



BRIDGING THE EFFECTIVENESS OF TECHNOLOGY SCOPE:
EXTENDING THE IMPACT OF CSR360 BEYOND CORPORATE
BOUNDARIES

UNDERGRADUATE THESIS
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ABSTRACT

Corporate social responsibility (CSR) is a company commitment to manage its business activities' impact on communities and the environment responsibly. Awareness of the importance of the CSR led the study to examine the potential for CSR programs to improve human resources and provide broader social benefits. However, in practice there are still obstacles, both from the hard side of society to get funding for social activities, and from the side of companies that face challenges for effectively managing CSR programs.

Major problems arise include difficulties in obtaining financial resources, fragmented program management, transparency reporting on impact, and less partnerships' equilibrium with communities. To answer that, the study proposed the development of a digital platform that could bridge society and corporations. The platform is designed to provide an integrated project management system, guarantee transparent reporting and accountable, and open opportunities for sustainable collaboration.

Research analysis shows constraints on financial, social and technological aspects that affect the effectiveness of CSR programs. Thus, the proposed solutions include the provision of project management systems to simplify flow, impact and documentation monitoring mechanisms as a basis for open evaluation, and the chatbot integration as an interaction and dissemination of information to the user. Through a comprehensive approach, the study is expected to overcome existing obstacles and maximize the positive contributions of CSR programs for both society and the environment.

TABLE OF CONTENTS

STATEMENT OF ORIGINALITY	iii
SCIENTIFIC PUBLICATION APPROVAL	iv
ADVISOR APPROVAL	v
SIMILARITY INDEX REPORT	vi
ZERO GPT	vii
ABSTRACT	viii
DEDICATION	ix
ACKNOWLEDGMENTS	x
TABLE OF CONTENTS	xi
LIST OF TABLE	xv
LIST OF FIGURES	xi
CHAPTER I INTRODUCTION	1
1.1 Problem Simulation	1
1.1.1 Background of the Problem	1
1.1.2 Problem Statement	2
1.1.3 Objective	2
The following are the main goals of this project:	2
1.1.4 Problem from a Customer Perspective	3
1.2 Problem Constraint Analysis	4
1.2.1 Aspect 1:	4
1.2.2 Aspect 2:	4
1.2.3 Aspect 3:	5
1.3 Problem Functional Analysis	5
1.3.1 Functionalities 1: Project Management System	5
1.3.2 Functionalities 2: Galley	5
1.3.3 Functionalities 3: Communication	6
1.3.4 Functionalities 4: Chatbot	6
1.4 Solution Selection	6

1.4.1	Alternative Solution 1:	6
1.4.2	Alternative Solution 2:	7
1.4.3	Alternative Solution 3:	7
1.4.4	Solution Selection:	7
1.5	Usage Scenario.....	7
1.6	Development Effort.....	9
1.6.1	Man-month.....	9
1.6.2	Machine-months.....	10
1.6.3	Development Tools	10
1.6.4	Test Equipment	11
1.6.5	Expert Needs	12
1.6.6	Cost Estimation	12
1.6.7	Timelines.....	12
CHAPTER II	SPECIFICATION	13
2.1	Existing System and Proposed System	13
2.1.1	Existing Business Process	13
2.1.2	Proposed Business Process	14
2.2	Global Description of The Product	14
2.2.1	Main Functionality	14
2.2.2	User Characteristics	15
2.2.3	Constraints.....	15
2.2.4	Product Development Environment.....	16
2.2.5	Product Operational Environment.....	16
2.3	Requirement Analysis	16
2.3.1	External Interface	16
2.3.2	Functional Description	17
2.3.3	Data Requirement from user's perspective	18
2.4	Functional Requirements	23
2.4.1	Context Diagram	23
2.4.2	Activity Diagram and Data Flow Diagram	23
2.4.3	Data Flow Diagram with Process Activity Diagram.....	25
2.5	Non-Functional Requirement.....	27
2.6	Specification Testing.....	27
CHAPTER III	DESIGN	29
3.1	Alternative Solution Design.....	29
3.1.1	Alternative Solution 1	29
3.1.2	Alternative Solution 2	31

