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Personal Development Model: Cognitive Behavioural Therapy

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Abstract

This paper's principal objective is to analyze and design an attainable model of action to comprehend a recognized mental issue: emotional well-being mindfulness and maintainable profitability improvement; the solutions of personal development in this study refers to Cognitive Behavioral Therapy (CBT), as a work to make a proactive methodology toward psychological well-being and its relationship with efficiency. Analysis and configuration in this study use Enterprise Design Thinking, to make the investigation and plan as persuasive and pragmatic as conceivable to the users. From the plan thinking measure, it is concluded that the convenience and reasonableness of the application are yet the fundamental inclinations, combining with the competitive advantage of engaging both instructors and customers to be more proactive in their approaches on emotional wellness and productivity.

Keywords— *Cognitive Behavioral Therapy (CBT), productivity, Enterprise Design Thinking*

1 Introduction

There are sometimes people who face under pressure to some significant life occasions, for example, work misfortune, conjugal disturbance, and the demise of a friend or family member unfavorably influence mental and actual wellbeing. Emerging source literature has indicated that everyday stressors, for example, spousal clash and work cutoff times additionally have a significant influence on wellbeing and enthusiastic change. Everyday stressors show prompt impacts on

enthusiastic and actual working on the day they happen and make accumulated impacts that expand weakness to issues including tension and sorrow (Almeida, D. M., McGonagle, K., & King, H., 2009).

The Internet gives an unknown source were inadequacies in a client's day to day existence, for example, disabilities, poor family function, lack of sociability, and dissatisfaction with one's appearance may be counteracted. Internet subordinate clients frequently make substitute online characters that they become genuinely appended to, discovering more fulfillment in online connections than social connections. Web-based games, sexual entertainment, and gambling give the joys of control and saw the ease of personality, and soothe dysphoric dispositions and pessimistic impacts, particularly in youthful male teenagers for whom such exercises have higher conduct and intellectual notability. Without legitimate restriction and parental intervention of the Internet in the family, most teenagers will experience issues adjusting the time spent on web-based gaming and systems administration (Xiuqin, Huang & Huimin, Zhang & Mengchen, Li & Jinan, Wang & Ying, Zhang & Ran, Tao., 2010) and transformed into an undesirable way of life that prompts absence of efficiency as focused in Background. Before they can accomplish any of that, they'll need to start remembering nothing. Also, the best approach to do that isn't by overseeing time, overseeing data, or overseeing needs. All things being equal, the way of dealing with all the things is by dealing with their activities.

Based on the phenomenon in the society, and the asking of experts to establish a more beneficial in regards to emotional well-being in web-based media, this paper needs to spread the mindfulness and make improvement in the clients' psychological well-being and efficiency through simpler contact with experts, and support them once they arrive at the recuperation stage as they remake and additionally reshape the new propensities; seeing the general cycle in their mental point of view and making the experience more customized. Based on the need this study tries to develop an application called Tanya, a cross-stage application that urges the clients to begin accomplishing something for the better self of themselves, each noteworthy inquiry in turn. Constructing it as a social sharing media, besides the online media publicity itself, is additionally empowered by the strategy for conversation gathering and relational treatment, which works wonders for paraprofessionals (Larson-Stoa D, Jacobs GA, Jonathan A, Poudyal B, 2015).

The reason for this examination is meant to identify a possible plan of action for a social sharing application that rotates in psychological wellness, both regarding mindfulness and economical arrangement; furthermore, this present investigation's motivation is likewise focused on how the portable application advancement approach is utilized to understand the thought. These will propose a more maintainable answer for the young as far as their self-improvement and objectives, particularly those living in Indonesia.

The primary target of this paper is to tackle the issue looked by the adolescent that are identified with their psychological well-being, cell phone habit, and the supportability of their improvement throughout everyday life, including:

- 1) Indonesian young people and teenagers to get simpler admittance to improve their quality, find support, and additionally not restricted to their recuperation stage.
- 2) Professionals (experts, clinicians, emotional wellness associations) to get a more extensive and more exact crowd, that can effectively help the consciousness of the profession on-request.

2 Methodology

There are two procedures utilized for this investigation, in particular framework examination and plan strategy for the application's motivation investigation and the plan breakdowns: and information assortment technique for additional exploration in guaranteeing the investigation's cases and information dependability.

