Conference Paper

Implementation CorelDraw as the Idea of Entrepreneurial Student Boarding School Al–Iqbal Surabaya with Lean Startup Approach

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Abstract

As one of the educational institutions, pesantren is required to accelerate and transform significantly. If the first scope of output is limited to the religious dimension alone, then nowadays pesantren graduates are expected to contribute in many aspects of community life. This is the opportunity and challenge of boarding school in developing science and technology education. In an effort to fulfill these demands, pesantren established formal education which besides teaching religious knowledge, also taught general science. Therefore, the mastery of science and technology is a must for us, one of them is in the field of information technology. The development of applications in the field of information technology has a major impact in various areas of life, not least in the field of creative industries such as printing, digital image processing, and graphic design. This requires us to provide training to students or students so that they can keep up with them and be able to use them for their supplies after they graduate. Some image processing applications have been developed. However, the popular and widely used app for the task is CorelDraw. CorelDraw is a computer application for processing on line 2 vectors. This application also often has an important role in the work field of publications or printing, as well as other areas that need the process of visualization. At Al–Iqbal Pesantren this example of a place that has not utilized a design technology to support internal and external activities such as making brochures, articles and so forth. With an application from CorelDraw, Al–Iqbal Pesantren will be able and able to make various products based on design technology to support existing activities in Pesantren AL–Iqbal and also can create entrepreneurship for students also become more valuable for the pesantren itself and able to create the ability on the use of design technology.

Keywords: Al–Iqbal Pesantren, CorelDraw, training

INTRODUCTION

The development of information technology that rapidly affects many areas of both the world of business, services, education and more. No exception education especially higher education was one area that was heavily influenced by the development of information technology. Globalization demanding education colleges to be able to manage the information properly, so that the information needs of each stakeholder can be fulfilled quickly and precisely (Choldun, 2006).

Boarding schools are the oldest educational institutions in Indonesia that serve as educators at once the Builder of community life, particularly in rural areas. Boarding schools as a Center for religious education to its

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students, but also the economic wheel drive for the local community. This is especially true at the lodges a boarding school only teaching the science of religion. On this type of boarding schools, all the cost of living and the education the students are borne entirely by the owner of the cottage. The culture of boarding schools that put the cottage as central caretakers of Kyai (role model), leading boarding schools are required to meet the entire needs of the cottage (Prayitno, 2008).

As one of the educational institutions, boarding schools are required to conduct accelerated and a fairly significant transformation. If the first output is limited to the scope of the religious dimension, then the moment of boarding school graduates are expected to contribute to many different aspects of people’s lives. This was the opportunity and challenge of boarding schools in developing science and technology. In an attempt to meet the demands of the boarding school, set up an education-formal education in addition to teaching the science of religion, also teaches general science. Therefore, then against the mastery of science and technology is a must for us, one of them is in the field of information technology.

THE CONCEPT OF DEVELOPMENT

The concept of development of the IT business ideas by using the six components of the information technology and industrial classification. Six information technology component of the Study is to develop the basic idea of the six components of the IT business IT: hardware, people, data, network, software, and procedures, Figure 1.

![Six Components of Information Technology](image)

Figure 1. Six Components of Information Technology (Wibisono, 2014)

Hardware is an artifact in the form of information technology hardware that stores data. People are the ones who use the artifact information technology to solve their problems. People can be a collection of individuals working independently and may also be an individual in a group. The data is the basic format of all forms of information, whether structured or unstructured, stored in hardware. The data can be a bit of information, files or folders. The network is any hardware device that bridges the data transfer between the hardware. The software is any software or hardware that is running the network. While the procedure is any business process that runs in the top of the software (Wibisono, 2014).

UNDERSTANDING CUSTOMER VALUE

According to quoted by Robinette et al (2001), "Value is determined on the customer’s terms in the context of his or her unique needs." According to this definition, each customer has its own terminology regarding a bid value, where the value can meet the specific needs of the customers. By understanding their needs, then the company can meet the value is customers and with it so will encourage them to continue to make purchases against the company's products.
Kotler (2005:68), stating that "Customer value is the difference between the evaluation of the prospects for all benefits and all the costs of a particular bid and other alternatives that are well thought out." The definition indicates that Kotler disclosed customer value concerning the benefits and tradeoffs, where the customer will compare the earnings from benefits and sacrifices made. When the perceived benefits greater than the sacrifice then most likely he will choose the value of the offer, and so any contrast when the perceived benefits less of a sacrifice that is done then the customers will leave the offer of the company.

LEAN STARTUP

According to Eric Ries, author of The Lean Startup. Defines the Startup was "a startup is a human institution designed to deliver a new product or service under conditions of extreme uncertainty. startups are designed for the situations that cannot be modeled, are not clear-cut, and where the risk is not necessarily large-it's just not yet know ". From the above definition can be summed up the Startup is a new company designed to grow fast. The lean startup will teach the difference between activities to add value or "junk" and shows how to create a product. Certainly, lean startup overtakes the science and entreprenurship material compared to its manufacturing system. Lean startup using the control unit progress, known as the name validated learning. Customer feedback is used to drive each iteration that allows for faster evolution from the traditional process. The lean startup process can be seen in Figure 2.

