

THE EFFECTIVENESS OF USING THE SHAREIN APPLICATION AS A MEDIA FOR DONATION OF GOODS IN THE EFFORT TOWARDS A RISING INDONESIA

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ABSTRACT

The Covid-19 pandemic, which has occurred for more than 1 year, has not only become a global disease outbreak, but has also increased unemployment and poverty rates, especially in Indonesia, resulting in decreased economic quality and community welfare, due to limited mobility and social interaction. The company's turnover decreases and has the potential to fire its employees. Technology which in this research is optimized to be one of the elements that can contribute to the recovery of the national economy is deemed necessary to play a role. This study aims to analyze the effectiveness of the role of a technology which in this case is a website-based application in becoming a medium for donations and fulfillment of needs. The research approach used is a quantitative approach using survey methods, in which questionnaires are the data collection technique in this study, and data analysis techniques using descriptive analysis are optimized in this study. The results of this study lead to the magnitude of the effectiveness of the ShareIn application as a medium for donating goods through a percentage description with results showing that as many as 33.90% of respondents strongly agree that this application is effective, 33.90% of respondents agree that this application is effective, 30.40% of respondents feel neutral, 1.80% respondents do not agree that this application is effective, as many as 0% of respondents strongly disagree that this application is effective. This shows that this research has at least succeeded in getting perceptions from the public regarding the effectiveness of the role of the ShareIn application to help restore the national economy to realize Indonesia Rise.

Keywords: economy, technology, donation.

INTRODUCTION

In March 2020, the Government of the Republic of Indonesia stated that a virus called Coronavirus Disease 2019 or better known as Covid-19 had entered (Berty, 2020). This makes the Indonesian people panic and confusion with the existence of this phenomenon. Plus in the same month, the World Health Organization (WHO) declared that the Covid-19 outbreak had become a global pandemic (Putri, 2020). This is a big challenge for the government to be able to handle the Covid-19 pandemic so that conditions can be controlled.

In fact, the spread of Covid-19 happened so fast that it spread to almost all corners of the country. This is evidenced that on July 28, 2021, the Ministry of Health announced that the number of positive cases in Indonesia had reached 3,287,727 cases, recovered cases had reached 2,640,676 cases, and active cases of Covid-19 were 558,392 cases. (Nuryanti, 2021). This illustrates that the Covid-19 pandemic in Indonesia has not yet been completely overcome. Although, various efforts have been made by the government to suppress the spread of Covid-19, starting from providing education about prevention, limiting mobility and limiting other community activities that are considered to trigger the spread of the virus. However, basically to be able to handle the Covid-19 pandemic is the need for good cooperation and support from all elements of society.

This pandemic, which has lasted more than 1 year, has not only resulted in fatalities and disease outbreaks, but also the economy of the community. With restrictions on mobility and community activities, this hampers the pace of the economy and business, which results in a decrease in the turnover of various companies, so it is not surprising that many companies have decided to lay off their employees. This is evidenced by statistics on the state of Indonesia's employment in February 2021 released by the Central Statistics Agency (BPS), of which 1.62 million people were unemployed due to Covid19, 1.11 million people were temporarily out of work due to Covid-19, and 15.72 million people work with reduced hours (Marhaeni, 2021).

With the large number of people being laid off, this causes an increase in the unemployment rate in Indonesia, which will reduce people's income, so that the burden of meeting the basic needs of the community tends to be heavier. Gradually, this causes the number of people's poverty to increase, as evidenced by data from BPS in the period March 2020 to March 2021, namely an increase in the number of poverty by 1.12 million people (Marhaeni, 2021).

In detail, BPS explained that several factors that affect the poverty rate during the period September 2020 to March 2021 are (1) the ongoing Covid-19 pandemic has an impact on changes in behavior and economic activity of the population so that it encourages an increase in poverty rates, (2) during the period from September 2020 to March 2021, the general inflation rate was recorded at 1.24%. Meanwhile, core inflation in the same period was recorded at 0.37%; (3) in February 2021, the percentage of underemployed workers is 8.71%. An increase of 6.34% compared to February 2020 (Marhaeni, 2021).

Based on the explanation above, it is evident that the impact of the Covid-19 pandemic in Indonesia is very serious. In addition to layoffs, one of the other impacts is that the middle and lower classes have difficulty buying basic commodities. Starting from food to daily necessities, conditions are increasingly impossible, due to rising inflation rates, unemployment rates, and changes in

people's economic behavior. In addition, with limited mobility, it is also difficult for people who can afford to donate goods or proper food to people who really need it.

With the limitations that have been described above, it seems that this problem has become the interest of researchers to conduct this research, so the researcher assumes that the role of the existence of the media as a bridge for the community in order to meet each other's needs is considered important. Therefore, we need a useful media to help donors and recipients to more easily meet their needs.

