

Business and Risk Aspects in the era of Digital Information Technology University in Pekanbaru

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Abstract: Education is a part of the business, if it will also be faced by the world of education, including the development of digital information technology. The ability of universities to manage the resources in adjusting to the progress of the digital world is crucial how they are able to influence students to select universities. All information must be digitally available through accreditation related websites, the existence of regular classes and evening classes for employees, inexpensive tuition fees, the location of the campus and courses offered.

Keywords: business, risk and technology information

1. Introduction

Anything has something to do with the development will have an impact on financial expenditure, including the rapid world of communication economically, for those who are unable to keep up with the development will be crushed by the advancement of the digitalization era including the worst risk is that the campus is closed, all aspects are experienced shifts including the education world. In the past, private campuses were allowed to distribute brochures and advertisements in print media, but they are distributed via cell phones and anywhere can surf the virtual world to see the universities to be visited nowadays. So each college must also provide their respective websites and more intensively promote the virtual world through Facebook, Twitter, WA and other social media (Bowen, 2017: 99-112). The promotion through social media is considered to be more effective and efficient, campuses not only "sell" study programs or accreditation, but also include offering lectures for regular in the morning and provides evening classes for employees who work during the day since not all students belong to the have families, but some also work as part time job. For those who have minimum wage income in Pekanbaru, which is in accordance with Letter of Intent Number: 880 / XI / 2017 concerning 2018 UMK dated January 1, 2018 amounting to Rp 2,557,486.73 per month which has 2 (two) children, it is not easy for them to meet their needs to high school (SMA), especially to enroll universities so that their children are free to choose to work in different fields after graduating.

But for the have ones, enrolling to the universities are not difficult problems, they can just choose which university is good in terms of quality and able to provide knowledge for their children (Lai, 2014: 605), but for those who are mediocre, socio-economic factors are also taken into consideration to continue higher education or high school (Hemsley-Brown, 2015: 267). Most of them who are paid by their parents choose to work as part time job to pay the tuition fees. When they already have savings, they certainly cannot take regular class because they work from Monday to Friday and some work until Saturday from 8 am to 5 pm, they will take weekends classes.



Some universities open employee classes in Pekanbaru due to market's demand. Employee classes are almost as large as 40% to 45% percent of the total number of students each new school year because high enthusiasts of regular ones. The opening of the employee class is not merely looking for income or business for higher education institutions, but also must produce qualified graduates and how the teaching and learning process is carried out. It is known that the world of education has become a lucrative business area for investors at present; it cannot be denied that the world of education is not a social institution, although there are several scholarships offered. But the world of education has entered the era of the education industry; however, the quality must also be taken into consideration and must be prioritized. Sometimes offering for employee's class at a university is very interesting, by paying Rp. 500,000 students can study with the number 1 (one) campus slogan, it is not a problem due to various efforts to attract many students to register every year.

For state universities (PTN) in Pekanbaru, they do not have employee classes because they are full enough to accommodate non-employee class students (Regular) who often lack students are private universities, because they also need operational costs. It is not surprise that campuses or colleges are sometimes more crowded than morning classes in Pekanbaru. The demand for employee classes is so high such: Muhammadiyah University of Riau (UMRI), Lancang Kuning University (Unilak), Abdurrab University, Persada Bunda, Pelita Indonesia College, STIE Riau Akbar and others. Broadly speaking, the orientation of prospective students who work as employees in determining the choice of tertiary institutions that will be selected to continue their undergraduate study (S1) is the reference material for universities to open employee classes. The high demand for employee classes must also be balanced with the quality of graduates later on, the campus should not only be a place of money production but also prioritize scientific aspects.

2. Theory and Hypothesis

2.1 Business

Widayat (2018: 20-22) states there are several aspects such as: cost, market, political change, automation growth, limited raw materials, economic changes, and natural disasters states in the business environment. If it is viewed businesses in universities (PT), especially the private sector, cost factors, markets and economic change are the dominant factors. Cost is closely related to the financial ability of private universities in developing its digital information system. For a campus which is fairly established from the financial, it will be easy to do a total development, but it is more effortless for small ones. In terms of the market, there is a market segmentation those are honorary and private employees who work in the morning seek night classes in Pekanbaru. The economic changes clearly affect prospective students in choosing a campus according to economic conditions, when the economic conditions are bleak where basic needs are difficult, the educational needs will be marginalized, this is the reason why many of those who graduated from high school decided to work and after that 1 (one) year they would only continue their study.

