

## Media E-Learning Application Strategic PLADACYS: Planning, Design, and Action to Corporate Analysis-Based Android In the Strategic Management Course

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Strategic Management, is a course that must be taken by all undergraduate students majoring in Management at the Faculty of Economics. And during this learning model that is applied face-to-face lecturers still often only use PPT media and provide tasks directly. The goal of the development of media e-learning *Application Strategic PLADACYS (Planning, Design, and Action to Corporate Analysis-Based Android)* in this strategic management course is to create and develop more innovative electronic learning media and provide more interactive learning media to students adjusting to the free learning curriculum. Millennials are referring to technology. Learning tools developed in the form of e-learning media that can be installed on Android in the form of *Strategic Planning analysis (SPA)* menu, *Strategic design analysis (SDA)*, *Strategic action analysis (SAA)* menus and menus in this application will contain a grouping of materials, tasks, and practices of strategic management lectures by following the symbol menu (SPA) Theory for planning, designing strategies with analytical tools. (SDA) and looking for data to the company or industry as well as the practice of knowing the determinants of the company's success and analyzing (SAA). The development method carried out is the Borg & Gall development model [1] using waterfall grooves (*waterfall*) at the stage of development. The development stages begin with needs analysis, product planning, product development, trial/implementation (validation), revision, and report creation. The product results in the form of *Application Strategic PLADACYS (Planning, Design, and Action to Corporate Analysis-Based Android)* as a learning medium in strategic management courses, and will be equipped with media application videos, as well as media usage instructions.

**.Keyword:** *Application; Strategic PLADACYS; E-learning.*

## **I. Introduction**

Free learning proclaimed by the Minister of Education in 2020 [2], making the curriculum in universities must also be adjusted, where students are expected to also be able to get learning knowledge not only on campus but also off-campus for example in the form of practice of digging knowledge to various other organizations by following the scientific field. In the learning process, lecturers must be more interactive so that students have the motivation to listen and implement what has been learned in the lecture. Learning media can be used to create real learning conditions. With the use of learning media, abstract messages can be converted into concrete messages. Especially in this day and age where all start to rely on HP Android technology as a means of communication and information, this android can be used as an attractive learning medium for students in college, because android is always taken anywhere and will always be opened by students, so it is very appropriate to be used as a learning medium. As an interactive e-learning medium. Zainal in Mulyani [3] say that the learning media is all tools that can be filled with messages or subject matter used in the learning process so that the subject matter can be delivered or learned by students easily and effectively.

Learning media is an integral component of the learning system, Daryanto [4]. So it can be concluded that the learning media is a tool for teachers or lecturers in delivering learning materials to students or students consisting of books, tape recorders, cassettes, video cameras, video recorders, movies, slides (frame images), photos, images, television, and computers.

According to the Regulation of the Minister of Education and Culture No. 109 of 2013, electronic learning (e-learning) is learning that utilizes information packages based on information and communication technology for learning purposes that can be accessed by all learners at any time. And anywhere. At the Faculty of Economics Department of Management, Strategic Management courses are courses that must be taken or taken by all students in the department. This course studies the vision, and mission of a company, how external factors and internal factors of the company, opportunities, threats, strengths and weaknesses of the company, competitive strategies, corporate strategies, Good Corporate Governance, and balance scorecard, and Strategic leadership. So far in the process of learning strategic management courses are still only the delivery of materials using PPT, the provision of individual assignments that are written manually and group discussions face-to-face, have not used special media in the form of applications of strategic management courses that contain materials, assignments, practices and

analytical tools that can be installed by students on their android, so that wherever students are students can open application, reading theory, performing tasks, and practice and analysis.

Development this time in the form of e-learning media that can be installed on Android in the form of *Strategic planning analysis* (SPA) menu, *Strategic design analysis* (SDA), *Strategic action analysis* (SAA) menu and menus in this application will contain a grouping of strategic management lecture materials for one semester by following the symbol menu (SPA) Theory for planning, designing strategies with analytical tools (SDA) and Looking for data to the company/industry (practice) and then analyzing using external environmental analysis tools (EFA), the internal environment (IFA), SWOT and Matrix Competitive Profile that have been developed previously based on desktop, in this development based on Android on the menu (SAA). In addition to being an interactive e-learning medium for students of the Faculty of Economics Department of Management strategic management courses, this application can also be used by outsiders, especially to foster traction in strategy concept literacy, strategy design, and equipped with strategy analysis tools for those who take strategy research on their respective androids.