Technology plays a very important role during this pandemic, because people will spend more time at home. Although distance is a barrier, with the development of technology it will be a solution to remain useful for others. The website or better known as the website where Sidik in Arizona (2017, p. 107) explains that the website is an information presentation service that uses the concept of a hyperlink that makes it easy for users to get information, just by pressing a link in the form of text or images, the information will be displayed. text or images will be displayed in more detail.

With the ease of using the website, this shows that the website can be one of the media that is considered easy and can be developed also used for donation service media, especially in conditions of the Covid-19 pandemic like this. With this website, it is hoped that it can be a solution to reduce poverty levels and improve the quality of the public's economy.

This study was conducted to analyze the effectiveness of the role of a website in becoming a medium for donating and fulfilling needs, so that the rate of donations can be targeted to people in need, which is done as an effort to reduce poverty levels in the context of national economic recovery towards Rising Indonesia.

Indonesia is the location of the case study in this research, because the researcher wants to start this research in his own country first, when this research produces a good output, then it is possible that this research can be carried out in other countries or in this world. In addition, the data that researchers can get is from the Central Statistics Agency (BPS) Indonesia, so that the condition of the existing data collection is one of the reasons researchers also started this research in Indonesia.

METHODS

In the process of proving the level of effectiveness of the solution or in this case the website being designed, the thing that needs to be done is to test the solution to the research subject. In general, the research approach used is a quantitative approach using survey methods. Basically this research will see how big the level of effectiveness of the product being tested is and requires general answers, so the quantitative approach is so relevant to be optimized in completing this research. This is reinforced by Iyus Jayusman (2020, p. 15) who argues that a quantitative approach needs to be linked to research variables that focus on problems or phenomena that are happening now in the form of research results in the form of numbers that have meaning. Then, the reality of the quantitative approach tradition that tends to use numbers, starting from data collection, interpretation of the data, and the appearance of the results makes researchers more confident to use a quantitative approach in this study. The concept of thinking built in this research is that researchers try to get a positive influence from the development of a website that functions as an intermediary for donations for ease of sharing in the context of national economic recovery during the Covid-19 pandemic. This is relevant to the pandemic situation that causes limited mobility.

Survey is a research method that is optimized in this research, because it is oriented to get opinions from various circles of society and results in the form of statistics and representative conclusions. As stated by Robert Groves (2010), surveys produce information that is by nature statistical and surveys are a basic form of quantitative. Then, technically the survey method is asking several respondents about their beliefs, opinions, characteristics, and current behavior.

With this survey method, researchers hope to get original data according to the conditions and behavior of the community, so that the data and research results can be said to be representative, which is very relevant to the opinion of Sukardi (2003, p. 193) which explains that the survey research method is a model the best way to collect original data to describe the state of the population. Then, the population in this study is society in general, because the topic in this study is the national economy and Sugiyono (2016, p. 117) also explains that the population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher. to be studied and then drawn conclusions.

In a study, the sample becomes a representative of the large number of populations, because basically Sugiyono (2008) asserts that the sample is part of the number and characteristics possessed by the population. Then, with regard to sampling techniques, it must be noted that the quality of research is not always determined by the size of the sample, but is determined by the research design and the quality of its implementation and processing (Akdon & Hadi, 2005). This makes researchers more consistent in taking diverse samples from various circles of society and optimally in the process of collecting and processing data. Then, Suharsimi Arikunto (2002, p. 112) explains that in sampling if the number of subjects is less than 100, it is better to take all of them. The sample in this study were 56 people from various circles of society and backgrounds.

Thus, the researcher believes that the questionnaire given to the respondents can be filled out in accordance with the reality in their respective environments and the research conducted can be truly representative.

Broadly speaking, this research is divided into two stages, namely the website creation stage and the data collection stage. In the first stage, the researcher created a research instrument in the form of a website as a benchmark for research success by looking at the complexity of the ease of donors and recipients of donations in transactions.

The website-based donation application that we created is called ShareIn which has 4 core interface pages consisting of a form page for donations, a list of donated items, a donation recipient form and a list of donation recipients. Here's a look at the website that was designed:

Source: Developed by Researchers (2021)

Figure 1 Page of Goods Requirement Form

This page is used by recipients of donations to submit items they need. On this page, the prospective recipient of the donation must fill in the identity in the form of name, telephone number, and city of origin. In addition, the recipient of the donation must include the name of the item needed along with a picture.

