

Student Organization Website at Bina Nusantara University As a Media To Build Pancasila Values in Indonesia

Candy Reggi Sonia^{1,*}, Petrus Hepi Witonq² Rina Kartika¹

¹Visual Communication Design Department, School of Design, Bina Nusantara University, Jakarta 11480, Indonesia

²Character Building Development Center, Industrial Engineering Department, School of Industrial Engineering, Bina Nusantara University, Jakarta, Indonesia

Abstract. Speaking of brand image, in the science of visual communication design, particularly in a product, we will discuss branding imagery. The State of Indonesia is a brand that has brand values namely Pancasila and the unifying sentence, namely Bhinneka Tunggal Ika. Sumpah Palapa, Satu Nusa Satu Bangsa, and noble principles originating from Sumpah Palapa all strengthen these brand characteristics. Of course, by adapting the media through the Internet of Things (IoT), we can implant this tradition in the nation's next generation. The researchers worked with the coordinators of student organization sites in this study as a way of contributing and transmitting aspirations through publications on the Indonesian nation's noble values relevant to the field of student organizations. This research relies on on-site observation. As a result, one shared purpose, namely the site as a means of delivering information, has been achieved. As a result, one common purpose has been achieved, namely the site as a means of teaching Pancasila ideals to young activists of student organizations, with the goal of achieving Making Indonesia 4.0, a sense of nationalism, and building academic integrity in educational institutions.

1. Introduction

In the industrial revolution 1.0 to 3.0, humans started to produce goods or services only relying on muscle, hydropower, or wind power and so on, which is a form of non-efficiency of time and energy. When entering the era of the machine industry, the production process began to develop, and until now some activities that were previously carried out by humans, such as calculating or storing important things such as documents, began to be carried out by computers. The revolution that occurred also moved quickly, not only regarding the revolution in the industrial sector but also in the information sector.

When we talk about the industrial revolution 4.0, we are talking about the progress of the information sector. In this case, the Internet of Things as the basis for fast information retrieval for the current generation. The "Zoomer" generation loves technology that is easy to learn and makes their job easier. They have great respect for efficiency and are very supportive of people who can show them how to get things done easily and quickly [1-5].

To answer this challenge in campus life, especially in instilling Pancasila values in organizations, Bina Nusantara University, Student Club and Activity Center (SCAC) facilitates all student organizations in the form of a website as an online coaching medium. The result

*Corresponding author: csonia@binus.edu

is a written work that mostly raises the values of Pancasila as the basis of the Indonesian state as well as the basis of student organizations that aim to promote local culture.

1.1 Objectives

This article seeks to demonstrate the advantages, benefits, and consequences of using an online platform to solve the publication workflow, particularly when presenting information that promotes Pancasila's principles.

2. Literature Review

The Ministry of Industry in Indonesia has designed "Making Indonesia 4.0" as an integrated roadmap for the implementation of a number of strategies in entering the Industry 4.0 era to achieve these goals. This collaborative step needs to involve several stakeholders, starting from government institutions, associations and industry players to elements of academia.

And when we talk about "Making Indonesia 4.0", then we have to give what we can give to the Indonesian state through implementation related to technology or advances in the information field. Of course, it is adjusted to the current generation which can be said to be productive in the field of information in this online era, namely the Zoomer generation. Pancasila is considered the right basis in starting the first step [6-8].

Regarding Pancasila, we will discuss the image of the Indonesian state as a brand that has its own value. With the existence of Pancasila and the phrase *Bhinneka Tunggal Ika*, we can discuss social and cultural values even more than that. These brand values are strengthened by *Sumpah Palapa*, *Satu Nusa Satu Bangsa*, as well as noble values derived from *Sumpah Palapa*. So this is what will be instilled and fostered directly to the "Zoomer" generation as the nation's next generation through student organizations [9, 10].

The challenges also disrupt the leadership and management styles in the organizations. To build a winning organization, it is necessary to design new, simpler rules, introduce informal attitudes, act quickly, and remove unnecessary restrictions between superiors and subordinates. Jack Welch, the CEO of General Electric, stated that it is everyone's responsibility to eliminate bureaucracy that is not beneficial to the company.

The challenges get stronger, in the university sphere because the college students, the Gen Z generations, have their own characteristics: First, they are digital natives. 91% of them said that the sophistication of a company's technology will have an impact on their decision to work for the company. Second, they live in hyper-customized reality that around 56% of Gen Z would prefer to create their own job description than given a generic description. Third, nevertheless, they are realistic in their way to survive and move forward on what needs to be done. Fourth, 75% of Gen Z are interested in multiple roles in one office. Fifth, 93% Gen Z said that a company's contribution to society influences their decision to work for the company. Sixth, 71% Gen Z believe that if they do something right, then they will do it anyway. Seventh, 72% of Gen Z said they were competitive with people doing the same job [11–14].

