



RAWAT APPLICATION IDENTIFICATION BASED ON USER PROFILE USING EMPATHY METHOD

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Article history:	Abstract:
Received: 11 th August 2022	The presence of technology in various fields is always marked by rapid changes and updates in various aspects of human life. Technology exists as a positive way to bring convenience to users. The presence of Digital Health will make it easier and provide solutions for patients, doctors, and medical staff in dealing with health problems. RAWAT is one of the digital health service platforms that is currently developing in the city of Banjarnegara. This platform provides health services by bridging patients with medical services for doctors, nurses, and other medical personnel on a homecare basis. The data collection method is using the interview method as the primary data source. The number of patients taken as a sample is 6 people. The number of samples of medical personnel, nursing personnel, and doctors is as many as 12 people. The method used is the empathy map method with descriptive analysis. The results of the study indicate that the RAWAT application is a good breakthrough in the world of health, but it still requires further development as a platform-based health service effort. The development and improvement of features are needed as an effort to improve excellent service to users and platform developers.
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INTRODUCTION

The presence of technology in various fields is always marked by rapid changes and updates in various aspects of human life. Technology exists as a positive way to bring convenience to users. One area that is very crucial for humans is health (Indriyarti & Wibowo, 2020). So there needs to be an innovation in services for patients. Digital-based health services are often referred to as digital health. According to the World Health Organization, digital health is the use of digital, cellular, and wireless technologies to support the achievement of health goals. Before the development of the digital world, the main issue was the lack of facilities to obtain health services, especially for those who live in areas far from health facilities (Komalasari, 2020). With the presence of Digital Health, it will make it easier and provide solutions for patients, doctors, and medical staff in dealing with health problems (Imran et al., 2021). One form of *digital health* is a digital health application that can accommodate interactions through media available on various compatible devices connected to the Internet such as computers, laptops, and mobile phones (Permatasari et al., 2021).

RAWAT is one of the digital health service platforms that is currently developing in the city of Banjarnegara. This platform provides health services by bridging patients with medical services for doctors, nurses, and other medical personnel on a homecare basis. RAWAT platform partners are clinics, hospitals, and polyclinics around Banjarnegara. One way to evaluate the perceptions of service users is to conduct a survey using the empathy map method. An empathy map is one of the easiest methods that can be used to find out user opinions from various sides or variables. The results of the analysis of the empathy map will be used as the basis for platform development and service improvement for RAWAT application users. The original hope at the birth of the RAWAT application was to answer the patient's need for an excellent and easy service model without the need to leave the house.

The empathy map method has been widely used by several previous studies, including Manurung and Artadita, using the empathy map method to analyze consumer profiles at the Hyasrumah startup. The results are used to improve the quality of this startup service so that in the future it can increase company profits (Manurung & Artadita, 2022). Furthermore, Riyanti and Sisilia, implemented the empathy map method to analyze the consumer profile of Luxevior wedding decoration service providers. (Riyanti & Sisilia, 2021)Wulandari and Sicily, conducted a consumer profile analysis using an empathy map for Telkom University students (Wulandari & Sisilia, 2020).

This research is important to do as an effort to develop a technology-based service business to be able to provide excellent service for the community around the city of Banjarnegara through mapping customer desires using the empathy map method.

LITERATURE REVIEW

Empathy map

Empathy Map or known as XPLANE is an analytical tool used by companies to think visually about customer profiles (Putra & Sisilia, 2021). Furthermore, Delfitriani, explained that empathy maps can help companies find out customer profiles beyond demographic characteristics, but also regarding the environment, behavior, and customer aspirations. (Delfitriani, 2019). Empathy maps are simple visuals that capture knowledge about customer behavior and attitudes and are also a powerful fundamental tool for gaining deeper insights into customers (Prabasari & Sisilia, 2020). Empathy Map in a simple discussion called the AEIOU method or *Activities, Environment, Interaction, Objects, User*. AEIOU is a question that can help business pioneers capture all the happenings in the customer environment. The empathy map method is presented in Figure 1.