No	Nama	Nama Barang	Kota Asal	No Handphone	Foto
1	M Dziki Alfarisyi	Beras	Pandeglang	08472124473	
2	Fadrijn Diraja Muhammad	Kompore	Purwakarta	08282462412	
3	Ayesha Aprilia Sundawati	Minyak	Bandung	085156934917	

Source: Developed by Researchers (2021)

Figure 2 Pages List of Goods Requirements

After the recipient of the donation presses the save data button, the data that has been entered will be displayed in a table so that the donor who has the item can easily contact the recipient of the donation.

Source: Developed by Researchers (2021)

Figure 3 Item Donation Form Page

The next page is a form for donations. Just like before, donors also need to enter identification such as full name, phone number, and city of origin. In addition, the donor certainly needs to include the items to be donated along with a picture.

No	Nama	Nama Barang	Kota Asal	No Handphone	Foto
1	Fadjrin Diraja Muhammad	Beras	Purwakarta	08123748213	
2	M Dzikri Alfarisyi	Minyak	Pandeglang	0874214234	
3	Ayesha Aprilia Sundawati	Kompur	Bandung	08472124473	

Source: Developed by Researchers (2021)

Figure 4 Page List of Available Items

After the donor presses the save data button, the data that has been entered will be displayed in the table so that the recipient of the donation who needs the item can easily contact the donor.

The next stage is data collection which is carried out by making a questionnaire technique. The subjects are allowed to use several facilities on the ShareIn application that the researchers have provided to test the effectiveness of this website so that it can be used to assist the donation process, then the subject assesses the effectiveness of the website that we created through the questionnaires distributed. Therefore, the method in this quantitative study uses a survey method that focuses on the general results of the current situation to obtain an overview of public opinion.

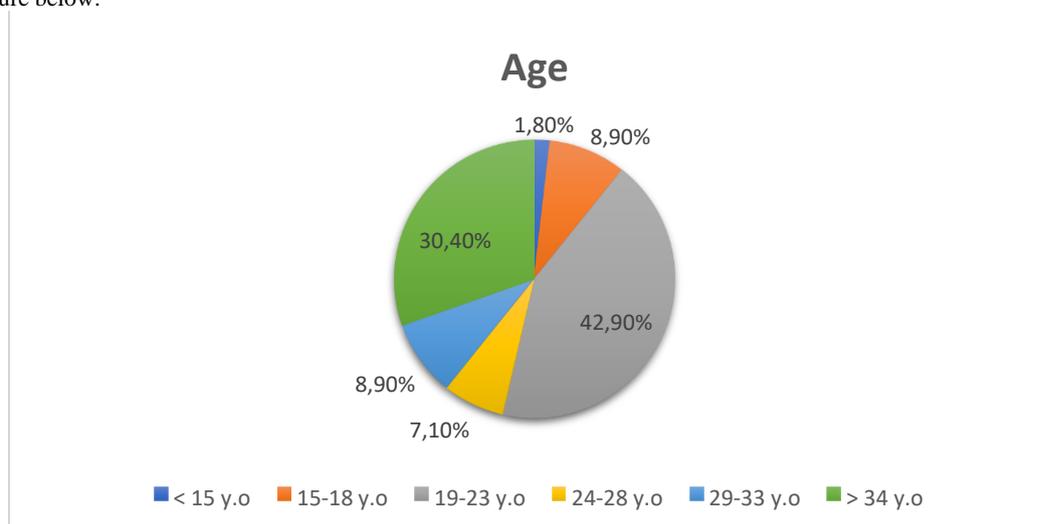
The research subjects were selected using a simple random sampling method where the subjects were taken at random consisting of several groups and ages. However, we still focus on people who are already working, looking for work and some students and students so that we can get the right data for our research.

Information and data obtained from the survey will be processed and analyzed. Data analysis was carried out after the data collection process was completed using descriptive analysis techniques. According to Sugiyono (2010, p. 29), descriptive analysis is a statistical analysis used to analyze data by describing or describing the data that has been collected. The type of data used in this study is quantitative data expressed in numbers and analyzed by statistical techniques. The data analysis starts from collecting all the data from the questionnaire, the data will be reduced into several categories so that there is a process of selecting, simplifying, abstracting and transforming the raw data generated from the data collection process, which later the data will be adjusted to the needs and focus of research related to the website. already tested on the subject. Furthermore, the data will be presented through several graphs and diagrams from the survey results. After the data is processed and analyzed, conclusions will be drawn how effective the website based ShareIn application can help channel donations to people in need.

RESULTS AND DISCUSSION

In the data collection process, researchers have succeeded in collecting 56 respondents from various backgrounds. Then, the researcher divided the respondent's identity category into 3 categories, namely age, occupation, and domicile. This is intended to identify the characteristics of respondents, so that the data is heterogeneous so as to produce representative research.

