

MBKM-Student Community: Benefits of Students Joining the Community Service Program on Applying Solar Energy in the Development of Agricultural Tourism in Jombang

**Agus Sukoco, I Putu Artaya, I Nyoman Sudapet, Elok Damayanti, Ani Wulandari,
Tubagus Purworusmiardi, Amrun Rosyid**

Departement of Management, Narotama University, Surabaya, Indonesia
agus.sukoco@narotama.ac.id; putu.artaya@narotama.ac.id; nyoman.sudapet@narotama.ac.id;
elok.damayanti@narotama.ac.id; ani.wulandari@narotama.ac.id;
tubagus.purworusmiardi@narotama.ac.id; amrun.rosyid@narotama.ac.id

Muhammad Ikhsan Setiawan, Sri Wiwoho Mudjanarko

Departement of Civil Engeneering, Narotama University, Surabaya, Indonesia
ikhsan.setiawan@narotama.ac.id; sriwiwoho.mudjanarko@narotama.ac.id

Achmad Muchayan

Department of Information System, Narotama University, Surabaya, Indonesia
achmad.muchayan@narotama.ac.id

Cholil Hasyim

Departement of Civil Engineering, Universitas Darul Ulum Jombang
cholil.ts@undar.ac.id

Kuswanto

Departement of Law, Universitas Darul Ulum Jombang
kuswanto.ih@undar.ac.id

Abstract

This study aims to examine the benefits of students joining the community service program on applying solar energy in the development of agricultural tourism in Jombang. The research was conducted using a mixed-method, which is a mixture of qualitative and quantitative methods. Respondents in the research are students from Narotama University Surabaya, Indonesia. The results showed: In 2021, Narotama University Surabaya has implemented MBKM, a program initiated by the government starting in 2020; Research that studies the development of agricultural tourism continues to increase from year to year. In 1978 there were only two studies discussing this topic, while in 2021 the number had reached 183. An increase of 91.5 times when viewed from the number of publications on this topic. This increase is equivalent to a value of 212.8% annually; The sequence of MBKM programs chosen by Narotama University students is: Student exchange, Internship, Research, Building a Village or Thematic Community Service Program (KKNT), Entrepreneurial Activities, Humanitarian Project, Independent Study and Teaching Assistant in Education Unit; and The involvement of students in the MBKM program has been able to provide various benefits for students. in the form of competence development, skill improvement, meet the needs of future graduates.

Keywords:

MBKM-Student Community, Benefit, Solar Energy, Improvement, Agricultural Tourism

1. Introduction

Education in Indonesia still leaves several problems that must be resolved immediately. These problems include: The low percentage of the Gross Enrollment Rate (GER) of Indonesian higher education, which relatively shows that the percentage of GER for higher education in Indonesia is still lagging behind that of neighboring countries; The majority of students are still oriented to being job seekers (job seekers), not job creators (job openings/entrepreneurs) as the main profession; The competence of graduates is not yet optimal by their field of expertise and the needs of the work industry, which is recognized through the certification of related professional institutions; The quality of higher education is still inadequate, seen in the context of the study program which shows that there are still many study programs accredited C and not even accredited; The percentage of graduates who go straight to work is relatively low, considering that the educated unemployment rate is still quite high. This indicates that the relevance and competitiveness of higher education are still low and there is still misalignment between higher education and the world of work (Direktorat Belmawa, 2021).

The Director-General of Higher Education has designed various programs so that problems that exist in the world of education in Indonesia can be overcome. The Director-General of Higher Education has formulated several targets, one of which is "Improving the quality of learning and the relevance of higher education". The performance indicators for this goal are: Three universities that are included in the Top 500 World Class Universities; Four universities that are included in the Top 500 World Class University by Subject; Fourteen universities became PTN-BH; Ten percent of internationally accredited/certified study programs (PTN); Sixty-four point seventy-seven percent of university graduates who work within 1 year after graduation; Thirty percent of university graduates with a minimum salary of 1.5x UMR; Thirty percent of college graduates (D4 and S1) with at least 1 (one) semester off-campus experience; Five percent of funding and development of higher education research facilities funded by partners (PTN) (Dirjen Dikti, 2021).