## **II. Method**

The development research model that will be carried out is the Borg & Gall development model (2005) using waterfall grooves(*waterfall*)at the stage of development. The stages of development of begin from 1) Stage of development needs analysis, at this stage, which is done is to look for theories or references related to interactive e-learning media and observe and interview students who have taken strategic management courses. about the shortcomings in the learning process related to learning media and interviewing lecturers who have fostered management courses related to learning media used 2) The stage of product development planning, at this stage what is done is to formulate product development goals, namely to create a more interactive e-learning media in the form of android-based PLADACYS Applications. which can later be installed by students on the Play Store on Android or shared by lecturers of lecturers whose courses are tailored to the needs of today's students. 3) The product development stage, at this stage, what is done is to create e-learning media in the form of a *Strategic planning analysis* (SPA) menu, *Strategic design analysis* (SDA), *Strategic action analysis* (SAA)menu. 4) Product trial stage, at this stage. what is done is to apply e-learning media in the classroom for participants of strategic

management courses by working with lecturers of strategic management courses, then asking expert validators to assess the validity of e-learning media development products. 5) Product Revision Stage, at this stage, what is done is to correct the shortcomings of the product after being tested in a class of strategic management courses. 6) The stage of making the report, at this stage what is done is to make the final report of the results of the development of e-learning media products, along with presenting a form of product in the form of android-based PLADACYS Application stored in CDs, flash drives, google drives and uploaded at the Innovation House of Malang State University.

### **III. Result and Discussion**

The development of PLADACYS applications that have been designed before, in the form of features or menus consisting of Strategic Planning Analysis (SPA) where SPA contains Management Strategic Theory (PLAN) 1, which is a strategic management course material containing power points of theories, and Management Strategic Theory (PLAN) 2, where the contents include tasks on each of the subjects of strategic management courses.

The Strategic Design Analysis (SDA) menu includes practical media for designing existing visions and missions directed with commands to design visions and missions. The SDA menu also contains *External Factor Analysis*, *Internal Factor Analysis*, *SWOT*, *Balance Score Card*, *Good Corporate Governance*, *Competitive Profile Matrix*, and *Corporate Social Responsibility*, all of which contain practice media to design, which is the direction for corporate strategy in learning Strategic Management courses. While the Strategic Action Analysis menu contains tools to perform SWOT analysis and Competitive Profile Matrix.

This E-Learning medium will make it easier for students to understand strategic management courses because it contains materials, places to practice, and conduct analysis, from data obtained by students from companies or industries can then formulate strategies. Students can also use this E-Learning medium wherever they are because it is stored on their Android by the way they install it first. This application is planned to also be submitted to the google play store, but for its use students must register by mentioning Student Number and the previous password. Here's how the PLADACYS app menu looks:

#### **the Initial view of apps and registers**

The initial view after this application is installed on the android user, after pressing the

PLADACYS Icon button will appear the Welcome to Analysis strategy and Get Started menu to proceed to the next view, such as the following image.

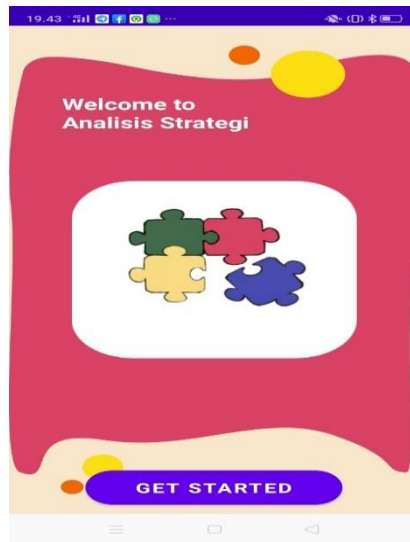


Figure1. Welcome To Strategy Analysis

Furthermore, if the user presses the Get Started button, then the user will go to the menus "Sign in", and "Register", as well as LOG IN.

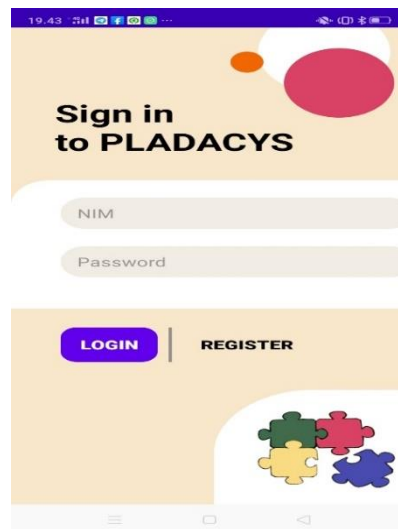


Figure2. Sign in, Register, and Login menu

Users must register first by filling in the NIM, Group, Offering, and Password, which will be used if they will log in next if using this application, then click Register and next.