All educational institutions and companies should respond to the challenges. One of the main keys to cope with the disruptive changes is velocity. Fast responses are the way to excel. Thus, there needs to be an adjustment of services in fostering students in campuses. All parties must be able to work together with a new system that can make it easier for the students to contribute to building the country.

Online site as a medium for building Pancasila values is developed an innovation design in student services, especially in fostering student organizations through the online program during the Covid-19 pandemic. The innovation itself is designed to answer and overcome the old workflows problems related to student organizations publication activities including; First, how do student organization websites implement Pancasila values. Second, how student organization websites can contribute to publications related to "Making Indonesia 4.0". Third, how student organization websites have publication standards so that they can provide good publication results regarding Indonesian social and culture based on the values of Pancasila. These are the common problems occur in various campuses and institutions when dealing with the procedures of coaching and approving student organization's initiatives in organizing their activities.

3. Methods

This paper was carried out through a literature study by conducting a literature study but also through observation and discussion with the stakeholders involved and using the website platform, especially with the supervisors and leaders of student organizations, SCAC managers, and others. Feedback is analyzed and organized into this article to address problems or issues that are currently happening in the country. The values of the Pancasila character must continue to be passed down by the next generation of the nation.

4. Data Collection

From 2017 through 2020, Bina Nusantara University will begin infusing SPIRIT principles in student organization activists (Striving for Excellence, Perseverance, Integrity, Respect, Innovation, and Teamwork). These ideals are utilized in the formation of student organizations through the Articles of Association / Bylaws (AD / ART), which are founded on Pancasila values and mutually agreed and approved by the coaches / advisors of student organizations from the SCAC. The coordinators of the website of student groups who are jointly selected as sponsors show this AD/ART to all publications on the website of student organizations, such as the Top Menu and Sub Menus (About Us, Vision, Mission, Events/Programs, Organizational Structure, and Contact Us).

The SCAC executed a plan in 2020 to increase the topic of Binusian SPIRIT principles across all work program activities and publications on the News, Articles, and Gallery menus from 63 student organization websites, totaling 1.401 articles. Then, in 2021, the Student Affairs and Community Development (SACD) communication division applied it to highlight the theme of Pancasila principles and culture in the Indonesian archipelago. Each student group is able to choose specific issues in their distinct organizational fields that are relevant to these themes. 4.566 topics about Pancasila and Nusantara culture have been published on 74 student organization websites (News, Articles and Gallery). This publication also seeks to serve as a source of information or inspiration for research from Bina Nusantara University students the next day, in conjunction with instructors or between internal and external organizations.

According to the figures obtained during the organizational management year periods of 2020 and 2021, the theme of Pancasila and the Culture of the Archipelago, Indonesia, is an interesting and important theme to be applied in student organizations at Bina Nusantara University based on Binusian SPIRIT values as well as self-improvement based on Graduate Attributes.

5. Results and Discussion

5.1 Benefits for the related stakeholders

Building Pancasila values on student organization websites has a positive impact on the parties involved, namely student organization activists and student organization coaches. The following are the benefits that can be received by related parties:

5.1.1 For Student Organization's Activists and Leaders

Student organization activists get more focused guidance with a big theme that raises leadership based on Pancasila values. They can contribute and collaborate in instilling a sense of nationalism as one of the exemplary characters of Pancasila or a reflection of Indonesia in responding to the challenge of "Making Indonesia 4.0" [9]. They can understand how to standardize workflows in online publications through media sites, especially those who are the coordinators of internal and external relations.

5.1.2 For the Student Organization Advisor from at Student Club and Activity Center (SCAC)

The coaches of student organizations can work according to the path that has been agreed upon with the activists of student organizations, with clear schedules and procedures, in order to meet the expected targets. They can work together in instilling Pancasila values, nationalism, and contribute to "Making Indonesia 4.0." They can see clearer report data and analyze weaknesses that can be turned into strengths, allowing them to provide the best coaching for student organization activists possible. They can determine the clustering of student organizations that are judged based on the level of activeness or not or monitoring of website management standards from the activists of student organizations involved.

They can learn whether or not the work program has been implemented by visiting the websites of the student organizations involved. In this case, it is clear how far the organization has progressed from the work program that has been implemented or made public.

