FACTORS IN LEARNING MANAGEMENT SYSTEM TO OUTREACH ONLINE LEARNING ALUMNI ENGAGEMENT IN HIGHER EDUCATION

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ABSTRACT

The global education will not be limited to a place, time and condition. A non-state university in Indonesia through its online learning makes it happened so everyone can experience learning. In providing high quality education, this non-state university facilitates the learning process with Learning Management System equipped with features that will support students. This support will strengthen the bonds between the students and the university even after graduation. The uniqueness of this paper is aiming to find out the essential factors of the Learning Management System that outreach alumni engagement in online learning, not regular type of students, and how the factors work through the Learning Management System. The online learning students interact and collaborate virtually with the lecturers, among students, administration staff, and so on that will impact to the bonds or the sense of belongings among them. A questionnaire with open questions, was distributed through social media to the online learning students. The questionnaire was created using Microsoft Forms and Mentimeter. Mixed method was used to analyze data collected. Quantitative method was used to calculate the data and then quantitative method for interpreting the findings. The findings which are the essentials factors to outreach alumni students will be benefits for the university, online learning institutions, also other parts that required the information to manage the alumni to create alumni engagement.

Keywords: Alumni Engagement, Online Learning, Learning Measurement System

1.　INTRODUCTION
1.1. Background of The Problem

The advance of technology supports the education what we knew before as in class education. Nowadays, it grows into various types of education which one of those known as online learning. Pandemic Covid-19 pushed everyone to go online for the safety but as the pandemic slowly over, the online learning which has been existed before pandemic is still longed for people who cannot be in the same place at the same time to experience learning process. According to (Furqon, Sinaga, Liliasari, Riza, 2023), to support the learning process which are conducted online with online instruction the institution used a platform called Learning Management System. This Learning Management System consists of features that supports learning process as a replacement of teachers, educators that usually stand in front of the class in traditional learning process. As the usage of the Learning Management System has important part in the learning process that support the students, so this research was conducted to find out the essential factors that should be included on the platform so students will experience the supports during the learning process that will lead the students to become the alumni with strong bonds to their university even though they already graduated from it. So, the researchers have research questions as follows: (1) What are the essential factors of Learning Management System that boost alumni engagement? and (2) How do the essential factors work through the Learning Management System?

1.2. Literature Review
a.　Learning Management System

Learning Management System (LMS) has important part in supporting and facilitating learning process. The Learning Management System consists of features that encourage students to learn, to get knowledge, to interact with the platform in learning process. (Multazam, Korompot and Munir, 2022) found that the existence of Learning Management System indeed supports the students. The Learning Management System, they wrote from their research, mentioned as a friendly user, provide what they need of look for, provide interesting decoration. The Learning Management System that act as its function such as very accessible, managed well, organized will be considered the platform that successfully show its benefits. The Learning Management System has wide benefit if runs well, (Bradley, 2020) wrote. It runs in online learning process or it can be said in online classroom. It can support the academic progress. The Learning Management System should facilitate educators to take part also. The educators should encourage the active learning through the Learning Management System. (Suhaili, Budiasih, Wohorahardjo 2023) added that the Learning Management System was proven to support the students in getting the knowledge and skills compared to those without Learning Management System. In using the Learning Management System, the provider must pay attention on the users as well

which in this case are students and educators. The Learning Management System, (Hussein and Hilmi, 2021) mentioned, should put forward the comfort in using it to be considered as the Learning Management System that is successfully implemented.

b.　Alumni Engagement

The alumni engagement which is also known as alumni loyalty, is important for the institutions such as universities and other organizations. In higher education, (Nisar and Nasruddin, 2020) wrote as the important part especially in supporting the financial of the institutions. The alumni organization must encourage the alumni to support their universities. The institutions must also build the relation with the alumni.

c.　Online Learning

The online learning takes big part in global education. It is the answer of widely demand of people with the needs of various types of education. (Ayu, 2020) wrote in her paper that education which is delivered online was able to use interesting learning materials yet require well preparation. Preparation defined the result in online learning or education which was delivered online.