The achievements that have been achieved can be seen in Table 1.

Table 1 Key Performance Indicators (KPI) Achievements in 2020

Indicator	Target	Realization	% Achievements
Number of universities included in the Top 500 World Class University	3	3	100
Number of universities included in the Top 500 World Class University by Subject	4	8	200
Number of universities to become PTN-BH	14	13	92,8
Percentage of internationally accredited/certified study programs (PTN)	10	9,27	92,7
Percentage of college graduates who work within 1 year of graduation	64,77	75,4	116,4
Percentage of college graduates with a minimum salary of 1.5x UMR	30	28,1	93,66
Percentage of college graduates (D4 and S1) with at least 1 (one) semester of off-campus experience	30	26,22	87,3
Percentage of funding and development of higher education research facilities funded by partners (PTN)	5	0	0
Average			97,86

Source: (Dirjen Dikti, 2021)

Table 1 above shows that three indicators have been able to achieve the set targets, meanwhile five indicators have not been able to achieve the set targets.

Narotama University Surabaya is one of the universities in Indonesia that has the responsibility to improve the performance of higher education. In 2021, Narotama University Surabaya has implemented MBKM, a program initiated by the government starting in 2020. Universities are obliged to contribute to development in Indonesia, one of which is the development of agricultural tourism. Narotama University, especially the Department of Management, has conducted several research and community services in the tourism sector so it has a good track record. The research - the service carried out can be seen in Table 2.

Table 2 Research – Community Service in the field of Tourism conducted by the Department of Management

Title	Author	Year
Tourism 4.0, digital-based tourism to improve people's welfare in East Java	I Nyoman Sudapet, Agus Sukoco	2019-2020
Maritime Economic Integration Model and Tourism in the Regions to Improve the Economy of Eastern Indonesia	I Nyoman Sudapet, Agus Sukoco	2017-2018

Several studies have discussed the development of agricultural tourism. The data can be seen in Figure 1. Research that studies the development of agricultural tourism continues to increase from year to year (Burke, 2021; Garavito et al., 2021; He et al., 2021; Hojo et al., 2021; Hollas et al., 2021; Mizanur Rahman, 2021; Zakharin et al., 2021). In 1978 there were only two studies discussing this topic, while in 2021 the number had reached 183. An increase of 91.5 times when viewed from the number of publications on this topic. This increase is equivalent to a value of 212.8% annually.

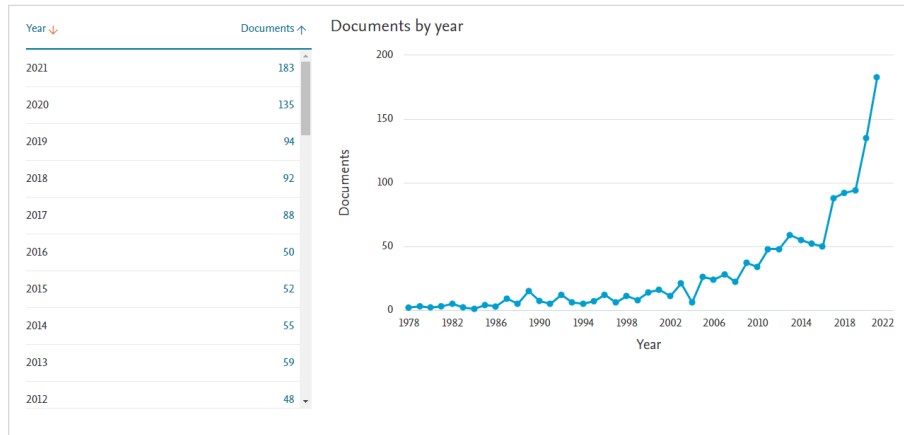


Figure 1 Research that examines the development of agricultural tourism (Scopus.com, 2021)