The framework investigation and plan strategies that are utilized in this examination are:

- 1) Design thinking for the methodology of framework creating a model application.
- 2) Porter's Five Forces model for the market investigation, to help to characterize the current circumstance of the business, and
- 3) Business Model Canvas to characterize how that will be applied as a business.

Then, the information gathering technique that upheld this examination is partitioned by:

Meanwhile, the data collecting method that supported this study is divided by:

- 1) Questionnaire

The questionnaire is to hear the clients' info and point of view about the possibility of the application and to accumulate key data for application examination and plan. Questions given are identified with the practices of target clients corresponding to their degree of mindfulness in emotional wellness, their day-by-day stressors, and fundamental battles in their period of living, their methods for dealing with stress, the outcome of their present instruments, and their answer's desires. A survey given is organized, where the respondents will answer sets of offered responses dependent on a scale. A poll is conveyed by Google Forms online survey collect through social media, for example, LINE and WhatsApp. The survey was additionally spread through the essayist's very own Twitter account.

- 2) Population

The populace of this examination is all Information Systems significant understudies in BINUS University with Strata 1 (S1) as their degree of schooling, with the quantity of 3.738 understudies (Kusnandar, V. B., 2019).

- 3) Sample

Using non-probability data collection, the sampling method was not done randomly, as the representatives for the sample is not critical for this research, aside from collecting data faster.

The methods to determine the sampling is by using Taro Yamane / Slovin formula as follows:

$$n = \frac{N}{1 + \left[\frac{N \cdot e^2}{k^2} \right]}$$

With notes as follows:

n = Sample size.

N = Population size.

e = Margin of error (error tolerance), determined as 10%.

Following the formula above, with population size as many as 3.738 students,

$$n = \frac{3.738}{1 + (3.738 \times [0,1]^2)}$$

$$n = \frac{3.738}{38,38}$$

$$n = 97,3944763 = 97,39$$

the sampling size is determined as many as 97 students.

- 4) Interview

The meeting is advantageous for the Loop cycle (iterative plan) of the model, guaranteeing the best client experience as the outcome. The interviewees are not restricted to similar individuals in example yet coordinates the standards of being in Exploration age (matured 14-24).

- 5) Literature Review

The writing survey's goal is as the rules for examination, plan, and creating a model application study.

- 6) Observation

Essential and Secondary information from perception is utilized to get the possibility of the current condition that will give the advantage for investigation and configuration measure, alongside assessment. Besides, information from perception will be inputted into the model framework for testing reason.

The strategy, how to do it examining, instrument, how to prepare the examination, research plan, system, the best approach to gather information, testing, result, and assessment, that's all process can be seen in Fig.1.

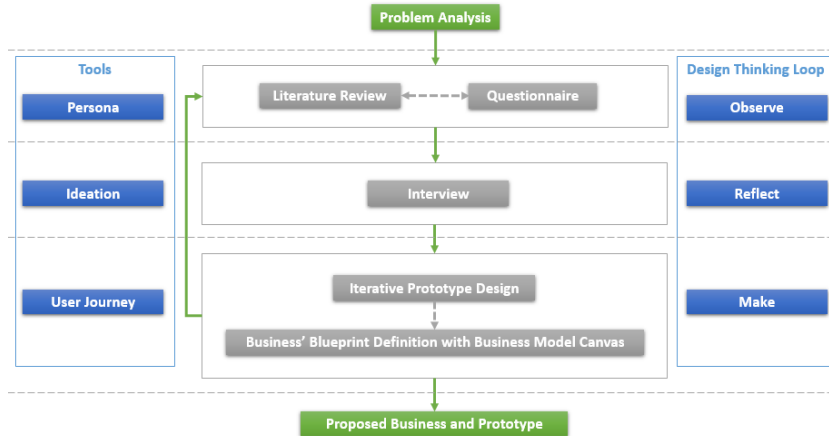


Figure 1 Research Framework

3 Results & Discussion

The main concern of each exertion of correspondence is a commitment; and albeit various analysts have drawn a hypothetical differentiation among conduct and mental action commitment, this qualification has frequently been overlooked informative exploration. The conduct parts of the association are very much spoken to by recurrence, term, force, broadness, and thickness lists. Notwithstanding, a full comprehension of youth commitment requires a more intricate conceptualization, reflected in the Center of Excellence for Youth Engagement's (COEYE) 'head, heart, and feet' model, relating to the psychological, emotional, and conduct segments characterizing commitment (Marsudi, L., 2003).