2.2 Risks

During its operations, a PTS will face several risks, namely: Technology, Employees and management, relationships with consumers, assets and capital and external parties (Widayat, 2018: 84). Technology can be a risk or threat to PTS if it does not do any development. In terms of assets and capital is also a support in developing technology. The relations with consumers need to be maintained in this case are students and the community, the favorite choice is the faculty of Computer Science at the moment, Economics and Law (Suci, 2018: 162) because it meets the needs of the workforce. Competitors are the external parties; a good step to face competitors is to become a strategic partnership with partners (Widayat, 2018: 72-73).

2.3 Hypothesis

The Business aspects and the influential risks in the progress of information technology for private universities in Pekanbaru.

3. Method of the Research

This is a descriptive research using accidental samples, to make it easier to meet respondents in several universities in Pekanbaru

4. Result and Discussuion

It is known that since the 2016-2017 academic year there is a ban on opening classes on Sundays, this applied to all universities in Indonesia. This is on the one hand aiming to keep the exploitation of the education world from being too excessive where the university's working hours are so tight from Monday to Sunday, whereas in general for private companies is Monday to Friday from 08.00 - 17.00 WIB. So, that the campus is looking for alternatives to change the class's schedules Sunday to Friday. The rules made by the government through evaluation and discussion steps because they pay attention to parties' considerations (Pfeffermann, 2016: 866). On the other hand, it is a dilemma for students who work as employees because they spend their time for college from Saturday and Sunday, while they still work sometimes until night on Friday. In the end, the last strategy used is they can manage their time for working and studying as well. Segmentation of candidates of students who will choose a college can be divided into two, namely regular and employee students with different considerations according to the background of them.

4.1 Regular Students

For those who are not employees, of course, in choosing the university, it is more likely to choose the quality of the university. The survey was conducted on the second semester students who had taken lectures. It can be seen in table 1 below

Table1. Regular class orientation of PTS

No	Reasons	Amount	Percentage
1	Near home	22	13,33%
2	Inexpensive fees	34	20,61%
3	Newspaper Ad		
4	Billboards Highway	4	2,42%
5	Accreditation	60	36,36%
6	Campus Facilities	3	1,82%
7	Parent's choice	18	10,91%
8	Join the villagers		
9	The Role of Alumni	9	5,45%
10	Evening class	15	9,09%
Total		165	100%

The distance factor between the house and campus is the choice of students who do not want to go to college too far, the average distance of a student's house with a campus ranges from 7-8 KM

Inexpensive costs are also the choice of prospective students because the average tuition of Rp. 2,500,000 to Rp. 3,500,000 applies to Lancang Kuning University (Unilak), Muhammadiyah University of Riau (UMRI), Abdurrah University, Pelita Indonesia College, STIE Riau Akbar and several other campuses. The cost factor cannot be separated from one that determines that someone chooses education place [4]. In addition, fixed costs will be additional costs such as books and other support. Of course, this is also a consideration when the tuition is too high it will have an impact on the economic ability of the students' parents. Billboards are less effective in attracting students because the focus is on the highway. For other ASEAN countries such as Vietnam the advertising is also a consideration of students in choosing universities (Dao, 2015: 676).

Accreditation is the students' attention in choosing a campus, with the consideration that when they graduate they can join CPNS and quality companies. As stated by Lock (1999: 75) that accreditation is an integral part of the accreditation institution, as a reasonable consideration or not an institution organizes an education program. This is to ascertain whether the campus can last long in the future [1].

Campus facilities are the choice for students in choosing a campus, because they argue that if campus accreditation is at least B then the existing facilities will not be too bad. Their view that good accreditation is certainly supported by good facilities, which is why they do not pay too much attention to aspects of facilities such as the countries in Asia Pacific that students choose the best campus to determine in the future where they work (Gniewosz, 1998: 143-162). But there is something interesting that the quality in the viewpoint of students is how the service given by the campus [20]. For students who take their parents' wishes in choosing a college, it is influenced by several factors such as daughters, emotional campus links. Dalci (2018: 191-192) in his research found that the role of parents in guiding their children to choose a university is also related to children's careers in the future. The role of alumni is only 5.45% in influencing students in choosing universities, it can be increased to 10% to 15% because with the role of alumni who have worked in various fields, measuring tool for the success of alumni of a college actually. Students who take evening classes are 9.09% because they want to transfer classes if they get a job.