3.1.3	Alternative Solution 3	33
3.2	Rational/Systematic Design	35
3.2.1	Comparison Table	35
3.2.2	Quantitative Solution Selection.....	35
3.2.3	Solution Selection	42
3.3	Hierarchical/Iterative Design	43
3.3.1	Data Flow Diagram of CSR360	43
3.3.2	Data Flow Diagram of Login	45
3.3.3	Data Flow Diagram Project and Documentation	46
3.3.4	Data Flow Diagram Add, Update, and Delete of Project Management System	47
3.3.5	Data Flow Diagram of Chatbot	48
3.3.6	Data Flow Diagram of Gallery.....	50
3.3.7	Rapid Application Development (RAD) Methodology	51
3.3.8	Implement Steps in Software Engineering Design	51
3.3.9	Details of Component and Libraries	52
3.3.10	Unified Modeling Language 2.0	55
3.4	Demonstration and Proof of Design Process	63
3.5	Standards Used.....	65
3.6	Implementation and Testing Plans	67
3.6.1	Gantt Chart of Schedule & Timeline CSR360.....	67
3.6.2	S-Chart	67
CHAPTER IV IMPLEMENTATION.....		70
4.1	Design Implementation	70
4.1.1	Function.....	70
4.1.2	Database Implementation based on the Design	88
4.1.3	User Interface Implementation.....	95
4.1.4	Component Cost Analysis.....	104
4.1.5	Integration Among Every Module Based on the Implementation ..	104
4.1.5.1	fetchAddProject(), GetProjectDetail()	104
4.1.5.2	AddGallery(), ImageInput() to Gallery feature	105
4.1.6	Implementation Verification of parts 1,2,3, and 4 Explained Above	111
4.2	Product Display	116
4.2.1	Software Product Display	116
4.3	Manual Guide.....	118
4.3.1	System Build Documentation from the Source.....	118
4.3.2	System Installation	126

4.3.3	User Guide	131
4.3.3.1	User Guide: Community	131
4.3.3.2	User Guide: Company	152
4.4	Video Demonstration	169
CHAPTER V	TESTING.....	170
5.1	Restate the Problem as stated in the Chapter I.....	170
5.2	Restate the specifications stated in the Chapter II	172
5.3	Functional Testing.....	172
5.3.1	Testing Result.....	172
5.3.2	Present Quantitative Testing	206
5.4	Testing Other Specifications	213
5.4.1	Non-functional specifications that are included in the document...	213
5.4.2	A Photo/Recording of the Test is Shown in the Document	220
REFERENCES		232

LIST OF TABLES

Table 1.1 Man-months	9
Table 1.2 Timeline Caps	12
Table 2.1 User Characteristics	15
Table 2.2 Entity Table.....	20
Table 3.1 Comparison Table	35
Table 3.2 Rubrics	35
Table 3.3 Alternative Solution 1	37
Table 3.4 Alternative Solution 2	39
Table 3.5 Alternative Solution 3	40
Table 3.6 Demonstration of Design Process	63
Table 3.7 Standard Used	66
Table 3.8 S-Chart	68
Table 4.1 Login	70
Table 4.2 Project Management System.....	75
Table 4.3 Gallery.....	81
Table 4.4 Chatbot	86
Table 4.5 UI of Register and Login	95
Table 4.6 UI of Dashboard.....	97
Table 4.7 UI of Project Management System	98
Table 4.8 UI of Gallery	101
Table 4.9 UI of Chatbot	103

Table 4.9 Implementation Verification	111
Table 5.1 Testing of PMS Features	172
Table 5.2 Testing of Gallery Features	180
Table 5.3 Testing of Forum Chat Features.....	184
Table 5.4 Testing of Chatbot Features	188
Table 5.5 Testing of Login.....	192
Table 5.6 Testing of Add, update, delete Project	195
Table 5.7 Testing of Add, Update, and Delete Gallery	202
Table 5.7 Testing of Performance Platform	214
Table 5.8 Testing of System Availability	215
Table 5.9 Testing of the Platform Scalability	216
Table 5.10 Testing of Security	218
Table 5.11 Testing of Performance Service	219

LIST OF FIGURES

Figure 1.1 Flow Simple Solution Scenario	7
Figure 1.2 Flow Solution Scenario.....	8
Figure 2.1 Flow Diagram Existing Business Process	13
Figure 2.2 Use Case Diagram	17
Figure 2.3 ERD of Data Requirement.....	19
Figure 2.4 Context Diagram.....	23
Figure 2.5 Activity Diagram	24
Figure 2.6 Data Flow Diagram.....	25
Figure 3.1 Flow Solution 1.....	29
Figure 3.2 Flow Solution 2.....	31
Figure 3.3 Flow Solution 3.....	33
Figure 3.4 Data Flow Diagram Level 0	43
Figure 3.5 Data Flow Diagram Level 1	44
Figure 3.6 Data Flow Diagram Level 2	44
Figure 3.7 Data Flow Diagram Login Level 2.....	45
Figure 3.8 Data Flow Diagram Login Level 3	45
Figure 3.9 Data Flow Diagram Project and Documentation Level 1.....	46
Figure 3.10 Project and Documentation Level 2	46
Figure 3.11 Project and Documentation Level 3	47
Figure 3.12 Add, Update, and Delete of PMS Level 2	47