5.2 Immaterial Advantages

A case study conducted over the last 3 years, starting from 2018 to 2020, it was found that student organizations that have been provided with website facilities from Bina Nusantara University, must have a clear workflow that is adapted to the current generation, namely the Zoomer generation [9, 10]. Where this generation will be motivated by clear goals, processes, and timeframes. Leadership that provides them with the means and lets them do it themselves, in this case trust is important in collaborating, so that contributions from various parties

can be realized which produce work programs and writings related to Pancasila values that are published and enjoyed by the audience who attend came to study the organization [15, 16].

Coaches provide the tools and strategies to deal with ongoing change. The values of Pancasila that are applied in the work program, among others, are also related to Catur Dharma, namely the existence of Community Service and increasing awareness of academic integrity through written works whose sources are clearly linked to the respective field of student organizations [17, 18]. The Student Association collaborates with the department to support written works that can be a source of sustainable ideas [19].

The Student Activity Unit collaborates with fellow student organizations from other campuses such as Benchmarking, in the context of self-development, organizational development, or Good Organization Governance (GOG). After that, from SACD an audit of the performance results of the coordinators of the student organization's website was carried out, so that there would be discussions in joint problem solving, innovation and initiative were important in supporting the Pancasila character building program, so that in this way, it would produce the next generation of the nation who is nationalist, loves the homeland, and provides benefits to the community with the knowledge that has been obtained.

During the Covid-19 epidemic, coaching is done online, beginning with the initial work meeting, which imparts information on workflows and goals to be met, and continuing with monthly monitoring of publication outcomes and quarterly audits every three months. Until the end of the year all will be assessed, and given awards for the coordinators who have given maximum results, hard work for achievements during 1 year of management.

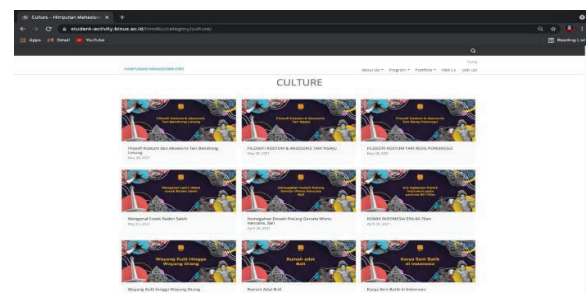


Fig. 1. Website of Student Association, Visual Communication Design (HIMDKV)

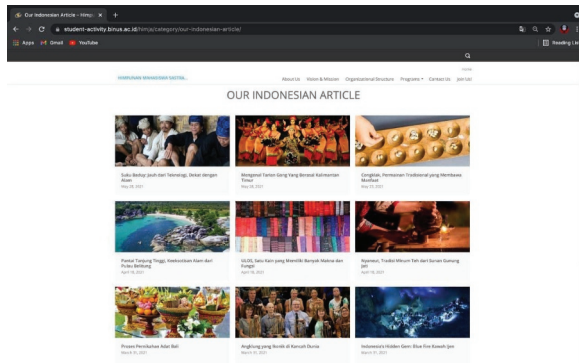


Fig. 2. Website of Student Association, Japanese Literature (HIMJA)

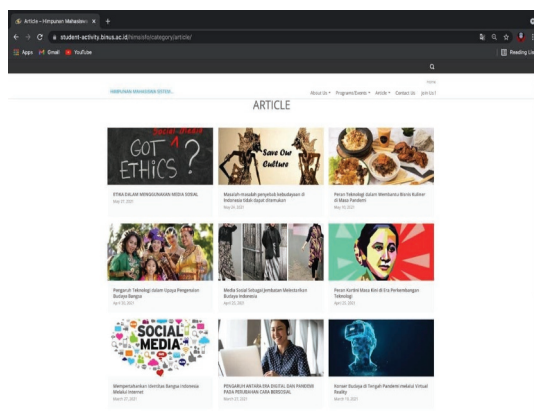


Fig. 3. Website of Student Association, Information Systems (HIMSISFO)

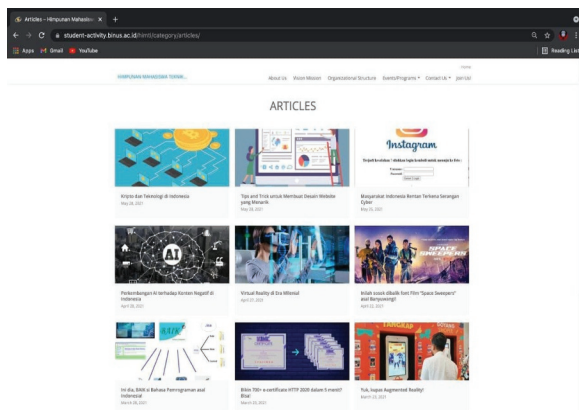


Fig. 4. Website of Student Association, Technical Information (HIMTI)

The findings of a collective agreement reached at the working meeting of the heads of student groups for the management period 2021-2022 are the basis for this work report. All publications are evaluated based on ongoing Bina Nusantara University-approved work programs as well as free self-development activities that lead to leadership based on Pancasila values [6, 7].

