

***Abstract  
iMIT SIC***

***Proceedings***

**The 2<sup>nd</sup> International Indonesia-Malaysia-Thailand  
Symposium on Innovation and Creativity**

***“Cultivating Innovation and Creativity Culture”***



**iMIT SIC 2018**

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Pekanbaru, INDONESIA

**Editor Proceedings iMIT SIC 2018:**

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**THE 2<sup>nd</sup> INTERNATIONAL  
MALAYSIA-INDONESIA-THAILAND SYMPOSIUM ON  
INNOVATION AND CREATIVITY (iMIT SIC 2018)  
*“Cultivating Innovation And Creativity Culture”***

## **Welcome Remarks by Rector Universitas Riau**

Assalamualaikum Wr.Wb.

In the name of Allah, The Most Gracious and the Most Merciful.

On behalf of Universitas Riau, I welcome you to the 2nd International Malaysia-Indonesia-Thailand Symposium on Innovation and Creativity (iMIT SIC 2018): “Cultivating Innovation and Creativity Culture”.

I would also like to extend our warmest greetings to all distinguished keynote speaker, participants and guests from Malaysia, Thailand and Indonesia that are here with us in our campus.

This symposium is focusing on creativity and innovation, which is bring together researchers, students, academic scientists to share their research results on all aspect of creativity and innovation. Creativity and innovation are the key drives to success. Nowadays, reality dictates that creative and innovative products will achieve sustainable competitive advantage in market place.

I hope that this symposium will prove to be a venue for future-oriented discussions of improving the research on innovation and creativity in developing countries. I also hope that this conference will serve as an opportunity for researchers and students to promote their research product, and I am confident that your expectations of this symposium will be fulfilled.

Our wish is that you will enjoy this symposium, contribute effectively toward it and take back with you knowledge, experiences, contacts and happy memories of this 2nd International Malaysia-Indonesia-Thailand Symposium on Innovation and Creativity (iMIT SIC 2018): “Cultivating Innovation and Creativity Culture”

Yours Sincerely

**Prof. Dr. Ir. Aras Mulyadi, DEA**  
**Rector**

## Message from Organizing Chairperson, IMIT-SIC 2018

It is with great pleasure that I extend a warm welcome to all participants of *The 2<sup>nd</sup> International Indonesia – Malaysia – Thailand Symposium on Innovation and Creativity (IMIT SIC) on 6-8 August 2018*. This symposium being held for the second time, aim to focus on all aspects of “*Cultivating Innovation and Creativity Culture*” by bringing together professionals and experts to present and promote information exchange on the latest development in science, engineering, technology, civilization and art.

I would also like to convey my sincere appreciation and congratulations to Universitas Riau, Universitas Islam Riau, Universitas Islam Negeri Suska Riau, Universitas Lancang Kuning, Universitas Tabrani Rab, Universitas Muhammadiyah Riau, Politeknik Caltex Riau, Physical Society of Indonesia and from abroad; Universiti Teknologi Mara Perlis, Malaysia, Princess of Naradhiwas University, Thailand and The Malaysian Solid State Science and Technology Society for supporting this symposium. This event will lead from fundamental to technology changes in how we live and interact with our environment. Academia, industry and policy makers must collaborate on teaching, research and service for commercialization of patentable ideas, processes, and products to harness technology’s full potential.

Judging from the number of participants for posters, I believe this is one of the most successful events I had the privilege to be part of and I hope that we will gain latest insights and at the same time for us to realize the potential and importance of Innovation and Creativity in 21<sup>st</sup> Century and beyond.

I hope this symposium, which covers a broad range of scientific and technical aspect, will serve as a platform for researcher, scientists and industrialists from various fields to exchange their knowledge and further develop their visions on academic innovations and creativity culture that is able to tackle critical issue of our generation.

I wish all participants will be enjoyable and productive experience.

Thank you.

**Prof. Dr. Saktioto, SSi MPhil**  
**Chairperson**

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# The Application of K-Sharing System to Enhance The Value Propotion of Pharmacy Service

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**Abstract** Service is a very important in an institution, including a pharmacy. Much of of pharmacy but has not implemented the principle of proper service, as well as Agung Farma, a pharmacy store in pekanbaru, so frequent customers do not get along with the drug are obtained. This is due to a lack of knowledge of employees of the description and classification of drugs as well as drugs yet computerized data processing. Therefore, the need for a method that can increase the value of a pharmacy service, so that the effectiveness and efficiency can be created. This study proves that the method of knowledge sharing system can increase the value proposition waiter at the Agung Farma. System built to help customers in the selection of drugs, transaction, and provides the latest health information. System will allow employees in data collection and sales.

Keywords: Service; Value Prpotion; K-Sharing System.

