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# Enhancing Campus Communication and Collaboration: Design and Development of a Social Community Media Website For Universitas Multimedia Nusantara, Indonesia

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## ABSTRACT

**Problem:** The Multimedia Nusantara University (UMN) is one of Tangerang's universities with hundreds to thousands of students and academics. Currently, the UMN campus uses bulletin boards, student e-mails, social media accounts of a campus organization, and various other media to disseminate information to a large number of students and the UMN academic community; however, these media have deficiencies, such as a lack of exposure to this information or information that is not relevant to the recipient's specialization or study program.

**Aim:** The primary aim of this research was to create and implement a social community media website system at Universitas Multimedia Nusantara (UMN) using the Rapid Application Development technique. Furthermore, the objective of the study was to evaluate and determine the level of satisfaction about the user interface of the social community media website system implemented by UMN.

**Study design:** This study was designed with Rapid Application Development to build a social media UMN community website.

**Place and Duration of Study:** Department of Informatic Universitas Multimedia Nusantara, between September 2022 to July 2023.

**Methodology:** Designing and developing a social media community website system using the Rapid Application Development methodology, which consists of three stages: requirement planning, design workshop, and implementation. Rapid Application Development is a method that allows designing and developing a system quickly and effectively, with good results.

**Result:** The social community media website system has been effectively developed and constructed, and the results of User Acceptance Testing calculations have been obtained. Specifically, the Perceive Usefulness question yielded a score of 88.08%, while the Perceive Satisfaction question yielded a score of 88.67%.

**Conclusion:** Based on the findings derived from the user satisfaction questionnaire, it can be inferred that the users exhibit a high level of agreement with the functionality and efficacy of the Sircle social media platform.

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*Keywords: Spreading Information, Social media, Rapid Application Development, Universitas Multimedia Nusantara*

## 1. INTRODUCTION

The Universitas Multimedia Nusantara (UMN) is situated in the Gading Serpong region of Tangerang Regency. The establishment of UMN dates back to 2005, and it has four distinct faculties, namely the Faculty of Engineering and Informatics, the Faculty of Art and Design,

22 the Faculty of Business, and the Faculty of Communication Science. Based on the statistics  
23 retrieved from the PDDikti website, the total student enrollment at UMN in the year 2022  
24 amounted to 8,415 individuals [1].

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26 UMN students engage in many activities on campus that need the establishment of social  
27 connections. These connections serve multiple purposes, including the opportunity to  
28 showcase their academic and creative efforts, stay informed about upcoming campus  
29 events, and conveniently identify potential study respondents. At present, the existing means  
30 of displaying students' works on campus primarily consists of bulletin boards. However,  
31 these platforms suffer from limited visibility and fail to effectively reach a wider audience.  
32 Likewise, communication regarding college events is typically disseminated through bulletin  
33 boards or infrequently utilized media platforms. Obtaining study participants may provide  
34 difficulties when students possess limited familiarity with one another. Based on these  
35 problems the objective of this study was to develop and construct a social community media  
36 website system at UMN utilizing the Rapid Application Development approach. Additionally,  
37 the study aimed to assess and ascertain the degree of satisfaction with the front end  
38 interface of the UMN social community media website system.

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40 In order to deepen comprehension of the present social dynamics among students at the  
41 UMN, an initial investigation was undertaken in the form of a survey administered using  
42 Google Forms. The survey instrument, which is provided as an attached questionnaire, was  
43 distributed among UMN students. The results are succinctly described in the following  
44 manner.

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46 The study revealed a high level of agreement among respondents (80.66% agreement)  
47 regarding their familiarity with more than 10 students from different cohorts and programs.  
48 This finding suggests that students at UMN possess a propensity for forming connections  
49 not only within their own academic program but also across various programs. The study  
50 revealed that a significant majority of respondents (73%) expressed agreement with the  
51 notion that they have limited exposure to the creative output of students from different  
52 cohorts and programs. According to the survey results, it was discovered that a significant  
53 majority of respondents (89%) expressed strong agreement with the necessity for more  
54 visibility of the works produced by students from UMN. The study revealed a high level of  
55 agreement (90% score) among respondents regarding the effectiveness of the UMN email  
56 system in facilitating the dissemination of both academic and non-academic material to  
57 students.

