



**CENTRAL TEACHING INNOVATION FUND**

**FINAL REPORT**

**ENGAGING STUDENTS WITH PROJECT- BASED LEARNING  
(PjBL) AND ANALYTICS INCLUDING ADOPTING AUTOPROCTOR**

**COURSE REPRESENTATIVES  
(CR)**

**Dr. Nila Krisnawati, SE.MM.-  
23120453**

**Academic Development Center**

**2024/2025**

**Swiss German University**  
The Prominence Tower Alam Sutera  
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**A. Title Page**

Title of Proposal : Engaging Students With Project- Based Learning (Pjbl) And Analytics  
 Name of Course Representative : Dr. Nila Krisnawati, SE.MM.  
 Email : nila.hidayat@sgu.ac.id  
 Mobile phone : 08129319760  
 Duration of CTIF Program : 3 (three) months  
 Proposed Budget : IDR 200.000,-  
 Budget from Other Source : 0

The Prominence Office Tower, Tangerang

Date: 19 May 2025

<b>Course Representative</b>	<b>Head of Program Study</b>	<b>Dean of Faculty</b>
		
<b>Dr. Nila Krisnawati, SE.MM</b>	<b>Robert LeAre</b>	<b>Dr. Nila Krisnawati, SE.MM</b>
<b>NIK : 23120453</b>		<b>NIK : 23120453</b>

## 1. PROJECT SUMMARY

This *Consumer Behaviour Analysis of a Global Brand* module uses a **Project-Based Learning (PjBL)** approach to help students connect theory with practice. In groups, students select a global brand and analyse consumer behaviour across different regions and cultures. They apply core concepts and use digital tools like **Social Blade** to interpret real data and evaluate strategic marketing decisions that align with diverse consumer preferences. The module integrates **asynchronous learning** via **case studies** from **Harvard Business Publishing** to enrich insights. The course also emphasizes a **future-focused curriculum**, encouraging learners to anticipate emerging trends and adapt their strategies accordingly, **including adopting AutoProctor at the quiz**. Students will explore the evolving landscape of global consumer behaviour, particularly the impact of technology, generational shifts, and cultural nuances.

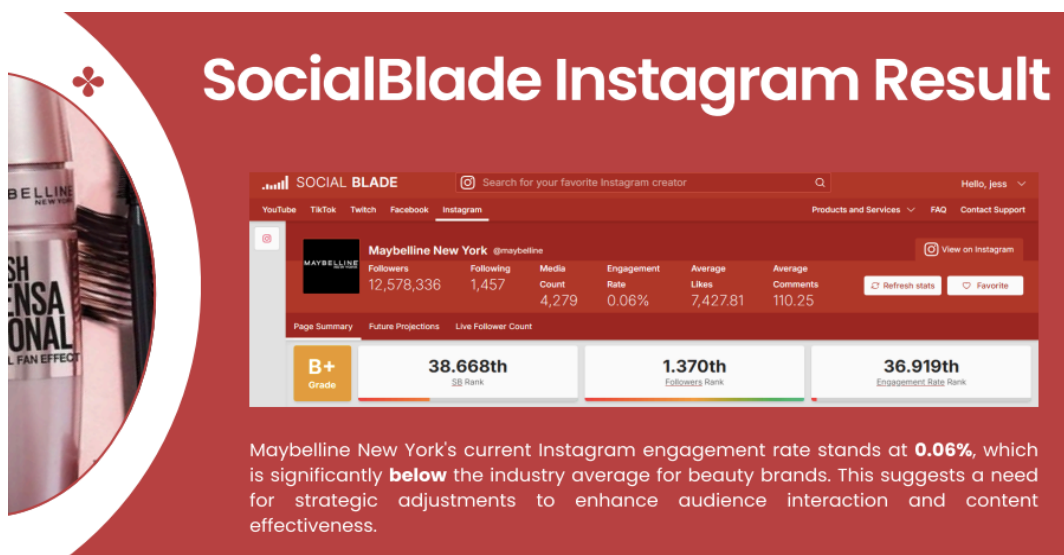
By the end of the module, students are expected to present a comprehensive consumer insight report and marketing strategy proposal based on their analysis. This project will develop their analytical thinking, teamwork, adaptability, and strategic decision-making—key competencies for careers in marketing, branding, and consumer research.