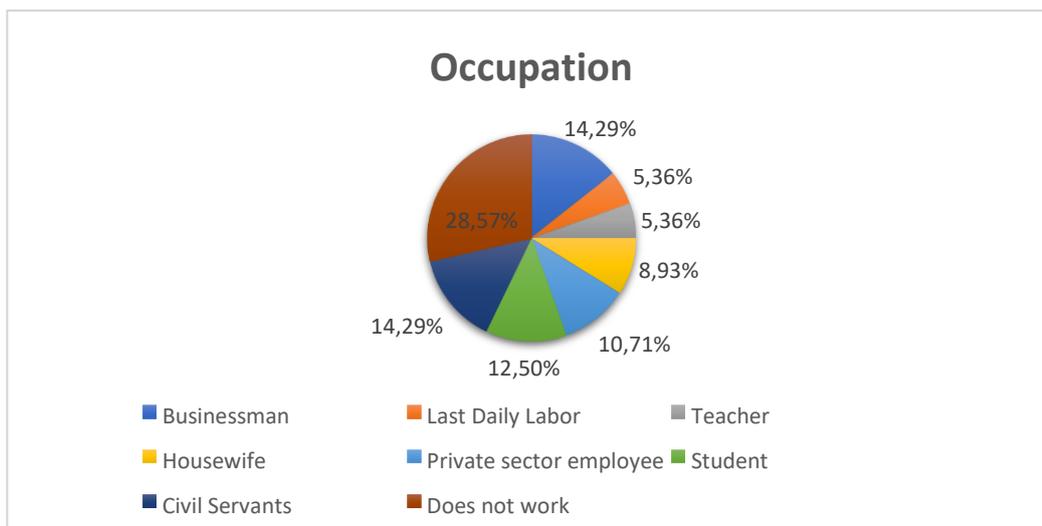
In fact, the majority of respondents in this study were aged 19-23 years, which amounted to 24 people (42.9%). This proves that the majority of respondents in this study are in the productive age of workers. This is relevant to data from the Central Statistics Agency which states that the productive age of workers is above 15 years (BPS, 2021), because basically this research focuses on the response of productive adults and focuses on their welfare. The age range of other respondents is explained as shown in the picture below:



Source: Developed by Researcher (2021)

Figure 5 Age Range of Respondents

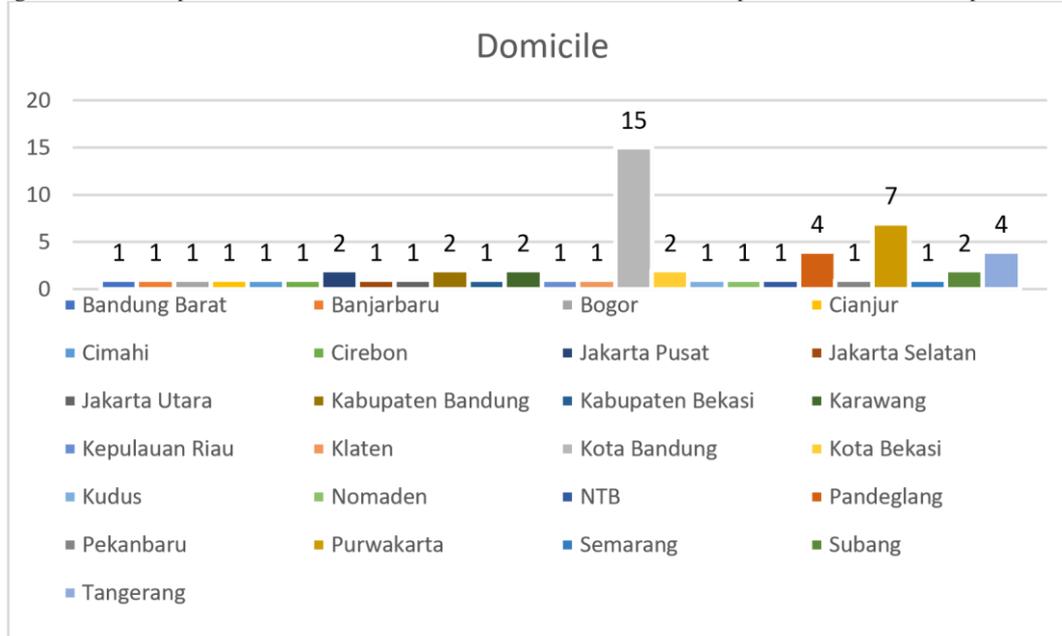
This reality explains that not only productive age but also other age ranges are respondents and researchers' consideration. Then, in the occupational category, in this study the majority of respondents did not work which amounted to 13 people (28.57%) and was followed by respondents who worked as civil servants as many as 7 people (14.29%). seen in the image below:



Source: Developed by Researcher (2021)

Figure 6 Respondents' Occupation

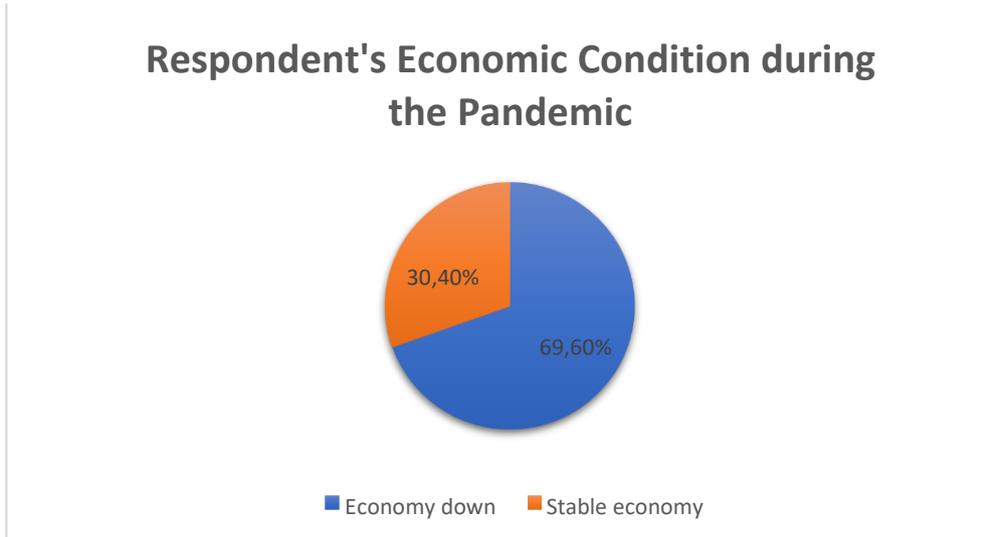
This reality explains that respondents in this study are dominated by respondents who do not work and civil servants are also entrepreneurs. This explains that this research has succeeded in getting responses from two groups, namely workers and non-employees, so this research can be said to have diverse respondents because it gets two views or perspectives. Researchers also managed to get data from respondents who came from various domiciles, the data is explained as shown in the picture below:



Source: Developed by Researcher (2021)

Figure 7 Respondent's Domicile

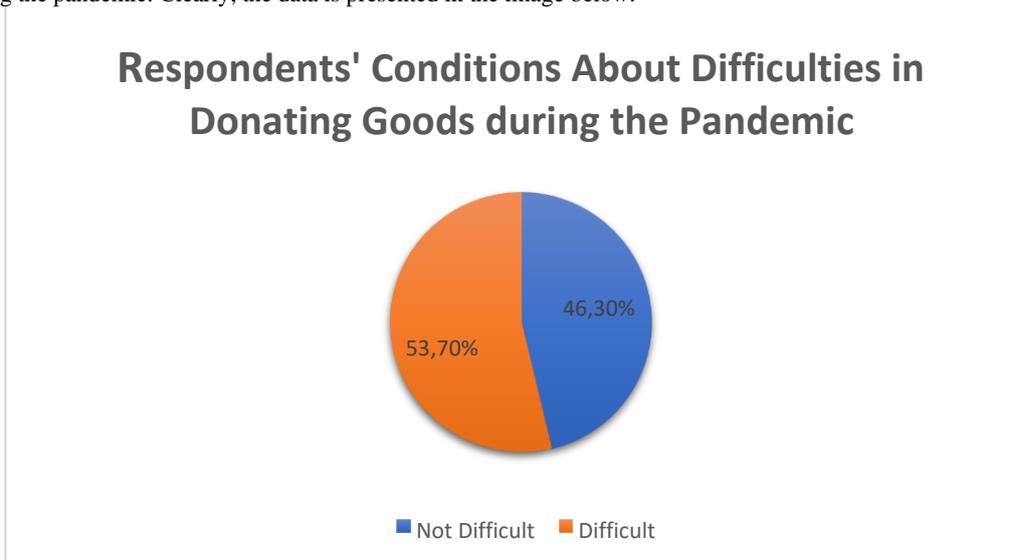
This reality explains that respondents are dominated by those from the city of Bandung and other areas, which are quite a lot, namely 23 cities/districts so that it can be said that respondents have various environmental conditions. Then, the majority of respondents in this study experienced an economic decline due to the Covid-19 pandemic, which amounted to 69.60%, which is explained in the image below.:



Source: Developed by Researcher (2021)

