

## ABSTRACT

### **Web Development as a Communication and Promotion Media Based on Academic Preparedness and Market Demand Analysis (Health Policy and Administration Study Program of Airlangga University Postgraduate Program Web Development)**

The Health Policy and Administration Study Program is one of Airlangga University Postgraduate Programs. Conventional method promotions to recruit new students were employed, instead of the sophisticated communication technology via internet. The objective of this research was to develop a web as a communication and promotion media in order to increase the number of new enrollments and to help speeding-up the study period of the students based on academic preparedness and market demand.

This was an observational action research done cross-sectionally. Data was collected by a survey from June to July 2005. There were 7 variables observed. The respondents were all lecturers and students of the Health Policy and Administration Study Program.

The result of the research revealed many students (49.2%) showed low demand of accessing internet even on zero demand level. The majority of lecturers and administrative staff of the study program (83.3%) accessed internet with a duration of 1 – 3 hours/access. From students of 2004, 18.5% were under the category of not-ready to apply web as a promotion media. Most of the students (58.5%) experienced difficulties in accessing internet.

In conclusion, the highest demand of education information type was Health Management research inside the scientific journal of Health Policy and Administration. The students were not ready to use web as a promotion media, due to difficulties in accessing internet. While majority of the lecturers and administrative staff had been prepared to apply web. The academic information system database design should always be up-graded from time-to-time. The Expert System design utilized PHP programming language where the available information were the most sought-after by web visitor. The design of web development had been properly suited to the market survey or based on the most-needed information.

**Key words:** demand, academic preparedness, database, Expert System, web development