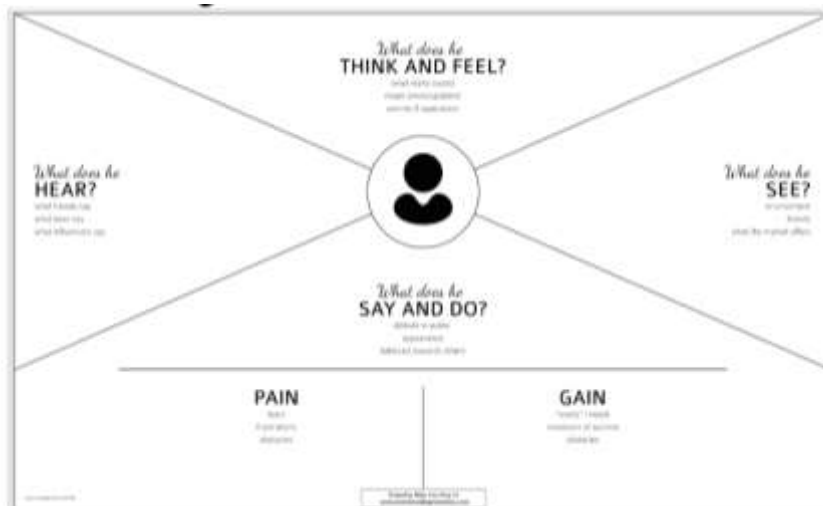


Figure 1. Empathy Map

Source: Alexander Oster Walder

Based on Figure 1, some of AEIOU's questions on the empathy map method used in observing and helping to build initial communication with customers are:

1. *Activities* questions include what happens in the customer's environment, what they do, and what their duties are.
2. *Environment* questions include what the customer's environment looks like and what is the nature and function of the space in their environment.
3. *Interaction* questions include how systems interact between individuals, whether they are face-to-face, how customers interact with each other, and what is meant by operations.
4. *Objects* questions include what objects and devices the customer uses, and who and in which environment uses those objects and devices.
5. *User* questions include who are referred to as users, what their roles are, and who influences those users.

Based on this theory, it can be said that the Empathy Map is an analytical tool that can assist business pioneers in considering customer desires by visualizing customer needs through interviews conducted and condensing customer data into short charts. Figure 1 shows the sections of the Empathy Map consisting of think and feeling, See, Say and Do, Listen, Pain, and Gain. The six parts will direct business pioneers in understanding customer desires.

RESEARCH METHODS

The data collection method used in this study is a descriptive method to describe a situation and condition based on the data collected. The data collection method is using the interview method as the primary data source. This interview was conducted with directly related parties, namely users of the RAWAT application. The answers obtained form the basis for the answers contained in the Empathy Map.

Interview

This interview process was conducted to obtain data from the informants. Researchers used structured interview techniques, meaning that the interview process was carried out in a planned manner (*Buku Sugiyono 2015 Pdf, n.d.*) and semi-structured. This meaning is there are several questions that are asked outside the questions that have been structured (Nauli, 2021). The data obtained from the results of this interview aims to check the validity of the data which will then be grouped. The grouped data is then understood in its entirety and found points that the researcher uses as indicators that will be matched with the indicators in each Empathy Map question. In this interview method, the data source is carried out on information such as prospective users of the RAWAT application. The results of this interview will determine the wants and needs of consumers in using the RAWAT application, as well as knowing consumer profiles so that they can be accepted by potential consumers.

Triangulation

In this study, researchers selected and used triangulation techniques to test credibility. The chosen triangulation technique uses source triangulation, namely by comparing information from one informant to another (Siregar et al., 2020). Source triangulation is done to test the credibility of the data by checking the data that has been obtained from several sources (Prabasari & Sisilia, 2020). The informants were selected from three segments. Taking different segment categories is intended to be able to find out the profile of users of the RAWAT application with various segment categories carried out through triangulation of sources by interviewing informants. These three different segment categories include the student segment, the worker/employee segment, and the business segment (Ramadhani et al., 2022).