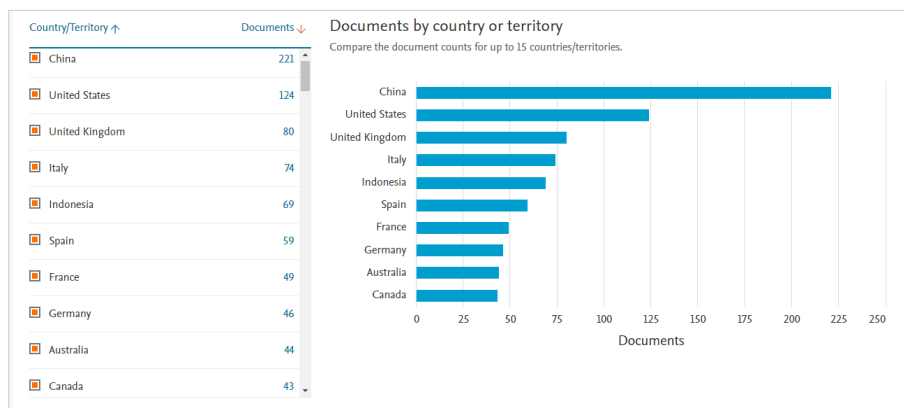


Figure 2 Country Origin of research that examines the development of Agricultural Tourism (Scopus.com, 2021)

China became the country with the first rank in research related to the development of Agricultural Tourism. The research that has been carried out has reached 221 pieces. The United States is in second place with 124 types of research, the United Kingdom is third with 80 research, and Italy is fourth with 74 research. Meanwhile, Indonesia is ranked fifth with a total of 69 studies.

Jombang is one place in Indonesia that has a lot of potential in the agricultural tourism sector (BPS Jombang, 2021). Ngampungan Pandansili Bareng Village, Jambu Gondangmanis Bandarkedungmulyo, Argo Wayang Galengdowo, Wonosalam Village, Pangeran Benowo Wonomerto Wonosalam Village, and Cadang Wulung Village, Wonosalam District, are among the agricultural - village tourism spots in Jombang. It is necessary to evaluate the organization of tourist locations as a source of added value (Hakim, 2020). This study aims to examine the benefits of students joining the community service program on applying solar energy in the development of agricultural tourism in Jombang.

2. Methods

The research was conducted using a mixed-method, which is a mixture of qualitative and quantitative methods. The data used include primary and secondary data. Respondents in the research are students from Narotama University

Surabaya, Indonesia. Data was collected through literature review, interviews, focus group discussions, and questionnaires. The distribution of questionnaires is carried out in a period of 12 – 20 December 2021. The data that had been collected were analyzed using qualitative data analysis techniques and descriptive analysis.

3. Result and Discussion

3.1 Result

This study discusses the benefits of students joining the community service program on applying solar energy in the development of agricultural tourism in Jombang. The research results presented are related to students' perceptions of the benefits that can be obtained from participating in MBKM activities at Narotama University which was initiated by the Directorate General of Higher Education, Research and Technology.

Table 3 The Interest of Narotama University Students in the MBKM Program of the Directorate General of Higher Education, Research and Technology

Item	Frequency	Percent
Very interested	1.572	96,3
Ordinary	61	3,7
Total	1.633	100,0

Table 3 shows the level of interest of Narotama University Students in the MBKM Program of the Directorate General of Higher Education. The available data shows that the majority of students, as many as 1,572 are interested in the MBKM program implemented by the Directorate General of Higher Education, Research and Technology. This amount is equivalent to 96.3% of all respondents. The rest, namely 61 people or equal to 3.7% stated that they were normal, and not interested but also did not reject the MBKM program being implemented.

Table 4 Recommend MBKM program to colleagues

Item	Frequency	Percent
Yes	1.560	95,5
Not sure	73	4,5
Total	1.633	100,0

Table 4 shows the intention of Narotama University Students to recommend the MBKM program implemented by the Directorate General of Higher Education. The available data shows that 1,560 research respondents will recommend the MBKM Directorate General of Higher Education program. The rest, as many as 73 research respondents are not sure whether to recommend the MBKM program to their colleagues or not.