1.3. Method of The Research

This paper was using mixed method. The questionnaire was distributed through social media for example Whatsapp in which the students created Whatsapp groups for collaborating, building coordination, communication and so on. The questionnaire was in Microsoft Form and Mentimeter. As mentioned before, mixed methods were used in this research which are qualitative and quantitative methods. The quantitative method was used to calculate the data collected and the qualitative method was used to interpret the findings.

The samples are taken from the students of online learning.
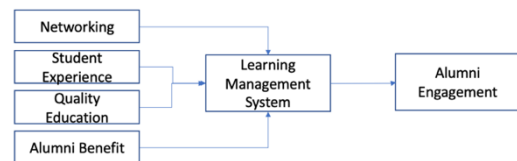
Picture 1. Research Framework

2.　DISCUSSION & CONCLUSION

Through the data collected, it is found that the essential factors of Learning Management System are as follows together with how the work to boost the alumni engagement.

2.1 Networking

(Rizal, 2020) (Baroncelli, 2022) and (Syoqi, 2023) wrote that the Learning Management System can be on smartphone to increase the satisfaction of alumni with all their activities. The learning Management

System also must facilitate the networking between alumni. Alumni engagement is the important factor in university that encourage the entrepreneurships environment as the networking built between alumni and students beneficial the entrepreneurships, which in some cases resulted in social organizations of alumni establishment, according to (Ziad El-Awad, 2022) (Mona, Eileen and M, Hari Ranjani and V, Sowmya and Sivakumari, S., 2021). Students will keep contact as they realized that networking will beneficial after they graduated, (Kumar, 2023) added.

2.2 Student Experience During Learning Period

(Tulankar, 2020) wrote on his article that the good experience of studying of learning the alumni got when they were still as students will effect on their decision after graduated. Some factors during learning period that can give good experience to students, according to (Tanis, 2020) can be in forms of learning materials, online teaching – learning that was designed well, communication, collaboration in learning activities, and so on. Students experiences during learning process become important as (Tulankar, 2020) found for his research that the reputation of the education institutions lies on the past and present of their students. It proved that the experience a student got and felt will influence what will they decide in the future. The good experience as a student will foster a loyal alumni. This good experience will also create alumni endowment not just engagement (Aloi, 2020).

2.3 Quality Education

(Ilda Maria, 2021) on her article, wrote that the quality education that alumni got during the learning process as well as the relations, communication between, will create satisfaction that also will boost alumni engagement. Alumni engagement was known as alumni loyalty will be beneficial for the education institutions especially in higher education, added (Snjiders, 2019). As the education after school as in higher education institutions is the experience to prepare individuals for being ready for the next level such working, having a good career, building own business, so it will make the quality education as an important point that concern by students (Pasaribu, 2020).

2.4 Alumni Benefit

The good impact and impressions experience by the alumni such as the networking built, the good reputation of the institutions are factors that draw alumni to be loyal, to engage to their universities, institutions. Their loyalty will support the institutions. The benefit that alumni possess from the universities, from their educational institutions was related to how they perceived the good experience, the quality education that satisfy the alumni since they were still in learning process as students (Wu, 2022).

The essential factors which are Networking, Student Experience, Quality Education and Alumni Benefit found to be the boosters to outreach alumni engagement. These essentials factors must be included or provided in Learning Management System to be part of learning experience by online students. This type of learning experience that are expected by online students that will give long term impact to online students that will build engagement even though already become alumni.

This research offers essential factors which are Networking, Student Experience, Quality Education and Alumni Benefit to outreach alumni engagement of online learning in higher education. However, this research has limitation as it was only be done in online students in higher education. Alumni engagement is required for all types of education institution, so it will be more benefit if this kind of research can also be done in scope of school and informal educations.

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