Internal Communication of the Institute of Health Sciences and Technology Muhammadiyah Palembang in optimizing the Academic Management Information System (Simakad) Website

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ABSTRACT

Keywords
Internal Communication
Academic Management
Website

Information and communication technology is now experiencing a rapid increase in its increasingly diverse uses, adapting to modern and sophisticated human activities. One aspect that is currently in the main spotlight is the use of information and communication technology as a medium or means of information. Problem: Based on the background of the existing problem, the main problem in this research is whether the internal communication of IKesT Muhammadiyah Palembang in Optimizing the Academic Management Information System (SIMAKAD) website is appropriate. Objective: This research aims to increase knowledge that is more directed towards internal communication of IKesT Muhammadiyah Palembang in Optimizing the Academic Management Information System (SIMAKAD) website. Method: The type of research used in this research is descriptive research. Conclusion: Institutionally, IKesT Muhammadiyah Pelembang has and uses Information and Technology (IT) facilities, which can be used and accommodated by students in terms of their academic information needs. The existing IT aims to provide services to students in order to improve service quality. In fulfilling this IT sector, of course there are obstacles and obstacles, both internal and external, for this, good handling and management is needed, which requires qualified resources and experts in the field. This research has obtained information that IT resources are good and can carry out coordination and communication both vertically up and down as well as horizontally with the academic administration, lecturers and students. Suggestion: to the IT department to always carry out updates and always take part in training or education related to the world of technology and information, so that the service becomes better and more quality and provides sophisticated technology and information facilities that can be accessed by IKesT Muhammadiyah Palembang stakeholders wherever they are.

1. Introduction

Information and communication technology is now experiencing a rapid increase in its increasingly diverse uses, adapting to modern and sophisticated human activities (Ray, 2018). One aspect that is currently in the main spotlight is the use of information and communication technology as a medium or means of information (Law et al., 2019).

The quality of Human Resources (HR) is one of the keys to all development efforts in all areas of the world where human resources have a very important role in an organization, so they must have good human resources, especially quality human resources (Huerta et al., 2016). Human resources here are employees who are the main wealth (asset) in an organization, so they need to be developed to produce quality employees who are able to achieve the same goals (Miller, 1999). Employee performance will not run smoothly if there is no good communication.

Communication is a human activity to mutually understand and comprehend a message between the communicator and the communicant. Usually, it ends with a result called the communication effect. The essence is the same meaning and understanding between those who communicate (Hadma & Anggoro, 2021).

Lawrence D. Brennan define communication internal as "exchange idea between manager and structure certain (organization), And exchange idea horizontally and vertical in company Which do work (operation And management)." In this world, every human being is involved in communication. Since they existed, communication has been an activity carried out by humans (Hasugian et al., 2020). But the science of communication that is being discussed today is actually the result of long developmental activities (Miranda et al., 2021). This is because communication is a science that is researched based on the results of a long development process. Communicating is very necessary both in a person's personal life, as well as in companies and organizations, so that the steps taken for the sake of interests will be directed and achieve the desired goals (Berger & Roloff, 2019).

The communication process is part of all organizational behavior in carrying out every task that is the responsibility of its members and leaders. Based on communication objectives, organizational communication has functions. According to Ukas (in Simamora & Zainuddin, 2021) the information function, the command function of commands, the role of influence and distribution and the overall function are communication functions.

For higher education institutions, information technology used in information systems is a necessity to support the educational process. Especially in terms of increasing efficiency and productivity for educational management in higher education (Idowu & Sitnikov, 2020). So an information system was born which is usually called the Academic Information System and has been utilized by one of the universities called the Muhammadiyah Palembang Institute of Health Sciences and Technology (IKesT MP).