3.1 User Research

Purchasing intensity of Indonesians is not either easing back down or developing astonishingly (Morrison F, Shubina M, Turchin A, 2012), but instead in a stale point. Be that as it may, numerous retailer dealers are shutting down because of the difference in buyer conduct who currently lean towards everything to be immediately done, simple, and handy.

Another commendable viewpoint to be considered is the number of adolescents who use web and cell phones in Indonesia, one of the focuses on the point that Tanya is attempting to illuminate: empowering solid and positive utilization of web and cell phone to stay away from compulsion. From the data stated (Müller, J, 2019), 143.260.000 clients in Indonesia approach the web, which is 54,68% of the absolute populace (262 million). It is an expansion of 10.560.000 clients inside a year, contrasted with the earlier year, 2016.

The entrance of web use in Indonesia dependent on the years is likewise pertinent with the normal target of Tanya's clients, which are the young. The arrangement of clients inside the scope of 13-18 years of age and 19-34 years of age are 75,50% and 74,23% individually,

which demonstrates that most of the clients are in the age gathering of Exploration and Establishment. The remainder of the Establishment year, which is 35-44 years of age, are assembled in the scope of 35-54 dependent on the report, making the quantity of 44% from the absolute number of web clients in Indonesia.

The following thought of utilizing the web stage would be which media is generally utilized by Indonesians and why. Presently, the level of possession shows that 50,08% of Indonesians own cell phones/tablets when contrasted with their responsibility for PC/PC, which just principles about 25,72% dependent on the absolute populace.

Inside their cell phones, the distinction between client infiltration for paid application and membership-based application is practically half; regardless of both having moderately low entrance to the market. Paid application rules about 11,41%, while membership-based application rules about 6,29%.

Despite the varying region of habitation, Indonesians have the number which nearly arrives at half regarding the infiltration of web use, indicating high number on a cell phone, that can be seen in Fig 2 and 3 the internet usage and device ownership based on the character of the residence.

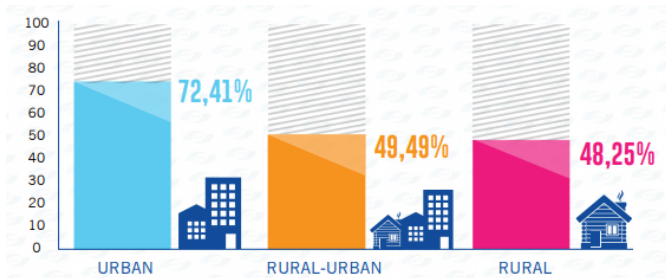


Figure 2 Internet Usage Penetration based on the Character of Residence

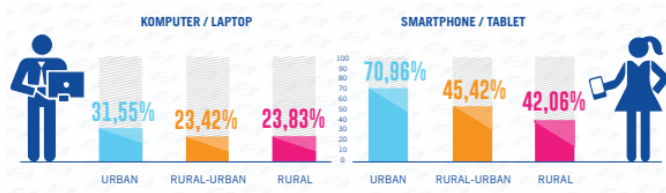


Figure 3 Device ownership based on the Character of Residence (according to the whole population)

Perception starts with spreading the questionnaire. Given the rundowns, on the psychological well-being side, 95% of the respondents have ever experienced negative feelings that meddle with their essential day by day exercises, and much more, 72% of them concedes making them sway altogether to their lives as it happens for over about a month. In numerous psychological wellness rehearses, this indicates a need for guidance.

Nonetheless, on the following discoveries, they feel slight dithering to share their negative feelings to other people, making up as large as 61% of the respondents with 23% of them feeling emphatically reluctant, 14% and 2% of them marginally not reluctant and not reluctant at all individually; however, in the end, they do share their contrary feelings ultimately, making up as large as 66% conceding that they frequently utilize social assistance on managing their antagonistic feelings (Osterwalder, A., & Pigneur, Y., 2010).