5.3 Material Advantages

Before the existence of the student organization website development program, there were several student organizations that published journals or magazines in the form of printed media. This print media is distributed to all activist organizations, and distributed in the secretariat room of student organizations. Print media is no longer essential with the site development program because everything is transmitted online, where the link can be shared among student organization groups. More readers can be reached via the internet. Of course, it saves money because it is sufficient with just wifi [20, 21].

5.4 Positive Impact

Before Online sites as a medium for conveying information about the values of Pancasila, making student organizations able to work more optimally for the nation and state, coaches can instill a sense of nationalism to today's young generation through conveying aspirations and sharing inspiration through publication information that is run online with quickly to the audience. Contributions and collaborations are made as a concrete form in achieving "Making Indonesia 4.0" [22]. In addition, it can increase a sense of solidarity and fight intolerance because it is not in accordance with the noble values of the nation and state. Pancasila was appointed as the first step in fostering so that the current young generation has character in organizing, can see the needs of the community, and can apply academic integrity.

5.5 New Challengers to Anticipate

Online sites as a medium for student organizations in conveying the values of Pancasila certainly have various challenges. The existence of human error, time limits and other lecture activities are challenges. As a consequence, the anticipation is carried out by conducting quarterly audits, settling problems with the engaged coordinators, evaluating monitoring data, collaborative evaluation, and planning initiatives and innovations with clear aims in order to avoid repeating prior mistakes. The publication's results will next be assessed by coaches from student organizations and majors in science fields connected to the material published.

6. Conclusion

After In the age of the Fourth Industrial Revolution and the COVID-19 pandemic, all lecture activities, both soft and hard skills, are carried out online. Through their work programs, student organizations play an important role in preserving the noble values of the Indonesian nation. To support the government's goal of "Making Indonesia 4.0," the work program was designed with Catur Dharma and Pancasila values in mind. Bina Nusantara University provides special assistance to student organization activists who serve as website

coordinators by utilizing publications with Indonesian social and cultural themes, Fostering and Empowering Indonesia.

This guidance is carried out by analyzing what interests today's young generation, namely the Zoomer generation, and then applying a workflow that is tailored to the abilities of student organization activists. In this case, not all organizations have the same amount of human resources. So there needs to be an analysis and monitoring of work results, then evaluation for joint problem solving, and finally designing innovations and initiatives that will be carried out for the next step.

Collaboration with the coaches of student organizations is carried out to support coaching that leads to leadership based on Pancasila values, supporting work programs that lead to community development. Fully supported by department contributions in collaboration with student organization activists so that they can produce work programs that are in line with the plan to achieve the desired results.

It assists all stakeholders in the preparation, monitoring, execution, and closure of all programs through the use of online and digitalized administrative tasks. It also contributes to the development of a well-focused system for improving the performance of student clubs and ensuring the implementation of GOG and academic integrity.

In the future, this research will attempt to develop access and new features through student organization websites in response to the problem of radicalism so that it is more easily understood by students as the younger generation in Indonesia. The problem of radicalization is still present in Indonesia's younger generation, particularly through the digital world.

Acknowledgment

The authors would like to thank Bina Nusantara University for financially supporting the research and publication of this article.