## 2. TEACHING INNOVATION IMPLEMENTATION


### 2.1 Project Activities

Week	Activities	Description / Milestones
Week 1–2	<b>Project Introduction &amp; Group Formation</b>	<ul style="list-style-type: none"> <li>- Introduce project goals and deliverables</li> <li>- Form student groups (3–5 students)</li> <li>- Select global brands for analysis</li> </ul>
Week 3–4	<b>Research Design &amp; Data Collection Planning</b>	<ul style="list-style-type: none"> <li>- Guide students on setting research objectives</li> <li>- Introduce Social Blade, NPS, Fishbein Model</li> <li>- Start collecting secondary data</li> </ul>
Week 5–6	<b>Understanding Consumer Analysis</b>	<ul style="list-style-type: none"> <li>- Conduct regional comparisons using collected data</li> <li>- Integrate relevant literature and case study from Harvard (e.g., HSBC case)</li> <li>- MiniQuiz : 6 March (<b>adopting AutoProctor</b>)</li> </ul>
Week 7–8	<b>Consumer Behavior Data Analysis</b>	<ul style="list-style-type: none"> <li>- Interpret data: identify trends, preferences, segment behavior</li> <li>- Conduct basic data visualization and insights summary</li> </ul>
Week 9–10	<b>Strategy Evaluation &amp;</b>	<ul style="list-style-type: none"> <li>- Critically evaluate current marketing efforts</li> </ul>

Week	Activities	Description / Milestones
	<b>Development</b>	of selected brand using <b>SocialBlades</b> , quantitative and qualitative analysis
<b>Week 11–12</b>	<b>Drafting Final Proposal</b>	- Compile research findings into strategic recommendations - Peer review and revision of reports
<b>Week 13-14</b>	<b>Presentation Preparation</b>	- Develop slides and pitch deck - Conduct mock presentation and receive feedback
<b>Week 15</b>	<b>Final Presentations &amp; Assessment</b>	- Deliver formal presentations - Receive feedback from instructor and peers - Submit final project documentation



## SocialBlade Instagram Result



**SOCIAL BLADE** Search for your favorite Instagram creator

Maybelline New York @maybelline

Followers	Following	Media Count	Engagement Rate	Average Likes	Average Comments
12,578,336	1,457	4,279	0.06%	7,427.81	110.25

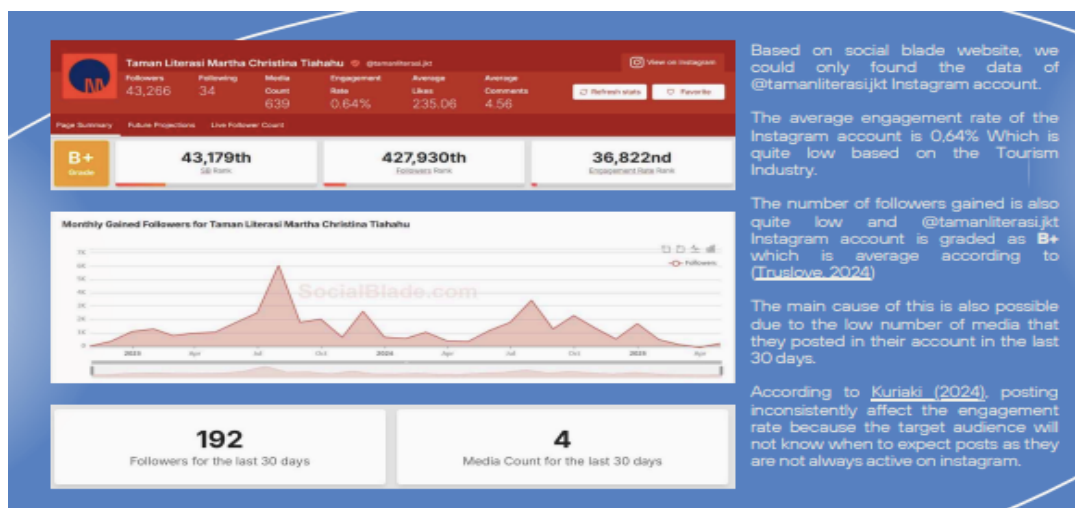
**B+** Grade

**38.668th** SB Rank

**1.370th** Followers Rank

**36.919th** Engagement Rate Rank

Maybelline New York's current Instagram engagement rate stands at **0.06%**, which is significantly **below** the industry average for beauty brands. This suggests a need for strategic adjustments to enhance audience interaction and content effectiveness.