## 1. Introduction

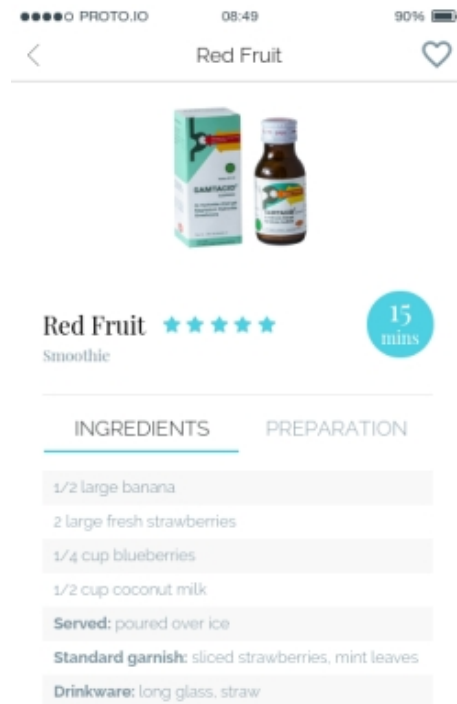
Agung Farma is pharmacy store in Pekanbaru which still minimal to the customer service is seen from the performance of employees who often make mistakes on the provision of information related to classification and description of drugs that cause a lot of customers are not satisfied with the services provided and in getting the drugs needed.

According Wolkins, cited in Saleh (2010: 105) The principle of their customer waiter leadership, education, strategic planning, review, communication, and Total Human Reward. However, the Agung Farma unmet everything. So as services that produced less than satisfactory. Customers in particular are always looking for new and unique experience (Ali and Omar, 2014).

In a previous study alsoassessment of performance in the hotel service innovation through knowledge sharing and team culture. This integration is to facilitate the understanding of the relationship between innovation performance and knowledge sharing services in hotel services and how timcultur can stimulate service innovation performance capabilities. (Kashif Hussaina, Rupam Konarb, Faizan Alic)

This study has the objective to be able to apply the principle of customer service in the pharmacy Agung Farma unmet, so as to create the effectiveness and efficiency of the implemented using K-Sharing with a web-based system.

System built prioritizes user friendly, so customers and employees can use it well. In the system presented various k-sharing one can easily to choice drug to see the composition that has been made on the website.



## 2. Materials and Methods

### 2.1. Data collection technique

The data used through observation performed on Agung Farma in Pekanbaru. Data were collected by observation, interviews, and surveys. The data obtained from Agung Farma include items not yet computerized data collection system, the relationship between employees and customers.

This study is an applied research, which is taken to reverse know and provide recommendations for improvement of the knowledge management system to improve the effectiveness of Pharmacy "Agung Farma" in Pekanbaru, particularly on the revenue cycle. Main research question of this study is "How Analysis and Design Knowledge Management System to improve the effectiveness and efficiency of employees in the pharmacy customer daan" Agung Farma "?

## 3. Result and Discussion

Agung Farma pharmacy is not currently using the system of knowledge-based information management system, therefore. Researchers found some problems and the indication can be the problem as follows

1. Lack of emphasis standard operating procedure (SOP) in particular to employees, so it is not uncommon procedural errors committed employees.
2. The absence of an atmosphere that supports knowledge sharing for employees which resulted in the interaction process knowledge cannot run at the pharmacy.
3. Lack of media to document and store the knowledge that has been spread previously. As a result, a lot of knowledge that should matter that has been shared in the past but is not available when needed by employees.

4. No system is not computerized, so it takes K-Sharing System Architecture to illustrate the need for well-designed system:

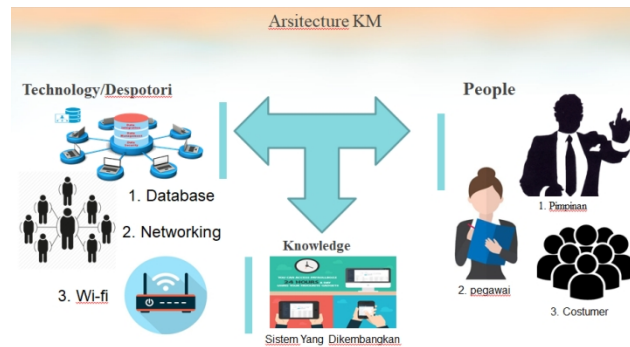
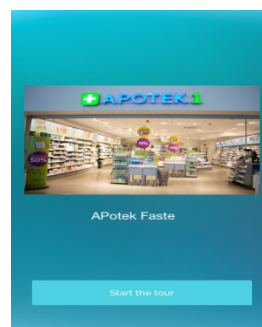


Figure 1. K-Sharing Architecture

K-Sharing System architecture is divided into 3 Key:

1. Technology must have Database, Networking, and Wi-Fi technology used to run.
2. People are people involved in the process of running a business. As a leader, employees, customers.
3. Knowledge of a produced. Such as building a website.
4. It is expected that with this architecture can meet the needs of the system that will be created. Architecture knowledge management system and the steps necessary to implement a knowledge management system in pharmacy.

Draft (Prototype) after the stages of analysis, then the next stage is designing. The design is built to adjust to the desired goal, namely to build an Islamic cultural information systems, especially in Riau Province by implementing KMS. The system will be built only limited to its prototype only.



#### 4. Conclusion

Application of Knowledge Sharing in the great pharmacy pharma able to increase the value proposition so that more quality of service quality and improved. System made it easier employee in the drug data collection, and sales and provide complete information to the customer so that the customer information obtained will be more accurate. With the pharmacy information system services to reduce the risk of drug delivery to customers. The study also proven that K-sharing system can realize the effectiveness and efficiency on a grand pharmacy pharma, therefore, an increase in K-sharing system at any pharmacy that is in Pekanbaru.

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