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59 The study revealed a high level of agreement among respondents (92.33% agreement)  
60 regarding their preference for reading just pertinent material from the email communications  
61 of UMN. The data revealed a significant consensus among the respondents (83.66%  
62 agreement) regarding their tendency to not consistently follow all social media accounts  
63 associated with the Student Activity Units at UMN. This phenomenon may be construed as  
64 students exclusively engaging with Student Activity Unit social media profiles that are  
65 deemed pertinent and captivating. The study revealed that participants exhibited uncertainty  
66 (with a score of 44.66%) on their frequency of reading the information posted on bulletin  
67 boards at UMN. The study revealed that a majority of respondents (71.66%) expressed  
68 agreement with the challenging nature of locating the campus bulletin boards at UMN. The  
69 study revealed that participants expressed uncertainty (with a score of 56.66%) on their  
70 inclination to attend booths or exhibitions featuring students' work at UMN.

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72 The study revealed a high level of agreement among respondents (88.33% agreement)  
73 regarding their frequent requirement for participants in assignments or research endeavors.  
74 The analysis of further survey responses revealed that 83.33% of participants expressed a

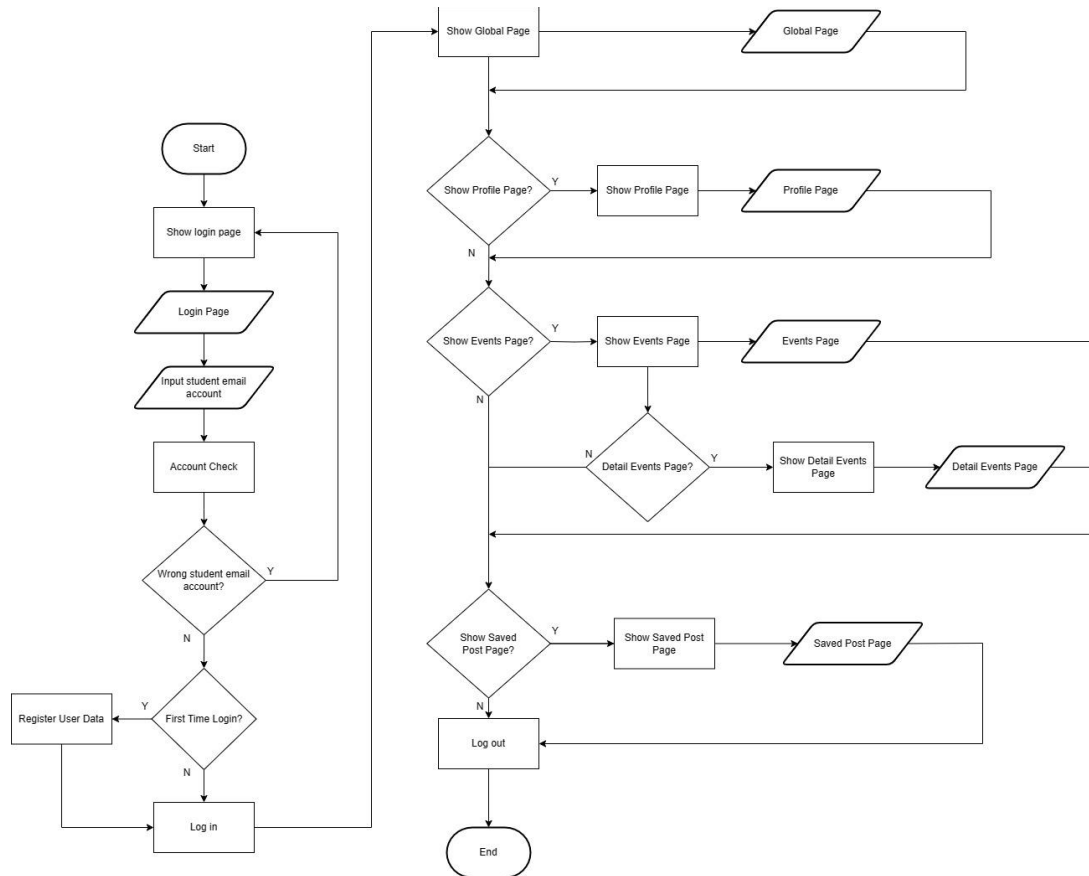
75 strong agreement with the notion that locating respondents via personal conversations or  
76 class groups for assignments or research is a time-consuming process. The study revealed  
77 a significant consensus among respondents, with a score of 90%, indicating a strong  
78 agreement that information obtained through digital platforms is more comprehensible in  
79 comparison to information disseminated through posters or pamphlets. The study revealed  
80 that a majority of respondents (81.33%) expressed strong agreement with the availability of  
81 information pertaining to academics, non-academics, and student works at UMN on a social  
82 media platform. This finding highlights the significant role played by social media in  
83 facilitating the distribution of information. The study revealed a high level of agreement  
84 among respondents (score = 90.66%) regarding the potential benefits of utilizing student  
85 emails for disseminating information to other students at UMN.

