranks below it. Based on the results of observations and questionnaires to the respondents, the faculty has various versions of the applicable SOP. So, this causes much confusion among the lecturers who will propose functional positions. Whereas ideally, the university has a centralized policy that can be a reference for faculty. The policy is essential because this functional position is needed for the university to develop a lecturer career and a good impact on the university's performance. If a clear SOP is not prepared immediately, many lecturers will be reluctant to submit their functional positions.
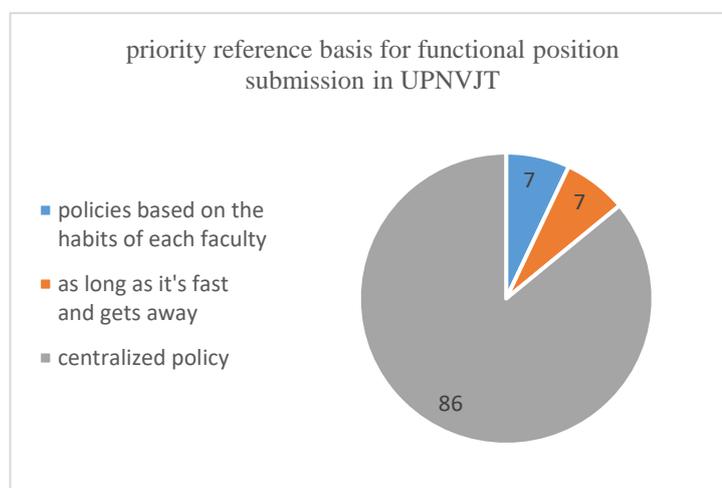
Figure 2. Priority reference basis for functional position submission

Figure 2, shows the importance of making a primary reference for functional position submission. As many as 86% of respondents agreed to choose a centralized policy. As many as 7% choose a policy based on the habits of each faculty. The reason is that there is no need to learn any more to follow a centralized policy. As many as 7% chose not to question how the functional department's process flow is made as long as the system that has been done can run fast. The lecturer's anxiety in processing the functional position is seen in the table image, where this centralized policy is urgent to implement.

The importance of SOP socialization of lecturer functional position

As stakeholders and policymakers, universities must undertake integrated socialization efforts to ensure justice for lecturers, educators, and students. The competence of the parties involved in the management of functional positions becomes increased, starting from the coordinator of the Study Program, the faculty PAK team, and the university PAK team. Lack of comprehensive socialization on the relevant parties can make the lecturer taking a long time to manage the functional position. Based on the result of interviews with several lecturers, the time required to manage functional positions is about six months. The problems dramatically interfere with the performance of lecturers and universities. Another impact is that lecturers are limited in proposing research schemes and community service. Due to the many research schemes and community service, the requirements of the functional position are higher. Besides, lecturers can not immediately apply for lecturer certification. So, it is very important to disseminate the SOP of the functional position of the lecturer.

The importance of two-way communication facilities for lecturers and university staff

Employment should be the reference center in terms of policy for lecturers and employees. Two-way communication means it is very important to describe the problems related to the policy, and it is hoped that it can accommodate input from the relevant parties. Based on the results of interviews with university staff, the staff does not know any problems that occur in the faculty. Ideally, staff should know every step that a lecturer must take to manage their functional position. So it is essential to create a means of two-way communication for lecturers and staff. The goal is to be the guarantor of the applicable policy at UPN.

Website

The digital communication model, which was later proposed by the research team, in this case, is intended as a means of socialization as well as an effective and efficient public hearing. The digital communication model is intended to be developed in a website display that contains policy dissemination, especially the SOP for the submission of functional positions of lecturers, which also contains comments and criticism columns, questions and answers for lecturers as a means of open socialization and public hearing. This digital communication model is not intended to close direct communication opportunities with holders or authorities. The goal is to facilitate communication through digital means in the era of information technology development. The process of creating a website refers to the needs of the lecturer. There are steps, download templates, requirements for submitting functional positions, and discussion pages of the website. Figure 4 is the website view page. Hierarchy is made following the interests of the functional position of lecturers, especially for assistant experts and lecturers.

Figure 4. UPN functional position submission website interface

The design on the main page has a header that contains the title. The display design is made simple so that lecturers and staff can easily understand the flow of the website. There are three main menus, namely submission requirements, download documents, and ask us. "Application requirements" are listed so that each lecturer understands the requirements of self before making a functional position proposal for all levels. "Download Document" is made so that the lecturer does not have difficulty getting a document template. "Ask Us" as a means of public-hearing so that lecturers can easily ask about the proposed job. The colors shown are the colors taken from the elements of the UPN logo, namely yellow, red and green so that it looks like a typical UPN color.

Conclusion

At the same time to formulate communication models and digital publication design standard operational policy procedures for lecturers to realize legal certainty and public hearing facilities.

1. Legal policy is declared effective and implemented if it is formed responsively to open public hearing opportunities. Will be obeyed if constituents are encouraged to participate and socialize their policy products. Given that there is a principle of a legal fiction that requires constituents to know the product of the published legal policy.
2. Media of websites, as a result of the development of information technology, can be used to hold public hearings and socialization.

Acknowledgment

The author would like to thank God, SI students, and DKV students who helped the lecturer's research and our resource in conducting research, namely the staff who took the time for us to interview and fellow lecturers who are willing to fill out the questionnaire.

References

Abidin, S. Z. (2004). *Kebijakan publik*. Jakarta: YayasanPancurSiwah.

Simandjuntak, J. P., et al. (2003). Public relations. Yogyakarta: Graha Ilmu.

Sugiono. (2006). *Metode penelitian kuantitatif, kualitatif dan R & D.* Bandung: Alfabeta.

Yoga, B. (2017). *Pengelolaan publikasi informasi melalui website di fakultas ilmu sosial dan ilmu politik Universitas Diponegoro (Doctoral dissertation, Diponegoro University).*