

**PENGEMBANGAN MEDIA KOMUNIKASI KEHUMASAN
BERBASIS *CHATBOT* “UNYSA (UNY *SMART ASSISTANT*)”
SEBAGAI LAYANAN INFORMASI SEPUTAR KAMPUS
UNIVERSITAS NEGERI YOGYAKARTA**

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ABSTRAK

Peran Humas dalam Perguruan Tinggi diantaranya adalah melakukan sosialisasi dan berinteraksi dengan publiknya. Beberapa permasalahan dalam pelayanan Humas UNY di antaranya adalah kurangnya ketepatan waktu dan efisiensi dalam menjawab pertanyaan, serta banyak pertanyaan diluar kewenangan humas, sehingga tidak dapat direspon dengan baik. Penelitian ini bertujuan untuk (1) mengembangkan media komunikasi kehumasan berbasis *chatbot* yang mampu mengatasi keterbatasan pelayanan dalam berinteraksi dan memberikan informasi seputar kampus UNY kepada publiknya, (2) menjamin kualitas perangkat lunak yang dikembangkan dengan model ISO/IEC 25010.

Metode penelitian yang digunakan adalah *Research and Development* (R&D) dengan model pengembangan *software* Agile:Scrum yang melakukan perulangan bertahap terhadap *Software Development Life Cycle* (SDLC) yaitu *planning, analysis & design, development, testing, dan deployment*. Pengujian menggunakan standar ISO/IEC 25010 pada karakteristik *functional suitability, performance efficiency, portability, usability, reliability, dan maintainability*.

Hasil dari penelitian ini adalah: (1) media komunikasi kehumasan berbasis *chatbot* bernama UNYSA sebagai layanan informasi seputar kampus UNY, (2) UNYSA telah memenuhi standar kualitas ISO/IEC 25010 pada karakteristik *functional suitability*: ahli pengembangan *software* sebesar 0,86 (sebagian besar fitur berhasil diimplementasikan), validasi materi sebesar 98,82% (Sangat Layak), UAT sebesar 83,95% (Sangat Baik); *performance efficiency* memiliki *response latency* sebesar 15 ms (lebih cepat dibandingkan kecepatan standar: 2 s); *portability* sebesar 100% (mendukung seluruh *frontend apps* yang direncanakan); *usability* sebesar 83,81% (Sangat Layak), nilai *cronbach's alpha* sebesar 0,92 (*Excellent*); *reliability* sebesar 92% (Sangat Layak), dan *maintainability* dengan *maintainability index* sebesar 83,21 (sangat mudah dirawat), *cyclomatic complexity* sebesar 3,25 (program beresiko rendah).

Kata Kunci: Humas, Media Komunikasi, *Chatbot*, *Scrum*, ISO 25010

**DEVELOPMENT OF PUBLIC RELATIONS COMMUNICATION MEDIA
BASED ON CHATBOT "UNYSA (UNY SMART ASSISTANT)"
AS INFORMATION SERVICES ABOUT
YOGYAKARTA STATE UNIVERSITY**

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ABSTRACT

The role of Public Relations (PR) in Higher Education institutions includes socializing and interacting with the public. Some problems in Yogyakarta State University (YSU) PR services are the delays and inefficiencies in answering questions, as well as many questions outside the authority of PR that it can't be responded to properly. This study aims to: (1) develop chatbot-based PR communication media that are able to overcome the limitations of service in interacting and providing information about YSU to the public, (2) ensure the quality of the developed software with the ISO/IEC 25010 model.

The research method used is Research and Development (R&D) with Agile: Scrum software development models that do a gradual iteration of Software Development Life Cycle (SDLC), namely planning, analysis & design, development, testing, and deployment. The testing method used is the ISO/IEC 25010 standard on functional suitability, performance efficiency, compatibility, usability, reliability, and maintainability characteristics.

The results of this study are: (1) chatbot-based PR communication media named UNYSA as an information service about YSU, (2) UNYSA meets ISO/IEC 25010 quality standards on functional suitability characteristics: software development experts 0.86 (most features successfully implemented), material experts 98.82% (Very Eligible), UAT 83.95% (Very Good); performance efficiency having a latency response of 15 ms (faster than the standard speed 2 s); 100% compatibility (supports all planned frontend apps); usability 83.81% (Very Eligible), Cronbach's alpha value 0.92 (Excellent); reliability 92% (Very Eligible), maintainability with a maintainability index 83.21 (very easy to maintain), and cyclomatic complexity of 3.25 (low risk programs).

Keywords: Public Relations, Communication Media, Chatbot, Scrum, ISO 25010