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87 The pilot study's findings show the necessity of a social hub media platform tailored to meet  
88 the specific requirements of UMN students. Hence, the present study involves the design  
89 and development of a social community media system utilizing the Rapid Application  
90 Development (RAD) approach [2]–[4]. The impetus behind the development of this novel  
91 social community media platform stems from the demand for a distinct media outlet catering  
92 specifically to the UMN student population. Moreover, the Rapid Application creation (RAD)  
93 methodology places emphasis on the efficient creation of a system within a condensed  
94 timeframe [5], [6]. This approach is characterized by a systematic process, with the ultimate  
95 goal of effectively completing the social community media system and yielding favorable  
96 outcomes [7]–[9].

## 97 98 **2. MATERIAL AND METHODS**

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100 The study employed a case study technique to address an actual problem and afterwards  
101 propose a solution within the scope of the research. The research employed a quantitative  
102 technique, wherein data was collected from a sample of respondents who completed a pre-  
103 distributed questionnaire. The system design and development methodology employed in  
104 this study is the Rapid Application Development (RAD) approach [8], [10]. This involves  
105 several key stages, including Requirement Planning, Design Workshop, and Implementation.  
106 Subsequently, the system will undergo testing to ensure its functionality and reliability.  
107 Finally, a comprehensive report will be generated to document the entire process. This  
108 research involves several steps, including the design and enhancement of the flowchart flow,  
109 as well as the interface design, appearance, and functionality of the front end of the Sircle  
110 social media website system.

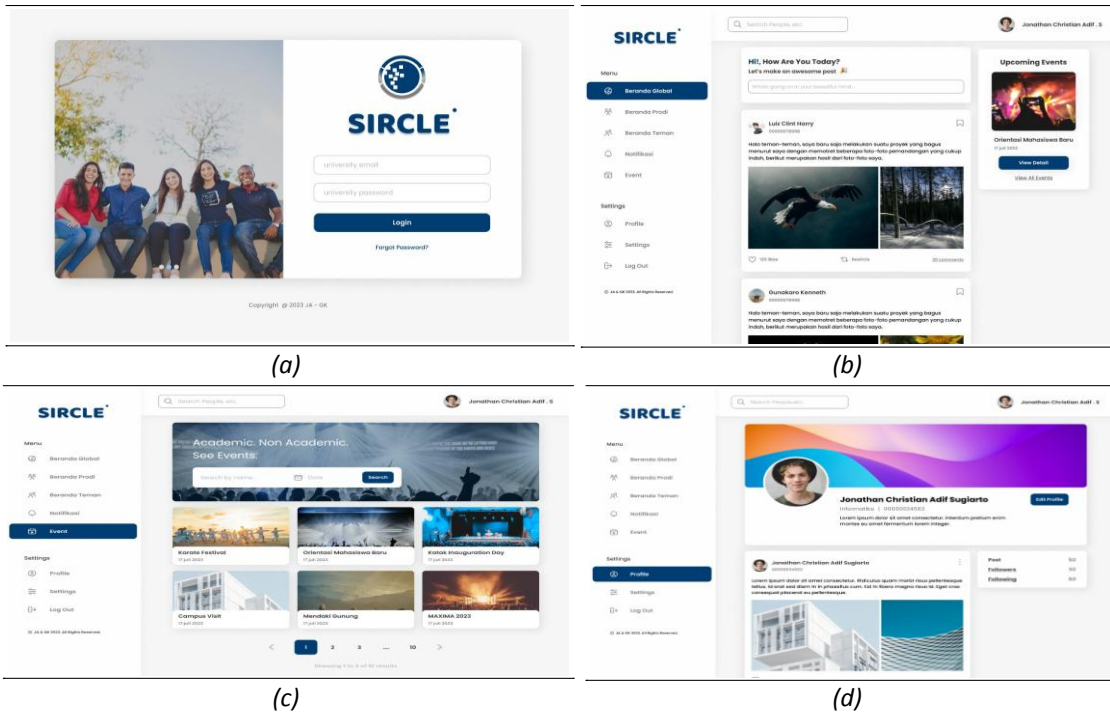
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**Figure 1. Social Community Media System Flowchart**

