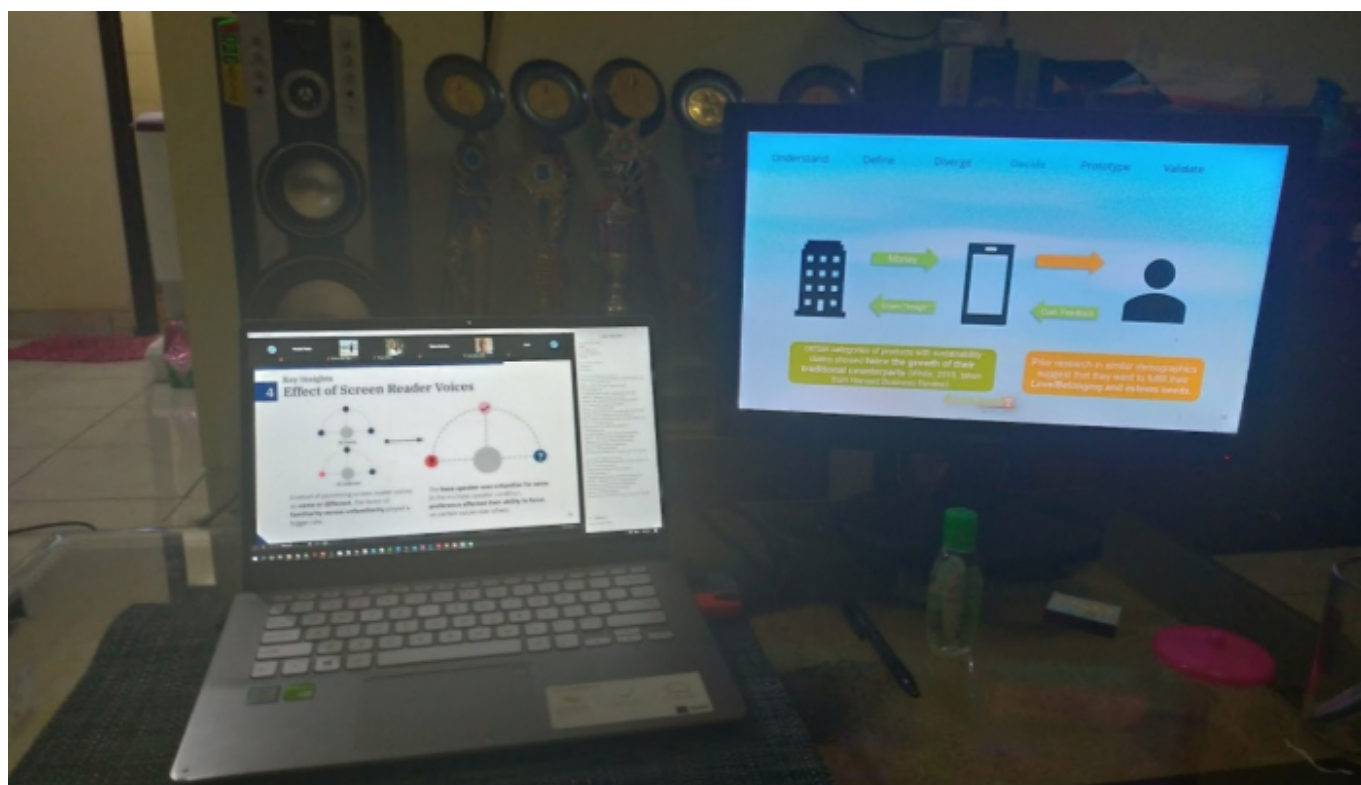


# UGM Student Team Wins Second Place in International Competition of Human-Computer Interaction

Wednesday, 08 July 2020 WIB, By: Natasa Adelayanti



UGM students successfully won second place in the International Human-Computer Interaction (HCI) Student Research Competition competition organized by The Association for Computing Machinery (ACM), USA.

In the competition which became a series of events of The ACM Conference on Human Factors in Computing System online on April 15-30, 2020, Gita Prasulistiyono Putra (FEB) and Kairania Qalbi (Faculty of Psychology) successfully won the title in the Undergraduate Student Research Competition category. Both of them submitted research ideas about Mobile Advertising-Based Reforestation Funding Application Design called Aranyani.id.

"We are exploring the possibility of using 'watching advertisements' as a way to donate," Gita said on Wednesday (8/7).

Furthermore, Gita explained that the research they were doing documented the application design process for millennials to donate in the environmental field, namely replanting forests. The idea of developing this application originated from a complaint about the tedious conventional donation

process. Besides, complaints are also related to users who do not have money to donate.

Departing from these conditions, both of them designed Aranyani, which allows users to donate by watching advertisements. Besides, the application developed with gamification that can increase the enthusiasm in donating.

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The results when tested with the "user experience questionnaire", the application can provide experience in the form of a comfort sensation that is higher than conventional applications. Also, practical experience is the ability to carry out the tasks desired by users who can match regular donation applications.

Gita said that they won second place after going through a series of reasonably stringent selection stages. Strong teams from various world-renowned universities joined the competition which began in December 2019.

In the initial stage, participants required to upload the submitted research files, next the jury filtered to choose the 14 best ideas that qualify for the semi-finals. The 14 selected teams came from Oxford, MIT, Tokyo University. Initially, in March, the 14 teams will present their ideas to Hawaii, but the competition was held online due to Covid-19. It also applied to the final round.

"From the 14 teams selected, 3 of the best teams to compete in the finals, they are teams from the Massachusetts Institute of Technology (MIT), Gadjah Mada University (UGM), and Indian Institutes of Technology (IIT). "I am very grateful that we succeeded in being ranked second in the name of UGM and Indonesia in the global arena," he explained.

Author: Ika

Translator: Natasa A

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