Table 5 The type of MBKM chosen by Narotama University students

MBKM type	Frequency	Percent (%)
Student exchange	457	28,0
Internship	335	20,5
Teaching Assistant in Education Unit	31	1,9
Research	335	20,5
Humanitarian Project	51	3,1
Entrepreneurial Activities	113	6,9
Independent Study	45	2,8
Building a Village, or Thematic Community Service Program (KKNT)	266	16,3
Total	1.633	100,0

Table 5 shows the type of MBKM chosen by Narotama University students. The MBKM program that was most chosen by Narotama University Surabaya students was Student exchange with the number students choosing as many as 457 students. This amount is equivalent to 28.0 of all research respondents. The number of students who choose internship and research is the same, namely 335, equivalent to 20.5 of the total research respondents. In third place, namely “Building a Village, or Thematic Community Service Program (KKNT)”. This program was chosen

by 266 students. This research is focused on students who take the MBKM program "Building a Village, or Thematic Community Service Program (KKNT)". This focus was taken because the program was related to applying solar energy in the development of agricultural tourism in Jombang which was attended by students taking the "Building a Village, or Thematic Community Service Program (KKNT)" program.

Table 6 Benefits if you participate in MBKM activities in developing competencies/skills as a provision to work after graduation

MBKM type	Benefits of student participation in MBKM activities in developing competencies/skills as a provision to work after graduation		Total
	Very helpful	Quite useful	
Student exchange	448	9	457
Internship	285	50	335
Teaching Assistant in Education Unit	23	8	31
Research	288	47	335
Humanitarian Project	33	18	51
Entrepreneurial Activities	82	31	113
Independent Study	44	1	45
Building a Village, or Thematic Community Service Program (KKNT)	236	30	266
Total	1.439	194	1.633

Table 6 shows the Benefits if you participate in MBKM activities in developing competencies/skills as a provision to work after graduation. Students who took the "Building a Village, or Thematic Community Service Program (KKNT)" program A total of 236 students explained that the MBKM program helped them to improve the competencies and skills needed after they graduated. As many as 30 students stated that MBKM activities were quite useful to improve their competence and skills.

Table 7 Level of Skill Improvement After Participating in MBKM Activities

MBKM type	Level of Skill Improvement After Participating in MBKM Activities					Total
	No improvement at all	There is an improvement but not good	There is a pretty good improvement	There is improvement well	There is an improvement very well	
Student exchange	3	2	11	255	186	457
Internship	1	1	12	152	169	335
Teaching Assistant in Education Unit	0	1	2	8	20	31
Research	0	0	4	131	200	335
Humanitarian Project	0	1	3	34	13	51
Entrepreneurial Activities	0	1	16	63	33	113
Independent Study	0	0	1	6	38	45
Building a Village, or Thematic Community Service Program (KKNT)	1	0	4	106	155	266
Total	5	6	53	755	814	1.633

Table 7 shows the respondent's perception of the level of skill improvement after participating in MBKM activities, especially those following. The available data shows that respondents who take part in the "Building a Village, or Thematic Community Service Program (KKNT)" activity, have a perception that MBKM activities provide benefits in the form of skill enhancement. One hundred and six respondents stated "there is an improvement well", while one hundred and fifty respondents stated, "There is an improvement very well".

Table 8 The importance of MBKM to prepare for the post-college period

	The importance of MBKM to prepare for the post-college period				Total
	Very important	Important	Quite important	Not important	
Student exchange	425	31	1	0	457
Internship	209	114	11	1	335
Teaching Assistant in Education Unit	25	6	0	0	31
Research	243	90	2	0	335
Humanitarian Project	22	24	5	0	51
Entrepreneurial Activities	56	45	12	0	113
Independent Study	42	2	1	0	45
Building a Village, or Thematic Community Service Program (KKNT)	189	72	5	0	266
	1211	384	37	1	1633

Table 8 shows the importance of MBKM to prepare for the post-college period. The results showed that for students who took the "Building a Village, or Thematic Community Service Program (KKNT)" program, 189 students considered MBKM very important to prepare for the post-college period. Meanwhile, as many as seventy-two people stated that MBKM activities were important to prepare for the post-college period.