References

- [1] Andreas Rio Adriyanto, Imam Santosa, and Achmad Syarief, "MEMAHAMI PERILAKU GENERASI Z SEBAGAI DASAR PENGEMBANGAN MATERI PEMBELAJARAN DARING," *PROSIDING: SENI, TEKNOLOGI, DAN MASYARAKAT*, vol. 2, 2020, doi: 10.33153/semhas.v2i0.116.
- [2] R. F. Ayuni, "THE ONLINE SHOPPING HABITS AND E-LOYALTY OF GEN Z AS NATIVES IN THE DIGITAL ERA," *Journal of Indonesian Economy and Business*, vol. 34, no. 2, 2019, doi: 10.22146/jieb.39848.
- [3] S. E. Indrajaya and L. Lukitawati, "Tingkat Kepercayaan Generasi Z terhadap Berita Infografis dan Berita Ringkas di Media Sosial," *Jurnal Komunikasi*, vol. 11, no. 2, 2019, doi: 10.24912/jk.v11i2.5045.
- [4] M. Yoesoef, "Cyber Literature: Wattpad and Webnovel as Generation Z Reading in the Digital World," 2020. doi: 10.2991/assehr.k.200729.025.
- [5] S. Yunos and R. Din, "The Generation Z Readiness for Industrial Revolution 4.0," *Creat Educ*, vol. 10, no. 12, 2019, doi: 10.4236/ce.2019.1012223.
- [6] Sobirin and C. Ahmad, "Pancasila sebagai paradigma kehidupan dalam bermasyarakat, berbangsa dan bernegara," *Jurnal SAINTIKOM*, vol. 4, no. 1, pp. 146–155, 2008.
- [7] N. A. Tanamal and S. B. U. Siagian, "Pancasila Sebagai Landasan Visional bagi Spiritualitas Kehidupan Bangsa Indonesia dalam Menangani Intoleransi," *Integritas: Jurnal Teologi*, vol. 2, no. 1, pp. 35–48, 2020.
- [8] F. Hidayat, "Pancasila: Perspektif Pendiri RI Dan Problematikannya," p. 39, 2017.
- [9] M. Meifitri, "Fenomena Influencer Sebagai Salah Satu Bentuk Cita-Cita Baru di Kalangan Generasi Zoomer," *Komunikasiana: Journal of Communication Studies*, vol. 2, no. 2, 2020.
- [10] C. Cran, "101 Tips mengelola generasi x, y & zoomer di tempat kerja," *Jakarta: KPG*, 2014.
- [11] A. Szymkowiak, B. Melović, M. Dabić, K. Jeganathan, and G. S. Kundi, "Information technology and Gen Z: The role of teachers, the internet, and technology in the education of young people," *Technol Soc*, vol. 65, 2021, doi: 10.1016/j.techsoc.2021.101565.
- [12] A. Nurwahyuni, "Literature Review: Perbedaan Pendidikan Karakter yang Diterapkan pada Generasi X, Y dan Z," in *Prosiding Seminar Nasional. Presented at the Psikologi Pendidikan*, 2019.
- [13] I. Budiati *et al.*, "Profil Generasi Milenial Indonesia," pp. 1–153, 2018.
- [14] D. Syafruddin and I. Ropi, *Gen Z: kegalauan identitas keagamaan*. Pusat Pengkajian Islam dan Masyarakat (PPIM), UIN Jakarta, 2018.
- [15] Y. S. Ruman, D. A. Kusumajati, and A. A. Gea, "Effect of learning interest against learning motivation on character building courses at Binus University Jakarta," *Adv Sci Lett*, vol. 21, no. 7, 2015, doi: 10.1166/asl.2015.6267.
- [16] Y. S. Ruman and M. M. Pane, "The potent role of information technology in today's Indonesian democracy," in *2017 3rd International Conference on Information Management, ICIM 2017*, 2017. doi: 10.1109/INFOMAN.2017.7950380.
- [17] C. Siregar, M. M. Pane, and Y. S. Ruman, "The virtual team performance in solving teamwork conflict problems," in *ACM International Conference Proceeding Series*, 2018. doi: 10.1145/3231848.3231850.
- [18] M. M. Pane, Y. S. Ruman, and I. Irawan, "The role of instant messaging in building virtual teamwork: A case study of character education in Binus University," in *Proceedings - 2017 10th International Conference on Human System*

- Interactions, HSI 2017*, 2017. doi: 10.1109/HSI.2017.8005004.
- [19] N. T. Martoredjo and P. Lakonawa, "Enhancing student's time management skills in the pursuit of professional character: A research on students at double degree program," *Adv Sci Lett*, vol. 23, no. 1, 2017, doi: 10.1166/asl.2017.7146.
- [20] W. Sardjono, E. Selviyanti, R. Azizah, and others, "The relationship between internet growth and implementation of the internet of things," in *Journal of Physics: Conference Series*, 2021, p. 12030.
- [21] J. J. C. Tambotoh, S. M. Isa, F. L. Gaol, B. Soewito, and H. L. H. S. Warnars, "Software quality model for Internet of Things governance," in *2016 International Conference on Data and Software Engineering (ICoDSE)*, 2016, pp. 1–6.
- [22] Kemenperin, "Kemenperin: Making Indonesia 4.0: Strategi RI Masuki Revolusi Industri Ke-4," *Kementerian Perindustrian Republik Indonesia*, 2018.
<https://www.kemenperin.go.id/artikel/18967/Making-Indonesia-4.0:-Strategi-RI-Masuki-Revolusi-Industri-Ke-4>
<https://www.kemenperin.go.id/artikel/18967/Making-Indonesia-4.0:-Strategi-RI-Masuki-Revolusi-Industri-Ke-4> (accessed Jul. 31, 2021).