New Media Hegemony in Higher Education: Business Model or Narration Development

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Abstract. The massiveness of the dot.com bubble allows for rapid acceleration of information. Universities have responded by building new media. This study aims to examine the importance of cyber media for universities and the role of social media as a supporter of cyber media. This study uses a descriptive qualitative approach with the type of literature study through a Foucauldian perspective. The results show that the hegemony of new media makes universities compete to create social media ranging from Facebook, Instagram, to campus official cyber media with the domain ac.id. The education community has high bargaining power in business interests which has an impact on the birth of media outside the social media managed by the campus. The campus has not fully optimized the use of this social media. New media is still considered as a form of public information disclosure and at the same time building campus narratives to the public.

Keywords: new media · hegemony · higher education · Foucault · disclosure

1 Introduction

Education is an important aspect in producing quality human resources with high competencies [1, 2]. Ensuring education around the world is decent and inclusive is one of the goals of the Sustainable Development Goals (SDG's) [3, 4]. One of the efforts to achieve the goal is to improve the quality of tertiary institutions from various aspects ranging from curriculum, infrastructure, infrastructure including information and communication technology (ICT) [5–7].

It is undeniable, ICT is something very important to be built by universities in an effort to improve the teaching and learning process in class, distance learning with its advantages, disadvantages and challenges. [8, 9]. In reality, 125 State Universities in Indonesia have integrated ICT in Higher Education (HE) development with various levels of development. The Ministry of Education continues to encourage all Higher Education Institutions (HEI) to develop and innovate to become world-class universities. Higher Education is considered as an institution that is responsible for producing innovative work and advancing knowledge through the development of ICT [10].

Of the 125 HEIs, there are 22 tertiary institutions with legal entity status by 2022. Legal-Entity Higher Education Institutions (PTNBH) are considered to have more potential to become Centers of Excellence in Indonesia because they have autonomy in academic and non-academic management through research, community service and education. PTNBH has the authority to manage its finances more independently and is required to be creative in seeking funding in order to be able to run superior, quality and competitive tertiary institutions.

One of the things done by the University of Indonesia (UI) is by building hospitals, various study centers, laboratories, fuel filling stations, supermarkets, and so on. *Institut Teknologi Bandung* builds businesses in the fields of publications, hotel business, mining and innovation distribution. The same thing was done by *Universitas Brawijaya* (UB) by building an agro techno park, *Brawijaya* smart school, integrated field laboratory, UB forest, UB press, UB TV, radio, language development including development of cyber media.

The development of cyber media is one of the developments of a new media business model [11]). Advances in technology make it easier for someone to produce and send the latest information in the form of news. In the context of PTNBH, the presence of cyber media is very helpful in presenting news and information about the campus and forming a positive image of the university. [12]. Apart from being able to represent discourse in various perspectives, in terms of business, cyber media is also a form of competition in the media industry model in sales and advertising.

The competitive model of the media industry encourages universities to build the media industry in stages. Campuses are trying to build new media (social media and cyber media) because of various factors ranging from learning facilities, building campus narratives to public pressure to implement good university governance, namely transparency, accountability and changes in the way students communicate he focus of researchers is to analyze more in a communication and technical perspective [13–17]. There is no discussion on how new media at the campus level has become a new public space for building a new culture in the student democratization process. The study of campus cyber media is relatively minimal, plus many researchers are more focused on social media. Cyber media is considered to be a classic theme of academic literature. Even so, the campus still maintains its existence. Through a literature review, this paper tries to focus on why campuses still maintain new media amidst the digital divide in the context of human resources [18]. The urgency of this research is to examine cyber media as a new business medium while at the same time building narratives within the scope of PTNBH.

2   Method

This study is qualitative research by understanding social phenomena with a focus on communication interactions between researchers and the phenomenon under study, namely cyber media developed by the campus. Using document study that focuses on the interpretation of written material based on its context. All documentary materials were procured by researchers from well-known university news channels in Indonesia using cyber media. This cyber media belongs to active media and has a code of ethics like a

news agency. All news and information from these media are collected and categorized by the group. There are three main categorizations in this campus media. First, news as an effort to build campus narratives directly by mentioning institutions. Second, the news is an effort to build a campus without mentioning the name of the institution. The third category is not an attempt to build a campus narrative.