Table 9 The ability of MBKM activities to meet the needs of future graduates

	The ability of MBKM activities to meet the needs of future graduates		Total
	Very suitable	Quite suitable	
Student exchange	417	40	457
Internship	253	82	335
Teaching Assistant in Education Unit	23	8	31
Research	280	55	335
Humanitarian Project	38	13	51
Entrepreneurial Activities	68	45	113
Independent Study	44	1	45
Building a Village, or Thematic Community Service Program (KKNT)	203	63	266
Total	1326	307	1633

Table 9 shows the ability of MBKM activities to meet the needs of future graduates. Of the students who took the MBKM Program "Building a Village, or Thematic Community Service Program (KKNT)", as many as 203 people stated that MBKM activities are very suitable for tertiary institutions to meet the needs of future graduates. Meanwhile, the rest, as many as 63 people said that the MBKM activity was quite suitable for tertiary institutions to meet the needs of future graduates.

3.2 Discussion

This study aims to analyze the benefits of students joining the community service program on applying solar energy in the development of agricultural tourism in Jombang. The objective of the MBKM program "right to study three semesters outside the study program" aims to develop graduates' competency, both soft and hard skills, for them to be better prepared and relevant to the needs of the times, and to prepare graduates as future leaders of the nation with exceptional personalities. Students should be able to develop their potential according to their passions and talents through experiential learning programs with flexible pathways (Narotama University, 2021b).

The evolution of agricultural tourism can be understood by looking at how people use their agricultural resources, culture, and location to keep agriculture going. Hosts who provide local food, tales, and activities help to maintain a strong sense of rural identity. It changes as a result of three processes, one of which is a transformation in the meaning of farmer identity. The third is a shift in identity diversity due to varied memberships and social arrangements (Brandth and Haugen, 2011).

Agricultural tourism necessitates the control of several difficulties both on and off the farm. Each factor, as well as combinations of factors, must be taken into account. It benefits businesses and the agricultural tourism industry if

done correctly. Having something to give is critical in any company activity, and the composition and quality of the product are always a concern. Organizing agricultural activities is critical for rural tourism, which has less visible and examined communal institutions. Quality assurance procedures, for example, have arisen as a means of institutionalizing and stabilizing the sector over time. These and other institutions are frequently founded and administered by collective organizations (Forbord, Schermer, and Griesmair, 2012).

Universities, with their Three Obligations, are critical to the community's economic development, particularly in the promotion of agricultural tourism. One of them is Narotama University. MBKM-Student Community Program partners with the community through the MBKM program to enhance agricultural tourism through diverse activities, including solar power applications. Narotama University's MBKM-Student Community Program provides education through learning experiences in a community outside the school. Students recognize potential and overcome difficulties directly with the community to create potential and collect solutions to village concerns. In managing development initiatives in rural areas, this activity is supposed to strengthen soft partnership skills, cross-disciplinary teamwork, and student leadership. Several students from Narotama University Surabaya have been deployed to Jombang to engage in a solar energy implementation program aimed at sustainably developing agricultural tourism.

An important part of this program is “Building a Village, or Thematic Community Service Program (KKNT)”. MBKM-Student Community Program is a type of education that involves students living in the community outside of the campus and working directly with the community to uncover potentials and solve problems, with the expectation that they will be able to create village/regional potential and design answers. In managing development initiatives in rural regions, KKNT activities are supposed to polish partnership soft skills, cross-disciplinary/scientific team collaboration (cross-competence), and student leadership. Universities have already implemented the KKNT program; the only difference is that Semester Credit Units (SKS) cannot or cannot be recognized by an independent campus program whose credit recognition is equivalent to 6 - 12 months or 20 - 40 credits, with an implementation based on several models. It is also envisaged that after implementing the MBKM-Student Community Program, students will be able to write out what they have done and the outcomes in the form of a final project. The MBKM-Student Community Program is being implemented to support collaboration with the Ministry of Villages, the PDPT, and other Ministries and stakeholders. According to data from the Developing Village Index (IDM) in 2019, the government channeled village funds of 1 billion per village to a total of 74,957 villages in Indonesia, with 6,549 severely poor villages and 20,128 underdeveloped villages. MBKM-Student Community Program can be implemented in communities that are highly poor, underdeveloped, or developing, and whose human resources lack development planning competencies and big finance facilities. As a result, the efficiency with which village funds are used to fuel economic growth needs to be increased, one of which is through students who can become human resources who can better empower village funds (Narotama University, 2021a).

