Digital startup implementation in e-learning

A Heryandi¹, V R Dianti² and M Yusup³

¹ Departemen Manajemen, Universitas Komputer Indonesia, Bandung, Indonesia
² Departemen Ekonomi dan Bisnis, Universitas Komputer Indonesia, Bandung, Indonesia
³ Departemen Perencanaan Wilayah dan Kota, Universitas Komputer Indonesia, Bandung, Indonesia

*muhamadyusup2398@mahasiswa.unikom.ac.id

Abstract. The purpose of this study describes the analysis of the development of digital startup in the field of education, as well as the advantages of digital startups in the Learning Management System (LMS). This case study uses descriptive method, in order to conduct a separate search for groupings related to several variables studied. At the end of this research is to measure which digitally computer learning startup. By entering a digital startup, the learning process is done by using video learning, practice questions and discussions, and also a learning module that can be downloaded as a material for learning, a learning process that can be used effectively, can help time and place of learning.

1. Introduction
Technology allows helping human work and minimizing errors. Technology can enter various fields of life such as examples in education. In the field of education, it is inseparable from the teaching and learning process, where according to Djamshid et all explained that learning is an activity that processes actively, is governed by its own desires, constructive and lies in the social order [1]. According to Voogt, the use of ICT in education can provide additional insights, examples of observation steps and contribute to the study, the first part explains that the research tool plays an important role when planning observational studies, observation techniques supported by video and audio can make an advantage in observing, the second part focuses on findings from empirical studies that use observation techniques, and the last part that observational measures have the potential to convey meaningful and unique data and attitudes and competencies towards IT tend to be positive in most of the studies reviewed [2].

According to Soegoto with the influence of innovation from networks, telecommunications, and other technologies, the characteristics of the new economy become with the economy before the internet in various ways. The new economic characteristics are influenced by information technology which is the main influence in economic growth, so the competitive advantage possessed by economic actors is based on the intellectual assets they have [3]. IT capabilities can provide good insight into existing conditions. It is one of several capabilities that must be possessed, including human resources and organizational change, which must be considered together to realize changes in business processes [4]. This was also expressed by Luftman J et all, the use of information technology or IT has become a fundamental problem for every business and can change the nature of an industry. Effective and efficient use of IT requires alignment of IT with business strategy, which is something that was not successful in the past with traditional approaches [5].
Research conducted by Kao shows that entrepreneurship cannot be equated solely with new businesses or small business management, but they are associated with the same responsibilities as efforts [6]. Welsch and Kickul explained that entrepreneurs can occur in all areas of life, not only to business entrepreneurs, but to academic entrepreneurs, community entrepreneurs, social entrepreneurs and technology [7]. Based on Su-Houn's research and all the results as follows: that in e-learning media that is used as a means of delivering material must be able to build concentration and perception, as shown by good results from the media presentation interface (presentation of video-audio-text) as well it can be concluded that the level of text-video-audio based reception is not only high that can be used but also produces high levels for users [8]. Novak and others explained that concentration is a benchmark for e-learning activities, therefore high concentration will influence the use of streaming-based e-learning systems [9]. E-learning can be run with a software that is one of the learning management systems or Learning System Management (NGO), the superiority of NGOs by Pepen, namely:

- Simple, efficient, lightweight, and compatible with many browsers and operating systems
- Easy to install and support in various languages
- A management system is available to manage site display or change modules and so on
- Available management users
- Management of subject’s / teaching materials, and expressions or payment of types of subject’s / teaching materials [10].

The purpose of this study is to describes the analysis of the development of digital startup in the field of education, as well as the advantages of digital startups in the Learning Management System (LMS). This case study uses descriptive method, in order to conduct a separate search for groupings related to several variables studied.

2. Method
The method used in this study is to use descriptive methods, namely by interviewing online staff of digital startup company Quipper. This method is used to understand variables related to digital startups in education with Learning System Management indicators, and previous research references related to learning management systems in the digital age. So that it can analyze the effects of digital startups on the world of education through Learning System Management.