On a more astute point, they, truth be told, favors the social assistance to be done secretly on their side. Making up as large as 47% firmly conceding to the issue and 42% somewhat concurring. Be that as it may, besides social assistance, they do like to fathom things all alone concerning their negative feelings. This shows the need for proactive activity as it indicates autonomy and passionate insight on their end.

Unfortunately, on their methodology, 71% concedes their answers scarcely encourages them with their negative feelings. Just 2% firmly differ that their methodology is useful in making harmony and proceeding onward with their negative feelings. Indicating that they have that wavering in their certainty with it.

On the advanced/web enslavement side, 97% of respondents confess to getting to web-based media or potentially other computerized media, for example, games and additionally TV shows upon tension as well as misery, and 84% of them concedes feeling significantly more on edge and additionally discouraged after they did as such. 68% of them, regardless of the eventual outcome their decision of media has given to them, regard it as a safe place.

63% of them nearly generally approve of it concerning their folks/watchmen see on their inclination on advanced media and 20% of them concurred it nearly gives them an issue on that region. About 62% of respondents concede having an issue with their nearest ones (i.e., companions, closest companions, accomplices, and so forth) regarding their view on how the respondents utilize the advanced media; 20% emphatically concurs on it and just 9% are both reluctant and firmly cannot help contradicting this thought.

Notwithstanding, what brings more understanding is the way they have different spots they treat as safe places, which are not computerized; 63% somewhat concurring and 26% concurring separately. 48% and 40% of them marginally concur and firmly concur it is something sound, while the rest 8% and 4% concede they are something undesirable (i.e., addictive substances/exercises that hurts themselves as well as others).

Considering the presumptions made at first with the persona, there were likewise observative inquiries on the arrangement, Tanya, and the possibilities it can provide for help its clients. As indicated by the respondents, they emphatically concur (44%) and concur (38%) individually on how stages that should assist them with feeling more beneficial or potentially move away from advanced media causes them to feel overpowered more than made a difference.

62% and 27% of them concur and firmly concur separately for conceding they have battles submitting with their choice in arriving at their objective. Just 9% and 2% differ and emphatically differ separately.

As to consolidate the experiences and propose for the arrangement, the poll additionally inquired as to whether the clients need social assistance that is proactive in its methodology, and half of them consent to require it; 45% emphatically concurring it and the rest 4% and 1% differ and firmly differ individually.

Porter's Five Forces

To additional examine the serious estimations of the business, the paper separates the powers utilizing Porter's Five Forces (Pressman, R. S., & Maxim, B., 2015) contention among contending firms, expected passage of new contenders, possible improvement of substitute items, bartering intensity of providers, and finally, dealing intensity of clients that can be seen in Fig. 4.

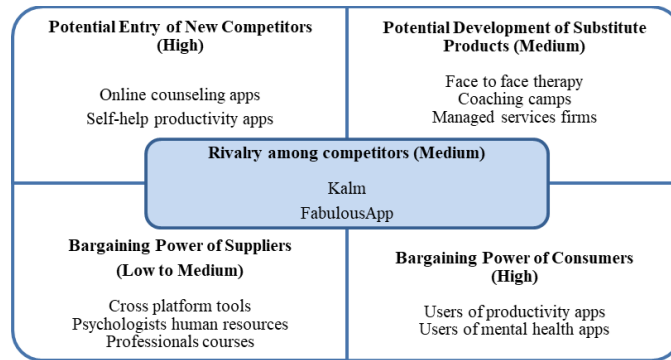


Figure 4 Porter's Five Forces

Tanya's application proposes to assist clients with getting to the driver seat in the wake of rearranging and rethinking their objective and proceed onward from their battles on whatever comes in their manner; particularly enthusiastic ones. Tanya application doesn't supplant the function of advising, since the embodiment of Tanya's application is to support the client's post-recuperation or even path before the harm occurs (Rahmadani, N. S., & Setiawati, M., 2019). Tanya's application functions as a media that enables the clients to leave from negative behavior patterns, be it from the delayed consequence during the breakdown or unfortunate propensities all in all. Tanya accepts that each unfortunate propensity roots from specific occasions or conduct that molded them; and these must be dealt with well expertly, if not dealt with well during the years as it will affect for the since quite a while ago run. Furthermore, along these lines, making Tanya's answer a more feasible one. Tanya utilizes CBT as a technique for a way to deal with assistance with clients' efficiency, joining it with instructors and real exercises out there that removes a portion of the clients' advantage or potential vocation.