**Taman Literasi Martha Christina Tiahahu** @tamanliterasi.jkt

Followers	Following	Media Count	Engagement Rate	Average Likes	Average Comments
43,286	34	639	0.64%	235.06	4.56

**B+** Grade

**43,179th** SB Rank

**427,930th** Followers Rank

**36,822nd** Engagement Rate Rank

**192** Followers for the last 30 days

**4** Media Count for the last 30 days

Based on social blade website, we could only found the data of @tamanliterasi.jkt Instagram account.

The average engagement rate of the Instagram account is 0,64% Which is quite low based on the Tourism Industry.

The number of followers gained is also quite low and @tamanliterasi.jkt Instagram account is graded as **B+** which is average according to Trustlove 2024

The main cause of this is also possible due to the low number of media that they posted in their account in the last 30 days.

According to Kuriaki (2024), posting inconsistently affect the engagement rate because the target audience will not know when to expect posts as they are not always active on instagram.

## Consumer Analysis on Leisure Travelers Satisfaction towards AirAsia's Quality and the Factors Influencing It in Jakarta - Bali and Bali - Jakarta route

[https://docs.google.com/forms/d/1w4VN8ni6lbW9PiACtkTSde\\_4mrl0N4l-SGoHP\\_6Cov8/edit](https://docs.google.com/forms/d/1w4VN8ni6lbW9PiACtkTSde_4mrl0N4l-SGoHP_6Cov8/edit)

### Respondents Personal Information Questions

1. Name
2. Gender
3. Occupation
4. Monthly income

### Screening Questions

1. How frequently do you fly?
2. Have you previously traveled with AirAsia on the Jakarta to Bali or Bali to Jakarta route?
3. When was your most recent trip on this route with AirAsia?
4. What is your primary reason for air travel?

Adopting Autoproctor at the Quiz (6 March 2025), There were 17 participants

## Consumer Behaviour \_ Mini Quiz

Consumer Behaviour

This form is automatically collecting emails from all respondents. [Change settings](#)

1. Reflect on your **latest purchase** in the past week. Identify the **stages in the consumption process** (Need Recognition, Information Search, Evaluation, Purchase, Post-Purchase). How did each stage influence your decision-making? **(60 points)**

2. Think of a product or brand you use regularly. What type of **consumer-brand relationship** do you have with it (self-concept attachment, nostalgic attachment, interdependence, love)? Explain with examples. **(40**

	A	B	C	D	E	F	G	H	I
1	Name	Email	Started At	Submitted At	Trust Score	Device Type	Google Class	Finished In Time	
2	Irwin Riyadi	irwin.riyadi@s	6 March 2025	6 March 2025 2:17 F	0.0%	Chrome (desktop)		TRUE	
3	Naristya Argy	naristya.harto	6 March 2025	6 March 2025 2:26 F	60.0%	Chrome (desktop)		TRUE	
4	Christiano Ro	christiano.alin	6 March 2025	6 March 2025 2:28 F	87.0%	Chrome (desktop)		TRUE	
5	Excellentia Al	excellentia.wi	6 March 2025	6 March 2025 2:26 F	78.0%	Safari (desktop)		TRUE	
6	Vett	masen1612@	6 March 2025	6 March 2025 2:17 F	85.0%	Microsoft Edge (desktop)		TRUE	
7	Sherina Atha	sherina.akma	6 March 2025	6 March 2025 2:31 F	88.0%	Safari (desktop)		TRUE	
8	Fahira Azzah	fahira.azzahr	6 March 2025	6 March 2025 2:07 F	0.0%	Chrome (desktop)		TRUE	
9	Pamela Glorie	pamela.mong	6 March 2025	6 March 2025 2:33 F	87.0%	Chrome (desktop)		TRUE	
10	John Wilyam	john.wilyam@	6 March 2025	6 March 2025 2:14 F	78.0%	Chrome (mobile)		TRUE	
11	Aaron Nathar	aaron.nathan	6 March 2025	6 March 2025 2:25 F	47.0%	Safari (mobile)		TRUE	
12	Kenji Kumiaw	kenji.kumiaw	6 March 2025	6 March 2025 2:39 F	85.0%	Chrome (desktop)		TRUE	
13	Jessica Alicia	jessica.hunt@	6 March 2025	-	NA	Chrome (desktop)		FALSE	
14	Dylan Study	iwillsleepat	6 March 2025	6 March 2025 2:29 F	89.0%	Chrome (desktop)		TRUE	
15	Regia Hemar	regia.hemanc	6 March 2025	6 March 2025 2:20 F	55.0000000000	Chrome (tablet)		TRUE	
16	Melly Angela	melly.angela	6 March 2025	6 March 2025 2:18 F	69.0%	Chrome (tablet)		TRUE	
17	Vincent Shell	vincent.hong	6 March 2025	-	NA	Firefox (desktop)		FALSE	
18	Bridget Marce	bridget.taslim	6 March 2025	6 March 2025 2:24 F	79.0%	Chrome (desktop)		TRUE	
19	Herlig Hemar	herlig.hemar	6 March 2025	6 March 2025 2:34 F	0.0%	Safari (mobile)		TRUE	