3. Results and discussion
Quipper is one of the educational startup that is Learning System Management with e-learning media, namely by learning via video, via audio, and via chat. The digital startup used by Quipper is the official website and application that can make it easier for students to access Quipper. The initial appearance of the official site contains information and a list of products offered in the world of education, namely Quipper School, Quipper School Premium, and Quipper Video. To be able to enjoy the range of products offered, you must go through several stages, namely by registering as a Quipper student, then after that log in and choose the desired learning product, then product payments can be made with Bank Transfer, via ATM, and Internet Banking.

Quipper offers that the teaching process by the teachers will focus more on what material will be delivered, because with the existence of Quipper Video services, teachers can prepare in advance the material to be explained before taking a video, this can minimize the risk of material misstatement and if there is a mistake or not perfect in the delivery of the material can be re-taken the video retrieval and until it feels good, videos that have met the new Quipper standards can be uploaded and used by students (Figure 1).
The expected impact if the video uploaded is in accordance with Quipper standards, interesting to see, and according to the needs of students, the students are able to learn better and the learning experience cannot be found in conventional teaching and learning activities (Figure 2).

Of course this teaching and learning activity will not work well if there is no role of parents. Quipper collaborates with parents in evaluating student learning outcomes by sending the results of exams held by Quipper so that parents can control and help students to achieve the desired learning outcomes (Figure 3).
In this technological era, Quipper as a digital startup in the field of education certainly has many digital startup competitors in the same field. Therefore, Quipper gives a guarantee or confidence, why do students and parents have to use Quipper?

3.1. Content provided
The material provided is in accordance with the applicable curriculum, the available material has been selected by experts and the results of the previous development, and the Quipper performs regular updates.

3.2. Technology
The use of e-learning has many advantages, including the time and place of learning more flexible, student learning activities can be monitored directly by their parents, and interesting learning systems because through video.

3.3. Support services
The availability of sustainable services throughout the school year and the material selected according to the interests and needs of students (Figure 4).

Figure 3. The role of parents.

Why choose Quipper for your school?

| Content | Technology | Support |
|---------|------------|---------|
| All content is aligned with DepEd's K-12 curriculum, developed by subject matter experts, and is regularly updated. | The e-learning platform provides powerful features for teachers, students, and parents, and is easy to use. | Quipper provides continuous support throughout the school year and works with you to address your needs. |

Figure 4. Why choose Quipper.
According to Voogt, the use of ICT in education can provide additional insight and have a positive impact in most studies [2]. Referring to the statement, Quipper explains how effective it is to learn through Quipper Video, namely:

- Can increase students’ curiosity about subjects that have an impact on learning enhancement,
- Increase student learning motivation, because learning methods are made as attractive as possible and as self-regulation
- The learning media used can increase ideas and creativity (Figure 5).

Figure 5. Why use video learning?

The Learning System Management method certainly facilitates and improves the quality of online learning. This good impact is not only felt by students, but the teachers and parents also enjoy it. Quipper uses Learning System Management for 3 portals, namely:

1) Portal for teachers
   - Teachers can easily send and assess the results of their students’ work
   - Ease in collecting content and material to be discussed

2) Portal for students
   - Ease of accessing lessons and assessment results or examinations
   - Feel a learning experience that is different from conventional learning
   - Can repeat lessons until mastering the lesson

3) Portal for parents
   - There is access to check and monitor the child's development easily
   - Can manage children checks in one account (Figure 6)
Figure 6. Learning system management in e-learning.

The figure above explains the convenience and benefits obtained by users in various circles such as teachers, students, and parents when using quipper videos.

4. Conclusion
With the development of technology, the world of education also feels the impact, that is with the help of digital startups that are based on e-learning can help students or many people learn through their own PC or smart phones without having to visit conventional tutoring with time and place determined together, different from e-learning how to learn based on Learning System Management (LSM) that is with video media, via chat, via audio, or via audio visual and the time to study becomes more flexible because learning via cellphone can be done anywhere and anytime.

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