The researcher also distributed questionnaires to undergraduate students at the State University of Malang who took Journalism and its applied courses with a total of 106 students from various majors. The research was conducted using two methods: Questionnaires and interviews. To facilitate communication, each respondent who filled out the questionnaire was asked to provide personal information, contact details (cell phone, WhatsApp, email). The questionnaire asks two introductory questions: 1) have you ever read news or soft news? 2) if your answer is 'yes', do you read on social media or on cyber media, or both? For those who answered 'yes' to question one, follow-up questions explored when, how, and why students read literary fiction. This research focuses on the tendency of why they choose to read the media using electronic media (cyber media and social media). These data are strengthened by previous research. In conclusion, data analysis consists of reduction, presentation, conclusion drawing and verification.

3   Result and Discussion

3.1   The Urgency of Cyber Media for Supporting Social Media

New media including cyber media and social media are the most recent innovations for building communication and collaboration on a massive scale. Their presence with users continues to increase from time to time, making them an integral part of people's lives [14]. This media is internet based and allows for user generated content"user generated content" [19]. Online services built through new media enable users to build narratives through public or private profiles that are connected to other users to interact with each other in the digital world.

Connectedness in the digital world and the increasingly massive number of users inspire universities to build new media both based on cyber media and social media such as Instagram, Facebook, YouTube to Twitter. All universities with legal entities have social media and cyber media simultaneously with a large and increasing number of communities. The increase in new media was also accompanied by the establishment of a special directorate/institution on each campus which was coordinated under the Vice Rector. Attached is data on cyber media and social media owned by education-based campuses as centers of excellence. From this data, all HEs have consciously taken advantage of new media as the main platform in developing and building discourse on campus. HE in a structured way makes new media an additional platform in business development (Table 1).

The presence of new media has provided many offers, not only to media industry players but also to universities, especially universities that are legal entities. PTNBH has full authority in managing institutions and funds independently as government intervention is minimal. This great autonomy is used by universities to optimize and achieve performance targets set by the government, known as "Key Performance Indicators" (IKU). Autonomous tertiary institutions must meet the requirements regarding good

Table 1. New Media Ownership and its Followers.

HE (Higher Education)	Cyber Media	Social Media Followers (Instagram)
UPI Bandung	Active upi.edu	83.000
UM Malang	Active um.ac.id	170.000
UNY Yogya	Active uny.ac.id	181.000
UNESA Surabaya	Active unesa.ac.id	108.000
UNNES Semarang	unnes.ac.id	180.000

Source: secondary data from internet

university governance. One of the requirements for good university governance is transparency in management. This form of proof of transparency is carried out by sharing each activity on cyber media or social media owned by the Higher Education Institution. Information on admissions, college entrance fees, development fees, campus asset leasing and other mechanisms are also comprehensively explained in the new media.

If observed more closely, cyber media and social media simultaneously both have important meaning for PTN-BH. Both have a wide reach that cannot be reached physically. However, in reality PTN-BH is still in the stage of developing a narrative about the campus. Campuses have not maximized the use of new media as a production tool in achieving business profits. This is due to several factors. First, new media is considered less profitable because what is built and distributed is less profitable. The campus only gets the portion of news and discourse development. The benefits of starting from Ad-Sense or Google Ads take a long time. In practice, university managers still use new media as a tool to communicate with the public.

The majority of tertiary institutions in Indonesia optimize the use of social media so that they can reach a wider audience and without any restrictions in the teaching and learning process, new student admissions, and public relations. The results of research on the list of universities with the best social media activity in 2020 are occupied by Gadjah Mada University (UGM). UGM positioned itself as the university with the most number of likes in June 2020. UGM's Facebook page received 428 thousand from Facebook users. At the same time, UGM also has the largest number of followers on Instagram, reaching 900 thousand. The University of Indonesia is ranked first in the tertiary institution which has the highest number of Twitter followers, reaching 1.2 million users. This means that public communication, especially towards the community in digital media, is essential for universities.

Another factor is why campuses haven't optimized new media yet because the development of new media hasn't become part of the main performance indicators and success of higher education institutions explicitly. Main Performance Indicators of Higher Education focus on 8 main things, namely graduates getting jobs, students getting experience

off campus, lecturers doing activities outside campus, teaching practitioners on campus, international study programs, collaborative and participatory classes and study programs in collaboration with class partners.