RESULTS AND DISCUSSION

Some of the samples used in this study were classified according to several criteria, namely health workers, nurses, and consumers who live in Banjarnegara and its surroundings. Then experienced in the health sector for 5 years. The selection of these criteria aims to get the criteria for experience and service that is quite good. Furthermore, the criteria for patients who were taken as samples were aged 45-70 years. The number of patients taken as a sample is 6 people. The number of samples of medical personnel, nursing personnel, and doctors is as many as 12 people. This age selection is in accordance with the target market for the RAWAT application and is considered mature and rational enough to answer interview questions. Then have a middle to upper economic level and have used the RAWAT application. The results of the analysis from the user side are presented in Figure 2.

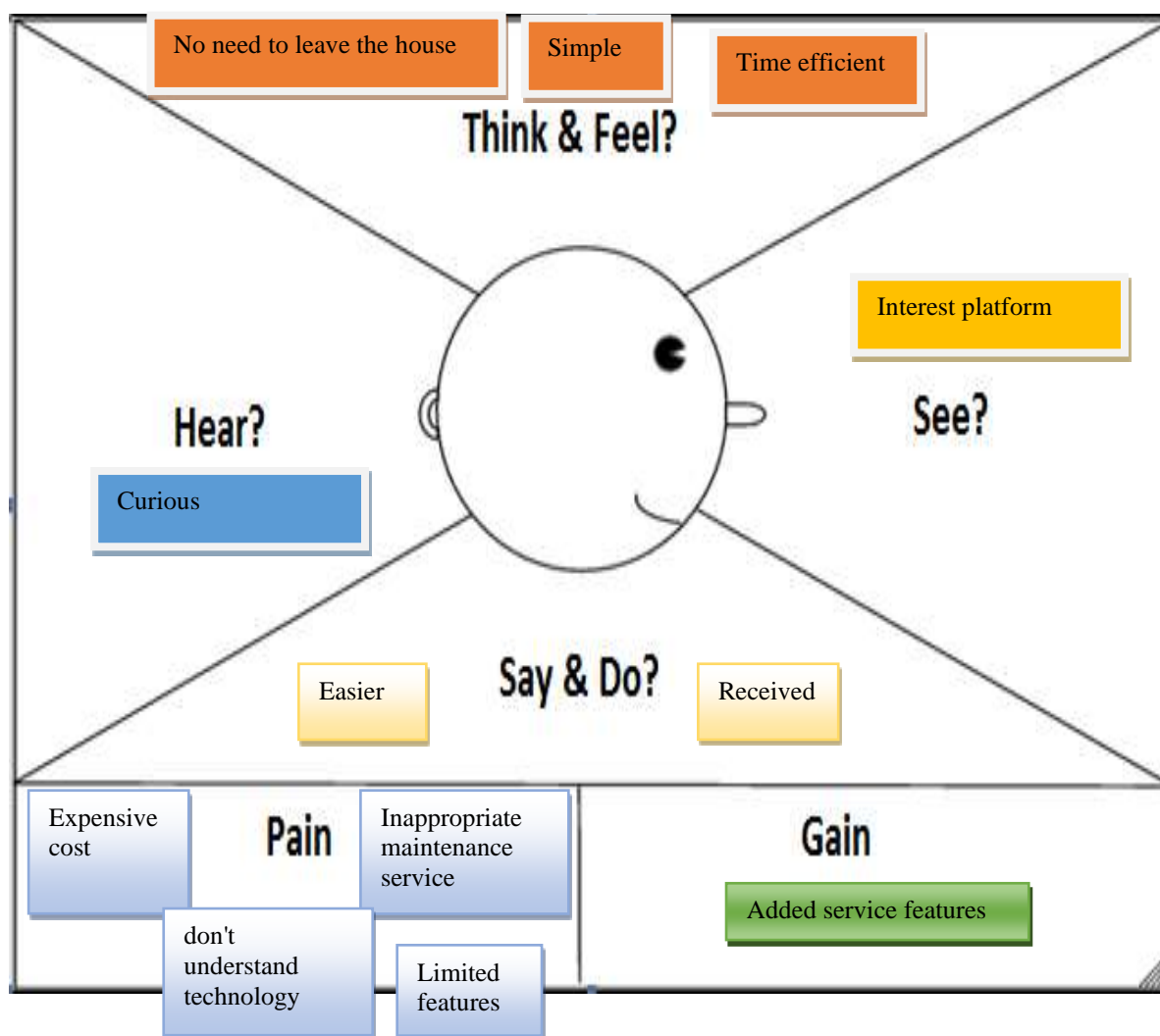


Figure 2. The results of the analysis from the patient's side

Based on the results of the analysis in Figure 2 above, some of the results of the analysis are based on the patient's side on the See variable or the *see variable*, the patient sees that this RAWAT application is an attractive service for users, especially patients who need home care. By using the RAWAT application, there is no need to be difficult to leave the house and go to the clinic or hospital when you need medical care services because medical care services are available online complete with track records and the origin of the hospital or clinic.

Think and feel variable, the patient feels very time-saving, simple and does not need to leave the house. But patients want excellent quality services with easy applications and provide satisfaction to users. But sometimes it takes a long time to get a nurse because the queue for requests is large or the distance between the nurse and the patient is far.

Hear or listen variable, patients are curious about the RAWAT application service so they want to try using it with the aim of being able to provide excellent service and not have to bother. But in reality, the outpatient application has not met expectations because the features of the REMEDY service are still limited and there are not many features that function properly. This is what gives the results of poor reviews from patients. In the future, patients expect a more excellent service improvement so that patient satisfaction is maintained and become loyal users of the RAWAT application.

Hay and do variable, the patient gave a bad review. Although this application can be accepted by patients and provides understanding because it still needs development. But in the future patients want the RAWAT application that makes it easier and provides service convenience for users. For example, if access is fast, there are more partners for medical care, and so on.

In the variable of *Pain* or disappointment, among others, many patients are still clueless so the use of the RAWAT application is not optimal. Furthermore, this application requires large memory and a special device that is connected to the internet so that patients feel objection if they have to use the RAWAT service application. Furthermore, the cost of using the service is more expensive because the user is far away from the service provider. In the future, it is hoped that the RAWAT application will have more partners so that patients have convenience and speed in getting the required medical service personnel. Another thing that gives users disappointment is that not many devices are able to install applications so they cannot use the RAWAT application service. The results of the analysis from the side of health workers and nurses are presented in Figure 3.