The Academic Management Information System (SIMAKAD) began to develop in 2019 based on Chancellor's Decree Number 0763/KEP/II.3AUD/2019 concerning Website Management Team, Academic Management Information System (SIMAKAD). At the Palembang Muhammadiyah Institute of Health Sciences and Technology (IKesT MP) the use of the Academic Management Information System (SIMAKAD) website is still not optimal, this is proven by observations made by researchers with the object management section (IT and management of student academic administration), user/ users (students), that human errors still occur among students, there are delays in data input in the student management section, and there are still locks or features that have not been used according to their function. Based on this background, the problem raised by researchers is Internal Communication of IKesT Muhammadiyah Palembang in Optimizing the "SIMAKAD" website.

2. Method

Cybernetics is a branch of systems theory that focuses on feedback loops and control processes. By emphasizing unlimited forces, cybernetics challenges the linear approach that one thing can cause another. This concept leads us to questions about how things influence each other in endless ways, how systems maintain control, how to achieve balance, and how feedback loops can maintain balance and create change.

Communication. Communication according to Rogers & Kincaid (in Cangara, 2017) states that communication is a process in which two or more people form or exchange information between each other, which in turn occurs in-depth mutual understanding. According to Hafied Cangara, communication begins with the Latin word communis, which means building togetherness between two or more people (Simamora & Zainuddin, 2021).

Based on the opinion above, the conclusion is that communication is a process between two or more people to obtain the information needed and is reciprocal, both verbally and through the role of the media (Young, 2016).

Internal Communications. Internal communication according to Lawrance D. Brennan in Effendy (2006: 122) is the exchange of ideas between administrators and employees in a company or

agency which causes the creation of the company or agency complete with a unique structure (organization) and the exchange of ideas horizontally and vertically within the company or position that causes work to take place (LaBelle & Waldeck, 2020). Based on the opinion above, the conclusion is that Internal Communication is communication that occurs by involving several people in the public sphere which produces up-to-date information to support the optimization of the objectives of the public sphere (Riel & Fombrun, 2007).

Optimization. According to the Big Indonesian Dictionary (KBBI), optimization is derived from the basic word optimal which means best, highest, most profitable, making the best, making the highest, optimizing the process, method, act of optimizing (making the best, the highest, etc.) so that optimization is an action, process, or methodology to make something (as a design, system, or decision) more/fully perfect, functional, or more effective (Luttrell & Capizzo, 2020).

According to Poerwadarminta (in Luttrell & Capizzo, 2020) "the results are achieved according to desires, so optimization is achieving results according to expectations effectively and efficiently." Optimization is also often interpreted as a measure where all needs can be met from the activities carried out

Internet. Internet is abbreviation from Interconnected Network, that is various type connection computer Which form system network global (global computers networks) through channel communication like telephone, radio link, satellite and etc. Term INTERNET originate from say Latin inter, Which means "between". Internet is world virtual from network computer (connection) Which consists from billions computer in all over world (Sjuchro et al., 2022).

Website. Websiteis Wrong One platforms which most Lots used For find various source information And communication. Especially moment This Already Lots program and tutorials make website Alone from zero without coding Which make process making web become more easy and amount website in Indonesia always increase (Vartanova & Gladkova, 2019). Website is gathering from a number of page which used For displays information form text, picture, animation, voice or even combination from all That. Irmawati et al., (2021) For private people, websites are often used as a means of communication, dissemination of information, and also online business. Several other functions of the website are: Communication, information, entertainment and transactions.

Academic Management Information System (SIMAKAD). The Academic Management Information System (SIMAKAD) is one of the facilities in the form of a website or portal provided by the institution which can then be accessed by students to input study plan cards (KRS), study results cards (KHS), temporary transcripts and to view exam results during lectures (Romero et al., 2021). namely the cumulative achievement index by having a private dashboard account with complete password security for each student. For lecturers, the function of using the Academic Management Information System (SIMAKAD) website is to fill in grades and courses that students will take. However, it is not only students and lecturers who use it, namely admins or academic management users who can also operate it to display the latest information which is a public facility for users and manage the security of the website (internal control system by the Institution). The overall part of an organization's behavior in carrying out tasks that are the responsibility of its leaders and members.

Communication Theory. Communication according to Rogers & Kincaid (in Roshan et al., 2016) states that communication is a process in which two or more people form or exchange information between each other, which in turn occurs in-depth mutual understanding.