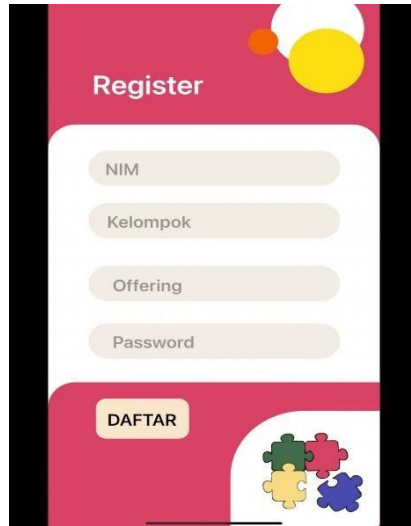


Figure3. Register Data Filling menu

### **PLADACYS Application Main Menu**

After registering, users can go to the main menu of the application, namely Strategic Planning Analysis (SPA), Strategic Design Analysis (SDA), and Strategic Action Analysis (SAA), as the following view.



Figure 4. SPA, SDA, and SAA Main Menu

## Use of Strategic Planning Analysis Menu

If the user presses the Strategic Planning Analysis button, it will appear the features of strategic theory management (PLAN) 1, and Management Strategic Theory (PLAN) 2.



Figure5. Management Strategic Theory (PLAN 1 & 2)

Furthermore, if the Management strategic theory PLAN 1 button is pressed, then there will appear material or theories of strategic management courses in the form of Power points 1 to 10.

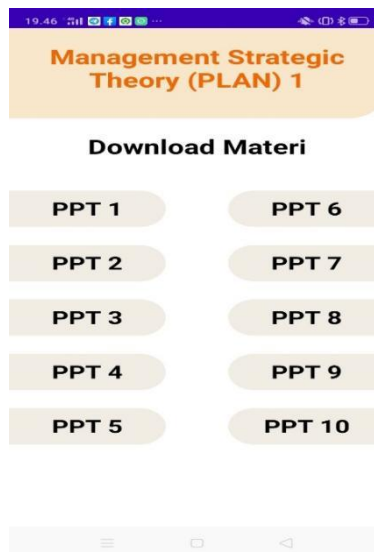


Figure 6. Lecture materials

If the user presses the Strategy Management Theory PLAN 2 feature, it will appear Task 1 to 10 which contains tasks in the form of questions that lead to strategic planning according to the theory at the Powerpoint on PLAN 1. After doing the task, the task can be saved because it comes with a SAVE button.



Figure7. Strategy Tasks Planning Analysis

The following is an example of the contents of TASK 1, in the form of a question as a task from PowerPoint 1.



Figure 8. Fill in TASK 1 Management strategic PLAN

## Use of Strategic Design Analysis Menu

The next menu is Strategic Design Analysis (SDA), if entered into the SDA menu will appear Vision and MISSION (VM), External Factor (EFA), Internal Factor (IFA), SWOT, Balance Score Card (BSC), Good Corporate Governance (GCG), Competitive Profile Matrix (MPK) and Corporate Social Responsibility, this feature contains a design where later for application to the company or industry, menu The SDA also comes with a SAVE button.



Figure 9 Content Strategic Design Analysis

## Use of Strategic Action Analysis Menu

Finally, the Strategic Action Analysis (SAA) menu, the features on this menu contain inputs to perform analysis, namely EFA and IFA data to include External and Internal Factors Company data, and SWOT Analysis tools to formulate strategic and Matrix Analysis Tools Competitive Profile.



Figure 10. Strategic Action Menu Analysis

### Student/User Task Results Database

Data on the results of assignments filled by students can be seen by lecturers on the web, where it looks like the following image:

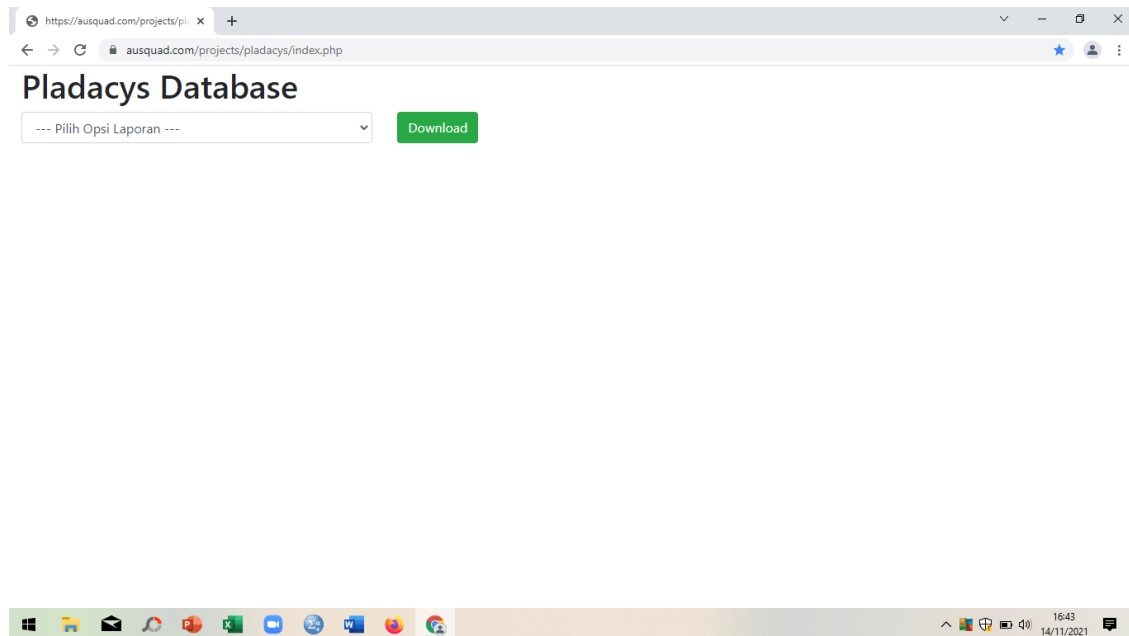


Figure 11. Pladacys Task DataBase

Task data filled by students and stored on the link can be downloaded, and then the data is deleted so that the storage space is not full.

## Application of PLADACYS in Strategic Management Class

This application is applied to the class of Strategic Management subjects, where the Strategic Management Subjects in the Management department of the Faculty of Economics, University of Malang are offered in the even semester. So when this application product is completed, it cannot be applied directly to the actual Strategic Management class. Trials of application products, applied to Experiment classes, to see how students respond and the learning process when using this PLADACYS application. For application to the actual class, it will be done in this even semester.

Application in the experimental class, students are asked to install the PLADACYS application on their respective androids, after which register to login, then fill in the menu, *Strategic Planning Analysis (SPA)* namely in *Management Strategic Theory (PLAN) 2*, contains a Task (task) consisting of 10 Tasks, following examples of Task Management Strategic Theory (PLAN) 2 Menu Strategic Planning Analysis (SPA) filled by students:

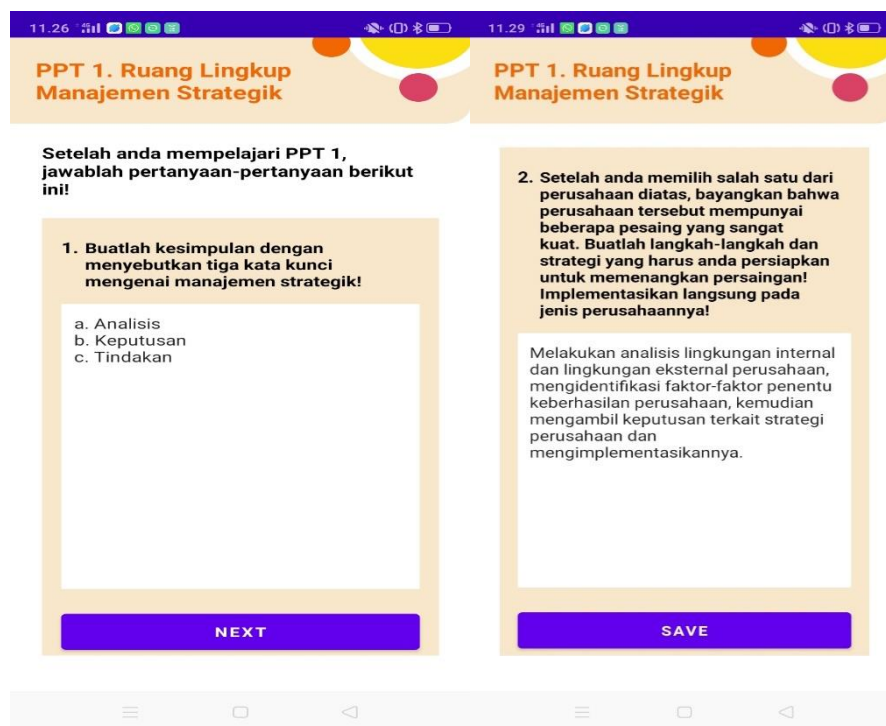


Figure 12. Example of Task 1 Menu Management Strategic Theory (PLAN) 2 filled by Students