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Figure 1 presents a flowchart illustrating the front-end aspect of the Sircle social media community website system. The initial step involves the user logging in using their student email. Subsequently, a verification process is conducted to see if the account is associated with a student email. If the email is not recognized as a student email, the system will prompt an appropriate response. Proceed to navigate to the login interface and proceed with the process of logging in once more. In the event that a user is accessing the Sircle social media community website system for the first time, it is necessary for them to complete the registration process by providing user data, including the selection of a student email and the creation of a password. However, if the user has previously registered, they only need to select their student email and subsequently gain access to the system. The social media website is round in shape. The interface design display refers to the preliminary design created prior to the development of a system in a research project. Screenshots of the interface design presentation of the Sircle website system are depicted in Figures 2 to Figure 4.



**Figure 2. Sircle Website User Interface display design**

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Figure 2a presents the User Interface (UI) design of the login page on the Sircle social media community website system. The login page is divided into two grids. The left grid features a collection of photos that can be navigated using a slider. On the right grid, the Sircle logo is displayed alongside forms for entering email and password, as well as login buttons. Figure 2b presents the user interface (UI) design of the Global page. The design includes a left sidebar containing multiple menus from the Sircle website system. Additionally, a navbar is positioned above, featuring a search functionality implemented using the tailwind css form. On the left side of the UI, a user's photo and name are displayed. In the middle, there is a prominent card that facilitates post creation. When clicked, this card reveals a post maker feature, designed using Tailwind css. Below the card, various posts made by other users are displayed. Adjacent to these articles, there exists a card that encompasses pertinent details regarding the forthcoming event. Additionally, a button is provided to facilitate navigation to the Event website, where users can get a more comprehensive elucidation of the event.

Figure 2c depicts the user interface (UI) display design of the Events page. Located at the uppermost section of the interface is a filter functionality that enables users to conduct event searches and refine their results based on the event date. Directly beneath this feature, users will find a series of visually presented cards, each containing pertinent details such as the event name, date, and an accompanying image, pertaining to forthcoming events. The subsequent element depicted in Figure 2d pertains to the user interface (UI) design of the Profile page. Positioned at the upper section is a backdrop derived from the user's profile, accompanied by a circular user profile photograph. Adjacent to this visual representation, pertinent details such as the user's name, major, and NIM (Student Identification Number) are provided. Additionally, a "edit profile" button is situated in close proximity, enabling the user to modify their profile information. The content is partitioned into two distinct grids, wherein the left grid encompasses the posts generated by the user in question, while the

159 right grid provides details pertaining to the quantity of posts, followers, and other users that  
160 the aforementioned user has chosen to follow.

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### 162 3. RESULTS AND DISCUSSION

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164 In the Implementation section, the visual representation of the Sircle social media community  
165 website system will be presented based on the previously developed flowchart design. The  
166 outcomes of the implementation of the login page display on the Sircle website system are  
167 depicted in Figure 3a. The login button allows users to log in using a Google account,  
168 specifically requiring the use of a UMN student email account. In the event that a user  
169 attempts to log in with a non-student email account, the access view will be obstructed, as  
170 illustrated in the figure. In Figure 3b, as depicted in the diagram.