### Case for Student : Aaron, with 47% Trust Score

#### Proctoring Summary

View the test taker's proctoring report

## 47%

TRUST SCORE ⓘ

STARTED AT

06-MAR 1:48 PM

SUBMITTED AT

06-MAR 2:25 PM

BROWSER (DEVICE)

SAFARI (MOBILE)

TRACKING

📹 🎤 🖥️ 📄 ↗️ ⌂

👤 NO FACE DETECTED

394

🔊 NOISE DETECTED

6

📄 TAB SWITCHED

1



👤 MULTIPLE FACES

0

🖥️ MULTIPLE MONITORS

No

Missing submissions on your Google Forms tests? Use [Socratease Quizzes](#) and never miss any results! Hey,

VIOLATION TYPE	OCCURRED AT	EVIDENCE
Switched to different application for 24 second(s)	01:51:54 PM	This evidence has not been captured. <a href="#">Learn Why?</a>
Random Photo	01:48:54 PM	
Random Photo	01:49:11 PM	

**AutoProctor**

- Home
- Recent Tests
- Archived Tests
- Socratease Quizzes
- Usage
- Team
- Account

**Balance**  
Timer: Unlimited  
Proctor: 1571

[Topup Credits](#)

## AutoProctor Brief Summary

In a recent online assessment using **AutoProctor**, a **Trust Score of 47% of Aaron** was taken as one example. The Trust Score reflects the system's evaluation of how closely the participant followed the exam rules.

- A **46% Trust Score** indicates **moderate to high suspicion of rule violations**, such as switching tabs, background noise, or poor face detection.
- This score **raises concerns about test integrity** and may require **further review** (e.g., checking activity logs or recorded footage) before validating the test result. However, this 47% of Aaron was revealed due to switching tabs as displayed at the figure above.