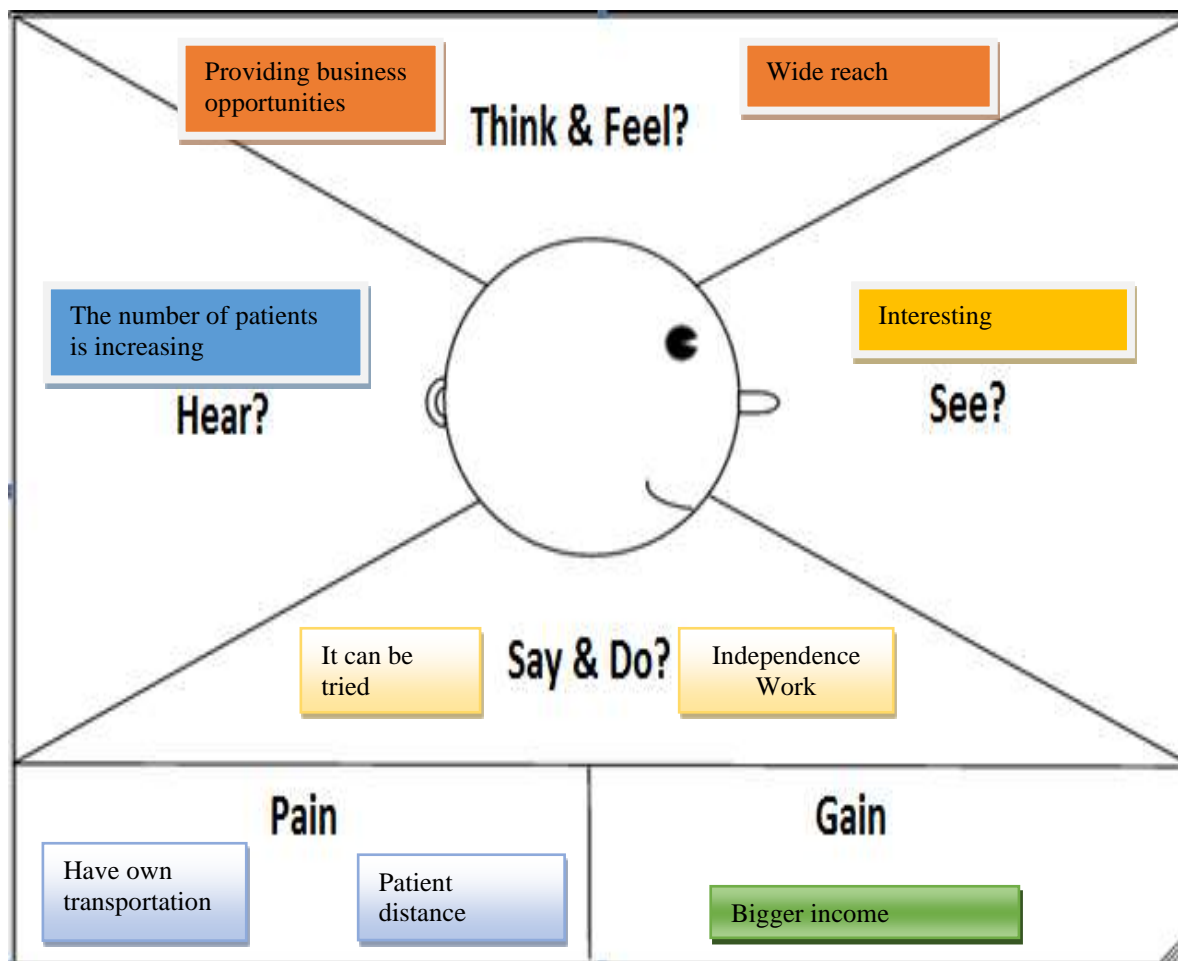


Figure 3. Analysis results from health workers and nurses

Based on the results of the analysis in Figure 3, some final conclusions from the side of health workers and nurses are the *see* variable, patients see that this RAWAT application is an attractive service for users, especially patients who need home care. By using the RAWAT application, there is no need to be difficult to leave the house and go to the clinic or hospital when you need medical care services because medical care services are available online complete with track records and the origin of the hospital or clinic.

The think and feel variable concludes that the RAWAT application provides a great opportunity for hospitals, clinics, and health centers to expand their business. So that by using the RAWAT application, you will have a wider business reach. This provides the possibility of a large profit for the company.

Hear variable, the health and nursing staff have more patients than before. This provides a positive value for them so as to increase their income. Apart from the hospital or clinic where they work, medical personnel also get additional income opportunities due to increased work outside the hospital or clinic where they work.

Say and do variable, the RAWAT application is a new breakthrough in the city of Banjarnegara so it needs to be tried. This also provides opportunities for graduate nurses or medical personnel who have just joined the world of health. This application, it will provide work independence in the world of health services.

On the variable *pain* or disappointment, among others, medical and nursing staff feel disappointed because of the distance from the clinic to patients who order through remote applications. This causes the cost of the trip not to match the results obtained. Sometimes the journey to and from home is time-consuming so they cannot do basic work at the hospital. This causes hospitals or clinics to feel that their time is wasted due to travel. In the future, it is hoped that there will be many partners who can be partnered with so as to provide services to patients according to the location of the patient's residence.

CONCLUSION

The conclusions of this study include, among others, the development of technology-based OUTPUT health services that still require development. It aims to provide application user satisfaction so as to make customers loyal to business owners. The lack of partners who join the RAWAT service makes this service less medical and nursing personnel who serve the community who use this technology. Customer satisfaction is the main thing in business development, so the RAWAT application must be improved in developing service features and partners. In the future, this research will be developed by evaluating and auditing the system related to the satisfaction of RAWAT service users. So as to be able to make the RAWAT service a reliable service and provide excellent service to the community in Banjarnegara.

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