The results of the research above can show several benefits obtained by students by participating in the activities of applying solar energy in the development of agricultural tourism in Jombang, namely:

Table 10 A recap of the benefits that students can get by participating in applying solar energy in the development of agricultural tourism in Jombang

No	Indicator	Description
1	Developing competencies/skills as a provision to work after graduation	MBKM program helped the student to improve the competencies and skills needed after they graduated
2	Skill Improvement After Participating in MBKM Activities	Respondents who take part in the “Building a Village, or Thematic Community Service Program (KKNT)” activity, have a perception that MBKM activities provide benefits in the form of skill enhancement
3	importance of MBKM to prepare for the post-college period	Students who took the "Building a Village, or Thematic Community Service Program (KKNT)" program considered MBKM very important to prepare for the post-college period
4	The ability of MBKM activities to meet the needs of future graduates	Students who took the MBKM Program "Building a Village, or Thematic Community Service Program (KKNT)" stated that MBKM activities are very suitable for tertiary institutions to meet the needs of future graduates

The results of the summary above show that the involvement of students in the MBKM program “Building a Village or Thematic Community Service Program (KKNT)”, especially in the “Applying Solar Energy in the Development of Agricultural Tourism in Jombang” project has been able to provide various benefits for students. in the form of competence development, skill improvement, meet the needs of future graduates.

4. Conclusion

Conclusions that can be drawn from the “KKN-Desa: Benefits of Students Joining the Community Service Program on Applying Solar Energy in the Development of Agricultural Tourism in Jombang”:

- 1) In 2021, Narotama University Surabaya has implemented MBKM, a program initiated by the government starting in 2020.
- 2) Research that studies the development of agricultural tourism continues to increase from year to year. In 1978 there were only two studies discussing this topic, while in 2021 the number had reached 183. An increase of 91.5 times when viewed from the number of publications on this topic. This increase is equivalent to a value of 212.8% annually.
- 3) The sequence of MBKM programs chosen by Narotama University students is Student exchange, Internship, Research, Building a Village or Thematic Community Service Program (KKNT), Entrepreneurial Activities, Humanitarian projects, Independent Study, and Teaching Assistant in Education Unit.
- 4) The involvement of students in the MBKM program has been able to provide various benefits for students. in the form of competence development, skill improvement, meet the needs of future graduates.

Acknowledgments

The authors thank to Sekretariat Ditjen Pendidikan Tinggi, Riset dan Teknologi Direktorat Jenderal Pendidikan Tinggi, Riset dan Teknologi Kementerian Pendidikan, Kebudayaan, Riset dan Teknologi, Indonesia, For Their Grants Financial Support Scheme, Program Penelitian Kebijakan Merdeka Belajar Kampus Merdeka dan Pengabdian Masyarakat Berbasis Hasil Penelitian dan Purwarupa PTS 2021