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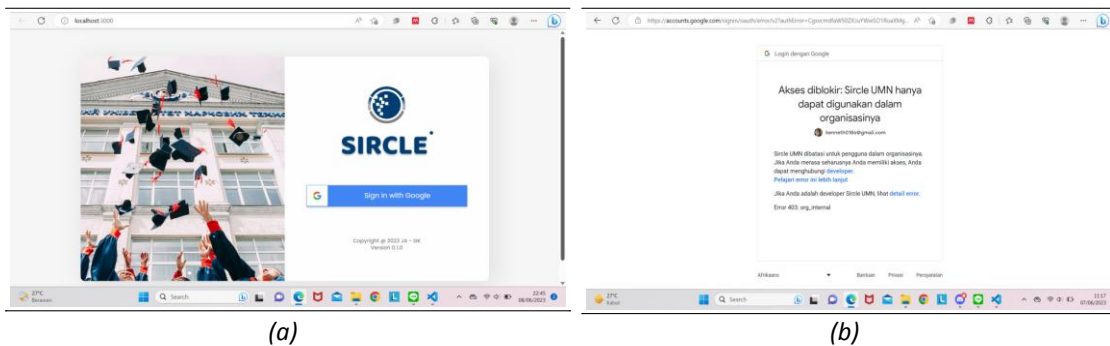


Figure 3. Login Page display design

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174 Figure 4a presents the outcome of implementing the Global page display feature on the  
175 Sircle website system. This feature includes a form that facilitates the creation and  
176 dissemination of information, as depicted in Figure 4b. Additionally, the main page of the  
177 website showcases a compilation of information posted by other users. Furthermore, users  
178 can access a column dedicated to news and general information.

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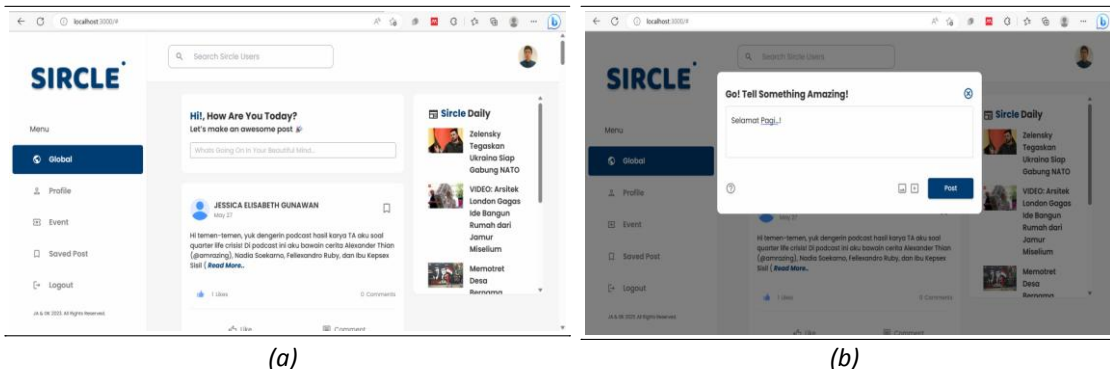


Figure 4. Main page display design with post and news views

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182 The present study aims to assess the social media community website system using  
183 quantitative approaches. To achieve this, the Google Form platform will be employed to  
184 design a questionnaire, which will subsequently be disseminated to a sample of 43  
185 participants. The questionnaire items were categorized into two distinct sorts, which were  
186 determined by the method of user acceptability testing [11], [12]. These types included  
187 perceived utility, which focused on the program's functionality, and perceived satisfaction,  
188 which assessed the user's contentment with using the application [13]–[15]. The response

189 criteria for the questionnaire employed a Likert scale consisting of five points, ranging from 1  
 190 to 5. These points corresponded to the following levels of agreement: Strongly Disagree,  
 191 Disagree, Neutral, Agree, and Strongly Agree. Upon receiving the responses from the  
 192 participants on the survey instrument, the subsequent stage involves computing the  
 193 percentage outcomes derived from the questionnaire answers through the utilization of the  
 194 Likert scale formula.