Internal Communication Theory. Internal communication according to Lawrance D. Brennan (in Effendy, 2017) is the exchange of ideas between administrators and employees in a company or agency which causes the creation of the company or agency complete with a unique structure (organization) and the exchange of ideas horizontally and vertically within the company or position that causes work to take place.

Optimization Theory. According to the Big Indonesian Dictionary (KBBI), optimization is derived from the basic word optimal which means best, highest, most profitable, making the best, making the highest, optimizing the process, method, act of optimizing (making the best, the highest, etc.) so that optimization is an action, process, or methodology to make something (as a design, system, or decision) more/fully perfect, functional, or more effective.

Computer Mediated Communicated (CMC) Theory. Computer Mediated Communicated Theory or better known as CMC is a theory where the human communication process is through the use of 2 (two) or more computers involving humans in a certain context (Sintawati, 2019). In CMC communication is very limited, the language and signs conveyed through a medium will be different from data with language and signs that we see directly. "Interaction through CMC minimizes and even enhances the frame context, which can describe the figure or appearance, behavior that can contextualize the cultural production of the teenagers who are interacting." (Russell et al., 2021).

Pierre Levy's New Media Theory. The New Media Theory is a theory developed by Pierre Levy who claims that New Media is a theory related to media development. There are two perspectives in new media theory, the first is the social interaction perspective, which separates media from its proximity to face-to-face interaction (Perelman, 1991).

Research Results of Serly Wulandari & Mubarak R. Adam. Research by Serly Wulandari & Mubarak R. Adam (2018) "Implementation of Academic Information System Policy (Siakad) by the Ipdn Academic Bureau, Jatinangor Campus" uses a descriptive method with a qualitative approach. The operationalization of this research concept uses Implementation theory. Based on the analysis that has been explained, the author draws the following conclusions. The implementation of the SIAKAD policy in improving educational services at the IPDN Jatinangor Campus Academic Bureau has not been optimal. The type of research used in this research is descriptive research. Descriptive research is research into the existence of independent variables, either only on one variable or more regarding internal communication in optimizing the academic management information system website (SIMAKAD). The data analysis method used by researchers in this research proposal is qualitative analysis. Where this research is related to the Internal Communication of IKesT Muhammadiyah Palembang in Optimizing the Academic Management Information System (SIMAKAD) website. Then the data is explained in order to provide an explanation of the research results.

3. Result and Discussion

The researchers obtained research findings using data collection techniques through direct observation, documentation, and in-depth interviews with key informants. The informant identification technique in this research is to really know and be directly involved with the Internal Communication Analysis of IKesT Muhammadiyah Palembang. Internal communication is communication that occurs by involving several people in the public sphere which produces up-to-date information to support the optimization of the objectives of the public sphere.

The results of the implementation of internal communication in optimizing the student academic management information system (SIMAKAD) website between the information technology (IT) section and the student academic administration section (BAAK) state that between these sections there has been miscommunication in several cases, including the problem of backup data using the website which has not yet been implemented. efficient and some data experienced downtime as well as several dashboards whose use was unfamiliar. Based on these results, researchers carried out vertical upward communication that had goals, decision alternatives and limited resources.

Table 1. Research Informants

No	Name	Information
1	Informant 1	Manager in the IT Sector
2	Informant 2	Manager in the BAAK Sector
3	Informant 3	User / Lecturer
4	Informant 4	Users / Students
5	Informant 5	Users / Students
5	Informant 6	Users / Students

Source: Researcher 2023

4. Conclusion

Institutionally, IKesT Muhammadiyah Pelembang has and uses Information and Technology (IT) facilities, which can be used and accessed by students when it comes to their academic information needs. The existing IT aims to provide services to students in order to improve service quality. In fulfilling this IT sector, of course there are obstacles and obstacles, both internal and external, for this, good handling and management is needed, which requires qualified resources and experts in the field. This research has obtained information that IT resources are good and can carry out coordination and communication both vertically up and down as well as horizontally with the academic administration, lecturers and students.

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