Figure 8 Economic Conditions of Respondents in the Pandemic Period

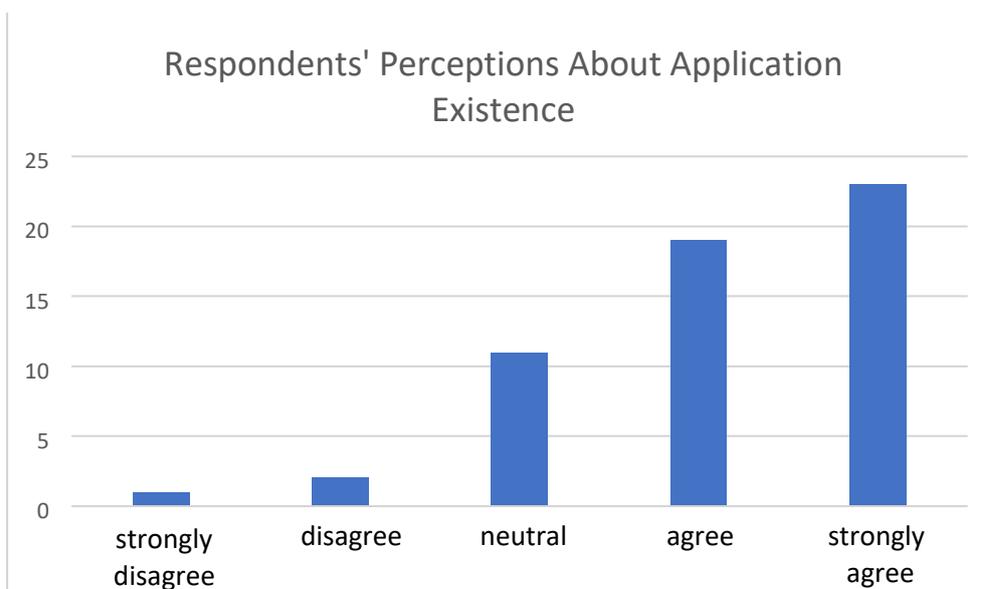
This study also found that 53.7% of respondents had difficulty donating during the pandemic and 46.3% of respondents did not have difficulty donating during the pandemic, which means that most of the respondents had difficulty when they wanted to donate during the pandemic. Clearly, the data is presented in the image below:



Source: Developed by Researcher (2021)

Figure 9 Respondents' Conditions About Difficulties in Donating Goods during the Pandemic

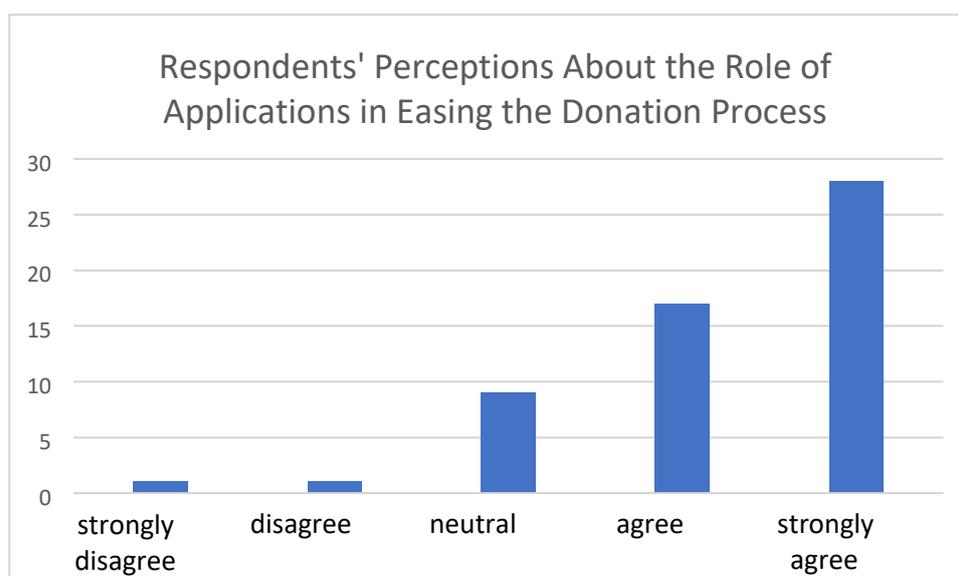
To test the effectiveness of the website that we made, researchers used a scale of 1– 5, where a scale of 1 which means strongly disagree, a scale of 2 which means disagree, a scale of 3 which means neutral, a scale of 4 which means agree, and a scale of 5 which means strongly agree..



Source: Developed by Researcher (2021)

Figure 10 Respondents' Perceptions About the Existence of Applications

Based on the diagram in Figure 10 shows that as many as 4.1% of respondents strongly agree with the creation of a website-based application as a medium for donating, then as many as 33.9% of respondents agree, 19.6% of respondents are neutral, 3.6% of respondents do not. agree, and 1.8% of respondents strongly disagree.