Third, new media has not yet become the main policy level for higher education business development. The domination of digital immigrants rather than digital natives in higher education top management also influences this policy. Business development is still oriented towards the development of assets owned, starting from laboratories, hotels, restaurants, management of university endowments to student entrance fees from all study programs. Gradually, campuses are expected to start looking at new media development as a new level of business development.

There are several campuses that are trying to develop this new media such as what was done by *Universitas Brawijaya* with the development of UB TV, the cyber media channel 24.co.id as well as the development of other official and non-official social media. Not only cyber media with other social media, UB also builds a television channel connected to YouTube and other social media such as Instagram, Twitter and Facebook to get closer to students as the main target market. Of the three social media, two actively support cyber media and one is suspended media. Campuses really understand how cyber media must be supported by many sources because it is multi-directional, broad, fast, not bound by time, place, and interactions can occur between consumers who can also be producers of information.

From the results of the research it was found that 61 percent of the posts made by UB with cyber media were news that did not tell stories and discussed campuses such as news about information and technology, poor socio-economic conditions, sports, health, music and others. The news is accommodated with 27 features available there. The rest, news about the campus either explicitly or implicitly stated (see Table 2).

In the digital era, the emergence of online media is growing rapidly, people use the media as a means of communicating with the public. It is no doubt that the use of online media is increasingly in demand by the public, one of which is the use of cyber media as a means to expand intellectual understanding. The advantages shown through the ease of accessing cyber media can increase public interest in cyber media, cyber media is able to provide information and can increase promotions in an attractive way by utilizing available features so as to strengthen the company or organization's relationship with its public.

Not wanting to be left behind, higher education managers took the opportunity to compete in developing cyber media as a promotional event on social media, when viewed from Michel Foucault's geological theory of power. Foucault argues that genealogical

Table 2. News Categorization for the period 24 March 2019 – 18 July 2022

Categorization	Number of Post	Percentage
Mentioning Campus Explicitly	913 post	32%
Mentioning Campus Not Explicitly	185 post	7%
No Relation with Campus	1727 post	61%

Source: website kanal24

analysis begins with an investigation into the characteristics of power relations in the modern world starting from the question "how does power operate" and how to see the relationship between knowledge and power. In Foucault's view, there is no general model of the relationship between knowledge and power. Every era always has the characteristics of the relationship of knowledge and power. This is what inspired Foucault to cite genealogy as his analytical tool, namely to find out the technology and strategy of power operating through knowledge. This theory is in accordance with the existing reality that many universities are starting to use cyber media in disseminating information. This information is one of the efforts to build knowledge and discourse in the public space. In addition, the use of cyber media is also carried out to increase popularity and gradually take advantage of opportunities for doing business.

According to Eriyanto [20], Foucault argues that power is always accumulated through knowledge, and knowledge always has a power effect. This Foucault concept brings consequences to know power requires research on the production of knowledge that underlies power. Because every power is structured and established by certain knowledge and discourse. Power produces knowledge, power and knowledge directly influence each other; there is no power relationship without a correlative constitution of the knowledge field. It can be said that people who have power are people who have knowledge, so new media can help people in creating understanding, the people who are meant in this context are university coordinators who use cyber media as forming HEI branding.

Cyber media and journalists both have important roles as filters in filtering information circulating carefully (clearing house), by applying journalistic principles as mandated by the Press Law Number 40 of 1999 and the Journalistic Code of Ethics. Through various journalistic products and accurate narratives that explain and educate the public, the public will also be enlightened to the published information.

Cyber media has become an essential part of the rapidly growing mass media. In the context of traditional media, media effects occur at primary and secondary, material and immaterial levels [21]. A variety of cyber media coverage needs to be watched in the infodemic, and it is essential. Due to space, distance and time are no longer barriers for ordinary people to produce or consume news from various sources [22]. The development of cyber media is very rapid, massive in all its manifestations, and closely linked to the development of religious, ethnic and racial diversity in the context of social and political construction.

4 Conclusion

The campus has a large-scale community, both in terms of human resources and the core business of the campus. This public community has high bargaining power in business interests. This is coupled with the public's desire to access information disseminated through media channels, especially social media by universities. Social media is a mandatory tool for universities, from Facebook, Instagram, YouTube, Twitter to cyber media development. Social media has become a campus storefront in cyberspace with cyber media support. The campus has not fully optimized social media as a business arena that generates large profits. New media is still considered a form of public information while building a campus narrative.

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