4.2 Employee Students

To see the choice of employee class students in choosing a college, a random survey of 150 semesters 2 (two) students was conducted, it can be seen in table 2 below:

Table 2. Employee Orientation of Private Universities' Selection

No	Reasons	Amount	Percentage
1	Near home	7	4,67%
2	Inexpensive fees	30	20%
3	Newspaper Ad		
4	Billboards Highway		
5	Accreditation	40	26,67%
6	Campus Facilities	2	1,33%
7	Parent's choice	1	0,67%
8	Join the villagers		
9	The Role of Alumni		
10	Evening class	70	46,67%
Total		150	100%

Students who work as employees are different in determining campus choice; they tend to choose a campus which has a evening class equal to 46.67% while 26.67% choose based on campus accreditation. Some chooses because of campus accreditation, the average of them wish to pursue certain fields such as accounting (Tang, 2016: 244-245) and of course they want the best results, especially young graduates become the priority of the workforce [28]. This means that the needs of the employee class and accreditation are the main priority, both between regular and employee class students, those who work while studying have the intention to change their destiny and career path in the future. Therefore, they also need to get knowledge from a reputable campus. Alfattal (2017: 940) states program marketing is an attraction to prospective students, as well as employee-specific class offers. This market strength and it has a selling value [9]. There are still students who think that it is important to get an undergraduate degree. Consistency is needed to maintain reputation to avoid an inexpensive easy and cheap campus.

4.3 Education Business

Bajada (2016: 462) states that a curriculum approach is needed, this is to anticipate the development of the world education market. Combining traditional and modern paradigms has its own challenges (Laughton, 2000: 378). This is experienced by business education in Japan where employees have more initiative to pursue professional education, youth awareness is a demand of the digital age (Kobayasi, 1996: 30-37). To develop the curriculum, teams and professional leadership are needed (Witte, 2014: 357-373) so that they can produce positive values.

Philips (2000: 150) also mentions marketing education plays a role in attracting students, marketing which has been only prevalent in the business world, but in the education business marketing is absolutely needed in promotion, but marketing here is not merely talking advertising, but bringing educational institutions closer to the community through educational programs and carrying out social missions [13]. Naeem (2012: 68) also states the importance of sustainability rather than just business aspects. If the campus lasts only a few years then those who will feel the impact are the alumni, it is necessary to maintain the quality of the organization and orderly administration [12].

Sometimes businesses also has to be synchronized with the culture of the community (James-MacEachern, 2017: 357), some educational institutions are also still dominated by certain ethnicities, so those who come from ethnicity will feel less comfortable. Therefore, schools have emerged with ethnic backgrounds and it cannot deny this. This is formed through perception of the community (Seeley, 2018: 329) and this is utilized by the campus to attract markets with ethnic segments. [27].

4.4 Graduates' quality

It is important to maintain the quality of graduates who have international ability (Silvanto, 2017: 45) because the graduates competition not only the local area but has entered the international world (Lorange, 2003: 132), career competition in the future will be more complex therefore students also think their careers will be at work (Taryid, 2017: 1035-1036; Dalci, 2013: 160). Graduates who are accompanied with English language skills will provide more value for future job recipients, it is not difficult to learn because the obstacle is from the students themselves [17].

4.5. The role of digitizing

Learning reform needs to be done, with the progress of the media in the field of digitalization; digital media can be done by lecturers, with a comparison of 80% of class meetings and 20% through digital media online. Of course this will be an attraction for employee class students who come from outside Pekanbaru, at least providing convenience for them from 14 meetings so at least 3 meetings through digital media. University must be aligned with the world of digitalization (Rytkönen, 2017: 80-94) because this is a part of innovation (Wilkesmann, 2018: 238-254), digital technology facilitate lectures and students to study. From a business aspect, the initial expenditure is indeed quite high in reforming the conventional system towards digital but this is for the long-term aspect. To see the use of online media for students in finding information about campus, it can be seen in table 3 below:

Table 3. Student information sources

Types of media	User	Percentage
Online	245	79,03%
Newspapers	50	16,13%
Billborads	15	4,84
Total	310	100%

It means that most students access the information through online media such as websites, WA, Facebook, Twitter and Instagram. From a business perspective, there is indeed a shift in the "combat" media from the real world to cyberspace. This can pose a risk if it is not managed professionally, where negative content about campus will be disseminated by parties who are not happy or complaints about campus service are easily written in social media by students or other parties. Therefore, it is needed to manage professionally and build a communication division that intensely promotes positive campus content and activities to the community.

5. Conclusion

The needs of the development of the digital world can no longer be regarded as complementary to the world of education, because students are more open to all changes, campus must be able to provide all information related to the campus.

If the campus does not want to have risk of reducing the number of students which has an impact on the income, then the absolute improvement is done. Providing open information and utilizing social networks starting from students, lecturers, employees and alumni must synergize in introducing the campus. But one thing needs to be kept in mind that students' needs in choosing a campus are in aspects: inexpensive tuition fees, the existence of employee classes and accreditation of B at least.

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