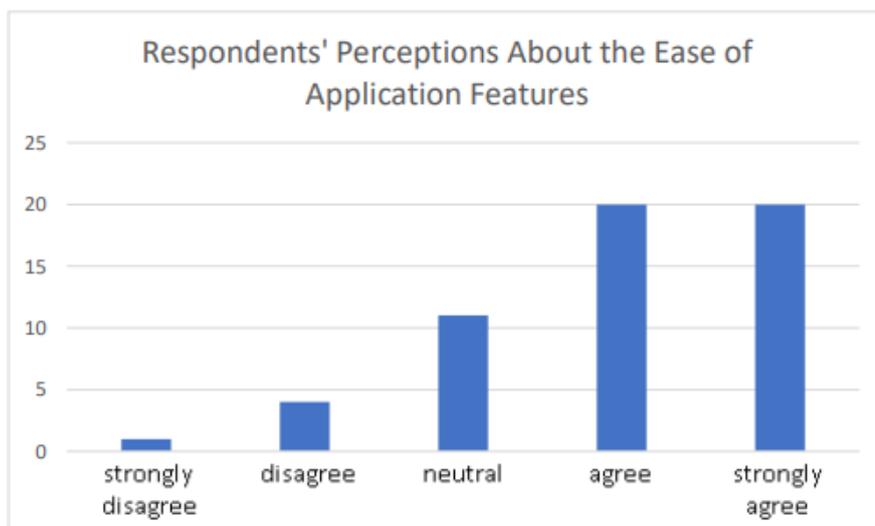


Source: Developed by Researcher (2021)

Figure 11 Respondents' Perceptions About the Role of Applications in Easing the Donation Process

Based on the diagram in Figure 11 shows that as many as 50% of respondents strongly agree that the ShareIn application as a medium for donating makes the donation process easier for recipients and donors, then 30.4% of respondents agree, as many as 16.1% of respondents are neutral, as many as 1.8% of respondents disagree, and 1.8% of respondents strongly disagree.

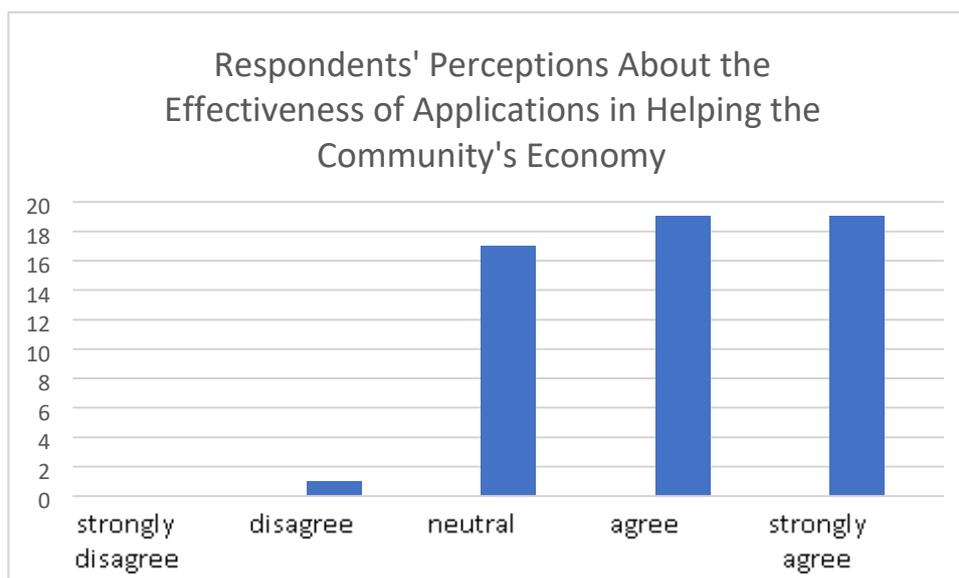
Source: Developed by Researcher (2021)



Source: Developed by Researcher (2021)