References

- BPS Jombang. 2020 Population Census Results, *Official News Statistics*, Issue 01/01/3517/Th.I, 2021.
- Brandth, B., and Haugen, M. S., Farm diversification into tourism - Implications for social identity?, *Journal of Rural Studies*, vol. 27, no.1, pp.35–44, 2011.
- Burke, A., The crossroads of ecotourism dependency, food security and a global pandemic in Galápagos, Ecuador, *Sustainability (Switzerland)*, vol.13, no.13094, pp.1–18, 2021.
- Direktorat Belmawa., *2020 Performance Report*, Directorate General of Higher Education, Jakarta, 2021.
- Dirjen Dikti., *2020 Directorate General of Higher Education Performance Report*, Directorate General of Higher Education, Jakarta, 2021.
- Forbord, M., Schermer, M., and Griebmair, K. Stability and variety - Products, organization and institutionalization in farm tourism, *Tourism Management*, vol.33, no.4, pp.895–909, 2012.
- Garavito, G., Clavijo, R., Luengas, P., Palacios, P., and Arias, M. H., Assessment of biodiversity goods for the sustainable development of the chagra in an indigenous community of the Colombian Amazon: local values of crops, *Journal of Ethnobiology and Ethnomedicine*, vol.17, no.1, pp.1–13, 2021.
- Hakim, L., *Tourism Destination Management Training in Jombang Regency 2020*, Available. <https://www.jombangkab.go.id/berita/pelatihan-tata-kelola-destinasi-wisata-di-kabupaten-jombang-2020>, 2020.
- He, Y., Gao, X., and Wu, R., How Does Sustainable Rural Tourism Cause Rural Community Development?, *Sustainability*, vol.13, no.13516, pp.1–20, 2021.
- Hojo, A., Tsuji, N., Kasuga, T., and Osaki, M., Natural capital evaluation in the Future City of Shimokawa, Northern Japan, based on forest economics, *Environmental Monitoring and Assessment*, vol.193, no.12, pp.1–21, 2021.
- Hollas, C. R., Chase, L., Conner, D., Dickes, L., Lamie, R. D., Schmidt, C., Singh-Knights, D., and Quella, L., Factors Related to Profitability of Agritourism in the United States: Results from a National Survey of Operators, *Sustainability*, vol.13, no.23, pp.1-15, 2021.
- Mizanur Rahman, M., Biologia Futura: can co-management protect Saint Martin’s corals of Bangladesh?, *Biologia Futura*, vol.72, no.4, pp.517–527, 2021.
- Narotama University., *Building a Village, Thematic Community Service Program (KKNT), Type of MBKM*, Available <https://mbkm.narotama.ac.id/program/membangun-desakuah-kerja-nyata-tematik>, 2021.
- Narotama University., *The Purpose of MBKM Narotama University, Purpose*, Available <https://mbkm.narotama.ac.id/menu/tujuan>, 2021.
- Scopus.com., *Analyze search results: Solar-Power-Tourism. Search*, Available <https://www.scopus.com/>, 2021.

Zakharin, S., Stoyanova-Koval, S., Kychko, I., Marhasova, V., and Shupta, I., Strategic management of the investment process in the agricultural sector (for example, agricultural enterprises and the food industry), *Journal of Optimization in Industrial Engineering*, vol.14, no.1, pp.209–218, 2021.

Biographies:

Agus Sukoco is an Assistant Professor at the Faculty of Economics and Business, Universitas Narotama, Surabaya, Indonesia. He earned a Bachelor of Marine Engineering in faculty naval engineering from Institut Teknologi Sepuluh Nopember (1996), Master of Management Business from Narotama University (2006), and Doctoral of Management Business from STESIA Indonesia (2021). He has been recognized as a professional management business consultant with over 18 years of experience working with closely-held businesses. He is also Editor in Chief of IJEBD International Journal of Entrepreneurship and Business Development, indexed International DOAJ, as Head of Department Management, Narotama University, Indonesia.

Putu Artaya is a lecturer at the Faculty of Economics and Business, Narotama University, Surabaya, Indonesia. He completed his Bachelor's education in 1991 at Narotama University, Surabaya. His Master's education was completed in 2002 at Narotama University, Surabaya.

I Nyoman Sudapet received his Bachelor of Economics (1986) from Universitas Surabaya, Indonesia, and Master of Management (2011) from Universitas Narotama, Surabaya, Indonesia. He is currently an Assistant Professor at the Department of Management, Narotama University, Indonesia. He leads a research team in Sustainable, Digital Tourism, and Regional economics, a grant from Indonesia's Ministry of Education. He is also a Director of SURABAYA TV, Indonesia. He has been recognized as a professional broadcast and multimedia consultant with over 40 years of experience.

Elok Damayanti graduated from Surabaya University (UBAYA) in major of Foreign Business Language and then continued her study at Sekolah Tinggi Ilmu Ekonomi YAPAN, Surabaya. She completed her Master's Degree of Management, focusing on Human Resource Management at Narotama University. Active as a lecturer in the Department of Management at Narotama University since 2016 with courses in Human Resources Management, HRM International, HRM Practicums, Business Introduction, Business Ethics, Public Speaking, and Business English. Active in national and international organizations of ADRI, IORA, ICOGOIA, and World Conference. Also active in writing scientific articles and writing books in National and International journals. In addition, she is a Director of the Professional Certification Institute at Narotama University and also a Head of National Partnership, responsible for the domestic cooperation at the university.

