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DESIGNING A MOBILE APPLICATION MISIBEASISWA FOR CONNECTING SPONSORS WITH UNDERPRIVILEGED YOUTH FOR EDUCATIONAL CONTINUITY

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Abstract

Nowadays, many people believe that education is a crucial pathway to a brighter future. However, financial constraints prevent numerous talented and motivated young individuals from pursuing higher education. To address this issue, crowdfunding implemented through an innovative mobile app called Misi Beasiswa has been developed to bridge the gap between financially struggling youth and potential sponsors. Sponsors can get in touch with deserving students through this mobile app so that they could help them accomplish their educational goals. Misi Beasiswa not only facilitates connections between sponsors and students but also fosters relationships within university. University ensures transparency and accountability by regularly posting academic results and associated expenses per semester. The technique used to develop Misibeasiswa was design thinking which is defined as a creative way of solving problems by putting people first. Design thinking involves finding out what users need most, what challenges they face and what would make their experience better. Therefore, Misi Beasiswa adopted this approach in order to create user-friendly environment that supports meaningful educational connections capable of transforming lives.

Keywords: Education Continuity, Crowdfunding Platform, Mobile Application.

INTRODUCTION

Education is crucial for achieving the Sustainable Development Goals 4 as it provides the foundation for a sustainable future (Burbules et al., 2020). However, many talented young people in Indonesia are financially challenged to further their education to the next level. According to data from Badan Pusat Statistik (BPS) in 2023, over 3.5 million high school graduates in Indonesia do not pursue further education, employment, or training due to these obstacles. As such, education is essential for improving economic efficiency and social cohesion (Gogoi, 2022). Over the past decade, Indonesia has made efforts to expand access to higher education, yet enrollment among the poor remains minimal. Most students at the country's top public universities continue to come from the wealthiest segments of society (Fadhil & Sabic-El-Rayess, 2021). According to (Alamsyah, 2020), financing for higher education is an urgent issue that requires resolution. Indonesia offers various scholarship opportunities through government, academic institutions, private corporations, and non-

profits, but these are insufficient for all students in need. Despite efforts to expand scholarships, Indonesia must do more to address higher education financing and support disadvantaged youth. Efficient and sustainable measures are needed to ensure everyone can attend university without financial barriers.

Indonesia received recognition from the Charities Aid Foundation's (CAF) World Giving Index 2023 survey for being named the world's most generous country for the sixth consecutive year. This finding shows that Indonesians are not only donating money but also actively participating in social empowerment activities (Sidiq et al., 2021). Hence, developing Crowdfunding could be a viable solution to support educational continuity. Many researchers have defined crowdfunding is a method of raising small amounts of money from numerous donors or investors via an online platform for a specific project, business venture, or social initiative (Chiesa & Handke, 2020; Wahjono et al., 2021). By leveraging crowdfunding, needy youth can access the financial resources they need to continue their education, reducing the financial barriers that might otherwise force them to abandon their studies. Implementing crowdfunding through a mobile application could streamline the process. Thus, an innovative mobile app called Misibeasiswa has been developed.

Misibeasiswa allows sponsors to reach out to the deserving students and assist them to fulfill their dreams of education. Apart from enabling sponsors to connect with the students, the app also enhances relationships within the university context. Accountability is also maintained by the university in terms of posting the academic results as well as the detailed expenses for each semester. When designing MisiBeasiswa, the design thinking method was used as one of the creative solutions to the problem with emphasis on human needs. Design thinking focuses on understanding people's needs to solve problems (Müller-Roterberg, 2020). Design thinking has become increasingly popular in software development (Christina Purnama Yanti et al., 2023; Kurniawan et al., 2022; Sidabutar et al., 2023). Therefore, Misibeasiswa implemented this strategy to ensure that the environment provided is user friendly in order to foster education relations that can change many lives.