Figure 12 Respondents' Perceptions About the Ease of Application Features

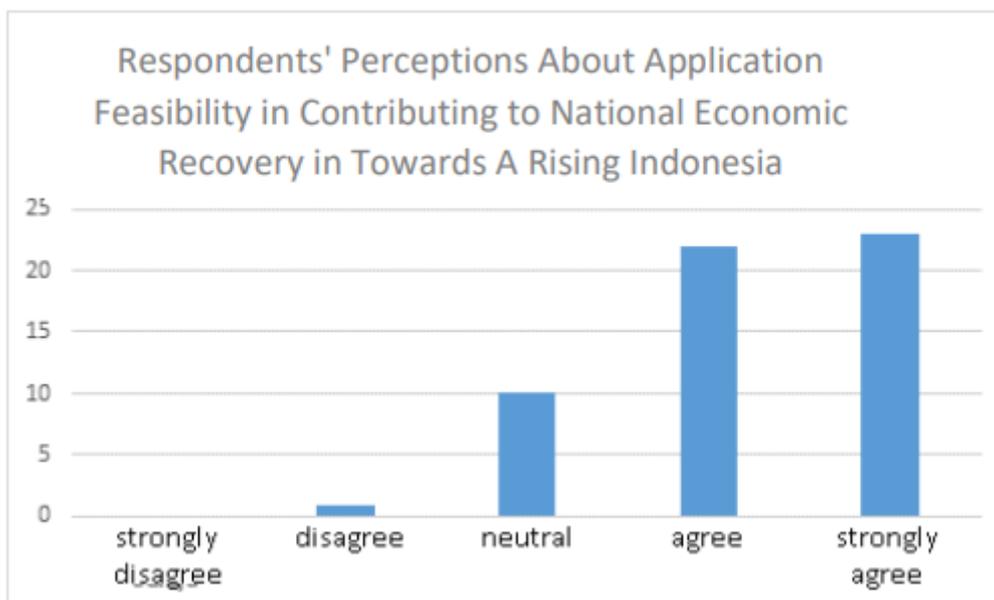
Based on the diagram in Figure 12 shows that as many as 35.7% of respondents strongly agree that the application features are easy to use, then 35.7% of respondents agree, 19.6% of respondents are neutral, 7.1% of respondents disagree, 1.8% of respondents strongly disagree. This proves that the website-based application that we have designed is quite easy to understand for most of the respondents.



Source: Developed by Researcher (2021)

Figure 13 Respondents' Perceptions on the Effectiveness of Applications in Helping the Community's Economy

Based on the diagram in Figure 13 shows that as many as 33.9% of respondents strongly agree that this application is effective, as many as 33.9% of respondents agree that this application is effective, as many as 30.4% of respondents feel neutral, 1.8% of respondents disagree that This application is effective, as many as 0% of respondents strongly disagree that this application is effective. This proves that most of the respondents agree that the application we have designed is quite effective in helping the community's economy.



Source: Developed by Researcher (2021)

Figure 14 Respondents' Perceptions about Application Feasibility in Contributing to National Economic Recovery towards a Rising Indonesia

Based on the diagram in Figure 14 shows that 41.1% of respondents strongly agree, 39.3% of respondents agree, 17.9% of respondents are neutral, 1.8% of respondents disagree, and 0% of respondents strongly disagree. This proves that most respondents agree that this website is worthy enough to contribute to the national economic recovery towards a Rising Indonesia.

CONCLUSION

The phenomenon of the Covid-19 pandemic in Indonesia, which has lasted more than a year, has in fact reduced the economy and the welfare of the community. Then, one of the contribution efforts that can be made is by sharing with one another. Then, the researcher's hypothesis was proven through the percentage description, that there were difficulties in donating during the pandemic, with the result that 53.7% of respondents had difficulty donating during the pandemic and 46.3% of respondents did not have difficulty donating during the pandemic.

The role of technology during the pandemic is very much needed, not only optimized for work or socializing, technology can also be used to help the national economic recovery, in which case the researcher tries to take advantage of technology by creating a website-based ShareIn application, through a description of the percentage in this study the level of effectiveness the use of the ShareIn application is so large, with the results showing that as many as 33.9% of respondents strongly agree that this application is effective, as many as 33.9% of respondents agree that this application is effective, as many as 30.4% of respondents feel neutral, as many as 1.8% of respondents disagree that this application is effective, as many as 0% of respondents strongly disagree that this application is effective.

The spirit of the government of the Republic of Indonesia to realize Rising Indonesia makes the existence of this ShareIn application, if disseminated for use by the public, can be said to play a role in the national economic recovery towards Indonesia Rising, through a percentage description which shows that 41.1% of respondents strongly agree, 39.3% respondents agree, 17.9% of respondents are neutral, 1.8% of respondents do not agree, and 0% of respondents strongly disagree. This proves that the ShareIn application has succeeded in convincing respondents to be effective and feasible because most of the respondents agree that this website is effective and feasible to contribute to the national economic recovery towards Rising Indonesia.

The level of effectiveness that we have achieved is proof of our contribution to the recovery of the national economy and we hope that this can be further developed so that the benefits can be felt by the wider community. Researchers assume that it seems that this application can not only be used in Indonesia, but implemented in other countries or even in this world is also possible to do, so that the benefits and goodness can be felt more widely.

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