Figure 3.13 Add, Update, and Delete of PMS Level 3	48
Figure 3.14 Data Flow Diagram Chatbot Level 2.....	48
Figure 3.15 Data Flow Diagram Chatbot Level 3.....	49
Figure 3.16 Data Flow Diagram Gallery Level 2	50
Figure 3.17 Data Flow Diagram Gallery Level 3	50
Figure 3.18 Flow RAD.....	51
Figure 3.19 Use Case Diagram	56
Figure 3.20 ERD	57
Figure 3.21 Activity Diagram	58
Figure 3.22 Activity Diagram	59
Figure 3.23 Activity Diagram	60
Figure 3.24 Activity Diagram	61
Figure 3.25 Activity Diagram	62
Figure 3.26 Gantt chart	67
Figure 3.27 S-Chart.....	68
Figure 4.1 Data Flow Diagram Login Level 3.....	70
Figure 4.2 Data Flow Diagram PMS Level 2	75
Figure 4.3 Data Flow Diagram Gallery Level 2	81
Figure 4.4 Data Flow Diagram Chatbot Level 2.....	86
Figure 4.5 Screenshot of Website Database.....	89
Figure 4.6 Screenshot of Project Management System Database.....	90
Figure 4.7 Screenshot of Project Files Database.....	91

Figure 4.8 Screenshot of Project Final Report Database	92
Figure 4.9 Screenshot of Project MoU Database	93
Figure 4.10 Screenshot of Gallery Database.....	94
Figure 4.11 Screenshot of Gallery Image Database.....	94
Figure 4.12 Screenshot of Dashboard	116
Figure 4.13 Screenshot of Project Management System	116
Figure 4.14 Screenshot of Gallery	117
Figure 4.15 Screenshot of Chatbot.....	118
Figure 4.16 Screenshot of Download Node.Js	127
Figure 4.17 Screenshot of Download Python	127
Figure 4.16 Screenshot of VSC.....	128
Figure 4.18 Screenshot of command prompt	128
Figure 4.19 Screenshot of Installing React Router DOM.....	128
Figure 4.20 Screenshot of Installing SQLAlchemy	129
Figure 4.21 Screenshot of Installing Marshmallow	129
Figure 4.22 Screenshot of Installing mysqlclient.....	129
Figure 4.23 Screenshot of Installing Material UI.....	130
Figure 4.24 Screenshot of Construct Folder	130
Figure 4.24 Screenshot of Construct Folder	131
Figure 4.25 Landing Page	132
Figure 4.26 Register Page	132
Figure 4.27 Submit Page	133

Figure 4.28 Login Page	133
Figure 4.29 Login Button	133
Figure 4.30 Dashboard Page	134
Figure 4.31 Choose Regulation.....	134
Figure 4.32 TnC Page	135
Figure 4.33 Accept Terms and Conditions	136
Figure 4.34 Regulation Page	136
Figure 4.35 Bar Menu	136
Figure 4.36 Gallery Page.....	137
Figure 4.37 Download Template.....	137
Figure 4.38 Document Page File.....	138
Figure 4.39 Download Template Page.....	138
Figure 4.40 Go to PMS Page.....	139
Figure 4.41 PMS Page.....	139
Figure 4.42 Fill the Register Project Form.....	140
Figure 4.43 Notification Project Succesfully Added	140
Figure 4.44 After Registered Project	140
Figure 4.45 PMS Project Line.....	141
Figure 4.46 Upload PDF Page	142
Figure 4.47 Status Update	142
Figure 4.48 Upload Report Project Pages	142
Figure 5.1 Use Case Diagram	192

Figure 5.2 Screenshot result of question 1	207
Figure 5.3 Screenshot result of question 2	208
Figure 5.4 Screenshot result of question 3	209
Figure 5.5 Screenshot result of question 4	209
Figure 5.6 Screenshot result of question 5	210
Figure 5.7 Screenshot result of question 6	211
Figure 5.8 Screenshot result of question 7	212
Figure 5.9 Screenshot result of question 8	213