![Figure 2. The Learn Startup Process](image)

From Figure 2 above can be explained that Learn this Startup begins with an idea that could be developed in the form of a community solution, then build a solution with the approach of the information technology in the form of a system information, in the creation of the information system, there is some code that must be written and summarized to do the process measure for the results of the evaluation of the information system solution, when a system is ready for use then, will put a supporting data to complete and test of the system, then the last step is to test and marketed to the outside with the approach Learn where this approach will produce a reciprocal of users outside of the place of manufacture of the information system.

CUSTOMER DEVELOPMENT

Blank, (2012) is first introduced the concept of Customer Development in the book, “The Four Steps to the Epiphany”. Customer Development is about to question the assumptions of your core business. Customer Development is a four-step framework to find and validate that you have identified a market for your product, build the right product features that solve the needs of the customer, the correct method for testing acquiring and converting customers, and using the right resources to enlarge the scale of business.
There are 4 steps to map the problem, the hypothesis for problem-solving, and how the startup test of problem-solving. Most of the tests were done manually with little or without even a touch of information technology (Figure 3).

1. Describes the startup problems or phenomena encountered in the market.
   For example, a College has a lot of potentials for lecturers to write research in internal circles, but there are constraints to qualify the data already entered from around the majors or programs of study.

2. Causal hypothesis formulating (cause and effect) to explain the problem statement.
   Human resources at institutions that house research are still lacking or less effective job when the correct data that has come in from the author.

3. Explain the hypothesis to help solve problems and predict the results of the implementation of the new approach.
   Mapping of the entire field that exists in the College for coding at the time of the collection of files.

4. Measure the performance of experimental testing based on the predicted.
   Open enrollment with the new models and the same scheme but are distinguished by the time the file collection process with the labeling of every existing document.

A startup can then change the hypothesis and try again. Skip this process over and over (iterative), slowly your new company can begin to define what technological features can be built to solve the problem. Judging from what has been described above does not seem to solve it using any technology to be built. A startup can use existing tools (for example, Facebook / Twitter) to test the concept and get immediate market feedback/validation. In addition, it is very important for startups to get feedback from the market or real customers who will actually pay for a startup to solve their problems. In the example above, we will ask for a startup to collect hypotheses as exemplified above to find out how many customers appreciate your services. This hypothesis is the basis of the business model, if the approach model is not maximized, it can be linked to create an information system that can support the existing problems. Customer Development is not a process done just once, the startup team has to be constantly involved with customers during the startup lifetime, as they improve their understanding of customers, their problems, motivations, budgets, etc.

**METHODS**

As for the methodology used in this research are:

a. Preliminary stage
   In this stage we prepare permits with related parties, prepare the training ground, prepare tools and materials.
b. Training phase

The metrics to be taught in this activity are:

Introduction to Coreldraw It is an intuitive graphic design application program and provides many facilities that offer convenience for users in creating a graphic design object.

c. Get to know Coreldraw Window

The focus of the discussion is the Menu Bar, a section that contains several menu options to execute a command. Tool Box, a section containing some command buttons to create and modify an image object. Tool Bar, a section containing some command buttons to execute a command. Property Bar, a section containing commands related to the command button or active object. Drawing Page, the area used to process the image object. This section is also an area of image printing. Color Palette, the section that contains a list of color options that we can use to give color to the image object.

d. Introduction to Drawing Graphic Object Design

Focus on Training is Drawing Object Box, Drawing Square Square, Drawing Object Circle, Drawing Circle Drawing Object Line and Curve, Drawing Curve, Drawing Bezier, Drawing Artistic Media, Drawing Pen, Drawing Polyline, Drawing Curve 3 Point, Drawing Polygon Object, Drawing Object Other.

e. Final Evaluation Stage

Evaluation activities in evaluating developments in the application of design technology, measurement of the winner, namely Santri is able to produce a product by using CorelDRAW.

RESULT AND DISCUSSION

Business Model Canvas Business Model Canvas was popularized by Alexander Osterwalder, (2005) based on his book titled Business Model Generation. On the Business Model Canvas, there are nine depicting the main elements in any business.

The ninth element includes:

a. Problem & Existing Alternative Startup

Must identify three major problems which will be solved. The startup must also know all this, the business what people do in time to break down the problem.

b. Customer Segment & Early Adopter Startup

On this model of writing down who the target market of the business which he incubated. Of the target market that has already determined that, which still belongs to the new user (early adopter)

c. Value Proposition

On this model should be able to write what became the distinct with the other. What makes them stand out and what the first problem will be solved and for whom a solution was addressed.

d. Solution,

On this model contains at least three of the features of the product based on the issue of who wants to be resolved.

e. Customer Relationship

On the model of what a startup owned by it, but not in the other startup On the model of what a startup owned by it, but not in the other startup.

f. Revenue Stream,

On this model contains how a startup works making money and growing.

g. Cost Structure

On this model should know that spending will occur, not in five years, but every month
h. Key Resource,
   On this model contains the activities regarding the performance criteria that can be measured.

i. Channel,
   Channel of marketing the product from the startup, for example, through SEO, Blogs, websites, Facebook Ads, print ads, events, word of mouth, and partnership

CONCLUSION
This Lean Startup can help all the process needed to develop business outside the boarding school, with the existence of this Canvas Business, in the future more have a broad view for the development model in terms of information systems or touch information technology, so as to enhance creativity as well as the idea of early business

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