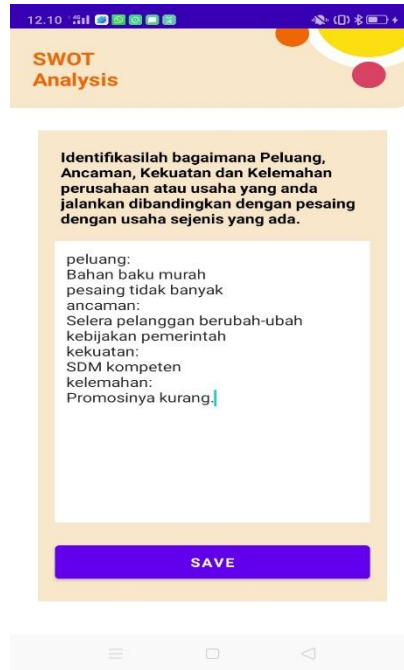


Figure 13. Examples of Strategic Design Analysis Menus filled by Students

After students fill the task according to the instructions in the Strategic Planning Analysis menu, Strategic Design Analysis, and Strategic Action Analysis menu, the work can be directly saved by students by clicking "SAVE", student work data can be seen by lecturers, on the web, and can also be downloaded as follows:

NIM	Question #1a	Question #1b	Question #1c	Question #2a	Question #2b	Question #3	Question #4	Question #5	Question #6a	Question #6b	Question #7	Question #8
123	MST1a	Perhotelan	MST2 PPT 1c test									
159	MST PPT 1a	Telekomunikasi	MST PPT 1c	MST PPT 2a	MST PPT 2b							
111111111												
198001042006042001	a. Analisis b. Keputusan c. Tindakan	Perbankan	Melakukan analisis lingkungan internal dan lingkungan eksternal perusahaan, mengidentifikasi faktor-faktor penentu keberhasilan perusahaan, kemudian mengambil keputusan terkait strategi perusahaan dan mengimplementasikannya.									
201010370311077	1	Tekstil										

Figure 14. Web Database of Tasks on PLADACYS Applications filled out by Students

The assessment of experimental class students on PLADACYS application, based on the questionnaire in the content, for the content aspect and the display aspect 90% declared feasible, for the programming aspect 70% declared it feasible, students argued that the PLADACYS application is very easy to operate as a learning medium, can do tasks wherever they are, because it is based on android, where they always carry android, the application is also equipped with tools to formulate strategies. However, many also argue that they have to wait a long time to save their work after clicking the SAVE button, and students who do not use Android or iOS can't install this application.

#### **IV. Discussion**

PLADACYS application products consist of several menus and features, namely Strategic Planning Analysis (SPA) which contains theories and tasks that lead to strategic planning, then Strategic Design Analysis (SDA) as a medium to create the strategic design with design-directed question instructions, and Strategic Action Analysis (SAA), a place for data analysis to formulate strategies. This has been validated by media experts and has been tested in applied classes. The obstacles experienced by students in the use of applications are after filling out the Task table (task) and pressing the SAVE button, takes a long time, and can exit the application. Of course, because there are still many shortcomings in some of the features contained in each menu, it is necessary to improve again, because this application is used as an E-Learning medium that is expected to make it easier for students to learn strategic management courses and more interactive and by following the needs of students in the learning process. This is in line with Dong's opinion [5] to define e-learning as an asynchronous learning activity through a computer electronic device that obtains learning materials that suit its needs. The existence of an e-learning system makes lecturers and students able to communicate more optimally [6] [7]. The process of exchanging thoughts, sharing information, and discussing certain materials can also be done through this system. Based on this theory we can conclude that this application will be very useful for students as a medium to study strategic management courses and also strategic management practices.

## V. Conclusion

Based on the results of application products that have been done, then for the development of this learning innovation can be concluded: 1) The development of Pladacys application consists of the menu of Strategic Planning *Analysis*, *Strategic Design Analysis* and *Strategic Action Analysis*, 2) This PLADACYS application is applied as a medium of electronic learning of strategic courses. in online lectures, 3) The obstacle in using the application is to wait a long process to save the work after clicking the SAVE button, and for those who do not use Android or iOS can't install this application.

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