Tubagus Purworusmiardi is a lecturer at the Faculty of Economics and Business, Universitas Narotama, Surabaya, Indonesia. He completed his Bachelor's education in 2006 at Narotama University, Surabaya. His Master's education was completed in 2015 at Narotama University, Surabaya.

Ani Wulandari received her Bachelor of Literature from Airlangga University (2008), Surabaya, Indonesia, and Master of Management from Narotama University (2015), Indonesia. At present, she is a lecturer of Management Major & Director of International Relations Office and International Class of Narotama University since 2011. Her forte in strategic management has led her into various researches in management and business field indexed in national and international journals. Her professional contributions expand Narotama University's global outreach as well as international student management within the university.

Amrun Rosyid received his Bachelor of Mechanical Engineering (2002) from Sepuluh Nopember Institute of Technology (ITS), Surabaya, Indonesia and Master of Management (2018) from STIE YAPAN Surabaya. He is currently a Lecturer at the Faculty of Business and Management, Narotama University, Indonesia, and a Mendeley advisor and often gives workshops on reference managers. His research interests include Human Resource Management, Strategic Management, and Tourism. He is also an International Journal Editor and often offers workshops on writing papers for international publications.

Muhammad Ikhsan Setiawan received his Bachelor of Civil Engineering (1998) from Universitas Merdeka, Malang, Indonesia, and Master of Civil Engineering (2000) from Universitas Indonesia before pursuing a Doctor of

Philosophy (Civil Engineering) at Universitas Tarumanagara, Indonesia (2018). He is currently an Assistant Professor at the Faculty of Civil Engineering, Narotama University, Indonesia, and registered as Engineer Expert Certified. He currently leads a research team in Sustainable and Digital for Transportation, Tourism and Regional Economic, a grant from the Ministry of Education, Indonesia. His research interests include Smart Cities and Sustainability. He is also a Chairman of WORLD CONFERENCE, IPEST commerce, SONGSONG ridt, member of IEEE, editor in chief, and reviewers some Journal indexed in SCOPUS, DOAJ, COPERNICUS, CROSSREF, and GOOGLE, also until now as Vice-Rector of Narotama University, Indonesia.

Sri Wiwoho Mudjanarko, Started his career in construction services in 1991, since 2000 he has worked as a Lecturer in Civil Engineering at Narotama University, Surabaya, and as an Extraordinary Lecturer in the Master of Civil Engineering at the 17 August 1945 University of Surabaya. Diploma III Civil Engineering at Petra Christian University, Surabaya, Undergraduate Civil Engineering Narotama University, Surabaya, Magister Civil Engineering at Sepuluh Nopember Institute of Technology, Surabaya, Doctoral Civil Engineering at Brawijaya University, Malang, Engineering Professional Program (Ir) Universitas Gadjah Mada (UGM) and in the professional field of Railways. The author is currently serving as the Chancellor of Narotama University, the Head of the Narotama University LPPM, a member / professional committee of the Inter-College Transportation Study Forum (FSTPT), the Indonesian Railroad Society (MASKA), and the Chair of the LPPM Association in Surabaya and its surroundings. He has been awarded Research Grants from the Government of Indonesia on various schemes since 2009 until now.

Achmad Muchayan is a Researcher, Lecturer, and Manager of the Website, Narotama University, Indonesia. His research interests include system information and technology information. He is also Chief Editor of some journals, including one of the IJEEIT International Journal of Electronic Engineering and Information Technology.

Cholil Hasyim is an Associate Professor in the Civil Engineering Study Program at Darul Ulum University Jombang. He has completed his Bachelor's degree in Civil Engineering at Brawijaya University Malang in 1983. He continued his master's education at Darul Ulum University Jombang and completed it in 2005. Doctoral education was completed in 2013 at Merdeka University Malang.

Kuswanto is an Associate Professor in the Law Studies Program at Darul Ulum University, Jombang. He completed his Bachelor of Law education at the University of Jember in 1985. His master's education was continued at Airlangga University Surabaya and completed in 2011. His doctoral education was completed in 2014 at Airlangga University Surabaya.