195 Table 1 presents the aggregated data obtained from the distribution of questionnaires to a  
 196 total of 43 participants. The questionnaires consisted of inquiries pertaining to the perceived  
 197 usefulness of the subject matter[16], [17]. The categories of inquiries within the construct of  
 198 perceived usefulness mostly pertain to the extent to which users employ the system, as  
 199 measured by a Likert scale ranging from 1 to 5.

200 **Table 1. The Results of the Perceived Usefulness Questionnaire**

Question	1	2	3	4	5
The SIRCLE social community media system helps me get to know other students at UMN.	0	0	2	22	19
The SIRCLE social community media system makes content and works of UMN students more exposed.	0	0	1	15	27
The SIRCLE social media system makes it easier and more relevant to receive information related to the academic community, both academically and non-academically.	0	0	4	24	15
The "Siracle" social community media system simplifies and shortens the time to find information related to the UMN academic community both academically and non-academically.	0	0	5	19	19
The SIRCLE social community media system makes dissemination of information related to the UMN academic community both academically and non-academically easier and saves time.	0	0	4	16	23

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 203 After obtaining the number of questionnaire responses from Table 1, the total number of  
 204 Likert scales for each question must be calculated. The results of each question are  
 205 calculated by multiplying the Likert score by the number of respondents, and then the total  
 206 value of each question is averaged. The value of 88.08% is derived from the mean result.  
 207 From these results it can be concluded that the results of the perceived usefulness  
 208 questionnaire are Strongly Agree.

209  
 210 Table 2 presents the aggregated outcomes obtained from the distribution of questionnaires  
 211 to a total of 43 participants, focusing on inquiries pertaining to perceived pleasure. The  
 212 categories of inquiries pertaining to perceived satisfaction mostly pertain to the level of  
 213 satisfaction experienced by users when utilizing the system, as measured on a Likert scale  
 214 ranging from 1 to 5.

215 **Table 2. Perceive Satisfaction Questionnaire Results**

Question	1	2	3	4	5
I am satisfied with the display quality of the SIRCLE social community media system.	0	0	4	17	22
The SIRCLE social community media system is interesting to use.	0	0	3	14	26

The functionality of the SIRCLE social community media system is what I expected.	0	0	5	19	19
I feel that SIRCLE's social community media system needs to be leveraged.	0	0	4	14	25
The features of the SIRCLE social media system are not difficult to learn to use.	1	0	4	15	23
I would recommend the SIRCLE social media community system to be used by friends of the UMN academic community.	0	0	4	15	24

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Once the data from the questionnaires has been obtained and recorded in Table 2, the subsequent task involves determining the cumulative count of Likert scale responses for each topic pertaining to perceived satisfaction. The subsequent procedure involves determining the percentage outcomes of the overall Likert scale responses acquired from the questionnaire, utilizing the Likert scale formula. The calculation for determining a percentage involves dividing the cumulative score for a given question by the total number of responders, and subsequently multiplying this quotient by the maximum value on the Likert scale. Based on the analysis of the perceived usefulness questionnaire, the average percentage score obtained is 88.67%. This indicates a high level of perceived usefulness among the respondents. Therefore, it can be inferred that the results of the perceived satisfaction questionnaire reflect a strong agreement with the statements presented.

#### 4. CONCLUSION

The research findings indicate that the Sircle social community media website has been effectively designed and developed using the Rapid Application Development method. The results of the User Acceptance Testing conducted at UMN demonstrate a high student acceptance rate, with 88.08% perceiving the usefulness of the website and 88.67% expressing satisfaction. These findings strongly support the notion that the Sircle social community media system is highly functional and satisfactory.

The following recommendations are proposed for this research endeavor. Enhance the functionality of the autocomplete search feature to facilitate more efficient and accurate identification of other users. The Daily News page feature has been incorporated, providing news pertaining to Multimedia Nusantara University and its activities. The right bar on the Global page has been modified to ensure responsiveness.

#### ACKNOWLEDGEMENTS

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#### CONSENT

As per international standard or university standard, Participants' written consent has been collected and preserved by the author(s).

#### COMPETING INTERESTS

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

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