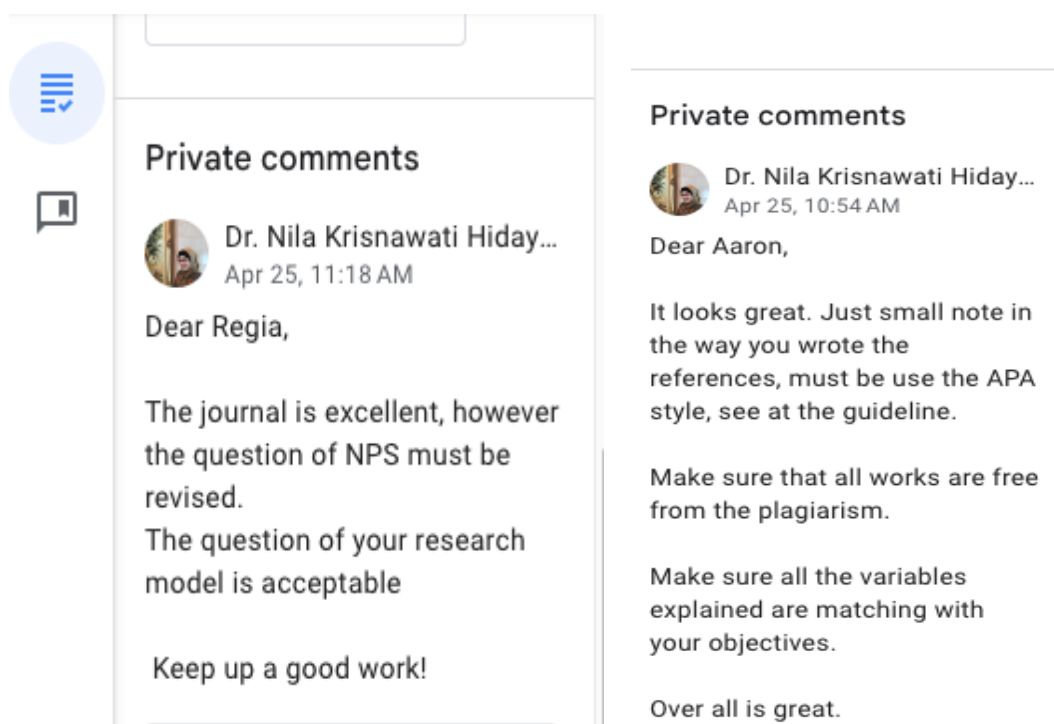
### The Advantages of First Stage Implementation of Autoproctor.

1. **Maintains Academic Integrity in Online Assessments**, particularly useful in a subject like **Consumer Behaviour**, where critical thinking and application-based answers are evaluated.
2. **Encourages Responsible Digital Learning Habits**. Students become more conscious of **academic honesty and digital professionalism**, aligning with real-world expectations in marketing and consumer analytics careers.
3. **Enhances Credibility of Online Modules**. Adds legitimacy to **asynchronous learning and digital certification** for Consumer Behaviour courses.

## 2.2 Challenges & Solutions

The challenges and corresponding solutions faced during the implementation of the *Consumer Behaviour Analysis of a Global Brand Learning Module* using a Project-Based Learning (PjBL) approach:

Challenges	Solution
a. <b>Selecting appropriate global brands for analysis by the group</b>	Provided a curated list of globally recognized brands with accessible data sources to ensure consistency and comparability.
b. <b>Different level of learning motivation and inconsistent participation in group work</b>	Implemented a peer evaluation system and set weekly milestones to ensure accountability and contribution tracking.
c. <b>Challenges in interpreting consumer behaviour data</b>	Offered simplified analytics frameworks and step-by-step guidance from the lecturer; incorporated mentoring check-ins.
d. <b>Technical Barriers in Autoproctor Implementation :</b> Some students faced browser compatibility issues or unstable internet during tests	Provided a <b>pre-test simulation</b> and a <b>technical guideline video</b> , allowing students to test the system in advance.



**Private comments**

Dr. Nila Krisnawati Hidayat...  
Apr 25, 11:18 AM

Dear Regia,

The journal is excellent, however the question of NPS must be revised.  
The question of your research model is acceptable

Keep up a good work!

**Private comments**

Dr. Nila Krisnawati Hidayat...  
Apr 25, 10:54 AM

Dear Aaron,

It looks great. Just small note in the way you wrote the references, must be use the APA style, see at the guideline.

Make sure that all works are free from the plagiarism.

Make sure all the variables explained are matching with your objectives.

Over all is great.

**Note :**

Lecturer sets weekly milestones and checking to all submitted project (google classroom) to ensure accountability and contribution tracking.

### 3. OUTCOMES

#### A. Metrics to Measure Outcomes

##### 1. Student Engagement:

- Track participation in classroom discussions and group research projects progress
- Measure attendance and submission rates for assignments and projects through Google Class

##### 2. Learning Outcomes Achievement:

- Assess students' performance in assignment and group project to evaluate their understanding of fundamental concepts (*aligned with TBL levels: Remembering, Understanding, and Applying*).
- Evaluate the quality of assessment process (Autoproctor) and project reports and presentations to assess higher-order skills such as analyzing and evaluating consumer behavior data.