Advising, freely, will in general be viewed as a responsive movement; in any case, guiding is more than that. In this way, with the presence of Tanya, ideally, psychological wellness can be something that is viewed as a way of life, as to how individuals seek after for gainful days, they would understand that their emotional well-being has a sabotaging component to it. Taking preventive actions of mental issues/diseases, and enabling instructors to be proactive.

4 Conclusion

This conclusion of this study are:

1) Porter's Five Forces investigations show that Tanya's application is possible to be implemented. Tanya project is another section in the business with a generally moderate competitive environment. Reasonable hindrance to new passage with moderately low danger to the current stages, for example, the web-based advising applications. As Tanya is enabling the exercises and networks in the environment where it is advanced and actualized. Tanya likewise has a low moderate danger of substitute item, high provider's dealing force, and high customer's bartering power. In this condition, Tanya should be incredible enough to get market consideration and be more dynamic to draw in and keep up with client needs.

2) Tanya's utilization plan of action canvas as the instrument to break down its structure to infiltrate into the market. Tanya proposes a few qualities into its client, for example, a free application to download, no reason meddling paid highlights, accessible in all stage gadgets, co-making potential with advisors and networks, likewise space for shippers to spread their business in a decent reason. In the client portions compartment, Tanya focused on all young in Exploration and Establishment range.

The relationship with the client will be led by the highlights, for example, the 99 Days Journal, Inspiring Activities, and Anonymous Forum, and the Rewards component. Tanya will utilize cell phone and web administration for a couple of highlights to convey their qualities carried on the connections (Rainer, R. K., & Cegielski, C. G., 2015). Tanya's key exercises are month to month pamphlet and proactive network tips, and resource on the people, administrations stages, for example, Docker, and the guiding house. These are to convey qualities to the key accomplices, in particular networks of interest and professions, and the traders. All these to convey Tanya's worth relational words, which are efficiency approaches dependent on CBT and proactive self-improvement with training from advocates. Cost structure will be coming from content age research, client acquisitions (paid advertising, paid advancement, and systems administration exercises), and application improvement itself (administrations membership, i.e., docker). Furthermore, to pay all exercises and costs, Tanya's income will be created from pre-modified CBT with the advisor, character investigation with the guide, and gift program.

3) Application framework has been dissected and planned with Enterprise Design Thinking. Tanya's application is separated into 3 subsystems, Tanya's interface framework (motivate and gathering), Tanya's help framework (character, CBT, and 99 days diary), and Tanya's compensating framework (gift and shipper accomplice).

Counting the destinations that are met in the accompanying focusing on focuses:

1) Given the current absence of portability and admittance to emotional well-being administrations, explicitly focusing on the adolescent and their assumption inefficiency, Tanya shows up as a scaffold for their profitability and their psychological well-being, particularly the individuals who experienced HFD or dysthymia. The arrangement offered was regarding the Acceptance and Commitment Therapy that is actualized into the 99 Days Journal and the Coaching highlight, upheld by the feasible exercises that can advance the feeling of progress upon finishing, as it won't be excessively dedicated in individual level. The focuses and remunerating framework additionally go about as a commitment point, where the customers will feel the unmistakable prize, and in the long run remove them from their not exactly ideal propensities, including web and advanced dependence.

2) According to Morrison F, Shubina M, Turchin A. (Moses, M., 2012) in their examination, patients who get a way of life advising in routine consideration are related to better wellbeing control. The examination proposes that in clinical preliminaries (Satzinger, J. W., Jackson, R. B., & Burd, S. D., 2012), transient upgrades are conceivable in the momentary directing; in any case, to recommend a drawn-out impact and a manageable improvement, way of life guiding is more useful in the schedules. This likewise advances a better connection between the advisor and the customer, as they'll have at any rate 99 Days relationship with one another and guarantee an away from before the finish of the training, which benefits the experts' portfolio.

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