METHOD

Designing Misibeasiswa, a mobile application that aims to match financially challenged youth with sponsors, needs extensive research to meet the purpose of the app. The following is a research method in the creation of Misibeasiswa (see Fig. 1) through design thinking. Empathy is used to gain insight into users' needs, informing the design process and creating relevant solutions (Gasparini, 2015). In the define phase, the objective is to synthesize the data collected to identify key problems and user needs (Pande & Bharathi, 2020). While solving problems is the main aim of this kind of design thinking, creative ideating is the core practice to iteratively frame and reframe the problem. Transforming new ideas into prototypes enables interaction with users, feedback, and learning from failures. A prototype is anything that a user can interact with (Dell'Era et al., 2020). The develop phase focuses on turning the refined prototypes into a fully functional mobile application.

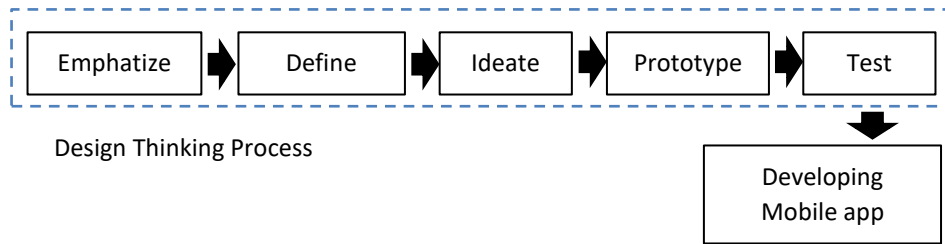


Fig. 1. Research Method for Developing MisiBebasiswa.

RESULT AND DISCUSSION

Framework of scholarship crowdfunding for education need

After applying the design thinking process to develop the Misibebasiswa mobile application, the framework for the crowdfunding platform could be structured as shown in Fig. 2. The registration process for students includes multiple steps to verify accurate management and correct financial aid and tuition payments. First, students are required to go through a registration process where they submit their application for review. These applications are then verified by a platform to ensure that all information is accurate and complete. Once the application screening is complete, the campus performs an identity check to confirm the authenticity of the student's identity. In addition, the campus send academic transcripts and the necessary tuition fees from the students. Following this, the platform takes on the responsibility of screening the students' financial situations to determine their eligibility for financial aid. This step ensures that all academic records are in order and that the financial aspects are settled before moving forward. Meanwhile, donors have the opportunity to browse various fundraising campaigns, select one that aligns with their interests, and make contributions to support the students. After a fundraising campaign reaches its goal, the collected tuition fees are transferred to the appropriate accounts, ensuring that the students' education expenses are covered. A report detailing the campaign's outcomes and the allocation of funds is published to maintain transparency. Subsequently, the donors can access and view students' academic transcripts, reflecting their educational progress. This process highlights a structured and collaborative effort between students, the platform, the campus, and donors to facilitate education funding and ensure accountability at every stage.

Designing Misibebasiswa Platform Crowdfunding Mobile App Based

Misibebasiswa is developed in mobile app based. Fig. 3. show the Misibebasiswa Platform in mobile app.