##### 3. Digital Adoption:

- Monitor the usage of digital tools (e.g., analytics software) in assignments and projects.

Indicator	Description	Measurement Method (via Social Blade)	Why It Matters
<b>Follower Growth Rate</b>	Change in followers over time	Compare follower counts over daily/weekly periods	Indicates brand interest and popularity trend
<b>Engagement Rate (%)</b>	Avg. likes + comments per post ÷ total followers	Analyze post stats vs. follower count (manually or using platform insights)	Shows how active and involved the audience is

#### B. Methods for Collecting Data

##### Peer and Self-Evaluation:

- Include peer reviews and self-assessment components in group projects to assess teamwork and individual contributions.

#### C.Plans for Monitoring and Refining the Innovation

##### 1. Regular Monitoring:

- Conduct periodic reviews of students' progress based on assessment results and feedback.

##### 2. Final Review:

- At the end of the semester, compile all feedback, performance data, and engagement metrics to evaluate the overall effectiveness of the teaching innovation.
- Prepare a report with recommendations for scaling or further improvements.

#### 4. BUDGET REALIZATION

***The budget was utilized to purchase case studies from Harvard Business Publishing to enrich insights. The transferred budget from SGU was : Rp.240.000,- and the utilised budget was USD 9.90, with conversion rate (Rp.165.000), The remaining : Rp. 75.000,- which will be used for producing the ISBN Module with the Deepublish.***

Creating course module with the topic of “**Consumer Behaviour Analysis of a Global Brand Learning Module**” – **A Project Based Learning Approach**. A learning module designed for the Consumer Behaviour course with a Project-Based Learning (PBL) approach is essential to bridges the gap between theoretical knowledge and practical application.



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#### CUSTOMER INFORMATION

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Nila Krisnawati  
[nila.hidayat@sgu.ac.id](mailto:nila.hidayat@sgu.ac.id)

#### BILLING INFORMATION

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NILA KRISNAWATI  
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Tangerang Selatan, Banten 15412

#### ORDER ITEMS

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Product Title	Price	Quantity	Total
Improving Customer Experience at HSBC ST137-PDF-ENG	\$4.95	2	\$9.90

#### ORDER SUMMARY

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**Shipping and Handling:** \$0.00  
**Tax:** \$0.00  
**Total:** \$9.90

#### PAYMENT METHOD

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Credit Card

**MODUL COVER - TO BE PRODUCED AS EBOOK By DEPUBLISH:**

**Note :** currently the module is on the progress of pre-publishing process by the publisher



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# CONSUMER BEHAVIOR MODULE

**COURSE CODE: N550-2 BALA**

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**Semester IV - International Business and Marketing**



**Dr.Nila Krisnawati, SE.MM.**

**BUSINESS ADMINISTRATION - SWISS GERMAN UNIVERSITY  
2025**



**Deepublish**

# PSGD

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## 5. SEMESTER LEARNING PLAN

SLP (Semester Learning Plan) is attached in the final report.



*Your Gateway to Global Success*

### SEMESTER LEARNING PLAN (RENCANA PEMBELAJARAN SEMESTER)

No. Doc: SLP/BM/ N550 – 2 BALA

<b>Course Name</b>	<b>: Consumer Behavior</b>
<b>Course Code</b>	<b>: N550 – 2 BALA</b>
<b>Credit</b>	<b>: 3 SKS/ 4 ECTS</b>
<b>Semester</b>	<b>: 4</b>
<b>Course Status</b>	<b>: Mandatory</b>
<b>Prerequisite/s</b>	<b>: -</b>
<b>Faculty</b>	<b>: Business &amp; Communications</b>
<b>Study Program</b>	<b>: Business &amp; Management</b>
<b>Concentration</b>	<b>: -</b>
<b>Degree</b>	<b>: Bachelor</b>
<b>Instructor(s)</b>	<b>: Person &amp; Person</b>
<b>Delivery Mode</b>	<b>: Hybrid</b>
<b>Learning Method</b>	<b>: Blended Learning</b>
<b>Total Activity Time<sup>1</sup></b>	<b>: 135 hours</b>
<b>Scheduled Session<sup>2</sup></b>	<b>: 35 hours</b>
<b>Independent Study</b>	<b>: 98 hours</b>