Fig. 3. Misibebasiswa Mobile Application

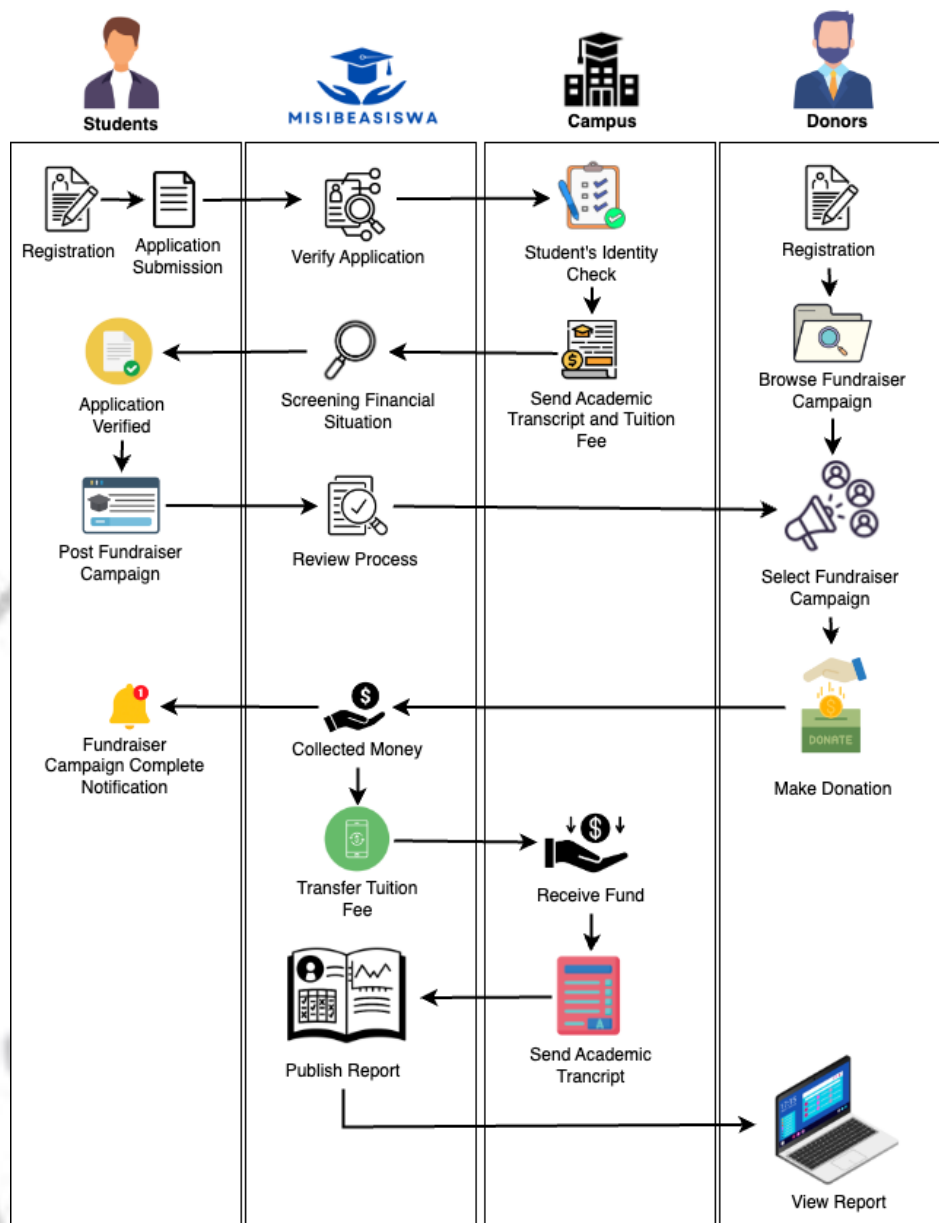


Fig. 2. Framework of Misibeasiswa Crowdfunding Mobile App Platform for Financial Struggling Students.

CONCLUSION

The development of the Misibeasiswa mobile application shows how user-centered solutions address the problem of continuing education for disadvantaged young people. Using design thinking, the researchers identified the needs and motivations of students and sponsors, informing the creation of a platform that connects deserving students with sponsors. Misibeasiswa simplifies the scholarship process, reduces bureaucratic barriers and increases access to education. The crowdfunding model allows more supporters to contribute to a student's educational goals, fostering a sense of community and shared responsibility. Transparency and accountability measures, such as regular reporting of academic progress and expenses, build trust and encourage students to maintain strong academic performance. In conclusion, Misibeasiswa offers a promising solution for

educational sustainability, leveraging design thinking, crowdfunding, and meaningful connections to change lives and foster a more equitable future.

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